Bachelor’s Degree (Top-up) Programmes

offered in collaboration with overseas universities for sub-degree holders

Navigating Lifelong Learning 2012 - 2013
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## Bachelor’s Degree (Top-up) Programmes

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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.
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.
Message from Director
Some of you may have noticed that for our 20th Anniversary, we have been using the slogan: **Celebrating 20 years in Engagement in Lifelong Learning. We have come a long way in twenty years.** We used to plan many exciting innovative courses on table napkins before, but now all our programmes have to go through very elaborate quality assurance process. There are well over a dozen accreditation or validation exercises that take place in the School every year. Quality is **Number One** in practice.

Our programmes have to comply with strict quality assurance systems, and our work is scrutinised at three levels: university, regional and national levels.

**At the University**

There is a four tier system for the approval, monitoring and review of programmes offered by SCOPE. The Annual Quality Assurance Report of the School is scrutinised by the Quality Assurance Committee of the University before it is channelled to the Senate.

**We have to comply with local ordinances which govern the offering of programmes leading to non-local awards**

Cap 493 Non-local Higher and Professional Education (Regulation) Ordinance
Cap 592 Accreditation of Academic and Vocational Qualifications Ordinance

**Many of our programmes have been closely scrutinised by local academic accreditation agencies**

Hong Kong Council for Accreditation of Academic and Vocational Qualifications and Joint Quality Review Committee of UGC funded tertiary institutions

**Programmes involving professional recognition are closely examined by local/overseas professional bodies**

Hong Kong Institute of Certified Public Accountants
Chartered Institute of Housing, UK
The Chartered Institute of Building, UK

**Some programmes have undergone scrutiny by non-local national academic accreditation agencies in Hong Kong**

Australian University Quality Agency
Western Association of Schools and Colleges (USA)
The Quality Assurance Agency for Higher Education, UK

In the last few years, our investment in ensuring quality has started to reap practical benefits for our students. This year, it is projected that more than half of our full-time students are eligible to apply for government grants and loans on very favourable terms as we have ten programmes that have undergone local accreditation. Our estimate is that over a thousand students will become eligible for the 2013/14 intake when the double cohort of secondary school leavers is ready for top-up degree programmes. The government is now including our top-up capacity in the formal planning process of the Hong Kong higher education system.

Given that we have adopted such a strict discipline to ensure the quality of our programmes, it is not surprising that many of our students have benefited in terms of their satisfaction with our programmes, their employment and how well they have done in the work place. Our exit surveys of students have shown that students on the whole are satisfied or very satisfied with their learning experience at the School. Many of our graduates from both the full-time and part-time top-up degree programmes are able to find employment soon after graduation. Over the years, there have been tens of thousands of students who have obtained degree awards through the School and many of them are now doing very well in their careers. In fact, we are planning to recognise such achievements in a systematic manner in the future with Outstanding Alumni of the School awards.

It is gratifying to learn that our **engagement in lifelong learning** is now being formally recognised by students, employers and government.

Charles K H WONG, Hon DEd, MH
Director
School of Continuing and Professional Education (SCOPE)
City University of Hong Kong
Full-time Academic Staff List

Associate Director (Academic) 副院長（學術）
Dr MA C K, Louis 馬志強博士 MBA UTSyd, PhD Warw, FHKCS, MBCS, MHKIE

Business & Management Section 商業及管理部

Principal Lecturer 首席講師
Mr TAM P H, Nicholas (Leader) 譚沛潤先生 BSc HK, MBA UEA, PGDPM Brist., GDMR UniSa

Senior Lecturer 高級講師
Mrs CHEUNG CHAN K C, Ruby 張陳國珠女士 LLB LLM Lond., MBA Brun., ACIS, ACMA, FCPA, FCCA, ACS, ATIHK, CTA
Mr HO C K, Albert 何振廣先生 MSc MBA Aston
Mrs CHEUNG LIN Y Y 張連玉恩女士 BSc QMUL, MA Stat., PhD Econ., CPA
Ms KWOK Y L, Winnie 郭婉玲女士 BA CNA, MBA Wales, PCEd HK
Mr LO C N 盧稚寧先生 MSc (LSE), CStat, MHKLA
Dr WONG H W, Kelston 黃鴻雲博士 BA Calg., BCA Well., MBA Heriot-Watt, PGDip Ed CUHK, PhD N. Territory, CA(NZ), CPA
Dr YUE K K 余國強博士 MFin R.M.I.T., MSc Middlesex., MSc PhD Sheff., MSc Lond., CStat, AFIMA, CISA

Lecturer 講師
Mr CHAN P K, Paul 陳保家先生 BA Manit., MSc W. Ont., PGD(BAdmin) H.W., CStat, MHKCS, MHKSS
Dr CHEUNG T K, Eleanor 張紫荆博士 MSc Salf., PhD Exec., MEd HK
Mrs CHEUNG LOK L W, Christine 梁麗華女士 BCom ANU, MAppFin Macq., CPA
Ms WONG S K, Lisa 王少娟女士 BBus Vic. Coll., MCom(Accounting) C. Sturt, PCEd HK, CPA

Science & Technology Section 科學及科技部

Senior Lecturer 高級講師
Dr IP Y H, Cassandra 葉影霞博士 BCom MCom NSW, DEd Brist, FCPA
Mr LAM K K, Terry (Leader) 林國強先生 MSc Birm., GradDip CNA
Mr LI S W, Ivan 李思偉先生 BSc MS S. Carolina
Dr WONG P K, Patrick 黃相強博士 BSc Sask., PGDipEd CUHK, MA St. Johns, MAELT PolyU, PhD Hull

Lecturer 講師
Mr CHAN Y W, Terence 陳汝永先生 BSc MBA Sask., MQAI
Mr CHAU C C 周子昌先生 BSc National Taiwan, MS Mich. State, Cert. Novell Eng., Cert. Academy
Dr CHEUNG W C, Bryan 張穎中博士 MSc Essex, DBA UniSA, CITP, MBCS, MIEEE, CCAI
Mr HUI F K, Rienmann 許輝祺先生 BSc CUHK, MPHil City HK, MHKCS
Mr LAU H C, Albert 劉健紅女士 BA CPhK, MSc Sheff. Hallam
Ms LAU K H, Rosella 劉健紅女士 BSc Jinan, MSc Utah State, MIEEE
Mr LIANG T Y, Samuel 梁天佑先生 BSc N’cle(UK), MSc CPhK, MIEEE
Dr ONG S Y, Jane 伍詩娥博士 BS McGill., MS San Diego State, DBA UniSA, CCAI, CCNA, CCNP, SCP
## Arts & Communication Section 文化及傳意部

### Principal Lecturer 首席講師

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<thead>
<tr>
<th>Name</th>
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<tr>
<td>Dr LAI L H, Serina</td>
<td>Principal Lecturer (Leader)</td>
<td>BA MEd CertEd AdvDipEd HK, PhD Macq, DEd Brist</td>
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### Senior Lecturer 高級講師

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Dr LAM CHAN L Y</td>
<td></td>
<td>BA MPhil HK, PhD Lond.</td>
</tr>
<tr>
<td>Dr MAK L W, David</td>
<td></td>
<td>BA HK, MPhil York(UK), PhD R'dg.</td>
</tr>
<tr>
<td>Dr WONG F W</td>
<td></td>
<td>BA MPhil PCEd PhD HK</td>
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### Academic Co-ordinator (Design) 學術統籌(設計)

