

# SCOPE

School of Continuing and Professional Education  
專業進修學院

香港城市大學  
City University of Hong Kong



## UK Bachelor's Honours Degree Programmes 英國大學榮譽學士課程 2021-2022

### GREAT

3 - Year UK Programmes  
Studying in HK

三年制 在港修讀



**UK degree**

**HK study**  
(3 Years)



CityU SCOPE has been a pioneer and major provider of quality professional and life-long education in Hong Kong. We aim to provide quality education for professional practice, retraining and self-development which anticipates and responds to community needs as well as social and technological changes. Those who are keen to upgrade and improve themselves, regardless of their learning needs, will find that CityU SCOPE's quality programmes facilitate their progression along the qualifications ladder.

As CityU SCOPE celebrates its 30th anniversary in 2021, our **School has already established co-operation with overseas universities** in offering top-up degree programmes since the early 1990's. We have **nurtured over 32,000 bachelor's degree graduates**, and many of them are now making significant contributions to various sectors of society.

We capitalise on our rich experience in providing programmes recognized by the Qualifications Framework (QF) and take the lead to introduce 3-Year UK Bachelor's Honours Degree programmes since 2016. Jointly offered by prestigious UK universities and us, these programmes of **five major disciplines have been delivered locally: Business Management and Marketing, Language and Communication, Social Science and Public Administration, Information Technology for Business, and Aviation Management**. These programmes are desirable options for HKDSE graduates.

These programmes have been approved by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) as reaching **QF Level 5, which is equivalent to the standing of local university degrees**. As such, students are eligible for applying Government grants, loans, and scholarships. Graduates of these programmes can also apply for Government posts, and take up Master's degree study in local or overseas universities.

Every year, thousands of students in Hong Kong go abroad to study, and the UK is a popular destination. By offering 3-Year UK Bachelor's Honours Degree programmes locally, CityU SCOPE **provides HKDSE graduates with an alternative route for obtaining UK university degrees without the need to study abroad**.

「香港城市大學專業進修學院」矢志成為一所提供專業及終身教育的頂尖學院，在專業訓練、人才培訓及個人發展方面，提供各類進修途徑，切合社會及科技發展之需要，為有志進修的人士開拓升學及進修機會，構建資歷階梯，以滿足社會上不同人士的學習需求。

2021 年是學院成立的第三十週年，學院自上世紀九十年代初已跟海外大學合作，開辦在本港修讀的學士學位銜接課程，辦學經驗豐富。學院迄今已培育超過三萬二千名學士學位畢業生，其中不少已成為行業精英，在專業上貢獻社會。

為幫助學生面對升學的挑戰，學院自 2016 年起與英國多家知名大學合作，在港開辦「三年制英國大學榮譽學士課程」，為香港中學文憑畢業生提供商業管理及營銷、語文傳意、社會科學及公共行政、商業資訊科技、航空管理五類課程。

該等課程已獲得「香港學術及職業資歷評審局」確認為學術資歷級別第五級，相等於本地大學學位資歷水平。此資歷可讓學生申請政府獎學金、助學金及低息貸款，畢業後亦可申請政府職位，或升讀本地及海外大學的碩士學位課程。

學院在港開辦「三年制英國大學榮譽學士課程」，能為香港中學文憑畢業生提供「在港修讀，三年取得英國學位」的升學途徑。



# Advantages of Studying a UK Degree at CityU SCOPE

## UK Honours Degrees Completed in 3 Years

The UK universities honours degree programmes can be **completed within 3 years**. Upon graduation, students will be awarded the Bachelor's Honours degree from a UK university, giving them the academic qualification for further study or career employment. Some students may also choose to study one more year to get a Master degree.

Even for students who need to study the Foundation Programme prior to the degree admission, they can still graduate within 3 years with the special design in the programme curriculum.

### ■ Locally Accredited by HKCAAVQ at QF Level 5

Accredited at QF Level 5, this qualification is comparable to a local Bachelor's degree. Students are eligible to **apply for Government's Grant and Loan, Scholarships as well as Internship Schemes**. Upon graduation, students can also further study in the Master's degree programmes, and to apply for civil service posts, such as Executive Officer and Inspector of the disciplinary forces.

### ■ Financial Advantage in Studying a UK Degree at CityU SCOPE

It is some parents' wish to send their children to study abroad in order to increase their exposure to international culture. Tuition fees plus living expenses for a child to complete a Bachelor's degree programme in the UK can cost more than one million Hong Kong dollars. However, the same goal can be achieved by **studying in CityU SCOPE at one third of the cost**.

### ■ Experiencing International Education to Enrich Learning Experience

The programmes will also include international education elements. Opportunities in student exchange with the partner universities, short study tours and so on will be provided. The UK professors will also be invited to conduct lectures and seminars. The incorporation of international elements is to widen students' horizons by taking advantage of Hong Kong's unique position at the doorstep of China to foster global perspectives of students.

### ■ Quality Education Support and Whole-Person Development

Teaching is delivered by experienced and well-qualified CityU SCOPE lecturers. Students can enjoy a wide range of learning facilities, including Library and Computing Services Centre. Moreover, a series of student support services comprising self-development, career and employment coaching, cultural exchange, and language enhancement, will be provided to equip students for their further study and future career development.

## Flexible Entrance Requirements, HKDSE Chinese is not a mandatory requirement.

There are two routes for students to be admitted to the 3-year UK degree:

#### Route (i) : (Direct entry to year 1)

A total score of 15 or above in five HKDSE subjects including English Language at Level 3 and no other subject below Level 2 (HKDSE Chinese is not a mandatory requirement). IB, GCE Advanced Level and other equivalent qualifications will also be considered ;

**OR**

#### Route (ii) : (Via the Foundation Programme)

Level 2 or above in five HKDSE subjects including English Language (HKDSE Chinese is not a mandatory requirement); or equivalent qualification. Students on this route will need to take the "Diploma in International Degree Foundation" prior to admission to the chosen degree programmes.

**"Diploma in International Degree Foundation"** (Foundation Programme) is tailor-made for the designated UK degree programmes offered by CityU SCOPE. It provides a solid foundation for the future chosen study area. Upon successful completion of the programme, students will be eligible to be admitted to the designated degree programme. Benefited from the curriculum design, students entering through the Foundation Programme route will still be able to graduate in 3 years.

# 在城大專業進修學院修讀英國大學學位的好處

## 英國學制 三年畢業 榮譽學位

英國大學的課程為三年制，同學可以**三年時間獲取榮譽學士資歷**。亦可多讀一年，以四年之期，進一步取得碩士學位。

部分同學或須先修「**國際學位基礎教育文憑**」課程方能正式入學。由於課程設計靈活，同學仍可以在三年完成整個課程。

### ■ 學術評審 第五級別 大學資歷

課程已獲得「香港學術及職業資歷評審局」確認為學術資歷級別第五級，相等於本地大學學位資歷水平，讓學生可以申請政府設立的**獎學金、助學金、低息貸款、行業實習計劃**，畢業後亦可申請政府職位，如行政主任及紀律部隊等，或繼續升讀本地及海外大學的碩士學位課程。

### ■ 英國學位 在港修讀 費用較低

赴英英國，費用較高昂，在城大專業進修學院修讀與英國大學合辦的榮譽學士課程，**費用只為赴英留學的三分之一**，可助家長紓解財務壓力。

### ■ 國際元素 交流體驗 擴闊視野

學院除為學生提供優質的學習環境及設施外，亦加強「國際教育」元素。例如與英國學生進行學術文化交流，組織短期赴英學習團活動，邀請英國大學教授來港講學等，以擴闊學生的國際視野，豐富學習經驗，達致「立足香港、背靠中國、放眼全球」的長遠學習目標。

### ■ 優質教學 支援學生 全人發展

課程由城大專業進修學院資深教學團隊任教，同學可使用大學圖書館、電腦中心等設施。此外，學院更為學生提供全人發展服務，包括個人成長工作坊、職業與就業輔導、英語提升課程等，幫助學生發展潛能，為未來進修及專業發展作充分準備。

## 入學途徑 靈活彈性 中國語文科不是必需要求

同學可循下列兩種途徑入讀英國大學三年制榮譽學士課程：

### 途徑（一）直入一年級

香港中學文憑考試**五科成績達 15 分或以上**，**英國語文成績須達第三級或以上**，其餘 4 科亦須達第二級或以上（**中國語文科不是必需要求**）。持有國際文憑大學預科課程（IB）、普通教育文憑高級程度（GCE Advanced Level）或其他同等學歷亦可申請；

或

### 途徑（二）先修讀基礎課程

香港中學文憑考試**五科成績達第二級或以上**，包括**英國語文（中國語文科不是必需要求）**；或同等學歷。惟須先修讀為期五個半月之全日制「**國際學位基礎教育文憑**」課程，以取得正式入學資格。

「**國際學位基礎教育文憑**」課程內容針對學生所選的學位課程設計，旨在建立主修課程所需的知識基礎。完成後便可獲得「三年制英國大學榮譽學士課程」的入學資格。由於課程精心設計，並通過密集教學模式，同學仍可以三年時間取得學士學位。

# Admission Requirement

## Admission Route 入學途徑

**Route 1 (October 2021):** A total score of 15 or above in five HKDSE subjects<sup>▲</sup> including English Language at Level 3 and no other subject below Level 2\*. IB, GCE Advanced Level and other equivalent qualifications will also be considered;

**途徑一 (2021年10月):** 香港中學文憑考試五科成績達15分或以上<sup>▲</sup> (英國語文成績須達第三級或以上, 其餘4科亦須達第二級或以上)\*。持有國際文憑大學預科課程 (IB)、普通教育文憑高級程度 (GCE Advanced Level) 或其他同等學歷亦可申請;

OR 或

**Route 2 (mid-August 2021):** Level 2 or above in five HKDSE subjects<sup>▲</sup> including English Language\*;

OR

Equivalent qualification.

