

ENTRANCE REQUIREMENTS 入學要求

Applicants must have fulfilled the following requirement

申請人需符合以下條件

- English Language Requirements 英語要求:
www.ln.edu.hk/admissions/ug/non-jupas/how-to-apply/admission-requirements
- One of the following General Admission Requirements 以下其中一項一般入學要求:

First Year Admission 一年級收生

- HKDSE - Level 3 or above in Chinese and English, Level 2 or above in Mathematics and Liberal Studies, and Level 2 or above in one other elective subject
香港中學文憑考試 - 中國語文和英國語文達第三級或以上；數學及通識教育達第二級或以上，以及一科選修科目達第二級或以上
- A degree or a sub-degree awarded by a recognised post-secondary institution
由認可大專院校頒發的學位或副學位課程
- Qualification of current-year Joint Entrance Examination for Universities in PRC (Gao Kao) 內地應屆高考資格
www.ln.edu.hk/admissions/ug/mainland/news
- Other acceptable non-local qualifications 其他認可的非本地學歷
www.ln.edu.hk/admissions/ug/overseas/General_Admission_Requirements.pdf

Senior Year Admission* 高年級收生*

- Successfully graduated from a recognised full-time Associate Degree (AD)/Higher Diploma (HD) programme with duration of at least two years offered by a post-secondary institution
於認可的專上院校完成為期至少兩年的全日制副學士或高級文憑學位並畢業

admission of Senior Year solely as UGC-funded programme.

高年級入學僅作為教資會資助課程

Annual Tuition fee 每年學費

First Year Admission (Self-finance programme)
一年級收生(自資課程) - HKD 140,000

Senior Year Admission (UGC-funded programme)
高年級收生(教資會資助課程) - HKD 42,100 (Local 本地生) / HKD 140,000 (Non-Local 非本地生)^

^ For the definitions of local and non-local students, please refer to following website
有關本地生和非本地生的定義，請參考以下網址
https://www.ln.edu.hk/admissions/ug/financing/fees#tuition_fees

Application 申請詳情

- ▶ Online application for BSocSc (Hons) in Business Psychology is now available
商業心理學學士課程現正招生，請於嶺南大學網上報名系統申請：
<https://apply.ln.edu.hk/>
- ▶ All shortlisted applicants will be interviewed and considered on a case-by-case basis. 經初步篩選的申請者將獲安排面試並作個別考慮
- ▶ Application fee HKD200 (non-refundable)
報名費用 HKD200 (不設退還)



Application Deadline 招生截止日期

Early Round 早輪 : 7-12-2021
Main Round 主輪 : 17-5-2022
Late Round 晚輪 : 3-7-2022 (for non-Local student 非本地生)
28-7-2022 (for Local student 本地生)

Enquiries 查詢

Please refer to our website for most updated information
請瀏覽課程網頁以獲得最新資訊



<https://www.ln.edu.hk/psy/bpsy/index.php>

Tel 電話 : (852) 2616 7818 / (852) 2616 7817

Fax 傳真 : (852) 2616 5997

Email 電郵 : bpsy@LN.edu.hk

Mailing Address 郵寄地址:

Bachelor of Social Sciences (Honours) in Business Psychology Programme
Department of Applied Psychology
Room WYL221, Dorothy Y. L. Wong Building
Lingnan University, Tuen Mun
N.T. Hong Kong SAR
香港新界屯門青山公路8號
嶺南大學黃玉蘭樓WYL221室
應用心理學系-商業心理學(榮譽)社會科學學士課程

Bachelor of Social Sciences (Honours) in Business Psychology

商業心理學(榮譽)
社會科學學士課程

BSSBP

the pioneer in the region to integrate psychology and business in operation
全港首個結合商業及心理學的學士課程

**Bachelor of Social Sciences (Honours)
in Business Psychology**

商業心理學(榮譽)社會科學學士課程

Bachelor of Social Sciences (Honours) in Business Psychology

商業心理學(榮譽)社會科學學士課程



Message from the Programme Director 課程主任的話

Francis Cheung, Ph.D.
Associate Professor
張宇樂教授

APPLYING PSYCHOLOGY to achieve organizational and business success

The Self-financed Bachelor of Social Sciences (Honours) in Business Psychology is a four-year full-time programme designed for students who wish to pursue an undergraduate degree in psychology with a special interest in the application of psychology in business and organizational settings. Informed by strong research, the teaching and learning of the Business Psychology Programme will produce highly qualified graduates with expertise in business and organisational psychology, who would be employable in different business sectors. Successful graduates can opt for further studies in relevant research-based or taught-based postgraduate programmes in Hong Kong or abroad. The Business Psychology Programme fulfils all the level-5 (Bachelor degree qualifications) generic descriptors in the Hong Kong Qualifications Framework (HKQF).

