



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

BSchool of
BUSINESS

Closer Alignment between Post-secondary Education Institutions and Industries

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In This New Millennium

- In a university, teach students how to learn
- A bachelor degree tells people that you have the basic skill of acquiring new knowledge



Job Survey (就業調查)

- Most companies require a **bachelor's degree** as a minimum qualification



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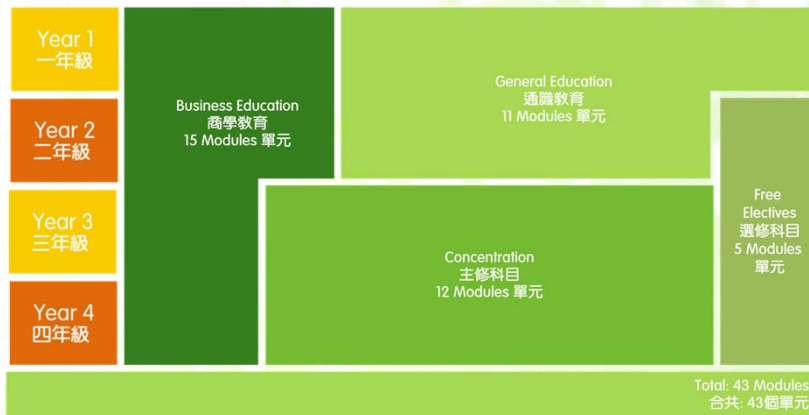
Let's See a Typical Example

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BBA Programme of Hang Seng Management College

Number of Modules to be Taken 須修讀的單元



Professionally Recognized

In Banking and Finance Concentration:

1. HKIB (Hong Kong Institute of Bankers 香港銀行學會)



2. ACT (Association of Corporate Treasurers)



3. IFPHK (Institute of Financial Planners of Hong Kong 香港財務策劃師學會)



4. SOA (Society of Actuaries)





Internship



- Internship which provides practical & useful business experience

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The Missing Link

- But the critical issue is how to integrate industry requirements with curriculum design
- Depends on Commitments of industry and educational institute
- Internship, Summer Job and Part-Time Job

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Challenges and Wish Lists

- **Current approval process emphasizes quality control, not flexibility**
- **Internship can be a prolonged interview, on-the-job training rather than a short term commitment**
- **Feasibility of Sandwich programmes / curriculum**

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Thank You!

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