



**University of
Sunderland**

in Hong Kong

3-YEAR FULL TIME BACHELOR'S DEGREES

3年全日制(榮譽)學士學位 2020-21

香港x英國 兩地學習體驗

HK x UK: Two-place learning experience.



未來，由我掌握！

The Future Is Yours To Decide.



新特蘭大學香港分校

THE UNIVERSITY OF SUNDERLAND IN HONG KONG

創建逾100年的英國新特蘭大學歷史悠久，於香港繁盛的商業和金融區中心地帶開設英國以外的首間分校，為學生提供更多升學及進修機會，以取得國際認可的大學學歷。

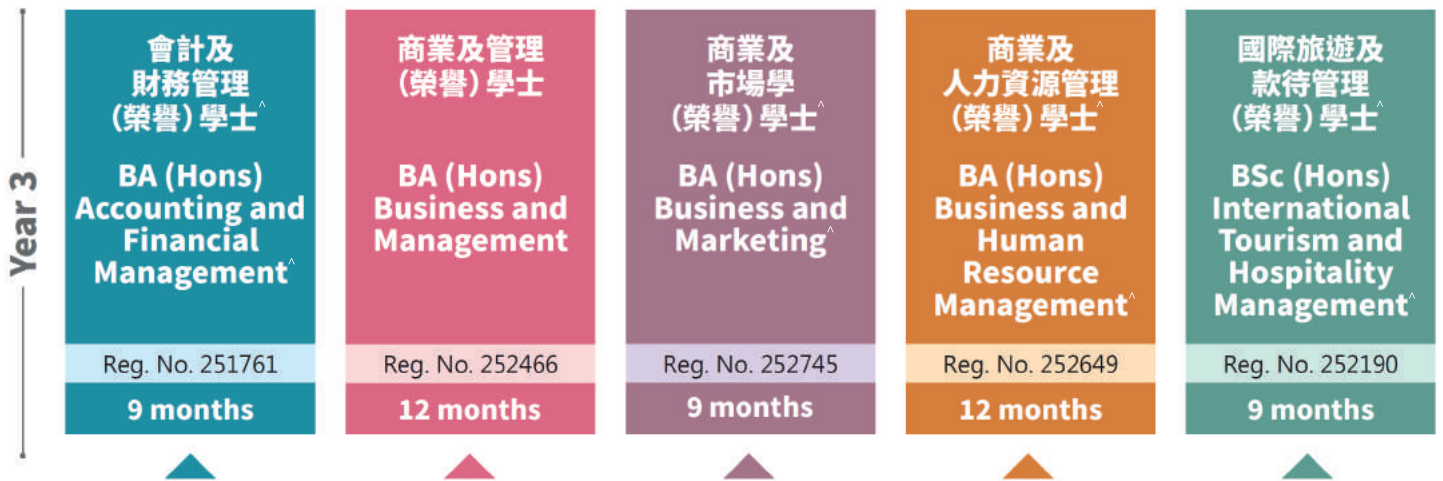
獲香港教育界、政界及業界領袖出席支持，新特蘭大學香港分校於2017年3月正式揭幕，為香港引入新特蘭大學成功的教學典範 'Career Ready' (譯:職業就緒)，助畢業生成就未來。

The University of Sunderland has a rich heritage spanning over 100 years. The University offers a unique opportunity to study globally recognised qualifications in the heart of Hong Kong's vibrant business and financial district.

With the support and presence of education, government and business leaders, the University announced the launch of the Hong Kong campus at the British Consulate on 2nd March 2017 and introduced the University's highly successful 'Career Ready' approach to the Hong Kong market.

學士學位頒發

Bachelor's Degree Award



成功修畢英國國家高級文憑後，學生可於最後一年 (Year 3)，選修會計及財務管理、商業管理、市場學、人力資源管理、國際旅遊及款待管理等一年制銜接學士課程。學生更可選擇在港修畢學位課程，或到英國大學校區留學一年，藉此擴闊眼界，體驗英國文化。

After successful completion of the BTEC Higher National Diploma in Business, students can choose transferring to a 1-year Accounting, Business Management, Marketing or International Tourism and Hospitality Management bachelor's top-up degree in the final year (Year 3). Students can also choose to complete the degree programme in Hong Kong, or study in our UK campus so that students can broaden their horizon and gain valuable exposure to British culture.



