

# 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-PG-240430>，遞交網上申請表格  
Scan QR code or visit <https://bit.ly/PT-PG-240430>  
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. Our tutors lead 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  
博士及碩士學位

2024-2025

DBA  
工商管理博士

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](http://www.sunderland.edu.hk)

2992 0133



University of  
Sunderland  
in Hong Kong

All applicants are required to have basic IT skills before joining our courses. Information is accurate at the time of publication and is subject to change. All courses 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-PG-LL240430-B



# 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。新特蘭大學香港分校獲香港教育界、政界及業界領袖出席支持，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.

英國新特蘭大學香港分校旨在為教育學生成為「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，都能爭取優越的表現。

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



## 國際及本地認可(榮譽)學位

Internationally and Locally Recognised Honours Degree

新特蘭大學香港分校的所有學位課程已通過香港教育局非本地註冊處評審。大學自1994年起更位列跨國教育界的領先院校，現有超過190,000位校友遍及全球，當中包括超過7,200位在港校友。新特蘭大學是英國政府資助大學，更被2024年的《衛報大學指南》評為英國前50名大學。大學所頒授之學歷均符合英國資歷架構的審核，或下列世界各國政府及企業認可：

All the courses of University of Sunderland in Hong Kong have been reviewed by the Non-local Courses Registry of Hong Kong Education Bureau. Sunderland is recognised internationally as a leading university since 1994, with over 190,000 alumni worldwide, including over 7,200 alumni in Hong Kong. The University of Sunderland is a UK government-funded university and was ranked as a top 50 university in the Guardian University Guide 2024. The academic credentials awarded are in accordance with the revision of the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) and Regulated Qualifications Framework (RQF), or are recognised by governments and businesses worldwide, as shown below:



衛報大學指南2024  
Guardian University  
Guide 2024



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



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



卓越教學框架2023  
Teaching Excellence  
Framework 2023 (TEF)



英國高等教育質素保證  
Quality Assurance Agency  
for Higher Education (QAA)



QS 五星評級 2022  
QS Stars 2022



## 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

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



## 獎學金高達港幣\$15,000\*

Scholarship up to HKD15,000\*

學生可申請上述獎學金。香港居民更可申請「擴展的免息審查貸款計劃」，向在職家庭及學生資助事務處尋求經濟援助。

For selected courses, students can apply for the above scholarship. Hong Kong residents can also apply for the Extended Non-Means-Tested Loan Scheme to seek financial assistance from the Working Family and Student Financial Assistance Agency.

\* 受條款和細則約束。詳情請與我們的入學註冊組聯絡。

\* Terms and conditions may apply. Please refer to our admission team.



# 工商管理博士

## Doctor of Business Administration (DBA)

註冊編號	NCR reg. No.	253283
修讀期	Duration	4 years
修讀模式	Mode of Study	Face-to-face (On Campus / MS Teams)
入學月份	Intake	October
學費	Tuition Fee	HKD300,000



領航未來  
Future Navigation

工商管理博士 (DBA) 是一個兼職制課程，專為有經驗的專業人士設計。本課程旨在培養學生在商業管理領域的高級專業知識和實踐能力。內容涵蓋多個學科領域，強調實踐性和跨學科的方法。

學生將學習解決現實世界中的商業問題，並進行獨立的研究專案。透過培養批判性思維、領導力和創新能力，塑造新時代全能領袖，在商業世界中取得勝利。

Our part-time Doctor of Business Administration (DBA) course is ideal for experienced professionals seeking a highly applicable and practical academic qualification. Designed to address real-world challenges, our course takes a multi-disciplinary and interdisciplinary approach, emphasising self-reflection, critical reflective practice, and research methodology. By equipping students with practical tools, the DBA course empowers them to tackle workplace issues and make a meaningful impact in their field. Choose between our Sunderland and London campuses for added flexibility.



