Bachelor’s Degree (Top-up) Programmes

offered in collaboration with overseas universities for sub-degree holders

Celebrating 20 Years of Engagement in Lifelong Learning

2011 - 2012
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The contents of the booklet are accurate at the time of printing, the School of Continuing and Professional Education (CityU SCOPE) reserves the rights to update the content of the booklet at any time without notice. Please visit SCOPE website http://scope.edu for the updated course information, and wherever applicable, the online version supersedes the printed contents.
Mission
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.
This year, the School celebrates its 20th Anniversary of existence. I have the good fortune to be the founding and current Director of the School throughout this period. Twenty years ago, it was a very different world with a very different education landscape in Hong Kong. Then, the term *lifelong learning* was still a novelty in Hong Kong although the concept was first clearly expounded in the UNESCO World Meeting in Paris in 1972 by those involved with the education of adults. Access to higher education in Hong Kong was very limited then and there was a need for citizens to be engaged in lifelong learning to cope with what was then seen as very rapid development. As it turned out participation rate in higher education in Hong Kong has been doubled but the need to be engaged in lifelong learning is still very strong because changes are taking place much faster than what we have imagined. Today, the concept has gained wide acceptance by many sectors including the formal education sector. Getting students prepared for lifelong education has become a widely adopted objective both for the secondary and the university curriculum.

I have witnessed the impact of lifelong learning on the lives of people first hand and at close range. It is not merely a concept. Many participants of our programmes who are working adults have achieved academic success through part-time studies with the School. They are successful *practitioners of lifelong learning*.

- They have committed themselves to a substantial learning project and were able to see it through to completion. This improves their self-confidence in future learning projects.

- They have developed the study skills necessary for the next qualification level, to do research in their own specialty and be successful in coping with different kinds of assessment methodologies designed to evaluate the intended outcomes of the programmes.

- They have developed the ability to manage work and study at the same time, each becoming more demanding with the passage of time.
These are important and critical attributes to possess in this age of fast changing world and globalised economy. This is engagement of lifelong learning by adult learners. These are the characteristics of a contemporary person of the 21st Century.

As a provider, we are happy to see the active and successful engagement of lifelong education by learners. Sometimes we worry whether they can cope with such heavy demands but more usual than not most participants are able to cope after one semester’s work and they are able to create a natural rhythm of work and study after two semesters. This gives us the confidence to continue to offer programmes which are demanding and of high quality. Apart from being sensitive to the habits, situation and the surroundings of our learners we also have to ensure that the programmes that we offer are relevant and meaningful in terms of intellectual development and career progression. Serving the needs of the learners in such a way is the provider’s way to be engaged in lifelong education.

When learners completed their programmes, many participants share a sense of elation, achievement and satisfaction about themselves. Interesting, those of us working in lifelong education have very similar feelings but the reward is from the angle of seeing so many learners achieved growth and transformation.

Thus lifelong learning has blossomed from a concept to a way of life or lifestyle for many people. We used to wonder there will be a system of lifelong education like it is with formal education where the responsibility lies largely with the government. We now see lifelong learning as a phenomenon of our times spurred on by the needs of the contemporary society. What most people do not know is that those of us who are engaged in this line of work found it to be a very gratifying experience as well. It is a privilege to be engaged with lifelong learning for 20 years.

Charles K H WONG, Hon DEd, MH
Director
School of Continuing and Professional Education (SCOPE)
City University of Hong Kong
# Business & Management Section

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SCOPE has partnered with renowned overseas institutions for nearly 18 years, providing quality education for top-up students. Quality is paramount at SCOPE, and our partners share this belief. Partners 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, Macquarie University is one of the top ten universities in Australia; Edinburgh Napier University was ranked 5th in Tourism, transport and travel in the Guardian University Guide 2010, Oxford Brookes University was ranked best new university and ranked as one of the UK’s top 50 universities by the Times Good University Guide 2008; The University of Central Lancashire was recently ranked in the top ten in the Guardian’s National Review of University Modern Languages Department. And 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.

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, Macquarie 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 91 per cent employability rating in the property and construction section, with a recent survey showing that 97 per cent of graduates from the business management programmes were employed after their studies.
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.

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.
Accounting and Finance

P12  BA (Hons) Accounting
     Edinburgh Napier University

P14  BA/BA (Hons) Accounting and Finance
     Edinburgh Napier University
"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 Leader (UK)

BA (Hons) Accounting (part-time)
Programme code : 113-29090
Duration & study mode : 2 years (part-time)
Fee : HK$103,200
Commencement : October 2011
Website : www.cityu.edu.hk/ce/baac
Enquiries : (Tel) 3442 4423
(Email) team1@scope.edu

BA (Hons) Accounting (full-time)
Programme code : 113-19490
Duration & study mode : 1.5 years (full-time)
Fee : HK$96,000
Commencement : October 2011
Website : www.cityu.edu.hk/ce/baac
Enquiries : (Tel) 3442 2097
(Email) team1@scope.edu

Programme Aim & Objective
It provides a degree programme for students who wish to develop 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.
ACCOUNTING AND FINANCE

Modules
The programme consists of 11 modules and a dissertation (240 credits).

- Advanced Management Accounting
- Advanced Corporate Reporting
- Corporate Strategy
- Corporate Financial Management
- Information Systems for Business and Accounting
- Auditing
- Taxation (Hong Kong)
- Law (Hong Kong)
- Current Issues in Finance
- Corporate Social Responsibility
- Innovations in Management Accounting
- Research Methods and Dissertation

Entry
- Holders of ABA (Accountancy) of CityU; OR
- Holders of Higher Diploma (HD) in Accountancy/HD in Accountancy & Information Systems of Hong Kong Institute of Vocational Education (IVE); OR
- Holders of Associate Degree (AD) / HD in relevant disciplines from local universities and tertiary institutions who have obtained full exemption from the Hong Kong Institute of Accredited Accounting Technicians (HKIAAT); OR
- Graduates of HKIAAT.

Note 1: Graduates are required to have successfully completed the elective subject Advanced Financial Accounting/Corporate Accounting II, an equivalent subject

Note 2: Candidates are required to provide supporting document for the exemption of HKIAAT

Special Feature
- This is the first accredited overseas accountancy degree programme under the Hong Kong Institute of Certified Public Accountants (HKICPA). Graduates of this programme who have met the HKICPA student registration requirements will be eligible to enroll in the Qualification Programme (QP) of HKICPA.
- Practical curriculum designed to meet the needs of accounting professions.
- Several scholarships are available for students.

Teaching
Lectures mainly by academic staff from Edinburgh Napier University, with tutorials supported by CityU full-time academics and local practitioners.
The BA/BA (Hons) in Accounting & Finance has been designed to match employers’ expectations and equip students with the knowledge and skills to achieve excellence and success in industry, commerce, banking and financial services. The programme explores the theoretical and practical application of accounting and finance to give students a thorough understanding of key business topics and help them to grow as financial professionals in the field and industry of their choice.

Mr Malcolm Pettigrew
Programme Leader (UK)

Mr Mauricio Silva
Deputy Programme Leader (UK)

Edinburgh Napier University

Edinburgh Napier University is one of the largest universities in Scotland, with almost 17,500 students. The University is divided into three faculties: The Business School, the Faculty of Engineering, Computing & Creative Industries, and the Faculty of Health, Life & Social Sciences. The University has more than 1,600 staff, offers over 200 undergraduate and 100 postgraduate programmes, as well as an extensive range of short courses for industry and commerce, some of which have been tailored to fit international clients’ needs and delivered abroad. The Business School is the largest Business School in Scotland with more than 7,000 students. It offers a wide range of Business courses for industry and commerce, some of which have been tailored to fit international clients’ needs and delivered abroad.

Recent achievements of Edinburgh Napier University include:

• Rated Edinburgh’s top university for graduate employability by the Higher Education Statistics Agency (HESA) 2010
• One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM) (The world’s leading professional body for practicing marketers)
• Over 10 years of collaboration with SCOPE, CityU
• More than 2,500 graduates in HK

http://www.napier.ac.uk/

Programme code: 113-29030
Duration & study mode: BA - 16 months (part-time)
BA (Hons) - 28 months (part-time)

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

Knowledge and understanding
On completion of this programme of study, students will have:
• 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
On completion of this programme of study, students will have developed the ability to:
• Structure and communicate ideas effectively, both in writing and orally, using appropriate media
• Use IT and appropriate software
• Research and collate information, using analytical and problem – solving skills to interpret that information and draw reasonable conclusions.
• Use interpersonal, communication and other transferable skills to contribute effectively in a business situation.

Modules
• Financial Institutions, Markets & Services
• Marketing of Financial Services
• Advanced Corporate Reporting
• Corporate Financial Management
• Advanced Management Accounting
• Corporate Risk Management
• HK Taxation
• 1 Core from**.
  - Auditing
  - Global Financial Markets
  - Investment Analysis & Funds Management
  - Economics of Business Strategy
  - Management of Financial Institutions
  - Current Issues in Finance
  - Dissertation

** the offer of the modules depends on enrolment number.

Entry
• Graduates of Associate Degree (AD) / Higher Diploma (HD) / Diploma in Accounting/ Financial Services /Business-related disciplines or comparable programmes;

Depending on prior learning, students may be required to complete intensive bridging course(s) at an additional fee.

Special Feature
Dual Themes: Accounting & Finance
Equips students for a range of posts within both the accounting and financial services fields.

Multiple Entry Routes
Specially designed for Accounting/Business AD/ HD/Diploma graduates to progress to a degree in the accounting and finance discipline.

Professional Recognition*
Depending on prior learning and academic background, graduates of the programme who have met the Association of Chartered Certified Accountants (ACCA) student registration requirements may be granted exemptions for a maximum of 7 papers from the ACCA professional examination scheme.

* subject to approval by ACCA

Teaching
The programme will mainly be delivered through intensive face-to-face lectures conducted by academic staff from Edinburgh Napier University and supported by tutorials taught by academic staff of SCOPE, CityU and/or local practitioners. Dissertation will be supervised by academic staff from Edinburgh Napier University.