**途徑二 (2021年8月中旬):** 香港中學文憑考試五科成績達第二級或以上<sup>▲</sup>, 包括英國語文\*;

或

同等學歷。

Please refer to P.32 for the programme details  
有關課程資料, 請參閱第三十二頁

<sup>▲</sup> **Diploma in International Degree Foundation**  
(Full-time 5.5 months intensive programme)

<sup>▲</sup> **國際學位基礎教育文憑**  
(為期五個半月全日制密集課程)

\* HKDSE Chinese is not a mandatory requirement.  
中國語文科不是必需要求。

<sup>▲</sup> Applicants are allowed to use a maximum of two Applied learning (APL) subjects for the application.  
申請者可用最多兩個「應用學習科目」報讀課程。

For the 2012-2017 HKDSE Examinations, "Attained" is deemed equivalent to HKDSE Level 2; and "Attained with Distinction" is deemed equivalent to HKDSE Level 3 or above of Category A subjects of the HKDSE Examination.

由2012至2017年香港中學文憑考試, 中學文憑考試「應用學習科目」取得「達標/達標並表現優異」成績, 於入學申請時會被視為相等於香港中學文憑考試達甲類科目「第二級/第三級或以上」。

Effective from the 2018 HKDSE Examination, "Attained" is deemed equivalent to HKDSE Level 2, "Attained with Distinction (I)" is deemed equivalent to HKDSE Level 3, while "Attained with Distinction (II)" is deemed equivalent to HKDSE Level 4 or above of Category A subjects of the HKDSE Examination.

由2018年香港中學文憑考試開始, 中學文憑考試「應用學習科目」取得「達標/達標並表現優異(I)/達標並表現優異(II)」成績, 於入學申請時會被視為相等於香港中學文憑考試達甲類科目「第二級/第三級/第四級或以上」。



## Award 資歷頒授

Locally accredited by HKCAAVQ at QF Level 5, equivalent to the standing of local University degrees.  
已獲「香港學術及職業資歷評審局」確認為資歷架構第五級，相等於本地大學學位資歷水平。



BA (Hons) Business and Management\*

P10-11

商業及管理榮譽文學士

BA (Hons) Marketing

P12-13

市場學榮譽文學士

BA (Hons) Public Administration and Management

P14-15

公共行政及管理榮譽文學士



BA (Hons) English for International Corporate Communication

P16-17

英語國際企業傳意榮譽文學士

BA (Hons) International Business Communication with Chinese/Japanese

P18-19

國際商業傳意榮譽文學士 (中文/日語專業)



BA (Hons) Applied Social Science

P20-21

應用社會科學榮譽文學士



BSc (Hons) Aviation Management

P22-23

航空管理(榮譽)理學士

BSc (Hons) Information Technology for Business

P24-25

商業資訊科技榮譽理學士

(3 years, Full-time) Expected Graduation Date : August 2024

(3年全日制) 預計畢業日期 : 2024年8月

\* The programme will be re-titled to BA (Hons) Business Management in September 2021, subject to the approval of relevant authorities.

The programmes are exempted courses under the Non-local Higher & Professional Education (Regulation) Ordinance in Hong Kong.

It is a matter of discretion for individual employers to recognise any qualifications to which these courses may lead.

課程已獲非本地高等及專業教育 (規管) 條例豁免註冊，個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

# UK University Partners







**De Montfort University Leicester (DMU)** is a dynamic and inclusive 21st-century university, one with a history of teaching, training and developing talent that can be traced back 150 years. Today, DMU strives to continue building a strong reputation, one founded on proven academic excellence, a clear focus on graduate careers, and on our continuing global outlook.

DMU achieved the Gold-level award in the Teaching Excellence Framework, the highest available in this UK Government-endorsed measure of teaching quality in higher education. Employability is embedded into the curriculum in every faculty and DMU graduates have won Oscars and gone on to secure great jobs with Barclays' corporate arm, the BBC, BMW, HSBC, NASA, Nike and others. Our students and graduates continued to strike out, succeed and impress in 2020.

From 2020, DMU's award-winning DMU Global programme is offering students hundreds of online opportunities to experience different cultures and ways of learning, so boosting their job opportunities and helping them develop a range of key skills.

DMU is in the top 10% of institutions overall recognised by the Times Higher Education's 2020 Impact Ranking league table for our work on the United Nations' Strategic Development Goals. DMU has halved its energy-related carbon emissions one year ahead of target, an achievement announced at the 2020 Sustainable Development Goals Conference; the university has recycled 91% of its non-residential waste. DMU is ranked in the top 50 universities in the world for sustainability in the Times Higher Education rankings.

The Faculty of Business and Law delivers a wide range of undergraduate and postgraduate courses, including accounting, business management and entrepreneurship, economics, law, international relations, politics, marketing, and human resource management; each one is designed with employability in mind. Housed in the Hugh Aston Building, the faculty is recognised for its quality teaching, leading edge research and excellent links with industry and with business figures.



**The University of Central Lancashire (UCLan)** is one of the UK's largest universities with a student and staff community approaching 38,000. Internationally the University is on a world stage where the first class quality of its education was recognised. It has partnerships with 125 international institutions across the world and was **ranked in the top 1% of universities worldwide for the number of international students**.

In 2010, the University became **the first UK modern Higher Education institution to appear in the QS World University Rankings**. **The Guardian University Guide for 2018** has named UCLan as **one of the UK's most improved universities**. The University's success in this UK league table has followed the institution's recent international recognition. The University has taken a significant leap in 2020 - **its ranking has risen by 30, 27 and 4** in the Times and Sunday Times University Ranking, the complete University Guide and the Guardian University League Table respectively.

The **School of Language and Global Studies** is a leader in the field of teaching English for Professional Purposes and Intercultural Communication. The British Council report 2016 named the School as a **centre of excellence**. It has also received government commendation regularly through the UK Quality Assurance Agency for providing a learning environment of the highest quality.





**Sheffield Hallam University (SHU)** is a welcoming community of students and staff from more than 120 countries. SHU offers exceptional teaching across 700 foundation, undergraduate, postgraduate and research degree programmes. With more than 31,000 students, SHU is among the largest universities in the UK. Their courses all focus on developing the skills students need to excel in their career. SHU embeds work experience and real-world case studies into their teaching, so students have many opportunities to put their learning into practice. SHU has decades of experience of delivering courses internationally. The excellence of our teaching has recently been recognized, with Sheffield Hallam University being awarded University of the Year for Teaching Quality in The Times and Sunday Times Good University Guide 2020.

Sheffield Hallam's world-leading research, now ranked in the top five of all UK modern universities, is practical. Their researchers deliver solutions to complex, real-world challenges. This applied focus informs their teaching and ensures the graduates with vital workplace skills, such as working as a team, delivering presentations and writing reports.



## **Coventry University, Coventry**



Founded by entrepreneurs and industrialists as the Coventry School of Design in 1843, and in 2018 celebrated 175 years, **Coventry University** is a dynamic and outward-looking institution with a tradition of teaching excellence, impactful research and bold international partnerships. The university has established a robust reputation for pushing the boundaries of higher education nationally and across the world.

Through Coventry's worldwide network of collaborators in academia and industry with over 50,000 studying its degrees in different countries enjoy access to global opportunities which ensure their employment prospects are enhanced.

In recent years Coventry's student satisfaction levels and teaching quality have been rated amongst the best in the UK, which has contributed to impressive rises in every major university league table and a gold rating in the UK government's Teaching Excellence Framework (TEF).

Coventry has consistently ranked amongst Top 15 UK Universities for 5 years running between 2016-2020 according to Guardian University Guide. It also earned the title 'University of the Year for Student Experience' in the 2019 Times and Sunday Times Good University Guide; the guide describes it as "one of the most innovative modern universities, bold with its vision of what the 21st century student experience should be".

