



**University of
Sunderland**

in Hong Kong

LIFE-CHANGING LEARNING IN HONG KONG

PROSPECTUS 2017



THE UNIVERSITY OF SUNDERLAND
IN HONG KONG



THE FUTURE IS YOURS TO DECIDE.

Located in Central, Hong Kong

One of the most important financial centres in Asia

Top 5 Leading UK Provider of Transnational Education

Providing education services in Hong Kong for more than 20 years

Highest league table climber in the UK

(Guardian University Guide 2017)

Ranked in global top 20 for lecture quality

(International Student Barometer 2015)

Best University in the North East (15th in the UK)

(Whatuni Student Choice Awards 2015)

10 Areas of 'World-Leading' Research

Business, Education, Engineering, Pharmacy, Social Work, Sport and Exercise Sciences, Leisure and Tourism, English, History, Art and Design, Media
(Research Excellent Framework, R.E.F)



**University of
Sunderland**
in Hong Kong

Contents



Career Ready

Our degree programmes provide a head start in the workplace. 94% of graduates are in employment or further study within six months of graduating.



Global & Local Vision

Our internationally and locally recognised UK degrees are delivered by local lecturers with professional practical experience in Asian markets.



Excellent Achievement

More than 82% of undergraduates at Hong Kong campus achieved honours degrees in 2016.



Overseas Study Opportunities

The three campuses allow students to experience studying at Sunderland, London and Hong Kong.



World Leading Support

The University of Sunderland is a leader in transnational (TNE) education in the UK since 1994. Our Hong Kong campus provides dedicated academic and student support.



Alumni Network

123,219 University of Sunderland graduates worldwide, including 5,354 in Hong Kong.

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Get a globally recognised degree

The University of Sunderland offers you a unique chance to study for highly regarded qualifications in the heart of Hong Kong's business district – Central, where many multinational corporations locate their headquarters. Since 2004, the University of Sunderland in Hong Kong (formerly named RDI) has been delivering transnational undergraduate and postgraduate academic programmes in Hong Kong, preparing our graduates with the relevant employment skills and globally-recognised qualifications employers demand.

Our internationally acclaimed courses and strong global presence is reflected in the fact that we have welcomed students from 94 different countries across the globe, including Hong Kong and the UK. Students in our Hong Kong location can choose to study in the UK for one or two semesters in the British campuses in Sunderland and/or London. This means that you will not only receive a first-class education but also key international experience. In addition, you will get the chance to make those crucial first networking connections with fellow students and graduates to establish links across the globe.

With employability modules in our programmes, our graduates leave us with valuable employment skills that global companies demand in the 21st Century, as well as a top-class qualification. Our flexible and forward-thinking approach means that most of our programmes have several intakes during the year.

We appreciate that higher education is an investment in your future and we are very competitive when it comes to tuition fees, enabling our students to access high-quality, affordable courses. For many programmes, funding is available through the Extended Non-Means-Tested Loan Scheme and/or Continuing Education Fund (CEF). A range of bursaries and scholarships are also available to support your study in Hong Kong.



At the University of Sunderland in Hong Kong you can enjoy a life-changing and transformative experience as part of this well established academic community.

Take a look at what the University of Sunderland in Hong Kong can offer you.



A quality education

The University of Sunderland is ranked in the global top 20 for lecture quality (International Student Barometer 2015)



A century of learning

The University of Sunderland has a rich heritage that spans more than 100 years. We have a strong worldwide reputation for delivering high quality education that leads to globally-recognised qualifications.

In addition to the UK locations in Sunderland and London, the University of Sunderland offers a unique opportunity to study for globally recognised qualifications in the heart of Hong Kong's vibrant business and financial district.

the academic process, which means our students are receiving the latest and most relevant information from academics who are leading experts in their subject areas.

In 2014 the University was recognised as one of the top 5 providers of transnational education in the UK – developing from the delivery of our programmes with partners abroad.

We work with 28 partners across the world in countries or regions including Hong Kong, Malaysia, Singapore and Vietnam.

The University of Sunderland has been recognised at the highest level – particularly by Governments and the British Council – for its innovative international activity.

Whichever degree you choose, you can be sure that you will be leaving us ready to compete with the best.



The University works with some of the world's largest organisations and we have built up strong corporate partnerships with global businesses ensuring the courses we deliver are industry-focused and graduates leave with both the academic qualifications and life skills employers are looking for.

We also enjoy international acclaim for the quality of our world-leading research. All of the research we carry out is fed back into

Our history

Sunderland has been an important centre for education since 674AD, when Benedict Biscop built St Peter's Church and monastery. Here we take a look back at some of the key developments of the 20th and 21st Century which have helped create the modern University of Sunderland...



Sunderland Technical College opened, built at a cost of £27,800. The Principal, Mr Branford, was also responsible for the School of Art, run from the Town Hall.

1901



Departments of Naval Architecture and Pharmacy established.

1921



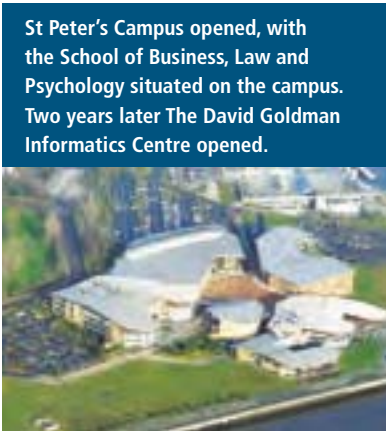
The College of Arts and Crafts moved to new accommodation in Ashburne House.

1934



Special courses for the armed forces and the Ministry of Labour introduced during the Second World War.

1942



St Peter's Campus opened, with the School of Business, Law and Psychology situated on the campus. Two years later The David Goldman Informatics Centre opened.

Sunderland Technical College became Sunderland Polytechnic.

1969

Sunderland Polytechnic established the UK's first degree course in Glass Design.

1982

1994



Olympic athlete Steve Cram MBE named as new Chancellor.

St Peter's renamed Sir Tom Cowie Campus, in celebration of Sir Tom's 80th Birthday.

2002



The University announces the establishment of a new site in the capital, the University of Sunderland in London.

Priestman Building is reopened following a £6m refurbishment as a centre for Fine Arts and Culture.

2008

2012

2014



Opening of University of Sunderland in Hong Kong. The University's new location in the heart of Hong Kong, Asia.

2016

1908

Sunderland Teacher Training College opened.



1922

Sunderland Teacher Training College became 'women only' and remained that way until 1959.



