



**University of
Sunderland**

in Hong Kong

FULL-TIME BUSINESS DEGREES

全日制商學位課程 2017-18





A first-class reputation combined with a wide-ranging and inspiring choice of modules led Roxanne to choose the University of Sunderland to study business.

英國新特蘭大學校譽優良，課程單元選擇廣泛並富啟發性，吸引Roxanne 報讀本校的商業課程。

Before commencing her degree in Business and Management, Roxanne successfully completed the Foundation degree guaranteeing her entry into year 1. "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."

Roxanne 開始修讀新特蘭大學學士學位前，先成功修畢獲保證升讀大學一年級的基礎課程。Roxanne 說：「入讀英國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。」

"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."

「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。」

"Throughout the whole year, the support team was always willing to assist whenever I encountered any obstacles providing academic support when I needed it."

「在學期間，當我遇上任何問題，學校的支援團隊總會樂意幫忙，在我有需要的時候助我解決學業上的困難。」

Roxanne Yaneza

University of Sunderland in Hong Kong
Year 2 Student
英國新特蘭大學香港分校
二年級學生

THE FUTURE IS YOURS TO DECIDE.

未來，由我掌握！

THE UNIVERSITY OF SUNDERLAND IN HONG KONG

英國新特蘭大學香港分校

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

Since 2004, the University of Sunderland in Hong Kong (formerly named RDI) has been delivering the University of Sunderland's transnational undergraduate and postgraduate academic programmes in Hong Kong; preparing our graduates with the relevant employment skills and top class qualifications that global employers demand. 英國新特蘭大學香港分校（前身RDI）自2004年開始立足香港，提供新特蘭大學的海外學士及碩士學位課程，多年來規模漸備，畢業人數有增無減。



CAREER READY 就業優勢

Our degree programmes provide a head start in the workplace. 94% of graduates are in employment or further study within six months of graduating.
課程教授就業所需的技能和知識，94%畢業生在畢業後6個月內受聘或繼續深造。



GLOBAL & LOCAL VISION 放眼全球 立足本地

Our internationally and locally recognised UK degrees are delivered by local lecturers with professional practical experience in Asian markets.
國際及本地認可的英國學位課程，由亞洲市場實務經驗豐富的本地講師任教。



WORLD LEADING SUPPORT 世界級學習支援

The University of Sunderland is a leader in transnational (TNE) education since 1994. Our Hong Kong campus provides dedicated academic and student support.
大學自1994年位列跨國教育界的領先院校，設駐港的專職學術及學生支援部。



EXCELLENT ACHIEVEMENT 成績超卓

More than 82% of undergraduates at Hong Kong campus achieved honours degrees in 2016.
2016年香港分校有超過82%學士畢業生取得榮譽學位。



OVERSEAS STUDY OPPORTUNITIES 海外交流機會

The three facilities allow students to experience studying at Sunderland, London and Hong Kong.
大學現有三所分校，讓學生能夠感受新特蘭、倫敦和香港三地不同的學習體驗。



ALUMNI NETWORK 校友網絡

123,219 University of Sunderland graduates worldwide, including 5,354 in Hong Kong.
新特蘭大學共123,219位校友遍及全球，當中包括在港的5,354位校友。

UNIVERSITY OF SUNDERLAND

英國新特蘭大學

- Best University in the North East for satisfaction with Teaching for Business (Guardian University Guide 2017)
《衛報2017》英國東北部最佳大學（商業教育滿意度）
- Voted 18th Best University in the UK (Whatuni Student Choice Awards 2016)
「Whatuni學生評選大獎2016」全英最佳大學第18位
- 'World Leading' Research in a range of academic areas (Research Excellence Framework 2015)
「卓越研究架構2015」評定多個學術研究項目水平達「世界領先」級別
- Nominated for 'Outstanding International Student Strategy' Award (Times Higher Education Awards 2014)
「泰晤士報高等教育大獎2014」之「傑出國際學生策略獎」候選大學

UNIVERSITY OF SUNDERLAND IN LONDON

英國新特蘭大學倫敦分校

- The London campus located in Canary Wharf, the heart of London's financial district
英國倫敦分校位於倫敦金融區黃金地段的金絲雀碼頭

UNIVERSITY OF SUNDERLAND IN HONG KONG

英國新特蘭大學香港分校

- Sunderland's new campus located in the heart of Hong Kong, Asia
大學新設之亞洲分校，位於香港中心地帶



CAREER FOCUS

在職情況

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

高達94% 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）。

Our recent graduates have secured roles in a range of sectors including: 大學近年的畢業生遍及以下專業界別：

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

SKILLS FOR EMPLOYMENT

職業技能

As part of your programme, you will take three employability modules specifically designed for self-development. The modules include: 'Essential Employment and Study Skills', 'Developing Career Prospects' and 'Applying Critical Reflective Practice'.

