

# BA (Hons) English for International Corporate Communication

## 英語國際企業傳意榮譽文學士

Full-time Year 2022 • 18th Intake • Programme Code: 223-19440



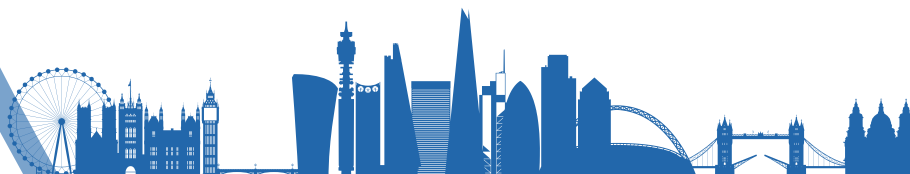
*Suitable for Sub-degree Holders*

**Top-up**



## **Begin UK Study Journey** **@ CityU SCOPE 2022**

QF Level : 5  
QR Registration No: 14/002654/L5  
Validity Period: 1 Sep 2014 to 31 Aug 2023



# University of Central Lancashire

The University of Central Lancashire (UCLan) is the international, multi-campus university leading the way in modern learning today. We believe in helping people to seize every opportunity to flourish in education, at work and for life.

Innovative by nature, we offer courses which combine academic excellence with real-world teaching, ensuring that our people gain the skills and experience that industry needs. That's why our talented graduates are in such high demand across the world. Our staff are leaders in their fields, with the expertise and industry knowledge that makes our courses such an asset.

**Since gaining university status in 1992 we've grown to become one of the UK's largest universities.** We also have campuses in Burnley (UK), Cumbria (UK) and Cyprus.

Our employment-focused course portfolio includes over 350 undergraduate programmes, 200+ postgraduate courses and a rich array of Continuing Professional Development courses.

We prepare all our students to succeed in today's global economy. **Our thriving community of around 38,000 students and staff is made up of over 100 nationalities, while our worldwide alumni network numbers total more than 200,000 people.**

We deliver international impact through our life-changing research and partnerships with more than 120 institutions based in China, the Middle East and other regions. **In 2021-22, the Center for World University Rankings (CWUR) placed us in the top 7% of universities worldwide.**

For the latest news and further information on UCLan, please visit the University website: [www.uclan.ac.uk](http://www.uclan.ac.uk)



## Programme Aims

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 the specialist option – Marketing.

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 **finish the full-time top-up degree programme in one year.**
- Graduates may take up career positions in management, administration, marketing or Chinese-English bilingual communication.

## 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 scholarships, grants 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 specialist option + 2 additional modules. The full-time top-up programme comprises 3 semesters (Semester A, B and Summer), allowing students to graduate in one year. Classes will be conducted in the daytime of weekdays.

<b>Compulsory Modules (80 credits)</b>	<ul style="list-style-type: none"> <li>• Advanced English for Business Communication 2</li> <li>• Advanced English Language Skills for English for International Corporate Communication</li> <li>• International Corporate Communication for Global Business</li> <li>• Culture and Business in International Corporate Communication</li> </ul>
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<b>Specialist Option (60 credits)</b>	<b>Marketing</b>
	<ul style="list-style-type: none"> <li>• Marketing and Advertising Communication 📺</li> <li>• Advertising around the World for International Business Communication 📺</li> <li>• Media Planning and Buying</li> </ul>

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<b>Additional Modules (40 credits)</b>	<ul style="list-style-type: none"> <li>• Workplace English for Business</li> <li>• Principles of Human Resource Management for International Business Communication 📺</li> </ul>
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Detailed module description is available on the programme website: [www.cityu.edu.hk/ce/baeicc](http://www.cityu.edu.hk/ce/baeicc).

 CEF reimbursable courses

These courses have been included in the list of reimbursable courses for Continuing Education Fund purposes. The mother programme [BA (Hons) English for International Corporate Communication] of these courses is recognised under the Qualifications Framework (QF Level 5).

## Graduate Sharing

“Through studying this programme, I have been prepared for both study and work at an international setting. The programme has developed my knowledge and skills related to the field of business communication. It has added to and refined my own understanding of business settings, and examined my ability through real-life work simulations.”

**LEE Tzar Fung Rick (2021 graduate)**

“The programme is inspiring. I can learn useful business knowledge and grammar throughout the programme, as well as enhance my analytical skills by investigating corporate case studies. The tutors are supportive and we are given constructive advice in class.”

**LEE Ming Wa Tony (2021 graduate)**





## 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)

### 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, 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\$160  
(to be paid at the time of application)

**Tuition Fee** : HK\$124,200  
(to be paid in three instalments)

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

## Government Financial Assistance

### Education Grants and Loans

Eligible students enrolled in the full-time programme can apply for government grants 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](http://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: [www.wfsfaa.gov.hk/sfo/tc/index.htm](http://www.wfsfaa.gov.hk/sfo/tc/index.htm).

### Continuing Education Fund (CEF)\*

Some modules of the programme have been included in the list of reimbursable courses under the Government's Continuing Education Fund (CEF). For details, please visit the government's website: [www.wfsfaa.gov.hk/cef/intro.htm](http://www.wfsfaa.gov.hk/cef/intro.htm).

*\* Eligible students can only apply for either FASP or CEF.*

## Commencement

August 2022

## Application

1. Application should be submitted online via [www.scope.edu/eapplication](http://www.scope.edu/eapplication).
2. Application form can also be obtained upon request from the reception counter of CityU SCOPE.
3. Applicants will be selected on the basis of academic merits and relevant work experience. All applicants will be informed of the application results. Please contact CityU SCOPE if you do not receive our decision by 31 August 2022.

## Deadline for Application

**Please refer to the programme website for details.**

*Applications will be considered on a rolling-basis, subject to availability of places. 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](http://www.cityu.edu.hk/ce/enrol/que) 7 working days after submission of your application.

## Enquiries

### School of Continuing and Professional Education

Location : 2410, 2/F, Li Dak Sum Yip Yio Chin  
Academic Building (LI),  
City University of Hong Kong

For general matters -

Tel : 3442 5819 / 3442 7423

Fax : 3104 0514

Email : [hss@scope.edu](mailto:hss@scope.edu)

For academic matters -

Programme Leader : Ms. Irene Ip

Email : [irenekc.ip@cityu.edu.hk](mailto:irenekc.ip@cityu.edu.hk)

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