



**University of
Sunderland**

in Hong Kong

3-YEAR & 4-YEAR FULL TIME BACHELOR'S DEGREES

3年及4年全日制(榮譽)學士學位 2018

一個學位 兩地學習體驗

One degree, Two-place learning experience.



未來，由我掌握！

THE FUTURE IS YOURS TO DECIDE.





University of Sunderland

in Hong Kong

新特蘭大學校長Shirley Atkinson (右四)、商務及經濟發展局副局長梁敬國(右三)、校友兼合和實業有限公司執行董事梁國基博士(右一)等嘉賓於香港分校揭幕禮進行剪綵儀式。

Ribbon cutting by the University's Vice-Chancellor Ms Shirley Atkinson (fourth right), Under Secretary for Commerce and Economic Development of HKSAR Mr Godfrey Leung (third right); and our alumnus, Executive Director of Hopewell Holdings Ltd Ir Dr Leo Leung (first right) at the Launch Ceremony of the Hong Kong Campus.



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。

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.

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。

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.



“

我們致力提供大膽創新、具啟發性的教育、研究和創意實踐，為英國、乃至全世界的學生、職員、社區及合作夥伴，創造靈活萬變的體驗。

To be bold and inspirational in providing education, research and creative practice which offers transformative experiences to students, staff, communities and business partners in the UK and across the world.

”

Shirley Atkinson

新特蘭大學校長
Vice-Chancellor and Chief Executive
University of Sunderland

“

我認同，新特蘭大學提倡的就業競爭力教育是非常重要的。因為學習有助學生在不同層面上都能擴展思維，而更重要的是可開拓更多的工作機會。

And so I think this focus on employability which Sunderland has is really important because studying expands the mind in so many sorts of ways but one of the most important ways is making you open your options to the type of jobs that you do.

”

賀恩德

Andrew Heyn

英國總領事
British Consulate General



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 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