### Key Stats\*

- **Top 15 UK university 5 years running**, *Guardian University Guide 2016-2020*
- **5 QS Stars Overall Rating**, *QS Stars University Ratings 2020*
- **Highest ranking modern university in England 2013-2019**, *Guardian University Guide*
- **Gold for outstanding teaching and learning**, *Teaching Excellence Framework (TEF) 2017*

\*accolades and statistics above relate to Coventry University courses and the campus in the UK







**商業管理及營銷**  
Business Management  
and Marketing

**航空管理**  
Aviation Management

**語文傳意**  
Languages  
and Communication

**商業資訊科技**  
Information Technology  
for Business

**社會科學及公共行政**  
Social Science and  
Public Administration

# BA (Hons) Business and Management\*

## 商業及管理榮譽文學士

**Programme Code:** 213-19521



\* The programme will be re-titled to BA (Hons) Business Management in September 2021, subject to the approval of relevant authorities.

### About the Programme

The programme provides students with a wide range of applied skills and knowledge in Business Management. Students are encouraged to examine real-life business issues in an analytical context in Hong Kong as well as the wider global community. They are given a broad range of assessments to practise and develop their growing confidence, knowledge and practical abilities. In the final year of the programme, the students can then move on to specialize in either Marketing or Human Resource Management, so as to enhance their employability prospects in their desired field.

### Programme Features

- Offers students competitive edge in the graduate job market
- Equips students with different employability skills in business management
- Taught by well-qualified teaching team
- Reputable overseas degree with almost the longest history (24 years) in HK
- Provides specialist pathway options in either Marketing or Human Resource Management
- Apart from the Government Scholarships, De Montfort University also offers Scholarships to students

### 課程簡介

本課程教授廣泛的商業管理專業知識，鼓勵學生結合商業實例和個案進行分析；並以不同的評核方式增強學生的專業信心及實踐能力。課程設有「市場學」和「人力資源管理學」專科選修，進一步加強學生的專業知識，提升他們在就業市場上的優勢與競爭力。

### 課程特色

- 課程能提升學生於就業市場的優勢與競爭力
- 課程能讓學生掌握不同的商業管理能力
- 課程由高質素的教學團隊任教
- 課程在港已開辦24年，歷史悠久，口碑載譽，認受性甚高
- 課程設有「市場學」和「人力資源管理學」專科選修
- 除政府資助和教育局獎學金計劃外，英國德蒙福特大學亦提供獎學金計劃予學員

BA (Hons) Business and Management is recognized under the Qualifications Framework Level 5, QR Registration Number: 20/000551/L5, Validity Period: 01/09/2020 to 31/08/2025. This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 450283). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.

<商業及管理榮譽文學士>在資歷架構下獲得認可。資歷級別：第五級，資歷名冊登記號碼：20/000551/L5，登記有效期：由01/09/2020至31/08/2025。  
本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號：450283)，個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。



## Programme Structure 課程結構

### Year 1 (75 Credits)

- Academic Writing Skills (Preparatory module)
- Foundations in Business Studies (Preparatory module)
- Academic Development and Professional Practice
- Global Business and Finance
- An Introduction to Entrepreneurship and Enterprise\*
- Understanding Business

### Year 2 (105 Credits)

- Financial Decision Making
- Introduction to Work and Organisations
- Principles of Marketing
- Contemporary Management\*
- HRM in the Workplace\* 

### Year 3 (180 Credits)


- Business Law
- Marketing Communications 
- International Marketing 
- Business Research and Analytics
- Service Operations Management 
- Corporate Social Responsibility and Business Ethics
- Global Strategic Management\* 

#### General Electives <sup>▲</sup> (Choose one module only)

- Strategy and Management Dissertation\*
- Global Contemporary Business Issues

Choose two modules from one of the following streams

#### Marketing Stream <sup>▲</sup>

- Creative Management and Marketing
- Retail Marketing 
- E Marketing

#### HRM Stream <sup>▲</sup>

- Managing Change and Innovation
- Globalisation and International HRM
- Critical Analysis of Organisations

\* Double Module

<sup>▲</sup>The availability of electives/streams is subject to the enrolment number.



CEF reimbursable course

These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes.

The mother programme [BA (Hons) Business and Management] of these courses is recognized under the Qualifications Framework (QF Level 5).

## Graduates' Sharing

### Rose Chau Sze Wing (2019 Graduate)

*My learning journey in BABAM has been incredibly invaluable. My school offered me a dynamic and international insight into various disciplines of business and allowed me to thrive both personally and professionally along with challenges. Besides, having the opportunity to work on complete critical analysis has equipped me with competitiveness going into my Master of Law in the UK and beyond. The skills, knowledge I acquired, and the talented people I met have increased my confidence.*

### Guillaume Samson (2020 Graduate)

*I have had an extremely rewarding journey with the BABAM programme offered by De Montfort University via CityU SCOPE, where my learning experience has been more than invaluable for my future career path in the business industry.*

*Furthermore, the professors have always been ready to provide their full support when needed and the classes are highly interactive. The professors and students engage in valuable sharing of ideas, that are crucial to the development of business understanding in the real world.*

*This programme certainly opens the windows of opportunity for students seeking a career path in business.*

## Enquiries 查詢

(Tel) 3442 5388 / 3442 7423 (Email) [bm@scope.edu](mailto:bm@scope.edu)



**BABM**

# BA (Hons) Marketing 市場學榮譽文學士



**Programme Code:** 213-19071

## About the Programme

The programme aims to equip students with the skills, competencies and knowledge to contribute to the marketing function within an organisation. The first year of study is very good for students to understand the major functions of a typical business organisation. Followed by the second year of major marketing study. In their final year, students will be able to apply their knowledge gained and skills acquired in previous years to work on projects in higher level modules. Students who successfully completed the programme are eligible to apply credit exemption from the Chartered Institute of Marketing (CIM). Hong Kong students will get the same status as the DMU's BA (Hons) Marketing graduates in UK. Graduates are able to pursue career in advertising and marketing communication, public relations, customer service, digital marketing areas.

## Programme Features

- Well-designed programme with both conventional and digital marketing modules
- Practical modules included to cater for local employment market
- Preparation for graduates to further their postgraduate study in local and/or UK tertiary institutions
- Same exemption status from UK professional marketing association as that for students in UK
- Fully supported with DMU University online learning platform and library facilities throughout the programme

## 課程簡介

本課程旨在讓學生掌握營銷技能及相關知識，使其能夠運用所學於各類型機構中發揮市場營銷職能。課程內容由淺入深，先讓學生了解商業機構的運作，透過學習市場學的理論，從而將理論及知識應用於各類專題報告中。本課程的畢業生可獲英國特許市場學會(CIM)豁免其課程之部份學分。此學位由DMU頒授，畢業生出路廣闊，可從事廣告和營銷傳播、公共關係、客戶服務及數碼營銷等職業。

## 課程特色

- 課程設計全面，可同時學習傳統和數碼營銷之知識
- 課程內容實用，切合本地就業市場之需要
- 畢業生可選擇於本地或英國大學升讀碩士課程
- 學位由DMU頒授，畢業生可獲英國市場營銷專業協會認可及學分豁免
- 學生可使用DMU大學網上學習平台和圖書館設施

BA (Hons) Marketing is recognized under the Qualifications Framework Level 5, QR Registration Number: 19/000110/L5 Validity Period: 01/09/2019 to 31/08/2023.

This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 452938(5)). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead

<市場學榮譽文學士>在資歷架構下獲得認可。資歷級別: 第五級, 資歷名冊登記號碼: 19/000110/L5, 登記有效期: 由01/09/2019至31/08/2023。  
本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號: 452938(5)), 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

## Programme Structure 課程結構




### Year 1 (75 Credits)

- Academic Writing Skills (Preparatory module)
- Foundations in Business Studies (Preparatory module)
- Academic Development and Professional Practice
- The Digital and Social Media Context of Business
- An Introduction to Entrepreneurship and Enterprise\*
- Marketing Essentials

### Year 2 (105 Credits)

- Financial Decision Making
- Marketing Decision Making
- Marketing Research
- Consumer Behaviour
- Advertising and Promotion \*
- Introduction to Work and Organisations 

### Year 3 (180 Credits)

- Direct and Digital Marketing
  - E Marketing 
  - Retail Marketing 
  - Brand Management \*
  - Marketing Planning and Management \*
  - International Marketing 
  - The Brand Portfolio \* OR Marketing Dissertation \*
- Plus two of the following electives are offered:**
- Social Media Marketing
  - Interactive Marketing Campaign
  - Marketing Analytics
  - Marketing of Services
  - Global Marketing Strategies

\* Double Module



CEF reimbursable course

These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes.

The mother programme [BA (Hons) Marketing] of these courses is recognized under the Qualifications Framework (QF Level 5).

## Programme Leader Sharing

### Dr Irene Szeto

#### Programme Leader (HK)

*Marketing paves the way to success in every business. This 3-year UK degree programme provides you a broad range of transferable skills and practices that are valued by the employers. I look forward to seeing our graduates equipped with the latest digital and interactive marketing applications to work in various sectors/industries.*

## Student Sharing

### Hau Lok Yi (Year 2)

*The focus of this programme allowed me to gain a deeper insight into the field of Marketing. It did not only escalate my knowledge of digital marketing but also enhanced my interest in becoming an outstanding marketer in the foreseeable future.*



# BA (Hons) Public Administration and Management 公共行政及管理榮譽文學士



**Programme Code:** 213-19041

## About the Programme

The programme aims to provide students with a solid knowledge base in public sector management and develop their analytical skills to tackle governance issues in local regional, and global contexts.