* 入學要求需符合英語水平要求 Must meet English language requirements

* 按個別學歷而定 To be considered on a case-by-case basis

[^] 香港分校開設之此全日制學士課程須有足夠學生人數報讀。學生或可選擇轉讀晚間及週末上課的兼讀制課程。A sufficient number of students is required for this full time degree programme to be offered in the Hong Kong campus. Students have also an option of transferring to part-time evening and weekend study.

適用於: HKDSE / HKALE / HKCEE / 毅進文憑畢業生 及 IELTS 5.5或同等程度

英國商業國家高級證書

BTEC Higher National Certificate in Business (Level 4)

註冊編號 NCR reg. No.	252895
修讀期 Duration	10 months
修讀模式 Mode of Study	Face to face tuition
課程評核 Assessment*	Assignment
學費 Tuition Fee	HK\$54,000

先修單元 Pre-sessional Modules

- Preparation Course

單元 Modules

- Business and the Business Environment
- Business Law
- Entrepreneurship and Small Business Management
- Human Resource Management
- Management and Operations
- Management Accounting
- Marketing Essentials
- Managing a Successful Business Project

英國商業國家高級文憑

BTEC Higher National Diploma in Business (Level 5)

註冊編號 NCR reg. No.	252947
修讀期 Duration	10 months (with Level 4 credit exemptions)
修讀模式 Mode of Study	Face to face tuition
課程評核 Assessment*	Assignment
學費 Tuition Fee	HK\$54,000

單元 Modules

- Business Strategy
- Developing Individuals, Teams and Organisation
- Financial Management
- International Marketing
- Organisational Behaviour
- Research Project
- Statistics for Management



高達94%新特蘭大學畢業生在畢業6個月內受聘或繼續深造 (英國「高等教育畢業生動向」調查)

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

大學近年的畢業生遍及以下專業界別:

Our recent graduates have secured roles in a range of sectors including:

- | | |
|---|----------------------------|
| • 科技 Technology | Microsoft, IBM |
| • 消費者產品 Consumer goods | P&G, Nike, Adidas |
| • 銀行 Banking | Lloyds TSB, HSBC |
| • 酒店及餐飲 Hospitality | Marriott Hotels, Starbucks |
| • 政府部門及機構 Government departments and agencies | |

會計及財務管理(榮譽)學士

BA (Hons) Accounting and Financial Management

課程設計將會計及財務管理的重要範疇融入商業實況，並涵蓋戰略會計管理、財務管理、金融市場及國際財務報告，還會掌握如何管理項目，以及商業及管理方面最新發展模式。

This programme 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.

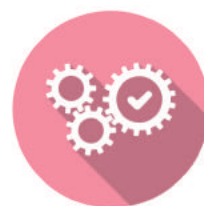


商業及管理(榮譽)學士

BA (Hons) Business and Management

商業及管理向來是最受歡迎的本科學位課程，你將會建立管理、市場營銷、財務、營運及世界經濟等多方面的商業基礎。讓你在完成課程後，能夠將所學到的知識及技能應用於不同的商業機構及非牟利組織。

This programme is our most popular undergraduate degree, and will give you a broad foundation in management, marketing, finance, operations and the world economy. Upon completion of this programme you will be able to apply your skills and knowledge to a wide-range of organisations, both commercial and not-for-profit.



商業及市場學(榮譽)學士

BA (Hons) Business and Marketing

課程涵蓋市場策略、電子營銷、消費者心理學，以及戰略性整合營銷傳訊等專業單元，亦包含通識單元，以學習項目管理及戰略管理的技巧。這些都能為你掌握最新市場營銷方案，以應付實戰工作。

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.



商業及人力資源管理(榮譽)學士

BA (Hons) Business and Human Resource Management

課程針對現代機構所需的人力資源管理技能及知識。一系列的學習單元亦有助你了解當代人力資源的發展路向、員工的學習與發展、員工關係等，助你奠定堅實的商業基礎。

This programme has a greater focus on the skills and knowledge needed for the Human Resource 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.



國際旅遊及款待管理(榮譽)學士

BSc (Hons) International Tourism and Hospitality Management

課程涵蓋學術理論及應用技能。學習單元包括美食烹調、國際酒店管理、服務質素、電子旅遊等。這些都是許多僱主所重視專業知識及技能，為畢業後投身各類相關行業做好準備。

This programme covers both academic theory and practical skills. Modules include 'Gastronomy', 'International Hospitality Management', 'Service Quality' and 'e-Tourism'. These are valued by many employers, and prepare you for a wide range of careers upon graduation.



