

**Graduate Profile of  
Bachelor of Management (Honours) in Business and Social Sustainability**

<b>Qualification Title (in English and Chinese, if applicable)</b>	Bachelor of Management (Honours) in Social and Business Sustainability 社商企業持續發展(榮譽)管理學學士
<b>Qualification Type (e.g. Bachelor Degree)</b>	Bachelor's Degree
<b>QF Level</b>	5
<b>Primary Area of Study / Training</b>	Business and Management
<b>Sub-area of Study/ Training (if any)</b>	General Business Management
<b>Other Area of Study / Training</b>	Social Sciences
<b>Other Sub-area of Study/ Training (if any)</b>	Social Services
<b>Programme Objectives</b>	<p>(a) To nurture students' capacity in applying knowledge and skills from various business and management disciplines in a social context where both non-profit and for-profit organisations can pursue both economic and social goals;</p> <p>(b) To equip students with transdisciplinary knowledge in designing, launching and implementing projects with social value and economic value and impact so as to create a better world;</p> <p>(c) To cultivate students' capacity in thinking in systems, identifying social problems, and defining and designing creative solutions to these problems;</p> <p>(d) To train students to competently assess, measure, evaluate and improve the social impact of the activities of both non-profit and for-profit organisations;</p> <p>(e) To equip students with effective communication, collaboration and team-building skills; and</p> <p>(f) To provide students with general education to encourage them to grasp knowledge from various disciplines, in order to learn about self, life and the world.</p>
<b>Programme Intended Learning Outcomes</b>	PILO 1: Apply various business and management skills in both non-profit and for-profit organisations, to enable these organisations to achieve both economic and social purposes.

	<p>PILO 2: Demonstrate ability to design, launch and implement projects with social and economic value and impact.</p> <p>PILO 3: Demonstrate ability to assess, measure, evaluate and improve the social impact of for-profit and non-profit organisations.</p> <p>PILO 4: Demonstrate social responsibility and environmental awareness, with motivation to address different social issues while bringing economic benefits to organisations.</p> <p>PILO 5: Communicate effectively and engage with different stakeholders in both for- profit and non-profit sectors.</p> <p>PILO6: Exercise intellectual abilities by applying multi-disciplinary knowledge and general skills and engaging in life-long learning, to ensure career mobility and success.</p>
<p><b>Education Pathways</b></p>	<p>Graduates of the Programme should be able to further study to post-graduate programmes of related disciplines, such as</p> <ul style="list-style-type: none"> <li>• M.Soc.Sc in Development Studies</li> <li>• M.Soc.SC.Programmes in Social Service Management in Non-Profit Management</li> <li>• M.A. in Social Service Management</li> <li>• M.A. in Social Entrepreneurship</li> <li>• M.A. in Social Enterprise</li> <li>• Master of Social Change and Development</li> <li>• MBA in Nonprofit Management</li> </ul>
<p><b>Employment Pathways</b></p>	<p>Graduates of the Programme are expected to be able to pursue a variety of career paths in non-profit organisations, social enterprises and public relations firms, corporations and trusts. Some examples are listed below:</p> <ul style="list-style-type: none"> <li>• Programme and Service Coordinator</li> <li>• Public Relations Officer</li> <li>• Marketing Personnel</li> <li>• Fundraising Officer</li> <li>• Manager</li> <li>• Corporate Development Officer</li> <li>• Executive Assistant</li> <li>• Programme Specialist</li> <li>• Senior Associate</li> </ul>

<p><b>Minimum Admission Requirements</b></p>	<p><b>Year 1 Entry</b> Applicants should meet one of the following requirements:</p> <ul style="list-style-type: none"> <li>(a) HKDSE candidates from 2024/25 onwards, have obtained Level 3 for Chinese Language and English Language and Level 2 for Mathematics and have “Attained (A)” for Citizenship and Social Development plus one Elective/Applied Learning Subject at Level 2 (“332A+2”) in HKDSE; or</li> <li>(b) HKDSE candidates before 2024/25, have obtained Level 3 for Chinese Language and English Language and Level 2 for Mathematics and Liberal Studies plus one Elective/Applied Learning subject at Level 2 (“3322+2”) in HKDSE; OR</li> <li>(c) Have passes in AS Use of English and AS Chinese Language and Culture plus one AL subject/ two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR</li> <li>(d) Have obtained the International Baccalaureate (IB) Diploma with a minimum of 24 points and fulfilled the English language requirements: <ul style="list-style-type: none"> <li>(i) Grade 4 or better in the Higher Level English Language (B Syllabus); or</li> <li>(ii) Grade 5 or better in the Standard Level English Language (B Syllabus); or</li> <li>(iii) Grade 4 or better in the Higher or Standard Level English Language (A1 or A2 Syllabus); or</li> <li>(iv) Grade 4 or better in the Standard Level English – Text and Performance; or</li> <li>(v) Grade 4 or better in the Standard Level English - Literature and Performance (A1 syllabus); OR</li> </ul> </li> <li>(e) Have met the 2nd cut-off line* of the respective province for admission to mainland key universities in the National Joint College Entrance Examination (JEE) and the scores of English Language is over 100 (out of 150) (普通高等學校聯合招生考試 (JEE, PRC) 達到所屬省市報讀第二批重點高校分數線* 以上及英語科達100分或以上); OR</li> <li>(f) Have obtained equivalent qualifications (such as meeting the admission requirements of a degree programme offered outside Hong Kong).</li> </ul>
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	<p>* Or the “cut-off line for undergraduate studies” (for provinces and cities where the 1st and 2nd cut-off lines are combined) 或  「本科批次」分數線 (適用於「本科一批」及「本科二批」合併為「本科批次」的省市)</p> <p><u>Year 3 entry</u></p> <p>(a) Having completed an Associate Degree (AD) or a Higher Diploma programme of the relevant subject/discipline; OR</p> <p>(b) Have obtained equivalent qualifications.</p> <p>Remark:  Students admitted to the Senior Year may be required to satisfactorily complete some bridging courses. The bridging courses can be Discipline courses or General Education courses offered in the first two years of the curriculum.</p>
<p><b>Operator (in English and Chinese, if applicable)</b></p>	<p>Tung Wah College  東華學院</p>