

# METASCOPE

A well recognised  
& flexible programme suitable for

**Sub-degree Holders**

BA (Hons)

# Business Management

Full-time & Part-time 2023-2024

14<sup>th</sup> Intake  
Course Code:  
233-19510 (FT)  
33<sup>rd</sup> Intake  
Course Code:  
233-29083 (PT)

*BA (Hons) Business Management is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 450283).  
It is a matter of discretion for individual employers to recognise any qualification to which this programme may lead.*

**SCOPE**  
School of Continuing and Professional Education  
專業進修學院  
香港城市大學  
City University of Hong Kong



BA (Hons) Business Management is recognised under the  
Qualifications Framework.

QF Level : 5  
QR Registration Number : 21/000256/L5  
Validity Period : 30 Aug 2021 to 31 Aug 2025



[www.scope.edu/topup/BABM](http://www.scope.edu/topup/BABM)



# De Montfort University

De Montfort University Leicester (DMU) is a dynamic and inclusive 21st-century university with a history of teaching, training and developing talent that can be traced back 150 years. Today, DMU is continuing to build a reputation founded on a clear focus on graduate careers. DMU's award-winning careers service, DMU Works are committed to graduate success with flexible and personalised career support tailored to students' needs, alongside a variety of industry experience opportunities with placements, internships and employability mentoring with notable companies such as Bosch, Nike, NHS and Rolls-Royce.

DMU offer every student access to a welcoming scholarly environment where they can expand their knowledge, enjoy exciting life experiences and increase their appeal to employers. DMU's new strategy commits them to discovering gateways of opportunity that empower students, staff and their community to create a fairer society.

DMU was ranked in the top 15 in the 'University of the Year' category at the 2022 WhatUni Student Choice Awards which, unlike other national university league tables and accolades, are nominated and judge entirely by students. For the second year in a row, DMU has also been ranked in the top 10 British universities with the most student and graduate start-ups. In total, 140 new businesses were launched by DMU students and graduates in the 2020/21 academic year. Underpinning the university's continued success in developing entrepreneurial students is the newly rebranded DMU Entrepreneurship team, which mentors hundreds of students and graduates each year through a variety of in-person and online events.

The Faculty of Business and Law delivers a wide range of undergraduate and postgraduate courses, including accounting, business management and entrepreneurship, economics, law, marketing, and human resource management; each one is designed with employability in mind. Housed in the Hugh Aston Building, the faculty is recognised for its quality teaching, research and excellent links with industry and with business figures.

For further information, please visit [www.dmu.ac.uk/businessandmanagement](http://www.dmu.ac.uk/businessandmanagement)

The Business School offers a comprehensive portfolio of undergraduate, postgraduate and professional qualifications through its Departments of:

- Accounting and Finance
- Corporate Development
- Human Resource Management
- Politics and Public Policy
- Strategic Management and Marketing

## Professional Accreditations:

The Business School has been granted professional recognition and accreditation from many leading professional body organisations. These are a recognition of the quality of teaching that the School offers and also provides added-value benefits to our students. We are committed to career-orientated teaching and our links to professional bodies ensure our courses maintain a contemporary edge demanded by ambitious professionals.

## International Partnerships:

Leicester Castle Business School is a truly international School with over 60 nationalities represented within the student body. We have developed international partnerships and work with international experts and institutions to enrich our programmes and study experience on offer.

For the latest Leicester Castle Business School news and further information about all our courses, our research and activities, please visit [www.dmu.ac.uk/cbs](http://www.dmu.ac.uk/cbs)



The BA (Hons) Business Management is a top-up degree offered by De Montfort University in collaboration with the School of Continuing and Professional Education, City University of Hong Kong (CityU SCOPE). The Programme is a general business degree, which is suitable for sub-degree holders in all disciplines who are looking for either a further progression in business or a change of study field.

## About the Programme

The programme provides students with an excellent grounding in all aspects of business management, incorporating knowledge from a range of disciplines. While providing students with a background in all areas of business, the programme is designed to enable students to specialise in industry relevant areas.