1939

Priestman Building opened, home to the departments of Mathematics and Mining.



Priestman Library at the Sunderland Technical College – now part of the Sunderland University Priestman Building was named after philanthropist Sir John Priestman.

1964

A new complex of buildings on Chester Road was opened by HRH Prince Philip, Duke of Edinburgh.



1973

Sunderland created the first part-time Bachelor of Education programme in the country.

1992

Sunderland Polytechnic gained university status and became the University of Sunderland.



1998

Oscar-winning film producer Lord Puttnam of Queensgate CBE became the University's first Chancellor in 1998.



2004



The £12m CitySpace sports facility opens in preparation for the 2012 London Olympics.



In 2004 the £9m Media Centre was opened by Baroness Estelle Morris.

2009

2013

National Glass Centre reopens after a £2.2m refurbishment by the University.



2015

Shirley Atkinson appointed Vice-Chancellor.

Career focus

Sunderland is renowned for its innovative work in helping students achieve their career goals. A high priority in the design of Sunderland programmes is training students in transferable skills for the workplace. This effort has led to developing significant employability skills in our graduates.

Consequently, 94% of our graduates are in employment or further study within six months of graduating (Destinations of Leavers from Higher Education)

Recent University of Sunderland graduates have secured roles in the following sectors:

- Technology (Microsoft, IBM)
- Consumer goods (P&G, Nike, Adidas)
- Banking (Lloyds TSB, HSBC)
- Hospitality (Marriott Hotels, Starbucks)
- Government departments and agencies

Skills for employment

As part of your course, you will take up to three employability modules specifically designed for self-development and career readiness. The modules are: 'Essential Employment and Study Skills', 'Developing Career Prospects' and 'Applying Critical Reflective Practice'. The University of Sunderland is one of the first universities in the UK to introduce employability modules into all stages of undergraduate business courses.

These employability modules complement the broader skills that you'll gain in understanding how businesses create success, human resource management and how to make informed decisions and how to lead change in organisations.



Supporting you from day one

From your enrolment, a dedicated Student Support Team will assist you until you graduate. You will be invited to attend an induction session where you can meet your classmates and also receive information about the programme. During your studies, you can access an online study platform where all study materials are available. In addition, you will be allocated a tutor for academic support who you can contact for any academic queries.

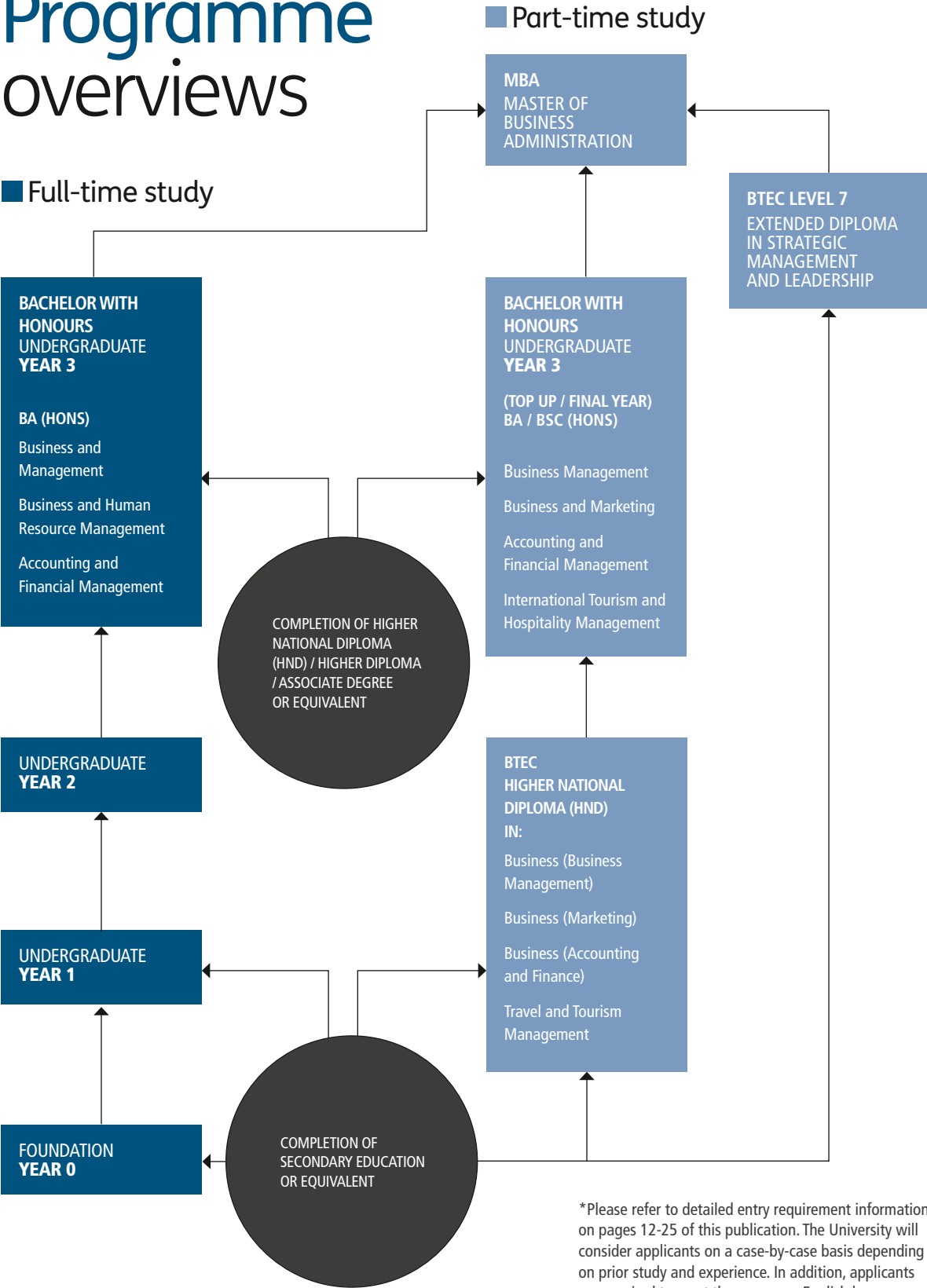
Opportunity of studying in the UK¹

Students can choose to study in the UK by spending a semester or a full academic year in the UK. This will allow you to immerse yourself in British culture, develop your English language skills and enhance your employment prospects with demonstrable international experience and exposure to other cultures and environments.