課程當中，你將選修「職業及學習必備技能」、「開創事業前景」及「批判性反思實踐的應用」這三個專為個人發展而設計的就業能力單元。

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

就業能力單元亦可助你拓展其他實用技巧，讓你了解企業如何成功、人力資源的管理良方、如何作出明智決定，以及如何帶領任職機構進行革新及改進。

Sunderland is one of the first universities in the UK to introduce employability modules across all years of its undergraduate business programmes.

新特蘭大學是首間推廣「就業技能」的英國大學先驅之一，率先在商學士課程加入就業能力單元，增強學生的就業優勢。

SUPPORTING YOU FROM DAY ONE

支援無間

When you enrol with us, 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 study materials are conveniently available. In addition, each module is taught by a tutor who you can contact for any academic queries.

從你入學開始直至畢業為止，專職的學生支援團隊將為你提供無間的協助及支援。你將會在迎新會上與新同學互相認識，並了解課程要求及學習資訊。在學期間，你可隨時到大學的網上學習平台閱讀及下載課堂講義及學習筆記。此外，大學更會就每個單元為你安排一位專職導師，為你提供學術指導及協助，並解答任何學習疑難。

OPPORTUNITY OF STUDYING IN THE UK¹

英國就讀機會¹

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.

修讀二年級或三年級的學生，可選擇負笈英國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，性格態度較為開明，願意嘗新，普遍較受僱主歡迎。



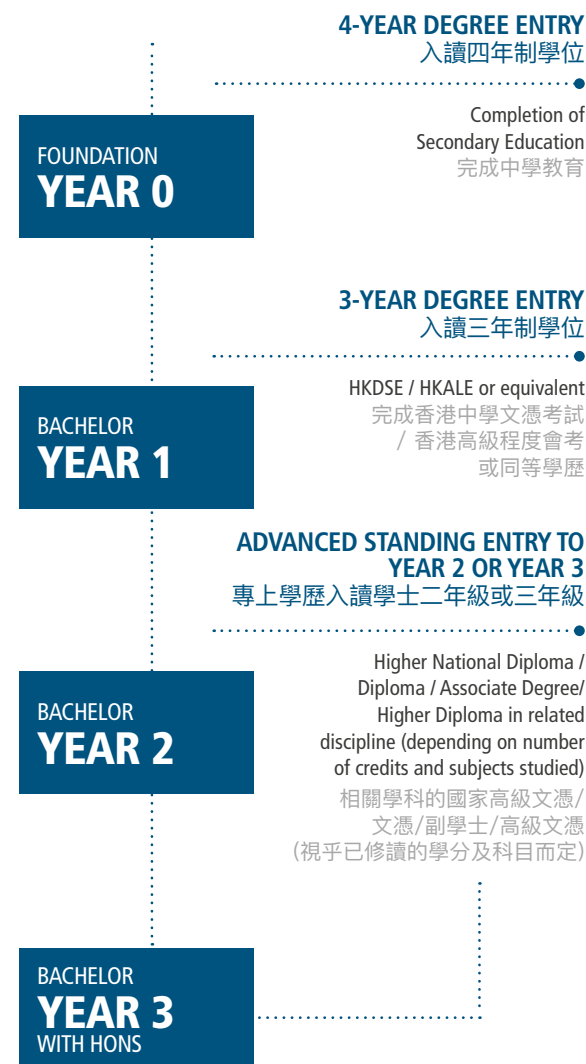
FULL-TIME BUSINESS DEGREE

全日制商學位課程

- **4-Year Honours Degree with Foundation**
四年制榮譽學士學位及基礎課程
- **3-Year Honours Degree**
三年制榮譽學士學位

The content of the 4-year and 3-year degrees in Hong Kong mirror the Sunderland-based undergraduate programmes and allow you to benefit from Sunderland's business and management teaching 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.