## 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 may apply for the **government scholarship, grant and loans**.

## Programme Features

### Strong Reputation and Long History

- The programme has been offered in Hong Kong since 1997 with more than 4,550 graduates, and has established a strong local reputation in the market for quality and relevance.

### Academically Sound and Highly Practical

- The programme is specifically designed to give a balanced mix in human, technical and cognitive knowledge required for a successful management career in today's competitive global environment.

### Specialist Pathway and Progression

- Progression to Master's programmes offered by local/overseas universities.

The honours degree programme in Business Management (BABM) has run at CityU SCOPE for over 26 years. It has prepared some 4,550 graduates for the widest possible career opportunities in both private and public sectors, in services and manufacturing, and in large and small enterprises. BABM's DMU sister management programme in the UK continues to be a success too. BABM's high reputation meant it was one of the first to receive local accreditation by HKCAAVQ in 2012, and this success has since further boosted demand for this premier brand.

*Oliver Bennett*  
*Link Tutor*



# Full-time Programme

## Programme Structure<sup>#</sup> (subject to approval)

Students are required either to study 5 taught modules and a dissertation, spanning 3 trimesters in 11 months.

Trimester	Modules
1	Business Research and Analysis
	Global Operations and Supply Chain Management*
2	Business Strategy and Simulation*
	Digital Transformation and Innovation in Business*
	Dissertation
3	Critical Issues in Global Business*
	Dissertation (Cont'd)

\* These modules will be submitted for registering in the list of reimbursable courses under Continuing Education Fund. The result of approval from the Labour and Welfare Bureau will be available in mid-2023.

# De Montfort University and CityU SCOPE reserve the right to vary the programme structure from time to time.

## Study Period (subject to approval)

Trimester 1 September – December 2023

Trimester 2 January – April 2024

Trimester 3 April – June 2024

## Teaching and Learning

There are, on average, 12 class hours per week, held on weekdays. Classes will be held in SCOPE@CityU (Kowloon Tong) or CityU SCOPE TST East Learning Centre (Tsim Sha Tsui East) or other designated CityU SCOPE Learning Centres.

## Admission Requirements

- Sub-degree holders in business and related disciplines or equivalent;
- Applicant may be required to attend an admission interview;
- Current year graduates who have met the above requirements may apply but need to present their final results once available.

# Part-time Programme

## Programme Structure<sup>#</sup>

Students are required to take 5 taught modules and a dissertation, spanning 5 trimesters in 20 months.

Trimester	Modules
1	Business Research and Analysis
2	Global Operations and Supply Chain Management*
3	Business Strategy and Simulation*
4	Digital Transformation and Innovation in Business*
	Dissertation
5	Critical Issues in Global Business*
	Dissertation (Cont'd)

\* These modules will be submitted for registering in the list of reimbursable courses under Continuing Education Fund. The result of approval from the Labour and Welfare Bureau will be available in mid-2023.

# De Montfort University and CityU SCOPE reserve the right to vary the programme structure from time to time.

## Study Period

Trimester 1 September – December 2023

Trimester 2 January – April 2024

Trimester 3 May – August 2024

Trimester 4 September – December 2024

Trimester 5 January – April 2025

## Teaching and Learning

There are, on average, 6 to 12 class hours per week, held on weekday evenings and/or Saturday afternoons/evenings and/or Sundays. Classes will be held in SCOPE@CityU (Kowloon Tong) or CityU SCOPE TST East Learning Centre (Tsim Sha Tsui East) or other designated CityU SCOPE Learning Centres.

## Admission Requirements

- 1) Sub-degree holders in business and related disciplines or equivalent; including
  - a) ADMS graduates from CityU SCOPE (HKQF Level 4)
  - b) Holders of BTEC Higher National Diploma in Business / equivalent qualifications at NQF Level 5
- 2) Sub-degree holders in non-business disciplines with relevant working experience

*Applicants under this category are required to take an intensive bridging course offered by CityU SCOPE, from May to July prior to confirmation of admission to the programme. An additional fee will be charged for the bridging course. Application in this category will be considered on a case-by-case basis.*

All candidates are expected to meet the required pre-requisites.