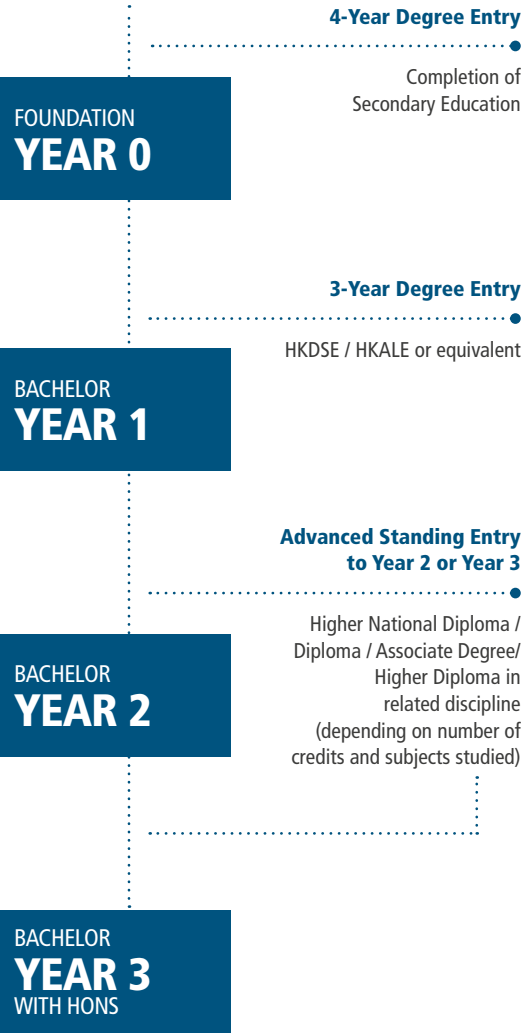
¹Subject to the UK's VISA requirement.

Programme overviews



Full-time Undergraduate Programmes

The content of the 4-year and 3-year degrees mirror the Sunderland-based undergraduate courses and allow you to benefit from The University of Sunderland's expertise in teaching of business and management without leaving Hong Kong. Students who are not accepted onto Year 1 of BA (Hons) Business and Management programme can apply to enter at the Foundation Year 0 level of the programme.



Entry Requirements

4-Year Degree Entry:

- 72 UCAS Tariff points with an English language proficiency of IELTS 5.5 or equivalent.
- The University will consider suitable candidates on a case-by-case basis.

3-Year Degree Entry:

- 112 UCAS Tariff points with a Level 2 in HKDSE Mathematics and a Level 3 in HKDSE English.
- The University will consider suitable candidates on a case-by-case basis.

UCAS TARIFF POINTS	GCE A-LEVEL HCALE	HKDSE
56	A*	5**
52	--	5*
48	A	5
40	B	--
32	C	4
24	D	--
16	E	3

Advanced Standing Entry to Year 2 or Year 3:

- Holders of an appropriate National Higher Diploma / Diploma / Associate Degree / Advanced Diploma / Higher Diploma in a related discipline with an English proficiency of IELTS 6.0 or equivalent (example: if you have proof of prior studies taught and assessed in English)
- The University will consider suitable candidates on a case-by-case basis.

Mode of Study

Day-time tuition includes 36 hours of face-to-face tutorials per module. Students have the option of transferring to part-time evening and weekend study² after year 1, if they wish to find employment and gain work experience.

Funding Options

Hong Kong residents can apply for the Extended Non-Means-Tested Loan Scheme to seek financial assistance from the Student Finance Office - Working Family and Student Financial Assistance Agency.

²A sufficient number of students are required to enrol on part time study mode to commence weekend/evening classes. Tuition fees for part-time study mode may differ from full-time study mode.

FULL-TIME UNDERGRADUATE (3/4-YEAR)

BA (Hons) Business and Management

NCR Reg. no.	252466
Qualification	Undergraduate degree with honours
Mode of Study	Full-time
Duration	3 years / 4 years (includes foundation year)
2017 Tuition Fee	Year 0: HK\$36,050 per year Year 1 to 3: HK\$57,642 per year
Intake	October

This programme will provide you with a strong grounding in the fundamentals of business such as strategy, operations and logistics, human resource management and marketing. This will provide you with the widest range of transferable business skills leading to you being a well-rounded graduate.

The focus on employability modules complements the broader skills that you'll gain in understanding how businesses create success, how to manage business operations, how to make informed decisions and how to lead change in organisations.

Students who are not accepted onto Year 1 can apply to enter at the Foundation Year 0.

FOUNDATION YEAR 0
<ul style="list-style-type: none">Higher Education Skills and CompetenciesInformation Technology for Business UseContemporary Business Issues in a Globalised EnvironmentIntroduction to Critical Academic ThinkingOrganisational Behaviour and the Management of PeopleIntroduction to Organisational ManagementBusiness Management Project

BACHELOR YEAR 1
<ul style="list-style-type: none">Introduction to Accounting and FinanceIntroduction to Operations and ServicesEssential Employment and Study SkillsIntroduction to HRM and Talent ManagementIntroduction to MarketingIntroduction to Managing and Leading People

BACHELOR YEAR 2 ³
<ul style="list-style-type: none">Introduction to Strategic ManagementDeveloping Career ProspectsResponsible BusinessManagement Accounting for BusinessContemporary Developments in HRMarketing Management

BACHELOR YEAR 3 ⁴
<ul style="list-style-type: none">Apply Critical Reflective PracticeStrategic ManagementStrategic MarketingFinancial ManagementBusiness Research Dissertation

³Syllabus is subject to change in 2018/19.

⁴Syllabus is subject to change in 2019/20.

FULL-TIME UNDERGRADUATE (3/4-YEAR)**BA (Hons) Business and Human Resource Management**

NCR Reg. no.	252649
Qualification	Undergraduate degree with honours
Mode of Study	Full-time
Duration	3 years
2017 Tuition Fee	Year 1 to 3: HK\$57,642 per year
Intake	October

This programme is highly relevant to the workplace and is accredited by the Chartered Institute of Personnel and Development (CIPD). It has a greater focus on the skills and knowledge needed for the Human Resources function in modern organisations.

You will study a range of modules, which will help you to understand contemporary developments in HR, learning and development, and employee relations, as well as giving you a solid grounding in the fundamentals of business.

Students who are not accepted onto Year 1 can apply to enter at the Foundation Year of the BA (Hons) Business and Management programme (please see page 13 of this publication).