Fee:
HK$59,780 [BA]
HK$95,160 [BA (Hons)]

Commencement: October 2011
Website: www.cityu.edu.hk/ce/aba
Enquiries: (Tel) 3442 5299
(Email) team3@scope.edu
BA (Hons) Applied Business
Coventry University

BA (Hons) Business Administration and Management
De Montfort University

BA (Hons) Business and Law
University of Wolverhampton

BA (Hons) International Business Management
University of Wolverhampton

BA (Hons) International Business Management
Oxford Brookes University

BA/BA (Hons) Marketing Management
Edinburgh Napier University

Bachelor of Business Administration
Macquarie University

BSc (Hons) Business Management (Engineering)
Coventry University
Programme code: 113-19410
Duration & study mode:
1 year (full-time) for AD/HD holders
2 years (full-time) for Diploma holders (qualification deemed to be equivalent to Qualification Framework Level 3)

Programme Aims & Objectives
• To develop a comprehensive understanding of business and management;
• To develop transferable knowledge and skills in business and management;
• To develop generic work skills in the areas of language and communication.

Modules
• Introduction to Research Methods
• Add-vantage Module (English)
• Add-vantage Module (Effective Communication)
• Business Finance & Accounting
• Financial Services
• Sales & Merchandising
• Marketing
• Business Management Strategy
• Project Management
• Project

Additional modules for Diploma holders
• English Language in Use 1
• Business Skills
• Business Analysis & Accounting
• Management & Organisational Behaviour
• Supply Chain and Logistics Management
• Human Resource Management

Entry Requirement
Entry Point 1 (Students have to take 180 credits)
Applicants should possess AD/HD qualification, or its equivalent.

Entry Point 2 (Students have to take 300 credits)
A qualification deemed to be equivalent to Qualification Framework Level 3, e.g. SCOPE Progression Diploma, IVE Diploma.

Applicants whose qualifications were not taught and assessed in English may be required to demonstrate their English proficiency equivalent to IELTS 6.0. IVE HD graduates as well as AD/HD holders from local universities are deemed to have satisfied this language requirement.

Special Features
• A Business Degree designed for a wide spectrum of Sub-degree graduates who wish to study and embark on a range of business areas.
• Add-vantage modules are specifically-designed in order to improve the students’ language and presentation skills which they must acquire irrespective of which industry-specific sectors they are going to further pursue.

Teaching
Lectures and tutorial class are delivered by academic staff of CityU.

Fee:
Entry Point 1 – HK$67,600
Entry Point 2 – HK$45,000 for the first year
HK$67,600 for the second year

Commencement: September 2011
Website: www.cityu.edu.hk/ce/degree/19410
Enquiries:
(Tel) 3442 5803
(Email) team5@scope.edu

Interested parties should refer to the official website of The Continuing Education Fund (CEF) for the updated reimbursable course status of this programme/course after 1 May 2011.
Business Administration and Management

BA (Hons)

18th intake in 2011 (part-time)/3rd intake in 2011 (full-time)

BA (Hons) Business Administration and Management (part-time)
Programme code: 113-29080 (Oct 2011 intake) / 121-29080 (Jan 2012 intake)
Duration & study mode: 2 years (part-time)
Fee: HK$89,400
Commencement: October 2011/ January 2012
Website: www.cityu.edu.hk/ce/babam
Enquiries: (Tel) 3442 7013 / 3442 8762
(Email) team1@scope.edu

BA (Hons) Business Administration and Management (full-time)
Programme code: 113-19530
Duration & study mode: 1 year (full-time)
Fee: HK$81,600
Commencement: October 2011
Website: www.cityu.edu.hk/ce/babam
Enquiries: (Tel) 3442 7013
(Email) team1@scope.edu

Programme Aim & Objective*
The programme aims to develop students' ability by building the foundations laid in their sub-degree level, enlarging and strengthening their business knowledge and skills, and to prepare them with a wide array of knowledge being the future managers and administrators.

“This honours degree programme in Business Administration and Management, which has now been running at SCOPE, CityU for over ten years, has produced some 1,000 graduates. The course has as its main aim the application of theory to business practice and helps in the development of both subject and vocational skills. The programme is designed to prepare students for the widest possible career opportunities in both the private and public sectors, services and manufacturing and large and small enterprises. There are two modes of study - the part-time programme has two start dates each year in October and January or a full-time programme commencing each September.”

Mr Phil Gregory
Programme Leader (UK)
De Montfort University (DMU) is one of the UK’s leading professional universities and can be found in the vibrant multicultural city of Leicester. With a history of offering high quality teaching for over 100 years, DMU is nationally and internationally recognised as a centre of excellence in disciplines, including Accounting, Business, Finance, Management, Public Policy and Creative-based subjects.

DMU is highly rated by both public and private sector employers and has excellent links with industry. It is a leading research institution and active in pioneering commercial projects and partnerships. It has an established reputation for quality teaching and offers superb student support and facilities on a campus in the heart of the UK.

Leicester Business School

Leicester Business School, located in the new £35 million Hugh Aston building at De Montfort University, 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 5,000 students studying undergraduate, postgraduate, research and professional programmes. The diverse student community includes a growing population of international students from around the world with over 60 nationalities represented in addition to many professionals studying part-time or by distance learning, both in the UK and overseas.

The Business School offers a comprehensive portfolio of undergraduate, postgraduate and professional qualifications through its Departments of Accounting and Finance, Corporate Development, Human Resource Management, Marketing, Public Policy and Strategy and Management. The School also engages in consultancy, delivering bespoke management courses for public and private sector organisations, and other professional services for external clients.

Recent achievements of the Leicester Business School:

• According to the latest National Student Survey (2010), for overall student satisfaction the following subjects were all in the top 5 nationally:

• Business and Management subjects were ranked fourth in the UK according to the The Times Good University Guide league table for student satisfaction (2010)

• Ranked 7th out of over 100 UK business schools in the 2010 National Student 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).

For the latest Leicester Business School news and further information about all our courses, our research and activities, visit www.dmu.ac.uk/business.

www.dmu.ac.uk

BUSINESS ADMINISTRATION AND MANAGEMENT

Modules

Part-time Programme:
The programme consists of 12 modules (180 credits).

• Contemporary Business Communications
• Business Research Methods
• Marketing Communications
• International Marketing
• E-Business
• Service Operations Management
• Corporate Strategy (double module)
• Work-based Portfolio (double module)

Choose two modules from the following:

Marketing Stream
• Marketing for Retail Business
• Creative Management & Marketing

HRM Stream
• Managing Organisation
• International & Comparative HRM

Full-time Programme:
The programme consists of 12 modules (180 credits).

• Contemporary Business Communications
• Business Research Methods
• Marketing Communications
• International Marketing
• E-Business
• Service Operations Management
• Corporate Strategy (double module)
• Dissertation (double module) or Rethinking Organisation AND New Business Creation

Choose two modules from the following:

Marketing Stream
• Marketing for Retail Business
• Creative Management & Marketing

HRM Stream
• Managing Organisation
• International & Comparative HRM

Entry

• Sub-degree holders in business-related disciplines from local universities and tertiary institutions; or
• DMS graduates from SCOPE, CityU; or
• Holders of BTEC Higher National Diploma in Business or equivalent qualifications; or
• Sub-degree holders in non-business disciplines*

* Students are required to take an intensive bridging course offered by SCOPE, CityU before programme commencement.

# Only applicable to part-time programme.

Special Feature

• Offered since 1997 with more than 1,000 graduates.
• Highly practical “Work-based Portfolio” for part-time programme, students can use their current job situations as case studies.
• Concentration in “Marketing” or “HRM” are available for students.

Teaching

Lectures and tutorials are delivered by local academics and practitioners.
Programme code: 113-29500
Duration & study mode: 2 years (part-time)

Programme Aim & Objective
The aim of BA (Hons) Business and Law is designed for those who have never studied Law before and they will be equipped with the good basic grounding of Law for further study and for their workplace. Students will broaden their knowledge by taking both business and law subjects to enable them to achieve a joint focus of a business and law in a final undergraduate degree qualification.

Modules
• Introduction to Common Law (20 credits)
• Managerial Economics (20 credits)
• Commercial Law (20 credits)
• Strategic Management (20 credits)
• International Trade and Finance Law (20 credits)
• Organisational Theory (20 credits)
• Company Law (20 credits)
• Researching Business & Management Issues (20 credits)
• Finance and Banking Law (20 credits)

Entry
• Holders of an Associate Degree (AD) / a Higher Diploma (HD) in business studies or relevant disciplines.
• Applicants who have other qualifications may be considered for admission to the programme. They may be required to complete an intensive bridging course at an additional fee.
• Applicants whose qualifications were not taught and assessed in English will be required to demonstrate an English proficiency equivalent to an IELTS score overall 6.0.
• Applicants may be required to attend an interview as part of the selection process.

Special Feature
• Upon completion of this programme, students may be able to obtain some exemptions for a Law degree from some universities.
• Conducted in a block delivery mode allowing better time management for study and work.
• Students have access to CityU’s Run Run Shaw Library and the full range of electronic resources and databases available online via the University of Wolverhampton’s own Learning Centre. Dedicated module support will also be available via the online learning system WOLF.
• Modules will be supported by E-books where appropriate.

Teaching
100% by UK academics.

Fee: HK$89,760
Commencement: October 2011
Website: www.cityu.edu.hk/ce/uowbl
Enquiries: (Tel) 3442 5814 / 3442 7423
(E-mail) team4@scope.edu

“This is an exciting programme aimed at providing students with a unique insight by gaining a joint focus of both business and law; this should provide an advantage over other general business degrees.
It is a “top-up” programme, which leads to the award of a full UK Bachelors degree by studying for two years part time. All teaching is delivered by UK staff. This is a practical course, the teaching & learning is interactive which includes group project, workshops, case studies and in-class discussions. All teaching material are provided electronically including access to the University of Wolverhampton library facilities.”

Ms Loraine Houlton
Director of International Development

University of Wolverhampton (UoW) is one of the largest universities in the UK with over 22,000 students and 2,500 staff. With our culturally diverse academic community, we are sensitive to the requirements of international students and provide a supportive and inclusive learning environment. Recently, UoW has scooped two prestigious Lord Stafford Awards, recognising its excellence in innovative work with businesses.
The University of Wolverhampton Business School has over three decades of experience in management education, delivering courses at undergraduate, postgraduate and professional levels to over 3,000 students a year. The School of Law, Social Sciences and Communications currently has about 1,700 students studying law. The School’s law section has over 30 years experience of providing relevant, dynamic and forward-thinking legal education. The School runs LLB (Hons) and Legal Practice Course (LPC) courses, and also courses in Criminal Justice, Corporate and Professional Law, and English and European Law at Undergraduate and Postgraduate levels and is active in a number of legal research areas, such as Insolvency and Company Law, Finance Law, Environmental Law, and Maritime and Trade Law.

http://www.wlv.ac.uk
Programme code: 113-29170  
Duration & study mode: 2 years (part-time)

Programme Aim & Objective
The aim of BA (Hons) International Business Management is to develop business knowledge, understanding and skills appropriate to junior management; and knowledge and evaluative skills of the global business organisations and functions. Also, students will be trained to have self-confidence, awareness and intellectual skills for their future careers and contributions to society.