# 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
修讀模式	Mode of Study	Face-to-face (On Campus / MS Teams)
入學月份	Intake	January, April, July and October
學費	Tuition Fee	HKD156,000



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。在新特蘭大學學習，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 is 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 Course Structure^

單元編號 Module Code	單元名稱 Module Title	學分 Credit	課程評核 Assessment
MGTM01	Strategic Leadership for a Sustainable Future	30	Assignment <sup>+</sup>
MGTM02	International Business in Context	30	Assignment <sup>+</sup>
MGTM03	Digital Enterprise and Innovation	30	Assignment <sup>+</sup>
MGTM04	Corporate Governance and Financial Management	30	Assignment <sup>+</sup>
MGTM05	MBA Research Project	60	Project <sup>+</sup>

### 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.

<sup>+</sup>Please note that assessment methods are subject to change by the University of Sunderland according to need. Students may be advised that coursework may include one or more components of the following: assignment, reflection, e-portfolio, case study evaluation, essay, analysis and insight, report, project, presentation, plan, audio podcast, vlog, poster, online viva, etc.

<sup>^</sup>The course structures are subject to change without prior notice. We kindly advise referring to the webpage associated with the QR code for the most up-to-date information.

### 課程結構 Course Structure^

單元編號 Module Code	單元名稱 Module Title	學分 Credit	課程評核 Assessment
PDC511	Planning and Contextualisation	60	Assignment <sup>+</sup>
PDC512	Critical Debate in Professional Practice	30	Assignment <sup>+</sup>
PDC513	Practice Based Research 2	30	Assignment <sup>+</sup>
	Doctor of Business Administration Submission	420	Project <sup>+</sup>

### 入學要求 Entry Requirements

- 學術 Academic**
- An honours degree (2:1 or above) in any discipline; OR
  - A Masters degree [in a related discipline, ex. Business/ Management (for example Master of Business Administration); AND
  - Applicants with a minimum of 5 years of relevant business or industry experience.
- 英語 English**
- IELTS 6.5 (at least 6.0 or higher in each component); or equivalent
  - Applicants Candidates 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.

<sup>+</sup>Please note that assessment methods are subject to change by the University of Sunderland according to need. Students may be advised that coursework may include one or more components of the following: assignment, reflection, e-portfolio, case study evaluation, essay, analysis and insight, report, project, presentation, plan, audio podcast, vlog, poster, online viva, etc.

<sup>^</sup>The course structures are subject to change without prior notice. We kindly advise referring to the webpage associated with the QR code for the most up-to-date information.

# MSc Data Science

**大勢所趨**  
**In Great Demand**

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。

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.



單元編號 Module Code	單元名稱 Module Title	學分 Credit	課程評核 Assessment
CETM24	Data Science Fundamentals	30	Assignment <sup>+</sup>
CETM50	Technology Management for Organisations	30	Assignment <sup>+</sup>
CETM46	Data Science Product Development	30	Assignment <sup>+</sup>
CETM47	Machine Learning and Data Analytics	30	Assignment <sup>+</sup>
PROM02	Computing Master's Project	60	Project <sup>+</sup>

**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.

- 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.

<sup>a</sup>The course structures are subject to change without prior notice. We kindly advise referring to the webpage associated with the OR code for the most up-to-date information.

# MSc International Business Management

**熱門課程**  
**Popular Choice**

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。

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.



單元編號 Module Code	單元名稱 Module Title	學分 Credit	課程評核 Assessment
MGTM14	Strategic Management and Foresight	30	Assignment <sup>+</sup>
MGTM15	HRM in an International and Digital Context	30	Assignment <sup>+</sup>
MGTM27	International Marketing	30	Assignment <sup>+</sup>
MGTM32	Management in Practice	30	Assignment <sup>+</sup>
MGTM16	Research Project	60	Project <sup>+</sup>

### 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.

- 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.

<sup>a</sup>The course structures are subject to change without prior notice. We kindly advise referring to the webpage associated with the OR code for the most up-to-date information.