



DREAM • DO • CONNECT

IVE Business 2020 - 2021

# BUSINESS

*INSPIRING INNOVATION*

INFORMATION GUIDE 2020 - 2021

**BUSINESS  
DISCIPLINE**  
商業學科



*Innovation* **BUSINESS**  
Is 商業“系”創新

IVE

# Business 商業

To provide pathways for students to acquire solid knowledge, practical experience and connect them to business sectors for employment and growth opportunities.

給予學生知識、體驗及發揮才華，接軌商業範疇，提升受僱及發展機會。

- \* Employment Survey of IVE Full-time Higher Diploma Programmes (2018)
- \* IVE 全日制高級文憑畢業生就業調查 (2018)



## PBL

Project-based Learning

專題為本研習



## 15

Higher Diploma  
Programmes

高級文憑課程



## 400+

Students are awarded  
Scholarships  
學生獲頒獎學金

## 2 + 1

International Track

國際化升學階梯



## 90%

Employment rate  
on average  
就業平均率



## DT

Design Thinking

設計思考



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# Hong Kong Institute of Vocational Education (IVE)

## 香港專業教育學院



As a member of the VTC Group, the Hong Kong Institute of Vocational Education (IVE) is the leading vocational education provider in Hong Kong, committed to educating professionals valued by industries. Supported by its strong industry network, state-of-the-art facilities and a highly qualified teaching team with solid industry experience, IVE adopts an interactive approach in nurturing students' knowledge and passion and helps them lay the foundation for their future development.

The nine IVE campuses create an interactive and innovative learning environment. With its unique "Think & Do" approach, IVE encourages students to express their idea and set their goals, and offers them simulated workplace environments and work attachments, enabling them to master the professional skills that meet industry expectations.

香港專業教育學院(IVE)為VTC院校成員，是香港卓越的專業教育機構，一直為本地行業提供具價值的人才。IVE擁有強大的業界網絡，先進的校園設備，以及資歷水平高、實戰經驗豐富的教學團隊，為學生提供高質素的課程。學院採用互動教學模式，培養學生的知識與熱誠，為明日發展奠定基礎。

IVE採用「思考與實踐」並重的教學方針，讓學生勇於表達意念與抱負，並透過模擬實況工作環境和實習，讓他們實踐意念，切實掌握專門技術，配合職場需要。IVE共有九間院校，設施齊備，為學生提供互動創新的學習空間。

# About Business Discipline

## 商業學科簡介



Business Discipline aims in nurturing talents with multifaceted skills, creativity and innovative mindsets in response to the manpower needs of various business sectors. The Discipline offers a wide spectrum of programmes addressing the challenges created by new business opportunities. Module syllabi are enhanced with concepts in technology applications, and integrate with Artificial Intelligence (A), Block Chain (B), Cloud Computing (C), Data Analytic (D) and Experience (E) under business operations. Practical and student-centred curriculum, in line with Project-based Learning and Work-integrated Learning, is adopted to develop students' 21st century competencies for further study and career development. The Discipline also works closely with industry partners to provide valuable learning opportunities to students, such as organizing professional seminars, study visits and overseas exchange programmes, so as to broaden students' horizons.

商業學科致力培育行業專才，培養學生的多元發展、創意及創新思維，以回應不同企業的人才需求。學科提供的課程涵蓋不同的商業範疇，以助學生迎接職場上所面對的各種挑戰。學科的單元教學大綱內加強科技知識的運用，並於商業運作中加入人工智能、區塊鏈、雲端運算、數據分析及體驗。此外，課程著重實務培訓，並以學生為本，新增專題研習及職場綜合實習，有助學生發展廿一世紀的所需技能，為未來升學及職場發展奠下堅實的基礎。學科亦與業界伙伴舉辦不同類型的活動，例如行業講座、公司探訪及海外交流活動，讓學生擴闊視野。

# Programmes and Offering Campuses

## 課程及開辦院校

### Professional Services Programme 專業服務課程

- SF** HD in Accountancy ➔ CW | HW | KT | ST | TM  
會計學高級文憑
- SF** HD in Law and Administration ➔ ST  
法律及行政事務學高級文憑
- SF** HD in Banking and Finance ➔ CW | HW | ST  
銀行及金融高級文憑
- SV** HD in Human Resources and Talent Analytics ➔ KT | TY  
人力資源管理及人才分析高級文憑

### Business and Management Programme 商業及管理課程

- SV** HD in Real Estate and Property Management ➔ ST  
房地產及物業管理高級文憑
- SF** HD in Business Administration ➔ KT | ST | TM  
工商管理學高級文憑
- SV** HD in Aviation Services and Passenger Transport ➔ TY  
航空服務及客運管理高級文憑
- SF** HD in International Business Management with Languages ➔ HW  
國際商業管理及語言高級文憑
- SV** HD in Aviation and e-Logistics ➔ TY  
航空及電子物流高級文憑
- SF** HD in Management for Security and Disciplined Services ➔ CW  
保安及紀律服務管理高級文憑

### Marketing and Promotion Programme 營銷及推廣課程

- SV** HD in Digital Marketing ➔ KT  
數碼營銷高級文憑
- SV** HD in Event Marketing and Digital Promotion ➔ KT | TY  
活動及數碼推廣市場學高級文憑
- SV** HD in Marketing and Customer Analytics ➔ ST | TM  
市場學及顧客分析高級文憑
- SV** HD in Advertising and Media Communications ➔ CW  
廣告及媒體傳播高級文憑
- SV** HD in Retail Innovation and Management ➔ HW  
零售創新及管理高級文憑

- 
- SV** Diploma of Foundation Studies (Business)  
基礎課程文憑(商業) ➔ CW | HW | KT | ST | TM | TY
  - SV** Diploma of Foundation Studies (Retail)  
基礎課程文憑(零售) ➔ HW

### VTC Earn & Learn Scheme for Retail Industry VTC Earn & Learn 職學計劃—零售業

- HD in Retail Innovation and Management ➔ HW  
零售創新及管理高級文憑
- Diploma of Foundation Studies (Retail) ➔ HW  
基礎課程文憑(零售)

**SV** = Subvented Programmes  
資助課程

**SF** = Self-financed Programmes  
自資課程

### Offering Campuses 開辦學校

- CW = Chai Wan 柴灣
- HW = Haking Wong 黃克競
- KT = Kwun Tong 觀塘
- ST = Sha Tin 沙田
- TM = Tuen Mun 屯門
- TY = Tsing Yi 青衣

# 01

## Programme Curriculum Features

### 課程學習特色

#### Project-based Learning (PBL) 專題為本研習

Project-based Learning is a student-centred learning approach, which aims to create a distinctive learning experience for students and to develop students' 21st century competencies including communication, problem solving, design thinking and collaboration. Students will acquire project learning skills in a step-by-step manner throughout their study.

By embracing PBL in the curriculum, all programmes of the Business Discipline provides students an interactive and fun learning experience in which students involve in the entire process of project work from developing an effective driving question to presenting a finished product to an authentic audience. PBL is also a great way to give students a meaningful learning opportunity by integrating knowledge and skills and engaging in cumulative activities to investigate and solve real-life problem.