Modules
- International Trade Finance (20 credits)
- Managerial Economics (20 credits)
- Age of Global Business IT (20 credits)
- Strategic Management (20 credits)
- Debating Globalisation (20 credits)
- Corporate Social Responsibility and Ethics (20 credits)
- Dynamics of Multinational Companies (20 credits)
- Researching Business & Management Issues (20 credits)
- International Marketing (20 credits)

Entry
- Holders of an Associate Degree (AD) / a Higher Diploma (HD) in business studies or relevant disciplines.
- Applicants who do not have the required qualifications or with non-business background may be considered for admission to the programme by completing an intensive bridging course, at an additional fee, offered by SCOPE, CityU prior to confirmation of admission to the programme. Such applicants will be considered on a case-by-case basis.
- Applicants are expected to be in employment when they are admitted to the programme.

Applicants whose qualifications were not taught and assessed in English will be required to demonstrate an English proficiency equivalent to an IELTS score overall 6.0.

Special Feature
- This award has been offered in Hong Kong for a number of years under the title BA (Hons) Business Administration and BA (Hons) Business Management which has now been revamped to better cater for the needs of the ever changing world. More international elements and global features have been added to this programme.
- Conducted in a block delivery mode allowing better time management for study and work.
- Students have access to CityU’s Run Run Shaw Library and the full range of electronic resources and databases available online via the University of Wolverhampton’s own Learning Centre. Dedicated module support will also be available via the online learning system WOLF.
- Modules will be supported by E-books where appropriate.

Teaching
100% by UK academics.

Fee: HK$89,760
Commencement: October 2011
Website: www.cityu.edu.hk/ce/uowibm
Enquiries: (Tel) 3442 5814 / 3442 7423
(Email) team4@scope.edu
Programme code: 113-19210
Duration & study mode: 1 year (full-time)

Programme Aim & Objective
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.

Modules
Semester 1:
• Strategic Management
• Accounting for Decision Making
• Methods of Enquiry
Semester 2:
• Perspectives on Corporate Strategy
• International Marketing
• International Management
• Consultancy Project (Part I)
Semester 3:
• Business Synoptic
• International Business Environment
• Consultancy Project (Part II)

Entry
a) Holders of Associate Degree / Higher Diploma in business-related disciplines; and
b) Grade E / Level 2 or above in HKCEE English Language (Syllabus B) or equivalent.

Special Feature
• Students will meet the same learning outcomes as if they were being taught at Oxford Brookes University in the UK.
• The local business environment and practices will be addressed through local case studies and project works.

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$81,000
Commencement: September 2011
Website: www.cityu.edu.hk/ce/baibm
Enquiries: (Tel) 3442 5684
(Email) team3@scope.edu
BA/BA (Hons) Marketing Management (6 intakes were as the BA/BA (Hons) Marketing Management with Business Studies)

Programme code : 113-19310
Duration & study mode :
• BA - 9 months (full-time)
• BA (Hons) – 12 months + 3 months for dissertation (full-time)

Programme Aim
This programme aims to:
• develop critical and analytical approaches to marketing management and associated disciplines;
• develop in students key transferable skills;
• develop in students a 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 a competence in applying marketing theory to practical situations.

Modules
Trimester 1 [BA/ BA (Hons)]
• Brand Management (20 credits)
• International Marketing (20 credits)
• Marketing Research & Communications (20 credits)

Trimester 2 [BA/ BA (Hons)]
Option 1 - 3 modules:
• Service Management (20 credits)
• Market Analysis (20 credits)
• Strategic Management in a Global Context (20 credits)
Or
Option 2 - Live Project (40 credits)
Plus any one of the modules in Option 1.

Trimester 3 [BA(Hons)]
• Leadership, Innovation & Creativity (20 credits)
• Marketing Management in Practice (20 credits)
• Emerging Markets (20 credits)
• Dissertation (40 credits)

Special Feature
• 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 group 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 all up and presenting conclusions and recommendations.

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.

Fee :
HK$46,500 [BA]
HK$85,250 [BA(Hons)]

Commencement :
September 2011

Website :
www.cityu.edu.hk/ce/degree/19310

Enquiries :
(Tel) 3442 5985 / 3442 5897
(Email) team6@scope.edu

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.

* Students without any study of marketing fundamentals may also be considered. Students will be required to study an additional marketing bridging course in the summer.

Ms Lai Wan Hei, Graduate 2010
Winner of the University Class Medal, 2010

Edinburgh Napier University
Edinburgh Napier University is one of the largest universities in Scotland, with almost 17,500 students. The University is divided into three Faculties: The Business School, the Faculty of Engineering, Computing & Creative Industries, and the Faculty of Health, Life & Social Sciences. The University has more than 1,600 staff, offers over 200 undergraduate and 100 postgraduate programmes, as well as an extensive range of short courses for industry and commerce, some of which have been tailored to fit international clients’ needs and delivered abroad. The Business School is the largest Business School in Scotland with more than 7,000 students. It offers a wide range of Business and Finance courses at undergraduate and postgraduate levels.

Recent achievements of Edinburgh Napier University include:
• Rated Edinburgh’s top university for graduate employability by the Higher Education Statistics Agency (HESA) 2010
• One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM) (The world’s leading professional body for practicing marketers)
• Over 10 years of collaboration with SCOPE, CityU
• More than 2,500 graduates in HK

http://www.napier.ac.uk/
Programme code: 113-19100
Duration & study mode: 16 months (full-time)

Programme Aim & Objective
The programme aims to provide a comprehensive preparation for students wishing to pursue a career in business management, teach students all the business skills upon which modern management relies, help students to develop an analytical and enquiring mind so as to respond creatively to the problems and opportunities facing modern business, and prepare students for pursuing Master’s programmes at Macquarie University or at other overseas or local universities.

Modules*
Students are required to complete 16 modules from the follows:
- Techniques and Elements of Finance
- Organizational Behaviour
- Business Communications
- Microeconomics Principles
- Consumer Behaviour
- Introduction to International Business
- Financial Management
- Introduction to Human Resources
- Services Marketing
- Strategic Management 1
- Human Resources Learning and Development
- Marketing Research
- Customer Relationship Management
- Business Forecasting
- Cross Cultural Management
- Business Project
- Brand Management
- Business Law
- Fundamentals of Management Accounting

Entry
Applicants should possess Associate Degrees in Business Administration qualifications or equivalent. Depending on academic backgrounds, some students may be required to fulfill English language proficiency requirements.

Special Feature
- Students will study the same subjects, use the same materials, and graduate with the same degree as on-campus students.
- Students may transfer all or part of their studies to Macquarie University in Sydney or Singapore if the schedule allows.

Teaching
About 40% of teaching will be delivered by Macquarie teaching staff and the remaining will be conducted by local teaching staff.

Fee: HK$86,400
Commencement: September 2011
Website: www.cityu.edu.hk/ce/bba
Enquiries:
- (Tel) 3442 5487
- (Email) team3@scope.edu

* under review and subject to change
BUSINESS ADMINISTRATION AND MANAGEMENT

BSc (Hons)
Business Management (Engineering) 5th intake in 2011

Programme code: 113-29270
Duration & study mode:
2 years (part-time)
180 credit-entry for AD/HD holders

Programme Aims & Objectives
This programme aims to:
• educate graduates capable of applying their knowledge and abilities in those areas of commercial management where a combination of academic, technical and managerial skills are required;
• provide an educational experience that offers students opportunities to develop professional capabilities and a range of personal transferable skills that will enable them to pursue a range of employment opportunities within the field of commercial management in the international arena;
• allow students to build upon an existing base developed during their studies at their previous institution. This will be both a broadening and deepening experience.

Modules
• Introduction to Research Methods
• Add-vantage Module (English)
• Add-Vantage Module (Effective Communication)
• Business Finance and Accounting
• Management & Organisational Behaviour
• Business Management Strategy
• Total Quality Management
• Product Development Strategies
• Project Management
• Project

Entry Requirement
Applicants should have obtained:
• Higher Diploma (HD) in Engineering, Computing, Multimedia or Information Technology, Logistics, Supply Chain Management or other disciplines technical from Hong Kong Institute of Vocation Education (IVE); or
• Associate Degree (AD)/HD or a comparable qualification in a subject area related to the above from a university or recognized post-secondary institution in Hong Kong; or
• a qualification deemed to be equivalent to one of the above.

Applicants whose first language is not English or whose previous qualification was not taught and assessed in English must provide evidence of attainment in English Language by achieving an IELTS of at least 6.0 or an equivalent qualification. IVE Higher Diploma graduates as well as AD/HD holders from local universities are deemed to have satisfied this language requirement.

Special Features
• This two-year programme is exclusively designed for graduates of AD/HD in engineering, science or technology disciplines who are also working in the functional roles of business administration, executive, operation and sales/marketing in the engineering field.
• Add-vantage modules are specifically designed to enhance students’ competency in English communication and presentation. These are essential job skills that students must acquire irrespective of which industry-specific section they are going to further pursue.

Teaching
Lectures & tutorial classes are delivered by local instructors.

Fee: HK$88,000
Commencement: September 2011
Website: www.cityu.edu.hk/ce/degree/29270
Enquiries: (Tel) 3442 5802 (Email) team5@scope.edu

Please refer to the official website of The Continuing Education Fund (CEF) for the updated reimbursable course status of the programme/course after 1 May 2011

"We would like to express our appreciation for supporting the professional training and providing the best facilities to the programme which provided the students not only the academic knowledge but also incorporated the Business Management skills into our engineering profession. We shared the information and comments from each other through group discussion and applied the techniques in the business world.”

Mr Szeto Wing Keung, Tony Graduate

"The part-time teaching mode of this programme attracts enrolment of practitioners from various engineering fields. This programme acknowledges the strength of the working students and put much emphasis on the practical application of management theories. With the help of academics who are also practicing professional managers, students benefit from linking text book theories to real world application via lectures, class discussions, assignments, and the completion of a field work project.”

Dr Y.C. Ko
Programme Leader
Computer Science, IT and Multimedia

P26  
**BSc (Hons) Business Information Technology**  
*Coventry University*

P27  
**BSc (Hons) Business Information Technology**  
**BSc (Hons) Computing Science**  
**BSc (Hons) Information Systems**  
*Staffordshire University*
Programme code: 113-19430  
Duration & study mode: 1 year (full-time)  

Programme Aim & Objective  
The programme aims to provide a study of the different functional areas of management in organisations with relation to information technology. This is a sound and relevant education for people wishing to enter or develop a career in an interdisciplinary area.

