Your Next Destination

Top-up

Bachelor’s Degree Programmes (Top-up) 2013 - 2014
offered in collaboration with overseas universities for sub-degree holders
The mission of School of Continuing and Professional Education is to provide quality continuing education for professional practice, retraining and self-development which anticipates and responds to community needs and the effects of social and technological changes. The continuing and professional education programme is one of the most important channels by which the City University of Hong Kong can offer access to its human, physical and technological resources for the advancement of society. The School is committed to freedom of enquiry and the pursuit of excellence in teaching and to interaction with the community.
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Accounting and Finance
- BA (Hons) Accounting [FT, PT]
- BA / BA (Hons) Accounting and Finance [FT, PT]

Business Administration and Management
- BA (Hons) Business Administration and Management [FT, PT]
- BA (Hons) International Business Management [FT]
- BA / BA (Hons) Marketing Management [FT, PT]

Computer Science and IT
- BSc (Hons) Business Information Technology [FT]
- BSc (Hons) Computing Science [PT]
- BSc (Hons) Information Systems [PT]

Construction and Built Environment
- BSc (Hons) Construction Management [PT]
- BSc (Hons) Quantity Surveying [PT]

Design
- Bachelor of Design (Communication Design) [FT, PT]
- Bachelor of Design (Digital Media Design) [FT, PT]
- Bachelor of Design (Interior Design) [PT]

Engineering
- BEng (Hons) Fire Engineering [PT]
- FDSc Fire Safety Engineering [PT]
Programmes grouped by study mode

- BA / BA(Hons) Hospitality and Service Management (PT)
- BA / BA(Hons) Tourism and Airline Management (PT)
- BA (Hons) Travel and Tourism Management (FT)

Programmes grouped by university

- BA (Hons) Applied Social Science (Mixed Mode)
- BA (Hons) Public Administration and Management (PT)

Facilities and student support

**Hospitality and Tourism**

- 42 BA / BA(Hons) Hospitality and Service Management (PT)
- 44 BA / BA(Hons) Tourism and Airline Management (PT)
- 46 BA (Hons) Travel and Tourism Management (FT)

**Language and Communication**

- 48 BA (Hons) English for International Corporate Communication (FT)
- 50 BA (Hons) International Business Communication with Chinese / Japanese (FT)

**Logistics and Transportation**

- 52 BSc (Hons) Aviation Management (FT)
- 53 BSc (Hons) Aviation Management (PT)
Thank you for your interest in our Top-Up Degree Programmes and welcome to the School of Continuing and Professional Education (SCOPE) of the City University of Hong Kong!

Since its establishment in 1991, CityU SCOPE has been a pioneer and major provider of quality continuing and professional education in Hong Kong. As a facilitator of lifelong learning, we offer a wide range of quality programmes for professional education, professional practice, retraining and self-development which anticipate and respond to community needs as well as the effects of social and technological changes.

Jointly offered with our foreign university partners, our non-local Top-up Degree Programmes focus on professional education and cover a variety of disciplines. They have been closely scrutinized by local and overseas academic accreditation agencies and relevant professional bodies.

Over the past four years, more than ten of our non-local Top-Up Degree Programmes have been successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). The accredited status does not only testify to our programme quality but also enables our full-time students (estimated to be over 1,000 in 2013/2014) to be eligible to apply for government grants and loans on very favourable terms as well as to participate in relevant government internship and scholarship schemes. These programmes are also fully recognized by the Hong Kong Government for employment purposes.

Our well-qualified teaching teams from CityU SCOPE and our foreign partner universities aspire to nurture and develop individual talent through a well-articulated curriculum with pastoral care for our students in an engaging learning environment. The satisfaction of students across our programmes and the performance of our graduates in meeting the challenges in the dynamic workplace are testimonies to our success as a provider of quality education.

Thank you for giving us the opportunity to share with you our accomplishments and aspirations. For further information on our Top-Up Degree Programmes, please visit our Web at www.scope.edu/topup. We hope that you will be interested in learning more about our quality programmes for our students, who will enjoy their time with us as they learn, grow and succeed!

Louis C.K. Ma, PhD
Acting Director
School of Continuing and Professional Education (SCOPE)
City University of Hong Kong
January 2013
Thank you for your interest in our Top-Up Degree Programmes and welcome to the School of Continuing and Professional Education (SCOPE) of the City University of Hong Kong!

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Louis C.K. Ma, PhD
Acting Director
School of Continuing and Professional Education (SCOPE)
City University of Hong Kong

January 2013
Management Team

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Dr MA C K, Louis
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MBA UTSyd, PhD Warv, FHKCS, MBCS, MHKIE

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商業及管理部
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BSc HK, MBA UEA, PGDPM Brist., GDMR UniSA

Science & Technology Section
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MSc Birm., GradDip CNAAN

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Mr CHANG S I, Jason
電腦主任
鄭樹仁先生
BBA Fu-Jen, MSc City HK

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Executive Officer I
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Ms TAM K L, Carrie

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Ms LEE Y P, Sandy
Ms TSANG P Y, Pamela

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Ms YIP W Y, Emily

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Computer Officer
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Mr YIU C W, Raymond

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Executive Officer I
一級事務主任

Executive Officer II
二級事務主任

Communications Officer
傳訊主任

Technical Staff
電腦主任

Assistant Computer Officer
助理電腦主任

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Mr WONG S C, Michael
黃辛全先生
BSc Tsinghua, ME CAS
City University of Hong Kong is ranked among the world’s top 100 and we are pleased to see partners of SCOPE also fared well in various aspects of quality indicators. Quality is paramount at SCOPE, and our partners share this belief. They also live up to their reputations.

A common denominator with all these universities is their many recognitions and accolades. These achievements have many facets.

For example, Oxford Brookes University was ranked the best new university and as one of the UK’s top 50 universities by the *Times Good University Guide 2012*; The University of Central Lancashire has been recognized as the top modern university in the North West England for the last five years and was the first UK modern university to appear in the QS World University Rankings. Leicester Business School of De Montfort University was ranked in the top 50 of UK Business School according to both the *2009 Times League Table, and 2009 Independent Complete University League Table*.

SCOPE works with partners’ best strengths. De Montfort University’s management courses were ranked third for overall student satisfaction in the latest UK National Student Survey 2012. Finance and Politics programmes were also ranked in the top 10 nationally in the survey. Oxford Brookes University was awarded top marks in their “Subject Reviews” on Business & Management and Economics (The Quality Assurance Agency of UK). The Schools of Languages of the University of Central Lancashire is a leader in the field of teaching English for professional purposes. It was rated as “excellent” in its most recent official inspection by UK Government authorities. The University also ranks 10 in Engineering (General) in the *Guardian University Guide 2013*. University of Wolverhampton’s Department of Built Environment is an accredited centre of Chartered Insitute of Building, and is internationally recognised for its excellence in research. Swinburne University of Technology’s Faculty of Design is considered a leader in Australian Design Education.

University partners linked to SCOPE are distinguished universities ranked highly within their home countries, and are well known globally. These include, among others, Coventry University, De Montfort University, Edinburgh Napier University, Northumbria University, Oxford Brookes University, Sheffield Hallam University and Staffordshire University. We also worked with other renowned universities to ensure that graduates from our top-up programmes can further their education in postgraduate programmes of high quality.

When it comes to employability after graduation, partner universities rank high in surveys and standards and they are often reflected amongst the graduate population from SCOPE.

Staffordshire University was voted first of all new universities in the UK in an employability survey based on recruiters’ views. The University of Wolverhampton’s construction programme maintains a 98 percent employability rating in the property and construction section. Edinburgh Napier University was ranked one of Scotland’s top universities for graduate employability and Northumbria University also ranked in the top 10 for Graduate Level Employability.
Partners are also pioneers in their fields and the largest providers in particular areas.

Sheffield Hallam University is one of the UK’s leading universities when it comes to e-learning and offers a range of distance learning and part-time and full-time courses, while Swinburne University of Technology is Australia’s premier design institution.

Most appreciated by working students is the fact that these universities also have close partnerships with major players in business and industry.

Swinburne University of Technology is the only Australian university invited to be a member of the European Consortium of Innovative Universities (ECIU) and De Montfort University has ACCA premier status, which is awarded to only 29 institutions worldwide.

In the past years, our international programmes gained further recognition through local accreditation exercise. This exercise will enable non-local programmes to acquire the status of "locally accredited" programmes. Six collaborations of 12 programmes in the area of computing, art and design, business and accounting disciplines have undergone rigorous validations. Locally accredited programmes will enable students to be eligible for favourable terms of financial sponsorships, while their employers are more confident of the qualifications they acquired.

SCOPE’s longstanding partnership with these reputable institutions has continued to grow stronger and we are thus able to give students the opportunity to grow and excel in the industries that they choose to pursue.
Edinburgh Napier University is one of CityU SCOPE’s largest UK partners of Higher Education in HK. It is one of the largest universities in Scotland, with more than 17,500 students. The University is composed of three Faculties: The Business School, the Faculty of Engineering, Computing & Creative Industries and the Faculty of Health, Life & Social Sciences. The University has approximately 1,600 staff and offers around 200 undergraduate and 100 postgraduate programmes, as well as an extensive range of short courses for industry and commerce. The Business School is one of the largest Business Schools in Scotland with more than 7,000 students. It offers a wide range of Business, Finance, Hospitality and Tourism courses at undergraduate and postgraduate levels.

Recent achievements:
• Ranked one of Scotland’s top universities for graduate employability by the Higher Education Statistics Agency (HESA) 2011
• One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM)
• Over 15 years of collaboration with CityU SCOPE in offering Business programmes
• Has one of the highest numbers of students studying business and finance programmes in HK
• More than 7,000 graduates in HK
• 91% UK student satisfaction with The Business School, National Student Survey 2012

www.napier.ac.uk

BA (Hons) Accounting
9th intake in 2013(full-time) / 16th intake in 2013(part-time)

“An honours degree in Accounting is a passport to many excellent opportunities in industry, commerce and the accountancy profession. Our Edinburgh Napier honours degree programme, accredited by the HKICPA, has been designed to equip you with the knowledge and skills to take advantage of these opportunities. The intellectual challenges combined with the technical competence gained will ensure that you enjoy a rewarding and vocationally relevant educational experience.”

James Brown/ Andy Moffat
Programme Leaders (UK)

BA (Hons) Accounting (full-time)
Programme code: 133-19490
Duration: 1.5 years
Fee: HK$102,720
Commencement: September 2013
Website: www.cityu.edu.hk/ce/baac
Enquiries: (Tel) 3442 2097 / 3442 5437 (Email) team1@scope.edu

* Full-time students are eligible to apply for Government financial assistance similar to local degree programmes.