Career prospects for graduates are wide-ranging; covering civil services, community services, policy research and political analyst as well as private sector.

## 課程簡介

本課程旨在教授紮實的公共行政及公營機構管理專業知識，透過高質素的教學團隊講解，配合本地個案及研究實例，幫助同學由淺入深地發展全面的分析能力，訓練多角度的政治思維，使能掌握並分析本港以至全球化的政策事務及議題。

畢業生就業前景多元化，可在政府部門及公共機構任職，亦可投考紀律部隊中的督察級職系或從事與社區服務、政策研究、政治分析等相關行業，更可於非政府機構和商界發展事業。有意繼續進修的同学則可選擇在本地或國外升讀碩士學位課程，提升個人競爭力。

## Programme Features

- A **well-established overseas degree** in public administration and management in Hong Kong with **26 years of history and excellent reputation**
- Emphasizes on academic rigor and professional competence
- **Highly practical** with case studies providing an in-depth study on politics and policies in Hong Kong and Global
- Recognised by the Hong Kong Government for employment purpose within the **Civil Service**
- Academic staff are **experienced local teachers and subject experts**
- Apart from the **Government Scholarships**, De Montfort University also offers **Scholarships and awards** to students

## 課程特色

- 課程歷史悠久，在港開辦逾26年，培訓了逾千名公共行政管理專才和政治人才，口碑甚佳
- 學術訓練嚴謹，秉持專業水平，社會認受性甚高
- 理論與實用兼備，緊貼社會發展，透過實例研究，讓學生深入了解本港以至全球化的政治環境及政策
- 課程內容與政府運作環環相扣，切合實際環境需要，為有志投考公務員的學員帶來優勢
- 課程由資深的本地導師及經驗豐富的業內人士任教，師資優良
- 學生可申請政府資助和教育局獎學金計劃，英國德蒙福特大學亦頒授獎學金及獎狀予成績優異學員

*BA (Hons) Public Administration and Management is recognized under the Qualifications Framework Level 5, QR Registration Number: 15/000025/L5, Validity Period: 01/08/2015 to 31/07/2022. This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 450284). It is a matter of discretion for individual employers to recognize any qualification which this programme may lead.*

<公共行政及管理榮譽文學士>在資歷架構下獲得認可。資歷級別：第五級，資歷名冊登記號碼：15/000025/L5，登記有效期：由01/08/2015至31/07/2022。  
本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號：450284)，個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。



## Programme Structure 課程結構

### Year 1 (60 Credits)

- Academic Writing Skills (Preparatory module)
- Foundations in Social Studies (Preparatory module)
- Introduction to Politics
- Introduction to Globalisation


### Year 2 (120 Credits)

- Local Government and Politics
- Introduction to Public Administration and Management
- Introduction to Work and Organisations
- Governance
- Fundamentals of Public Administration: Theory
- Political Research in Action

### Year 3 (180 Credits)

- Experiential Workshops
- Political Thought and Analysis 
- Government and Business 
- The Making of a Global World 
- Managing the Public Sector
- Public Policy Making
- Public Sector Strategic Management 

#### Plus 2 of the following 4 elective modules:

- Dissertation
- Government and Policy in China 
- Health Strategy and Management
- Managing the Environment



CEF reimbursable course

*These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes. The mother programme [BA (Hons) Public Administration and Management] of these courses is recognized under the Qualifications Framework (QF Level 5).*

## Graduates' Sharing

### Chan Choi Lai

(2020 Graduate, Top-up degree)

*After completion of this programme, I am able to analyze different management theories, the process of policy formulation, the relationship between the Public and Private Sector, especially the importance of management personnel in the formulation and implementation of various housing policies. In addition, the lecturers and tutors are professional and experienced. Their guidance allowed me to do critical thinking and develop strategies to deal with different situations at work. These are all helpful to my career in the future.*

### Lee Doris

(2020 Graduate, Top-up degree)

*The programme is well structured and cared for the needs of students who have never studied in the social science field before. The professional teaching team has built enough foundation on the political aspect from the local affairs to a global level gradually. The multiple learning methods in various modules provided appropriate challenges for us in improving problem-solving skills, time management, cooperation bonding. In addition, the group discussions and presentations guided us to develop critical thinking and newly discovered perspectives, since classmates come from different career sectors or nationalities. It is grateful to meet such experienced tutors with sufficient support and wonderful schoolmates pursuing for the same goal.*

# BA (Hons) English for International Corporate Communication 英語國際企業傳意榮譽文學士

Programme Code: 213-19441



## About the Programme

This programme nurtures students to communicate effectively in English in a wide range of social and work-related situations. It also develops students' understanding in their chosen specialist option – Marketing OR Translation and Interpreting.

## Programme Features

- A strong communication programme, with emphasis on the use of English in a corporate setting
- Students can choose one of the specialist options – Marketing OR Translation and Interpreting
- Graduates are well-equipped for both work and further studies. They may take up career positions in management, administration, marketing and Chinese-English bilingual communications

## 課程簡介

課程旨在培育學生在不同的社會及商業環境下有效地運用英語傳意技巧。課程亦提供兩個不同的專業選修範疇：「市場學」及「翻譯及傳譯」，進一步加強同學在不同語言環境下的傳意能力。

## 課程特色

- 課程著重教授在商業環境下如何有效運用英語傳意技巧
- 同學可選修「市場學」或「翻譯及傳譯」其中一個專業範疇
- 畢業生出路多元化，除可繼續進修外，亦可選擇在不同行業中發展，例如行政及管理、市場及營銷等

BA (Hons) English for International Corporate Communication is recognized under the Qualifications Framework Level 5, QR Registration Number: 14/002654/L5 Validity Period: 01/09/2014 to 31/08/2023. This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 451362). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.



<英語國際企業傳意榮譽文學士>在資歷架構下獲得認可。資歷級別：第五級，資歷名冊登記號碼：14/002654/L5，登記有效期：由01/09/2014至31/08/2023。  
本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號：451362)，個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

## Programme Structure 課程結構

### Year 1 (70 Credits)

- Academic Writing Skills (Preparatory module)
- Introduction to Communication (Preparatory module)
- Project English \*
- Introduction to Business for International Business Communication
- English for Business Communication 1
- Study and Communication Skills

### Year 2 (130 Credits)



- Project English \*
- Introduction to Marketing for International Business Communication 
- English for Business Communication 2
- Enterprise for International Business Communication
- Management Practice for International Business Communication 
- Advanced English for Business Communication 1
- Advanced English Language Skills for English for International Corporate Communication

### Year 3 (160 Credits)

- Advanced English for Business Communication 2
- Workplace English for Business
- International Corporate Communication for Global Business
- Culture and Business in International Corporate Communication

**Plus one of the following specialist options\*\*:**


#### Marketing

- Marketing and Advertising Communication 
- Advertising around the World for International Business Communication 
- Media Planning and Buying

#### Translation and Interpreting

- Introduction to Translation and Interpreting
- Theory and Practice of Interpreting
- Theory and Practice of Translation

#### Plus

- The first module from the remaining "Specialist Option" **OR**
- Principles of Human Resource Management for International Business Communication 

\* This module spans 2 semesters

\*\* SCOPE reserves the right not to offer certain specialist option.



CEF reimbursable course

*These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes. The mother programme [BA (Hons) English for International Corporate Communication] of these courses is recognized under the Qualifications Framework (QF Level 5).*

## Graduate Sharing

### CHAN Muk Po

#### 2020 Graduate

*From the BAEICC programme, not only can I learn business and linguistics knowledge, but I can also enhance my communication skills. The academic knowledge I have acquired enriches my mind and helps me better understand workplace communication.*

*Furthermore, I develop my interpersonal skills in group projects. BAEICC greatly facilitates the development of my teamwork spirit as well as leadership.*

## Enquiries 查詢

(Tel) 3442 5814 / 3442 7423 (Email) ac@scope.edu



**BAEICC**

# BA (Hons) International Business Communication with Chinese BA (Hons) International Business Communication with Japanese

## 國際商業傳意榮譽文學士 (中文專業) 國際商業傳意榮譽文學士 (日語專業)



Programme Code: 213-19551

### About the Programme

BA (Hons) International Business Communication with Chinese/Japanese is a bilingual programme which combines the study of Business English in international settings with professional training in Chinese OR Japanese. It is taught by a team of well qualified and experienced teachers in CityU SCOPE.

The programme is designed to equip students with a global perspective on East-West business communication and to enable them to communicate effectively in different business settings. Upon completion of the programme, students will find opportunities for managerial careers in culturally diverse business environments or for postgraduate studies in Business or language related areas.