「專題為本研習」是以學生為中心的學習方法，旨在為學生提供不一樣的學習體驗，並培養學生21世紀所需的關鍵技能，包括溝通、解難能力、設計思維和團隊協作。通過專題研習，學生循序漸進地建構相關知識和技能。

透過「專題為本研習」，商業學科為學生提供互動而有趣的學習體驗。在進行專題研習期間，學生將參與建構問題至作品展示等具連貫性的研習活動，將知識和技能整合，去探索真實問題和實踐解決方案。



## **Workplace Learning and Assessment (WLA)**

### **職場學習及評核**

Workplace Learning and Assessment is a structured pedagogical practice whereby students come to learn and being assessed in workplace. WLA aims at integrating learning and practice to gauge the practical skills of students and their ability to utilize professional knowledge.

Business Discipline operates WLA under the module “Work-integrated Learning” by going through workplace training and classroom learning. Experience gained from the established Industrial Attachment Programme, trade-specific workplace training is embedded in the curriculum with more coaching and student support activities such as problem solving skills, ethics and office etiquette are provided. Students are guided by academic supervisors and workplace mentors during their workplace training period. This approach provides students with the latest market-relevant training and equips them with the emerging skills that is essential in this digital age.

職場學習及評核是一套學生於實地職場學習同時被評核的學習模式，目的是結合學習與實踐，評估學生實務技能及運用專業知識的能力。

商業學科透過「職場綜合實習」單元，把課堂授課配合職場培訓，結合多年於「工作實習」計劃的經驗，把專科職場訓練融合課程內，並加強學生輔導及支援，如解難能力、面試技巧、職場打扮、辦公室禮儀及操守，由學術及職場導師安排。此模式為學生提供最新的市場相關培訓，並為他們裝備了在這個數碼年代不可缺少的新興技能。



## Design Thinking 設計思考

Design Thinking is a human-centered problem solving approach. It focuses on people and leads to innovative solutions. Many organizations adopt this approach in their strategy building to cope with the perennial challenges in the 21st century.

Since the academic year of 2018/19, Business Discipline has applied Design Thinking in the curriculum of all higher diploma programmes. It includes the discipline core module "Design Thinking and Entrepreneurship", International Business Innovation Forum and students' business project competition. Through teaching and learning, we aim at making academic learning and life skills relevant, and to maximize students' potential.

設計思考是一個以人為本的解決問題方法，透過從人的需求出發，為各種議題尋求創新解決方案，是企業用以面對廿一世紀變化與挑戰的方案。

商業學科自2018/19學年起已經將設計思考放於高級文憑課程內，包括將「設計思考與企業家精神」設定為課程之核心單元、舉辦國際商業創意論壇及學生商業提案比賽，藉此貫穿課堂所學與生活技能，協助學生塑造自身優勢。



### Core Module: Design Thinking and Entrepreneurship 核心單元: 設計思考與企業家精神

Key elements of design thinking and entrepreneurship skills are introduced in this module with the mission of cultivating creative and innovative thinking in students. Various activities such as lectures, workshops, seminars, and industrial visits are the ways to get students to appreciate entrepreneurial spirits and to help students realize their own aspiration.

此單元為學生提供實用而互動的學習體驗，並結合商業元素進行專題研習，引導學生應用設計思考概念於各商業環節中，藉以提升學生的創新思維及解難能力。此外，透過舉辦不同類型的活動如企業參觀、座談會及工作坊等，啟迪學生的企業家精神及培養他們實踐抱負的信心。



Design Thinking – Business Case Competition  
設計思考 - 學生商業提案比賽

### International Business Innovation Forum 國際商業創意論壇

With the theme of "**Business + Innovation = Opportunities**", the Forum evidenced students' innovation in business projects and provided a platform for sharing from industry professionals.

主題為「**商業 + 創意 = 良機**」，論壇讓學生於商業提案中發揮創意，亦提供平台與專才交流。

# 02

## Professional Services Programme 專業服務課程

### Programme

HD in Accountancy

HD in Law and Administration

HD in Banking and Finance

HD in Human Resources and Talent Analytics

### 課程

會計學高級文憑

法律及行政事務學高級文憑

銀行及金融高級文憑

人力資源管理及人才分析高級文憑



# BA114044

Year 1-2

## Higher Diploma in Human Resources and Talent Analytics

人力資源管理及人才分析高級文憑

Year 3

BA (Hons) Business and Human Resource Management  
Sheffield Hallam University, UK  
商業及人力資源管理 (榮譽) 文學士  
英國謝菲爾德哈蘭大學



\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁

## Programme Features

Equips students with practical competence, especially the elements of HR digitization, talent analytics, and innovation. It enables students to provide services and support in facing current and upcoming challenges in the aspects of human resource management functions.

### Career Prospects

Graduates are competent to take up posts such as human resource officer, training officer, recruitment officer or compensation & benefits analyst. At a broader perspective, graduates can serve the positions as administrative executive or management trainee in general business sectors.

## 課程特色

課程培育學生的人力資源專業知識及技能，尤其在數碼化、人才分析及創新等元素。令學生學以致用，為升學及就業打好基礎。

### 就業

畢業生可於不同類型的機構擔任人力資源或管理之相關職務，職位包括人力資源主任、培訓主任、招聘主任、薪酬管理主任、行政主任、見習行政人員等。

# HRM # Talent Analytics  
# HR Digitalization  
# Talent Management  
# Employment Law

# 人力資源管理 # 人才分析  
# 人力資源管理數碼化  
# 人才管理 # 僱傭條例

### Professional Core Modules

- Human Resource Management
- Talent Analytics
- Employment Law and HR Practices
- Cloud and Human Resource Information System
- Training and Talent Management

### 專業核心單元

- 人力資源管理學
- 人才分析
- 僱傭條例
- 雲端及人力資訊系統
- 培訓及人才管理



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2436 8459



KT | TY

# BA124001

## Higher Diploma in Accountancy

會計學高級文憑

Year 1-2

Year 3-4

BA (Hons) in Professional Accounting  
Technological and Higher Education  
Institute of Hong Kong

專業會計 (榮譽) 文學士  
香港高等教育科技學院



\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁

## Programme Features

1. Equips students with practical competence to provide services and support in all aspects of accounting functions.
2. Graduates can obtain up to 5 modules' exemption from the new Qualification Programme (QP) of Hong Kong Institute of Certified Public Accountants (HKICPA) and partial exemption from professional examination of the Association of Chartered Certified Accountants (ACCA).

## Career Prospects

Graduates are competent to take up positions in financial accounting, auditing, taxation, management accounting, financial management, company secretary and general management areas.

## 課程特色

1. 訓練學生在會計職務上所需的各項實際能力，以便提供相關的服務及支援。
2. 畢業生可獲豁免香港會計師公會(HKICPA)專業資格課程(QP)最多五個單元的專業學會考試及特許公認會計師公會(ACCA)部份專業考試。

## 就業

畢業生可勝任財務會計、審計、稅務、管理會計、財務管理、公司秘書及行政等相關工作。

# Accounting # Finance  
# Management # Auditing  
# Taxation

# 會計 # 財務 # 管理  
# 審計 # 稅務

## Professional Core Modules

- Corporate Accounting
- Cost and Management Accounting
- Auditing
- Taxation

## 專業核心單元

- 公司會計
- 成本及管理會計
- 審計
- 稅務

@ cw-ba@vtc.edu.hk

2595 8204

CW | HW | KT | ST | TM

# BA124009

## Higher Diploma in Law and Administration

法律及行政事務學高級文憑

Year 1-2

Year 3

BA (Hons) Business (with Law)  
University of Northumbria at Newcastle,  
UK

商業(及法律)(榮譽)文學士  
英國紐卡素洛森比亞大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

1. Equips students with legal and administrative skills to serve as paralegals in law firms and business organizations. Students may have industrial attachment opportunities in law firms.
2. Graduates are entitled to use "Legal Executive" if prescribed requirements are met.