Current year graduates who have met the above requirements, but have not yet received their final results may also apply for admission. These students will be required to present their final results as soon as their results are available.

## Programme Delivery

The teaching of the programme is conducted by local academics and practitioners. The programme is administered by the School of Continuing and Professional Education, City University of Hong Kong (CityU SCOPE). De Montfort University closely monitors the progress and quality of the programme. De Montfort staff and the External Examiners visit the programme regularly throughout the year.

## Student Support

Students registered on the programme will be issued with a CityU SCOPE Student ID Card and a De Montfort University student card. Service provisions include access to CityU's Run Run Shaw Library, Computing Services Centre, University's e-Portal, electronic services and student LAN, as well as electronic resources provided by De Montfort University.

## Assessment and Award

Assessment for taught modules is by coursework and/or examination. A student will be awarded a BA (Hons) Business Management, conferred by De Montfort University, upon successful completion of the programme.

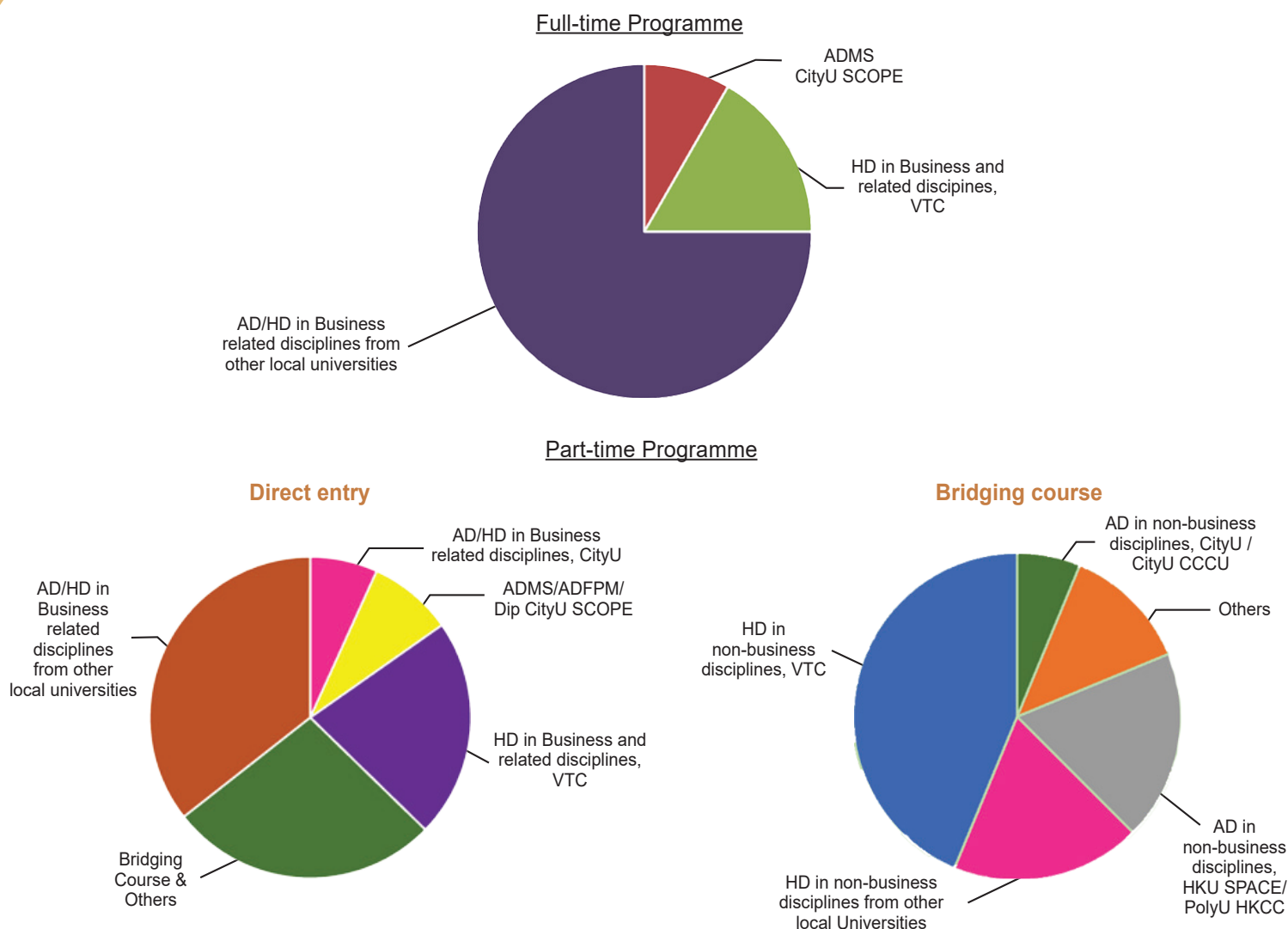
## Further Study Opportunities

Graduates of this programme can choose to pursue further study in master degree programmes in local or overseas universities.

## De Montfort University Scholarships

Scholarships are offered by De Montfort University to students with outstanding academic achievements.

## Student Profiles of 2022/2023





## Fees

Application fee : **HK\$160** (to be paid at the time of application)

Tuition fee : **HK\$126,000**

(Full-time programme to be paid in 2 instalments);

(Part-time programme to be paid in 5 instalments)

*In the case of re-assessment, additional fees will be charged. All fees paid are non-refundable.*

