Bachelor of Arts (Hons) in English for International Corporate Communication

Bachelor’s Degree (Top-Up) Programme

Full-time Year 2012 8th Intake

Programme Code: 123-19440

www.cityu.edu.hk/ce/baeicc

This programme is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 451362). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.
**Programme Aims**

This programme nurtures students to communicate effectively in English in a wide range of social and work-related situations; it also develops students’ understanding in their chosen specialization – Marketing, Public Relations, and Translation and Interpreting.

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

**Special Features**

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

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**University of Central Lancashire**

The University of Central Lancashire (UCLan) has developed into one of the UK’s largest Universities with a student and staff community numbering 38,000. In all national newspaper league tables, UCLan has been 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.

For the latest news and further information on UCLan, please visit the website: www.uclan.ac.uk
Programme Structure
In order to graduate with a BA (Hons) English for International Corporate Communication, students have to pass 9 modules (180 credits in total, with 20 credits each). It consists of 4 core modules + 3 optional modules from the chosen specialist route (Marketing / Public Relations / Translation & Interpreting) + 2 additional modules.

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<th>Compulsory Modules (80 credits)</th>
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<tr>
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<td>• Advanced English for Business Communication 2</td>
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<td>• Advanced English Language Skills for English for International Corporate Communication</td>
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<td>• Globalisation &amp; Business in International Corporate Communication</td>
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<td>• Culture and Business in International Corporate Communication</td>
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Students can choose one of the following pathways:

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<th>Specialist Route* (60 credits)</th>
<th>Marketing</th>
<th>Public Relations</th>
<th>Translation &amp; Interpreting</th>
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<tr>
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<td>• Marketing and Advertising Communication for International Business Communication</td>
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<td>• Marketing of Services</td>
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<td>• Public Relations for Marketing</td>
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<th>Additional Module (40 credits)</th>
<th>• English for Management in the Workplace**</th>
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<td>plus ONE of the following:</td>
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<td>• English for International Corporate Communication Dissertation</td>
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<td>• One module from the “Specialist Routes”***</td>
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Detailed module description can be found on our programme website: www.cityu.edu.hk/ce/baeicc.

* SCOPE reserves the right not to offer certain pathways.
** Subject to change
*** Please note that you will not have a totally free choice for this additional option as some of the modules have ‘prerequisites’, which means that you must have studied another module before you can choose this kind of module.

Our Graduates
The programme provides solid foundation for work and further study. According to the 2011 graduation survey conducted a few months after graduation, 66% of our graduates were in full-time employment. Most of our graduates worked in industries related to their specialist areas, including Marketing, Sales and Retail, Public Relations, and Education.

Students pursuing further studies the year following graduation were admitted to various Master’s Degrees offered by local universities, such as the City University of Hong Kong, the University of Hong Kong and the Hong Kong Polytechnic University.

Programme Delivery
By local professional academics.
Teaching and Learning

Classes
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 mode.

Venue
Classes will be held at SCOPE Learning Centres in Kowloon Tong and Tsim Sha Tsui East, and/or other designated venues.

Student Support
Students will have access to the CityU Library, Computing Services Centre, and the UCLan online resources.

Assessment and Award
Assessment for the courses is based on a combination of assignments, tests and examinations.
A student will be awarded a BA (Hons) English for International Corporate Communication, conferred by the University of Central Lancashire, upon completion of the programme.

Admission Requirements
This programme is specially designed for holders of Associate Degree (AD) / Higher Diploma (HD) in language, translation, Public Relations and media disciplines. Graduates of AD / HD from other disciplines may also be considered.

Applicants should have a CGPA of 2.5 or above and possess a TOEFL score of 520 or IELTS score of 6. Graduates of local AD programmes with B- or above in an English language course will be exempted from the aforesaid requirement.

An admission interview or a written test may be required for some applicants.

Financial Assistance
Successful applicants are eligible to apply for the Non-means Tested Loan Scheme (NLS) administered by the Student Financial Assistance Agency (SFAA) of the HKSAR government. The maximum financial assistance under the NLS is equivalent to the total tuition fees payable for the programme. For details and enquiries, please call 2150 6222 or visit the SFAA’s website: www.sfaa.gov.hk

Commencement
September 2012

Application
A completed application form, together with copies of academic certificates and proof of payment / payment of the application fee of HK$140, should be sent to SCOPE on or before the deadline. (Please refer to the attached Application Guide for details)

Deadline for Application
30 June 2012
Qualified applicants are accepted on a first come, first served basis, early applications are therefore strongly encouraged.

Enquiries
School of Continuing and Professional Education
Location : LG/F, Academic Exchange Building,
City University of Hong Kong
For general matters -
Tel : 3442 5813 / 3442 7423
Fax : 3104 0514
Email : team4@scope.edu
For academic matters -
Programme Leader : Dr. David Mak
Email : david.mak@cityu.edu.hk
Deputy Programme Leader : Dr. Eddy Mak
Email : eddy.mak@cityu.edu.hk

Fees
Application Fee : HK$140 (to be paid at the time of application)
Tuition Fee : Full-time Load : HK$85,500 (to be paid in three instalments)
Part-time Load : HK$94,500 (to be paid in six instalments)
Graduation Fee : HK$400 (to be paid at the time of admission)

Additional fees will be charged in case of re-assessment and / or re-taking of courses.