### Career Prospects

Graduates are competent to take up legal and administrative positions. They may work as legal executive, legal secretary, assistant to solicitor, litigation clerk and conveyancing clerk in law firms. They are also able to take up the post of judicial clerk in the judiciary and legal officer, company secretarial officer or administrative officer in commercial corporations. They may also apply various posts in the disciplinary forces of the government.

## 課程特色

1. 訓練學生法律及行政所需的實務能力、知識和技能。在學期間，學生有機會在律師行進行工作實習。
2. 符合規定的畢業生，可獲「法律行政人員」資格。

### 就業

畢業生可從事法律及行政工作，包括在律師行擔任法律行政人員、法律秘書、律師助理、訴訟文員及樓宇轉讓文員。畢業生亦可在司法機構擔任司法書記及於商業機構的法律部門擔任法律主任、公司秘書主任或行政主任。他們也可申請政府紀律部隊的職位。

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2256 7251

ST

# Law # Legal # Court  
# Lawyer # Executive

# 法律 # 行政 # 法庭  
# 律師 # 師爺

### Professional Core Modules

- Advocacy
- Legal Writing
- Criminal Law and Procedure
- Land Law and Conveyancing
- Succession and Probate Practice

### 專業核心單元

- 訴訟技巧
- 法律文書草擬
- 刑法及訴訟程序
- 土地法及租賃實務
- 繼承法及遺囑認證實務

# BA124010

## Higher Diploma in Banking and Finance

銀行及金融高級文憑

Year 1-2

Stream:	分流:
• Banking	• 銀行業務
• Investment and Wealth Management	• 投資及財富管理

BA (Hons) Finance and Investment Management  
University of Northumbria at Newcastle, UK

金融及投資管理(榮譽)文學士  
英國紐卡素洛森比亞大學

Year 3

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

1. Equips students with banking and financial knowledge and related practical skills and prepares them to sit for investment, insurance and banking licensing and professional examinations. It enables students to acquire the essential competence pertinent to employment in financial institutions.
2. Students may choose either 'Banking' or 'Investment and Wealth Management' specific stream in their second year of study.

## Career Prospects

Graduates are competent to take up positions like bank teller, customer service representative, personal financial consultant, wealth management consultant, securities dealer, business development officer, credit officer, trade finance operation officer, operational support officer, insurance underwriter and claims officer etc.

## 課程特色

1. 課程讓學生掌握銀行業務及金融知識和相關實務技能，裝備他們考取證券、保險及銀行業等牌照及專業考試，從而提升加入金融機構的工作機會。
2. 課程設「銀行業務」和「投資及財富管理」兩個分流供二年級同學選擇，以加強相關的專業知識及技能。

## 就業

畢業生可勝任銀行櫃檯員、客戶服務代表、投資顧問、財富管理顧問、證券交易員、業務發展主任、授信/放款主任、貿易融資運作主任、運作支援主任、保險核保及索償主任等。

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CW | HW | ST

2957 5747  
2256 7245

# Banking # Finance  
# Investment # Insurance  
# Wealth Management

# 銀行 # 金融 # 投資  
# 保險 # 財富管理

## Professional Core Modules

- Banking Operations and Management
- Law and Regulations in Banking
- Integrated Financial Planning
- Equity, Fixed Income Securities and Derivatives Investments

## 專業核心單元

- 銀行營運及管理
- 銀行法律與規則
- 綜合財務策劃
- 股票、債券及衍生工具投資

# 03

## Business and Management Programme 商業及管理課程

### Programme

HD in Real Estate and Property Management

HD in Business Administration

HD in Aviation Services and Passenger Transport

HD in International Business Management with Languages

HD in Aviation and e-Logistics

HD in Management for Security and Disciplined Services

### 課程

房地產及物業管理高級文憑

工商管理學高級文憑

航空服務及客運管理高級文憑

國際商業管理及語言高級文憑

航空及電子物流高級文憑

保安及紀律服務管理高級文憑



# BA114037

## Higher Diploma in Real Estate and Property Management

房地產及物業管理高級文憑

Year 1-2

Year 3

Year 4

BSc (Hons) in  
Surveying  
Technological and  
Higher Education  
Institute of Hong  
Kong

測量學(榮譽)理學士  
香港高等教育科技  
學院

BA (Hons) International  
Business Management  
University of Northumbria  
at Newcastle, UK

國際商業管理(榮譽)文學士  
英國紐卡素洛森比亞大學  
\*

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

Equips students with hands-on experience in property management and professional knowledge for the real estate business. Through industrial attachment and workplace coaching, students are ready to work and develop their career in the real estate industry.

### Career Prospects

Graduates are competent to take up positions like property officer, housing officer, officer trainee, assistant surveyor, assistant property officer and estate assistant.

## 課程特色

學生能獲得實際物業管理工作體驗和掌握房地產管理營運之專業知識。透過實習及職場指導，同學畢業後能在房地產業內佔一席位，實踐理想，成就專業。

### 就業

畢業生因應其職業意向，可勝任物業主任、房屋事務主任、見習主任、助理測量師、助理物業主任或產業助理等職位。

# Property # Estate  
# Housing  
# Management  
# Surveying  
# 物業 # 地產 # 房屋  
# 管理 # 測量

### Professional Core Modules

- Property Management
- Property Valuation
- Planning and Land Administration
- Intelligent Building Systems & Building Information Modelling

### 專業核心單元

- 物業管理
- 物業估價
- 規劃及土地行政
- 智能大廈系統及建築信息模擬

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2256 7231

ST

**BA114041****Higher Diploma in Aviation and e-Logistics**

航空及電子物流高級文憑

**BA (Hons) International Business Management**  
**University of Northumbria at Newcastle, UK**

國際商業管理(榮譽)文學士  
 英國紐卡素洛森比亞大學



\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
 Please refer to P.61 for details 詳情請參閱第61頁

**Programme Features**

1. The programme emphasizes practical training through providing job opportunities in airport, airline, airport terminal and logistics companies for students to equip their skills and knowledge in a real-life situation.
2. The programme also enables students to appreciate the technology advancement in aviation and logistics industries in improving passenger satisfaction and operation efficiency.

**Career Prospects**

Graduates are employed in both public sector and commercial organisations including airlines, logistics companies and government departments. As Flight Attendants, Customer Service Officers, Airline Operations Assistants and Logistics Officers.

