

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)
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

學士學位頒發

Bachelor's Degree Award

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| Year 3 | 會計及 財務管理 (榮譽)學士 BA (Hons) Accounting and Financial Management Reg. No. 251761 9 months | 商業管理 (榮譽)學士 BA (Hons) Business Management Reg. No. 251370 9 months | 商業及 市場學 (榮譽)學士 BA (Hons) Business and Marketing Reg. No. 252745 9 months | 商業及 人力資源管理 (榮譽)學士 BA (Hons) Business and Human Resource Management Reg. No. 252649 9 months | 國際旅遊及 款待管理 (榮譽)學士 BSc (Hons) International Tourism and Hospitality Management Reg. No. 252190 12 months |
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*入學要求需符合英語水平要求

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

申請程序 How To Apply

- 1 登入<https://goo.gl/wfi1Q7>，遞交網上申請表格
Visit <https://goo.gl/wfi1Q7> 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 憑取錄信可於入學註冊限期前確認學位及繳付學費
Offer holder can confirm the place and pay tuition fee before enrolment deadline



“ I like the programme, the teachers and the classmates here. I enjoyed going to my lectures and lecturers were always willing to answer any questions that I had. It was educational but fun at the same time. The University also provided me with knowledge and skills to perform at a professional level, helping me prepare for career success. ”

Sharon Slawinska

BA (Hons) Business Management Graduate
Sales and Marketing Officer, Lyons APAC Ltd.



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.

USHK-PT-TUHD-LL180817-B

The Future Is Yours To Decide

1-Year Bachelor's
Top-up Degrees
1年制銜接學士學位

2018
Accounting and Finance
會計及財務

Business Management
商業管理

Marketing
市場學

Human Resource Management
人力資源管理

International Tourism and Hospitality
Management
國際旅遊及款待管理



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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.



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| 註冊編號 NCR reg. No. | 251761 |
| 修讀期 Duration | 9 months |
| 修讀模式 Mode of Study | Face to face tuition |
| 入學月份 Intake | January, April, July and October |

課程結構 Programme Structure

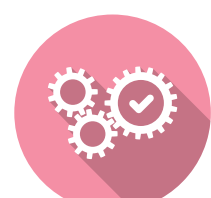
| 單元編號 Module Code | 單元名稱 Module Title | 課程評核 Assessment |
|---------------------|--|--------------------|
| APC308 | Financial Management | Assignment |
| APC309 | Strategic Management Accounting | Exam |
| APC313 | Financial Markets | Assignment |
| APC311 | International Financial Reporting | Assignment |
| SIM335 | Managing Projects | Assignment |
| SIM337 | Contemporary Developments in Business Management | Assignment |

商業管理 (榮譽) 學士

BA (Hons) Business Management

商業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.



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| 註冊編號 NCR reg. No. | 251370 |
| 修讀期 Duration | 9 months |
| 修讀模式 Mode of Study | Face to face tuition |
| 入學月份 Intake | January, April, July and October |

課程結構 Programme Structure

| 單元編號 Module Code | 單元名稱 Module Title | 課程評核 Assessment |
|---------------------|--|--------------------|
| APC309 | Strategic Management Accounting | Exam |
| HRM325 | Strategic Management of Human Resources | Assignment |
| MKT306 | Marketing Strategy | Assignment |
| SIM335 | Managing Projects | Assignment |
| SIM336 | Strategic Management | Assignment |
| SIM337 | Contemporary Developments in Business Management | Assignment |

商業及市場學 (榮譽) 學士

BA (Hons) Business and Marketing

課程涵蓋市務策略、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.



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| 註冊編號 NCR reg. No. | 252745 |
| 修讀期 Duration | 9 months |
| 修讀模式 Mode of Study | Face to face tuition |
| 入學月份 Intake | January, April, July and October |

課程結構 Programme Structure

| 單元編號 Module Code | 單元名稱 Module Title | 課程評核 Assessment |
|---------------------|---|--------------------|
| SIM336 | Strategic Management | Assignment |
| SIM335 | Managing projects | Assignment |
| MKT306 | Marketing Strategy | Assignment |
| UGB321 | e-marketing Strategy | Exam |
| UGB310 | Consumer Psychology | Assignment |
| UGB327 | Strategic Integrated Marketing Communications | Assignment |

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 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.