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Ms LAU K B, Grace</td>
<td></td>
<td>Dip Design, BA Design PolyU; MBA York, MHKDA, MCSD, MIIADA, Chartered Program Planner</td>
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### Lecturer 講師

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<thead>
<tr>
<th>Name</th>
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<th>Qualifications</th>
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<tbody>
<tr>
<td>Mr CHAN P H, Leo</td>
<td></td>
<td>BA(Hons) GD CSM UK, MA TYPO LCC UK, MHKDA</td>
</tr>
<tr>
<td>Ms CHONG D C, Gwen</td>
<td></td>
<td>Dipl. GD TP SG, BA (Hons) GID WMIN UK, MADC UCE UK, MHKDA</td>
</tr>
<tr>
<td>Dr NG W C, Josephine</td>
<td></td>
<td>BA (Hons) MPhil C Uhk, AdvCertChi.Lit.(WHC) HK, PhD CCNU</td>
</tr>
<tr>
<td>Ms IP K C, Irene</td>
<td></td>
<td>BA (Hons) DipSocSc UNE, MA HK</td>
</tr>
<tr>
<td>Mrs LAU NG Y K, Rita</td>
<td></td>
<td>BA CertEd HK, MEd Texas A &amp; M</td>
</tr>
<tr>
<td>Dr LAU W L</td>
<td></td>
<td>BA MPhil DipEd C Uhk, Phd HK</td>
</tr>
<tr>
<td>Dr LAW Y M, Vicky</td>
<td></td>
<td>BA CertEd MPhil PhD HK</td>
</tr>
<tr>
<td>Mr Li C M</td>
<td></td>
<td>BA DipEd C Uhk, MA HK</td>
</tr>
<tr>
<td>Dr MAK W H, Eddy</td>
<td></td>
<td>BSocSc CUHK, MA Birm. MA City HK, EdD Leic</td>
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<tr>
<td>Dr TANG L K</td>
<td></td>
<td>BA MPhil PhD HK</td>
</tr>
<tr>
<td>Mr WU K M, Dominic</td>
<td></td>
<td>BA DipEd C Uhk, MA Leic., DipTESOL Lond.</td>
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## Social & Human Sciences Section 社會及人文科學部

### Senior Lecturer 高級講師

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Mr CHAN W T</td>
<td></td>
<td>BSocSc MEd CUHK, MSocSc Birm., RSWHK</td>
</tr>
<tr>
<td>Ms CHAN W Y, Rosa</td>
<td>(Leader)</td>
<td>BA MPA HK, MSc HKPU</td>
</tr>
<tr>
<td>Dr CHIU K T, Herbert</td>
<td></td>
<td>BA Hull, DipEd MA Lond., PhD Lond., AFHKPsyS, Reg. Psychol</td>
</tr>
<tr>
<td>Dr FOK S Y</td>
<td></td>
<td>BSocSc CUHK, MSc LSE, DEd Brist., RSWHK</td>
</tr>
<tr>
<td>Dr FUNG W W</td>
<td></td>
<td>BSocSc MSocSc PhD HK, RSWHK</td>
</tr>
<tr>
<td>Mrs IP YIM Y M, Bonny</td>
<td></td>
<td>BSocSc MSocSc HK, RSWHK</td>
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### Lecturer 講師

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<thead>
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<th>Name</th>
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<th>Qualifications</th>
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<tr>
<td>Mr HO K S</td>
<td></td>
<td>BSocSc PGDed MPhil CUHK, MEd Nott.</td>
</tr>
<tr>
<td>Dr HUNG Y H, Billy</td>
<td></td>
<td>MSc Sur., MSocSc HK, MSc Sur., PhD Wales, CQSW, RSWHK</td>
</tr>
<tr>
<td>Dr KWAN W H</td>
<td></td>
<td>BA MSW PhD HK, LLB Lond., Accredited Mediator, RSWHK</td>
</tr>
<tr>
<td>Ms LEUNG S Y</td>
<td></td>
<td>BA Lanc., MA Keele</td>
</tr>
<tr>
<td>Mr MAK Y S</td>
<td></td>
<td>BA Qu., CertEd, CertSch'Icounsel.&amp;Guid. MSocSc HK, MAppMgt(Tourism) Newcastle, Registered Psychologist</td>
</tr>
<tr>
<td>Dr NG K C, Isaac</td>
<td></td>
<td>BSc Ulster, Dip (HE) Housing Studies Sheff Hallam, Dip Facility Mgt, UNE, Dip Transport Mgt, MSocSc HK, PhD Aberd., FCILT, FHKIR, MCIH</td>
</tr>
<tr>
<td>Mr SUN Y K, Stephen</td>
<td></td>
<td>BSW MSW CUHK, MAppMgt(Tourism) Newcastle, RSWHK, SHKIM</td>
</tr>
<tr>
<td>Mrs YEUNG LIM Y B, Audrey</td>
<td></td>
<td>BSocSc CUHK, MSocSc HK, RSWHK</td>
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Partners’ Credentials

City University of Hong Kong is ranked among the world’s top 110 and we are pleased to see partners of SCOPE also fared well in various aspects of quality indicators. Quality is paramount at SCOPE, and our partners share this belief. They also live up to their reputations.

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

For example, Macquarie University is one of the top ten universities in Australia and within the top 40 in the Asia-Pacific Region; 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 2010*. The University of Central Lancashire has been recognized as the top modern university in North West England for the last five years and was the first UK modern university to appear in the QS World University Rankings. Leicester Business School of De Montfort University was ranked in the top 50 of UK Business Schools according to both the 2009 *Times League Table*, and 2009 *Independent Complete University League Table*.

SCOPE works with partners’ best strengths. De Montfort University’s management courses were ranked 1st out of 74 institutions for student satisfaction. Management also ranked in the top 12 institutions overall in the Sunday Times Guide for 2011. The School of Languages of the University of Central Lancashire is a leader in the field of teaching English for professional purposes. It was rated as “excellent” in its most recent official inspection by UK Government authorities. University of Wolverhampton’s Department of Built Environment is an accredited centre of the Chartered Institute of Building, and is internationally recognised for its excellence in research. Its Business programmes scored 23 out of 24 for its business and management provision, according to the recent Quality Assurance Agency audits in the Business School.

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 have also worked with other renowned universities to ensure that graduates from our top up programmes can further their education in postgraduate programmes of high quality.

When it comes to employability after graduation, partner universities rank high in surveys and standards and they are often reflected amongst the graduate population from SCOPE.
Staffordshire University was voted first of all new universities in the UK in an employability survey based on recruiters’ views. The University of Wolverhampton’s construction programme maintains a 98 percent employability rating in the property and construction section. Edinburgh Napier University was ranked one of Scotland’s top universities for graduate employability and Northumbria University also ranked in the top 10 for Graduate Level Employability.

Partners are also pioneers in their fields and the largest providers in particular areas.

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

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

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

In the past two years, our international programmes gained further recognition through a local accreditation exercise. This exercise will enable non-local programmes to acquire the status of “locally accredited” programmes. Six collaborations out of 10 programmes in the area of computing, art and design and business disciplines have undergone rigorous validations. Locally accredited programmes will enable students to be eligible for favourable terms of financial sponsorships, while their employers are more confident in the qualifications they have acquired.

