



Press Release – For Immediate Release

To: Assignment Editor/Editor of Education and Local News Sections

24 February 2025

HSUHK Business School integrates Google Career Certificates Program into modules to meet demands of today’s digital economy

The School of Business (SBUS) at The Hang Seng University of Hong Kong (HSUHK) is thrilled to integrate Google Career Certificates Program into its modules. The initiative will equip SBUS’s undergraduate and postgraduate students with essential digital skills through a comprehensive suite of online training programmes tailored to meet the demands of today’s digital economy.

SBUS is pleased to receive support from Google Hong Kong, who will provide scholarships to students from SBUS, granting them free access to the Program for 2025. Participating students will have the opportunity to earn credentials in high-demand skills that are crucial for success in the modern workforce.

From late February 2025, SBUS will integrate the “Google AI Essentials” course from the Program into selected modules within its undergraduate and postgraduate programmes across disciplines in accounting, marketing, management, economic and finance. This integration will equip students with foundational knowledge and skills in artificial intelligence and prepare them for the evolving business technology landscape.

In addition to the “Google AI Essentials” course, students will have the flexibility to explore and complete other courses within the Program at their own pace throughout the academic year. These courses cover a wide range of in-demand digital skills, including digital marketing, e-commerce, cybersecurity, IT support, and IT automation, to ensure that students are well-prepared for the challenges of a digital marketplace.

Professor Sam Park, Dean of the School of Business, expressed his enthusiasm regarding the integration of Google Career Certificates Program into their modules, stating “AI is now an indispensable skill in society, and the demand for tech talent in the market is increasingly intense. We are excited to enhance our curriculum with the Google Career Certificates Program, which will not only provide our students with valuable skills, but also align with our commitment to fostering a learning environment that prepares them for their future careers.”

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香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Photo:



Photo 1: HSUHK’s School of Business integrates Google Career Certificates Program into modules.

Photos Download: <https://bit.ly/41eTJoU>

About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,700 full-time undergraduate and postgraduate students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values, and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also ranked among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.