新特蘭大學香港分校
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 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.

"英國新特蘭大學香港分校旨為教育學生成為「未來創造者」，為社會及經濟發展作出貢獻。透過大膽創新而具啟發性的教育、研究和創意實踐，為學生提供豐富的學習體驗，以提升創造性思維，融入多元文化，讓學生不論於學術、研究及專業服務等各方面，都能爭取卓越的表現。

The University of Sunderland in Hong Kong aims at educating students to be the tomorrow makers of our societies and economies. Our values are to provide an inspiring experience for our students; to enhance students' learning experiences and creative thinking; to educate students to be collaborative members in a community; to nurture students to be inclusive of diverse cultures; and to enlighten students to strive for excellence in academic delivery, research, and service standards."

蔣上偉先生
Mr. Francis Chiang
新特蘭大學香港分校總監
Campus Director, University of Sunderland in Hong Kong

獎學金高達港幣 $15,000*
Scholarship Up To HK$15,000*

學生可申請上述獎學金。香港居民修讀的指定香港課程，可申請政府學資處的「擴展的免入息審查貸款計劃」。
For selected programmes, students 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 for the part of the programme studied in Hong Kong only.

到英國修讀9個月 畢業後留英工作生活
Study in UK in the last 9 months and work in the UK after graduation

大學校區分別設於新特蘭、倫敦和香港。MBA課程讓學生在首9個月，先在香港分校兼讀部份課程，期後9個月於英國倫敦完成餘下課程，並可在畢業後利用PSW簽證*逗留英國工作生活，為未來鋪路！
With 3 campuses in Sunderland, London and Hong Kong, the MBA programme enables students to study in Hong Kong for 9 months and completing the remaining programme in London. Graduates can benefit from the post-study work visa (PSW)* to work in the UK after graduation.

高達95.3%碩士畢業生 6個月內受聘或繼續深造
Up to 95.3% graduates in employment or further study within six months of graduating (DLHE 2016/17)

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

銀行 Banking - Lloyds TSB, HSBC

消費者產品 Consumer goods - P&G, Nike, Adidas

酒店及餐飲 Hospitality - Marriott Hotels, Starbucks

政府部門及機構 Government departments and agencies

* 詳情請與我們的入學註冊組聯絡。
  Please refer to our Admission team.

新特蘭大學香港分校
University of Sunderland in Hong Kong

香港灣仔告士打道181-185號中怡大廈1樓
1/F, Centre Point, 181-185 Gloucester Road, Wan Chai, Hong Kong

電話 / WhatsApp / Signal: (852) 2992 0133 | 電郵 Email: enquire@sunderland.edu.hk
網址 Website: www.sunderland.edu.hk

申請程序 How To Apply

1 掃描右邊的QR code或登入
https://bit.ly/PT-PG-221223，遞交網上申請表格
Scan QR code or visit https://bit.ly/PT-PG-221223 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
The 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
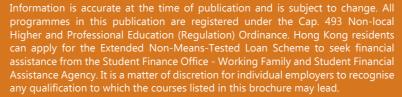Offer holder can confirm the place and pay tuition fee before enrolment deadline

"University of Sunderland in Hong Kong is the only UK-accredited international university with a campus in the HK, offering close student support. The online learning mode allows me to better manage my time between work, study, and life. Dr Davey Yeung, our tutor, leads us through lively, interactive, and knowledgeable discussions in class, answering all of our questions. A wonderful faculty member, a truly enjoyable class, and I learned a lot."

Raymond Au
MSc International Business Management Graduate 2022
University of Sunderland in Hong Kong
Vice President in an International Bank

University of Sunderland in Hong Kong

Master Your Future

Postgraduate Degrees
碩士學位

2022-2023

MBA
工商管理碩士

MSc Data Science
數據科學碩士

MSc International Business Management
國際商業管理碩士

www.sunderland.edu.hk

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工商管理碩士
Master of Business Administration (MBA)

註冊編號	NCR reg. No.	**252467**
修讀期	Duration	**15 months / 21 months**
修讀模式	Mode of Study	**Blended (Face-to-face + Online tuition)**
入學月份	Intake	**January, April, July and October**

擴展人脈
Expand Social Network

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，以做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	學習地點 Study Location	單元名稱 Module Title	學分 Credit	課程評核 Assessment
PGBM141	HK	Professional Management & Leadership Development	30	Assignment+
PGBM146	HK	Value Creation in Organisations Managing Operations & Marketing	30	Assignment+
PGBM150	HK	Innovation Entrepreneurship & Technology Transfer	30	Assignment+
PGBM01	HK / UK*	Financial Management and Control	15	Assignment+
PGBM156	HK / UK*	Strategic Management in an International Context	15	Assignment+
PGBM161	HK / UK*	MBA Project	60	Project

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 years professional or managerial work 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 3 / HKCEE (Syllabus B) Grade D 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.

