英國國家深造文憑・策略管理及領導
BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF)

註冊編號	NCR reg. No.	**252535**
修讀期	Duration	**18 months**
修讀模式	Mode of Study	**Face to face tuition**
入學月份	Intake	**January, April, July and October**

本課程是為現任或準備擔任管理工作的人士而設，特別是前線管理人員。課程涵蓋理論及應用技巧，以便維護或改造現有的管理模式。

課程可作為專業發展的獨立進修課程；或是新特蘭大學工商管理碩士MBA課程的先修單元，以直升9個月的MBA論文衜接課程。

The Extended Diploma in Strategic Management and Leadership is intended primarily for those who are working in or aspire to work in management. This programme is ideal for those who are practising first-line managers who wish to make a career in management at this level. It focuses on underpinning knowledge and practical skills and will provide you with the opportunity to preserve and build on existing good practice.

It can be studied as a stand-alone programme or as a pre-requisite for entry onto the University of Sunderland's MBA Top-up degree (final year 9-month dissertation only).

單元名稱 Module Title
- Developing Strategic Management and Leadership Skills
- Professional Development for Strategic Manager
- Strategic Change Management
- Strategic Marketing Management
- Strategic Human Resource Management
- Managing Financial Principles and Techniques
- Creative and Innovative Management
- Strategic Quality and Systems Management
- Strategic Planning
- Developing Successful Business Teams
- Project Development and Implementation for Strategic Managers

課程評核 Assessment
100% assessed with assignments

入學要求 Entry Requirements

學術 Academic
- A recognised Bachelor's degree in any discipline; OR
- Higher National diploma at QCF level 5 or equivalent qualifications in any discipline with at least 3 years' work experience in a management position; OR
- Non-standard applicants with a least 5 years' work experience at managerial level will be considered on a case-by-case basis

英語 English
- IELTS 6.5 or equivalent; OR
- Prior studies with English for courses lasting for at least one year in total as the medium of instruction and assessment (applicants should be able to provide sufficient proof)

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/6odcU9，遞交網上申請表格
Visit https://goo.gl/6odcU9 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

> "During my studies I have been able to use the learning to improve my day-to-day work. Furthermore, as the Dissertation topic was related to my work area, I was able to learn and understand a great deal more about my own job. This has helped me in discussions with senior stakeholders and also contributed towards having an educated holistic view."

Savindra Silva
MBA Graduate
University of Sunderland in Hong Kong
Senior Manager, Financial Crime Compliance, HSBC

University of Sunderland in Hong Kong

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Level 7 Extended Diploma in Strategic Management and Leadership
策略管理及領導深造文憑

www.sunderland.edu.hk

Master of Business Administration (MBA)

註冊編號 NCR reg. No.	**251470 / 252467**
修讀期 Duration	**9-27 months**
修讀模式 Mode of Study	**Face to face tuition**
入學月份 Intake	**April and October**

財富雜誌《Fortune》排行榜前100名公司中，差不多半數的行政總裁擁有MBA學位。MBA學位是一項極具挑戰性和高價值的商業資格證明，以展示個人卓越的商業及領導能力。

本課程將讓你掌握國際上最佳的商業理念及營運模式，並探討其成功之道。課程涵蓋戰略運用、職能及解難能力，並提升領導技巧。在新特蘭學習，大學更專注於結合實戰情況需要的解難及理論應用，以裝備並應付現實世界的各類挑戰。

Almost half of the CEOs of Fortune top 100 companies hold an MBA, and it's no surprise why: an MBA degree is an extremely challenging and high value business qualification that demonstrates exceptional business and leadership skills.

This MBA course will teach you to apply the best of international business concepts and models to deliver outstanding results in the workplace. You will develop your strategic knowledge, functional competence and problem-solving ability, and enhance your leadership capabilities. At Sunderland, we focus on problem-solving ability and linking theory to real-world challenges.

課程結構 Programme Structure

單元編號 Module Code	單元名稱 Module Title	學分 Credit	課堂時數 Contact Hour	課程評核 Assessment
PGBM01	Financial Management and Control	15	30 hours	Assignment
PGBM02	Managing and Leading People	15	30 hours	Assignment
PGBM03	Operations Management	15	30 hours	Assignment
PGBM15	Marketing Management	15	30 hours	Assignment
PGBM108	Managing Innovation &Technology Transfer	15	30 hours	Assignment
PGBM51	International Marketing	15	30 hours	Assignment
PGBM04	International Business Environment	15	30 hours	Assignment
PGBM16	Global Corporate Strategy	15	30 hours	Assignment
PGBM73	MBA Dissertation	60	30 hours+ Supervision	Dissertation

入學要求 Entry Requirements

學術 Academic
- An honours degree (2:2 or above) in any discipline and at least six months of business-related work experience; OR
- Professional qualification(s) with at least 3 years of business-related work experience; OR
- Non-standard applicants with Advanced Diploma or equivalent qualification and at least 5 year professional or managerial work experience will will be interviewed by the Hong Kong campus and considered by the University on a case by case basis.