此四年全日制自資學士課程，專為對商業或工業及組織心理學有興趣的學生而設。透過教學與研究，本課程將培養出適合在不同商業領域工作的高質素畢業生。學生畢業後可選擇投身職場，亦可選擇留港或到海外繼續升學，修讀有關研究生課程。本課程已獲香港資歷架構認可為第五級（學士學位）課程。

PSYCHOLOGY THEORIES AND SKILLS FOR BUSINESS 商業心理學理論和技巧

With the complexities of modern working life in Hong Kong, companies have to meet an ever-increasing demand for coherence within their organisation and strong relationships between staff, management and customers. These demands create a definite need for human resource policies and marketing strategies. Psychological theories and practices are fundamental to improve workplace practices and interaction with customers. Psychology knowledge also helps managers at all levels of organisations select, support, motivate and train employees. It also helps businesses design desirable products and build better relationships with customers.

Business psychology offers students the theories and skills needed to succeed in understanding what consumers want and the nuances of product design to obtain the perfect alignment of the needs of people, workplaces and organisations, and promote the awareness of what motivates and influences people that drives business. Integrating management studies with the critical and analytical methods of psychology, business psychology helps students pursue careers in personnel management, training and development, human resource management and employee and customer relations.

鑑於現今香港工作環境的複雜性，企業為了制定更有效的人力資源政策和市場策略，對瞭解機構自身、管理層、員工以及顧客之間關係的需求日益增加，而心理學理論和實踐則可以改善工作方法和與客戶間的互動關係。心理學知識亦可以幫助各級別的管理人員去選拔、支持、激勵和培訓員工，幫助企業設計合意的產品並與客戶建立良好的關係。

本課程為學生提供所需的理論和技能，以幫助他們理解消費者的需求以及產品設計的細微差別，全面地滿足消費者、工作場所，以及組織的需求，並提升激勵和影響推動業務發展者的意識。本課程的學生需同時學習管理學的批判方法，以及心理學的分析方法，這有助學生畢業後從事人事管理、培訓及發展、人力資源管理，以及客戶服務等職業。

PROGRAMME STRUCTURE 課程結構

Students will complete most common core (12 credits) / cluster courses (15 credits) in the first two years of the programme. During the first two academic years, students are expected to finish the two introductory courses (Introduction to Psychology and Introduction to Business Psychology and Organisational Behaviour) and research methods courses. Starting from the third year, students will concentrate on the subject-related required courses as well as the major electives.

同學需於首兩年完成大部分共同核心科目（12學分），和五個課程組別科目（15學分）。此外，亦需於首兩年完成兩個基本科目（心理學導論和商業心理學及組織行為導論）以及一些關於研究方法的科目。同學將於第三年及第四年專注修讀商業心理學的必修科和選修科。

COURSE DESCRIPTION 課程簡介

Foundational courses

- Introduction to Psychology
- Introduction to Business Psychology and Organisational Behaviour
- Research Methods for Psychology
- Statistics for Psychology
- Junior Research Project

Required courses

- Negotiation, Judgement, and Decision Making in Organisations
- Introduction to Consumer Psychology
- Psychology of Human Performance and Technology
- Social Psychology
- Personality and Individual Differences
- Psychological Testing and Assessment
- Industrial and Organisational Psychology
- Senior Thesis

WHY CHOOSING BSSBP?

-  Equip students with broad knowledge and understanding of psychological principles. 為學生提供廣博的知識和對心理學原理的理解。
-  Nurture students to become critical thinkers and problem solvers who can tackle organizational issue through the use of psychological principles. 培養學生批判性思維和解決問題的能力，運用心理學原理以解決組織問題。
-  Sharpen students' awareness of the diversity and key challenges in modern work and business context. 加強學生認識現今工作和商業環境下的多樣性及挑戰。
-  Promote students' ability to conduct independent scientific research to examine issues occurred in business and organizational environment. 促進學生進行獨立科學研究的能力，以了解業務和組織相關問題。