

B Business (Management and Communication) (Under Planning)*

The University of New England



Programme code : 82940

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

Programme Aim & Objective

The Bachelor of Business (Management & Communication) aims to provide students from a variety of professional backgrounds with a conceptual knowledge and professional skills base that allows them to effectively function at executive & management level in a variety of professional settings.

Modules

- Behaviour Foundations of Business
- Principles of Management
- Making Sense of Organizational Data
- Financial Management
- Professional Ethics
- Communication Skills: Composition
- Marketing Communication
- Mass Communication
- Managing Change
- Project Management
- Final Project

Entry

Students should possess one of the followings:

- a Higher Diploma / Associate Degree or a comparable qualification from a university or recognized post-secondary institution in Hong Kong;
- a Higher Diploma from one of Hong Kong Institutes of Vocational Education (IVE);
- a qualification deemed to be equivalent to the above;

Applicants who do not meet the stipulated entry requirements but with substantial post-secondary education may also be considered for admission. These students will be required to take an additional bridging programme with 4 modules (24 credit points).

Student **MUST** also satisfy the stipulated English Language Requirement.

Special Features

- Inter-disciplinary nature in communication and management
- Three themes for the programme:
 - (i) Management & Business Practise
 - (ii) Communication & Language Proficiency and
 - (iii) Project Management

Teaching

By both overseas and local academic staff.

Fee :	To be confirmed
Commencement :	September 2008
Website :	www.cityu.edu.hk/ce/degree/82940
Enquiries :	(Tel) 2784 3226 (Email) carolchan@cityu.edu.hk

* Subject to approval



Background

University of New England (UNE) was the first Australian university established outside a capital city. With a history extending back to the 1920s, UNE has a well-earned reputation as one of Australia's great teaching, training and research universities.

UNE is now Australia's longest continuous provider to distance education and, with more than 15,000 external students, is still one of Australia's major providers of awards to off-campus students. Its graduates consistently rate their experience at UNE highly, a reflection to the University's commitment to student support. More than 75,000 people now hold UNE qualifications, with many in senior positions in Australia and overseas. UNE has built up its academic profile to the point where it now has more than 500 PhD candidates, an important sign of the University's academic vigour. Since 1995, teaching off-campus students by distance education has been an important part of the University's activities.

Website: www.une.edu.au