**課程特色**

1. 本課程着重實習訓練，透過在機場、航空公司、空運貨站及物流公司的實習機會，裝備學生獲取業內所需的技能與知識。
2. 本課程讓學生更了解科技運用在提升旅客體驗及營運效率的重要性。

**就業**

畢業生可在航空公司、物流企業及政府部門等，擔任機艙服務員、地勤人員、航空營運助理及物流主任等。



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2436 8489



TY

# Air # Aviation  
 # Airline # Logistics  
 # Airfreight  
 # 航空 # 機場 # 物流  
 # 空運 # 管理

**Professional Core Modules**

- Aviation and Related Systems
- Airport Commercial Management
- Air Cargo Operations
- Quality and Customer Services Management for Logistics Operations

**專業核心單元**

- 航空及相關系統
- 機場商業管理
- 航空貨運業務
- 品質與顧客服務管理

# BA114042

## Higher Diploma in Aviation Services and Passenger Transport

航空服務及客運管理高級文憑

**BA (Hons) Business Management**  
Sheffield Hallam University, UK

商業管理(榮譽)文學士  
英國謝菲爾德哈蘭大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

- Provides students with a solid foundation of various business operations and practices in aviation, airline, airport and passenger other transport industries, e.g. railway, bus and cruise.
- Enables students to establish a correct and positive attitude to customers and acquire the necessary skills to deliver quality customer services.

## Career Prospects

Graduates can develop their career in the fields of passenger transport e.g. flight attendant, airline ground staff, cruise ambassador or customer services management, e.g. retail operation trainee, call centre operation trainee, customer service representative in public and private sectors.

## 課程特色

- 課程為學生提供多項與航空、機場及客運業（如鐵路、巴士及郵輪服務）相關的優質服務訓練。
- 藉深化學生應有的服務態度及語言技巧，待他們投身社會工作時能學以致用，勝任有關客戶服務的工作。

## 就業

畢業生可於不同的公營或私營機構內擔當有關客運服務職位包括機艙服務員、航空公司地勤人員、郵輪大使或客戶服務管理職位包括見習營業主任、電話中心客戶服務代表、客戶服務主任等。

# Aviation # Airline  
# Airport Ground Services  
# Customer # Cruise Pier  
# 航空 # 地勤服務  
# 機場 # 客運服務  
# 郵輪碼頭

## Professional Core Modules

- Aviation and Related Systems
- Airline Ground Service Training
- Airline In-flight Service Training
- Customer Service Mindset & Attitudes
- Quality & Safety Management System in Passenger Transport

## 專業核心單元

- 航空與相關系統
- 航空公司地勤服務訓練
- 航空公司機艙服務訓練
- 顧客服務思維與態度
- 客運業品質與安全管理制度

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TY

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# BA124002

## Higher Diploma in Business Administration

工商管理學高級文憑

- Elective:**
- Enterprise and Operation
  - Business Start-Up

- 選修單元：
- 企業營運
  - 創業營商

### BA (Hons) International Business Management University of Northumbria at Newcastle, UK

國際商業管理(榮譽)文學士  
英國紐卡素洛森比亞大學

### BA (Hons) Business Management Sheffield Hallam University, UK

商業管理(榮譽)文學士  
英國謝菲爾德哈蘭大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

1. Equips students with professional, broad range and up-to-date business knowledge and managerial skills to meet the needs of the knowledge-based economy
2. Provides ample opportunities for students to interact with the business world, through industrial attachment, talks by industry leaders and visits to leading.

### Career Prospects

Graduates are competent to take up executive, supervisory or managerial positions in industrial, commercial, service or government organisations.

## 課程特色

1. 提供既專且博及能與時並進的商業知識及管理技能以配合知識型經濟的需求。
2. 與業界廣泛合作，讓學生參與工作實習、出席業界講座及安排企業探訪的機會，藉此增強在校生及畢業生的就業競爭力。

### 就業

畢業生可勝任公私營機構內的行政、督導或服務管理等工作。

# Business # Entrepreneur  
# Innovative Management  
# Social Media  
# Business Start-up  
# 商業 # 企業家 # 創新管理  
# 社交媒體 # 創業營商

### Professional Core Modules

- Management and Innovation of e-Business
- Big Data and Business Analytics
- Business Start-up and Entrepreneurial Finance
- Digital & Social Media Marketing

### 專業核心單元

- 電子商業的管理與創新
- 大數據與商業分析
- 創業營商與財務
- 數碼及社交媒體市場學

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KT | ST | TM

# BA124036

## Higher Diploma in International Business Management with Languages

國際商業管理及語言高級文憑

*Language Elective:*

- Japanese      • 日語
- Korean        • 韓語
- Spanish       • 西班牙語

**BA (Hons) International Business Management**  
University of Northumbria at Newcastle, UK

國際商業管理(榮譽)文學士  
英國紐卡素洛森比亞大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

1. Students will learn a second language (Japanese, Korean or Spanish) which will open up their professional and personal opportunities to equip them to work in multinational enterprises and global business.
2. Students will be offered international exposure and connections through short-term experience including study, intern and cross-cultural learning to enhance their learning, life skills and employment prospects.

## Career Prospects

Graduates are competent to develop their career in relevant trade area in international business and trade sectors. They are competent to take up positions at officer/executive level in areas such as administration, business, e-commerce, finance, shipping, exhibition, marketing, sourcing, logistics and quality control in multinational enterprises.

## 課程特色

1. 學生會學習一種外語(日語、韓語或西班牙語)，從而開拓更多專業及個人機會投身跨國企業及從事環球業務。
2. 學生可參與國際交流活動，體驗海外短期學習、實習及跨文化交流，拓展海外人脈網絡，增進學習、生活技能及就業成功機會。

## 就業

畢業生可於不同類型的跨國商業機構內擔任行政、商務、財務、船務、展覽、市場營銷、物料採購、物流及品質管理等相關職務範疇的主任或助理。

# Japanese Korean Spanish

# E-Commerce

# Event Logistics

# International Trade

# Exhibition Management

# 日語韓語西班牙語

# 電子行銷 # 採購

# 環球貿易 # 展覽

## Professional Core Modules

- Business Japanese / Korean / Spanish
- Trade Practices in Global Business
- Trade Show and Exhibition Management
- E-Commerce and Digital Marketing
- Contemporary Business Strategy