BACHELOR YEAR 1

- Introduction to Marketing
- Introduction to Managing and Leading People
- Introduction to HRM and Talent Management
- Essential Employment and Study Skills
- Introduction to Accounting and Finance
- Introduction to Operations and Services

BACHELOR YEAR 2 ⁵

- Introduction to Strategic Management
- Developing Career Prospects
- Responsible Business
- Employment Cycle
- Contemporary Developments in HR
- Applying Professional Practice

BACHELOR YEAR 3 ⁶

- Apply Critical Reflective Practice
- Exploring Equality and Diversity
- Contemporary Employment Relations
- Learning and Development
- Human Resources Dissertation

⁵ Syllabus is subject to change in 2018/19

⁶ Syllabus is subject to change in 2019/20

FULL-TIME UNDERGRADUATE (3/4-YEAR)**BA (Hons) Accounting and Financial Management (Top-up degree)**

NCR Reg. no.	251761
Qualification	Undergraduate degree with honours (Final Year)
Mode of Study	Full-time
Duration	9 months
2017 Tuition Fee	Year 3: HK\$57,642 per year
Intake	October

After having successfully completed year 1 and 2 of the BA (Hons) Business and Management programme, you will be eligible to progress onto the BA (Hons) Accounting and Financial Management (Top-up degree) programme.

This course integrates key areas of accounting and financial management within a business context. You will gain valuable experience in decision-making about financial resources. You will also develop fresh approaches to solving problems at work through integrating knowledge from a variety of topics.

A degree in accounting and financial management delivers an excellent grounding for a career in the financial sector and is highly relevant to the needs of organisations of all sizes. You will graduate with desirable skills which will impact positively on your career prospects.

BACHELOR YEAR 3

- Financial Markets
- International Financial Reporting
- Financial Management
- Contemporary Developments in Business Management
- Strategic Management Accounting
- Managing Projects

Did you know?

94% of our graduates are in employment or further study within six months of graduating (HESA 2016)



BUSINESS MANAGEMENT


BA (Hons) Business Management (Top-up degree)

NCR Reg. no.	251370
Qualification	Undergraduate degree with honours (Final Year)
Mode of Study	Part-time
Duration	9 months
2017 Tuition Fee	Year 3: HK\$71,902
Intake	January, April, July and October

The BA (Hons) Business Management will provide you with the necessary expertise to critically evaluate business models and concepts and apply them to real-world situations. Upon completion of this programme you will be able to apply your skills to a wide-range of organisations, both commercial and not-for-profit.

The final year top-up degree can be studied as a stand-alone programme for those who already have a Higher National Diploma in Business.

MODULES	ASSESSMENT	CREDITS
Strategic Management Accounting	Exam	20
Strategic Management of Human Resources	Assignment	20
Marketing Strategy  *	Assignment	20
Managing Projects	Assignment	20
Strategic Management  *	Assignment	20
Contemporary Developments in Business Management	Assignment	20

 Continuing Education Fund (CEF) modules

*Registered CEF course name: “Strategic Management” And “Marketing Strategy”
[Two Modules From The BA (Hons) Business Management (Top-Up Degree)]

What’s Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

Holders of a Higher National Diploma (HND) in Business (Business Management); OR Applicants who are holders of a level 5 qualification in business are considered on a case-by-case basis; AND English proficiency of IELTS 6.0; GCSE Grade C or equivalent (example: if you have proof of prior studies taught and assessed in English).

Funding

Successful completion of CEF modules affords students a bursary of up to HK\$10,000.

BUSINESS MANAGEMENT

BTEC Level 5 Higher National Diploma in Business (Business Management)

NCR Reg. no.	252531
Qualification	BTEC Higher National Diploma
Mode of Study	Part-time
Duration	20 months
2017 Fees	Tuition fee: HK\$55,826 Pearson registration fee: HK\$3,861; Annual Pearson registration fee: HK\$70 Administration fee: HK\$100 (at first instalment)
Intake	January, April, July and October

The BTEC Higher National Diploma (HND) develops students as professional, reflective individuals able to meet the demands of employers in the business sector and adapt to a constantly changing world. The qualification aims to widen access to higher education and enhance the career prospects of those who undertake them. Upon completion of this programme, students will be eligible to enter the final year of BA (Hons) Business Management at the University of Sunderland in Hong Kong (please see page 16 of this publication).

PRE-SESSIONAL MODULES	GENERAL MODULES	SPECIALIST MODULES
<ul style="list-style-type: none">Preparation CourseUniversity English	<ul style="list-style-type: none">Business and the Business EnvironmentBusiness LawEntrepreneurship and Small Business ManagementHuman Resource ManagementManagement and OperationsManagement AccountingMarketing EssentialsOrganisational BehaviourManaging a Successful Business ProjectResearch Project	<ul style="list-style-type: none">Business StrategyGlobal Business EnvironmentInternational MarketingOperations and Project ManagementUnderstanding and Leading Change

English Language Programme

If you do not meet the language requirements, the University of Sunderland in Hong Kong offers a complimentary pre-sessional English course specifically designed to enhance your English proficiency for higher education.

What’s Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

- Completion of HKDSE, HKAL, HKCEE, Project Yijin, Diploma in Business related disciplines or equivalent, or
 - 2 years’ work experience
- AND
- English proficiency of IELTS 5.5 or equivalent (example: if you have proof of prior studies taught and assessed in English)

MARKETING

BA (Hons) Business and Marketing
(Final Year Top-up)

NCR Reg. no. **252745**
Qualification **Undergraduate degree with honours (Final Year)**
Mode of Study **Part-time**
Duration **9 months**
2017 Tuition Fee **Year 3: HK\$71,902**
Intake **January, April, July and October**

This programme is for applicants who possess an Advanced Diploma, Higher Diploma such as BTEC HND or similar, and who want to top up to a full honours degree in marketing. You will study specialist modules that cover marketing strategy, e-marketing strategy, consumer psychology and strategic integrated marketing communications.

You will also study broader-based modules that develop skills in project management and strategic management. These modules will equip you with fresh approaches to practical work-based issues.

MODULES	ASSESSMENT	CREDITS
Strategic Management	Assignment	20
Managing projects	Assignment	20
Marketing Strategy	Assignment	20
e-marketing Strategy	Exam	20
Consumer Psychology	Assignment	20
Strategic Integrated Marketing Communications	Assignment	20

What's Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

Holders of a Higher National Diploma (HND) in Business (Marketing). Applicants who are holders of a level 5 qualification in business are considered on a case by case basis; AND English proficiency of IELTS 6.0; GCSE Grade C or equivalent (example: if you have proof of prior studies taught and assessed in English).