BA (Hons) Accounting (part-time)
Programme code: 133-29090
Duration: 2 years
Fee: HK$107,280
Commencement: September 2013
Website: www.cityu.edu.hk/ce/baac
Enquiries: (Tel) 3442 2369 / 3442 4423 (Email) team1@scope.edu

About the Programme
The programme is the first accredited overseas degree programme of the Hong Kong Institute of Certified Public Accountants (HKICPA). It provides students with knowledge and skills in accountancy that are required for careers in public and private sector organisations. The programme will provide a relevant, challenging and interesting curriculum for those who are motivated towards the study of accountancy.

www.napier.ac.uk
Programme Structure
The programme consists of 12 modules including a dissertation (240 credits).
• Advanced Management Accounting
• Advanced Corporate Reporting
• Corporate Strategy
• Corporate Financial Management
• Information Systems for Business and Accounting
• Auditing
• Hong Kong Taxation
• Hong Kong Law
• Current Issues in Finance
• Corporate Social Responsibility
• Innovations in Management Accounting
• Research Methods and Dissertation

CEF reimbursable modules

Entry (subject to review)
1. Holders of Associate Degree/ Higher Diploma/ Advanced Diploma/ Professional Diploma in Accounting or relevant disciplines from accredited programmes offered by educational institutions; OR
2. Graduates of HKIAAT

Special Features
Professional Recognition
• Accredited by HKICPA – graduates are eligible to enroll in the Qualification Programme (QP) of HKICPA

Well-established and Long History
• This programme has over 2,400 accounting graduates in HK since 1997
• In 2012/2013, over 500 students were admitted to the Full-time and Part-time programmes

Academically Sound and Highly Practical
• The curriculum is practically designed to meet the needs of the accountancy profession
• Lectures are delivered by lecturers of Edinburgh Napier University with tutorials supported by CityU full-time academics and local practitioners

Strong Student Support
• Students are provided with detailed module guides for ease of study
• Students enjoy specific facilities provided from both Edinburgh Napier University and City University of Hong Kong
• Several scholarships are available for students

Teaching
Lectures are mainly delivered by academic staff from Edinburgh Napier University, with tutorials supported by CityU full-time academics and local practitioners.
# BA / BA (Hons) Accounting and Finance

**1st intake in 2013 (full-time) / 5th intake in 2013 (part-time)**

**BA / BA (Hons) Accounting and Finance (full-time)**

- **Programme code:** 133-19110
- **Duration:**
  - BA: 12 months
  - BA (Hons): 20 months
- **Fee:**
  - BA: HK$53,200
  - BA (Hons): HK$98,800
- **Commencement:** October 2013
- **Website:** [www.cityu.edu.hk/ce/baaf](http://www.cityu.edu.hk/ce/baaf)
- **Enquiries:**
  - (Tel) 3442 5388
  - (Email) team3@scope.edu

*Full-time students are eligible to apply for Government financial assistance similar to local degree programmes.*

**BA / BA (Hons) Accounting and Finance (part-time)**

- **Programme code:** 133-29030
- **Duration:**
  - BA: 16 months
  - BA (Hons): 28 months
- **Fee:**
  - BA: HK$53,200
  - BA (Hons): HK$98,800
- **Commencement:** October 2013
- **Website:** [www.cityu.edu.hk/ce/baaf](http://www.cityu.edu.hk/ce/baaf)
- **Enquiries:**
  - (Tel) 3442 5299
  - (Email) team3@scope.edu

*About the Programme*

The programme aims to provide students with a coherent and vocationally relevant academic curriculum, designed to equip students for employment as an accounting professional for a variety of responsible posts within the financial services industry.

On completion of this programme of study, students will have:

**Knowledge and understanding**

- A sound knowledge and understanding of how accounting, finance and financial services are related and the business/financial institution relationships.
- A critical understanding of the established theories, principles and concepts, and emerging issues in accounting, finance and financial services.
- A systematic, extensive and comparative knowledge and understanding of the accountant’s role in providing tactical and strategic support in the areas of reporting, decision making, planning, control and performance measurement.
• A sound knowledge and understanding of the financial services environment and a variety of specialist disciplines including financial services marketing, financial institution management, and corporate risk management.
• Skills in identifying information needs and in the systematic gathering, analysis and interpretation of ideas, concepts and qualitative and quantitative data as well as information from a range of evaluated sources including current research, and scholarly/professional literature.

Skills and Other Attributes
• Ability to structure and communicate ideas effectively, both in writing and orally, using appropriate media.
• Skills to use IT and appropriate software.
• Ability to research and collate information, using analytical and problem-solving skills to interpret that information and draw reasonable conclusions.
• Interpersonal, communication and other transferable skills to contribute effectively in a business situation.

Programme Structure

**BA/BA (Hons) Accounting and Finance (Full-time)**

<table>
<thead>
<tr>
<th>Trimester</th>
<th>Modules Studied (All modules are 20 credits except for Dissertation (40))</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Financial Institutions, Markets &amp; Services</td>
</tr>
<tr>
<td></td>
<td>Corporate Risk Management</td>
</tr>
<tr>
<td></td>
<td>Hong Kong Tax</td>
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<tr>
<td></td>
<td>1st core from:</td>
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<tr>
<td>2</td>
<td>Advanced Management Accounting</td>
</tr>
<tr>
<td></td>
<td>Advanced Corporate Reporting</td>
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<td></td>
<td>Marketing of Financial Services</td>
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<td></td>
<td>Corporate Financial Management</td>
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<td></td>
<td>Economics of Business Strategy</td>
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<tr>
<td>3</td>
<td>Current Issues in Finance</td>
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<tr>
<td></td>
<td>Dissertations - Research Methods</td>
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<tr>
<td></td>
<td>Management of Financial Institutions</td>
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<tr>
<td></td>
<td>Dissertations</td>
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</tbody>
</table>

**BA/BA (Hons) Accounting and Finance – 12 months**

**BA/BA (Hons) Accounting and Finance – 20 months**

**BA/BA (Hons) Accounting and Finance (Part-time)**

<table>
<thead>
<tr>
<th>Trimester</th>
<th>Modules Studied (All modules are 20 credits except for Dissertation (40))</th>
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<tbody>
<tr>
<td>1</td>
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<td>Management of Financial Institutions</td>
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<tr>
<td></td>
<td>Dissertations</td>
</tr>
</tbody>
</table>

**BA/BA (Hons) Accounting and Finance – 16 months**

**BA/BA (Hons) Accounting and Finance – 28 months**

Remarks:
* Offer of the modules depends on enrolment number
* Dissertations is a module which runs over two trimesters

Entry requirements

Holders of Associate Degree / Higher Diploma or equivalent programmes in accounting, financial services or business-related disciplines.

Holders of Diploma who can show that they have relevant qualifications or experience or both may be admitted with dispensation to the programme.

Depending on prior learning, students may be required to complete a bridging course in accounting before the commencement of trimester two at an additional fee.

Special Features

- **Dual Themes: Accounting and Finance**
  features a blend of specialized accounting and finance subjects that provides vocationally useful and academically rigorous education in accounting and finance fields.
- **Highly Practical**
  provides opportunities for students to develop their critical, analytical, evaluative and reflective approaches to accounting and finance.
- **Professional Recognition**
  **Association of Chartered Certified Accountants (ACCA)**
  Depending on prior learning and academic background, graduates of the programme who have met the ACCA student registration requirements may be granted exemptions from the ACCA professional examination scheme.
  **Institute of Certified Management Accountant (ICMA)**
  Graduates of the programme will be entitled to 16 exemptions out of 18-unit ICMA examinations and apply for Graduate Management Accountant (GMA) designation.

Teaching

The programme will mainly be delivered through intensive face-to-face lectures conducted by academic staff from Edinburgh Napier University and supported by weekly tutorials taught by CityU academic staff and/or local practitioners.
Business Administration and Management

BA (Hons) Business Administration and Management
De Montfort University

BA (Hons) International Business Management
Oxford Brookes University

BA / BA (Hons) Marketing Management
Edinburgh Napier University
De Montfort University (DMU) is a university of quality and distinctiveness. DMU has a history of offering high quality teaching for well over 100 years and is nationally and internationally recognised as a centre of excellence in disciplines including Accounting, Business, Finance, Management, Marketing, Human Resource Management and Public Policy.

Leicester Business School, is one of the largest providers of business and management education in the UK, and enjoys close links with major UK professional bodies, industry and the public sector. The School has over 150 academic staff and around 4,500 students studying undergraduate, postgraduate, research and professional programmes.

Recent achievements:
- DMU’s management courses were ranked third for overall student satisfaction in the latest National Student Survey 2012. Finance and Politics programmes were also ranked in the top 10 nationally in the survey.
- Rated “excellent” for teaching and student support by the Government’s Quality Assurance Agency (QAA).
- Research of international excellence in the most recent national Research Assessment Exercise (RAE).

BA (Hons) Business Administration and Management

5th intake in 2013 (full-time) / 22nd intake in 2013 (part-time)

About the Programme

The programme provides students with a wide range of knowledge of different areas in business and management studies. While providing students opportunities to critically understand various areas in business and management, the programme is also characterized by its flexibility to allow students to specialize in specific area. In the final level of study students are to study in-depth one particular discipline, either in Marketing or HRM.
Programme Structure*

The programme consists of 12 modules (180 credits).

- Business Communications and Academic skills
- Business Research Issues and Analysis
- Marketing Communications
- International Marketing
- Business and Environmental Sustainability
- Service Operations Management
- Strategic Management (double module)
- Work-based Portfolio (double module) (only offered in part-time programme)
- Strategy and Management Dissertation (double module) or Contemporary Business Issues (double module) (only offered in full-time programme)

Choose two modules from the followings:

Marketing Stream
- Retail Marketing
- Creative Management & Marketing

HRM Stream
- Managing Organisations
- Globalization and International HRM

* Subject to approval

Special Features

Strong Reputation and Long History
- The programme has been offered in Hong Kong since 1997 with more than 1,700 graduates, and has established a strong local reputation in the market for quality and relevance.

Academically Sound and Highly Practical
- The programme has been specifically designed to give a balanced mix in human, technical and cognitive knowledge required for a successful management career in today’s competitive global environment.
- Combines cutting edge research and best practice in international management and business from a leading UK university business school with local contextualisation and case studies from CityU academics.
- Highly practical “Work-based Portfolio” for the part-time programme, in which students can use their current job situations as case studies.
- Students can either write a dissertation or take a taught module in the full-time programme.