Modules  
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.

Special Feature  
- The core curriculum is based on the British Computer Society (BCS) guidelines.  
- Ample employment opportunities for graduates from this programme in the field of project management, IT consultancy, database administration, and business support.

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

Fee: HK$75,000  
Commencement: September 2011  
Website: www.cityu.edu.hk/ce/bscbit  
Enquiries:  
(Tel) 3442 5809  
(Email) team2@scope.edu
**Programme Aim & Objective**

These programmes are designed to enable sub-degree graduates in IT related disciplines to build on their studies to date, and by undertaking a specially design programme, to qualify the award of Computing Science (CS) or Information Systems (IS) or Business Information Technology (BIT).

Each award is designed with its unique features in order to meet the different needs of students. The CS programme allows students a greater choice and more flexibility within the area of computing as it gives them a broad view of computer systems, hardware and software, and information systems. The IS programme provides students with a sound knowledge of systems analysis and design methods, databases management systems and commercial applications. 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.

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**Bachelor of Science (Hons) Computing Science**

- **Qualifications Framework**
  - QF Level: Level 5
  - QR Registration Number: 10/000642/5
  - Validity Period: From 01/06/2010 to 31/05/2014

**Bachelor of Science (Hons) Information Systems**

- **Qualifications Framework**
  - QF Level: Level 5
  - QR Registration Number: 10/000644/5
  - Validity Period: From 01/06/2010 to 31/05/2014

**Bachelor of Science (Hons) Business Information Technology**

- **Qualifications Framework**
  - QF Level: Level 5
  - QR Registration Number: 10/000643/5
  - Validity Period: From 01/06/2010 to 31/05/2014

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**“Employees in the computing field need to be able to adapt to a dynamic and continuously changing work environment. Employers look for recruits who can demonstrate their ability to learn new techniques quickly and thoroughly. The programmes will enhance your employment prospects by demonstrating that you are capable of practical scholarship, learning practical skills in the context of continuous academic learning. By developing your intellectual abilities, critical thinking, enterprise skill, and capacity to integrate differing ideas, the courses enable you to manage a range of business problems and situations, and to set up your own business. You will be equipped for a career in virtually any sphere of business or industry that has a need for the efficient and appropriate use of IT in a business context.”**

*Mr Terence Chan*

Programme Leader

**BSc (Hons) Business Information Technology**

**BSc (Hons) Information Systems**

Staffordshire University
Programme Structure
The programme consists of 9 taught modules and a final year projects 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 System (IS)</th>
<th>Business Information Technology (BIT)</th>
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<tbody>
<tr>
<td>For 240 credits</td>
<td>• Electronic Commerce</td>
<td>• System Development Methods</td>
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<td>• Web Programming</td>
<td>• Database and Web Database Systems</td>
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<td>• Applied Research Methods &amp; Professional Development</td>
<td>• Project Management</td>
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<td></td>
<td>• Object Oriented Systems Development</td>
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<tr>
<td>For 240 credits and 180 credits</td>
<td>• Web Applications</td>
<td>• IT Systems for Business</td>
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<td>• Advanced Database Systems</td>
<td>• Strategic Entrepreneurship and Innovation</td>
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<td>• Advanced HCI and Usability</td>
<td>• Critical Issue in Managing Information Systems in Organizations</td>
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<td>• Systems and Networks</td>
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<td>• Distributed Computer Systems</td>
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<td>• Enterprise Web Applications</td>
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</tbody>
</table>

CEF reimbursable modules

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 Feature

• One of the largest universities in UK with over 18,000 students.
• Considerable success in the recent UK Research Assessment Exercise (RAE) was received by the Faculty of Computing, Engineering and Technology.
• Over 10 years of collaboration with SCOPE, CityU.
• More than 1,500 IT professionals through delivery of these programmes in HK.

Teaching

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

P30  **BSc (Hons) Construction Management**  
*University of Wolverhampton*

P31  **BSc (Hons) Quantity Surveying**  
*University of Wolverhampton*
BSc (Hons) Construction Management

"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 background in this programme. Though I studied similar subject in other institute but it is not as in-depth as in this programme. I learnt more on how to handle problems of project delay in different way which helps my career a lot."

Wong Sin Ming
Graduate

Programme code: 113-29160
Duration & study mode: 2 years (part-time)

Programme Aim & Objective
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.

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

Year 1
• Construction & Environmental Technology (20 credits)
• Professional Practice Project (20 credits)
• Sustainability (20 credits)
• Construction Human Resource Management (20 credits)
• Construction Planning (20 credits)

Year 2
• Construction Dissertation (20 credits)
• Contract Law and Dispute Resolution (20 credits)
• Construction Management 6 (20 credits)
• Group Project evaluation & Development (20 credits)
• Construction Planning (20 credits)

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 the relevant fields; Plus a demonstration of English proficiency acceptable to University of Wolverhampton.

Special Feature
• 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 bridging course recognised by the HKIE.

Teaching
Lectures by Wolverhampton staff, tutorials by qualified local academics.

Fee: HK$99,500
Commencement: October 2011
Website: http://www.cityu.edu.hk/ce/bccm
Enquiries:
(Tel) 3442 5806/3442 8756
(Email) team2@scope.edu
CONSTRUCTION AND BUILT ENVIRONMENT

Programme code: 113-29140
Duration & study mode: 2 years (part-time)

Programme Aim & Objective
The overall aim of this programme is to ensure graduates have a comprehensive quantity surveying education combined with related construction knowledge. This ensures that graduates are equipped with the appropriate quantity surveying and construction knowledge and enterprising spirit to practise professionally and ethically.

Modules
Year 1
• Construction and Environment Technology
• Professional Practice Project
• Construction Quantity Surveying (Post contract)
• Sustainability
• Construction Quantity Surveying (Management)
• Construction Dissertation

Year 2
• Construction Dissertation (continued)
• Contract law and Dispute Resolution
• Group Project Evaluation and Development
• Construction Quantity Surveying (Professional Practice)

Entry
• Holders of Associate Degree (AD)/ Higher Diploma (HD) in Building or Building Construction, Surveying or those with equivalent qualification; or
• Holders of Higher Certificate qualifications with at least ten years of working experience in the relevant fields will also be considered.
• 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).

Special Feature
Professional accreditation from the Chartered Institute of Building (CIOB) will be sought.

Teaching
Lectures by Wolverhampton staff, tutorials by qualified local academics

Fee: HK$99,500
Commencement: October 2011
Website: www.cityu.edu.hk/ce/bscqs
Enquiries: (Tel) 3442 5806
(Email) team2@scope.edu

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 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).

http://www.wlv.ac.uk
Design

P34 Bachelor of Design (Communication Design)
Swinburne University of Technology

P35 Bachelor of Design (Multimedia Design)*
*To be renamed to Bachelor of Design (Digital Media Design), subject to approval
Swinburne University of Technology

P36 Bachelor of Design (Interior Design)
Swinburne University of Technology
"At the beginning of study I was not sure if the programme was suitable for me. After one year, I found I learned a lot. Tutors taught us not only design theory and concepts but also current trends and practices of the design industry. Furthermore, the opportunity to work with mainland design students has enhanced our learning experience. I am now more competitive in job-hunting. Overall, I have learnt more than I expected from the programme."

Ting Pui Ying
2010 Graduate

Programme code : 113-19460 (full-time)
113-29560 (part-time)
CRICOS code : 064718K
Duration & study mode : 1 year (full-time)
2 years (part-time)

Programme Aim & Objective
The programme aims to produce imaginative designers, who work effectively in areas where information is primarily conveyed by visual means – such as advertising, publishing, publicity, printing, merchandising, multimedia, education and research. The course educates students to be effective designers and communicators through a wide variety of visual communication based projects, together with contextual and professional studies. Through the programme's strong links with industry, graduates are well placed to seek employment in advanced areas of communication design.

Programme Structure
The Bachelor of Design (Communication Design) programme consists of 12 units* (150 credit points) spanning three semesters in one year for full-time study or six semesters in two years for part-time study.

Professional Major
- Contemporary Design Issues
- Typography for Publication
- Package Design
- Branding and Identity
- Communication Design Strategy
- Design for Production
- Publication Design
- Information and Interface Design

Design Management
- Managing Design
- Design Systems and Services
- Design and Business Strategy
- Design Thinking

* note: holders of Associate of Arts in Digital Visual Design (AADVD) from Community College of City University will take an extra four units under Design Management for an additional fee.

Entry
a) Satisfactory completion of the Associate of Arts in Digital Visual Design (AADVD) programme from Community College of City University (CCCU); or
b) Sub-degree holders in related disciplines from local universities or other post-secondary design institutions; or
c) Demonstration of skills and capabilities acquired through previous studies or professional experience.

Selection will be made based on the applicant’s portfolio, academic qualifications and the performance at the interview, if any. Subject to this, non-CCCU AADVD graduates may only need to complete 8 units of Professional Major.

Special Feature
Graduates will be able to apply for a diverse range of employment opportunities, both locally and overseas with the degree granted by Swinburne University of Technology.

Teaching
Lectures and tutorials are delivered by local academics and practitioners. Academic staff from Swinburne will also deliver seminars / workshops in each semester.

Fee (full-time): HK$108,000 for 12 units
HK$72,000 for 8 units

Fee (part-time): HK$120,000 for 12 units
HK$80,000 for 8 units

Commencement: September 2011

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

Enquiries: (Tel) 3442 5437 / 3442 7423
(Email) team1@scope.edu

Swinburne University of Technology.

From its establishment in 1908, Swinburne has grown into a multi-disciplined, multi-campus provider of vocational and higher education and training of national and international significance. Swinburne offers a range of educational programmes from apprenticeships to PhDs in a range of disciplines from science, business, design, engineering, media and information technology. Swinburne has a reputation for educational and research excellence and ranked one of the top 500 Universities in the world. Swinburne is an international university with its own Malaysian campus and extensive international partnerships that enable collaborative teaching and research, staff and student mobility. Swinburne is the only Australian university invited to be a member of the European Consortium of Innovative Universities (ECIU). According to The Good Universities Guide 2011, Swinburne is given the highest rating for Teaching Quality. Generic Skills and Graduate Satisfaction and Staff Qualifications. The Good Universities Guide is Australia’s only comprehensive degree and university ratings guide. Swinburne has now been ranked the best university in Melbourne for teaching quality for the last five years.