課程結構 Programme Structure

註冊編號 NCR reg. No.	251761	單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
修讀期 Duration	9 months	APC308	Financial Management	Assignment
		APC309	Strategic Management Accounting	Exam
修讀模式 Mode of Study	Face to face tuition	APC313	Financial Markets	Assignment
		APC311	International Financial Reporting	Assignment
學費(2020-21) Tuition Fee	HK\$75,000	SIM335	Managing Projects	Assignment
		SIM337	Contemporary Developments in Business Management	Assignment

課程結構 Programme Structure

註冊編號 NCR reg. No.	252466	單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
修讀期 Duration	12 months	UGB362	Global Entrepreneurship and Innovation	Assignment
		UGB363	Strategic Corporate Finance	Assignment
修讀模式 Mode of Study	Face to face tuition	UGB371	Managing and Leading Change	Assignment
		UGB372	Marketing in a Digital World	Assignment
學費(2020-21) Tuition Fee	HK\$75,000	SIM336	Strategic Management	Assignment
		UGB361	Developing the Reflexive Practitioner	Assignment

課程結構 Programme Structure

註冊編號 NCR reg. No.	252745	單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
修讀期 Duration	9 months	SIM336	Strategic Management	Assignment
		SIM335	Managing Projects	Assignment
修讀模式 Mode of Study	Face to face tuition	MKT306	Marketing Strategy	Assignment
		UGB321	e-marketing Strategy	Exam
學費(2020-21) Tuition Fee	HK\$75,000	UGB310	Consumer Psychology	Assignment
		UGB327	Strategic Integrated Marketing Communications	Assignment

課程結構 Programme Structure

註冊編號 NCR reg. No.	252649	單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
修讀期 Duration	12 months	UGB351	Contemporary Employee Relations	Assignment
		UGB361	Developing the Reflexive Practitioner	Assignment
修讀模式 Mode of Study	Face to face tuition	UGB371	Managing and Leading Change	Assignment
		UGB350	Exploring Equality and Diversity	Assignment
學費(2020-21) Tuition Fee	HK\$75,000	UGB369	International HRM	Assignment
		UGB370	Applied HR Project	Assignment

課程結構 Programme Structure

註冊編號 NCR reg. No.	252190	單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
修讀期 Duration	9 months	TLH307	Urban Tourism	Assignment
		TLH339	Service Quality	Assignment
修讀模式 Mode of Study	Face to face tuition	TLH334	Gastronomy	Exam
		TLH314	International Hospitality Management	Assignment
學費(2020-21) Tuition Fee	HK\$75,000	TLH342	Digital Technologies in the Visitor Economy	Assignment
		TLH302	Strategic Planning for Tourism and Leisure	Assignment

*Assignments can be a single piece of work or may be made up of several parts and may include individual reports, essays, reflections, portfolios, peer evaluations, posters, group reports, group presentation, etc.

新特蘭
Sunderland

香港
Hong Kong

倫敦
London

HK x UK

一個學位 → 兩地學習

One Degree, Two-place Learning Experience

剛畢業的郁智皓 (Ryan) 就是參加了該「香港x英國：一個學位，兩地學習體驗」，他先在香港分校修畢學士一、二年級課程，再負笈英國完成最後一年的三年級課程。

Ryan Yuk joined the "HK x UK: One degree, Two-place learning experience" programme organised by University of Sunderland in Hong Kong (Sunderland's Hong Kong campus). He studied his bachelor's degree in Sunderland's Hong Kong campus in the first two years, and then completed his final year of study in the Sunderland campus in the UK.

“ 很開心能夠由中學時期成績平平，到現在考獲二等一級的榮譽學士畢業，整個學習歷程、課內課外，我都有很大得著。只是短短留學一年，家人都覺得我改變了很多。

I am overwhelmed to be able to achieve a 2:1 honours after all those years in high school with less-than-satisfactory academic results! Throughout the whole learning process in the Hong Kong campus, I learned a whole lot about learning and living environments. After spending just one year abroad, my family already noticed a huge difference in me!

郁智皓 Ryan 新特蘭大學香港分校商業及人力資源管理(榮譽)學士
BA (Hons) Business and Human Resource Management
University of Sunderland in Hong Kong



Sunderland Futures

職業訓練及支援

EMPLOYABILITY-FOCUSED INITIATIVES



大師級課堂
Masterclasses



企業探訪
Corporate Visits



實習工作
Internships



交流機會
Exchange Opportunities



職業拓展日
Career Days



及更多活動
and more ...