Specialist Pathway and Progression
- Provides general business and management education with specialist pathway options available (Marketing and HRM).
- Progression to the MSc International Business Management, offered by DMU through SCOPE, City University of Hong Kong on a part-time basis.

Entry
- Sub-degree holders in business and related disciplines or equivalent;
- DMS graduates from CityU-SCOPE (HKQF Level 4)*;
- Holders of BTEC Higher National Diploma in Business related disciplines or equivalent qualifications at NQF Level 5#;
- Sub-degree holders in non-business disciplines with relevant working experience*#

* Students are required to take an intensive bridging course offered by CityU-SCOPE before programme commencement.
# Only applicable to part-time programme.

Teaching

Lectures and tutorials are delivered by local academics and practitioners.
Oxford Brookes University’s strong tradition of excellence in teaching dates back as far as 1865 with the beginning of the Oxford School of Art. It is committed to leading the intellectual, social and economic development of the communities it serves through teaching, research and creativity.

The Business School is one of the largest Schools at Oxford Brookes University with over 150 academic staff, 2,000 undergraduates and 500 postgraduates and research students. It has established a strong reputation for management education both in the United Kingdom and in international markets, often working in partnership with institutions. Staff teaching on this degree bring not only a wealth of business experience but also active research interests including organizational structures and culture, sustainable business, entrepreneurship and accountability of business.

- The Times Good University Guide 2012, the Guardian University Guide 2012 and the Complete University Guide 2013 ranked Oxford Brookes University one of the UK’s top 50 universities.
- The Quality Assurance Agency of UK awarded Oxford Brookes University top marks (24/24) in their “Subject Reviews” on Business & Management and Economics.
- Two Queen's Anniversary Prizes was awarded to Oxford Brookes University which recognizes and honors their outstanding achievement and excellence.

www.brookes.ac.uk

BA (Hons) International Business Management

9th intake in 2013

Programme code: 133-19210
Duration & study mode: 1 year (full-time)

About the Programme
This programme aims to:
• prepare students for a career in Hong Kong's international business environment that includes financial services and other areas.
• facilitate students in developing analytical and enquiring minds which can respond creatively to the problems and opportunities facing modern business.
• allow students to exercise initiative and personal responsibility in order to develop qualities such as flexibility, adaptability and independence, which will enable them to cope in a rapidly changing economic, social and technological environment.
• enable students to communicate information, ideas, problems and solutions effectively to both specialist and non-specialist audiences in a broad cultural context.
• consultancies in business and management which allow students to gain many practical insights.

Programme Structure
Semester 1
• Strategic Management
• Accounting for Decision Making
• Methods of Enquiry

Semester 2
• Perspectives on Corporate Strategy
• International Marketing
• International Management

Semester 3
• Business Synoptic
• International Business Environment
• Consultancy Project (Part II)

Entry
Holders of Associate Degree / Higher Diploma or equivalent programmes in business-related disciplines, where the medium of instruction and assessment is English.

Special Features
International Perspective
Students will acquire the modern business knowledge and skills from a global business perspective.

Highly Practical
Students will participate in project work and case study analysis which expose them to different business scenarios and prepare them to face real-world business challenges.

Academics with Real-world Experience
The teaching team has hands-on business and consultancy experience that allows students to gain many practical insights.

Teaching
The programme will be delivered by a team of staff from Oxford Brookes University, CityU full-time academic staff and other local tutors. The staff from Oxford Brookes University will visit HK at the start of each semester to deliver an introductory workshop and part of the programme. CityU full-time academic staff and other local tutors will then deliver the remaining part of the programme and provide academic support for students throughout the programme.

Fee:
HK$89,220*

Commencement:
September 2013

Website:
www.cityu.edu.hk/ce/baibm

Enquiries:
(Tel) 3442 5684
(Email) team3@scope.edu

* Students are eligible to apply for Government financial assistance similar to local degree programmes.

"The BA (Hons) International Business Management programme is intended to prepare students for a career in International Business Management or related areas and to encourage students to develop an analytical and enquiring mind which can respond creatively to the problems and opportunities facing modern business as well as those facing the students themselves and society at large. Oxford Brookes Business School and SCOPE are working together to make this vision a reality."

Dr Tony Gibbs
The Head of International Partnership Development
BA / BA (Hons) Marketing Management
10th intake in 2013 (full-time) / 1st intake in 2013 (part-time)

BA / BA (Hons) Marketing Management (full-time)*
(6 Intakes were as the BA / BA (Hons) Marketing Management with Business Studies)
Programme code: 133-19310
Duration:
BA – 9 months
BA (Hons) – 12 months + 3 months for dissertation

BA / BA (Hons) Marketing Management (part-time)
Programme code: 133-29180
Duration:
BA – 12 months
BA (Hons) – 20 months

Fee:
BA – HK$52,200
BA (Hons) – HK$95,700

Commencement:
September 2013
Website:
www.cityu.edu.hk/ce/bamm
Enquiries:
(Tel) 3442 5376
(Email) team3@scope.edu

* Full-time students are eligible to apply for Government financial assistance similar to local degree programmes.

About the Programme
This programme aims to:
• develop critical and analytical approaches to marketing management and associated disciplines;
• develop in students key transferable skills;
• develop in students knowledge of the relationship between marketing and other business activities;
• equip students with the necessary knowledge for a career in marketing management and associated disciplines; and
• develop in students competence in applying marketing theory to practical situations.
**Entry**

- Holder of an Associate Degree (AD) or a Higher Diploma (HD) in any business or service related studies with at least one module involving study of marketing fundamentals and another module in statistics, mathematics or other suitable quantitatively-oriented subject.

  Students who have not studied marketing fundamentals may also be considered. Students will be required to study an additional marketing bridging course in the summer.

**Teaching**

The programme will be delivered through face-to-face lectures conducted by academic staff from Edinburgh Napier University & SCOPE and supported by tutorials led by SCOPE teaching staff.

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**Programme Structure**

**Full-time**

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<thead>
<tr>
<th>BA / BA (Hons)</th>
<th>BA (Hons)</th>
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</thead>
<tbody>
<tr>
<td><strong>Trimester 1</strong></td>
<td><strong>Trimester 2</strong></td>
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<tr>
<td>• Brand Management (20 credits)</td>
<td>Option 1: 3 modules</td>
</tr>
<tr>
<td>• International Marketing (20 credits)</td>
<td>• Service Management (20 credits)</td>
</tr>
<tr>
<td>• Marketing Research &amp; Communication (20 credits)</td>
<td>• Market Analysis (20 credits)</td>
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<td></td>
<td>• Strategic Management in a Global Context (20 credits)</td>
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<td><strong>Option 2:</strong></td>
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<td></td>
<td>• Live Project (40 credits)</td>
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<td><em>Plus any one of the modules in Option 1</em></td>
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</tbody>
</table>

**Part-time**

<table>
<thead>
<tr>
<th>BA / BA (Hons)</th>
<th>BA (Hons)</th>
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<tbody>
<tr>
<td><strong>Trimester 1</strong></td>
<td><strong>Trimester 2</strong></td>
</tr>
<tr>
<td>• Brand Management (20 credits)</td>
<td>• International Marketing (20 credits)</td>
</tr>
<tr>
<td>• Marketing Research &amp; Communication (20 credits)</td>
<td>• Market Analysis (20 credits)*</td>
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</tbody>
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**Special Features**

- **This** is a specialized business programme which covers a comprehensive range of marketing management areas.
- The programme requires both academic skills and the ability to apply them in a context linked to business practice, primarily in marketing and related functions.
- **Live Project**: In this optional module a student team is briefed by a Hong Kong organisation on a real marketing task or marketing problem. They evaluate the problem, design a marketing plan to solve it and present their solution in a detailed report and in a presentation to the organisation and their tutor. This gives them experience of real-life marketing.
- **Dissertation**: Each student writes an academic report on a marketing topic of their own choice. This involves evaluating what others have said about the topic, conducting a small research project on it, writing this up and presenting conclusions and recommendations.

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"I am glad that I decided to study Edinburgh Napier University programme although I gave up the chance of studying for a local degree. The BAMM programme emphasize on theoretical application which helps to enhance students’ critical thinking. ‘Live Project’ module enables us to cooperate with companies and strengthens students’ problem solving skills in real life situations. Besides, graduation dissertation offers students an opportunity of analyzing their interested social issues. Undoubtedly, it would be a big challenge but it equips students with variety of techniques for future career.”

Tammi TAM Hiu-Ming
Graduate 2012
Awardee of The Director’s List 2012
BSc (Hons) Business Information Technology  
Coventry University

Computer Science and IT

BSc (Hons) Business Information Technology
BSc (Hons) Computing Science
BSc (Hons) Information Systems  
Staffordshire University
BSc (Hons) Business Information Technology

10th intake in 2013

Programme code: 133-19430
Duration & study mode: 1 year (full-time)

About the Programme
This locally accredited programme aims to provide a study of the different functional areas of management in organisations with relation to information technology; suitable for sub-degree holders of IT or Business related disciplines. This is a sound and relevant education for people wishing to enter or develop a career in an interdisciplinary area.

Programme Structure
The programme consists of the following modules to be completed in 3 semesters:
• Information Systems Development / Current Technologies
• M-Commerce Applications
• Digital Technology and Society
• Management and Organisational Behaviour
• Business Management Strategy
• Add-vantage Module (English)
• Add-vantage Module (Effective Communication)
• Introduction to Research Methods
• Project Management
• Project

Entry
Holders of Associate Degree (AD) or Higher Diploma (HD) in computing or business related disciplines, or equivalent qualifications.

Professional Recognition
• This programme has been accredited by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) as a locally accredited top-up degree programme under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592) in which the qualifications attained by individual students will be recognised as meeting the standard of particular qualifications obtained in Hong Kong.

Teaching
Lectures and tutorial classes are delivered by CityU full-time academic staff and/or local instructors.

Fee: HK$82,000
Commencement: September 2013
Website: www.cityu.edu.hk/ce/bscbit
Enquiries: (Tel) 3442 5809
(Email) team2@scope.edu

Additional Information
This programme is one of the eligible full-time courses under the Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) administered by the Student Financial Assistance Agency (SFAA). Students are eligible to apply for Grant & Loan as long as they meet the requirements set by SFAA.