Did you
know?

10 areas of 'world leading' research at
University of Sunderland:

Pharmacy, Engineering, Business, Education, Social Work,
Sport and Exercise Sciences, Leisure and Tourism, English, History,
Art and Design, Media (Research Excellent Framework, R.E.F.)

MARKETING

BTEC Level 5 Higher National Diploma
in Business (Marketing)

NCR Reg. no. **252532**
Qualification **BTEC Higher National Diploma**
Mode of Study **Part-time**
Duration **20 months**
2017 Fees **Tuition fee: HK\$55,826**
Pearson registration fee: HK\$3,861; Annual Pearson registration fee: HK\$70
Administration fee: HK\$100 (at first installment)
Intake **January, April, July and October**

The BTEC Higher National Diploma (HND) develops students as professional, reflective individuals able to meet the demands of employers in the business sector and adapt to a constantly changing world. The qualification aims to widen access to higher education and enhance the career prospects of those who undertake them. Upon completion of this programme, students will be eligible to enter the final year of BA (Hons) Business and Marketing at the University of Sunderland in Hong Kong (please see page 18 of this publication).

PRE-SESSIONAL MODULES	GENERAL MODULES	SPECIALIST MODULES
<ul style="list-style-type: none">Preparation CourseUniversity English	<ul style="list-style-type: none">Business and the Business EnvironmentBusiness LawEntrepreneurship and Small Business ManagementHuman Resource ManagementManagement and OperationsManagement AccountingMarketing EssentialsOrganisational BehaviourManaging a Successful Business ProjectResearch Project	<ul style="list-style-type: none">Brand ManagementDigital MarketingIntegrated Marketing CommunicationsInternational MarketingProduct and Service Development

English Language Programme

If you do not meet the language requirements, the University of Sunderland in Hong Kong offers a complimentary pre-sessional English course specifically designed to enhance your English proficiency for higher education.

What's Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

- Completion of HKDSE, HKAL, HKCEE, Project Yijin, Diploma in Business related disciplines or equivalent, or
 - 2 years' work experience
- AND
- English proficiency of IELTS 5.5 or equivalent (example: if you have proof of prior studies taught and assessed in English)

ACCOUNTING & FINANCE

BA (Hons) Accounting and Financial Management
(Top-up degree)

NCR Reg. no. **251761**
Qualification **Undergraduate degree with honours (Final Year)**
Mode of Study **Part-time**
Duration **9 months**
2017 Tuition Fee **Year 3: HK\$71,902**
Intake **January, April, July and October**

The BA (Hons) Accounting and Financial Management top-up degree is designed to allow the key areas of accounting and financial management to be integrated within a business context. The programme covers strategic management accounting, financial management, financial markets and international financial reporting. There are also modules on how to manage projects and on the latest developments in business and management.

MODULES	ASSESSMENT	CREDITS
Financial Management	Assignment	20
Strategic Management Accounting	Exam	20
Financial Markets	Assignment	20
International Financial Reporting	Assignment	20
Managing Projects	Assignment	20
Contemporary Developments in Business Management	Assignment	20

What’s Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

Holders of a Higher National Diploma (HND) in Business (Accounting and Finance). Applicants who are holders of a level 5 qualification in business are considered on a case-by-case basis; AND English proficiency of IELTS 6.0; GCSE Grade C or equivalent (example: if you have proof of prior studies taught and assessed in English).

ACCOUNTING & FINANCE

BTEC Level 5 Higher National Diploma in
Business (Accounting and Finance)

NCR Reg. no. **252530**
Qualification **BTEC Higher National Diploma**
Mode of Study **Part-time**
Duration **20 months**
2017 Fees **Tuition fee: HK\$55,826**
Pearson registration fee: HK\$3,861; Annual Pearson registration fee: HK\$70
Administration fee: HK\$100 (at first installment)
Intake **January, April, July and October**

The BTEC Higher National Diploma (HND) develops students as professional, reflective individuals able to meet the demands of employers in the business sector and adapt to a constantly changing world. The qualification aims to widen access to higher education and enhance the career prospects of those who undertake them. Upon completion of this programme, students will be eligible to enter the final year of BA (Hons) Accounting and Financial Management at the University of Sunderland in Hong Kong (please see page 20 of this publication).

PRE-SESSIONAL MODULES	GENERAL MODULES	SPECIALIST MODULES
<ul style="list-style-type: none">Preparation CourseUniversity English	<ul style="list-style-type: none">Business and the Business EnvironmentBusiness LawEntrepreneurship and Small Business ManagementHuman Resource ManagementManagement and OperationsManagement AccountingMarketing EssentialsOrganisational BehaviourManaging a Successful Business ProjectResearch Project	<ul style="list-style-type: none">Advanced Management AccountingBusiness StrategyFinancial ManagementFinancial ReportingTaxation

English Language Programme

If you do not meet the language requirements, the University of Sunderland in Hong Kong offers a complimentary pre-sessional English course specifically designed to enhance your English proficiency for higher education.

What’s Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

- Completion of HKDSE, HKAL, HKCEE, Project Yijin, Diploma in Business related disciplines or equivalent, or
 - 2 years’ work experience
- AND
- English proficiency of IELTS 5.5 or equivalent (example: if you have proof of prior studies taught and assessed in English)

TOURISM & HOSPITALITY

BSc (Hons) International Tourism and Hospitality Management (Top-up degree)

NCR Reg. no. **252190**
Qualification **Undergraduate degree with honours (Final Year)**
Mode of Study **Full-time / Part-time**
Duration **9 months**
2017 Tuition Fee **Year 3: HK\$60,903**
Intake **January, May and September**

The BSc (Hons) International Tourism and Hospitality Management will provide you with the necessary expertise to critically evaluate business models and concepts and apply them to real-world situations. Upon completion of this programme you will be able to apply your skills to a wide-range of organisations, both commercial and not-for-profit. The University of Sunderland BSc (Hons) International Tourism and Hospitality Management (Top-up degree) can be studied as a stand-alone programme for those who already have BTEC Level 5 HND in Travel and Tourism Management or Hospitality Management.

MODULES	ASSESSMENT	CREDITS
Strategic Planning for Tourism & Leisure	Assignment	20
Urban Tourism Report	Report	20
e-Tourism	Case Study	20
Service Quality	Assignment	20
Gastronomy	Exam	20
International Hospitality Management	Essay	20

What's Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

Holders of a Higher National Diploma (HND) in Travel and Tourism Management or Hospitality Management. Applicants who are holders of level 5 qualifications in tourism and/ or hospitality are considered on a case-by-case basis .