Swinburne's Faculty of Design is considered a leader in Australian Design education. The Faculty also includes the National Institute of Design, the National Institute for Design Research and the Swinburne School of Film and Television. It has developed a reputation for its industry-focused programmes, the quality of its graduates and its excellence in teaching and learning.

www.swinburne.edu.au
Programme Aim & Objective
The Multimedia Design programme prepares students to work with design for digital film production, the world-wide web and computer interactive media. The study of time-based sequence design provides students with expertise in animation, 3D modeling, digital video, audio media, and multimedia design for electronic media. Graduates leave the programme with highly developed and relevant skills for work in such diverse industries as post-production houses (including the film and television industry), digital video, audio media, interactive media, web design consultancies, and video game design houses.

Programme Structure
The Bachelor of Design (Multimedia Design) programme consists of 12 units* (150 credit points) spanning three semesters in one year for full-time study or six semesters in two years for part-time study.

Professional Major
- Contemporary Design Issues
- Interactive Design for Games and Web Applications
- Digital Video Camera Techniques
- Typography for Screen and Motion
- Group Research Project
- Multimedia Design: New Technologies
- Individual Research Project
- Multimedia Design: Advanced Technology

Design Management
- Managing Design
- Design Systems and Services
- Design and Business Strategy
- Design Thinking

Entry
a) Sub-degree holders in related disciplines from local universities or other post-secondary design institutions; or
b) Satisfactory completion of the Associate of Arts in Digital Visual Design (AADVD) programme from Community College of City University (CCCU); or
c) Demonstration of skills and capabilities acquired through previous studies or professional experience.
Selection will be made based on the applicant’s portfolio, academic qualifications and the performance at the interview, if any. Subject to this, non-CCCU AADVD graduates may only need to complete 8 units of Professional Major.

Special Feature
Graduates will be able to apply for a diverse range of employment opportunities, both locally and overseas with the degree granted by Swinburne University of Technology.

Teaching
Lectures and tutorials are delivered by local academics and practitioners. Academic staff from Swinburne will also deliver seminars/workshops in each semester.

Fee (full-time): HK$108,000 for 12 units
HK$72,000 for 8 units

Fee (part-time): HK$120,000 for 12 units
HK$80,000 for 8 units

Commencement: September 2011
Website: www.cityu.edu.hk/ce/design
Enquiries: (Tel) 3442 5437 / 3442 7423
(Email) team1@scope.edu

*To be renamed to Bachelor of Design (Digital Media Design), subject to approval

Elaine Chen
2010 Graduate

From its establishment in 1908, Swinburne has grown into a multi-disciplined, multi-campus provider of vocational and higher education and training of national and international significance. Swinburne offers a range of educational programmes from apprenticeships to PhDs in a range of disciplines from science, business, design, engineering, media and information technology.

Swinburne has a reputation for educational and research excellence and ranked one of the top 500 Universities in the world. Swinburne is an international university with its own Malaysian campus and extensive international partnerships that enable collaborative teaching and research, staff and student mobility. Swinburne is the only Australian university invited to be a member of the European Consortium of Innovative Universities (ECIU).

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www.swinburne.edu.au
From its establishment in 1908, Swinburne has grown into a multi-disciplined, multi-campus provider of vocational and higher education and training of national and international significance. Swinburne offers a range of educational programmes from apprenticeships to PhDs in a range of disciplines from science, business, design, engineering, media and information technology.

Swinburne has a reputation for educational and research excellence and ranked one of the top 500 Universities in the world. Swinburne is an international university with its own Malaysian campus and extensive international partnerships that enable collaborative teaching and research, staff and student mobility. Swinburne is the only Australian university invited to be a member of the European Consortium of Innovative Universities (ECU).

According to The Good Universities Guide 2011, Swinburne is given the highest rating for Teaching Quality, Generic Skills and Graduate Satisfaction and Staff Qualifications. The Good Universities Guide is Australia’s only comprehensive degree and university ratings guide. Swinburne has now been ranked the best university in Melbourne for teaching quality for the last five years.

Swinburne’s Faculty of Design is considered a leader in Australian Design education. The Faculty also includes the National Institute of Design, the National Institute for Design Research and the Swinburne School of Film and Television. It has developed a reputation for its industry-focused programmes, the quality of its graduates and its excellence in teaching and learning.

www.swinburne.edu.au

Bachelor of Design (Interior Design)

Programme code: 113-29590
CRICOS code: 046744B
Duration & study mode: 2 years (part-time)

Programme Aim & Objective
The Swinburne programme is designed to equip graduates with the crucial analytical, conceptual and creative skills they need as interior designers. There is a strong emphasis on the communications skills and understanding of construction technology that are essential for graduates as they seek entry-level employment.

The Interior Design programme aims to enable students to get involved in thinking about the design elements which make buildings places people want to inhabit: the qualities of the space or the proportions of a room; how the lighting works and the materials and colours that have been chosen; and understanding the specific requirements of managing an interior design project. Students will get to learn from a broad cultural context to experiment with and research into commercial and living spaces. Projects mainly focus on public and/or commercial spaces such as retail, schools, colleges, office spaces, libraries etc. with some projects focused on domestic living spaces.

The knowledge and skills provided in the programme will prepare graduates with career opportunities such as interior and retail design, design/brand managers and design entrepreneurs giving students unique expertise required for the increasing creative industry sector.

Programme Structure
The Bachelor of Design (Interior Design) programme consists of 12 units (150 credit points) spanning six semesters in two years.

Professional Major
• Contemporary Design Issues
• Interior Design Studio – Changing Patterns and Social Space
• Interior Design Studio – Virtual Space
• Construction Technology – Documentation and Detailing
• Interior Design Studio – Sustainable Design
• Theory of Interior Design
• Interior Design Studio – Inhabitation
• Construction Technology – Documentation and Specification

Design Management
• Managing Design
• Design Systems and Services
• Design and Business Strategy
• Design Thinking

Entry
(i) General Requirements
To be eligible for admission, an applicant must satisfy the following general entrance requirements:
(a) AD/HD holders in related disciplines from local universities and tertiary institutions or equivalent qualifications; or
(b) Mature applicants with post-secondary qualifications plus three years or above related work experience.

(ii) Programme Specific Requirements
In addition to the above general requirements, applicants have to submit a disc with portfolio of design projects. Shortlisted applicants will be invited to attend an interview.

Applicants will be shortlisted for either 12 units or 8 units entry according to the design concepts, knowledge and skills demonstrated in his/her portfolio submitted; performance at the interview and his/her professional recognition in terms of the level of membership in design-related association(s).

Special Feature
Graduates will be able to apply for a diverse range of employment opportunities, both locally and overseas with the degree granted by Swinburne University of Technology.

Teaching
Lectures and tutorials are delivered by local academics and practitioners. Academic staff from Swinburne will also deliver seminars / workshops in each semester.

Fee:
HK$512,000 for 12 units
HK$580,000 for 8 units

Commencement:
September 2011

Website:
www.cityu.edu.hk/ce/design
Enquiries:
(Tel) 3442 5437 / 3442 7423
(Email) team1@scope.edu
Engineering

P38  BEng (Hons) Fire Engineering
     University of Central Lancashire

P40  Foundation Degree of Science (FDSc)
     Fire Safety Engineering
     University of Central Lancashire
Programme code: 113-29240  
Duration & study mode: 2-3 years (part-time)

Programme Aim & Objective
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 finance 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. The programme is delivered in regular part-time evening mode by local academics and industry practitioners.

Modules
Common modules
- Fire Protection
- Engineering Analysis 2
- Engineering Analysis 3
- Accidents & Catastrophes
- Enclosure Fire Dynamics
- Fire Protection Engineering
- Engineering Project Management
- Fire Science Dissertation
- Probabilistic Risk Assessment
- Computational Engineering
- Engineering Design Project

Additional modules for Route 2 & 3 only
- Fire & the Built Environment
- Introduction to Combustion Fire
- Fluid Dynamics of Fire

Additional modules for Route 3 only
- Management of Occupational Health and Safety
- Buildings, Materials and Fire
- Engineering Design Practice
- Law & Management
- Energy Transfer and Thermodynamics
- Engineering Analysis 1
- IT & CAD

Entry
There are three entry points for eligible applicants with different qualifications:
- Route 1 (students have to complete 180 credits in 2 years)  
  Holder of FDSc in Fire Safety Engineering (or equivalent qualification).
- Route 2 (students have to complete 230 credits in 2 years)
Holder of Associate Degree (AD)/Higher Diploma (HD)/HND (or equivalent qualification) in relevant discipline such as building, building services, electrical and mechanical engineering with mathematics course studied; OR Holder of a Higher Diploma (HD) 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)
  HNC holder in a relevant discipline such as building, building services, electrical and mechanical engineering with mathematics course studies; OR Corporate member of the Institution of Fire Engineering (IFE); OR Mature students* of at least 21 years of age by the commencement of the programme who have relevant work experience can also apply for admission to this programme.

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

*Interview will be arranged for mature applicants.

**Special Feature**

- The BEng (Hons) Fire Engineering operating in the UK (Preston) is accredited by the Energy Institute (EI) and the Chartered Institution of Building Services Engineers (CIBSE).
- The BEng (Hons) Fire Engineering operating in Hong Kong by SCOPE is accredited by the Energy Institute (EI).
- Graduates of this programme must also pursue the MSc in Fire Safety Engineering to apply for the professional qualification as a Chartered Engineer of the UK Engineering Council.
- The BEng (Hons) Fire Engineering plus MSc in Fire Safety Engineering satisfies the current academic requirements for Membership of the Hong Kong Institution of Engineers (Fire Discipline).
- The BEng (Hons) Fire Engineering plus MSc in Fire Safety Engineering plus BC4753 Electrical Service I and BC4763 HVAC Engineering Elective I offered by SCOPE, CityU satisfies the current academic requirements for Membership of the Hong Kong Institution of Engineers (Building Services Discipline).

**Teaching**

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

<table>
<thead>
<tr>
<th>Fee</th>
<th>HK$4,500 per 10 credits</th>
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<tbody>
<tr>
<td>Commencement</td>
<td>September 2011</td>
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<tr>
<td>Website</td>
<td><a href="http://www.cityu.edu.hk/ce/fire">www.cityu.edu.hk/ce/fire</a></td>
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<tr>
<td>Enquiries</td>
<td>(Tel) 3442.5805</td>
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<td></td>
<td>(Email) <a href="mailto:team5@scope.edu">team5@scope.edu</a></td>
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Foundation Degree of Science (FDSc)  
Fire Safety Engineering  
6th intake in 2011

Programme code: 113-29250  
Duration & study mode: 2 years (part-time)

Programme Aim & Objective
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 evening mode by local academics and industry practitioners in face-to-face fashions.