Dr Cassandra Ip
Programme Leader

Special Features
The curriculum
• The core curriculum is based on the British Computer Society (BCS) guidelines.

Employment Opportunities
• Ample employment opportunities for graduates from this programme in the field of project management, IT consultancy, database administration, and business support.
Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across the Staffordshire region, the UK and the rest of the world. The University continues to meet the needs of its students, partners, communities and employees now and in the future by embracing diversity, enabling and encouraging local regeneration and constantly seeking to provide easier access to learning for people from all walks of life. On campus, 16,000 students make up the University’s vibrant cultural mix from the UK and around the world with more than 10,000 students studying with overseas partners. The Faculty of Computing, Engineering and Sciences houses one of the largest and well-established computing departments with degree having been awarded for over 40 years.

www.staffs.ac.uk

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**BSc (Hons) Business Information Technology**

12th intake in 2013

**BSc (Hons) Computing Science**

19th intake in 2013

**BSc (Hons) Information Systems**

19th intake in 2013

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**About the Programme**

These locally accredited programmes are designed to enable sub-degree graduates in IT related disciplines to build on their studies in three different streams—Computing Science (CS), Information Systems (IS) and Business Information Technology (BIT). Each programme is designed with its unique features in order to meet the different needs of students.

**Computing Science (CS)**

The CS programme gives students a broad view of computer systems, hardware and software, and information systems.

**Information Systems (IS)**

The IS programme provides students with a sound knowledge of systems analysis and design methods, databases management systems and commercial applications.

**Business Information Technology (BIT)**

The BIT programme gives students a sound knowledge of how the commercial world works, and a thorough background in the IT systems that are found in all departments of a modern business.
Programme Structure

The program consists of 9 taught modules and a final-year project which is equivalent to 3 modules. Students of 240-credit entry route will take 4 additional modules.

<table>
<thead>
<tr>
<th>Computing Science (CS)</th>
<th>Information Systems (IS)</th>
<th>Business Information Technology (BIT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>For 240 credits</td>
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<tr>
<td>E-Commerce</td>
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<td>Open Source Web</td>
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<tr>
<td>Programming</td>
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<td>Professional</td>
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<tr>
<td>Enterprise Development</td>
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<td>Object Oriented</td>
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<tr>
<td>Methods</td>
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<tr>
<td>For 240 credits and 180 credits</td>
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<tr>
<td>Database Systems</td>
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<td>Data Management</td>
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<td>Project Management</td>
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<td>Advanced HCI and Usability</td>
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<td>Hardware and Software Systems and Networks</td>
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<td>Principles and Practices of Software Production</td>
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<tr>
<td>Distributed Computer Systems</td>
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<td>Information System Organizations and Management</td>
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<td>Service Management and ITIL</td>
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<td>Strategic Information Management</td>
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<td>Advanced Database Systems</td>
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<td>Knowledge Management in Organizations</td>
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<tr>
<td>CS/IS Route Project</td>
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<td>Strategic Entrepreneurship and Innovation</td>
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<td>Applied Communications Technology</td>
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<td>Applied IT Project</td>
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</tbody>
</table>

Entry

- **180 Credits**
  Holders of Associate Degree (AD) / High Diploma (HD) in Computing and IT related disciplines or equivalent qualifications.

- **240 Credits**
  Holders of Diploma/Higher Certificate in Computing and IT related disciplines with 3 years relevant working experience or those with equivalent qualifications.

Special Features

The university

- One of the largest universities in UK with over 20,000 students
- Considerable success in the recent UK Research Assessment Exercise (RAE) was received by the Faculty of Computing, Engineering and Technology

The collaboration

- Over 15 years of collaboration with SCOPE, CityU

The graduates

- More than 1,700 IT professionals graduated through delivery of these programmes in HK

Professional Recognition

- These programmes have been accredited by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) as locally accredited top-up degree programmes under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592) in which the qualifications attained by individual students will be recognised as meeting the standard of particular qualifications obtained in Hong Kong.

Teaching

100% qualified local academics and practitioners.
Construction and Built Environment

BSc (Hons) Construction Management
University of Wolverhampton

BSc (Hons) Quantity Surveying
University of Wolverhampton
BSc (Hons) Construction Management
14th intake in 2013

Programme code: 133-29160
Duration & study mode: 2 years (part-time)

About the Programme
The programme aims to prepare students to take on a variety of managerial responsibilities in the construction industry and for further studies at postgraduate level.

Programme Structure
The programme comprises of 180 credits, nine 20-credit modules. The tentative study schedule is as follows:

Year 1
- Construction & Environmental Technology
- Professional Practice Project
- Contract Law and Dispute Resolution
- Sustainability
- Construction Human Resource Management

Year 2
- Construction Planning
- Group Project Evaluation & Development
- Construction Management
- Construction Dissertation

Entry
- Holders of Associate Degree (AD) / Higher Diploma (HD) in Building or Building Construction, Surveying or those with equivalent qualifications; OR
- Holders of Higher Certificate with substantial working experience in relevant fields
- Applicants will be required to demonstrate their English proficiency acceptable to the University of Wolverhampton at IELTS 6.0 or equivalent. Alternatively, applicants may take the University’s Wolverhampton English Proficiency Examination (WEPE) or the preparatory English courses offered by CityU-SCOPE.

Fee: HK$105,000
Commencement: October 2013
Website: www.cityu.edu.hk/ce/bscm
Enquiries: (Tel) 3442 5810 (Email) team2@scope.edu

Special Features
Gateway to Professional
- The programme has obtained full accreditation from the Chartered Institute of Building (CIOB)
- Graduates may apply for Corporate Membership in Building Discipline of the Hong Kong Institution of Engineers (HKIE) upon completion of a top-up course recognized by the HKIE with relevant professional experiences.

Extensive Learning Support & Resources
- Fully supported by experienced local tutors to ensure smooth study process, achieving a high level of completion
- Students can access UoW knowledge-exchange online platform - WOLF for further interactive learning and support beyond the contact hours
- Excellent interaction and peer-learning opportunities among students from diversified backgrounds.

Teaching
Lectures by Wolverhampton academics, tutorials by experienced local practitioners.

Wong Sin Ming
Graduate

“I took this programme because many subjects are closely related to my existing job. I found that it was a treasurable experience and gained a lot when working with classmates in different backgrounds in this programme. Though I studied similar subjects in another institute but they are not as in-depth as in those programme. I learnt more on how to handle problems of project delay in different ways which help my career a lot.”

The University of Wolverhampton is one of the largest universities in the UK with over 22,000 students and 2,500 staff. The School of Technology offers vocational courses designed through close links with computing, engineering and construction employers with consistently high graduate employability eg. 98% in construction and property sector and 81.7% for the computing sector. The School works with numerous construction companies, property professionals and civil engineering organizations to ensure that the graduates have the appropriate technical knowledge and personal skills. Many of the courses are accredited by the foremost professional bodies, enabling a direct route to chartered status. The department is a Chartered Institute of Building (CIOB) Accredited Centre; has a prestigious partnership agreement with the Royal Institute of Chartered Surveyors (RICS).

This programme has been offered since September 2000 and producing more than 400 graduates since 2002. The majority of our graduates have demonstrated impressive academic achievement throughout the programme.
BSc (Hons) Quantity Surveying

2nd intake in 2013

Programme code: 133-29140
Duration & study mode: 2 years (part-time)

About the Programme
The programme aims to ensure students have a comprehensive quantity surveying education combined with related construction knowledge. This ensures students are equipped with the appropriate quantity surveying and construction knowledge and enterprising spirit to practise professionally and ethically.

Programme Structure
The programme comprises of 180 credits, nine 20-credit modules. The tentative study schedule is as follows:
Year 1
• Construction & Environmental Technology
• Professional Practice Project
• Contract Law and Dispute Resolution
• Sustainability
• Construction Quantity Surveying (Practice and Procedures)
Year 2
• Construction Quantity Surveying (Professional Practice)
• Group Project Evaluation & Development
• Construction Quantity Surveying (Management)
• Construction Dissertation

Entry
• Holders of Associate Degree (AD)/ Higher Diploma (HD) in Building or Building Construction, Surveying or those with equivalent qualifications, OR
• Holders of Higher Certificate with substantial working experience in relevant fields.
• Applicants will be required to demonstrate their English proficiency acceptable to the University of Wolverhampton, at IELTS 6.0 or equivalent. Alternatively, applicants may take the University’s Wolverhampton English Proficiency Examination (WEPE) or the preparatory English courses offered by CityU-SCOPE.

Special Features
Gateway to Professional
• The programme has obtained full accreditation from the Chartered Institute of Building (CIOB)

Extensive Learning Support & Resources
• Fully supported by experienced local tutors to ensure smooth study process
• Students can access to UoW knowledge-exchange online platform - WOLF for further interactive learning and support beyond the contact hours
• Excellent interaction and peer learning opportunities among students from diversified backgrounds.

Teaching
Lectures by Wolverhampton academics, tutorials by experienced local practitioners.

Fee: HK$105,000
Commencement: October 2013
Website: www.cityu.edu.hk/ce/bscqs
Enquiries: (Tel) 3442 5810
(Email) team2@scope.edu
About the Programme

This programme is concerned with the study of fire development and prevention and the means by which its consequence may be reduced to a minimum in both human, environmental and financial terms and emphasizes Fire Engineering in the context of the Built Environment, particularly its applications to buildings and infrastructure. The level of this programme is appropriate to those who will eventually hold senior management positions within the fire-related professions.

Programme Structure

There are three entry points. Students are required to complete either 180 credits (Route 1), 230 credits (Route 2) or 360 credits (Route 3) over 2 or 3 years of part-time study.

Common modules across 3 Routes

- Project Management
- Computational Engineering
- Engineering Analysis 2
- Enclosure Fire Dynamics
- Fire Protection Engineering
- Fire Investigation
- Probabilistic Risk Analysis
- Engineering Design Project
- Fire Science Dissertation

Additional module for Route 1 & 3 only

- Accidents and Catastrophes

Additional modules for Route 2 & 3 only

- Introduction to Combustion and Fire
- Fire and Built Environment
- Fluid Dynamics of Fire

Mr Lum Hak Ping Michael
Graduate
Additional modules for Route 3 only
• Safety and Fire Law
• Energy Transfer and Thermodynamics
• Engineering Design Practice
• Buildings, Materials and Fire
• Engineering Analysis 1
• Skills for Fire Studies
• Safety, Health and Environment

* The module combination and teaching sequence are subject to revision by UCLan.