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| 註冊編號 NCR reg. No. | 252649 |
| 修讀期 Duration | 9 months |
| 修讀模式 Mode of Study | Face to face tuition |
| 入學月份 Intake | January, April and September |

課程結構 Programme Structure

| 單元編號 Module Code | 單元名稱 Module Title | 課程評核 Assessment |
|---------------------|------------------------------------|--------------------|
| UGB352 | Learning and Development | Assignment |
| UGB351 | Contemporary Employee Relations | Assignment |
| UGB353 | Human Resources Dissertation | Assignment |
| UGB331 | Apply Critical Reflective Practice | Assignment |
| UGB350 | Exploring Equality and Diversity | Assignment |

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 range of careers upon graduation.



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| 註冊編號 NCR reg. No. | 252190 |
| 修讀期 Duration | 12 months |
| 修讀模式 Mode of Study | Face to face tuition |
| 入學月份 Intake | April and October |

課程結構 Programme Structure

| 單元編號 Module Code | 單元名稱 Module Title | 課程評核 Assessment |
|---------------------|---|--------------------|
| TLH307 | Urban Tourism | Assignment |
| TLH339 | Service Quality | Assignment |
| TLH334 | Gastronomy | Exam |
| TLH314 | International Hospitality Management | Assignment |
| TLH342 | Digital Technologies in the Visitor Economy | Assignment |
| TLH302 | Strategic Planning for Tourism and Leisure | Assignment |

循高級文憑升讀學士最後一年 / 銜接學位 HND Pathway to final year / top-up degree

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

英國國家高級文憑

BTEC Higher National Diploma

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| 註冊編號 NCR reg. No. | 252530, 252531, 252532, 252533 |
| 修讀期 Duration | 23-24 months |
| 修讀模式 Mode of Study | Face to face tuition |
| 入學月份 Intake | (Accounting / Business / Marketing) January, April, July and October (Travel and Tourism Management) Last intake to be commenced in August 2018 |

會計 Accounting / 商業 Business / 市場學 Marketing

通識單元 General Modules

先修單元 Pre-sessional Modules

- Preparation Course
- University English

必修單元 Core Modules

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

專修單元 Specialist Modules

會計 Accounting

- Advanced Management Accounting
- Business Strategy
- Financial Management
- Financial Reporting
- Taxation

商業 Business

- Business Strategy
- Global Business Environment
- International Marketing
- Operations and Project Management
- Understanding and Leading Change

市場學 Marketing

- Brand Management
- Digital Marketing
- Integrated Marketing Communications
- International Marketing
- Product and Service Development

旅遊管理 Travel and Tourism Management

單元 Modules

- 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

- Public Relations & Promotions in Travel in Tourism
- Sustainable Tourism Development
- The Developing Manager
- The Travel & Tourism Sector
- Tour Operations Management for Service Industries
- Tourist Destinations
- Visitor Attraction Management
- Research Project

學士最後一年 / 銜接學位 Bachelor's Final Year / Top-up Degree

循學士二年級升讀學士最後一年 / 銜接學位 Year 2 Pathway to final year / top-up degree

適用於：文憑 / 證書(相關科目)或高級文憑 / 副學士(非相關科目) 畢業生 及 IELTS 6.0或同等程度

商業及管理 (榮譽) 學士 (二年級)

BA (Hons) Business and Management (Year 2)

| 註冊編號 NCR reg. No. | | 課程結構 Programme Structure | | |
|----------------------|--------------------------------------|--------------------------|--|--|
| 單元編號 Module Code | 單元名稱 Module Title | 課程評核 Assessment | | |
| UGB253 | Management Accounting for Business | Assignment | | |
| UGB249 | Contemporary Developments in HR | Assignment | | |
| UGB229 | Marketing Management | Assignment | | |
| UGB247 | Responsible Business | Assignment | | |
| UGB202 | Introduction to Strategic Management | Exam | | |
| UGB239 | Developing Career Prospects | Assignment | | |