Modules
- Introduction to Combustion and Fire
- Buildings, Materials and Fire
- ICT
- Workplace Module 1
- Introduction to Engineering Analysis
- Energy Transfer and Thermodynamics
- Engineering Analysis 1
- Fire & Built Environment
- Workplace Module 2
- Structures, Materials and Fire
- Fluid Dynamic of Fire
- Fire Safety Management & Legislation
- Fire Science Project

Entry
To be eligible for admissions, applicants need to:
- Obtain grade E in 1 HKALE subject; or E in 2 HKALE AS subjects, which include Use of English; and E in 5 HKCEE subjects, which include English Language (Syllabus B); or
- Obtain an academic qualification from a local post-secondary institute or a professional qualification acceptable to the University; qualification 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 or above 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.

Applicants may be required to take additional courses in English and Mathematics if deemed necessary by the universities.

*Interview will be arranged for mature applicants

Special Feature
- The Foundation Degree in Fire Safety Engineering at SCOPE, CityU has been accredited by the Institution of Fire Engineers (IFE) as equivalent to satisfying the academic requirements necessary for Member grade, (MIFireE).
- Students can also receive academic support by fire safety engineering professionals of CityU.
- 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$72,000
Commencement: September 2011
Website: www.cityu.edu.hk/ce/fire
Enquiries: (Tel) 3442 5805  
(Email) team5@scope.edu

“It has been a rich experience during the 2-year FDSc Fire Safety Engineering Programme which offers practical, detailed, thorough and up-to-dated knowledge and insight on the current Fire Safety issues not only from a globe view (mostly UK and US) but most importantly relevant to Hong Kong region.

With a comprehensive yet simplified approach on delivering programme materials, Instructors in the SCOPE broke down the wholeness aspects in Fire Safety into a systematic progression for me to enquiry under their sincere assist.”

Mr Cheung Siu Yin  
Graduate

University of Central Lancashire (UCLan) is one of the most successful and ambitious universities in the UK. UCLan has nearly 36,000 students and 2,100 staff and has plan to grow bigger still. The mission of the University is to “encourage individuals to develop their full potential, by providing a stimulating learning environment encompassing a wide range of education activities”.

www.uclan.ac.uk
Hospitality and Tourism

P42  BA in Hospitality and Service Management
     Edinburgh Napier University

P43  BA in Tourism and Airline Management
     Edinburgh Napier University

P44  BA (Hons) Travel and Tourism Management
     Northumbria University
**Programme code**: 113-29280  
**Duration & study mode**:  
- 22 months for Diploma holders (part-time)  
- 12 months for Associate Degree (AD) and Higher Diploma (HD) holders (part-time)

**Programme Aim & Objective**  
It aims to equip students with the general knowledge and skills appropriate for future 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.

**Modules**  
- Introduction to Human Resource Management  
- Customer Service and Care  
- Marketing Research and Communication  
- Facilities Planning for Hospitality, Tourism and Event  
- Conference Management  
- Food & Beverage Management  
- Organizational Change Management  
- Strategic Management in a Global Context  
- Service Management  

**CEF reimbursable module**

**Entry**  
**Diploma level**  
Applicants with Diploma in hospitality management or equivalent qualification in hospitality and/or related discipline.

**Associate Degree / Higher Diploma level**  
Applicants with an Associate Degree (AD) or Higher Diploma (HD) qualification in business/related discipline or equivalent qualification with some relevant work experience will be admitted to Year 1 Trimester 3.

**Special Feature**  
It is suitable for those who already in or want to develop a career in the hotel, hospitality and service related industry.

For Diploma level entry, students only required 22 months to complete the programme. While for AD and HD level entry, students can complete the programme within 12 months.

**Teaching**  
Lectures by academic staff from Edinburgh Napier University and supported by tutorials facilitated by local qualified tutors.

**Fee**:  
HK$90,000 (Diploma level entry)  
HK$60,000 (AD and HD level entry)

**Commencement**: October / November 2011

**Website**: www.cityu.edu.hk/ce/bahsm

**Enquiries**:  
(Tel) 3442 2123 / 3442 2126  
(Email) team7@scope.edu
HOSPITALITY AND TOURISM

Programme code : 113-29380
Duration & study mode :
• 22 months for Diploma holders (part-time)
• 12 months for Associate Degree (AD) and Higher Diploma (HD) holders (part-time)

Programme Aim & Objective
It aims to equip students with the general knowledge and skills appropriate for future 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.

Modules
• Special Interest Tourism
• Introduction to Human Resource Management
• Transport for Tourism
• Marketing Research and Communication
• Visitor Attraction Management
• Airport Management
• Global Airline Industry
• Organizational Change Management
• International Tourism Policy & Planning
• Service Management

Entry
Diploma level
Applicants with Diploma in tourism & airline operations or equivalent qualification in tourism and/or related discipline.

Associate Degree / Higher Diploma level
Applicants with an Associate Degree (AD) or Higher Diploma (HD) qualification in tourism and/or related qualification will be admitted to Year 1 Trimester 3.

Special Feature
It is the pioneer programme in the field which offers BOTH Tourism and Airline management curriculum.

For diploma level entry, students only required 22 months to complete the programme. While for AD and HD level entry, students can complete the programme within 12 months.

Teaching
Lectures by academic staff from Edinburgh Napier University and supported by tutorials facilitated by local qualified tutors.

Fee :
HK$95,000 (Diploma level entry)
HK$57,000 (AD and HD level entry)

Commencement : October / November 2011
Website : www.cityu.edu.hk/ce/batam
Enquiries :
(Tel) 3442 2125
(Email) team7@scope.edu

Edinburgh Napier University is one of the largest universities in Scotland, with more than 17,500 students. The University is split into three Faculties: The Business School, the Faculty of Engineering, Computing & Creative Industries and the Faculty of Health, Life & Social Sciences. The University has more than 1,600 staff, offers more than 200 undergraduate and 100 postgraduate courses, as well as an extensive range of short courses for industry and commerce, some of which have been tailored to fit international clients' needs and are delivered abroad. 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 and Finance courses at undergraduate and postgraduate levels.

Edinburgh Napier University's recent achievements include:
• Rated Edinburgh's top university for graduate employability by the Higher Education Statistics Agency (HESA) 2010
• One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM) (The world's leading professional body for practicing marketers)
• Over 10 years of collaboration with SCOPE, CityU
• More than 2,500 graduates in HK

http://www.napier.ac.uk/
Programme code: 113-19480
Duration & study mode: 1 year (full-time)

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

Modules
• Cultural Tourism
• Responsible Tourism
• The Business of Conferences, Events and Entertainment
• Strategic Management and Leadership
• Ethics and Governance
• Professional Development Project

Entry
It is designed for students who have successfully completed Associate Degree (AD) / Higher Diploma (HD) programmes in tourism or related discipline. For example:
• Associate of Social Science in Leisure and Tourism Management
• Associate of Social Science in Community Service Management

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 Feature
It provides a coherent and vocationally relevant academic curriculum for students to develop a career in the travel, tourism and service industry.

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

Fee: HK$78,000
Commencement: September 2011
Website: http://www.cityu.edu.hk/ce/battm
Enquiries:
(Tel) Academic matters: 3442 8822 / 3442 9783
General enquiry: 3442 5826 / 3442 7423
(Email) team7@scope.edu

Cheung Tsz Pan
Graduate

“The greatest thing of this programme is the friendly and approachable teaching staffs. Relationship between teachers and graduates is a life long 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 doing my Master 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.”

Leung Yi Fung, Andy
Graduate

“The programme facilitated much advancement to my academic and professional life. I prepared myself to enroll to the Master Degree program in the next coming year. All these opportunities broadened my experiences and enriched my life. I encourage students who are interested in the tourism industry consider taking this programme so that you are more equipped to meet the challenges in your work and professional life.”

Northumbria University
Newcastle Business School

Northumbria University is one of the UK’s most successful modern Universities with upwards of 30,000 students, around 10% of which are from overseas. The University combines acknowledged teaching excellence with research and consultancy activities across a broad range of disciplines. As an integral part of Northumbria University, Newcastle Business School is one of the fastest growing business schools in the UK, with a worldwide, first class reputation. Its roots go back over 50 years with the Business School adopting its current name in 1989. Since then, as one of the longest established UK business schools, the Newcastle Business School has been inspiring excellence in organisations and individuals across the globe.

Recent achievement of the Newcastle Business School:
• Rank 23rd out of 93 for Business in the Sunday Times Good University Guide 2011

www.northumbria.ac.uk
Language and Communication

P46 BA (Hons) English for International Corporate Communication
University of Central Lancashire

P48 BA(Hons) International Business Communication with Chinese/Japanese
University of Central Lancashire
Programme code: 113-19440  
Duration & study mode:
1 year (full-time load) OR 2 years (part-time load) Students choosing to finish the Programme in two years will attend classes in the day time, together with those choosing to finish the Programme in one year.

Programme Aim & Objective
The programme aims to help students develop skills and knowledge which enable them to communicate effectively in English in a wide range of social and work-related situations; engage students in a structured process of language development which allows them to participate, in English, in a professional environment; enable them to gain an understanding of and skills in their chosen specialization and develop their awareness of the role of language in defining those fields; develop students’ interpersonal skills, critical self-awareness and problem-solving abilities, in order to contribute meaningfully to a changing international environment; and enable students to develop a broad range of business registers in English, appropriate to interacting with employers in a variety of professional contexts.

Modules
Compulsory Modules
- Advanced English for Business Communication 2 (20 credits)
- Advanced Language Skills for English for International Corporate Communication (20 credits)
- Globalisation & Business in International Corporate Communication (20 credits)
- Culture and Business in English for International Corporate Communication (20 credits)
- English for Management in the Workplace (20 credits)

Optional Modules
Students can choose one of the following pathways. They can also choose whether to do a Dissertation or an additional module.

Marketing
- Marketing and Advertising Communication for International Business Communication (20 credits)
- Marketing of Services (20 credits)
- Public Relations for Marketing (20 credits)

Public Relations
- Public Relations in Context (20 credits)
- Corporate Strategy and Communication (20 credits)
- Public Relations for Marketing (20 credits)

Translation/Interpreting
- Introduction to Translation and Interpreting (20 credits)
- Theory and Practice of Interpreting (20 credits)
- Theory and Practice of Translation (20 credits)

English for International Corporate Communication Dissertation (20 credits) or an additional module chosen from the above pathways.