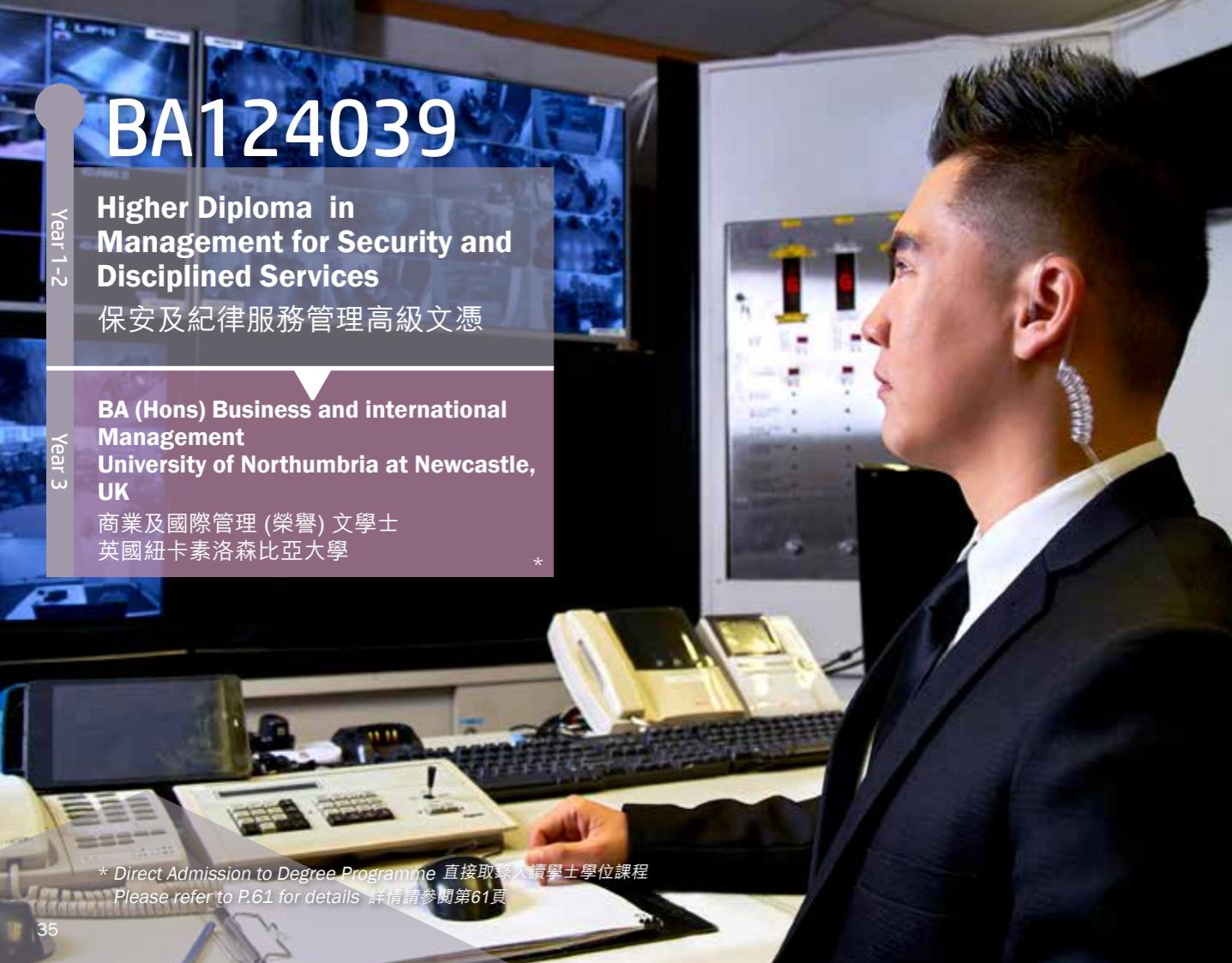
## 專業核心單元

- 商業日語/韓語/西班牙語
- 環球貿易實務
- 貿易展覽管理
- 電子商貿及數碼營銷
- 當代商業策略

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2708 5358

HW



# BA124039

**Higher Diploma in  
Management for Security and  
Disciplined Services**  
保安及紀律服務管理高級文憑

Year 1-2

Year 3

**BA (Hons) Business and international  
Management**  
**University of Northumbria at Newcastle,  
UK**

商業及國際管理 (榮譽) 文學士  
英國紐卡素洛森比亞大學

\* Direct Admission to Degree Programme  
直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁

## Programme Features

1. The programme provides appropriate security management and disciplinary training for students interested in joining the related professions.
2. During the study of the programme, students can receive training in the auxiliary force (need to pass selection process) and participate in real operations and services after passing-out to gain real-life experience.

## Career Prospects

Graduates are competent to take up frontline managerial positions and other rank in disciplined services; or become security managers and officers in private sector.

## 課程特色

1. 本課程為有志投身保安管理及紀律部隊的學生提供合適的訓練，課程內容涵蓋保安管理及與紀律部隊工作有關的單元。
2. 學生於修讀課程期間，可參加輔助部隊的培訓（需要通過遴選過程），完成訓練並成為輔助部隊隊員後，將會被安排參與真實的行動及服務，以獲得實戰經驗。

## 就業

畢業生可勝任紀律部隊前線管理職位及其他職級；亦可於商界擔任保安經理或相關職位。

# Disciplinary Force  
# Government Job # Police  
# Immigration Department  
# Custom and Excise  
# 紀律部隊 # 政府工  
# 警察 # 入境處 # 海關

## Professional Core Modules

- Criminal Psychology
- Human Resources Management for Disciplined Services
- Physical Fitness and Leadership Training
- Principles and Theories of Security Management

## 專業核心單元

- 犯罪心理學
- 紀律部隊人力資源管理
- 體能及領導才能訓練
- 保安管理準則與理論

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2595 8204

CW

# 04

## Marketing and Promotion Programme

### 營銷及推廣課程

#### Programme

- HD in Digital Marketing
- HD in Event Marketing and Digital Promotion
- HD in Marketing and Customer Analytics
- HD in Advertising and Media Communications
- HD in Retail Innovation and Management

#### 課程

- 數碼營銷高級文憑
- 活動及數碼推廣市場學高級文憑
- 市場學及顧客分析高級文憑
- 廣告及媒體傳播高級文憑
- 零售創新及管理高級文憑



# BA114034

## Higher Diploma in Digital Marketing

數碼營銷高級文憑

Year 1-2

Year 3

BA (Hons) International Marketing  
Coventry University, UK

國際營銷（榮譽）文學士  
英國考文垂大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P61 for details 詳情請參閱第61頁



## Programme Features

Equips students with practical training and education in social media marketing, online promotion, data analytics , mobile app development and online store operations to become professional digital marketers to cope with the emerging trends of the market.

### Career Prospects

Graduates are competent to take up positions like digital marketing executive, media sales executive, social media specialist, digital media strategist , marketing officer, E-Commerce Officer, business consultant and advertising & media account executive.

## 課程特色

學生能掌握社交媒體營銷、網絡推廣、大數據分析、手機應用程式設計及網上商店之實務技能，結合最新數碼科技與市場營銷策略應對市場需要與趨勢。

### 就業

畢業生可胜任數碼及市場營銷職位，如數碼營銷主任、媒體銷售主任、數碼媒體策略師、市務主任、電子商貿主任、商業策略顧問和廣告從業員等。

- # Digital Marketing
- # Social Media
- # Data Analytics
- # E-Commerce # Marketing
- # 數碼營銷 # 社交媒體
- # 數據分析 # 電子商貿
- # 市場推廣

### Professional Core Modules

- Mobile & Social Media Marketing
- Social Game Design
- Data Presentation & Analysis
- E-Commerce Operations
- O2O Strategies

### 專業核心單元

- 流動及社交媒體營銷
- 社交遊戲設計
- 數據報告與分析
- 電子商務運作
- 線上線下策略

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KT

3928 2432

# BA114040

## Higher Diploma in Advertising and Media Communications

廣告及媒體傳播高級文憑

Year 1-2

Year 3

BA (Hons) International Marketing  
Coventry University, UK

國際營銷 (榮譽) 文學士  
英國考文垂大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

1. The program focuses on Advertising, Media, PR, Event, and Marketing knowledge and practical skills. The programme provides an in-house Photo Studio, professional audio and visual facilities as well as computing software and hardware.
2. Student's ability will be developed in the directions of creativity, academic knowledge and technical skills, study areas comprise photography, graphic design, social media content production, etc.