Candidates should be able to demonstrate English proficiency of IELTS 6.0; GCSE Grade C or equivalent (example: if you have proof of prior studies taught and assessed in English).

Did you know?

University of Sunderland is one of the UK's **top 5** providers of transnational education

TOURISM & HOSPITALITY

BTEC Level 5 Higher National Diploma in Travel and Tourism Management (QCF)

NCR Reg. no. **252533**
Qualification **BTEC Higher National Diploma**
Mode of Study **Part-time**
Duration **18 months**
2017 Fees **Tuition fee: HK\$55,826**
Pearson registration fee: HK\$3,861; Annual Pearson registration fee: HK\$70
Administration fee: HK\$100 (at first installment)
Intake **February, May, August and November**

The Higher National Diploma in Travel & Tourism Management is designed for those who wish to enter into or progress within employment in the travel and tourism sector. The programme will enable you to apply your professional expertise and practical skills in the workplace.

Successful completion of the HND allows direct entry to the final year of BSc (Hons) International Tourism and Hospitality Management at the University of Sunderland in Hong Kong (please see page 22 of this publication).

MODULES	
<ul style="list-style-type: none">• Business Health Check• Contemporary Issues in Travel and Tourism• Finance and Funding in the Travel and Tourism Sector• Hospitality Provision in the Travel and Tourism Sector• Human Resource Management for Service Industries• Legislation and Ethics in the Travel and Tourism Sector• Marketing in Travel and Tourism• Personal and Professional Development	<ul style="list-style-type: none">• Public Relations & Promotions in Travel in Tourism• Sustainable Tourism Development• The Developing Manager• The Travel & Tourism Sector• Tour Operations Management• Tourist Destinations• Visitor Attraction Management• Research Project

What's Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

The standard entry requirements are as follows:

- An A Level pass or equivalent
- Vocational qualifications at QCF Level 3, or equivalent or above

AND

- English proficiency of IELTS 5.5 or equivalent (example: if you have proof of prior studies taught and assessed in English)

Applicants whose educational qualifications do not meet the standard entry requirements but have at least two years full-time work experience will be considered on an individual basis.

MBA

Master of Business Administration

NCR Reg. no.	252467 (2-Year MBA); 251470 (MBA Top-up degree)
Qualification	MBA
Mode of Study	Part-time
Duration	8-24 months
2017 Tuition Fee	Year 1 & Year 2: HK\$128,748 Year 2: HK\$66,942 / 56,642 (Dissertation Only)
Intake	January, May and September

You will develop your strategic knowledge, functional competence and problem-solving ability. You will also learn how to re-apply the best of international management practices and how to implement approaches that deliver outstanding results.

Students with Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF) or the equivalent may be eligible to direct enter the Year 2 (final year) of this MBA programme.

STUDY YEAR	MODULES	ASSESSMENT	CREDITS
1	Financial Management and Control	Assignment	15
	Managing and Leading People	Assignment	15
	Operations Management	Assignment	15
	Marketing Management	Assignment	15
	Managing Innovation & Technology Transfer	Assignment	15
	International Marketing	Assignment	15
2	International Business Environment	Assignment	15
	Global Corporate Strategy	Assignment	15
	MBA Dissertation*	Dissertation	60

* The MBA Dissertation module will comprise of a Dissertation Briefing and Applied Research Methods for Business Management tutorials.

What’s Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

You must possess an undergraduate degree from a recognised university. In addition, you must have a minimum six months work experience and should be able to demonstrate your ability to operate at a managerial level.

Where students have not completed a first degree, students will be considered on a case-by-case basis if they can demonstrate an academic achievement to an advanced level diploma in any subject area or equivalent and have five years work experience at managerial level.

Exemptions

Exemptions of up to 120 credits are available on an individual basis.

MBA

Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF)

NCR Reg. no.	252535
Qualification	BTEC Level 7 Extended Diploma
Mode of Study	Part-time
Duration	12 months
2017 Tuition Fee	HK\$77,052
Intake	January, March, May, July, September and November

The Extended Diploma in Strategic Management and Leadership is designed as an entry pathway to the University of Sunderland’s MBA Top-up degree.

The Extended Diploma in Strategic Management and Leadership is intended primarily for those who are working in or aspire to work in management. This programme is ideal for those who are practising first-line managers who wish to make a career in management at this level. It focuses on underpinning knowledge and practical skills and will provide you with the opportunity to preserve and build on existing good practice. It can be studied as a stand-alone programme or as a pre-requisite for entry on to the University of Sunderland MBA Top-up programme.

MODULES	
<ul style="list-style-type: none">Developing Strategic Management and Leadership SkillsProfessional Development for Strategic ManagerStrategic Change ManagementStrategic Marketing ManagementStrategic Human Resource ManagementManaging Financial Principles and Techniques	<ul style="list-style-type: none">Creative and Innovative ManagementStrategic Quality and Systems ManagementStrategic PlanningDeveloping Successful Business TeamsProject Development and Implementation for Strategic Managers

Assessment

The Extended Diploma in Strategic Management and Leadership is assessed by one written assignment per module.

What’s Included

You will have access to an online study platform where all study materials are conveniently available. You will be allocated a tutor for academic support who you can contact for any academic queries. You will have academic and administrative support from a dedicated student support team. Before attending tutorials, you will be invited to an induction session.

Entry Requirements

Candidates should possess a recognised Bachelor Degree in any discipline or overseas equivalent or Higher National Diploma qualification.

Candidates who do not possess the required academic qualifications but have a minimum of five years managerial work experience are also encouraged to submit an application.

Candidates should be able to demonstrate English proficiency of IELTS 6.5 or equivalent (example: if you have proof of prior studies taught and assessed in English).

Our campus in Hong Kong

The University of Sunderland in Hong Kong sits right at the heart of Hong Kong's business community.

If you are looking for inspiration while you gain your UK degree or to further your business career with one of the many multinational companies who are based here, then you have come to the right place. This area is famous world-wide as the focal point for trade and the financial services sector, consulates and as the site of Government headquarters.

In the campus itself, based in South China Building, you will find a modern study environment equipped with excellent IT and library resources.

Our dedicated Student Support Team and your own academic tutor will make sure that your studies are supported every step of the way.

For more information on the University of Sunderland in Hong Kong, please visit our website at:

www.sunderland.edu.hk

Our campus in Sunderland

With over a century of teaching experience, the University of Sunderland is proud to be one of the largest recruiters of overseas students with a fantastically diverse student population from over 100 countries.