### Programme Features

- Combines the study of English for business communication and international culture, plus professional training in Chinese OR Japanese, to equip students with global perspective
- Through understanding the impact of cultural issues on organizations and business, students will acquire the managerial and business related knowledge, skills and thinking style, which prepare them for managerial careers in linguistically and culturally diverse business environments and for further studies of management and business
- Students will be able to develop interpersonal skills, critical self-awareness and problem solving abilities; as well as an active approach to personal development planning as a life-long process

### 課程簡介

國際商業傳意榮譽文學士〔中文專業或日語專業〕為雙語課程，旨在提升同學「英中」或「英日」語文能力，培養多元思維及商業環境的解難能力。

課程由城大資深的教學團隊教授，同學於課程中掌握商業傳意的重要元素，深入認識中國或日本的文化和歷史，從不同視角思考跨語際商業傳意的挑戰。完成課程後，同學能憑藉豐富的知識和技能，在多元文化環境下拓建事業，擔當海外公司發展大中華市場的橋樑，亦可選擇繼續進修相關的碩士學位課程。

### 課程特色

- 結合「英中」或「英日」商業傳意及國際文化元素，提升同學的語文傳意能力，開闊同學的國際視野
- 讓同學了解文化對企業的影響，學習與商業管理有關的知識和思考模式，為日後在多元文化的環境下工作奠下基礎
- 幫助同學培養多元思維及解難能力，學習建立人際溝通的技巧，為人生和事業作長遠規劃

BA (Hons) International Business Communication with Chinese/Japanese is recognized under the Qualifications Framework Level 5, QR Registration Number: 14/002655/L5 (BAIBC with Chinese), 14/002656/L5 (BAIBC with Japanese) Validity Period: 01/09/2014 to 31/08/2023.



This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 452052 for BAIBC with Chinese and 452053 for BAIBC with Japanese). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.

<國際商業傳意榮譽文學士 (中文/日語專業)>在資歷架構下獲得認可。資歷級別：第五級，資歷名冊登記號碼：14/002655/L5 (中文專業)，14/002656/L5 (日語專業)，登記有效期：由01/09/2014至31/08/2023。  
本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號：452052 (中文專業) 及452053 (日語專業))，個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。



## Programme Structure 課程結構

Students can choose either the Chinese **OR** Japanese Language Option.

Year 1 (100 credits for Chinese; 80 credits for Japanese)		
<ul style="list-style-type: none"><li>Academic Writing Skills (Preparatory module)</li><li>Introduction to Communication (Preparatory module)</li><li>International Business Communication 1*</li><li>Introduction to Business for International Business Communication</li><li>Study and Communication Skills</li></ul>	Plus	<b>Chinese Language Option</b> <ul style="list-style-type: none"><li>Introduction to Contemporary China</li></ul>
		<u>OR</u> <b>Japanese Language Option</b> <ul style="list-style-type: none"><li>Japanese Language Workshop (Preparatory module)</li></ul>
Year 2 (100 Credits)		
<ul style="list-style-type: none"><li>Enterprise for International Business Communication</li><li>Management Practice for International Business Communication</li><li>Introduction to Translation and Interpreting**</li></ul>	Plus	<b>Chinese Language Option</b> <ul style="list-style-type: none"><li>Chinese History: From Middle Kingdom to Modern State</li><li>Contemporary Chinese Society and Culture</li></ul>
		<u>OR</u> <b>Japanese Language Option</b> <ul style="list-style-type: none"><li>Ab initio Japanese*</li></ul>
Year 3 (160 credits for Chinese; 180 credits for Japanese)		
<ul style="list-style-type: none"><li>International Business Communication 2* </li><li>International Business Communication 3*</li><li>Managing International Businesses for International Business Communication </li></ul>	Plus	<b>Chinese Language Option</b> <ul style="list-style-type: none"><li>Reading China</li><li>Professional Communication in Chinese</li><li>Critical Appreciation of Chinese Literature</li></ul>
		<u>OR</u> <b>Japanese Language Option</b> <ul style="list-style-type: none"><li>Aspects of Japanese Society</li><li>Reading Japan</li><li>Contemporary Issues in Japan</li><li>Professional Communication in Japanese</li></ul>

\* These are 40-credit modules.

\*\* This module covers translation and interpreting in English and Chinese. Non-Chinese speaking students may take a "Student Initiated Module" as replacement.



CEF reimbursable course

The courses have been included in the list of reimbursable courses for Continuing Education Fund purposes. The mother programme [BA (Hons) International Business Communication with Chinese / Japanese] of these courses are recognized under the Qualifications Framework (QF Level 5).

## Graduate Sharing

**LAM Sin Yu**

**BAIBC with Japanese (2019 Graduate)**

*During these three years, I have plenty of opportunities for intellectual and personal development. One of the highlights is joining the Leadership Development Scheme organized by SCOPE. I have become more involved in the student community, and made contributions to its well-being. I am proud to be one of the CityU SCOPE students, and I'm grateful for the valuable learning experience and fruitful campus life that I've had.*

## Enquiries 查詢

(Tel) 3442 5819 / 3442 7423 (Email) [ac@scope.edu](mailto:ac@scope.edu)



**BAIBC**

# BA (Hons) Applied Social Science 應用社會科學榮譽文學士

**Programme Code:** 213-19391



## About the Programme

This programme aims to provide students with a sound knowledge base in applied social science and an academic base for postgraduate study. It also helps students to develop key personal and transferable skills associated with future employment in a rapidly changing environment and cultivates an open-minded enquiring attitude and independent learning capacity that enhance life-long learning.

## 課程簡介

本課程為學生提供應用社會科學基礎知識，並奠定進修碩士課程的穩固學術根基。課程亦致力培養學生把理論和知識轉化為專業技能。學生亦能從課程中掌握開放、探索及自主的學習方法，以提升終身學習的能力。

## Programme Features

- The programme is tailor-made for students who would like to pursue a career in social services.
- The programme provides students with broad-based social science knowledge through a range of modules. Besides, it provides students with an opportunity to experience in a real work context with the module 'Work Placement' so that their employability is enhanced and integration of theories and practice is enabled.
- Graduates will be eligible to apply for a range of postgraduate programmes in local and overseas universities. They will also be ready for a wide range of careers in the public and private sectors.

## 課程特色

- 本課程特別為有志投身社會服務的學生而設
- 本課程除了為學生提供深厚的社會科學知識，並為他們安排社會服務實習機會，理論與實踐並重
- 畢業生可以申請本地及海外大學的碩士學位課程，也可以在公營及私營機構內任職

*BA (Hons) Applied Social Science is recognized under the Qualifications Framework Level 5, QR Registration Number: 14/002769/L5 Validity Period: 01/09/2014 to 31/08/2022.*





*This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 451254). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.*

<應用社會科學榮譽文學士>在資歷架構下獲得認可。資歷級別: 第五級, 資歷名冊登記號碼: 14/002769/L5, 登記有效期: 由01/09/2014至31/08/2022。

本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號: 451254), 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

## Programme Structure 課程結構



### Year 1 (80 Credits)

- Academic Writing Skills (Preparatory module)
- Foundations in Social Studies (Preparatory module)
- Introduction to Psychology 1 
- Shaping Societies 
- Introduction to Politics and Society 
- Deviance, Order and Protest 

### Year 2 (120 Credits)

- Introduction to Psychology 2
- The Sociological Imagination
- Applications of Psychology
- Work Placement<sup>#</sup>
- Personal Learning Portfolio 

### Year 3 (160 Credits)

- Research Methods 
- Understanding Global Societies 
- Organizations, Work and Psychology
- Families and Kinship: A Global Perspective

### Electives<sup>▲</sup>

- Welfare Rights and Legal Issues
- Counselling and Psychotherapy
- Work, Employment and Globalization
- Evidence for Welfare Practice
- Applied Dissertation<sup>#</sup>

<sup>#</sup>These are 40 credits modules.

<sup>▲</sup>Students can **EITHER** take **Applied Dissertation (40 credits)** plus **2 out of 4 other electives** **OR** **all 4 electives** except **Applied Dissertation**. The availability of electives is subject to the enrolment number.



CEF reimbursable course

These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes. The mother programme [BA (Hons) Applied Social Science] of these courses is recognized under the Qualifications Framework (QF Level 5).