香港分校的四年制及三年制學位課程內容，與英國新特蘭大學本校的學士課程相同，讓你身處香港亦能修讀新特蘭大學本校的商業及管理教學。如學生未獲取錄入讀商業管理(榮譽)學士一年級，可先修讀一年制的基礎課程(Year 0)。



BA (HONS) BUSINESS AND MANAGEMENT

(REG.# 252466)

商業管理(榮譽)學士

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

本課程將教授商業基本知識，例如策略、營運與物流、人力資源管理，以及市場推廣等，讓你建立堅實的商業基礎；課程亦會教授各樣可廣泛應用的商業技能，讓你獲得全面的發展。

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

如學生未獲取錄入讀學士一年級，可先修讀一年制的基礎課程(Year 0)。

FOUNDATION YEAR 0

- Higher Education Skills and Competencies
- Information Technology for Business Use
- Contemporary Business Issues in a Globalised Environment
- Introduction to Critical Academic Thinking
- Organisational Behaviour and the Management of People
- Introduction to Organisational Management
- Business Management Project

BACHELOR YEAR 1

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

BACHELOR YEAR 2²

- Introduction to Strategic Management
- Developing Career Prospects
- Responsible Business
- Management Accounting for Business
- Contemporary Developments in HR
- Marketing Management

BACHELOR YEAR 3³

- Apply Critical Reflective Practice
- Strategic Management
- Strategic Marketing
- Financial Management
- Business Research Dissertation

² Syllabus is subject to change in 2018/19

³ Syllabus is subject to change in 2019/20

¹ Subject to the UK's VISA requirement



BA (HONS) BUSINESS AND HUMAN RESOURCES MANAGEMENT (REG.# 252649) 人力資源管理(榮譽)學士

This programme is accredited by the Chartered Institute of Personnel and Development (CIPD). You will gain essential Human Resource Management skills and knowledge required by modern organisations. 本課程內容與職場息息相關，並屬英國特許人事及發展協會（CIPD）的認可課程。課程設計強調現代機構在人力資源方面所需的專業技能及知識，緊貼時代步伐。

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. 課程的一系列單元將有助你了解人力資源的當今發展、學習與發展及僱員關係，穩固你的商業基礎知識。

Students who are not accepted onto Year 1 can apply to enter at the Foundation Year of the BA (Hons) Business and Management programme. 如學生未獲取錄入讀學士一年級，可先修讀一年制的基礎課程（Year 0）。

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 ⁴

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

BACHELOR YEAR 3 ⁵

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

⁴ Syllabus is subject to change in 2018/19

⁵ Syllabus is subject to change in 2019/20

BA (HONS) ACCOUNTING AND FINANCIAL MANAGEMENT (TOP-UP DEGREE) (REG.# 251761) 會計及財務管理(榮譽)學士（銜接學位課程）

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. 成功修畢商業管理(榮譽)學士一年級及二年級後，你將符合資格轉接升讀此會計及財務管理(榮譽)學士（銜接學位）課程。

This programme 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. 本課程將涵蓋現今商業環境的會計及財務管理等主要範圍，助你提升有關財務資源方面的專業決策能力。從各單元學習得來的知識，融會貫通，建立嶄新的解難方案。

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. 會計及財務管理學位的資歷對你立足金融界發展事業大為有利，不論公司規模大小，都能讓你裝備好所需的專業知識，為你開啟通往理想的事業大道。

BACHELOR YEAR 3

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

ENTRY REQUIREMENTS

入學資格

4-YEAR HONOURS DEGREE WITH FOUNDATION 四年制榮譽學士學位及基礎課程

- 72 UCAS Tariff points with an English language proficiency of IELTS 5.5 or equivalent.
英國大學聯招（UCAS）對照分數達72分，並達國際英語水平測試（IELTS）5.5或同等級成績。
- The University will consider other suitable candidates who cannot meet the UCAS Tariff points requirement above on a case-by-case basis at clearing period (17 August – 20 September 2017).
大學將於後補收生階段（2017年8月17日至9月20日），以個別評審方式，考慮未符合上述入學要求的其他學生的入學申請。

3-YEAR HONOURS DEGREE 三年制榮譽學士學位

- 112 UCAS Tariff points with a Level 2 in HKDSE Mathematics and a Level 3 in HKDSE English.
英國大學聯招（UCAS）對照分數達112分，並在香港中學文憑考試數學科取得第二級及英國語文科取得第三級成績。
- The University will consider suitable candidates on a case-by-case basis.
大學或以個別評審方式，考慮其他學生的入學申請。

UCAS TARIFF POINTS 英國大學聯招對照分數	GCE A-LEVEL 英國高級程度會考 HKALE 香港高級程度會考	HKDSE 香港中學文憑
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 持專上學歷入讀學士二年級或三年級