The Sunderland City Campus has the benefit of being in the city – with a wide range of arts, culture, sports retail and entertainment in reach. The impressive riverside campus sits right next to one of the best stretches of coastline in the UK.

The North East of England has one of the most beautiful and varied landscapes in the UK and the city is only a short distance from ancient forests and national parks. The North East is also one of the most affordable regions in the UK which makes living and studying in Sunderland extremely attractive.

For more information on the University of Sunderland, please visit our website at:

www.sunderland.ac.uk

Our campus in London

The University of Sunderland offers students the opportunity to study world recognised programmes in the heart of London's Financial District.

The Canary Wharf location provides students with the opportunity to make crucial networking connections in a city that shares its location with global corporate giants.

Fantastic transport links makes a vast number of restaurants, shops, theatres, cinemas and museums accessible from campus. At our London facility you can enjoy some of the best student support available.

For more information on the University of Sunderland in London, please visit our website at:

www.london.sunderland.ac.uk

How to apply

When you submit your application, please provide the following documents:

- A completed application form
- A copy of your academic certificate and transcripts

Funding Options

A number of courses offered are eligible for the following funding options. For details, please contact our admissions advisor / progression advisor.

- Extended Non-Means-Tested Loan Scheme
- Continuing Education Fund (CEF)
- University Bursaries
- Scholarships

Contact Us

University of Sunderland in Hong Kong

9/F, South China Building,
1-3 Wyndham Street,
Central, Hong Kong
(MTR Central Station Exit D1,
1-minute walk from MTR Station)

Tel: **(852) 2992 0133**

Fax: **(852) 2992 0918**

Email: **enquire@sunderland.edu.hk**

University's terms and conditions

For terms and conditions relating to studying at the University of Sunderland in Hong Kong visit:

<https://www.sunderland.edu.hk/terms-conditions/>

Whilst registered as students of the University, the University requires its students to familiarise themselves with and comply with its Regulations, Policies and Procedures in the Student Handbook (except where alternative local arrangements apply), a copy of the Student Handbook can be obtained from the University and can be found on its website:

www.sunderland.ac.uk/regulations

Personal information provided by students and prospective students shall be handled in accordance with the Data Protection Act 1998, for details regarding the University's approach to this information please refer to the 'Data Protection Act 1998' section of its terms and conditions available at:

<https://www.sunderland.ac.uk/terms-and-conditions/>



**University of
Sunderland**
in Hong Kong

Visit our website: www.sunderland.edu.hk

APPLICATION FORM

* This field is mandatory. / ☐ Please put tick if appropriate.

1. WHICH COURSE ARE YOU APPLYING FOR?

Location: ☐ Hong Kong ☐ London ☐ Sunderland

Programme:

Full-time Undergraduate

☐ BA (Hons) Business and Management (NCR Reg. no. 252466)

☐ 4-Year Extended Degree

☐ BA (Hons) Business and Human Resource Management (NCR Reg. no. 252649)

☐ BA (Hons) Accounting and Financial Management (Final Year Top-up) (NCR Reg. no. 251761)

Part-time Undergraduate

☐ BA (Hons) Accounting and Financial Management (Final Year Top-up) (NCR Reg. no. 251761)

☐ BTEC Level 5 HND Diploma in Business (Accounting) (NCR Reg. no. 252530)

☐ BA (Hons) Business Management (Final Year Top-up) (NCR Reg. no. 251370)

☐ BTEC Level 5 HND Diploma in Business (NCR Reg. no. 252531)

☐ BA (Hons) Business and Marketing (Final Year Top-up) (NCR No. 252745)

☐ BTEC Level 5 HND Diploma in Business (Marketing) (NCR Reg. no. 252532)

☐ BSc (Hons) International Tourism and Hospitality Management (Final Year Top-up) (NCR Reg. no. 252190)

☐ BTEC Level 5 HND Diploma in Travel and Tourism Management (NCR Reg. no. 252533)

Part-time MBA

☐ Master of Business Administration (NCR No. 252467)

☐ Master of Business Administration – MBA Top-up (NCR No. 251470)

☐ Master of Business Administration – MBA Top-up, Dissertation Only (NCR Reg. no. 251470)

☐ Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF) (NCR Reg. no. 252535)

2. PERSONAL DETAILS

*Title: ☐ Mr. ☐ Mrs. ☐ Miss. ☐ Ms.

*Gender: ☐ Male ☐ Female

*First name(s):

*Family name:

*HKID / Passport number:

Place of issue:
(as stated on passport)

*Date of birth (dd/mm/yy):

*Country of birth:

*Nationality:

*Email:

*Telephone (incl. country code):

Mobile:

*Country of permanent residence:

Postcode:

*Correspondence address:

OFFICE USE ONLY

Application number:

Admission Advisor: Agent:

Offer: ☐ Unconditional ☐ Conditional ☐ Reject

Comments:

3. DISABILITY **YOU MUST COMPLETE THIS SECTION.

*Do you have a disability or specific learning difficulty?

- ☐ No
- ☐ Yes (Please give details on a separate sheet of paper to let us know if you use or will require any particular equipment and support during your studies.)

4. CRIMINAL CONVICTIONS ***YOU MUST COMPLETE THIS SECTION.*

*Do you have a criminal conviction?

- ☐ No
- ☐ Yes (You are required to provide details of any convictions.)

5. EDUCATIONAL BACKGROUND

Examinations/ Qualifications please provide course, examinations and qualifications completed and those awaiting results in date order. This includes any English language qualifications. Please ensure you enclose certified copies of certificates (notarised by a professional member of the public), or present the original certificate to the University's admission staff.

From MM/YY	To MM/YY	Institution name (place of study)	Title of Qualification	Subjects	Result/Grade	Full/Part-time

6. YOUR EMPLOYMENT BACKGROUND/ WORK EXPERIENCE

[illegible]

7. PERSONAL STATEMENT

Please attach a copy of your personal statement which outlines your reasons for choosing the course and any additional information that may be relevant to your application.

8. REFERENCES

Please give the name(s) and contact detail(s) of at least one referee who will provide a reference or testimonial for you, for example, Teacher, College Lecturer or Employer. References from a family member or friends are not acceptable. For MBA applicants, please provide one copy of a work reference letter.

Name:

Address:

Telephone (incl. country code): Email:

9. FURTHER INFORMATION

Please use a separate sheet of paper to provide any other additional information that may be relevant to your application.