*Depending on the module, assignments can be a single piece of work or may be made up of several parts and may include written individual reports, essays, reflections, portfolios, journals, peer evaluations, practicals, written group reports, group presentation, etc.

*Students have the option of transferring to our London Campus for the Top up phase of the programme after successful completion the PG Cert phase. Please note that students will follow London Campus's study schedule and fee payment at the prevailing rate at entry point to London Campus should they choose to transfer.

數據科學碩士 MSc Data Science /
Postgraduate Diploma in Data Science* / Postgraduate Certificate in Data Science*

註冊編號	NCR reg. No.	**252794 / 253137 / 253138**
修讀期	Duration	**20 months**
修讀模式	Mode of Study	**Face-to-face tuition**
入學月份	Intake	**January, April, July and October**

大勢所趨
In Great Demand

本課程教授各類數據分析之技術及應用技巧，亦會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。

大學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 and visualisation, and security of big data.
Our close links to the industry and businesses, as well as the research expertise of our academics, make this course unique and ensure 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	課程評核 Assessment
CETM50	Technology Management for Organisations	30	Assignment+
CETM24	Data Science Fundamentals	30	Assignment+
CETM46	Data Science Product Development	30	Assignment+
CETM47	Machine Learning and Data Analytics	30	Assignment+
PROM02	Computing Master's Project	60	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 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 3 / 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.

*Depending on the module, assignments can be a single piece of work or may be made up of several parts and may include written individual reports, essays, reflections, portfolios, journals, peer evaluations, practicals, written group reports, group presentation, etc.

*This award is an intermediate exit point of MSc Data Science course (Reg.No.252794). Students cannot enrol in these Hong Kong courses (i.e. Postgraduate Diploma in Data Science / Postgraduate Certificate in Data Science).

國際商業管理碩士
MSc International Business Management

修讀期	Duration	**12 months**
修讀模式	Mode of Study	**100% Online tuition**
入學月份	Intake	**January, April, July and October**

熱門課程
Popular Choice

本網上課程特別適合有意到國際大企業或移居海外發展的你。課程將加強學生對國際業務、貿易和策略的知識、提高你的領導才能、業務分析、營銷管理及跨文化管理。

你可以透過撰寫畢業論文得到行內專業導師指導，讓你深入了解有興趣的國際商務主題。

This new online course is suitable for those who wish to take on a new role involving overseas endeavors. This programme will strengthen your critical understanding of international business, trade and strategy.
You will explore international trade, strategy, strategic foresight, leadership skills, business analytics, marketing management and cross-cultural management. You will also be guided in your final piece of work, a dissertation on an international business management topic of your choosing.

課程結構 Programme Structure

單元編號 Module Code	單元名稱 Module Title	學分 Credit	課程評核 Assessment
PGBM127	Markets & Marketing in a Digital World	30	Assignment+
PGBM135	Global Strategy and Foresight	30	Assignment+
PGBM136	Contemporary International Human Resource Management	30	Assignment+
PGBM134	Finance and Project Management	30	Assignment+
PGBM115	MSc IBM Dissertation	60	Dissertation

入學要求 Entry Requirements

學術 Academic
- An honours degree (2:2 or above / lower second class level); OR
- Professional qualification(s) or combination of qualifications recognised as being the equivalent of an honours degree; OR
- Applicants who do not meet the above requirements may exceptionally be considered (normally following an interview) at the discretion of the programme leader.

英語 English
- English proficiency equivalent to HKDSE level 3 / IELTS 6.0. Candidates whose first language is English or whose previous verified qualification was taught and assessed in English are exempted from the aforementioned English Language requirement.

+Depending on the module, assignments can be a single piece of work or may be made up of several parts and may include written individual reports, essays, reflections, portfolios, journals, peer evaluations, practicals, written group reports, group presentation, etc.