



**University of  
Sunderland**

in Hong Kong

# HIGHER DIPLOMA & BACHELOR'S DEGREES

— 3-Year Full-time —

高級文憑及(榮譽)學士課程 2022-23

— 3年全日制 —



**香港X英國 兩地學習體驗**

HK x UK: Two-place learning experience



# 高級文憑及(榮譽)學士課程(3年全日制)

## HIGHER DIPLOMA & BACHELOR'S DEGREES (3-Year Full-time)



成功修畢英國商業國家高級文憑後，學生可於最後一年(Year 3)，選修會計及財務管理、商業管理、市場學、人力資源管理、國際旅遊及款待管理等一年制銜接學士課程。學生更可選擇在港修畢學位課程，或到英國大學校區留學一年，藉此擴闊眼界，體驗英國文化。

After successful completion of the BTEC Level 5 Higher National Diploma in Business, students can choose transferring to a 1-year Accounting, Business Management, Marketing or International Tourism and Hospitality Management bachelor's top-up degree in the final year (Year 3). Students can also choose to complete the degree programme in Hong Kong, or study in our UK campuses and broaden their horizon and gain valuable exposure to British culture.

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

^ 香港分校開設之全日學士課程需有足夠學生人數報讀。學生或可選擇轉讀晚間及週末上課的兼讀制課程。A sufficient number of students are required for this full-time degree programme to be offered in the Hong Kong Campus. Students also have an option of transferring to part-time evening and weekend study.

## 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

### 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 **10 months**  
 修讀模式 Mode of Study **Full-time ☀️**  
 課程評核 Assessment\* **Assignment**  
 學費 Tuition Fee **HK\$56,000#**

#### 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 **Full-time ☀️**  
 課程評核 Assessment\* **Assignment**  
 學費 Tuition Fee **HK\$56,000#**

#### 單元 Modules

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

# 此費用未包括BTEC註冊費用。This does not include the BTEC student registration fee.

獎學金高達  
— Scholarship up to —  
**HK\$30,000**

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.



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

英國資歷架構  
Regulated Qualifications Framework (RQF)



英國高等教育質量保證  
Quality Assurance Agency



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



五星評級2019 (教學)  
QS Stars 2019

## 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.	<b>252466</b>
修讀期 Duration	<b>12 months</b>
修讀模式 Mode of Study	<b>Full-time</b> ☀️
學費(2022-23) Tuition Fee	<b>HK\$78,000</b>

#### 課程結構 Programme Structure<sup>^</sup>

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>Full-time</b> ☾
學費(2022-23) Tuition Fee	<b>HK\$78,000</b>

#### 課程結構 Programme Structure<sup>^</sup>

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

## 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>Full-time</b> ☾
學費(2022-23) Tuition Fee	<b>HK\$78,000</b>

#### 課程結構 Programme Structure<sup>^</sup>

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.	<b>251761</b>
修讀期 Duration	<b>9 months</b>
修讀模式 Mode of Study	<b>Full-time</b> ☾
學費(2022-23) Tuition Fee	<b>HK\$78,000</b>

#### 課程結構 Programme Structure<sup>^</sup>

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.



全英Top 10科系排名  
Ranked 10th in the UK\*

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>Full-time</b> ☾
學費(2022-23) Tuition Fee	<b>HK\$78,000</b>

#### 課程結構 Programme Structure<sup>^</sup>

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 2020.

\*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.

<sup>^</sup>The programme structures are subject to change without prior notice.



# HK x UK

## 一個學位 → 兩地學習 One Degree, Two-place Learning Experience

剛畢業的郁智皓 (Ryan) 就是參加了該「香港x英國：一個學位，兩地學習體驗」，他先在香港分校修畢學士一、二年級課程，再負笈英國完成最後一年的三年級課程。

Ryan Yuk joined the "HK x UK: One degree, Two-place learning experience" programme organised by University of Sunderland in Hong Kong (Sunderland's Hong Kong campus). He studied his bachelor's degree in Sunderland's Hong Kong campus in the first two years, and then completed his final year of study in the Sunderland campus in the UK.