Entry
Route 1 (students have to complete 180 credits in 2 years)
Holders of FDSc in Fire Safety Engineering (or equivalent qualification)

Route 2 (students have to complete 230 credits in 2 years)
Holders of Higher Diploma (HD) / Associate Degree (AD) / Higher National Diploma HND (or equivalent qualification) in relevant discipline such as building, building services, electrical and mechanical engineering with mathematic courses studied;
OR Holders of Higher Diploma in a relevant discipline other than the above listed who can demonstrate competence of mathematics and have a minimum of 3 years of experience in a relevant profession.

Route 3 (students have to complete 360 credits in 3 years)
Higher National Certificate (HNC) holders in a relevant discipline such as building, building services, electrical and mechanical engineering with mathematics courses studied; OR Corporate member (MIFireE) of the Institution of Fire Engineers; OR Mature applicants of at least 21 years of age by the commencement of the programme who have relevant work experience.

Applicants whose qualification were not taught and assessed in English may be required to demonstrate their English proficiency equivalent to IELTS 6.0.

Interview / Written Test may be arranged for applicants.

Professional Recognition
The BEng (Hons) Fire Engineering operating in the UK (Preston) and SCOPE City University of Hong Kong are accredited by the Energy Institute (EI) UK.
Graduates of this programme must also pursue the MSc in Fire Safety Engineering to satisfy the current academic requirement for Membership of the Hong Kong Institution of Engineers (Fire Discipline) and Chartered Engineers of the UK Engineering Council.

Teaching
Lectures & tutorial classes are delivered by qualified local academics & industry practitioners.

Fee:
HK$5,000 per 10 credits
* With Valid IFE Membership will have 5% discount on programme fee

Commencement: September 2013
Website: www.cityu.edu.hk/ce/fire
Enquiries: (Tel) 3442 5805
(Email) team5@scope.edu
Foundation Degree of Science (FDSc) Fire Safety Engineering

8th intake in 2013

Programme code: 133-29250
Duration & study mode: 2 years (part-time)

About the Programme
The foundation degree provides the necessary knowledge and qualification for students who are already, or wishing to become, practitioners in the fire-related professions. Students graduating with this programme would have been provided with a balanced curriculum, enabling them to develop a sound general knowledge of fire engineering and the industry. The programme is delivered in regular part-time mode by local academics and industry practitioners.

Programme Structure
The programme includes 13 modules (240 credits) studied over six semester:
- Introduction to Combustion and Fire
- Buildings, Materials and Fire
- Safety and Fire Law
- Introduction to Engineering Analysis
- Skills for Fire Studies
- Energy Transfer and Thermodynamics
- Community Fire Safety
- Fire and Built Environment
- Community Fire Safety Strategies
- Structures, Materials and Fire
- Fluid Dynamics of Fire
- Fire Science Project
- Fire Safety Management and Legislation

* The module combination and teaching sequence are subject to revision by UCLan.

Entry
To be eligible for admission, applicants need to:
- have obtained Level 2 or above in 5 HKDSE subjects, which include Chinese Language, English Language and Mathematics; or
- have obtained an academic qualification from a local post-secondary institution or a professional qualification acceptable to the University; qualifications attained by study at a local international school or a non-local high school, at Grade 12 or equivalent, are also accepted; or
- be a mature applicant* of at least 21 years of age by the commencement of the programme, and have relevant work experience.

Entry requirements for applicants whose qualifications were not taught and assessed in English may be required to demonstrate their English proficiency equivalent to IELTS 6.0.* Interview/Written Test may be arranged for applicants.

Special Features
- The Foundation Degree in Fire Safety Engineering at SCOPE, CityU satisfies the academic requirements for Member grade of the Institution of Fire Engineers (MIFireE).
- Graduates can get credit exemption for the admission to BEng (Hons) Fire Engineering offered by UCLan.

Teaching
Lectures & tutorial classes are delivered by qualified local academics & industry practitioners.

Fee:
HK$84,000
* With Valid IFE Membership will have 5% discount on programme fee

Commencement:
September 2013

Website:
www.cityu.edu.hk/ce/fire
Enquiries:
(Tel) 3442 5805
(Email) team5@scope.edu
BA / BA (Hons) Hospitality and Service Management
Edinburgh Napier University

BA / BA (Hons) Tourism and Airline Management
Edinburgh Napier University

BA (Hons) Travel and Tourism Management
Northumbria University
Edinburgh Napier University is one of CityU SCOPE’s largest UK partners of Higher Education in HK. It is one of the largest universities in Scotland, with more than 17,500 students. The University is composed of three Faculties: The Business School, the Faculty of Engineering, Computing & Creative Industries and the Faculty of Health, Life & Social Sciences. The University has approximately 1,600 staff and offers around 1,600 undergraduate and 100 postgraduate programmes, as well as an extensive range of short courses for industry and commerce. The Business School is one of the largest Business Schools in Scotland with more than 7,000 students. It offers a wide range of Business, Finance, Hospitality and Tourism courses at undergraduate and postgraduate levels.

**Recent achievements:**
- Ranked one of Scotland’s top universities for graduate employability by the Higher Education Statistics Agency (HESA) 2011
- One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM)
- Over 15 years of collaboration with CityU SCOPE in offering Business programmes
- Has one of the highest numbers of students studying business and finance programmes in HK
- More than 7,000 graduates in HK
- 91% UK student satisfaction with The Business School, National Student Survey 2012

www.napier.ac.uk

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**BA / BA (Hons) Hospitality and Service Management**

*Undergoing local accreditation process*

8th intake in 2013 (BA) / 2nd intake in 2013 (BA(Hons))

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**BA Hospitality and Service Management**

<table>
<thead>
<tr>
<th>Programme code:</th>
<th>133-29280</th>
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</thead>
<tbody>
<tr>
<td>Duration &amp; study mode:</td>
<td>20 months (part-time)</td>
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<tr>
<td>Fee:</td>
<td>HK$93,600</td>
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<td>Commencement:</td>
<td>September 2013</td>
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<tr>
<td>Website:</td>
<td><a href="http://www.cityu.edu.hk/ce/bahsm">www.cityu.edu.hk/ce/bahsm</a></td>
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<tr>
<td>Enquiries:</td>
<td>(Tel) 3442 2123</td>
</tr>
<tr>
<td>Requirements:</td>
<td>Diploma level entry</td>
</tr>
<tr>
<td></td>
<td>Holders of Diploma (or equivalent level) in hospitality management or related disciplines.</td>
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</table>

**BA (Hons) Hospitality and Service Management**

<table>
<thead>
<tr>
<th>Programme code:</th>
<th>133-29320</th>
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</thead>
<tbody>
<tr>
<td>Duration &amp; study mode:</td>
<td>24 months for Associate Degree (AD) / Higher Diploma holders (HD) (part-time)</td>
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<tr>
<td></td>
<td>12 months for ordinary bachelor degree holders (part-time)</td>
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<tr>
<td>Fee:</td>
<td>HK$113,400 (AD and HD level entry)</td>
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<td></td>
<td>HK$56,700 (Degree level entry)</td>
</tr>
<tr>
<td>Commencement:</td>
<td>September 2013</td>
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<tr>
<td>Website:</td>
<td><a href="http://www.cityu.edu.hk/ce/bahsm">www.cityu.edu.hk/ce/bahsm</a></td>
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<tr>
<td>Enquiries:</td>
<td>(Tel) 3442 2123</td>
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<tr>
<td>Requirements:</td>
<td>Associate Degree / Higher Diploma level entry</td>
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<tr>
<td></td>
<td>Holders of Associate Degree or Higher Diploma or equivalent level in hospitality management or related disciplines; OR</td>
</tr>
<tr>
<td></td>
<td>Holders of Associate Degree / Higher Diploma in business or related disciplines with relevant work experience</td>
</tr>
<tr>
<td></td>
<td>Degree level entry</td>
</tr>
<tr>
<td></td>
<td>Holders of Bachelor Degree (ordinary) in hospitality / service management or related disciplines</td>
</tr>
</tbody>
</table>

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“Hong Kong has recently generated the highest rate of annual growth in inbound tourism in the world, as well as once again being voted the ‘Best Business City in the World’. Consequently, the demand for well-educated and qualified staff in hospitality, and other related service disciplines, is higher than ever. Many employees need to upgrade their qualification in order to remain efficient and competitive within what is becoming an increasingly dynamic and challenging business environment. This well established, focused and vocationally relevant programme is designed to provide its graduates with the knowledge and skill sets necessary for effective, rewarding and successful career advancement within hospitality and other associated areas of the service sector. I am confident that you would enjoy the learning experience and look forward to welcoming you on to the programme.”

Mr Michael HERRIOTT
Programme Leader (UK)
About the Programme
The programme aims to equip students with the general knowledge and skills appropriate for further career development in the hospitality and related industry in Hong Kong. Graduates who are working in or want to develop a career in the hospitality and service industry are welcome to join the programme.

Programme Structure

**BA Hospitality and Service Management**
The programme consists of 9 modules (180 credits)

- **Hospitality and Service modules**
  - Customer Service and Care
  - Service Management
  - Facilities Planning for Hospitality, Tourism and Events
  - Conference Management
  - Food and Beverage Management

- **Business modules**
  - Introduction to Human Resource Management
  - Marketing Research and Communications
  - Organisational Change Management
  - Strategic Management in a Global Context

**BA (Hons) Hospitality and Service Management**
The programme consists of 11 modules (240 credits)

- **Hospitality and Service modules**
  - Customer Service and Care
  - Service Management
  - Hospitality Business Development
  - International Hospitality
  - Facilities Planning for Hospitality, Tourism and Events
  - Management of MICE Events
  - International Wines and Spirits Management
  - Business Tourism
  - Dissertation

- **Business modules**
  - Leadership and Innovation for Tourism, Hospitality and Events
  - Organisational Change Management

Special Features
- A pioneer programme in the field which offers both Hospitality and Service Management curriculums.
- The curriculum is academically and vocationally relevant for students to develop a career in hospitality and service management in Hong Kong.
- Convenient timetables, as classes will be scheduled to avoid attendance during major peak working days such as weekends and public holidays.

Teaching
Lectures by experienced professors from Edinburgh Napier University and tutorials facilitated by local tutors with industrial experience using study materials in Asian contexts.
BA / BA (Hons) Tourism and Airline Management

6th intake in 2013 (BA) / 2nd intake in 2013 (BA(Hons))

* Undergoing local accreditation process

BA Tourism and Airline Management

Programme code: 133-29380
Duration & study mode: 20 months (part-time)
Fee: HK$98,000
Commencement: September 2013
Website: www.cityu.edu.hk/ce/batam
Enquiries:
(Tel) 3442 2125
(Email) team7@scope.edu
Requirements:
Holders of Diploma (or equivalent level) in tourism and airline operations or related disciplines.