## Career Prospects

Graduates may develop their career in the fields of advertising, PR and marketing. Positions include account executives, media executives, junior designers, marketing officers or brand executives.

## 課程特色

1. 課程內容涵蓋廣告、媒體、公關活動及市場學的專業知識，以及職場實際操作技巧。課程特設專業影樓，並為同學提供影音器材，配以嶄新電腦軟件及硬件。
2. 課程強調創意培訓 (內容包括創意工作坊、數碼影像製作)、市場傳播技巧 (例如商業攝影、平面設計、社交媒體內容製作) 及學術知識。

## 就業

畢業生可投身廣告及公關業內出任客戶主任、公關主任、媒介主任、初級設計員等。在市務職位上，可受聘為市場主任、助理產品經理，統籌品牌定位及營銷推廣。

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📍 CW

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# Advertising # Marketing  
# Media # PR Event  
# Design

# 廣告宣傳 # 市場推廣  
# 媒體 # 公關活動 # 設計

## Professional Core Modules

- User Experience and Art Direction in Advertising
- Advertising Studio 1– Digital Image Practice
- PR & Event Promotion
- Data Analytics & Digital Marketing
- Services Marketing

## 專業核心單元

- 用戶體驗及廣告美指
- 數碼影像製作: 實踐
- 公關活動推廣
- 數據及數碼市場學
- 服務市場學

# BA114043

## Higher Diploma in Event Marketing and Digital Promotion

活動及數碼推廣市場學高級文憑

Year 1-2

Year 3

BA (Hons) International Marketing  
Coventry University, UK

國際營銷（榮譽）文學士  
英國考文垂大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

1. Classroom learning as well as real-life trainings in mega events or major exhibitions, students can execute their ideas in working environment and gain practical experience.
2. Modules of Event Management for eSports and Wedding are provided to develop students' talent in specialized event organizing.

### Career Prospects

Graduates are competent to develop their careers in the fields of event marketing, event planning & production, exhibition, sales, public relations, marketing, advertising, marketing communications, digital marketing, wedding planning, and e-sports production, etc.

## 課程特色

1. 透過課堂學習及參與企業推廣活動或大型展覽會等工作實習安排，學生可在真實工作環境下體現活動策劃的挑戰及樂趣，獲得實務技巧。
2. 特設電競管理及婚禮統籌單元，讓學生發展專項活動統籌的才能。

### 就業

畢業生可勝任活動推廣、活動策劃與製作、展覽會、銷售、公關、市場策劃、廣告、市場傳訊、數碼營銷、婚禮宴會統籌及電競賽事統籌等工作。

# Festival # MICE  
# eSports # Exhibition  
# Wedding  
# 節慶管理 # 公關  
# 電競 # 展覽  
# 婚禮統籌

### Professional Core Modules

- Event Staging and Production
- Digital Marketing for Event & Promotion
- Exhibition Marketing
- Event Management for Wedding
- Event Management for eSports

### 專業核心單元

- 活動製作
- 數碼營銷管理
- 展覽市場學
- 婚禮統籌
- 電競活動及賽事統籌

@ myum@vtc.edu.hk

2436 8460

KT | TY

# BA114045

## Higher Diploma in Marketing and Customer Analytics

市場學及顧客分析高級文憑

Year 1-2

Year 3

### BA (Hons) International Marketing Coventry University, UK

國際營銷（榮譽）文學士  
英國考文垂大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

- Provides students with professional training in marketing and equips them with basic skills in data analytics on marketing management, especially with better utilization of technology for marketing planning, implementation and analysis.
- It covers major marketing aspects including Marketing Planning, Online and Social Media Marketing, Marketing Data Analytics, Promotion & Marketing Communications, Customer Relationship Management, Branding and PR & Event Management.

## Career Prospects

Graduates are competent to take up positions in a wide range of marketing fields in public and private sectors. These include Marketing Planning, Digital Marketing, Data Analysis, Marketing Communications, Advertising, Business Development, Sales, Brand Management, Marketing Research, Event Planning, Public Relations and Customer Services.

## 課程特色

- 課程不僅為學生提供市場營銷的專業培訓，還使他們掌握數據分析的基本技能，尤其是更好地運用科技來進行營銷策劃、實施和分析。
- 課程涵蓋市場營銷各主要範疇，包括市場策劃、網絡及社交媒體營銷、市場營銷數據分析、推廣及市場傳訊、客戶關係管理、品牌策劃、公關及活動策劃等。

## 就業

畢業生可於公營或私營機構內，勝任不同類型與市場營銷有關的職位，當中包括市場營銷、市場策劃、數碼營銷、數據分析、市場傳訊、廣告、業務發展、銷售、品牌管理、市場研究、項目策劃、公關及客戶服務等。

# Marketing # Promotion  
# Event # Customer  
# Data

# 市場營銷 # 宣傳推廣  
# 活動策劃 # 客戶關係管理  
# 大數據

## Professional Core Modules

- Marketing Management
- Mobile and Social Media Marketing
- Marketing Data Analytics
- Buyer Behaviour
- Public Relations and Event Planning

## 專業核心單元

- 市場營銷管理學
- 流動及社交媒體市場營銷
- 市場營銷數據分析
- 消費者行為學
- 公關及活動策劃

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2256 7230

ST | TM

# BA114046

**Higher Diploma in Retail  
Innovation and Management**  
零售創新及管理高級文憑

**BA (Hons) International Marketing**  
Coventry University, UK

國際營銷(榮譽)文學士  
英國考文垂大學

\* Direct Admission to Degree Programme 直接取錄入讀學士學位課程  
Please refer to P.61 for details 詳情請參閱第61頁



## Programme Features

1. The programme provides an opportunity for students to learn through the simulated stores and collaborate with DIY e-commerce platform.
2. Hands-on experience in setting up and operating both online and physical stores in campus. Allows students to acquire the relevant skills and enhances their competitiveness.

### Career Prospects

Graduates will be competent to take up retail and merchandising related posts. Apart from working as retail executives, store supervisors, e-commerce supervisors, retail merchandisers, shopping centre officers etc. in different organizations, students may even start their own e-store or retail business after graduation.

## 課程特色

1. 課程設有模擬商店及與網店平台合作，讓學生親身體驗經營及管理網店及實體店的運作。為學生畢業後經營網店或零售業務打好基礎。
2. 課程緊貼業界的發展及需求，讓學生獲得相關的技能，提升學生的市場競爭力。

### 就業

畢業生可勝任與網店及零售有關的職務，包括零售主管、店舖主任、電子商務主任/助理、零售採購主任、商場事務主任等。畢業生亦可創辦自己的網店及零售業務。

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2708 6421

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# VM # Commerce  
# Online # Stores  
# Customer

# 創業 # 電子商務 # 網店  
# 店舖 # 客戶

### Professional Core Modules

- e-Store Operations and Practices
- Store Operation Management
- Retail Branding and Communications
- Global Retail Merchandising
- Supply Chain Management in Retail