## Graduates' Sharing

### CHOU Hok Hei Michael (2020 Graduate)

*It was a wise decision to study the BAASS Programme offered by Sheffield Hallam University three years ago. The Programme introduces all-rounded social sciences knowledge to students. I enjoyed the detailed and stimulating lectures and the inspiring discussions held in tutorials, and I was much impressed by the enthusiasm and dedication of my teachers. I have gained a much clearer picture of the society as well as the world and the types of problems that they are facing.*

*Upon graduation, I come to realize how much I have earned during the years. I have a wider horizon of the social science knowledge which helps me positively to work out my career path.*

### KAM Chack Yuen Charlson (2020 Graduate)

*As a student who has great passion to analyze many issues or problems in societies in a more holistic manner, I was so blessed to have chosen the BAASS Programme as my degree study three years ago. The Programme not only provides students with all-rounded theoretical knowledge of social sciences, but also facilitates them to develop insightful and critical thinking when understanding the local and global world.*

*In addition, the SCOPE has provided students with a great platform to study. I am very thankful to all of the teaching staff who have provided me with very constructive feedback on every piece of my assessment task helping me to achieve outstanding academic results.*

### YUEN Pui Lum Prairie (2020 Graduate)

*It has been a content experience in studying the BAASS Programme offered by Sheffield Hallam University. The degree gained is a cornerstone in building my academic qualifications with sound knowledge in Sociology, Politics, and Psychology throughout my three-year study. The immense support I had from all the teaching staff and my peers during my studies, especially in my final year with my Applied Dissertation, had motivated me to work hard and always attain my goals. Moreover, the various activities on linguistics, social development and career planning provided by the Student Development Services of the SCOPE have made our university life fruitful and well-guided for both our future advanced studies and career development.*

## Enquiries 查詢

(Tel) 3442 7768 / 3442 7423 (Email) shs@scope.edu



**BAASS**

# BSc (Hons) in Aviation Management

## 航空管理(榮譽)理學士

**Programme Code:** 213-19421



### About the Programme

This is a highly focused business management degree programme which aims to provide students with the specialized knowledge, skills, and capabilities required in a diverse, global aviation industry environment. The skills and knowledge which can be acquired in this programme are applicable to different work sectors in the aviation industry, such as airlines, airport operation, regulators, and industry supply.

### Programme Features

- **Unique Academic Features**  
Students will be able to develop general understanding of business and management in the aviation industry, with a breadth of knowledge and skills that emphasize the integrative nature of the functions of different organisations in the aviation industry.
- **Language Enhancement**  
Additional customised language enhancement courses are devised to improve students' writing and presentation skills, which must be mastered irrespective of specific areas in the aviation industry they are going to pursue.
- **Professional Recognition**  
The programme is recognized by the Society of Operations Engineers (SOE), United Kingdom. Graduates will be eligible to apply for their Graduate Membership or Full Membership, in reference to their work and other kind of experience.

### Programme Specific Requirement

Applicants obtaining total scores of 15 in five HKDSE subjects including Mathematics with English Language at Level 3 or above and no other subject lower than Level 2.

### 課程簡介

本課程以商業管理為主，為學生提供在全球多元化的航空業內所需的專業知識及技能。課程所教授的技能及知識可以應用於航空業內的不同領域，如航空公司、機場管理局、監管機構、業內代表團體及供應商。

### 課程特色

- **獨特的學術特色**  
學生除可以學到航空業內的商業及管理基本知識，亦會深入了解業內不同機構的特質及運作
- **促進語文能力**  
課程中專設的語文學科可以增進同學的寫作能力及表達技巧，這些都是將來投身航空業所需的技能
- **專業資格認可**  
本課程獲得英國營運工程師學會的認可。所有畢業生根據個人資歷，可申請成為學會的畢業生會員或正式會員

### 課程特定入學要求

申請者須獲香港中學文憑考試五科成績達15分或以上，其中包括數學科，而英國語文成績須達第三級或以上，其餘4科亦須達第二級或以上。

BSc (Hons) in Aviation Management is recognized under the Qualifications Framework Level 5, QR Registration Number: 17/000869/L5 Validity Period: 01/09/2017 to 31/08/2024. This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 451731). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.

<航空管理(榮譽)理學士>在資歷架構下獲得認可。資歷級別: 第五級, 資歷名冊登記號碼: 17/000869/L5, 登記有效期: 由01/09/2017至31/08/2024。  
本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號: 451731), 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。




## Programme Structure 課程結構



### Year 1 (60 Credits)

- Academic Writing Skills (Preparatory module)
- Foundations in Information Systems (Preparatory module)
- Foundations of Aviation Business
- Aviation Ecosystem
- Foundations of Aviation Economics, Finance and Data Analysis

### Year 2 (120 Credits)

- Airport Planning and Design 
- Fundamentals of Aeronautical Engineering and Flight Theory
- Introduction to Project Management
- Academic Writing: Developing Critical Thinking Skills
- Predictive Analytics for Aviation
- Airline Marketing and Air Service Development
- Higher Intermediate English: Academic Essay Writing

### Year 3 (180 Credits)

- Airport Operations 
- Aviation Safety, Security and Emergency Planning 
- Aviation Safety and Operations Assessment
- Global Logistics and MRO Management
- Strategic People Management in Aviation
- Airline Scheduling and Operations
- Dissertation Development
- Aviation Strategy and Finance
- Aviation Management Dissertation
- Effective Communication Skills 3



CEF reimbursable course

*These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes. The mother programme [BSc (Hons) Aviation Management] of these courses is recognized under the Qualifications Framework (QF Level 5).*

## Graduates' Sharing

**Leong Man Fung, Robin**

**Engineer, HAESL**

**(2017 Graduate, Top-up degree)**

*Enrolling and completing the BSc in aviation management is the best way to enrich and enhance your aviation knowledge. I really appreciate that all the teachers have showed their passions and shared their valuable working experiences in aviation industry with us in class. I have no hesitation in recommending this bachelor's degree programme to anyone wanting to get a success in the aviation industry.*

**Wong King Yin Eric**

**(2020 Graduate, Top-up degree)**

*There were lots of challenges throughout the course. I have to convey my heartfelt gratitude to all lecturers and admin staff members of SCOPE. They have made enormous efforts in helping us throughout the study period.*

*During these three trimesters, we have learned almost everything about aviation industry, from maintenance management to aviation safety; from aviation marketing to schedule planning. In addition, we have also learned how to manage a project and how to communicate in an effective manner. I am sure with these knowledge, we will be able to contribute to the industry.*

*I am confident that what we have learned would denote us a promising career in the future.*

**Enquiries 查詢**

(Tel) 3442 5803 / 3442 7423 (Email) [st@scope.edu](mailto:st@scope.edu)

# BSc (Hons) Information Technology for Business

## 商業資訊科技榮譽理學士

\* This programme was formerly named as BSc (Hons) Business Information Technology



**Programme Code:** 213-19431

### About the Programme

The programme is the first non-local self-financed IT programme achieving local accreditation status in Hong Kong. It aims to provide an integrative approach to the study of IT and business, emphasizing the application of IT for business success. Students will be learning mastery skills in programming, contemporary system development methodologies, business organisation and management. The programme hence offers a sound and relevant education for people wishing to enter and develop a career in an inter-disciplinary field that requires understanding both IT and business.

### Programme Features

- Develop students' discipline specialist knowledge, as well as applied employment skills
- Diverse learning setting (including theoretical discourse, hands-on laboratory practice, site visits and corporate projects) to enrich student learning experience which are important for IT industry
- Regular programme review to ensure curriculum is up-to-date. Programme is designed with inputs from practitioners in the IT industry and following professional guidelines of British Computer Society. It bears both strengths for specialist employment and professional development
- Graduates are mainly employed in the fields of software programming, IT consultancy, database administration, project management and business system support. A minority of graduates join the Government in various departments
- Graduates may pursue postgraduate studies offered by local and overseas universities.

### Programme Specific Requirement

Applicants obtaining total scores of 15 in five HKDSE subjects including one of the following subjects: Mathematics, Physics, Design Technology, Computing, or equivalent with English Language at Level 3 and no other subject lower than Level 2.

### 課程簡介

本課程為全港首個本地認可之非本地自資商業資訊科技學士學位課程，為有志投身與資訊科技及商業管理相關行業的人士提供專業培訓。課程結合資訊科技及商業管理，教授如何運用資訊科技以提升商業管理效率。透過全面相關的跨學科領域培訓，學生從課程中學習程式編寫、系統開發、商業機構與管理的理論和技術。

### 課程特色

- 著重發展學生的學科專業知識及職場應用技能
- 提供多元學習模式，包括理論探討、技能實踐、實地考察及企業策劃等，務求豐富學生的學習經歷
- 課程內容根據英國電腦學會的指引制訂，與時並進；更邀請業內人士提供意見，以切合行業實際需要，務求提升學生的專業知識和能力
- 畢業生出路廣闊，可受聘於軟件程式開發、資訊科技顧問、資料庫管理、項目管理、商業系統支援等行業，亦可從事公營及私營機構的行政工作
- 畢業生亦可選擇於本地及海外大學升讀碩士課程

### 課程特定入學要求


申請者須獲香港中學文憑考試五科成績達15分或以上，當中包括下列其中一科：數學、物理、設計科技、電腦或相等學科。而英國語文成績須達第三級或以上，其餘4科亦須達第二級或以上。

BSc (Hons) Information Technology for Business is recognized under the Qualifications Framework Level 5, QR Registration Number: 18/000509/L5 Validity Period: 01/09/2018 to 31/08/2022. This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 451831). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.




