

## 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

Year 3	會計及財務管理 (榮譽) 學士 BA (Hons) Accounting and Financial Management Reg. No. 251761 9 months	商業及管理 (榮譽) 學士 BA (Hons) Business and Management Reg. No. 252466 12 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 12 months	國際旅遊及款待管理 (榮譽) 學士 BSc (Hons) International Tourism and Hospitality Management Reg. No. 252190 9 months
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Year 2	直入學士三年級或一年制銜接學士學位 Direct entry to bachelor's final year / 1-year top up degree	英國商業國家高級文憑 BTEC Higher National Diploma in Business (Level 5) Reg. No. 252947 12 months
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Year 1	持高級文憑(相關科目)或同等學歷* Higher Diploma (related subjects) Or equivalent qualifications*	擁有2年或以上工作經驗或中學畢業* At least 2 years' work experience or high school graduation*	持其他大專學歷** Other tertiary qualification holders**
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獎學金高達  
Scholarship up to  
HK\$3,000

學生可申請上述獎學金。香港居民更可申請政府學資處的「擴展的免入息審查貸款計劃」  
Student can apply for the above scholarship. Hong Kong residents can apply for the Extended Non-Means-Tested Loan Scheme from the Student Finance Office – Working Family and Student Financial Assistance Agency.

\* 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

## 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<http://bit.ly/PT-TUHD-200428>，遞交網上申請表格  
Visit <http://bit.ly/PT-TUHD-200428> 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, Lyonesse APAC Ltd.



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.

USHK-PT-TUHD-LL200715-B

# The Future Is Yours To Decide

## Part Time Bachelor's Degrees 兼讀制銜接學士學位

2020-2021

Accounting and Finance  
會計及財務

Business and Management  
商業及管理

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



www.sunderland.edu.hk

2992 0133



## 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.



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

#### 課程結構 Programme Structure

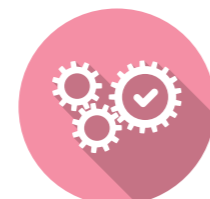
單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
APC308	Financial Management	Assignment
APC309	Strategic Management Accounting	Assignment
APC313	Financial Markets	Assignment
APC311	International Financial Reporting	Assignment
SIM335	Managing Projects	Assignment
SIM337	Contemporary Developments in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

## 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.



註冊編號 NCR reg. No.	<b>252466</b>
修讀期 Duration	<b>12 months</b>
修讀模式 Mode of Study	<b>Face to face tuition</b>
入學月份 Intake	<b>January, April, July and October</b>

#### 課程結構 Programme Structure

單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
UGB362	Global Entrepreneurship and Innovation	Assignment
UGB363	Strategic Corporate Finance	Assignment
UGB371	Managing and Leading Change	Assignment
UGB372	Marketing in a Digital World	Assignment
SIM336	Strategic Management	Assignment
UGB361	Developing the Reflexive Practitioner	Assignment

## 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.



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

#### 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 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.



註冊編號 NCR reg. No.	<b>252649</b>
修讀期 Duration	<b>12 months</b>
修讀模式 Mode of Study	<b>Face to face tuition</b>
入學月份 Intake	<b>January, April, July and October</b>

#### 課程結構 Programme Structure

單元編號 Module Code	單元名稱 Module Title	課程評核 Assessment *
UGB351	Contemporary Employee Relations	Assignment
UGB361	Developing the Reflexive Practitioner	Assignment
UGB371	Managing and Leading Change	Assignment
UGB350	Exploring Equality and Diversity	Assignment
UGB369	International HRM	Assignment
UGB370	Applied HR Project	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 wide range of careers upon graduation.



註冊編號 NCR reg. No.	<b>252190</b>
修讀期 Duration	<b>9 months</b>
修讀模式 Mode of Study	<b>Face to face tuition</b>
入學月份 Intake	<b>January, April, July and October</b>

#### 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

### 商業 證書

#### BTEC Higher National Certificate in Business (Level 4)

註冊編號 NCR reg. No.	<b>252895</b>
修讀期 Duration	<b>12 months</b>
修讀模式 Mode of Study	<b>Face to face tuition</b>
入學月份 Intake	<b>January, April, July and October</b>
課程評核 Assessment*	<b>Assignment</b>

#### 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

### 商業 文憑

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

註冊編號 NCR reg. No.	<b>252947</b>
修讀期 Duration	<b>12 months (with Level 4 credit exemptions)</b>
修讀模式 Mode of Study	<b>Face to face tuition</b>
入學月份 Intake	<b>January, April, July and October</b>
課程評核 Assessment*	<b>Assignment</b>

#### 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