Note: For administrative reasons, SCOPE reserves the right not to offer certain pathways.
Entry
This programme is specially designed for students who have successfully completed AD / HD in language, PR, media disciplines in a local university such as:
- Associate of Arts in Applied Chinese Studies
- Associate of Arts in Applied Japanese Studies
- Associate of Arts in Bilingual Communication Studies
- Associate of Arts in English for Professional Communications
- Associate of Arts in Translation and Interpretation
- Associate of Arts in Public Relations and Communication
- Associate of Arts in Media and Publication Design
- Associate of Digital Visual Design
Graduates of other Associate Degree / Higher Diplomas programmes may also be considered.

English Requirements
Students are expected to meet the English language requirements for undergraduate work at the level specified by UCLan, i.e. either TOEFL 520 or IELTS 6. Local students from relevant Associate Degree Or who have passed English language requirements with a good pass (e.g. B- or above) will be exempted from the IELTS requirements. However, an interview or a written test may be required for some applications.

Special Feature
- Students learn English as it is used in the business world.
- Students can indicate a preference for one of the following three pathways – Marketing, Public Relations, OR Translation and Interpretation.
- Graduates of this programme may continue to study one of the Masters programme offered by the Department of Languages and International Studies.
- Graduates may take up career positions in management, administration, marketing, public relations or Chinese-English bilingual communication.
- Students can choose to do a dissertation or do an additional pathway module.
- Students can choose to finish the programme in one year (full time load) or two years (part time load).

Teaching
100% by local professional academics.

Fee:
- HK$85,500 (Full-time load)
- HK$94,500 (Part-time load)

Commencement:
September 2011

Website:
http://www.cityu.edu.hk/ce/baeicc

Enquiries:
(Tel) 3442 5813 / 3442 7423
(Email) team4@scope.edu
**BA (Hons) International Business Communication with Chinese/Japanese**  
*2nd Intake in 2011*

"BAIBC (with Japanese) programme does provide a range of practical courses for me to understand international business communication in English and Japanese. The courses focus on business language training by providing different writing assignments, group discussion, and simulation meeting to enhance our ability in real business communication."

Ms Leung Ka Yan  
Student

**Programme code : 113-19550**  
**Duration & study mode : 1 year (full-time)**

**Programme Aim & Objective**

The programme aims:
- To enable students to communicate effectively in an international business environment using English and their chosen modern foreign language as the media.
- To foster the acquisition of managerial and business related knowledge, skills and thinking styles.
- To develop a broad critical understanding of cultural issues and their impact on organisations and businesses.
- To develop a high level of individual and integrated communication skills in English and their chosen modern foreign language.
- To develop students’ interpersonal skills, critical self-awareness and problem solving abilities.
- To prepare students for further study of management and business and for managerial careers in linguistically and culturally diverse business environments.
- To develop an active approach to Personal Development Planning as a life-long process.

**Modules**

Students are required to take 180 credits for this one year full time programme. Teaching will spread over 2 semester and 1 summer term. In addition to the International Business Communication Core modules (100 credits), students have to choose a modern foreign language either in Chinese (60 credits) or Japanese (60 credits) plus one optional module (20 credits).

1. **International Business Communication Core Modules (100 credits)**
   - International Business Communication 2 (40 credits)
   - International Business Communication 3 (40 credits)
   - Managing International Business for International Business Communication (20 credits)

2. **Modern Foreign Language Modules**

   **Chinese Modules** (60 credits)
   - Contemporary Chinese Society and Culture (20 credits)
   - Professional Communication in Chinese (20 credits)
   - Critical Appreciation of Chinese Literature (20 credits)

   OR

   **Japanese Modules** (60 credits)
   - Aspects of Japanese Society (20 credits)
   - Contemporary Issues in Japan (20 credits)
   - Professional Communication in Japanese (20 credits)

3. **Optional Modules* (20 credits)**
   - Introduction to Translation and Interpreting (20 credits)
   - China and Globalization (20 credits)
   - Public Relations in Context
   - Marketing and Advertising Communication for IBC (20 credits)
   - International Tourism Development (20 credits)

**Entry**

- **General requirements:** Applicants should hold an Associate Degree or equivalent, majoring in Chinese, Japanese, Translation, Bilingual Studies, or related disciplines, with a minimum GPA of 2.5, or equivalent.
- **English language requirement:** Applicants should obtain an IELTS score of at least 6.0, or obtain a B- in an English course of the Associate Degree programme or equivalent study.
- **Japanese language requirement:** For entry into the Japanese Option, applicants should attain the Level 2, or N2 Japanese proficiency, or equivalent.
- **Chinese language requirements:** For entry into the Chinese Option, applicants should attain the associate degree level equivalent Chinese proficiency. Students who cannot meet this requirement will be given written test for assessing the suitability.
- **Students who cannot meet the above requirements will be considered case by case.**

* Starting from July 2010 onwards, the Japanese Proficiency Test will be graded by N1, N2, N3 and so.

**Special Feature**

- This is a unique programme for students to study a combination of English for business communication, international culture, plus Chinese or Japanese language training, to equip them with the skills to work in a global environment and undertake postgraduate study.
- Students are also provided with a range of elective modules with specialist contents in translation, Asia Pacific studies, public relations, marketing, and tourism, to broaden perspectives and enhance career competitiveness for students.
- The International Business Communication training will enable students to develop the business communication competence and graduate with the knowledge and skills that employers require.
- The Chinese/Japanese training is built on students' prior learning at the associate degree level or equivalent, and leading them to a more advanced professional level of language usage that suits various career needs.
- Graduates will be able to demonstrate high levels of English and Chinese/Japanese giving them a competitive edge in the employment market.

**Teaching**

100% by local professional academics

**Fee:**  
HK$85,500

**Commencement:** September 2011

**Website:**  
http://www.cityu.edu.hk/ce/baibc

**Enquiries:**  
(Tel) 3442 5813 / 3442 7423  
(Email) team4@scope.edu

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* At least 2 modules from the above list will be offered in each year.
BSc (Hons) Aviation Management

Programme code: 113-29400
Duration & study mode: 2-3 years (part-time)

Programme Aims & Objectives
• To provide students with the knowledge and skills required to deal with management problems in the aviation-related industries through exploring the inter-dependence between air-transport and logistics operations;
• To give particular emphasis to the use of analytical techniques in tackling current and future issues in the industry from an international perspective;
• To enhance students’ lifelong learning skills for personal development and contribution to the society at large.

Modules
• Add-vantage Module (English)
• Management and Organisational Behaviour
• Supply Chain and Logistics Management
• Introduction to Research Methods
• Aviation Management
• Aviation Safety, Security and 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

Entry Requirement
Entry Point 1 (200 credits)
• Candidates 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 2995E (Airport Passenger and Cargo Operations).

Entry Point 2 (240 credits)
• Candidates should possess an IVE Diploma (or equivalent) in relevant discipline with 3 years post-diploma working experience at the airport.

Special Features
• This part-time mode will allow the potential applicants to attend academic training after work hours so as to develop both academic and practice skills in parallel.
• Add-vantage modules are specifically-designed in order to improve the students’ language and presentation skills which they must acquire irrespective of which specific section in 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$117,240 (240 credits)
HK$97,700 (200 credits)

Commencement: September 2011

Website: www.cityu.edu.hk/ce/degree/29400

Enquiries:
(Tel) 3442 5801
(Email) team5@scope.edu

Interested parties should refer to the official website of The Continuing Education Fund (CEF) for the updated reimbursable course status of this programme/course after 1 May 2011.
Programme code: 113-19420
Duration & study mode: 1 year (full-time)

Programme Aims & Objectives
• To provide students with the knowledge and skills required to deal with management problems in the aviation-related industries through exploring the inter-dependence between air-transport and logistics operations;
• To give particular emphasis to the use of analytical techniques in tackling current and future issues in the industry form an international perspective;
• To enhance students’ lifelong learning skills for personal development and contribution to the society at large.

Modules
• 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

Entry Requirement
Students have to take 150/180 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);
• HD in Business (Transport Logistics) from Hong Kong College of Technology;
• HD in Logistics and Transport Operations at the School of Professional and Continuing Education, University of Hong Kong (HKU SPACE); or
• A qualification deemed to be equivalent to one of the above. Students from other disciplines (e.g. HD in Business) will be assessed on a case-by-case basis and, if deemed to be eligible for admission, are required to take additional modules in order to cover all the required pre-requisite knowledge in aviation discipline.

Special Features
• 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 the students’ language and presentation skills which they must acquire irrespective of which specific section in 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$75,000 (180 credits)
HK$67,600 (150 credits)

Commencement: September 2011
Website: www.cityu.edu.hk/ce/degree/19420
Enquiries: (Tel) 3442 5801
(Email) team5@scope.edu

Interested parties should refer to the official website of The Continuing Education Fund (CEF) for the updated reimbursable course status of this programme/course after 1 May 2011.

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BSc (Hons)
Aviation Management

5th intake in 2011

“The top-up programme has certainly given me great opportunities to widen my horizon through academic study and working experience. Now I am much better qualified for a career in aviation field after finishing this programme. I have developed stronger competence to achieving my goal. I think this programme has changed me a lot.”

Ms Chow Tsz Yan Grace
Graduate

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Coventry University
The history of Coventry University can be traced back over 150 years. The academic structure of the University comprises three faculties and two schools: Faculty of Engineering and Computing, Faculty of Business, Environment and Society, Faculty of Health and Life Sciences, School of Art and Design, and School of Life-long Learning. Currently around 18,000 students are studying at the university.

www.coventry.ac.uk
Social Science, Psychology and Education

P54  BA (Hons) Applied Social Science  
Sheffield Hallam University

P55  BA (Hons) Public Administration and Management  
De Montfort University
"Before I came to this programme, I was confused and worried about my future. I was not sure if I had the ability to study in advance level, but when I started enjoying the study here, I realized that this new start had given me stairs to my goal. I would use “substantial” to describe the study life in this year. This is a very compact course which contains lots of assignments. It was a challenge to our time management, emotional control and self-discipline, but I had a very fruitful year. Besides gaining knowledge, I have been more familiar with myself. I have become more confident and independent. I was lack of assurance to my own ability before. However, after this year, I know that, if I think I can do it, I can. It is very important to believe in myself."