## 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. Applications are processed on a rolling basis, early application is encouraged.
4. 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 **15 August 2023**.

### On-line Enquiries of Application Status

An acknowledgement of your application will be sent to you via email. Enquiries about your application status can also be made by visiting our website: **[www.cityu.edu.hk/ce/enrol/que](http://www.cityu.edu.hk/ce/enrol/que)** seven working days after the submission of your application.

## 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](http://www.wfsfaa.gov.hk/sfo)**.

### 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](http://www.wfsfaa.gov.hk/sfo)**.



## 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 2363 / 3442 7423

Fax : 3442 0399

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

Website : [www.scope.edu](http://www.scope.edu)

For academic matters -

Dr. Eleanor Cheung, Programme Leader, CityU SCOPE

Email : [eleanor.cheung@cityu.edu.hk](mailto:eleanor.cheung@cityu.edu.hk)

## Events and Activities



Team Building Workshop



SDU activity



Director's List



O'Camp

## Sharing by Graduates

此課程設計及內容使我能夠從全球業務角度去了解在本地環境中怎樣處理及實踐業務。課堂上採用的成功商業案例，使我能夠了解跨國公司如何有效地制定其商業策略。更研究學習公司如何在不同內外環境因素時，好讓本地公司有策略地維持其業務。這讓我想起了重要的營銷概念之一“思維國際化，行為本土化”。

可與一眾不同背景的同学共同學習，人際網絡大為擴闊，而彼此互動交流及討論，讓我有機會了解他人對同一事情的看法，及後在思考及分析問題時，可嘗試跳出舊有的框框，嘗試引入其他專業人士的觀點，往往有意想不到的得著。

課程不但師資優良，還在城大校園上課，學生可使用大學校園設施和圖書館，方便隨時搜集資料，做研究報告。課程只需十個月便完成，令我可以更快取得學士學位資格，申請報讀MBA。



當初選擇這個課程的主要原因，是此課程提供彈性的選修科，分別為「市場學」及「人力資源管理」專修範疇，讓我可以按自己的興趣與專長去選擇發展。再加上課程已通過香港學術及職業資歷評審局(HKCAAVQ)評審，並獲得認可為資歷架構第五級。課程認受性高，讓我有信心將來能找到合適的工作。

在完成課程後，我除了得到一個晉升機會外，亦順利就讀CityU MBA 課程，我深信申請能成功被納的原因除了課程的認受性外，從這課程中學習到的所有知識能夠在面試官及面試候選人的對答和討論環節中運用及顯示出來也佔了一個很大的比重。

有關本課程畢業生的成功故事及分享，請瀏覽 [www.cityu.edu.hk/ce/babm/sharing](http://www.cityu.edu.hk/ce/babm/sharing)

For our graduates' success stories and sharing, please visit [www.cityu.edu.hk/ce/babm/sharing](http://www.cityu.edu.hk/ce/babm/sharing)