SCOPE’s longstanding partnership with these reputable institutions has continued to grow stronger and we are thus able to give students the opportunity to grow and excel in the fields of work that they choose to pursue.
P12  BA (Hons) Accounting  
*Edinburgh Napier University*

P14  BA/BA (Hons) Accounting and Finance  
*Edinburgh Napier University*

Accounting and Finance
BA (Hons) Accounting (part-time)
Programme code: 123-29090
Duration & study mode: 2 years (part-time)
Fee: HK$103,200
Commencement: October 2012
Website: www.cityu.edu.hk/ce/baac
Enquiries: (Tel) 3442 4423 / 3442 2369 
(Email) team1@scope.edu

BA (Hons) Accounting (full-time)
Programme code: 123-19490
Duration & study mode: 1.5 years (full-time)
Fee: HK$96,000
Commencement: October 2012
Website: www.cityu.edu.hk/ce/baac
Enquiries: (Tel) 3442 5437 / 3442 2097
(Email) team1@scope.edu

About the Programme
The programme is the first accredited overseas degree programme of the Hong Kong Institute of Certified Public Accountants (HKICPA).
It provides students with knowledge and skills in accountancy that are required for careers in public and private sector organisations. The programme will provide a relevant, challenging and interesting curriculum for those who are motivated towards the study of accountancy.
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
• Hong Kong Taxation
• Hong Kong Law
• Current Issues in Finance
• Corporate Social Responsibility
• Innovations in Management Accounting
• Research Methods and Dissertation

CEF reimbursable modules

Entry (subject to review)
1. Holders of Associate Degree of Business Administration (Accountancy) / Higher Diploma in Accountancy of CityU*, OR
2. Holders of Higher Diploma in Accountancy / Higher Diploma in Accountancy & Information Systems of Hong Kong Institute of Vocational Education (IVE) who enrolled in the HD programme after September 2009**, OR
3. Holders of Associate Degree / Higher Diploma / Advanced Diploma / Professional Diploma 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
4. Graduates of HKIAAT

Note * : Graduates are required to have successfully completed Advanced Financial Accounting / Corporate Accounting II / an equivalent subject
Note ** : Graduates who enrolled in the HD programme before September 2009 should apply under #3 above.
Note *** : Graduates are required to provide supporting document for the full exemption of HKIAAT.

Notes for current year graduates
Current year graduates for #1, 2 & 4 of the above will also be considered. They will be required to present a full transcript before a stipulated date prior to commencement of the BA (Hons) Accounting in October 2012.
Current year graduates for #3 of the above who will be granted only a maximum of 7 papers by HKIAAT will also be considered. They will be required to pass the outstanding paper(s) before commencement of the BA (Hons) Accounting in October 2012.

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

Well-established and Long History
• This programme has over 1,800 accounting graduates in HK since 1997
• In 2011/2012, over 500 students were admitted to the Full-time and Part-time programmes

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

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

Teaching
Lectures are mainly delivered by academic staff from Edinburgh Napier University, with tutorials supported by CityU full-time academics and local practitioners.

"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/BA (Hons) Accounting and Finance 4th intake in 2012

Programme code : 123-29030
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. On completion of this programme of study, students will have:

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

Skills and Other Attributes
To develop the ability to:
• Structure and communicate ideas effectively, both in writing and orally, using appropriate software.
• 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

** 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 a bridging course in Accounting before the commencement of Trimester 2 at an additional fee.

Special Features
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 :
September / October 2012
Website :
www.cityu.edu.hk/ce/baaf
Enquiries :
(Tel) 3442 5299
(Email) team3@scope.edu
P16 BA (Hons) Applied Business
   Coventry University

P17 BA (Hons) Business Administration and Management
   De Montfort University

P19 BA (Hons) Business and Law
   University of Wolverhampton

P20 BA (Hons) International Business Management
   University of Wolverhampton

P21 BA (Hons) International Business Management
   Oxford Brookes University

P22 BA/BA (Hons) Marketing Management
   Edinburgh Napier University

P23 Bachelor of Business Administration
   Macquarie University

P24 BSc (Hons) Business Management (Engineering)
   Coventry University

Business Administration and Management
Programme code: 123-19410
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)

About the Programme
We know there are many of you who are AD/HD graduates and have already completed an associate degree in a non-business discipline will find jobs in various business organizations at the executive or administrative level. We firmly believe that students will be able to excel much faster in their current or new positions, if they are already equipped with a broad core of subjects related to business. The BA (Hons) in Applied Business is especially designed to provide this broad base in business skills and this will, in turn, be an extremely valuable addition to your academic and professional qualifications.

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.
- Students who possess non-business AD/HD can also complete the whole programme within 1 year.

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 2012
Website: www.cityu.edu.hk/ce/baab
Enquiries:
(Tel) 3442 5803
(Email) team5@scope.edu
BA (Hons) Business Administration and Management

19th intake in 2012 (part-time)/4th intake in 2012 (full-time)

Locally accredited by HKCAAVQ for HK Qualifications Register at QF5

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

Students benefit from a supportive environment and state-of-the-art facilities and our exceptional links with industry allow us to shape courses to ensure graduates are equipped with the skills and experience that modern employers need.

Leicester Business School

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

Recent achievements of the Leicester Business School:

• DMU’s management courses were ranked 1st out of 74 institutions for student satisfaction. Management also was ranked in the top 12 institutions overall in The Sunday Times Guide for 2011. The Guide’s criteria include student satisfaction, entry grades, graduate jobs, employment rates, and degree classification.
• Marketing programmes were ranked 1st for student satisfaction in the latest (2011) National Student Survey; as were Human Resource Management programmes in 2010.
• Finance programmes were ranked in the top 5 nationally for student satisfaction in the latest (2011) National Student Survey.
• Research of international excellence in the most recent national Research Assessment Exercise (RAE).

www.dmu.ac.uk

BA (Hons) Business Administration and Management (part-time)

Programme code : 123-29080 (Sep 2012 intake)
131-29080 (Jan 2013 intake)

Duration & study mode : 2 years (part-time)

Fee : HK$92,400

Commencement : September 2012/ January 2013

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

Enquiries : (Tel) 3442 8762 / 3442 7013
(Email) team1@scope.edu

BA (Hons) Business Administration and Management (full-time)*

Programme code : 123-19530

Duration & study mode : 1 year (full-time)

Fee : HK$84,600

Commencement : September 2012

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

Enquiries : (Tel) 3442 7013
(Email) team1@scope.edu

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

This programme is recognized under the Qualifications Framework.

QF Level : 5
QR Registration Number : 12/000107/5
Validity Period : From 1 September 2012 to 31 August 2016
About the Programme
The programme provides students with a wide knowledge and critical understanding of the broad range of areas of business and management. While providing students with a background in all areas of business and management, the programme contains sufficient flexibility to allow students to specialize in certain areas. In the final level of study students are able to study in depth one particular discipline, either in Marketing or HRM.

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 Organisations
- 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 followings:
Marketing Stream
- Marketing for Retail Business
- Creative Management & Marketing

HRM Stream
- Managing Organisations
- International & Comparative HRM

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

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

Special Features

Strong Reputation and Long History
- The part-time programme has been offered in Hong Kong since 1997 with more than 1,500 graduates, and has established a strong local reputation in the market for quality and relevance.

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

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

Teaching
Lectures and tutorials are delivered by local academics and practitioners.
Programme code: 123-29500  
Duration & study mode: 2 years (part-time)

About the Programme
The programme is designed for those who have never studied Law before and they will be equipped with a 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 business and law in a final undergraduate degree qualification.

