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

BA (Hons) EICC

Programme Leader: Dr David Mak
BA (Hons) EICC

BA (Hons) EICC is a quality top-up degree offered by the School of Languages and International Studies, University of Central Lancashire (UK) through the School of Continuing and Professional Education (SCOPE), City University of Hong Kong.
BA (Hons) EICC Study Mode

BAEICC can be completed in

- One year (full time load) or
- Two years (part time load)*

* Students choosing part-time load will attend classes in the day time, together with those choosing full-time mode.
BA (Hons) EICC
Aims

- Helps you develop skills and knowledge which enables you to communicate effectively in English in a wide range of social and work-related situations
- Prepares you for work or study in an international setting with a communication and culture focus
- Prepares you for work in professional environments such as the public relations field or the communications industry
BA (Hons) EICC

Aims

- Enables you to gain an understanding of, and skills in, your chosen specialization (e.g. Public Relations, Interpreting and Translation, Marketing)

- Enables you to develop a broad range of business registers in English, appropriate to interacting with employers in a variety of professional contexts.
BA (Hons) EICC
Programme Structure

• Students are required to complete 9 modules, with 180 credits in total.
• The 9 modules consist of
  ◦ 4 core modules
  ◦ 3 modules from the chosen specialist route
  ◦ 2 additional modules
### BA (Hons) EICC Programme Structure

| Core Modules (100 credits) | • Advanced English for Business Communication 2  
|                           | • Advanced English Language Skills for English for International Corporate Communication  
|                           | • Globalisation and Business in International Corporate Communication  
|                           | • Culture and Business in International Corporate Communication |

| Specialist Routes (60 credits, choose **ONE** of the 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 & 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 following:  
|                                | • English for International Corporate Communication Dissertation  
|                                | • One module from the "Special Routes" |

* Subject to change
BA (Hons) EICC
Entrance Requirements

- AD / HD graduates, especially in **language, translation, PR & media** disciplines
  - CGPA 2.5 / Cumulative Weighted Average 58
- Good English proficiency
  - B- in an English subject in AD / TOEFL 520 / IELTS 6.0
- An admission interview / written test may be required for some applicants
BA (Hons) EICC
Further Studies

- Graduates of the programme were admitted to various Master degrees offered by local universities
  - City University of HK, University of HK, HK Polytechnic University, HK Baptist University

- You may also continue to study one of the Masters programmes offered by the School of Languages and International Studies, UCLan
  - MA in English for Professional Purposes,
    MA Intercultural Business Communication
BA (Hons) EICC Career Prospects

- Graduates of this programme are prepared for successful international careers in business or communication-related field.

- Most of our graduates are working in industries related to their specialist areas, including Marketing, Sales and Retail, Public Relations, and Education.
BA (Hons) EICC

- EICC is growing in popularity and we are in the 8th year already!
- We have a friendly, caring and well qualified teaching team!
BA (Hons) EICC
Application Information

- Fees
  - Application Fee: HK$140
  - Tuition fee: HK$85,500 (full-time load)
    HK$94,500 (part-time load)
  - Graduation Fee: HK$400

- Financial Assistance: Non-means Tested Loan Scheme

- Application Deadline: 30 June 2012
If you enjoy travelling or meeting people from diverse cultural backgrounds, the EICC programme is definitely the programme for you. With a balanced focus on language and culture learning, it offers you with sound knowledge in advanced English language skills and in cross-cultural communication that can certainly give you a boost of confidence in communicating with foreigners.

Chan Cheuk Hin, Rodney (2011 Graduate)

The EICC programme helped me in numerous ways. I got to learn different skills which are helping me with my further studies and it shall definitely aid me with my career path as well. The best thing about this programme was I learnt how to work in a team and enhance my communication skills. Everything that I learnt from the EICC programme broadened my knowledge of the English language and the corporate world.

Budhwani Shirdha (2011 Graduate)

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 definitely a right choice.

Chan Nga Ki, Keeyah (2010 Graduate)