英語 English
- English proficiency equivalent to HKDSE Level 4 / HKCEE (Syllabus B) Grade C or Level 3 / HKALE garde E / IELTS 6.0. Applicants whose first language is English, or whose previous qualification (at undergraduate level or above) was taught and assessed in English are exempted from this requirement.

MSc Tourism and Hospitality

註冊編號 NCR reg. No.	**252795**
修讀期 Duration	**21 months**
修讀模式 Mode of Study	**Face to face tuition**
入學月份 Intake	**April and October**

新特蘭大學是英國旅遊及款待系大學排名首4位的大學之一（衛報2018），於業界享負盛名。在新特蘭學習，你將發展業界必備的技能和知識，以能夠在世界最大的行業、旅遊及酒店管理業內迅速發展。

本課程結合理論和實踐。在全球的複雜環境下，你將能發展一套批判性理解，並掌握全球環球因素對旅遊、款待及活動行業等各方面的影響，當中包括三重底線指標（經濟、社會文化及環境），所有權及人才聘任等範疇。

The University of Sunderland is one of the top 4 tourism and hospitality universities in the UK (Guardian 2018) with an excellent reputation in the industry. During your study with us, you will develop the skills and knowledge to advance rapidly in tourism and hospitality management and help you progress further in one of the world's largest industries.

MSc Tourism and Hospitality brings together theoretical and practical learning. You will develop a critical understanding of the global complexity and range of impacts of the tourism, hospitality and events industries which includes triple bottom line indicators (economic, socio-cultural and environmental), ownership and employment practices, etc.

課程結構 Programme Structure

單元編號 Module Code	單元名稱 Module Title	學分 Credit	課堂時數 Contact Hour	課程評核 Assessment
CHTM35	Tourism Concepts and Issues	30	30 hours	Assignment
CHTM38	Research Methods for the Services Sector	30	30 hours	Assignment
CHTM27	Hospitality Management Studies	30	30 hours	Assignment
CHTM37	Current Practices in the Visitor Economy	30	30 hours	Assignment
CHTM29	Tourism and Hospitality Major Project	60	10 hours+ Supervision	Assignment

入學要求 Entry Requirements

學術 Academic
- An honours degree (2:2 or above) in any discipline; OR
- An ordinary degree in any discipline with at least 3 years of related work experience and at least 1 year of supervisory or managerial experience; OR
- Non-standard applicants with 5 years' experience in tourism and hospitality (at least 3 years managerial experience) will be interviewed by the Hong Kong campus and considered by the University on a case by case basis.

英語 English
- English proficiency equivalent to HKDSE Level 4 / HKCEE (Syllabus B) Grade C or Level 3 / HKALE Grade E / IELTS 6.0. Applicants whose first language is English, or whose previous verified qualification (at undergraduate level or above) was taught and assessed in English are exempted from this requirement.

MSc Data Science

註冊編號 NCR reg. No.	**252794**
修讀期 Duration	**21 months**
修讀模式 Mode of Study	**Face to face tuition**
入學月份 Intake	**April and October**

本課程教授各類數據分析之技術及應用技巧，並涵蓋各業界及相關的專業議題，包括資料挖掘、機器學習、數據分析與視覺化，以及數據保安。這些都是未來商業、數碼媒體及科學等領域的成功關鍵。

憑藉與業界及商界的緊密聯繫，結合大學的學術研究專家，讓本課程設計更能配合業界及未來市場發展的需要。

This newly developed Data Science course will provide you with the technical and practical skills to analyse big data that is a key to success in future business, digital media and science. Study industry-specific topics and specialise in areas such as data mining, machine learning, data analytics, data visualisation and security of big data.

Our close links to industry and businesses, as well as the research expertise of our academics, makes this course unique and ensures that the course structure is developed according to the needs of the employment sector and future market development.

課程結構 Programme Structure

單元編號 Module Code	單元名稱 Module Title	學分 Credit	課堂時數 Contact Hour	課程評核 Assessment
CETM11	Research Skills and Academic Literacy	15	30 hours	Assignment
CETM23	Big Data in Organisations	15	36 hours	Assignment
CETM24	Data Science Fundamentals	30	40 hours	Assignment
CETM25	Data Visualisation	15	36 hours	Assignment
CETM26	Machine Learning and Data Mining	15	36 hours	Assignment
CETM27	Data Analytics	15	36 hours	Assignment
CETM28	Big Data Security	15	36 hours	Assignment
CETM01	Project	60	18.5 hours + Supervision	Project

入學要求 Entry Requirements

學術 Academic
- An honours degree (2:2 or above) in computing or related non-computing discipline (i.e. mathematics, statistics, engineering); OR
- An honours degree (2:1 or above) in relevant non-computing discipline (i.e. degree with numeracy included and/or application of big data as a significant theme); OR
- Non-standard applicants with 5 years of relevant business or industry experience will will be interviewed by the Hong Kong campus and considered by the University on a case by case

英語 English
- English proficiency equivalent to HKDSE Level 4 / HKCEE (Syllabus B) Grade C or Level 3 / HKALE Grade E / IELTS 6.0. Applicants whose first language is English, or whose previous qualification (at undergraduate level or above) was taught and assessed in English are exempted from this requirement.