Modules
Students are required to finish 180 credits (20 credits each) in order to complete the programme.
• Introduction to Common Law
• Managerial Economics
• Commercial Law
• Strategic Management
• International Trade and Finance Law
• Organisational Theory
• Company Law
• Researching Business & Management Issues
• Finance and Banking Law

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 Features
• 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 2012
Website: www.cityu.edu.hk/ce/uowbl
Enquiries: (Tel) 3442 5814 / 3442 7423 (Email) team4@scope.edu

University of Wolverhampton (UoW) is one of the largest universities in the UK with over 3,000 international students. The seventh National Student Survey revealed that the UoW is among the best in the country for the quality of its learning resources. The Business School recently celebrated 80 years of business education and management development being delivered by the School and its predecessor organisations; delivering courses at undergraduate, postgraduate and professional levels to over 2,000 students a year. Rated as excellent in the most recent Quality Assurance Agency audits, the Business School continues to build on its reputation for providing management education that meets the needs for participants and employers by combining the highest academic standards with the latest management research. The department of Law within the School of Law, Social Sciences and Communications has over 30 years experience of providing relevant, dynamic and forward-thinking legal education. You will be taught by a diverse group of academics with expertise in both national and international law. The Law Department is an active member of research into Environmental Law, Insolvency and Company Law, Finance Law and Maritime and Trade Law. At the last national Research Assessment Exercise (RAE) in 2008 the School’s average ranking of 1.85 was the joint 3rd in the UK for new university law schools entering.

“...the objective of this exciting and innovative programme is to provide a contextual understanding of the two related disciplines of law and business illustrating the synergy between both disciplines. This course also offers an advantage over other general business degrees with its practical focus on real life issues impacting upon both business and law. All lectures are delivered by the University of Wolverhampton’s dedicated staff within an interactive teaching environment that combines group discussions, workshops, use of real life scenarios and case study activities to gain invaluable analytical reasoning skills and knowledge of the practical application of knowledge gained to law and business environments. Following completion of this course, students could continue with their studies by taking an LLM or a Masters in Business. The practical focus on both business and law will also enhance the career opportunities of graduates.”

Ms Loraine Houlton  
Director of International Development
Programme code: 123-29170
Duration & study mode: 2 years (part-time)

About the Programme
The aim of BA (Hons) International Business Management is to develop knowledge, understanding and skills in Business Management, as well as evaluative skills of the global business organisations and functions. This programme will equip students with an international insight into contemporary business practices, and the knowledge and expertise to pursue an international management career.

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 Features
- 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 2012
Website: www.cityu.edu.hk/ce/uowibm
Enquiries: (Tel) 3442 5819 / 3442 7423
(Email) team4@scope.edu
Oxford Brookes University’s strong tradition of excellence in teaching dates back as far as 1865 with the beginning of the Oxford School of Art. It is committed to leading the intellectual, social and economic development of the communities it serves through teaching, research and creativity. The Business School is one of the largest Schools at Oxford Brookes University with over 150 academic staff, 2,000 undergraduates and 500 postgraduates and research students. It has established a strong reputation for management education both in the United Kingdom and in international markets, often working in partnership with institutions. Staff teaching on this degree bring not only a wealth of business experience but also active research interests including organizational structures and culture, sustainable business, entrepreneurship and accountability of business:

• The Quality Assurance Agency of UK awarded Oxford Brookes University top marks (24/24) in their "Subject Reviews" on Business & Management and Economics.
• Two Queen’s Anniversary Prizes was awarded to Oxford Brookes University which recognizes and honors their outstanding achievement and excellence.
• The Times Good University Guide 2010 ranked Oxford Brookes University one of the UK’s top 50 universities.

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

Dr Tony Gibbs
The Head of International Partnership Development

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<tr>
<th>Programme code</th>
<th>123-19210</th>
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<tr>
<td>Duration &amp; study mode</td>
<td>1 year (full-time)</td>
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**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**

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

Holders of Associate Degree / Higher Diploma or equivalent programmes in business-related disciplines, where the medium of instruction and assessment is not English, are required to demonstrate an English proficiency equivalent to Grade D in HKALE Use of English or IELTS score 6.0 with a 6 in Reading and writing. Exceptionally, applicants who can show that they have relevant qualifications or experience or both may be admitted with dispensation to the programme.

**Special Features**

**International Perspective**

Students will acquire the modern business knowledge and skills from a global business perspective.

**Highly Practical**

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

**Academics with Real-world Experience**

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

**Teaching**

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

**Fee:** HK$85,000

**Commencement:** September 2012

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

**Enquiries:**
- (Tel) 3442 5684
- (Email) team3@scope.edu
Marketing Management  

(6 intakes were as the BA/BA (Hons) Marketing Management with Business Studies)

Undergoing local accreditation process

Programme code : 123-19310
Duration & study mode :
• BA - 9 months (full-time)
• BA (Hons) – 12 months + 3 months for dissertation (full-time)

About the Programme
This programme aims to:
• develop critical and analytical approaches to marketing management and associated disciplines;
• develop in students key transferable skills;
• develop in students 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 in a Changing Environment (20 credits)
• Marketing Management in Practice (20 credits)
• Emerging Markets (20 credits)
• Dissertation (40 credits)

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.

Special Features
• This is a specialized business programme which covers a comprehensive range of marketing management areas.
• The programme requires both academic skills and the ability to apply them in a context linked to business practice, primarily in marketing and related functions.
• Live Project: In this optional module a student 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$48,900 [BA]
HK$89,650 [BA(Hons)]

Commencement:
September 2012

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

Enquiries:
(Tel) 3442 5376 / 3442 5433
(Email) team6@scope.edu
Programme code: 123-19100
Duration & study mode: 16 months (full-time)

About the Programme
The programme provides a comprehensive preparation for students wishing to pursue a career in business management, teaching 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 courses from the followings:
- Accounting Information for Decision Making
- Brand Management
- Business Communications
- Business Law
- Business Project
- Consumer Behaviour
- Cross Cultural Management
- Customer Relationship Management
- Environment and Sustainability
- Financial Management
- Fundamentals of Management Accounting
- Introduction to Human Resources
- Introductory Statistics
- Microeconomics Principles
- Principles of Financial Literacy
- Services Marketing
- Strategic Management
- Techniques and Elements of Finance

CEF reimbursable modules

* Under review and subject to change

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 Features
Flexible Study
- Students may transfer all or part of their studies to Macquarie University in Sydney

High Quality Business Programme
- The BBA programme is regularly audited by AUQA (Australia University Quality Agency)
- Students will study the same subjects, use the same materials, and graduate with the same degree as on-campus students

Teaching
About 40% teaching by Macquarie teaching staff.

Fee: HK$86,400
Commencement: September 2012
Website: www.cityu.edu.hk/ce/bba
Enquiries: (Tel) 3442 4978
(Email) team3@scope.edu

As a Macquarie University student you will join a diverse and welcoming community of 35,000 students, with 12,000 international students from over 110 countries.

Ranked among Australia’s top ten universities and within the top 40 in the Asia-Pacific region, Macquarie University is recognised for its innovative curriculum and high-quality teaching and research. Macquarie University ensures that our students develop qualities, skills and knowledge that are essential to succeed in a challenging, changing world.

www.mq.edu.au

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 Features
Flexible Study
- Students may transfer all or part of their studies to Macquarie University in Sydney

High Quality Business Programme
- The BBA programme is regularly audited by AUQA (Australia University Quality Agency)
- Students will study the same subjects, use the same materials, and graduate with the same degree as on-campus students

Teaching
About 40% teaching by Macquarie teaching staff.