BA (Hons) Tourism and Airline Management*

Programme code: 133-29330
Duration & study mode: • 24 months for Associate Degree (AD) / Higher Diploma (HD) holders (part-time)
• 12 months for ordinary bachelor degree holders (part-time)
Fee: • HK$113,400 (AD and HD level entry)
• HK$56,700 (Degree level entry)
Commencement: September 2013
Website: www.cityu.edu.hk/ce/batam
Enquiries:
(Tel) 3442 2125
(Email) team7@scope.edu
Requirements:
Holders of Associate Degree or Higher Diploma or equivalent level in tourism, airline operations/ management or related disciplines.

* Undergoing local accreditation process

Mr Michael HERRIOTT
Programme Leader (UK)
About the Programme

The programme aims to equip students with the general knowledge and skills appropriate for further career development in the travel, tourism, airline and related industry in Hong Kong. Graduates who are working in or want to develop a career in the tourism and airline industry are welcome to join the programme.

Programme Structure

BA Tourism and Airline Management
The programme consists of 10 modules (200 credits)

Tourism and Airline modules
- Airport Management
- Global Airline Industry
- International Tourism Policy and Planning
- Special Interest Tourism
- Transport for Tourism
- Visitor Attraction Management

Business modules
- Introduction to Human Resource Management
- Marketing Research and Communications
- Organisational Change Management
- Service Management

BA (Hons) Tourism and Airline Management*
The programme consists of 11 modules (240 credits)

Tourism and Airline modules
- Airline Management
- Airline Marketing and Management
- Airport Management
- Business Tourism
- Global Airline Industry
- International Tourism Policy and Planning
- Visitor Attraction Management
- Dissertation

Business modules
- Leadership and Innovation for Tourism, Hospitality and Events
- Organisational Change Management
- Service Management

Special Features

- A pioneer programme in the field which offers both Tourism and Airline Management curriculums.
- The curriculum is academically and vocationally relevant for students to develop a career in tourism and airline management in Hong Kong.
- Convenient timetables, as classes will be scheduled to avoid attendance during major peak working days such as weekends and public holidays.

Teaching

Lectures by experienced professors from Edinburgh Napier University and tutorials facilitated by local tutors with industrial experience using study materials in Asian contexts.
Newcastle Business School, Northumbria University, is an international business school which develops and educates business managers and leaders to reach their potential and make positive contributions to organisations. There is a diverse student population of over 3,700 students on-campus, and a further 1,300 studying at partner institutions overseas. Through five Subject Groups Newcastle Business School offers the full range of business and management education.

Newcastle Business School is a professional, innovative and forward thinking business school reflected in their academic experts and senior executives and managers engaged in the student learning experience. Recent achievements include:

- Ranked 11th for Graduate Level Employability (The Sunday Times Good University Guide 2013)
- Extensive professional body and EPAS Accreditations and pursuing final stages of AACSB Accreditation

www.newcastlebusinessschool.co.uk

BA (Hons) Travel and Tourism Management

10th intake in 2013

Programme code: 133-19480
Duration & study mode: 1 year (full-time)

About the Programme
It aims to produce graduates who are knowledgeable about the structure, operation, and impacts of the travel and tourism industry and also graduates who are able to aspire to senior managerial positions within the local, national or international travel and tourism industry.

Programme Structure
- Cultural Tourism
- Responsible Tourism
- The Business of Conferences, Events and Entertainment
- Strategic Management and Leadership
- Applied Business Ethics
- Professional Project

Entry
It is designed for students who have successfully completed Associate Degree (AD) / Higher Diploma (HD) programmes in tourism or related discipline. Graduates of other Associate Degree (AD) / Higher Diploma (HD) programmes with business or social science components will also be considered. These applicants may need to satisfy other requirements before they are formally admitted.

Special Features
The Curriculum
- Provides a coherent and vocationally relevant academic curriculum for students to develop a career in the travel, tourism and service industry.

Educational Activities
- Provides a wide range of educational activities such as field trips, educational visits and professional talks.

Teaching
Lectures, seminars and tutorials by CityU and Northumbria teaching staff and local practitioners/academics.

Fee: HK$78,000
Commencement: September 2013
Website: www.cityu.edu.hk/ce/battm
Enquiries:
(Tel) Academic matters: 3442 8822 / 3442 9783
General enquiry: 3442 5826 / 3442 7423
(Email) team7@scope.edu

"The greatest thing of this programme is the friendly and approachable teaching staff. Relationship between teachers and graduates is a lifelong friendship, which forms a strong and supportive network for further development. As a graduate of UNN, my qualification helped me a lot when I was trying to apply for a master degree from the top universities in UK. I am now graduated from a Master degree in Management in Durham University and I’m so grateful that the knowledge and attitude I gained from the programme benefit me a lot. I am glad to recommend this programme to you."

Cheung Tsz Pan
Graduate

"The greatest thing of this programme is the friendly and approachable teaching staff. Relationship between teachers and graduates is a lifelong friendship, which forms a strong and supportive network for further development. As a graduate of UNN, my qualification helped me a lot when I was trying to apply for a master degree from the top universities in UK. I am now graduated from a Master degree in Management in Durham University and I’m so grateful that the knowledge and attitude I gained from the programme benefit me a lot. I am glad to recommend this programme to you."

Cheung Tsz Pan
Graduate
BA (Hons) English for International Corporate Communication
University of Central Lancashire

BA (Hons) International Business Communication with Chinese / Japanese
University of Central Lancashire
The University of Central Lancashire (UCLan) has developed into one of the UK’s largest universities with a student and staff community numbering 38,000. In all national newspaper league tables, UCLan has been the leading modern University in the North West of England for five out of the last six years. The University has academic partners in all regions of the globe and it is on a world stage that the first class quality of its education is now being recognised.

The University offers a portfolio of over 500 high calibre degree courses and approximately 180 taught postgraduate programmes for students with the attitude to achieve. In the recent Research Assessment Exercise, all 17 subject areas submitted were rated as containing research of international excellence while 11 areas were assessed to be undertaking research which is world-leading including our linguistics department which is ranked higher than Cambridge.

The School of Languages and International Studies is a leader in the field of teaching English for professional purposes. It was rated as “excellent” in its recent official inspection by UK Government authorities. It is a department that has received government commendation regularly through the UK Quality Assurance Agency for providing a learning environment of the highest quality.

www.uclan.ac.uk

BA (Hons) English for International Corporate Communication

9th intake in 2013

Programme code: 133-19440
Duration & study mode:
1 year (full-time load) OR
2 years (part-time load). Students choosing part-time load will attend classes in the day time, together with those choosing full-time load.

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 specialization – Marketing, Public Relations, and Translation and Interpreting.

Students are also able to:
• engage in a structured training in English which allows them to participate in a professional environment.
• develop interpersonal skills, critical self-awareness and problem-solving abilities, in order to contribute to a changing international environment.
• develop a broad range of business registers in English, appropriate to interacting with employers in a variety of professional contexts.

Programme Structure
Students are required to complete 9 modules (180 credits in total) within 1 year (FT load) / 2 years (PT load).

Core Modules (80 credits)
• Advanced English for Business Communication 2
• Advanced English Language Skills for English for International Corporate Communication
• Globalisation and Business in International Corporate Communication
• Culture and Business in International Corporate Communication

Specialist Routes (60 credits)
Students are required to choose one of the following pathways*:
Marketing
• Marketing and Advertising Communication for International Business Communication
• Marketing of Services
• Public Relations for Marketing

“…”The past year is probably the most enjoyable year in my academic life. I have gained a lot of valuable knowledge, improved my English skills, obtained insights into the authentic business world, and developed a global mindset. In just one year, this comprehensive programme has nurtured me to be a better communicator. Moreover, it has equipped us with practical knowledge in several pathways, so that we could develop our specialization in Marketing, Public Relations, or Translation and Interpreting in order to prepare ourselves for our future career. And as I plan to continue studying a master’s degree, I found the dissertation module especially useful, as all the knowledge I gained in doing a research could prepare me for future success in thesis writing. All in all, I feel very grateful that I have chosen this programme.”

Lau Ching Man
Graduate
Public Relations
• Public Relations in Context
• Corporate Strategy and Communication
• Public Relations for Marketing
Translation and Interpreting
• Introduction to Translation and Interpreting
• Theory and Practice of Interpreting
• Theory and Practice of Translation

Additional Modules (40 credits)
• Workplace English for Business
  plus one of the followings:
• English for International Corporate Communication Dissertation
• One module from the “Specialist Routes”

* SCOPE reserves the right not to offer certain pathways

Entry
This programme is specially designed for holders of Associate Degree (AD) / Higher Diploma (HD) in language, translation, Public Relations, and media disciplines. Graduates of AD / HD from other disciplines may also be considered.
Applicants should have a CGPA of 2.5 or above and possess an overall IELTS score of 6.0. Graduates of local AD programmes with B- or above in an English language course will be exempted from the aforesaid requirement.
An admission interview and / or a written test may be required for some applicants.

Special Features
• Students learn English as it is used in the business world
• Students can choose one of the following pathways – Marketing, Public Relations OR Translation and Interpreting
• Students can choose to do a dissertation or an additional pathway module
• Students can choose to finish the programme in one year (full-time load) or two years (part-time load)
• AD / HD graduates from non-language disciplines with good English skills may also be considered for application.
• Graduates may take up career positions in management, administration, marketing, public relations or Chinese-English bilingual communication.

Teaching
By local professional academics.

Fee: HK$89,800 (Full-time load)
HK$99,300 (Part-time load)

Commencement: September 2013

Website: www.cityu.edu.hk/ce/baeicc
Enquiries: (Tel) 3442 5813 / 3442 7423
(Email) team4@scope.edu
The University of Central Lancashire (UCLan) has developed into one of the UK’s largest universities with a student and staff community numbering 38,000. In all national newspaper league tables, UCLan has been the leading modern University in the North West of England for five out of the last six years. The University has academic partners in all regions of the globe and it is on a world stage that the first class quality of its education is now being recognised.