<商業資訊科技榮譽理學士>在資歷架構下獲得認可。資歷級別：第五級，資歷名冊登記號碼：18/000509/L5，登記有效期：由01/09/2018至31/08/2022。本課程已獲非本地高等及專業教育(規管)條例豁免註冊(參考編號：451831)，個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

## Programme Structure 課程結構

### Year 1 (60 Credits)

- Academic Writing Skills (Preparatory module)
- Foundations in Information Systems (Preparatory module)
- Current Technologies
- Introduction to Computing
- Business Decision Making 

### Year 2 (120 Credits)

- Enterprise Information Systems 
- IT Infrastructure and Service Management 
- Introduction to Algorithms
- Developing the Modern Web 
- Computer Simulation
- Technology and its Social, Legal and Ethical Context
- Analytical Skills for Business Using Excel
- Higher Intermediate English: Academic Essay Writing

### Year 3 (180 Credits)

- Operational Research
- Real World Project 
- Data and Information Retrieval
- Information Technology and Global Development
- Agile Development
- Project Management 
- Security and Compliance in the Cloud 
- Effective Communications
- Individual Project



CEF reimbursable course

These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes. The mother programme [BSc (Hons) Information Technology for Business] of these courses is recognized under the Qualifications Framework (QF Level 5).

## Graduates' Sharing

### Chan Cheuk Ni (2019 Graduate)

*In these three years, I learned both the hard (technical) and soft (communication and teamwork) skills in this programme. Apart from the opportunity of having a summer internship for gaining working experience in an IT department, it also fully-equipped me to become a junior mobile app developer after graduation.*

### Sin Ling Fung Leo (2019 Graduate)

*Graduating with both academic knowledge and integrated hands-on experience, the programme has equipped and allowed me to further study on Master's level in Computer Science in City University of Hong Kong and to sharpen myself with more cutting edge knowledge in both Data Science and Machine Learning to develop my future career path more focused on Data Science's side.*

### Yau Siu Fung Brian (2020 Graduate)

*Three years' undergraduate study in this programme is unforgettable and meaningful. It provides both technical skill and soft skill such as communication and teamwork. The opportunity of internship are provided and teachers in this programme are nice and willing to help. Those experiences has equipped me to become a Information System developer after graduation.*

### Lam Wing Huen (2020 Graduate)

*Graduating from the ITB program, I was well equipped with a good amount of technical knowledge. Completing the projects throughout all courses provided me great opportunities to practice my coding and development skills. It has helped me to pursue my further study in Master of E-commerce program in City University of Hong Kong. I believe this program to be an important stepping stone for me to enter the IT industry in the future.*

## 3-Year UK Bachelor's Honours Degree Programmes

### General Information

Application Fee	:	HK\$160
Tuition Fee <sup>^</sup>	:	Year 1 – HK\$ 55,200 Year 2 – HK\$ 69,000 Year 3 – HK\$ 124,200 Total – HK\$ 248,400
Commencement	:	October 2021 <sup>**</sup>

### Application Details

#### Before HKDSE Result Announcement:

##### Apply Online

- 1) Applicants can apply online through CityU SCOPE website : [www.scope.edu/3-yearUKdegree](http://www.scope.edu/3-yearUKdegree)
- 2) CityU SCOPE staff will contact the applicants about the interview arrangements and other details within 7 working days upon receipt of their online applications.
- 3) Successful applicants will be given a "conditional offer" prior to the HKDSE result announcement.
- 4) Once the applicants have met the admission requirements, they can bring the HKDSE result slip along to CityU SCOPE for confirming the programme offer. (Detailed information on admission requirements can be referred to P.4 "Admission Route")

#### After HKDSE Result Announcement:

##### Apply in person

- 1) Applicants who have met the admission requirements can bring the HKDSE result slip along to CityU SCOPE located at Tat Chee Avenue, Kowloon Tong to apply for admission. (Detailed information on admission requirements can be referred to P.4 "Admission Route")
- 2) On-site interview will be arranged. Admission result will be informed to the applicants on the same day.

<sup>^</sup> There will be slight variations in the tuition fees based on the credits of study, but the total amount will remain unchanged.

\* Eligible students can only apply for either FASP or CEF before commencement of the programme.

<sup>\*\*</sup> Diploma in International Degree Foundation will commence in mid-August 2021.

### Financial Assistance

#### Scholarship

Scholarship will be granted to eligible students by CityU SCOPE. The students who have attained the minimum university entry requirement (HKDSE 33222#) together with 18 points or above, are eligible for HK\$32,100 scholarship in the first year.

Students can also apply for the Self-financing Post-secondary Scholarship Scheme (SPSS) offered by the Education Bureau in recognition of students' outstanding academic performances, achievements and talents in other non-academic fields, and support in participation of outbound activities.

#### Education Grant and Loans\*

Eligible students can apply for Government grant and loans under the Financial Assistance Scheme for Post-secondary Students (FASP), and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS).

For details, please visit the Government's website:

[www.wfsfaa.gov.hk/sfo/eng/index.htm](http://www.wfsfaa.gov.hk/sfo/eng/index.htm)

#### Continuing Education Fund (CEF)\*

Modules of some programmes have been included in the list of reimbursable courses under the Government's Continuing Education Fund (CEF).

For details, please visit the government's website:

[www.wfsfaa.gov.hk/cef/intro.htm](http://www.wfsfaa.gov.hk/cef/intro.htm)

# The overall score in HKDSE must include at least Level 3 in both English Language and Chinese Language together with at least Level 2 in Mathematics (compulsory part), Liberal Studies and one elective subject.



# 三年制英國大學榮譽學士課程

## 一般資料

報名費	:	HK\$160
學費 <sup>^</sup>	:	第一年 - HK\$ 55,200 第二年 - HK\$ 69,000 第三年 - HK\$ 124,200 總共 - HK\$ 248,400
開課日期	:	2021 年 10 月 <sup>**</sup>

## 報名詳情

### 中學文憑考試放榜前：

#### 網上報名

- 1) 登入香港城市大學專業進修學院網址：[www.scope.edu/3-yearUKdegree](http://www.scope.edu/3-yearUKdegree) 進行網上報名。
- 2) 本院收到申請後七個工作天內，將安排專人聯絡申請者，通知有關入學面試事宜。
- 3) 經面試並符合入學資格者，可獲本院發出「有條件取錄」通知書。
- 4) 待中學文憑考試成績公布後，若成績已達課程入學要求，請帶同成績單親臨本院確認取錄資格。（有關入學要求，請參閱第 4 頁「入讀途徑」。）

### 中學文憑考試放榜後：

#### 親臨報名

- 1) 成績已達入學要求的同學，可攜同相關成績單，親臨九龍塘達之路香港城市大學專業進修學院報名入學。（有關入學要求，請參閱第 4 頁「入讀途徑」。）
- 2) 學院會安排即場面試，並於即日通知取錄結果。

## 學費資助

### 獎學金

學院會為合資格的學生提供獎學金。凡符合本地大學入學資格（香港中學文憑考試成績達 33222<sup>#</sup>），同時取得 18 分或以上之同學，可於第一年獲發 HK\$32,100 獎學金。同時，學生亦可申請教育局提供的自資專上獎學金計劃，以表揚學生優異的學術表現、非學術領域的成就和才能，以及資助參與境外交流活動。

### 學費資助及貸款計劃 \*

學生可申請政府學生資助處「學費資助及貸款計劃」。計劃包括「專上學生資助計劃」及「專上學生免入息審查貸款計劃」。

詳情請瀏覽 [www.wfsfaa.gov.hk/sfo/eng/index.htm](http://www.wfsfaa.gov.hk/sfo/eng/index.htm)。

### 持續進修基金 \*

課程部份科目已列入政府持續進修基金，可申請退還進修款項。

詳情請瀏覽 [www.wfsfaa.gov.hk/cef/intro.htm](http://www.wfsfaa.gov.hk/cef/intro.htm)。

<sup>#</sup> 文憑試分數計算須包括：英國語文及中國語文達第三級或以上，數學（必須部分）、通識教育及一個選修科目達第二級或以上。

<sup>^</sup> 所繳交之學費基於該課程的不同學分或會有所微調，但全期學費則不會變動。

<sup>\*</sup> 符合資格的同學須於開課前申請「專上學生資助計劃」或「持續進修基金」。

<sup>\*\*</sup> 國際學位基礎教育文憑將於 2021 年 8 月中開課。



## The Student Development Unit 學生發展事務組

The Student Development Unit (SDU) aims to enhance the all-round development and employability of CityU SCOPE students through personal development training, cultural and recreational activities, as well as career support services.

學生發展事務組（簡稱“SDU”）為學生籌辦各類個人發展及文化康樂活動，並提供就業輔導，以提升同學的求職能力，促進他們的全人發展。

### Personal Growth and Development 個人成長與發展

SDU offers training and activities that cultivate students' personal growth, life values, and interpersonal skills.

SDU 提供不同的培訓和活動，推動學生個人成長，培養正面生命價值，提升他們的人際交往能力。



Leadership Development Scheme  
領袖發展計劃

Home Visit to The Elderly  
探訪長者活動

### Career Support 就業輔導

The Career Support Centre is established to provide students with professional career guidance and job information.

The Centre provides them with aptitude tests on job matching and career consultations on choices of occupations. Recruitment events with on-site interviews are organized to give them information about job opportunities. The Centre also offers different career development and job-searching workshops to enhance their competitiveness in the job market.