Fee: HK$86,400
Commencement: September 2012
Website: www.cityu.edu.hk/ce/bba
Enquiries: (Tel) 3442 4978
(Email) team3@scope.edu

As a Macquarie University student you will join a diverse and welcoming community of 35,000 students, with 12,000 international students from over 110 countries.

Ranked among Australia’s top ten universities and within the top 40 in the Asia-Pacific region, Macquarie University is recognised for its innovative curriculum and high-quality teaching and research. Macquarie University ensures that our students develop qualities, skills and knowledge that are essential to succeed in a challenging, changing world.

# Shanghai Jiao Tong University Academic Rankings of World Universities, 2011
Programme code: 123-29270
Duration & study mode:
2 years (part-time)
180 credit-entry for AD/HD holders

About the Programme
In Hong Kong, there are many holders of engineering and technology related sub-degrees that end up working in the business sector in jobs like technical sales and marketing. However, these sub-degree holders may not have the appropriate business management education to help them do well in business-related positions.

BSc (Hons) Business Management (Engineering) is therefore designed as a unique part-time business programme for students with Engineering and Technology background. We hope the interdisciplinary perspective that our students gained from the programme would provide them with a competitive edge at work, building upon the solid foundation of your current work 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 who are currently working in the engineering or technology related fields with non engineering HD/AD will also be considered.

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.
• Many current students and graduates are already working in relevant functional roles before joining the programme.

Teaching
Lectures & tutorial classes are delivered by local instructors.

Fee: HK$88,000
Commencement: September 2012
Website: www.cityu.edu.hk/ce/bscbme
Enquiries: (Tel) 3442 5802 (Email) team5@scope.edu

“[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

“[We would like to extend our gratitude to all lecturers who had taken their precious time to educate us unconditionally. I have to admit that CityU has created an excellent environment to students to pursue a higher education and we thank you for that.]”

Bay Elizabeth
BME Graduate
P26  **BSc (Hons) Business Information Technology**  
    *Coventry University*

P27  **BSc (Hons) Business Information Technology**  
    **BSc (Hons) Computing Science**  
    **BSc (Hons) Information Systems**  
    *Staffordshire University*

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**Computer Science, IT and Multimedia**
BSc (Hons) Business Information Technology

9th intake in 2012

Programme code: 123-19430
Duration & study mode: 1 year (full-time)

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

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.

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

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

Fee: HK$78,000
Commencement: September 2012
Website: www.cityu.edu.hk/ce/bscbit
Enquiries: (Tel) 3442 5809
(Email) team2@scope.edu

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

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

Employment Opportunities
• Ample employment opportunities for graduates from this programme in the field of project management, IT consultancy, database administration, and business support.

Bachelor of Science (Hons) Business Information Technology is recognized under the Qualifications Framework.

QR Registration Number: 10/000641/S
Validity Period: From 01/09/2010 to 31/08/2014
BSc (Hons) Business Information Technology

BSc (Hons) Computing Science

BSc (Hons) Information Systems

About the Programme

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

Computing Science (CS)

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

Information Systems (IS)

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

Business Information Technology (BIT)

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

Staffordshire University is one of the largest universities in the UK, and has a long tradition and experience in higher education. The two main campuses are at Stafford and Stoke-on-Trent, Staffordshire. In January 2010, the student population was approximately 21,600, including more than 4,500 students studying off campus and more than 9,000 students studying overseas. Staffordshire University's vision is for an even brighter future.

The Faculty of Computing, Engineering and technology houses one of the largest and well established computing degree awarding students graduating over 40 years ago. Currently the Faculty has students from over 50 countries, and around 130 academic staff and 90 support staff. The Faculty received a successful exercise (RAE) and is nationally recognized for being dynamic and innovative in provision of Engineering and Technology.

Excellent collaborations exist with industry and the Faculty is active in research, consultancy and external training course as well as mainstream higher education.

www.staffs.ac.uk
Programme Structure

The program 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.

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<tr>
<th>Computing Science (CS)</th>
<th>Information System (IS)</th>
<th>Business Information Technology (BIT)</th>
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<td>For 240 credits</td>
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<td>Electronic Commerce</td>
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<td>• System Development Methods</td>
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<td>Web Programming</td>
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<td>Applied Research Methods &amp; Professional Development</td>
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<td>Object Oriented Systems Development</td>
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<td>For 240 credits and 180 credits</td>
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<td>• Web Applications</td>
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<td>System Development Methods</td>
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<td>Database and Web Database Systems</td>
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<td>• Advanced HCI and Usability</td>
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<td>• Hardware and Software Systems and Networks</td>
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<tr>
<td>CS/IS/BIT Route Project</td>
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</tbody>
</table>

CEF reimbursable modules

Note: The above curriculum is subject to change

Entry

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

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

Special Features

The university

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

The collaboration

• Over 15 years of collaboration with SCOPE, CityU

The graduates

• More than 1,600 IT professionals graduated through delivery of these programmes in HK

Professional Recognition

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

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
Programme code: 123-29160
Duration & study mode: 2 years (part-time)

About the Programme
The programme aims to prepare students to take on a variety of managerial responsibilities in the construction industry and for further studies at post-graduate 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)
- Contract Law and Dispute Resolution (20 credits)
- Sustainability (20 credits)
- Construction Human Resource Management (20 credits)

Year 2
- Construction Planning (20 credits)
- Group Project Evaluation & Development (20 credits)
- Construction Management 6 (20 credits)
- Construction Dissertation (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;
- 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 Features
Gateway to Professional
- The programme has obtained full accreditation from the Chartered Institute of Building (CIOB)
- Graduates may apply for Corporate Membership in Building Discipline of the Hong Kong Institution of Engineers (HKIE) upon completion of a top-up course recognized by the HKIE with relevant professional experiences.

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

Teaching
Lectures by Wolverhampton staff, tutorials by experienced local practitioner.

Fee: HK$99,500
Commencement: October 2012
Website: www.cityu.edu.hk/ce/bsccm
Enquiries: (Tel) 3442 5810 (Email) team2@scope.edu
Programme code: 123-29140
Duration & study mode: 2 years (part-time)

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

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

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

Fee: HK$99,500
Commencement: October 2012
Website: www.cityu.edu.hk/ce/bscqqs
Enquiries: (Tel) 3442 5810
(Email) team2@scope.edu

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

Extensive Learning Support & Resources
• Fully supported by experienced local tutors to ensure smooth study process
• Students can access to UoW knowledge-exchange online platform - WOLF for further interactive learning and support beyond the contact hours

Teaching
Lectures by Wolverhampton academics, tutorials by experienced local practitioners

www.wlv.ac.uk

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

Bachelor of Design (Digital Media Design)
Swinburne University of Technology

Bachelor of Design (Interior Design)
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

 Bachelor of Design (Communication Design)

9th intake in 2012 (full-time)/2nd intake in 2012 (part-time)

Programme code: 123-19460 (full-time)
123-29560 (part-time)
CRICOS code: 064718K
Duration & study mode: 1 year (full-time)
2 years (part-time)

About the Programme
The programme aims to nurture imaginative designers to convey information through visual means effectively, through the programme’s strong links with industry, graduates are well placed to seek employment in advanced areas of communication design.

