

## 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.

## 學士學位課程

### Bachelor's Degree Award



\*學生需符合英語水平入學要求。 Students must meet English language requirements.

## 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](http://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-TU-HD-230706>，遞交網上申請表格  
Scan QR code or visit <https://bit.ly/PT-TU-HD-230706>  
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



“The University of Sunderland in Hong Kong has prepared me for success by widening my knowledge of business and allowing me to further develop my practical skills, professional knowledge and understanding of the theoretical aspects of business and management. I liked that we were offered support from teachers, regardless of whether we were on or off campus. It allowed me to make the most of my learning experience as I communicated with my module leaders about any questions or concerns that I had about tasks and assignments.”

**Shania Dineley**

BA (Hons) in Business and Management Graduate  
Native English Teacher, Babington Education



All applicants are required to have basic IT skills before joining our programmes. Information is accurate at the time of publication and is subject to change. All programmes in this publication are registered under the Cap. 493 Non-local Higher and Professional Education (Regulation) Ordinance. 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 the courses listed in this brochure may lead.

USHK-PT-TUHD-LL230706-B

# The Future Is Yours To Decide

## Evening

### Bachelor's (Hons) Degrees 晚間制(榮譽)學士學位

2023-2024

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



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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學士學位課程，助你建立管理、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.	252466
修讀期 Duration	12 months
修讀模式 Mode of Study	Face-to-face (On Campus / MS Teams) 100% Online 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 *
MGT301	Strategic Leadership and Collaboration	Assignment
MGT302	Managing Business Continuity and Resilience	Assignment
MGT303	Leading and Implementing Organisational Change	Assignment
MGT304	Business Consultancy Project	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.	252649
修讀期 Duration	12 months
修讀模式 Mode of Study	Face-to-face (On Campus / MS Teams)
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 *
MGT301	Strategic Leadership and Collaboration	Assignment
MGT302	Managing Business Continuity and Resilience	Assignment
MGT304	Business Consultancy Project	Assignment
MGT307	Professional Human Resource Skills	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.



註冊編號 NCR reg. No.	252745
修讀期 Duration	9 months
修讀模式 Mode of Study	Face-to-face (On Campus / MS Teams)
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	Assignment
UGB310	Consumer Psychology	Assignment
UGB327	Strategic Integrated Marketing Communications	Assignment

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.	251761
修讀期 Duration	9 months
修讀模式 Mode of Study	Face-to-face (On Campus / MS Teams)
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	Assignment
APC313	Financial Markets	Assignment
APC311	International Financial Reporting	Assignment
SIM335	Managing Projects	Assignment
SIM337	Contemporary Developments in Business Management	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.	252190
修讀期 Duration	9 months
修讀模式 Mode of Study	Face-to-face (On Campus / MS Teams)
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 *
TLH307	Urban Tourism	Assignment
TLH339	Service Quality	Assignment
TLH334	Gastronomy	Assignment
TLH314	International Hospitality Management	Assignment
TLH342	Digital Technologies in the Visitor Economy	Assignment
TLH302	Strategic Planning for Tourism and Leisure	Assignment

\*The above ranking is based on the Guardian University Guide 2023.

\*Assignments can be a single piece of work or may be made up of several parts and may include individual reports, essays, reflections, portfolios, peer evaluations, posters, group reports, group presentation, etc.

^The programme structures are subject to change without prior notice.

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 / 毅進文憑畢業生 及 IELTS 5.5或同等程度

Applicable to HKDSE / HKALE / Diploma Yi Jin and IELTS 5.5 or equivalent

英國商業國家高級證書

Pearson BTEC Level 4 Higher National Certificate in Business

註冊編號 NCR reg. No.	252895
修讀期 Duration	12 months
修讀模式 Mode of Study	Face-to-face (On Campus)
入學月份 Intake	January, April, July and October
課程評核 Assessment*	Assignment

先修單元 Pre-sessional Modules

- Preparation Course

單元 Modules

- Accounting Principles
- Business and the Business Environment
- Entrepreneurial Ventures
- Human Resource Management
- Leadership and Management
- Managing a Successful Business Project
- Marketing Process and Planning
- Operations Management

英國商業國家高級文憑

Pearson BTEC Level 5 Higher National Diploma in Business

註冊編號 NCR reg. No.	252947
修讀期 Duration	10 months (with Level 4 credit exemptions)
修讀模式 Mode of Study	Face-to-face (On Campus / MS Teams)
入學月份 Intake	January, April, July and October
課程評核 Assessment*	Assignment

單元 Modules

- Business Strategy
- Developing Individuals, Teams and Organisations
- Financial Management
- International Marketing
- Organisational Behaviour
- Research Project
- Planning for Growth

學生需另繳付BTEC註冊費用。 Tuition fee does not include the BTEC student registration fee.

獎學金高達

Scholarship up to

HK\$3,000

學生可申請獎學金。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 this 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.

國際及本地認可(榮譽)學位

Internationally and Locally Recognised Honours Degree



衛報大學指南 2023  
Guardian University Guide 2023

英國資歷架構  
Regulated Qualifications  
Framework (RQF)



歐盟國家資歷架構  
European Qualifications  
Framework (EQF)



研究卓越架構 2021  
Research Excellence  
Framework 2021 (REF)



UK Quality Assured  
英國高等教育質量保證  
Quality Assurance Agency



Teaching & Employability

QS 五星評級 2022  
QS Stars 2022