為加強學生職業技能，新特蘭大學推出 **Sunderland Futures** 計劃為學生提供多方面的創新職業訓練及支援，透過這些活動，學生更有機會為自己拓展行業人脈網絡，並培植領導才能。

The University of Sunderland's employability-focused programme **Sunderland Futures** offers innovative support initiatives, such as real-world professional opportunities, giving students the skills to support progression to employment. These are delivered through these activities.



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“

英國新特蘭大學香港分校旨在為教育學生成為「未來創造者」，為社會及經濟發展作出貢獻。透過大膽創新而具啟發性的教育、研究和創意實踐，為學生提供豐富的學習體驗，以提升創造性思維，融入多元文化，讓學生不論於學術、研究及專業服務等各方面，都能爭取優越的表現。

The University of Sunderland in Hong Kong aims at educating students to be the tomorrow makers of our societies and economies. Our values are to provide an inspiring experience for our students; to enhance students' learning experiences and creative thinking; to educate students to be collaborative members in a community; to nurture students to be inclusive of diverse culture; and to enlighten students to strive for excellence in academic delivery, research, and service standards.

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蔣上偉先生
Mr. Francis Chiang

新特蘭大學香港分校總監
Campus Director, University of Sunderland in Hong Kong



獎學金高達港幣 \$30,000*

Scholarship Up To HK\$30,000*

學生可透過《校長推薦計劃》或《學生自薦計劃》申請上述獎學金。香港居民更可申請「擴展的免入息審查貸款計劃」，向「在職家庭及學生資助事務處學生資助處」尋求經濟援助。

Students can apply for the scholarship via the “Principal's Recommendation Scheme” or “Self-Recommendation Scheme”. Hong Kong residents can also 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.

*受條款及細則約束，詳情請與我們的入學註冊組聯絡。
Terms and conditions may apply. Please refer to our Admission team.



可選擇到英國校區學習

Optional Study in UK Campus For 6 To 12 Months

大學校區分別設於新特蘭、倫敦和香港。香港分校之學生可選擇負笈英國校區就讀一個學期或一個學年，藉此體驗英國文化，提升英語能力，擴展國際視野，增強日後的就業競爭力。一般而言，曾經接受海外文化環境洗禮的學生，性格態度較為開朗，敢於創新，普遍較受僱主歡迎。

With 3 campuses in Sunderland, London and Hong Kong, students based in the Hong Kong campus can choose to study one semester or a full year in our UK campuses. This will allow students to immerse themselves in the British culture, develop English language skills and enhance employability with demonstrable international experience and exposure to other cultures and environments.

新特蘭大學香港分校

UNIVERSITY OF SUNDERLAND IN HONG KONG

香港中環雲咸街1-3號南華大廈9樓 (港鐵中環站D1出口)

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

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

網址 Website: www.sunderland.edu.hk

優先取錄及申請程序

PRIORITY OFFER & APPLICATION PROCEDURE

- 1

登入 <http://bit.ly/FT-UG-200515> · 遞交網上申請表格
Visit <http://bit.ly/FT-UG-200515> and submit an online application


- 2

入學註冊組將與申請者聯絡，並協助完成入學申請手續
Our admission advisor will contact the applicant to assist in completing the application


- 3

申請者將於14天內獲發有條件/無條件取錄通知書
The applicant will receive a conditional / unconditional offer letter within 14 days


- 4

持有取錄信的學生，可於放榜日或之後優先留位或確認學位
Offer holder has priority to reserve a place or confirm the offer on or after the result release day



“入讀新特蘭大學香港分校令我增廣見聞，助我個人成長，激勵我要成功的決心，並專心致志達成事業目標。在學期間，當我遇上任何問題，學生事務組職員都樂意幫忙，在我有需要的時候助我解決學業上的困難。香港分校的同學、導師和職員都給我很大的鼓勵和支持，讓我猶如大家庭的一份子。

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. Throughout the whole year, the support team was always willing to assist whenever I encountered any obstacles providing academic support when I needed it. The encouragement and support in the Hong Kong campus has been amazing, from my classmates to tutors and staff. You really feel like it's one big family.

Roxanne Yaneza

香港分校學士畢業生
University of Sunderland in Hong Kong
Bachelor's Degree Graduate

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**University of
Sunderland**
in Hong Kong

^Information is accurate at the time of publication and is subject to change. 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. All programmes in this publication are registered under the Cap. 493 Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.