The programme trains students to be effective designers and communicators through a wide variety of visual communication based projects, together with contextual and professional studies. With the knowledge and skills acquired from the programme, graduates are able to work effectively in areas where information is primarily conveyed by visual means, such as advertising, publishing, publicity, printing, merchandising, multimedia, education and research.

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 receive 200 credit points exemption and be required to study 8 units of 100 credit points. However, they have the option to take an extra the 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 2012

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

Enquiries:
(Tel) 3442 5815 / 3442 7423
(Email) team4@scope.edu

Bachelor of Design (Communication Design) is recognized under the Hong Kong Qualifications Framework.
QF Level: Level 5
QR Registration Number: 11/001066/S
Validity Period: From 01/08/2011 to 31/07/2015
Programme code : 123-19470 (full-time)  
123-29570 (part-time)  
CRICOS code : 070845G  
Duration & study mode: 1 year (full-time)  
2 years (part-time)

About the Programme
The programme prepares students to work with design for digital film production, the world-wide web and computer interactive media. With the training in time-based sequence design, students will be developed as expertise in animation, including 3D modeling, digital video, audio media, and multimedia design for electronic media. This equips graduates with the relevant skills for diverse industries, such as post-production houses (including the film and television industry), digital video, animation, interactive media, web design consultancies, and video game design house.

Programme Structure
The Bachelor of Design (Digital Media 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 2012

Website: www.cityu.edu.hk/ce/design
Enquiries: (Tel) 3442 5815 / 3442 7423  
(Email) team4@scope.edu

Bachelor of Design (Digital Media Design) is recognized under the Hong Kong Qualifications Framework.  
QF Level: Level 5  
QR Registration Number: 11/001067/5  
Validity Period: From 01/08/2011 to 31/07/2015

"The programme has provided me with practical design knowledge as well as entrepreneurship theories and practices. The design management units taught us how to integrate design with business, we got the taste of running a business and ample chances to train up project and team management skills through group work. Apart from studying I also got many opportunities to participate various exhibitions in Hong Kong, Beijing as well as in Canada. This for no doubt has widened my horizon and expanded my peer network in design. All the knowledges and experiences I obtained from the programme has given me a good foundation to start my career in the design industry."

Lau Chun Kit  
2011 Graduate  
Recipient of Scholarship 2011

* note: holders of Associate of Arts in Digital Visual Design (AADVD) from Community College of City University will receive 200 credit points exemption and be required to study 8 units of 100 credit points. However, they have the option to take an extra the four units under Design Management for an additional fee.
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
P38 BEng (Hons) Fire Engineering
University of Central Lancashire

P40 Foundation Degree of Science (FDSc)
Fire Safety Engineering
University of Central Lancashire
Programme code: 123-29240
Duration & study mode: 2-3 years (part-time)

About the Programme
This programme is concerned with the study of fire development and prevention and the means by which its consequence may be reduced to a minimum in both human, environmental and 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
- 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 module for Route 1 only
- Fire Protection

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
- Safety, Health and Environmental Management
- Buildings, Materials and Fire
- Engineering Design Practice
- Safety and Fire Law
- Energy Transfer and Thermodynamics
- Engineering Analysis 1
- Skills for Fire Studies
- Project Management
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.

Professional Recognition

The BEng (Hons) Fire Engineering operating in the UK (Preston campus) and The BEng (Hons) Fire Engineering operating in Hong Kong by City University of Hong Kong, are accredited by the Energy Institute (EI).

The BEng (Hons) Fire Engineering plus MSc in Fire Safety Engineering satisfies the current academic requirements for Chartered Engineer Membership of the UK Engineering Council – EC(UK), and Membership of the Hong Kong Institution of Engineers (HKIE).

The BEng (Hons) Fire Engineering plus MSc in Fire Safety Engineering plus BC4733 Electrical Service I and BC4763 HVAC Engineering Elective I offered by SCOPE, City University of Hong Kong, satisfies the current academic requirements for Membership of the Hong Kong Institution of Engineers (HKIE) – Building Services Discipline.

Teaching

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

Fee : HK$4,800 per 10 credits
Commencement : September 2012
Website : www.cityu.edu.hk/ce/fire
Enquiries : (Tel) 3442 5805
(Email) teamS@scope.edu

"Fire engineering comprises a range of diverse subjects such as fire properties of material, enclosure fire dynamics, human behaviour, computational fire modelling, and fire risk assessment. The BEng (Hons) course offered by UCLAN provides me a sound background knowledge to further explore in the field of fire engineering."

Mr Lum Hak Ping Michael
Graduate

39
Programme code: 123-29250  
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  
• Safety and Fire Law  
• Introduction to Engineering Analysis  
• Energy Transfer and Thermodynamics  
• Skills for Fire Studies  
• Fire & Built Environment  
• Community Safety  
• Community Fire Safety  
• Structures, Materials and Fire  
• Fluid Dynamic of Fire  
• Fire Safety Management & Legislation  
• Fire Science Project

Entry
To be eligible for admission, applicants need to:
• have obtained 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
• have obtained an academic qualification from a local postsecondary institution or a professional qualification acceptable to the University; qualifications attained by study at a local international school or a non-local high school, at Grade 12 or equivalent, are also accepted; or
• be a mature applicant* of at least 21 years of age by the commencement of the programme, and have relevant work experience.

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

* Interview may be arranged for the mature applicants with relevant work experience but not up to the stipulated academic requirements. They may also be required to take pre-programme courses in English & Mathematics if deemed necessary by the University.

Mature applicants with CityU SCOPE CE Certificate in Fire Science Studies are exempted from the interview and pre-programme courses.

Special Features
• The Foundation Degree in Fire Safety Engineering at SCOPE, CityU satisfies the academic requirements for Member grade of the Institute of Fire Engineers (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$79,200
Commencement: September 2012
Website: www.cityu.edu.hk/ce/fire
Enquiries: (Tel) 3442 5805
(Email) teamS@scope.edu
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*

**Hospitality and Tourism**
Programme code: 123-29280
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 Events
• 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 Features
• A pioneer programme in the field which offers BOTH HOSPITALITY and SERVICE MANAGEMENT curriculum.
• The curriculum is based on academically and vocationally relevant for students to develop a career in hospitality and service management in Hong Kong.
• Convenient timetables, as classes will be scheduled to avoid attendance during major peak working days such as weekends and public holidays.
• Fast track route for AD/HD holders to achieve a Top-up Degree in one year.

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:
September / October 2012

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

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

BA in Tourism and Airline Management
5th intake in 2012

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 approximately 1,600 staff and offer around 200 undergraduate and 100 postgraduate programmes, as well as an extensive range of short courses for industry and commerce. Many of our short courses 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:
• Ranked one of Scotland’s top universities 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 15 years of collaboration with SCOPE, CityU
• More than 4,000 graduates in HK

www.napier.ac.uk

Programme code : 123-29380
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

CEF reimbursable module

Special Features
• A pioneer programme in the field which offers BOTH TOURISM and AIRLINE MANAGEMENT curriculum.
• The curriculum is based on academically and vocationally relevant for students to develop a career in tourism and airline management in Hong Kong.
• Convenient timetables, as classes will be scheduled to avoid attendance during major peak working days such as weekends and public holidays.
• Fast track route for AD/HD holders to achieve a Top-up Degree in one year.