“ 很開心能夠由中學時期成績平平，到現在考獲二等一級的榮譽學士畢業，整個學習歷程、課內課外，我都有很大得著。只是短短一年，家人都覺得我改變了很多。

I am overwhelmed to be able to achieve a 2:1 honours after all those years in high school with less-than-satisfactory academic results! Throughout the whole learning process in the Hong Kong campus, I learned a whole lot about learning and living environments. After spending just one year abroad, my family already noticed a huge difference in me!

**郁智皓 Ryan Yuk**  
新特蘭大學香港分校商業及人力資源管理 (榮譽) 學士  
BA (Hons) Business and Human Resource Management  
University of Sunderland in Hong Kong



大師級課堂  
Masterclasses



交流機會  
Exchange Opportunities



企業探訪  
Corporate Visits



職業拓展日  
Career Days



實習工作  
Internships



及更多活動  
And more...



### 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



獎學金高達港幣 \$30,000\*  
Scholarship up to HK\$30,000\*

學生可透過《校長推薦計劃》或《學生自薦計劃》申請上述獎學金。香港居民更可申請「擴展的免入息審查貸款計劃」，向「在職家庭或學生資助事務處學生資助處」尋求經濟援助。

Students can apply for the scholarship via the "Principal's Recommendation Scheme" or "Self-Recommendation Scheme". Hong Kong residents can also 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.

\*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.



可選擇到英國校區學習 6至12個月  
Optional Study in UK Campus for 6 to 12 months

大學校區分別設於新特蘭、倫敦和香港。香港分校之學生可選擇負笈英國校區就讀一個學期或一個學年，藉此體驗英國文化、提升英語能力、擴展國際視野，增強日後就業競爭力。一般而言，曾經接受海外文化環境洗禮的學生，性格態度較為開朗，敢於創新，普遍較受僱主歡迎。

With 3 campuses in Sunderland, London and Hong Kong, students based in Hong Kong campus can choose to study one semester or a full year in our UK campuses. This will allow students to immerse themselves in the British culture, develop English language skills and enhance employability with demonstrable international experience and exposure to other cultures and environments.

# 新特蘭大學香港分校

## University of Sunderland in Hong Kong

香港中環雲咸街1-3號南華大廈7樓 (港鐵中環站D1出口)

7/F, South China Building, 1-3 Wyndham Street, Central Hong Kong (MTR Central Station Exit D1)

電話 / WhatsApp / Signal: (852) 2992 0133 | 傳真 Fax: (852) 2992 0918

電郵 Email: [enquire@sunderland.edu.hk](mailto:enquire@sunderland.edu.hk) | 網址 Website: [www.sunderland.edu.hk](http://www.sunderland.edu.hk)

### 優先取錄及申請程序

#### PRIORITY OFFER & APPLICATION PROCEDURE

- 1 掃描右邊的QR code或登入  
<https://bit.ly/FT-UGHD-220513>，遞交網上申請表格  
Scan QR code or visit <https://bit.ly/FT-UGHD-220513>  
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 持有取錄信的學生，可於放榜日或之後優先留位或確認學位  
Offer holder has priority to reserve a place or confirm the offer on or after the result release day



“ 我選擇新特蘭大學香港分校主要有兩個原因：本校的商業及管理學士課程和其國際旅遊及款待管理學士課程享譽盛名。從中學開始，我熱衷於鑽研商業及管理，逐漸產生濃厚的興趣；此外，該商業及管理學士課程同時滿足到我兩個期望，不但讓我獲得符合國際認可和信譽的學位，而且能夠與家人留在香港。

I chose the University of Sunderland in HK mainly because of two reasons. Its specialised curriculum for business and its well-acclaimed reputation for its Tourism and Business courses. After all, business was my passion ever since early high school. In addition, I felt that the programme was like a 2-in-1 opportunity. I would be eligible for a degree that is in line with the U.K. system's credibility and recognition whilst being able to stay in Hong Kong with my family.



**Loria Elise J. FERRARIS**

香港分校商業及管理 (榮譽) 學士畢業生  
University of Sunderland in Hong Kong  
BA (Hons) Business and Management Graduate (Outstanding Student 2020)



**University of  
Sunderland**  
in Hong Kong

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.