酒店及餐飲 Hospitality
Marriott Hotels, Starbucks



消費品 Consumer goods
P&G, Nike, Adidas



銀行 Banking
Lloyds TSB, HSBC



政府部門及機構
Government departments and agencies

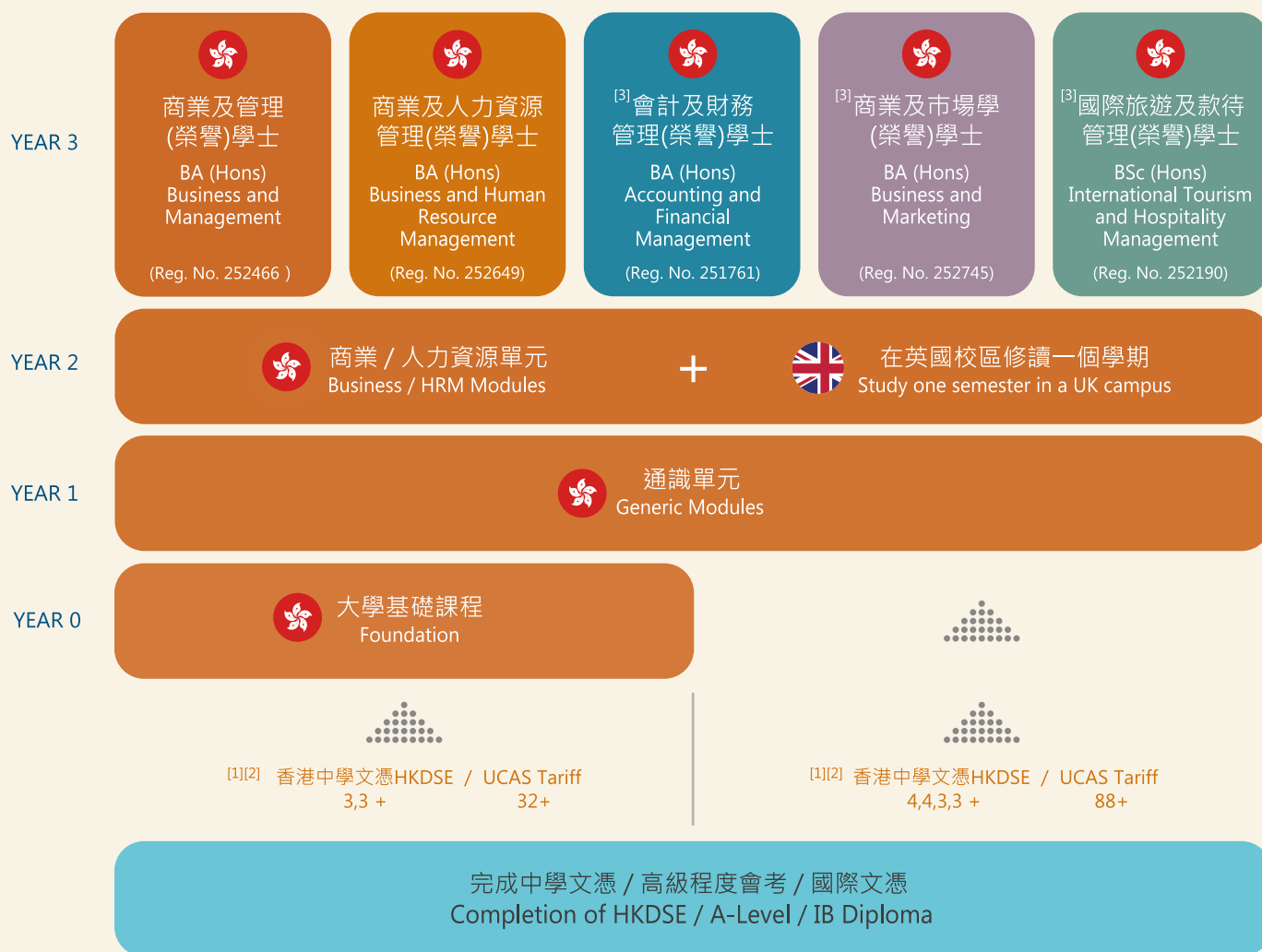
一個學位 兩地學習體驗

One Degree, Two-place Learning Experience.

外地學習體驗不再是留學生或交流生的專利。新特蘭大學香港分校設3年制及4年制(榮譽)學士課程，當中包括半年到英國大學校區學習，讓學生可藉此擴闊眼界，體驗英國生活文化。

Overseas study is no longer the privilege of exchange students or students studying abroad. The University of Sunderland in Hong Kong is offering 3-year and 4-year bachelor's (honours) degrees which include half-year study in our UK campuses, so that students can broaden their horizon and gain exposure to British culture.

學士學位頒發 Bachelor's Degree Award



 香港修讀
Study in Hong Kong

 英國修讀
Study in the United Kingdom

[1] 香港中學文憑及其他國際資歷的新 UCAS 對照分數 (2017) - <https://goo.gl/CTwsST>
New UCAS Tariff (2017) for HKDSE and Other International Qualifications - <https://goo.gl/W5uujt>

[2] IELTS 6.0 ; 或同等英語水平
IELTS 6.0 or equivalent

[3] 學生可於最後一年(Year 3)，選擇轉讀會計、市場學、國際遊旅及款待管理等一年制銜接學位課程。
Student can choose studying a 1-year Accounting, Marketing or International Tourism and Hospitality bachelor's degree in the final year (Year 3)

[4] 教學大綱於2018/19年度或有修改
Syllabus is subject to change in 2018/19

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英國本校的優質教學。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)。

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 learning and teaching without leaving Hong Kong. Students who are not accepted onto Year 1 of BA (Hons) programme can apply to enter at the Foundation Year 0 programme.

商業及管理(榮譽)學士

BA (Hons) Business and Management

Reg. No. 252466 (3-year standard degree)

Reg. No. 252758 (4-year extended degree)

商業及人力資源管理(榮譽)學士

BA (Hons) Business and Human Resource Management

Reg. No. 252649 (3-year standard degree)

Year 3 ^[4]

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

Year 3 ^[4]

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

Year 2

- Business Ethics, Responsibility and Sustainability
- Personal and Professional Development
- Quality Management for Organisational Excellence
- Management Accounting for Business
- Management Entrepreneurship, Innovation and Creativity
- Management Thought

Year 2

- Business Ethics, Responsibility and Sustainability
- Personal and Professional Development
- Quality Management for Organisational Excellence
- Contemporary Developments in HR
- Designing Learning and Development
- Employment Cycle

Year 1 通識單元 Generic Modules

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

Year 0 大學基礎課程 Foundation

- 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



成功修畢商業及管理(榮譽)學士二年級後，學生可於最後一年(Year 3)，選擇轉讀會計、市場學、國際遊旅及款待管理等一年制銜接學位課程。

After successful completion of year 2 of the BA (Hons) Business and Management programme, students can choose studying a 1-year Accounting, Marketing or International Tourism and Hospitality bachelor's top-up degree in the final year (Year 3).

^[3] 會計及財務管理(榮譽)學士 BA (Hons) Accounting and Financial Management Reg. No. 251761	^[3] 商業及市場學(榮譽)學士 BA (Hons) Business and Marketing Reg. No. 252745	^[3] 國際旅遊及款待管理(榮譽)學士 BSc (Hons) International Tourism and Hospitality Management Reg. No. 252190
<ul style="list-style-type: none"> • Financial Markets • International Financial Reporting • Financial Management • Contemporary Development in Business Management • Strategic Management Accounting • Managing Projects 	<ul style="list-style-type: none"> • Strategic Management • Managing Projects • Marketing Strategy • e-Marketing Strategy • Consumer Psychology • Strategic Integrated Marketing Communications 	<ul style="list-style-type: none"> • Strategic Planning for Tourism & Leisure • Urban Tourism • e-Tourism • Service Quality • Gastronomy • International Hospitality Management



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.

2018 TUITION FEE 學費

HK\$65,000 per year – by 4 instalments
每年港幣65,000元，分四期繳付

FUNDING 學費資助

Hong Kong resident 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。

新特蘭大學香港分校

University of Sunderland in Hong Kong

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網址 Website: www.sunderland.edu.hk

優先取錄及申請程序 Priority Offer & Application Procedure

- 1** 登入<https://goo.gl/ehj6x2> · 遞交網上申請表格
Visit <https://goo.gl/ehj6x2> 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
Applicant will receive a conditional / unconditional offer letter in 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4年制學士學生
University of Sunderland in Hong Kong
4-Year Bachelor's Degree Student



**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) and 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. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.