SDU 成立就業輔導中心，為學生提供就業支援，讓學生透過職業導向測試及就業諮詢，了解個人興趣和能力，再配對合適的行業。中心並舉辦各類求職活動，包括邀請企業和公司到院招聘，並即場面試學生。此外，中心亦舉辦不同的行業講座及工作坊，讓學生了解現今的職場情況，提升他們在就業市場上的競爭力。



Career Development: MBTI and Affinity Workshop  
職業發展：MBTI 與親和力工作坊

Recruitment Day  
職業展覽

### Recreational, Sports, and Cultural Activities 康體及文化活動

SDU organizes a series of recreational, sports, and cultural activities to enrich students' campus life and foster their peer relationships.

SDU 舉辦一系列康樂、體育和文化活動，豐富同學的校園生活，促進他們之間的凝聚力。



Orientation Camp  
新生迎新營

Yoga Workshop  
瑜珈工作坊

### Student Scholarships and School-based Reward and Incentive Schemes 獎學金及學生獎勵計劃

Students can apply for scholarships or subsidies offered by the Education Bureau. CityU SCOPE has also set up various school-based reward and incentive schemes, which recognize students' holistic talents, academic achievements, leadership skills, and contributions to the school.

學生可申請教育局提供的獎學金或資助計劃。CityU SCOPE 亦設立了各種獎勵計劃，以表揚學生優異的學術成績、傑出的領導能力及對院校的貢獻。



Self-financing Post-secondary Scholarship  
Scheme Presentation Ceremony  
自資專上獎學金計劃頒獎禮

Outstanding Student Awards Ceremony  
傑出學生頒獎典禮



### English Enhancement Programme 英語能力提升課程

CityU SCOPE offers a free English Enhancement Programme in helping students to further improve their English competence through attending courses, making use of the Self-access Language Laboratory, and visiting the English Learning Resources Corner.

CityU SCOPE 為學生提供免費英語提升課程，並設置英語自學中心及英語學習資源角，以幫助學生進一步提升英語能力。



### Student Counselling 學生輔導服務

In case students encounter difficulties in their personal lives and interpersonal relationships, they are always encouraged to approach the CityU SCOPE Student Counselling Team for professional advice and guidance.

學生如在個人生活或人際關係方面遇到困難，可以向 CityU SCOPE 學生輔導小組尋求建議和指導。



### Run Run Shaw Library 城大圖書館

Location : 3/F, Yeung Kin Man  
Academic Building, CityU  
Website : [www.cityu.edu.hk/lib](http://www.cityu.edu.hk/lib)



### Computing Services Centre 電算服務中心

Location : 4/F, Li Dak Sum Yip Yio Chin  
Academic Building, CityU  
Website : [www.cityu.edu.hk/csc](http://www.cityu.edu.hk/csc)



### Electronic Services and Other Support 電子服務及其他支援

- **Canvas:** centrally supported e-learning platform where students can get most of the learning materials and communicate with teachers and classmates
- **Email account:** students will be given a CityU email account with 50GB quota
- **SCOPE Resource Centre:** located at SCOPE TSTE Learning Centre providing PCs with Internet access and space for study and discussion
- **Online resources from overseas universities:** available for most overseas degree programmes



### English Enhancement Programme 英語能力提升課程

- **English Enhancement Courses**
  - Academic English
  - Oral Presentation Skills
  - English Grammar
  - English Pronunciation
  - English-Chinese Contrastive Studies
  - English Comprehension Techniques
  - English Vocabulary
  - Job-Hunting and Corporate Communication Skills in English
  - English for Gatekeeping Situations
  - Authentic English for Social Interactions
- **Self-Access Language Laboratory**
- **English Learning Resources Corner**
- **One-on-one consultation sessions**



# Diploma in International Degree Foundation

## 國際學位基礎教育文憑課程





## Alternative entrance route:

### Study the **FOUNDATION PROGRAMME** to get admission into the Degree Programmes

## 另一入學途徑：先修讀 **基礎課程** 再升讀學位課程

#### Who will need to go through this route?

Diploma in International Degree Foundation Programme offers an alternative route for students attaining 5 HKDSE subjects at Level 2 (including English, HKDSE Chinese is not a mandatory requirement) to be admitted to the UK Bachelor's Honours Degree Programmes.<sup>#</sup>

#### 這入學途徑為哪些同學而設？

於香港中學文憑考試取得 5 科第二級成績（包括英文科，中國語文科不是必需要求）的同學，可先修讀國際學位基礎教育文憑課程，以取得英國大學榮譽學士課程入學資格。<sup>#</sup>

#### What is the duration and content of this Foundation Programme?

Diploma in International Degree Foundation is an intensive programme spanning from mid-August 2021 to the end of January 2022. With the special curriculum design, students can still complete their degree study in 3 years, and may graduate in early August of 2024.

The programme aims at strengthening students' English Language competence, and developing their ability to undertake study at the university level. There are preparatory modules to equip students to take up study in their chosen degree programmes.

#### 基礎課程期多久及包含哪些教學內容？

國際學位基礎教育文憑課程採取密集式教學，於 2021 年 8 月中開學，至 2022 年 1 月底完結。由於課程設計靈活巧妙，學生仍可以在三年完成整個學位課程，於 2024 年 8 月初畢業，取得英國大學榮譽學士學位。

課程集中培訓學生的英語水平及學習能力，並教授所選學位課程必須的基礎學科知識，使能順利銜接大學課程的學習要求。

<sup>#</sup> Other qualifications such as IB, GCE Advanced Level etc. will be considered on a case-by-case basis.

其他資歷如國際文憑大學預科課程 (IB)、普通教育文憑高級程度 (GCE Advanced Level) 亦可申請。

# Diploma in International Degree Foundation

## 國際學位基礎教育文憑課程

### Programme Structure 課程結構

English Modules 英語科目	Learning Skill Modules 學習技巧科目
<ul style="list-style-type: none"> <li>• Foundation English</li> <li>• English Reading and Writing</li> <li>• English Listening and Speaking</li> </ul>	<ul style="list-style-type: none"> <li>• Personal Development and Learning Skills</li> <li>• Academic Writing Skills</li> </ul>
	<b>Preparatory Programme-related modules</b> <b>(Base on students' chosen degree)</b> <b>專修課程基礎科目(根據學生所選之學位課程)</b>
	<u>Business and Management 商業及管理</u> <ul style="list-style-type: none"> <li>• Foundations in Business Studies</li> <li>• Quantitative Methods</li> </ul>
	<u>Marketing 市場營銷</u> <ul style="list-style-type: none"> <li>• Foundations in Business Studies</li> <li>• Quantitative Methods</li> </ul>
	<u>Public Administration and Management 公共行政及管理</u> <ul style="list-style-type: none"> <li>• Foundations in Social Studies</li> <li>• Culture and Society</li> </ul>
	<u>Language and Communication 語文傳意</u> <ul style="list-style-type: none"> <li>• Introduction to Communication</li> <li>• Language and Society</li> </ul>
	<u>Applied Social Science 應用社會科學</u> <ul style="list-style-type: none"> <li>• Foundations in Social Studies</li> <li>• Culture and Society</li> </ul>
	<u>Aviation Management 航空管理</u> <ul style="list-style-type: none"> <li>• Foundations in Information Systems</li> <li>• Quantitative Methods</li> </ul>
	<u>Information Technology for Business 商業資訊科技</u> <ul style="list-style-type: none"> <li>• Foundations in Information Systems</li> <li>• Quantitative Methods</li> </ul>



## General Information 一般資料

Tuition Fee 學費	:	HK\$32,060
Commencement 開課日期	:	Mid - August 2021    2021 年 8 月中

## Government Financial Assistance 學費資助

### Non-means Tested Loan Scheme 政府免入息審查貸款計劃

Eligible students can apply for the Non-means tested Loan Scheme (NLS) administered by the Student Finance Office (SFO) of Hong Kong SAR Government. The loan borrowed plus the accumulated interests will be payable within the specified period upon completion of the programme. For details, please visit the government's website: [www.wfsfaa.gov.hk/sfo/en/index.htm](http://www.wfsfaa.gov.hk/sfo/en/index.htm)

學生可申請政府學生資助處「免入息審查貸款計劃」。借款人必須於畢業後指定時間內，向香港特別行政區政府償還貸款及所累積的利息。詳情請瀏覽 [www.wfsfaa.gov.hk/sfo/en/index.htm](http://www.wfsfaa.gov.hk/sfo/en/index.htm)

Commencing in  
mid-August 2021

Diploma in  
International Degree Foundation  
國際學位基礎教育文憑



Graduating in August 2024

3-Year UK Bachelor's Honours  
Degree Programmes  
三年制英國大學榮譽學士課程





**SCOPE**

School of Continuing and Professional Education

專業進修學院

香港城市大學  
City University of Hong Kong

[www.scope.edu/3-yearUKdegree](http://www.scope.edu/3-yearUKdegree)



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