- Holder of an appropriate National Higher Diploma / Diploma / Associate Degree / Advanced Diploma / Higher Diploma in a related discipline with an English language proficiency of IELTS 6.0 or equivalent.
持有相關學科的國家高級文憑 / 文憑 / 副學士學位 / 高等文憑 / 高級文憑，並達國際英語水平測試（IELTS）6.0或同等級成績。
- The University will consider suitable candidates on case-by-case basis.
大學或以個別評審方式，考慮其他學生的入學申請。

MODE OF STUDY

修讀方式

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 study⁶ after year 1, if they wish to find employment and gain work experience. 日間課堂，包括每個單元共36小時的面授輔導課。學生完成一年級課程後，如欲求職獲取工作經驗，可選擇轉接至於晚間及週末⁶上課的兼讀制課程。

2017 TUITION FEES 學費

Year 0: HK\$36,050 – by 4 instalments
港幣36,050元，分四期繳付

Year 1 to 3: HK\$57,642 per year – by 4 instalments
每年港幣57,642元，分四期繳付

FUNDING OPTIONS 學費資助

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. 香港居民可申請「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。

HOW TO APPLY 入學申請

When you submit your application, please provide the following documents:
請遞交以下文件申請入學：

- A completed application form
已填妥的入學申請表格
- A copy of your academic certificate and transcripts
學歷證書及學業成績表副本

Please contact the University of Sunderland in Hong Kong, if you want to get more information about programmes and application process: 請聯絡英國新特蘭大學香港分校，以便獲取更多課程資料及申請程序：

Tel 電話: (852) 2992 0133
Email 電郵: enquire@sunderland.edu.hk
www.sunderland.edu.hk

⁶A 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
⁶兼讀制課程須有足夠學生人數報讀方可開設週末 / 晚間課堂。
兼讀制課程學費或與全日制課程有所差異。

University of Sunderland in Hong Kong

英國新特蘭大學香港分校

9/F, South China Building,
1-3 Wyndham Street, Central, Hong Kong
(MTR Central Station Exit D1, 1-minute walk from MTR Station)
香港中環雲咸街1-3號南華大廈H9樓
(港鐵中環站D1出口，距離港鐵站僅1分鐘步程)

Tel: (852) 2992 0133

Fax: (852) 2992 0918

Email: enquire@sunderland.edu.hk

Website: www.sunderland.edu.hk



The University of Sunderland around the world:

UNITED KINGDOM

University of Sunderland in London
197 Marsh Wall
Docklands
London, E14 9SG
United Kingdom
www.london.sunderland.ac.uk
Tel: +44 (0)20 7531 7333
Email: recruitment-london@sunderland.ac.uk
Fax: +44 (0)20 7987 0762
www.facebook.com/my.uslc

University of Sunderland International Office

(covering Middle East and North Africa,
Central Asia, Americas, Study
Abroad and Exchange)

5th Floor, Edinburgh Building
City Campus, Chester Road
Sunderland, SR1 3SD
United Kingdom
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

University of Sunderland
Suite A-07-09, Empire Tower 1
Empire Subang
Jalan SS16/1
47500 Subang Jaya
Selangor
Malaysia
Tel: +603 5632 5873
Fax: +603 5612 6873
Email: malaysia@sunderland.ac.uk

EUROPE AND EASTERN MEDITERRANEAN European and East Mediterranean Regional Office

University of Sunderland
Dekeleias 11C
Nea Halkidona
TK143 43
Athens, Greece
Tel: +30 210 921 2885
Fax: +30 210 921 2767
Email: europe@sunderland.ac.uk

EAST ASIA

Beijing Office

University of Sunderland
Unit 1809, 18/F, Block B
North Tower, Soho Shangdu
8 Dongdaqiao Road
Chaoyang District
Beijing 100020
P.R. China
Tel: +86 (0) 10 5128 7868
Fax: +86 (0) 10 5885 1256
Email: china.office@sunderland.ac.uk

Shenzhen Office

University of Sunderland
Unit 1712, Kerry Centre
2008 Renmin South Road
518001 Luohu
Shenzhen
P.R. China
Tel: +86 (0) 755 2518 1710
Fax: +86 (0) 755 2518 1459
Email: southchina@sunderland.ac.uk

Guangzhou Contact Point

Tel: +86 1358 0534 259
Email: yanting.southchina@sunderland.ac.uk

Shanghai Contact Point

Tel: +86 1363 6620 756
Email: lisa.southchina@sunderland.ac.uk

Hangzhou Contact Point

Tel: +86 1875 817 3753
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.
USHK-FT-UG-BC170504-B