BA (Hons) English for International Corporate Communication

Suitable for Sub-degree Holders

Full-time  Year 2016  •  12th Intake  •  Programme Code: 163-19440
Part-time  Year 2016  •  2nd Intake  •  Programme Code: 163-29440

www.cityu.edu.hk/ce/baeicc

This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (ref. number: 451362). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.
This top-up degree 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 OR 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 and clients 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 specialist options – Marketing, Public Relations OR Translation and Interpreting.*
● Students can choose to do a dissertation or an additional module in another specialist option.**
● Students can choose to finish the top-up degree programme in one year (full-time) or two years (part-time).
● Graduates may take up career positions in management, administration, marketing, public relations or Chinese-English bilingual communication.

* Only Marketing or Public Relations will be offered for part-time mode.
** Dissertation will only be offered for full-time mode.

HKCAAVQ Accreditation

1) This programme is:
● accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) to reach HKQF Level 5;
● equivalent to the standing of bachelor’s degrees offered by local universities in Hong Kong; and
● recognised by the Hong Kong Government for employment purposes within the Civil Service.

2) Students studying full-time mode may apply for government scholarship, grant and loans.
Programme Structure

In order to graduate with a “BA(Hons) English for International Corporate Communication”, students have to pass 9 modules for this top-up degree programme (180 credits in total, with 20 credits each). The programme consists of 4 compulsory modules + 3 modules from the chosen specialist option (Marketing / Public Relations / Translation & Interpreting) + 2 additional modules.

The full-time top-up programme comprises 3 semesters (Semester A, B and Summer), allowing students to graduate in one year. Most classes will be conducted in the daytime of weekdays.

The part-time top-up programme lasts for 2 years and consists of 6 semesters. Only the “Marketing” or “Public Relations” specialist option will be offered; and students will take either “Marketing and Advertising Communication” or “Media Relations” as the additional module. Classes will be conducted on weekday evenings and/or weekends.

<table>
<thead>
<tr>
<th>Compulsory Modules (80 credits)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Advanced English for Business Communication 2</td>
<td></td>
</tr>
<tr>
<td>• Advanced English Language Skills for English for International Corporate Communication</td>
<td></td>
</tr>
<tr>
<td>• Globalisation and Business in International Corporate Communication</td>
<td></td>
</tr>
<tr>
<td>• Culture and Business in International Corporate Communication</td>
<td></td>
</tr>
</tbody>
</table>

Students can choose one of the following specialist routes:

<table>
<thead>
<tr>
<th>Specialist Options* (60 credits)</th>
<th>Marketing</th>
<th>Public Relations</th>
<th>Translation &amp; Interpreting (for full-time mode only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Marketing and Advertising Communication 🎯</td>
<td>• Media Relations</td>
<td>• Introduction to Translation and Interpreting</td>
<td></td>
</tr>
<tr>
<td>• Advertising around the World for International Business Communication</td>
<td>• Corporate Strategy and Communication</td>
<td>• Theory and Practice of Interpreting</td>
<td></td>
</tr>
<tr>
<td>• Public Relations for Marketing</td>
<td>• Public Relations for Marketing</td>
<td>• Theory and Practice of Translation</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Modules (40 credits)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Workplace English for Business</td>
<td></td>
</tr>
<tr>
<td><em>plus ONE of the following:</em></td>
<td></td>
</tr>
<tr>
<td>• English for International Corporate Communication Dissertation (for full-time mode only)</td>
<td></td>
</tr>
<tr>
<td>• The first module from one of the remaining two specialist options</td>
<td></td>
</tr>
</tbody>
</table>

CEF reimbursable course

Detailed module description is available on the programme website: www.cityu.edu.hk/ce/baeicc.

* SCOPE reserves the right not to offer certain specialist options.

Our Graduates

The programme provides solid foundation for work and further studies. Recent graduation surveys reveal that most of our graduates were in employment within 3 months after graduation. Most of them work in industries related to their specialist areas, including Marketing and Sales, Public Relations and Education.

Graduates pursuing further studies the year following graduation were admitted to programmes offered by different local institutions, such as City University of Hong Kong and Hong Kong Baptist University.
Programme Delivery
The teaching team comprises highly qualified and experienced local academics and practitioners in the relevant professional fields. They include a number of doctoral degree holders, who have publications in their specialist fields.

Teaching and Learning
Programme Duration
1 year (full-time) OR 2 years (part-time)
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 UCLan online resources.
Assessment
Assessment for the programme is based on a combination of oral tasks, written assignments and tests.
Award
Students will be awarded the BA (Hons) English for International Corporate Communication, conferred by the University of Central Lancashire, upon completion of the programme.

Entrance Requirements
This programme is specially designed for Associate Degree (AD) / Higher Diploma (HD) graduates from language or language-related disciplines such as English for Business, Communication, Public Relations, Translation and Bilingual Studies. Graduates of AD / HD from other disciplines may also be considered. Applicants should have a minimum CGPA of 2.5 and possess an overall IELTS score of 6.0, or equivalent. Graduates of local AD programmes with B- or above in at least one English language course may be exempted from the aforesaid English requirement.
An admission interview and / or a written test may be required for some applicants.

Fees
Application Fee : HK$140 (to be paid at the time of application)
Tuition Fee : Full-time : HK$100,800 (to be paid in three instalments)
Part-time : HK$111,420 (to be paid in six instalments)

Additional fees will be charged in case of re-taking of modules.

Government Financial Assistance
Education Grant and Loans
Eligible students enrolled in the full-time programme can apply for government grant and loans under the Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) schemes. For details about eligibility requirements, please visit the government's website: www.wfsfaa.gov.hk/sfo/tc/index.htm.

Non-means-tested Education Loan (NLS)
Students who are not covered under FASP and NLSPS can apply for the government loan under the Non-means-tested Loan Scheme (NLS). For details, please visit the government's website:

Continuing Education Fund (CEF)
A module of the programme has been included in the list of reimbursable courses under the Government's Continuing Education Fund (CEF). For details, please visit the government's website:

Commencement
August / September 2016

Application
1. Application should be submitted online via www.scope.edu/eapplication
2. Application form could also be obtained upon request from the reception counter of CityU SCOPE.
3. All applications should be submitted on or before the deadline.
4. Applicants will be selected on the basis of academic merits and/or interview results. All applicants will be informed of the application results, please contact CityU SCOPE if you do not receive our decision by 31 August 2016.

Deadline for Application
30 June 2016

Qualified applicants will be admitted on a first-come, first-served basis; early applications are therefore strongly encouraged.

Online Enquiries of Application Status
An acknowledgement of your application will be sent to you via email. Enquiries about your application status can be made at our website: www.cityu.edu.hk/ce/enrol/que
7 working days after submission of your application.

Enquiries
School of Continuing and Professional Education
Location : LG/F, Academic Exchange Building, City University of Hong Kong, Tat Chee Avenue, Kowloon, Hong Kong
For general matters -
Tel : 3442 5814 / 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

The contents of this leaflet 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 leaflet at any time without notice. Please visit the programme website for the updated programme information, and wherever applicable, the online version supersedes the printed contents.