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

Fee :
HK$98,000 (Diploma level entry)
HK$58,800 (AD and HD level entry)

Commencement : September / October 2012
Website : www.cityu.edu.hk/ce/batam
Enquiries : (Tel) 3442 2125
(Email) team7@scope.edu

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.

“Studies in tourism and airline management focus on developing management perspectives, and organisational and business skills, suitable for this most global of industries. This programme covers practically every aspect of tourism management and adds specialist studies in airport management and the international airline industry, with a practical application to tourism transport. I am confident that you would enjoy the learning experience and find it to be of real benefit to your career development.”

Dr Shuna MARR
Programme Leader (UK)
BA (Hons)
Travel and Tourism Management
9th intake in 2012

Programme code: 123-19480
Duration & study mode: 1 year (full-time)

About the Programme
It aims to produce graduates who are knowledgeable about the structure, operation, and impacts of the travel and tourism industry and 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 Project

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

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

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

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

Fee: HK$78,000
Commencement: September 2012
Website: www.cityu.edu.hk/ce/battm
Enquiries:
(Tel) Academic matters: 3442 8822 / 3442 9783
General enquiry: 3442 5826 / 3442 7423
(Email) team7@scope.edu
BA (Hons) English for International Corporate Communication
University of Central Lancashire

BA(Hons) International Business Communication with Chinese/Japanese
University of Central Lancashire

Language and Communication
The University of Central Lancashire (UCLan) has developed into one of the UK’s largest Universities with a student and staff community numbering 38,000. In all national newspaper league tables, UCLan has been recognised as the top modern university in the North West for the last five years. The University has academic partners in all regions of the globe and it is on a world stage that the first class quality of its education is now being recognised.

The University offers a portfolio of over 500 high calibre degree courses and approximately 180 taught postgraduate programmes for students with the attitude to achieve. In the recent Research Assessment Exercise, all 17 subject areas submitted were rated as containing research of international excellence while 11 areas were assessed to be undertaking research which is world-leading including our linguistics department which is ranked higher than Cambridge. The School of Languages and International Studies is a leader in the field of teaching English for professional purposes. It was rated as ‘excellent’ in its recent official inspection by UK Government authorities. It is a department that has received government commendation regularly through the UK Quality Assurance Agency for providing a learning environment of the highest quality.

www.uclan.ac.uk

BA (Hons) English for International Corporate Communication 8th intake in 2012

Programme code: 123-19440
Duration & study mode:
1 year (full-time load) OR
2 years (part-time load) Students choosing part-time load will attend classes in the day time, together with those choosing full-time load.

About the Programme
This programme nurtures students to communicate effectively in English in a wide range of social and work-related situations; it also develops students’ understanding in their chosen specialization – Marketing, Public Relations, and Translation and Interpreting. Students are also able to:
• engage in a structured training in English which allows them to participate in a professional environment.
• develop interpersonal skills, critical self-awareness and problem-solving abilities, in order to contribute meaningfully to a changing international environment.
• develop a broad range of business registers in English, appropriate to interacting with employers in a variety of professional contexts.

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

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

Specialist Routes (60 credits)
Students are required to choose one of the following pathways*:
Marketing
• Marketing and Advertising Communication for International Business Communication
• Marketing of Services
• Public Relations for Marketing
Public Relations
• Public Relations in Context
• Corporate Strategy and Communication
• Public Relations for Marketing
Translation and Interpreting
• Introduction to Translation and Interpreting
• Theory and Practice of Interpreting
• Theory and Practice of Translation

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

* SCOPE reserves the right not to offer certain pathways
** Subject to change
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 as specified by UCLan, i.e. either TOEFL 520 or IELTS 6. Local students graduated from relevant Associate Degree programmes with a good pass in an English language course (i.e. B- or above) will be exempted from the aforesaid requirements. An admission interview or a written test may be required for some applicants.

Special Features
- Students learn English as it is used in the business world.
- Students can choose one of the following pathways – Marketing, Public Relations, OR Translation and 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 a module from the “Specialist Routes”.
- Students can choose to finish the programme in one year (full-time load) or two years (part-time load).

Teaching
By local professional academics.

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

Commencement:
September 2012

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

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

“Recalling what I did and how I struggled for writing the dissertation, I cannot help sighing with relief. It is because it is the first time for me to write it and I encountered many problems in locating the topic. However, the tutors in the EICC programme have given me a hand and led me into the right direction. Besides, this programme also has enriched my English knowledge as much as I expected. For me, EICC programme is a definitely right choice for me.”

Chan Nga Ki, Keeyah
Graduate
BA (Hons) International Business Communication with Chinese/Japanese

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

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

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

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

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

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

* "Introduction to Translation and Interpreting" may also be offered as an elective module to students who are good in both Chinese and English.

**Entry**
- **General requirements:** Applicants should hold an Associate Degree or equivalent, majoring in Chinese, Japanese, Translation, Bilingual Studies, or related disciplines, with a minimum CGPA 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 N3 of the Japanese Proficiency Test, or equivalent.
- **Chinese language requirement:** For entry into the Chinese Option, applicants should attain Chinese proficiency equivalent to the associate degree level. Students who cannot meet this requirement are required to take a written test.
- Students who cannot meet the above requirements will be considered case by case.

**Special Features**
- **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.**
- **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**
By local professional academics

**Fee:** HK$85,500
**Commencement:** September 2012
**Website:** www.cityu.edu.hk/ce/baibc
**Enquiries:** (Tel) 3442 5819 / 3442 7423
(Email) team4@scope.edu
P50 BSc (Hons) Aviation Management
Coventry University

Logistics and Transportation
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.

Programme code : 123-29400
Duration & study mode : 2 years (part-time)

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

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

Entry Requirement
- 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 299SE (Airport Passenger and Cargo Operations).

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.
- Most of the students are working in a range of managerial, executive and functional roles in different airlines, aviation and logistics related companies.

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

Fee : HK$97,700 (200 credits)
Commencement : September 2012
Website : www.cityu.edu.hk/ce/covam
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 2012.
Programme code: 123-19420
Duration & study mode: 1 year (full-time)

About the Programme
This is a unique programme designed for graduates holding AD/HD in Aviation, Aircraft, logistics, Transport Operations as well as Passenger Transport disciplines. The programme aims at providing the students with a competitive edge in this professional industry. We believe the range of elements of the programme: language and communication, business and management, aviation and logistic, are solid addition to what our students know when they come to us with an Associate Degree of CityU, Higher Diplomas of IVE or other institutions.

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
• A professional programme for aviation industry
• Exclusively designed for AD/HD graduates with aviation, logistics or aircraft maintenance backgrounds, who wish to further enhance their knowledge in different aspects of aviation management.
• Add-vantage modules are specifically-designed in order to improve 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 2012

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

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 2012.

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.

Programme code: 123-19420
Duration & study mode: 1 year (full-time)

About the Programme
This is a unique programme designed for graduates holding AD/HD in Aviation, Aircraft, logistics, Transport Operations as well as Passenger Transport disciplines. The programme aims at providing the students with a competitive edge in this professional industry. We believe the range of elements of the programme: language and communication, business and management, aviation and logistic, are solid addition to what our students know when they come to us with an Associate Degree of CityU, Higher Diplomas of IVE or other institutions.

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

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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 2012

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

Enquiries:
(Tel) 3442 5801
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"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
BA (Hons) Applied Social Science
Sheffield Hallam University

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 is one of the UK’s most progressive and innovative universities, with more than 35,000 students from a diverse range of backgrounds, with over 4,300 international students from around 120 countries.