10. FEES

*Who is expected to pay your fees? ☐ Yourself ☐ Family Member ☐ Sponsor ☐ Employer ☐ Others

11. EQUAL OPPORTUNITIES MONITORING INFORMATION

*Please choose from the ethnic origin terms you feel most closely describes your ethnic origin.

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> White | <input type="checkbox"/> Arab | <input type="checkbox"/> Asian – Pakistani | <input type="checkbox"/> Black – African |
| <input type="checkbox"/> White and Asian | <input type="checkbox"/> Asian – Bangladeshi | <input type="checkbox"/> Asian – Other | <input type="checkbox"/> Black – Caribbean |
| <input type="checkbox"/> White/Black African | <input type="checkbox"/> Asian – Chinese | <input type="checkbox"/> Gypsy, Traveller or Irish Traveller | <input type="checkbox"/> Black – Other |
| <input type="checkbox"/> White Black Caribbean | <input type="checkbox"/> Asian – Indian | <input type="checkbox"/> Not given | <input type="checkbox"/> Other |

12. CHECKLIST

- ☐ I have ensured my personal details are correct.
- ☐ I have enclosed all certified copies of certificates.

13. DECLARATION

Please read this declaration carefully before signing.

I confirm that to the best of my knowledge, the information given in this form is correct and complete. I have read and understand the University's rules and regulations as stated in this Prospectus and I agree to abide by these. The University is registered under the Data Protection Act 1998 and Information given on this form will only be used in accordance with the terms of the University's registration.

Signature of Applicant: Date (dd/mm/yy):

Thank you for taking time to complete the application. If all necessary information is included we will endeavour to advise you of the decision as soon as possible.

University of Sunderland in Hong Kong is a fully-owned subsidiary of the University of Sunderland, a Higher Education Corporation established in the United Kingdom. Please send your completed application form to:

University of Sunderland in Hong Kong – 9/F, South China Building, 1-3 Wyndham Street, Central, Hong Kong
Tel: (852) 2992 0133 | Fax: (852) 2992 0918 | Email: enquire@sunderland.edu.hk | Website: www.sunderland.edu.hk

[PLEASE READ BEFORE COMPLETING THIS FORM THE TERMS OF OUR PRIVACY POLICY:
<https://www.sunderland.edu.hk/terms-conditions/> WHICH ARE IMPORTANT TO AND BINDING ON YOU]

USE AND TRANSFER OF PERSONAL DATA

1. Use of personal data for providing information or material or otherwise for direct marketing
- (A) We intend to use your name and contact details (including telephone number, fax number, email and/or correspondence address) for direct marketing to you in relation of our educational programmes or goods or services or transfer your names or contact details to the University and/or other educational establishments which you apply to for direct marketing of their educational programmes or goods or services.
- (B) The types of goods or services which the university and/or other educational establishments provide include:
- ☐ Providing the course information by email or call
- ☐ Providing workshops or guest lectures
- ☐ Providing information seminar
- ☐ Sending newsletter to students or alumni
- (C) Unless we have obtained your consent, we cannot use your personal data for direct marketing to you. Therefore, if you object to the aforesaid use of your personal data for direct marketing by us in respect of any of the above goods or services, please tick in any or all of the boxes provided above.
2. Transfer of personal data for direct marketing
- (A) The Company intends to transfer your name and contact details (including telephone number, fax number, email and/or correspondence address) to the persons as specified in our privacy policy and such universities or other educational establishments herein described for use in direct marketing of the programmes, goods or services of us or such universities or establishment.
- (B) You agree to the transfer of your personal data by us to the University or educational establishment(s) you are applying to for use in direct marketing in relation to any of their educational programmes, goods or services provided by any of them.

IMPORTANT NOTE

Please note that if you do not check the box indicating your objection to receive direct marketing materials, you are agreeing to our Privacy Policy and give consent to the use and transfer of your personal data in the manner as described above.

You may, at any time and without charge, choose not to receive any of our future marketing communications. If you choose not to receive any marketing communications from us, please fill out the form below and return to us.

☐ I do not wish to receive any marketing communication/message from you in future.

Name

HKID/Passport No.:

Date (dd/mm/yy):

University of Sunderland in Hong Kong
9/F, South China Building,
1-3 Wyndham Street,
Central, Hong Kong

Tel: (852) 2992 0133
Fax: (852) 2992 0918
Email: enquire@sunderland.edu.hk

What our students say...

“During my studies I have been able to use the learning to improve my day-to-day work. Furthermore, as the Dissertation topic was related to my work area, I was able to learn and understand a great deal more about my own job. This has helped me in discussions with senior stakeholders and also contributed towards having an educated holistic view.”

Savindra Silva
MBA Graduate 2016
University of Sunderland in Hong Kong
Senior Manager, Financial Crime Compliance, HSBC



“Working in the hospitality industry, efficiency is always required to handle urgent cases within a short timeframe. It is sometimes necessary to work under pressure and learning to plan helped me to meet tight deadlines. The mode of study from my university life was beneficial in training me to be responsible and adaptable to this fast-changing environment.”

Lau Lok Tung, Karen
BSc (Hons) International Tourism and Hospitality Management Graduate 2016
University of Sunderland in Hong Kong
Host, Hong Kong International Theme Parks Limited



“Studying at the University has widened my interests and allowed me to grow. It has given me the motivation to succeed and focus on achieving my career goals. The encouragement and support in the Hong Kong campus has been amazing, from my classmates to tutors and staff. You really feel like a big family. Throughout the whole year, the support team was always willing to assist whenever I encountered any obstacles providing academic support when I needed it.”

Roxanne Yaneza
BA (Hons) Business and Management
Year 2 Student
University of Sunderland in Hong Kong



University of Sunderland in Hong Kong

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University of Sunderland International Office

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Tel: +44 (0)191 515 3000
Email:
international.enquiries@sunderland.ac.uk

In addition to our offices we have a
network of representatives around the
world. Please check our website:
www.sunderland.ac.uk/international

SOUTH EAST ASIA

South East Asia Regional Office

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Fax: +603 5612 6873
Email: malaysia@sunderland.ac.uk

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Hangzhou Contact Point

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Email: gina.wang@sunderland.ac.uk



**University of
Sunderland**
in Hong Kong

Information is accurate at the time of publication and is subject to change.
All programmes in this publication are registered under the Non-local
Courses Registry (NCR). It is a matter of discretion for individual
employers to recognise any qualification to which this course may lead.

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