In BAIBC, you will be taught by a team of well qualified and experienced teachers in CityU-SCOPE. The programme is designed to enable students to gain the necessary English language and intercultural communication skills to succeed in international business. Moreover, your Chinese or Japanese proficiency will be uplifted to an advanced level based on your prior study in Associate Degree or Higher Diploma. We aim to provide you with intensive training so that after one year full time study you would be well equipped with the skills to operate in a global environment or undertake postgraduate study.

Dr Aileen Chan
Programme Leader

"BA (Hons) International Business Communication with Chinese/ Japanese (BAIBC) is a bilingual programme which offers students the unique opportunity to engage in undergraduate level study for business, culture and languages (English plus Chinese or Japanese). In BAIBC, you will be taught by a team of well qualified and experienced teachers in CityU-SCOPE. The programme is designed to enable students to gain the necessary English language and intercultural communication skills to succeed in international business. Moreover, your Chinese or Japanese proficiency will be uplifted to an advanced level based on your prior study in Associate Degree or Higher Diploma. We aim to provide you with intensive training so that after one year full time study you would be well equipped with the skills to operate in a global environment or undertake postgraduate study."

Programme code: 133-19550
Duration & study mode: 1 year (full-time)

About the Programme

This programme fosters students’ effective communication skills in English and Chinese/Japanese, as well as acquiring the managerial and business related knowledge, skills and thinking style. Students are also able to:

• develop a broad critical understanding of cultural issues and their impact on organizations and business.
• develop a high level of individual and integrated communication skills in English and their chosen modern foreign language.
• develop interpersonal skills, critical self-awareness and problem solving abilities.
• prepare for further study of management and business and for managerial careers in linguistically and culturally diverse business environments.
• develop an active approach to Personal Development Planning as a life-long process.

Programme Structure

Students are required to take 180 credits for this one year full time programme. Teaching will spread over 2 semesters and 1 summer term. In addition to the International Business Communication core modules, students will also choose a language option either in Chinese or Japanese.

1. International Business Communication Core Modules
   • International Business Communication 2
   • International Business Communication 3
   • Managing International Businesses for International Business Communication

2. Modern Foreign Language Modules
   Chinese Modules
   • Contemporary Chinese Society and Culture
   • Professional Communication in Chinese
   • Critical Appreciation of Chinese Literature
   • Reading China

Japanese Modules
   • Aspects of Japanese Society
   • Contemporary Issues in Japan
   • Professional Communication in Japanese
   • Reading Japan

Entry

This programme is particularly suitable for Associate Degree (AD) / Higher Diploma (HD) graduates from language-related disciplines, such as Chinese, Japanese, bilingual communication and translation, with a minimum CGPA of 2.5 or equivalent.

English language requirement:
Overall IELTS score of 6.0, or a B- in an English course of the AD programme or equivalent.

Japanese language requirement:
For entry into the Japanese Option, applicants should attain Japanese proficiency level equivalent to the AD level, or have attained N3 of the Japanese Proficiency test or equivalent.

Chinese language requirement:
For entry into the Chinese Option, applicants should attain Chinese proficiency equivalent to the AD level.

Students who possess AD/HD in other disciplines will be considered on a case-by-case basis; they may be admitted upon passing the written test and interview.

Special Features

• This unique programme combines the study of English for business communication and international culture, plus professional training in Chinese or Japanese, to equip students with global perspectives.
• 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 in the field of language, management and business.

Teaching

By local professional academics

Fee: HK$89,800
Commencement: September 2013
Website: www.cityu.edu.hk/ce/baibc
Enquiries:
(Tel) 3442 5819 / 3442 7423
(Email) team4@scope.edu

BA (Hons) International Business Communication with Chinese / Japanese
4th Intake in 2013
Logistics and Transportation

BSc (Hons) Aviation Management
Coventry University
BSc (Hons) Aviation Management

7th intake in 2013

Programme code: 133-19420
Duration & study mode: 1 year (full-time)

About the Programme
This is a unique programme designed for graduates holding AD/HD in Aviation, Aircraft Maintenance, Logistics, Transport Operations as well as Passenger Transport disciplines. The programme aims at providing the students with a competitive edge in the aviation industry. We believe the range of elements of the programme: language and communication, business and management, aviation and logistics, are solid addition to students’ knowledge acquired in their previous studies.

Programme Structure
• Introduction to Research Methods
• Add-vantage Module (English)
• Add-vantage Module (Effective Communication)
• Aviation Management
• Aviation Strategy and Planning
• Aviation Safety, Security & Emergency Planning
• Global Logistics Management
• Project Management
• Project
• Management and Organisational Behaviour
• Supply Chain and Logistics Management
• Human Factors in Aviation
• Airport Passenger and Cargo Operations

* The module combination and teaching sequence are subject to revision by Coventry University.

Entry Requirement
Students have to take 180 credits in 1 year
Candidates for admission to the programme should possess one of the following:
• Associate Degree (AD) in Airport Operations and Aviation Logistics or Global Logistics and Trade Finance from City University of Hong Kong (30-credit exemption);
• Higher Diploma (HD) in Aircraft Maintenance Engineering, Transport and Logistics Studies, or Customer Services for Aviation and Passenger Transport from The Hong Kong Institute of Vocational Education (IVE);
• Higher Diploma (HD) in Business (Transport Logistics) from Hong Kong College of Technology;
• Higher Diploma (HD) in Logistics and Transport Operations from HKU School of Professional and Continuing Education (HKU SPACE);
• Higher Diploma (HD) in Aviation Studies, from HKU School of Professional and Continuing Education (HKU SPACE);
• A qualification deemed to be equivalent to one of the above.

Students from other disciplines (e.g. HD/AD in Business) will be assessed on a case-by-case basis and, if deemed to be eligible for admission, are required to take 200 credits in order to cover all the required pre-requisite knowledge in aviation discipline.

Special Features
• A professional programme for aviation industry
• Exclusively designed for AD/HD graduates with aviation, logistics or aircraft maintenance backgrounds, who wish to further enhance their knowledge in different aspects of aviation management.
• Add-vantage modules are specifically-designed in order to improve students’ language and presentation skills which must be acquired irrespective of which specific area in the aviation industry they are going to further pursue.

Teaching
Lectures & tutorial classes are delivered by CityU full-time academic staff and/or local instructors.

Fee:
HK$79,200 (180 credits)
HK$70,950 (150 credits)

Commencement:
September 2013

Website:
www.cityu.edu.hk/ce/bscam

Enquiries:
(Tel) 3442 5801
(Email) team5@scope.edu
BSc (Hons) Aviation Management

3rd intake in 2013

Programme code: 133-29400
Duration & study mode: 2 years (part-time)

About the Programme
The Full-time mode of this programme has already been launched in 2007 and has received positive comments. In response to the increasing training demand from the industry, the Programme Team has officially launched the programme in part-time mode in September 2011. We have recruited talented part-time students who are working in different managerial and functional roles of a range of well-known companies and airlines, such as Airport Authority Hong Kong, Hong Kong Aircraft Engineering Company, Japan Airlines, Singapore Airlines and Hong Kong Dragon Airlines.

Programme Structure
- Add-vantage Module (English)
- Introduction to Research Methods
- Aviation Management
- Aviation Safety, Security & Emergency Planning
- Airport Passenger and Cargo Operations
- Add-vantage Module (Effective Communication)
- Project Management
- Global Logistics Management
- Aviation Strategy and Planning
- Human Factors in Aviation
- Project

* The module combination and teaching sequence are subject to revision by Coventry University.

Entry Requirement
Students have to take 200 credits in 2 years
- Candidates for admission to the programme should possess a HD/AD in relevant discipline.
- Related HD/AD graduates with at least one year of work experience at the airport may only need to take 180 credits. They may be exempted from the module 299SE (Airport Passenger and Cargo Operations).

Special Features
- This part-time mode will allow students to attend academic training after work hours so as to develop both academic and practical skills in parallel.
- Add-vantage modules are specifically-designed in order to improve students’ language and presentation skills which must be acquired irrespective of which specific area in aviation industry they are going to further pursue.
- Most of the students are working in a range of managerial, executive and functional roles in different airlines, aviation and logistics-related companies.

Teaching
Lectures & tutorial classes are delivered by CityU full-time academic staff and/or local instructors.

Fee:
- HK$102,000 (200 credits)
- HK$91,800 (180 credits)

Commencement: September 2013
Website: www.cityu.edu.hk/ce/covam
Enquiries: (Tel) 3442 5801
(Email) team5@scope.edu
Applied Social Sciences

BA (Hons) Applied Social Science
Sheffield Hallam University

BA (Hons) Public Administration and Management
De Montfort University
With the help of experienced and supportive lecturers and tutors, I managed to overcome adjustment difficulties ever since the beginning of the programme. All tutors prepared their lessons so well that they enriched my learning. My tutors also encouraged discussions through which new ideas came to inspire me academically and personally.

I have the freedom to choose between morning and evening classes, a mode that has helped to enrich my learning flexibly. This programme has lots of opportunities for me to learn.

I was nominated for the Transnational Student Awards held by the British Council. My tutors supported me in participating in exchange programmes and volunteer services. It is an honour for me to have been selected as one of the seven TNE winners which entailed a chance to experience life in England and SHU. It was a wonderful experience that has equipped me with global views and inspirations. Now, I am more confident in communicating with native English speakers.

My gains from this programme have exceeded my expectations. I appreciate the knowledge obtained through BAASS that has enriched my life. I cherish the bond between fellow students and tutors. I enjoy my journey studying in SCOPE and SHU. I believe you will find yours too.

Ms Cheng Pui Man, Manice Graduate

Sheffield Hallam University (SHU) is one of the UK’s largest universities, with almost 35,500 students and more than 3,200 staff from all over the world. More than 4,700 of our students are from outside the UK, coming from around 120 countries.

SHU works closely with regional, national and international companies and professional bodies to ensure you’re gaining the knowledge required by industry. Over 65 professional bodies accredit our courses, meaning they meet industry recognised quality standards.

The summer 2011 International Student Barometer (ISB), a survey of international students, shows that SHU excels in several areas. SHU was ranked first in the world for “satisfaction with our virtual learning environment”, “the quality of our lecture theatres and classrooms”, “the explanation of marking and our assessment criteria” and “IT and system support”.

SHU was ranked second in the world for “satisfaction with the overall university experience”, “the availability of financial support and bursaries” and “the learning experience”.

With over 50,000 students, Sheffield is one of the UK’s most popular student destinations. Sheffield is an exciting, welcoming, cosmopolitan city with beautiful countryside, lively nightlife and extensive leisure facilities. And it has a relatively low cost of living compared to other major UK cities.