Ms KWONG Wing Yan Rainbow
Graduate

Sheffield Hallam University
SHAPPPES YOUR THINKING

• Sheffield Hallam University (SHU) is a forward thinking modern university with 33,000 students, 3,274 staff and a turnover of £150 million
• SHU has some of the UK’s best and most modern campuses and facilities. We have invested £100 million in the last 10 years on teaching and learning facilities
• A varied and lively student population includes over 4,250 international students from more than 119 countries
• The University works with organisations around the world, particularly across Europe and Asia
• SHU runs approximately 572 different courses (undergraduate, postgraduate, full- and part-time)
• SHU graduates do well in finding jobs. 87 per cent are in work or further study within six months of completing their course
• SHU works with around 59 professional bodies, and with business and industry leaders including Sony, BP, NHS, Network Rail, Cisco, SAP and Microsoft
• SHU invests for success, with developments such as the £13 million Health and Wellbeing Building, and multi-million pound research centres
• SHU provides the flexibility you need to fit study into busy lives. It runs specialist flexible courses including part-time study, distance learning and work-based learning

http://www.shu.ac.uk

BA (Hons) Applied Social Science 7th intake in 2011

Programme code: 113-19390
Duration & study mode: 1 year (mixed mode)

Programme Aim & Objective
• Provides students with a sound knowledge base in applied social science;
• Helps students develop the key personal and transferable skills associated with “graduateness” and future employment in a rapidly changing environment;
• Provides a sound academic base for postgraduate study;
• Cultivates an open-minded enquiring attitude and independent learning capacity which will enhance life-long learning.

Programme Structure
• The programme consists of 9 modules to be completed in 1 year.
• There are two distinct pathways to facilitate students to pursue their own specific area of interest and be better prepared for future work and study.

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<td>Counselling &amp; Therapy</td>
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<tr>
<td>3 electives / 1 elective plus a dissertation</td>
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</table>

Entry
Pathway of Social and Policy Studies is specially designed for students who have successfully completed AD/HD in social science in a local university in the areas of Applied Social Studies, Community Services Management, Public Administration & Management, Applied Psychology and Social Work. Graduates of other AD/HD programmes may also be considered.

Pathway of Human Services is specially designed for graduates of AD/HD programmes in Social Work.

Special Features
• Tailor-made for social science and social work students.
• Flexible study mode.
• A smooth and fruitful path to a degree in 12 months.
• Provides students with a broad-based scholarly education through the range of core and elective modules.
• Student performance is assessed by prescribed coursework and research report, no examinations needed.
• Graduates will be eligible to apply for a range of postgraduate taught programmes in UK and Hong Kong universities.
• Graduates will be fit for a wide range of careers covering both the public and private sectors.

Teaching
Taught by full time well-qualified academic staff from both Sheffield Hallam University and SCOPE, City University of Hong Kong. Students can be fully confident that they will be receiving the highest quality teaching and learning in the programme.

Fee: HK$ 82,000
Commencement: September 2011
Website: www.cityu.edu.hk/ce/baass
Enquiries: (Tel) 3442 5808 (Email) team2@scope.edu
Programme Aim & Objective

This programme aims to prepare participants for a wide range of managerial and administrative careers. It focuses particularly on organizations delivering public services and is relevant for people engaged in, or considering careers in, public administration and the public-sector. 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 on current issues of unique cultural, political and policy context in Hong Kong, China and the global world. In addition, they will have developed more critical thinking on the impact of public and private sector organizations in the wider community.

Modules

The programme provides multiple entry routes. Students will be required to take different credits (180 - 240 credits) depending on his/her academic qualification and relevant work experience. The teaching will spread over 5 semesters & 1 or 2 summer terms depending on the total credits required to be taken.

Year 1
• Managerial & Research Skills (15 credits)
• Governance (30 credits)
• Fundamentals of Public Management & Politics (15 credits)
• Public Sector Management (15 credits)
• Global Change – Politics, History & Institutions (15 credits)
• Experiential Workshops (15 credits)
• Public Policy Making (30 credits) [Module continues and completes in Year 2]
• Government & Business (15 credits)

Year 2
• Public Sector Strategic Management (15 credits)
• Environmental Politics (15 credits)
• Students have to choose 2 out of the following streams
  Stream A
  • Government & Policy in China (30 credits)
  Stream B
  • Issues in HK Politics & Public Policy (15 credits)
  • Issues in Social Policy (15 credits)
  Stream C
  • Dissertation (30 credits)

Entry

• Holders of an Associate Degree (AD) in Public Administration and Management or equivalent qualification; or
• Holders of an Associate Degree (AD) in Non Public Administration and Management (e.g Humanities, Languages and Social Work) or equivalent qualification; 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.

Special Feature

Provide in-depth study on politics and policies in China and Hong Kong.

Teaching

100% qualified local academics.

Fee:
HK$89,400 (180 credits) - HK$119,220 (240 credits)

Commencement:
September 2011

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

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

“Decision making in a non-profit organization is always not easy. The course has provided me with knowledge of public sector management as well as various strategic and management models. The course has also enabled me to understand the connection between public and business sectors, and global issues. I have ample opportunities to develop a variety of analytical/problem solving skills and be able to make ethical and rational decisions.”

Mr Tse Yee Tak
Graduate
Awarded the best overall performance and the best dissertation on the programme

De Montfort University (DMU) is one of the UK's leading professional universities and can be found in the vibrant multicultural city of Leicester. With a history of offering high quality teaching for over 100 years, DMU is nationally and internationally recognised as a centre of excellence in disciplines, including Accounting, Business, Finance, Management, Public Policy and Creative-based subjects.

DMU is highly rated by both public and private sector employers and has excellent links with industry. It is a leading research institution and active in pioneering commercial projects and partnerships. It has an established reputation for quality teaching and offers superb student support and facilities on a campus in the heart of the UK.

Recent achievements of the Leicester Business School:
• According to the latest National Student Survey (2010), for overall student satisfaction the following subjects were all in the top 5 nationally: HRM – 1st, Management Studies – 2nd, Business Studies – 4th, Finance – 4th; Marketing – 4th
• Business and Management subjects were ranked fourth in the UK according to the The Times Good University Guide league table for student satisfaction (2010)
• Ranked 7th out of over 100 UK business schools in the 2010 National Student 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).

For the latest Leicester Business School news and further information about all our courses, our research and activities, visit www.dmu.ac.uk/business

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

grouped by study mode

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<td>BSc (Hons) Computing Science, Staffordshire University</td>
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<td>BSc (Hons) Quantity Surveying, University of Wolverhampton</td>
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<td>Bachelor of Design (Interior Design), Swinburne University of Technology</td>
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CEF reimbursable programmes

Interested parties should refer to the official website of The Continuing Education Fund (CEF) for the updated reimbursable course status of this programme/course after 1 May 2011.
grouped by university

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<td>BSc (Hons) Computing Science</td>
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<td>University of Wolverhampton</td>
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<td>October 2011</td>
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<td>BSc (Hons) Quantity Surveying</td>
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*CEF reimbursable programmes

Interested parties should refer to the official website of The Continuing Education Fund (CEF) for the updated reimbursable course status of this programme/course after 1 May 2011.

For details of programme information and application form, please visit: http://scope.edu/
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<tr>
<th>Position</th>
<th>Name</th>
<th>Qualifications</th>
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<tbody>
<tr>
<td>Director</td>
<td>Dr WONG K H, Charles</td>
<td>BSc Lond., MA Br. Col., Hon DEd DMU, Hon DEd Edinburgh Napier University, MH</td>
</tr>
<tr>
<td>Programme Manager</td>
<td>Ms CHEUK W M, Iris</td>
<td>BBA CUHK, MBA UCLA, CPA(USA), CFP ©</td>
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<td>Ms YAU H Y, Eliza</td>
<td>BA CUHK, MA City HK</td>
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<td>Senior Programme Officer</td>
<td>Mr CHOI K F, Daniel</td>
<td>BBA HKBU, MEd Brist.</td>
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<td>Academic Co-ordinator</td>
<td>Mr LYONS, Michael</td>
<td>BA SPC, Dip TEFL Exeter, MA Essex</td>
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<tr>
<td>Hospitality and Tourism</td>
<td>Ms CHIK P Y, Colleen</td>
<td>BSc Cardiff, MSc Leicester, MInstT, CHE, MHCIMA</td>
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<tr>
<td>Management</td>
<td>Dr SUNG L K, James</td>
<td>Teacher Cert, BSc UW-RF, PhD Columbia</td>
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<td>Programme Officer I</td>
<td>Ms CHAN M M, Mimi</td>
<td>BBA OUHK, PGD HKPU, MEd Brist.</td>
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<td>Ms CHAN P Y, Emily</td>
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<td>Mr HA C F, Stephen</td>
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<td>Ms LAU M Y, Judy</td>
<td>BComm Br. Col., MSc HKPU</td>
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<td>Mr WONG C K, Arthur</td>
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<td>Programme Officer II</td>
<td>Ms AU S P, Pinky</td>
<td>BBA OUHK</td>
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<td>Ms CHAN H Y, Anna</td>
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<td>Ms CHAN M S, Viola</td>
<td>BA City HK, PGD HK, MA City HK</td>
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<td>Ms LAU B H, Becky</td>
<td>BBA UWS</td>
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<td>Ms LEE Y M, Anna</td>
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<td>Ms LI C F, Lucy</td>
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<td>Ms NAM C W, Christina</td>
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<td>Ms SHEK W Y, Vivien</td>
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<td>Ms TSANG S L, Josephine</td>
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<td>Ms YU W M, Jess</td>
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</table>
## Staff List

### Executive Officer I (Quality Assurance) 一级事務主任
- **Mr NG W K, Ivan** 伍偉權先生  BBA Hawaii, EMBA LU
- **Ms TAM K L, Carrie** 譚嘉麗女士  BA City HK, MSc HK

### Executive Officer II 二级事務主任
- **Mr CHAN K T, Billy** 陳建東先生  BSc St. M.
- **Ms CHAN S Y, Sue** 陳倩瑩女士  BA MA CUHK
- **Ms LAM C M, Angel** 林賽梅女士  BAL UNE
- **Ms LAM H S, Oskar** 林海純女士  BBA LU
- **Ms LEE Y P, Sandy** 李燕屏女士  BA MPA HK
- **Mr LU Y G, Oliver** 陸亞剛先生  BEng BJUCT, MBA City HK
- **Ms TSANG P Y, Pamela** 曾佩儀女士  BAL UNE

### Communications Officer 傳訊主任
- **Ms YIP W Y, Emily** 葉慧欣女士  BA HK
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:

- 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 Building, CityU  
Website: www.cityu.edu.hk/lib

**Computing Services Centre**

Location: 2/F, Academic Building, 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 JCEB Learning Centre (next to the CityU campus) 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

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

SCOPE Shek Kip Mei Learning Centre
SCOPE 石硤尾教學中心
Ka Chi School, 5 Wai Chi Street,
Shek Kip Mei, Kowloon
九龍石硤尾偉智街5號嘉智學校
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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.
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