SHU is ranked in the top group of modern universities in the UK. We have earned an excellent reputation for our teaching quality and applied research. We also work together with many different international partners to offer students high-quality education, to carry out research together, and to promote exchange programmes.

SHU has over 600 courses in a wide range of subjects, supported by state-of-the-art facilities and learning resources. Over the last 10 years we have invested £100 million in teaching and learning facilities.

SHU provides a high quality cutting edge learning experience and we pride ourselves on teaching that delivers results. Innovative assignments, case studies, work-based learning and live projects are backed by the latest e-learning and technology.

SHU aims to prepare our students for work in the global economy. We provide our students not only with a good qualification but also relevant professional skills and experience which makes them highly employable. We are leaders in e-learning, building employability into courses and developing ways for students to take more control of their learning. Our expertise has been recognised by winning national centre of excellence status in investigating and building these areas. We are experts in delivering employability, developing the skills employers value.

www.shu.ac.uk

APPLIED SOCIAL SCIENCES

**BA (Hons) Applied Social Science** 8th intake in 2012

**Programme code**: 123-19390  
**Duration & study mode**: 1 year (mixed mode)

**About the Programme**

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

**Programme Structure**

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

<table>
<thead>
<tr>
<th>Pathway (A)</th>
<th>Pathway (B)</th>
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<tbody>
<tr>
<td><strong>Social and Policy Studies</strong></td>
<td><strong>Human Services</strong></td>
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<td>Personal Learning Portfolio</td>
<td>Global Issues in Welfare</td>
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<td>Applied Research Methods</td>
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<td>Policy Making &amp; Analysis</td>
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<td>Comparing Social Issues and Policy</td>
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</table>

3 electives / 1 elective plus a dissertation

**Special Features**

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

**Entry**

Pathway of Social and Policy Studies is specially designed for students who have successfully completed AD/HD in the social sciences 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 or an equivalent qualification.

**Teaching**

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

**Fee**: HK$ 82,000

**Commencement**: September 2012

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

**Enquiries**:
Email) team2@scope.edu
De Montfort University (DMU) is a university of quality and distinctiveness. With a history of offering high quality teaching for well over 100 years, DMU is nationally and internationally recognised as a centre of excellence in disciplines, including Accounting, Business, Finance, Management, Marketing, Human Resource Management and Public Policy.

Students benefit from a supportive environment and state-of-the-art facilities and our exceptional links with industry allow us to shape courses to ensure graduates are equipped with the skills and experience that modern employers need.

Leicester Business School

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

Recent achievements of the Leicester Business School:

- DMU’s management courses were ranked 1st out of 74 institutions for student satisfaction.
- Management was also ranked in the top 12 institutions overall in The Sunday Times Guide for 2011. The Guide’s criteria include student satisfaction, entry grades, graduate jobs, employment rates, and degree classification.
- Marketing programmes were ranked 1st for student satisfaction in the latest (2011) National Student Survey, as were Human Resource Management programmes in 2010.
- Finance programmes were ranked in the top 5 nationally for student satisfaction in the latest (2011) National Student Survey.
- Research of international excellence in the most recent national Research Assessment Exercise (RAE).

www.dmu.ac.uk

Programme code: 123-29040
Duration & study mode: 2 years (part-time)

About the Programme

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

Upon completion of the programme, students will have a deeper understanding 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)
- 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

- Government & Policy in China (30 credits)
- Issues in HK Politics & Public Policy (15 credits)
- Issues in Social Policy (15 credits)
- Public Policy Dissertation (30 credits)

- CEF reimbursable modules

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 2012

Website:

www.cityu.edu.hk/ce/bapam

Enquiries:

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

18th intake in 2012

“This programme enriched my deep interest in public policy and political philosophy. The classes were taught by experienced lecturers who were always enthusiastic and provided quality teaching which enriched my knowledge on policy making and normative theories. Theories and concepts of globalization, sustainable development and environmental politics are most beneficial to me. I am trained to think critically and gave a higher analytical and decision making ability.”

Chow Muook Bill Patrick Graduate
Awarded the best performance on the programme

“The programme covered a wide range of public administration topics, many of which were geared to local (Hong Kong and the Mainland) relevance. Dr. James L. K. Sung, the Academic Coordinator and all teachers provided unfailing and professional guidance in sharing their knowledge and experiences with us. Thanks to their teaching, academic concepts were made real and lively by application to actual public policies. In supervising my dissertation, Dr. Sung provided me with insights, not only of the public administration scene in Hong Kong, but also on the Mainland and International fronts.”

Lau Hiu Ming, Calvin Graduate
Awarded the best dissertation on the programme
### Part-time Programme

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<tr>
<td>BA/BBA (Hons) Accounting and Finance</td>
<td>Edinburgh Napier University</td>
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<tr>
<td>BA (Hons) Business Administration and Management</td>
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<td>BA (Hons) Business and Law</td>
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<td>BA (Hons) Business Management, University of Wolverhampton</td>
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<tr>
<td>BSc (Hons) Business Management (Engineering), Coventry University</td>
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<td>BSc (Hons) Business Information Technology, Staffordshire University</td>
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<td>BSc (Hons) Computing Science, Staffordshire University</td>
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<td>27-28</td>
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<td>BSc (Hons) Information Systems, Staffordshire University</td>
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<td>September 2012</td>
<td>27-28</td>
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<td>BSc (Hons) Construction Management, University of Wolverhampton</td>
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<td>BSc (Hons) Quantity Surveying</td>
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<td>Bachelor of Design (Communication Design), Swinburne University of Technology</td>
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<td>Bachelor of Design (Digital Media Design), Swinburne University of Technology</td>
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<td>Bachelor of Design (Interior Design), Swinburne University of Technology</td>
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<td>BEng (Hons) Fire Engineering, University of Central Lancashire</td>
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<td>Foundation Degree of Science (FDSc) Fire Safety Engineering, University of Central Lancashire</td>
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<td>BA in Hospitality and Service Management, Edinburgh Napier University</td>
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<tr>
<td>BA in Tourism and Airline Management, Edinburgh Napier University</td>
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<tr>
<td>BSc (Hons) Aviation Management, Coventry University</td>
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### Full-time Programme

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<td>October 2012</td>
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<td>BA (Hons) Applied Business</td>
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<td>September 2012</td>
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<tr>
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### Mixed Mode Programme

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<td>BA (Hons) Applied Social Science</td>
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<td>September 2012</td>
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grouped by university

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<td>October 2012</td>
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</table>

For details of programme information and application form, please visit: www.scope.edu
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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
Ms TSANG P Y, Pamela 曾佩儀女士 BAL UNE

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Ms YIP W Y, Emily 葉慧欣女士 BA HK, MA HKBU
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Students of SCOPE studying overseas degrees can enjoy many of the services and facilities in the CityU campus and its vicinity.

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

### Run Run Shaw Library

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

### Computing Services Centre

Location: 2/F, Academic I, CityU  
Website: [www.cityu.edu.hk/csc](http://www.cityu.edu.hk/csc)

### Electronic Services and Other Supports

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

KOWLOON 九龍

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Lower Ground Floor, Academic Exchange Building
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SCOPE Shek Kip Mei Learning Centre
SCOPE 石硤尾教學中心
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Admiralty, Hong Kong
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City University of Hong Kong
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