Sheffield Hallam University

BA (Hons) Applied Social Science

9th intake in 2013

Programme code : 133-19390
Duration & study mode : 1 year (mixed mode)

About the Programme
This programme aims to provide students with sound knowledge base in applied social sciences and 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; cultivates an open-minded enquiring attitude and independent learning capacity that enhance life-long learning.

Programme Structure
• Nine modules to be completed in 1 year
• Two distinct pathways to facilitate students to pursue their own specific areas of interest and be better prepared for future work or study

Pathway (A)
Social and Policy Studies
Personal Learning Portfolio
Comparing Social Issues and Policy in Global Context
Comparative Politics
Policy Making & Analysis
Research Methods

Pathway (B)
Human Services
Global Issues in Welfare
Evidence for Welfare Practice
Welfare Rights and Legal Issues
Counselling & Psychotherapy

3 electives / 1 elective plus Applied dissertation

Note: Availability of delivery mode and modules offered are subject to the enrolment number

Special Features
• Tailor-made for social sciences and social work students
• Flexible study mode with a smooth and fruitful path to a degree in 12 months
• “Fly-in” lectures delivered by SHU experienced teaching staff
• SHU Blackboard provides interactive platform to enhance students’ learning experiences
• Provides students with broad-based scholarly education through a range of core and elective modules; students’ performance are assessed by prescribed coursework and research report; no examination is required
• Graduates will be eligible to apply for a range of postgraduate taught programmes in UK and local universities; they will also be ready for a wide range of careers covering both the public and private sectors

Entry
The Social and Policy Studies pathway is specifically designed for graduates with an AD/HD in the social sciences from a local university in the areas of Applied Social Studies, Community Services Management, Public Administration & Management, Applied Psychology or Social Work. Graduates from other AD/HD programmes may also be considered. The Human Services pathway is specifically designed for graduates with an AD/HD in Human Services, Applied Psychology, Applied Social Studies (Guidance and Counselling), Applied Social Sciences (Social Welfare), Applied Social Sciences (Social Work) or Applied Youth Studies.

Teaching
Taught by full time well-qualified academic staff from both Sheffield Hallam University and SCOPE, City University of Hong Kong.

Fee:
HK$ 86,130
To be offered:
September 2013
Website:
www.cityu.edu.hk/ce/baass
Enquiries:
(Tel) 3442 7768
(Email) team2@scope.edu
BA (Hons) Public Administration and Management
19th intake in 2013

Programme code: 133-29040
Duration & study mode: 2 years (part-time)

About the Programme
This programme aims to prepare participants for a wide range of managerial and administrative careers in organizations delivering public services. It is also relevant for many private-sector jobs which require dealing with the public-sector in Hong Kong and/or the organisations in Mainland China.

Upon completion of the programme, students will have a deeper understanding of current social, cultural and political issues in the context of Hong Kong, China and the global world. In addition, they will have developed more critical thinking about the impact of public and private sector organizations in the wider community.

Programme Structure
The programme provides multiple entry routes. Students will be required to take different credits (180-240 credits) depending on his/her academic qualification and experience.

Core (120 - 180 credits)
- Governance (30 credits)
- Political Analysis: Understanding Research Methods and Data Management (15 credits)
- Fundamentals of Public Administration Theory (15 credits)
- Political Thought and Analysis (15 credits)
- The Making of a Global World (15 credits)
- Experiential Workshops (15 credits)
- Government & Business (15 credits)
- Public Policy Making (30 credits)
- Managing the Public Sector (15 credits)
- Public Sector Strategic Management (15 credits)

Electives (60 credits)
- Managing the Environment (30 credits)
- Government & Policy in China (30 credits)
- Dissertation (30 credits)
- Housing Specialization* (60 credits)

Special Features
- Highly practical with case studies providing an in-depth study on politics and policies in Hong Kong and China.
- The Housing Specialization is exclusively designed for graduates in housing, facility management or property management related disciplines.

Teaching
100% qualified local academics.

Fee:
HK$89,400 (180 credits) – HK$119,200 (240 credits)

Commencement:
June/July 2013 (195-240 credits)
September 2013 (180 credits)

Website:
www.cityu.edu.hk/ce/bapam

Enquiries:
(Tel) 3442 4986 / 3442 7423
(Email) team4@scope.edu

Entry
- Sub-degree holders or equivalent; or
- Holders of a Diploma from Post Secondary Colleges with 3 years of relevant work experience or equivalent qualification.

All shortlisted applicants will be required to attend an interview.

Recent achievements of the Leicester Business School:
- DMU’s management courses were ranked third for overall student satisfaction in the latest National Student Survey 2012.
- Leicester Business School, is one of the largest providers of business and management education in the UK, and enjoys close links with major UK professional bodies, industry and the public sector. The School has over 150 academic staff and around 4500 students studying undergraduate, postgraduate, research and professional programmes.

De Montfort University (DMU) is a university of quality and distinctiveness. DMU has a history of offering high quality teaching for over 100 years and is nationally and internationally recognised as a centre of excellence in disciplines including Accounting, Business, Finance, Management, Marketing, Human Resource Management and Public Policy.

Recent achievements of the Leicester Business School:
- Rated “excellent” for teaching and student support by the Government’s Quality Assurance Agency (QAA).
- Research of international excellence in the most recent national Research Assessment Exercise (RAE).

LI Siu-yin, Margie
2012 Graduate
Awarded the Best Dissertation and Outstanding Student

"This programme is well organised with different issues and topics of Public Administration and Management covered. While the core modules have provided me fundamental concepts and knowledge, case studies have strengthened my understanding on how theories can be applied to practical cases. All tutors especially Dr. James Sung are very professional and supportive. Their guidance had enabled me to develop a critical mindset as well as to build up my own strategies to face different situations. We were always encouraged to speak up in tutorials and therefore our communication and interpersonal skills had been enhanced. In guiding my dissertation research, the insights Dr. Sung shared are always inspirational and meaningful. Studying in this course is definitely a great learning experience and beneficial to my career advancement."

www.dmu.ac.uk
## BACHELOR’S DEGREE (TOP-UP) PROGRAMME LIST

### grouped by study mode

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| BA/BA (Hons) Accounting and Finance, Edinburgh Napier University | October 2013   | 16   |
| BA (Hons) Business Administration and Management, De Montfort University | September 2013 / January 2014 | 20   |
| BA / BA (Hons) Marketing Management, Edinburgh Napier University | September 2013 | 23   |
| BSc (Hons) Business Information Technology, Staffordshire University | June / September 2013 | 27   |
| BSc (Hons) Computing Science, Staffordshire University | June / September 2013 | 27   |
| BSc (Hons) Information Systems, Staffordshire University | June / September 2013 | 27   |
| BSc (Hons) Construction Management, University of Wolverhampton | October 2013    | 30   |
| BSc (Hons) Quantity Surveying, University of Wolverhampton | October 2013    | 31   |
| Bachelor of Design (Communication Design), Swinburne University of Technology | September 2013 | 34   |
| Bachelor of Design (Digital Media Design), Swinburne University of Technology | September 2013 | 35   |
| Bachelor of Design (Interior Design), Swinburne University of Technology | September 2013 | 36   |
| BEng (Hons) Fire Engineering, University of Central Lancashire | September 2013 | 38   |
| Foundation Degree of Science (FDSc) Fire Safety Engineering, University of Central Lancashire | September 2013 | 40   |
| BA / BA (Hons) in Hospitality and Service Management, Edinburgh Napier University | September 2013 | 42   |
| BA / BA (Hons) in Tourism and Airline Management, Edinburgh Napier University | September 2013 | 44   |
| BSc (Hons) Aviation Management, Coventry University | September 2013 | 53   |
| BA (Hons) Public Administration and Management, De Montfort University | June / July 2013; September 2013 | 57   |
# Bachelor's Degree (Top-Up) Programme List

## Our Partners

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### United Kingdom

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For details of programme information and application form, please visit: www.scope.edu
Students of SCOPE studying overseas degrees can enjoy many of the services and facilities in the CityU campus and its vicinity.

**SCOPE Student Cards** are issued for these students to access / enjoy:
- Run Run Shaw Library
- Computing Services Centre
- University’s e-Portal, electronic services and student LAN
- Express terminals around campus
- Open access areas of CityU
- Student canteen and CityU restaurants (at non-peak hours)
- Special discounts are offered at certain Festival Walk shops

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**Run Run Shaw Library**

Location: 3/F, Academic I, CityU
Website: www.cityu.edu.hk/lib

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**Computing Services Centre**

Location: 2/F, Academic I, CityU
Website: www.cityu.edu.hk/csc

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**Electronic Services and Other Supports**

- **Blackboard**: centrally support e-learning platform where students can get most learning materials and communicate with teachers and classmates
- **Email account**: students will be given a CityU email account with 50MB quota
- **SCOPE Resource Centre**: located at SCOPE TSTE Learning Centre provides PCs with Internet access and space for study and discussion
- **Online resources**: available from overseas universities for most overseas degree programmes
SCOPE Learning Centres
SCOPE 教學中心

KOWLOON 九龍

SCOPE@CityU
SCOPE 城大教學中心
Lower Ground Floor, Academic Exchange Building
City University of Hong Kong
Tat Chee Avenue, Kowloon
九龍達之路香港城市大學學術交流大樓低層
Tel 電話 ：(852) 3442 7423
Fax 傳真 ：(852) 3442 0399

SCOPE TST East Learning Centre  SCOPE
SCOPE 尖沙咀東教學中心
UG203, ChinaChem Golden Plaza, 77 Mody Road,
Tsim Sha Tsui East, Kowloon.
九龍尖沙咀東麼地道77號華懋廣場UG203室
Tel 電話 ：(852) 3442 7426 / (852) 3442 7427
Fax 傳真 ：(852) 3104 0514

HONG KONG ISLAND 港島

SCOPE Admiralty Learning Centre
SCOPE 金鐘教學中心
8/F, United Centre, 95 Queensway
Admiralty, Hong Kong
香港金鐘金鐘道95號統一中心8樓
Tel 電話 ：(852) 3442 2111
Fax 傳真 ：(852) 2866 9320

The programmes in this booklet 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 qualification to which these courses may lead.
School of Continuing and Professional Education (SCOPE)
City University of Hong Kong
Web: www.scope.edu
E-mail: scope@cityu.edu.hk

Main Office
Lower Ground Floor, Academic Exchange Building
City University of Hong Kong
Tat Chee Avenue
Kowloon, Hong Kong
Tel: (852) 3442 7423 Fax: (852) 3442 0399