### 專業核心單元

- 網店營運及實務
- 店舖營運管理
- 零售品牌及傳播
- 環球零售採購
- 零售供應鏈管理

# 05

## Interdisciplinary Programmes

### 跨學科課程

Interdisciplinary Unit  
跨學科發展組



@iveiu@vtc.edu.hk

2595 8362

<http://www.vtc.edu.hk/iu>



IU114001

Higher Diploma in Public Relations  
and Digital Communication

公關及數碼傳訊高級文憑



Collaborating Disciplines:  
Business & Design

協作部門：  
商業、設計

IU114002

Higher Diploma in Financial  
Technology

金融科技高級文憑



Collaborating Disciplines:  
Business & Information  
Technology

協作部門：  
商業、  
資訊科技

IU114003

Higher Diploma in Arts and  
Cultural Events Management

藝術及文化活動管理高級文憑



Collaborating Disciplines:  
Business, Design & Hospitality

協作部門：  
商業、設計、  
酒店及旅遊

IU114004

Higher Diploma in Music Entertainment  
and Artiste Management

音樂娛樂及藝人管理高級文憑



Collaborating Disciplines:  
Business & Design

協作部門：  
商業、設計

IU114006

Higher Diploma in Supply Chain  
with InnoTech Applications

供應鏈及創科應用高級文憑



Collaborating Disciplines:  
Business & Information  
Technology

協作部門：  
商業、  
資訊科技

# 06

## Diploma of Foundation Studies (Full Time Programme)

基礎課程文憑  
(全日制課程)

### Programme

Diploma of Foundation Studies (Business)  
Diploma of Foundation Studies (Retail)

### 課程

基礎課程文憑(商業)  
基礎課程文憑(零售)



**FS113002B**

### Diploma of Foundation Studies (Business)

基礎課程文憑(商業)

#### Programme Features

Equips students with practical skills and knowledge needed in the business sector, and to strengthen their interpersonal and teamwork skills.

#### 課程特色

訓練學生的商業實務技巧及提升人際關係、小組合作等技巧。

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**FS113002L**

### Diploma of Foundation Studies (Retail)

基礎課程文憑(零售)

#### Programme Features

Equips students with practical skills and knowledge required by the retail and related industries.

#### 課程特色

教授基本零售知識和就業技能，讓學生能在零售及相關行業發展。

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2708 5325

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#### Professional Core Modules

- Accounting Fundamentals
- Business Fundamentals
- Integrated Business Practices
- Customer Service Fundamentals

#### 專業核心單元

- 會計學原理
- 商業概念
- 綜合商業實務
- 客戶服務

#### Professional Core Modules

- Retail Fundamentals
- Business Fundamentals
- Integrated Retail Practices
- Customer Service Fundamentals

#### 專業核心單元

- 零售概念
- 商業概念
- 綜合零售實務
- 客戶服務

# 07

## VTC Earn & Learn Scheme for Retail Industry (Part-time Day Programme) 職學計劃 - 零售業 (日間兼讀制課程)

**BA404046**

**HD in Retail Innovation and Management**

零售創新及管理高級文憑

**Professional Core Modules**

- Retail Branding and Communications
- Global Retail Merchandising
- Store Operation Management
- Supply Chain Management in Retail

**專業核心單元**

- 零售品牌及傳播
- 環球零售採購
- 店舖營運管理
- 零售供應鏈管理

**FS403002L**

**Diploma of Foundation Studies (Retail)**

基礎課程文憑(零售)

**Professional Core Modules**

- Retail Fundamentals
- Business Fundamentals
- Integrated Retail Practices
- Customer Service Fundamentals

**專業核心單元**

- 零售概念
- 商業概念
- 綜合零售實務
- 客戶服務

**Programme Features**

- 3 Days Work & 3 Days Study with Salary
- Recognized Academic Qualification
- Professional Career after Scheme Completion
- Flexible Articulation Pathways upon Graduation
- Clear Career Path

**課程特色**

- 3天工作、3天進修、有學有賺
- 認可學歷
- 完成計劃、發展專業
- 靈活貫通進修階梯
- 晉升前途、清晰預見



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# 08

## In-service Training 企業培訓組

IVE Business In-service Training Unit is committed to provide quality and effective practical training courses to meet the industry needs. To keep abreast with the ever changing manpower needs, tailor-made programmes will be offered upon clients request. The unit also offers a one-stop training in people development through its award bearing programmes such as Professional Diploma and Professional Certificate.

商業學科的企業培訓組一直致力為業內僱員提供與時並進及高質素的培訓課程。為配合業界對人力資源和培訓的需要，學科會按個別僱主的需要編制培訓課程，通過企業培訓課程和資歷認可課程(如專業文憑和專業證書)提供一站式人力發展培訓。

### Award Bearing Programme

#### 資歷認可課程

Award Bearing Programmes are Professional Diplomas and Professional Certificates which is recognized by the Hong Kong Qualification Framework. The programme areas include Retail Management, Property and Facilities Management, Legal Studies, Accounting and Finance, E-commerce and E-tailing.

資歷認可課程是已取得香港資歷架構認可之專業文憑和專業證書課程。現時此類課程涵蓋零售管理、物業及設施管理、法律、會計及金融、電子商貿及電子零售。

### Short Course and Distance Learning

#### 短期課程及遙距課程

These programmes cover a wide range of subject areas such as Digital Marketing, Event Planning, Investment, Aviation Services, Interview Skill and Grooming.

課程涵括不同範疇，例如：數碼營銷、活動籌劃、投資理財、航空服務、面試技巧、個人儀容及護理等。

### Corporate Training Programme

#### 專屬培訓課程

Corporate training programme is designed for enterprise with specific training needs.

我們可以因應個別客戶的要求，為其設計專屬的企業培訓方案。



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# 09

## Other Information 其他資訊



# Multiple Progression Pathways 多元升學出路



## 2+1 International Track

Business Discipline Higher Diploma students will be offered an 2+1 International Track which affirms a smooth articulation to a relevant locally accredited, Hong Kong government recognized honours bachelor's degree programme offered by designated British universities upon successful completion of their studies and the qualification is equivalent to a local degree programme. Students pursue their full-time top-up degree programmes offered under this 2+1 International Track scheme will receive a non-means-tested annual subsidy of \$31,300 \* from the Government.

\*The amount of subsidy may have adjustment annually

## 2+1國際化升學階梯

商業學科高級文憑畢業生可獲指定英國大學直接取錄，於本地入讀經香港學術評審的相關銜接學士學位課程，資歷與本地大學學位等同，並可獲每年港幣31,300 \* 元的免入息審查資助。

\* 資助金額會按年作出調整

## Multiple Progression Pathways

### 多元升學出路

#### Articulation

Graduates opting for further studies could be admitted to the degree programmes offered by various local and overseas universities below:

#### 升讀大學

選擇繼續升學的高級文憑畢業生，可就讀(包括以下)  
本地及海外大學學士學位課程:

University 大學	Full Time Programme 全日制課程	Reg. No. 註冊編號	QR Reg. No. 資歷名冊登記號碼	Validity Period 登記有效期
Coventry University, UK 英國考文垂大學 (CU)	BA (Hons) International Marketing* 國際營銷(榮譽)文學士*	252719	17/000515/L5	1/9/2017 - 31/8/2021
Sheffield Hallam University, UK 英國謝菲爾德哈蘭大學 (SHU)	BA (Hons) Business and Human Resource Management* 商業及人力資源管理(榮譽)文學士*	252133	16/000725/L5	1/9/2016 - 31/8/2020
	BA (Hons) Business Management* 商業管理(榮譽)文學士*	252135	16/000727/L5	1/9/2016 - 31/8/2020
	BA (Hons) Finance and Investment Management* # 金融及投資管理 (榮譽)文學士* #	251937	12/001123/5	1/9/2012 - 31/8/2020
University of Northumbria at Newcastle, UK 英國紐卡素洛森比亞大學 (UNN)	BA (Hons) International Business Management * ## 國際商業管理(榮譽)文學士* ##	251032	12/000439/5	1/9/2012 - 31/8/2020
	BA (Hons) Business (with Law)* 商業(及法律)(榮譽)文學士*	252462	14/003380/L5	1/9/2014 - 31/8/2022
	BA (Hons) in Professional Accounting 專業會計(榮譽)文學士	—	14/002731/L5	1/9/2014 - 31/8/2024
Technological and Higher Education Institute of Hong Kong 香港高等教育科技學院 (THEi)	BA (Hons) in Public Relations and Management 公共關係及管理(榮譽)文學士	—	15/000747/L5	1/9/2015 - 31/8/2020
	BSc (Hons) in Surveying 測量學 (榮譽)理學士	—	16/000216/L5	1/9/2016 - 31/8/2021

\* Bachelor Degree Top-up Programmes included in 2+1 International Track scheme.

# This programme will be replaced by a new finance programme with global perspective offered by University of Northumbria at Newcastle with effect from AY2020/21, details of the new programme will be announced after Non-local Courses Registration which is to be completed in March 2020.

## This programme will be replaced by a new business programme with global perspective offered by University of Northumbria at Newcastle with effect from AY2020/21, details of the new programme will be announced after Non-local Courses Registration which is to be completed in March 2020.

\* 2+1 國際化升學階梯內之銜接學士學位課程。

# 於2020/21學年起，此課程將由英國紐卡素洛森比亞大學之另一國際金融課程取代，詳情於2020年3月完成非本地課程註冊後公佈。

## 於2020/21學年起，此課程將由英國紐卡素洛森比亞大學之另一國際商業課程取代，詳情於2020年3月完成非本地課程註冊後公佈。

#### Note:

The above programmes are recognized under the Qualification Framework (QF Level 5).

上述課程在資歷架構下獲得認可(資歷架構級別第五級)。

It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Graduate may opt for further studies to the degree programme (QF Level 5) in a part-time mode offered by Coventry University, UK as below:

1. BA (Hons) Accountancy (Reg No.:251559, QR Reg. No. 13/000086/L5, Validity Period: 1/1/2013 - 31/12/2020)
2. BA (Hons) Business Administration (Reg No.:251732, QR Reg. No. 12/000818/5, Validity Period: 1/7/2012 - 30/6/2020)

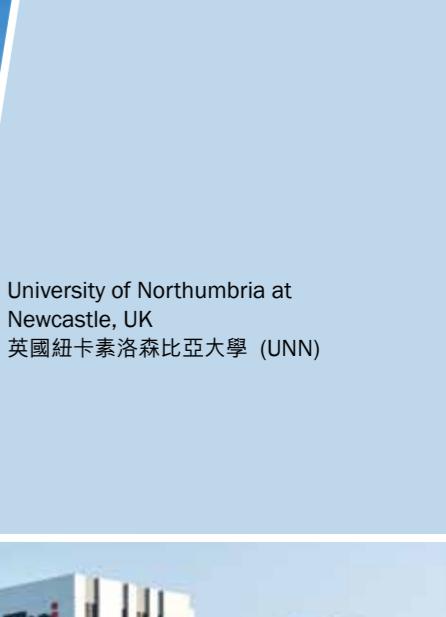
選擇繼續升學的高級文憑畢業生，可就讀以下由英國考文垂大學提供的兼讀制海外大學學士學位課程:

1. 會計學 (榮譽) 文學士 (註冊編號 : 251559, 資歷名冊登記號碼 : 13/000086/L5, 資歷名冊登記有效期 : 2013年1月1日至2020年12月31日)

2. 工商管理 (榮譽) 文學士 (註冊編號 : 251732, 資歷名冊登記號碼 : 12/000818/5, 資歷名冊登記有效期 : 2012年7月1日至2020年6月30日)

## Multiple Progression Pathways

多元升學出路



Sheffield Hallam University, UK  
英國謝菲爾德哈蘭大學 (SHU)



Technological and Higher Education  
Institute of Hong Kong  
香港高等教育科技學院 (THEi)



## Internationalization 國際化



IVE Business offers a range of learning opportunities to broaden students' horizon, activities including overseas visits, worldwide industrial attachment, industrial visits and professional seminars. IVE Business is working with global partner institutions to offer International Exchange Programme. The aim is to offer opportunities for students to gain global insight by study one or two semesters in the United Kingdom and arrange relevant credit transfer upon completion. On the other hand, International Conference is one of our platforms to meet, network and exchange with global partner institutions on the development of higher education.

學科會定期安排多元化的學習體驗活動，當中包括海外交流、工作實習、企業拜訪及專業研討會。學科正與海外夥伴學院洽商，推行國際交流計劃。計劃旨在提供一個海外學習機會，讓學生到英國修讀一個或兩個學期，而完成相關單元後可申請轉移學分。此外，國際會議亦提供平台讓學科與海外夥伴學院會面、聯絡以及交流高教育發展資訊。

# Professional Endorsement 專業認可

## The Hong Kong Exporter's Association

'IVE course fits the market trends. Professional with both business and design skills provided in the market are very limited. This course provides graduates a greater flexibility in their educational and career paths.'

Mr Benson Pau  
Managing Director, Wings Trading (HK) Ltd

## 香港出口商會

「IVE課程內容切合市場需要。同時擁有商業及設計知識的專才在市場上非常缺乏，此課程讓畢業生在升學和就業前景都有更大的靈活性。」

鮑潔鈞先生  
董事總經理，飛騰行（香港）有限公司

## The Hong Kong Institutes of Bankers (HKIB)

'One of our mission is to provide quality education to cater for the growing needs of the banking and financial industry in Hong Kong. Helping more graduates to qualify for learning towards a professional qualification is vital in supporting the human resources of the banking and financial industry. IVE's training provides exemption from part of our curriculum. We are confident that IVE graduates can play an important role in the industry as they can deepen and broaden their knowledge and skills and develop personal quality required in their professional lives through our professional training.'

## 香港銀行學會

「學會的其中一個宗旨是提供專業銀行及金融業培訓課程。銀行及金融業從業員可以通過進修，提高個人專水平，成為業界精英。我們一向致力協助畢業生取得相關專業資格，從而為業界提供優秀人材資源。IVE學生可獲豁免修讀部份本學會課程。我們有信心IVE畢業生能透過繼續修讀專業資格課程，深化知識和技能，令個人質素不斷提升，在銀行及金融業界擔當重要角色。」

## HATA and Tourism Commission, HKSAR

'I have personally witnessed the superb environment and the professional academic team at IVE (Tsing Yi) both of which are essential for high standards of learning excellence. Graduates are provided with progressive knowledge and practical skills in contributing to the service and aviation industry development of Hong Kong.'

Mr W T Chow Thomas  
Instructor, International Air Transport Association  
Project Designer / Conductor 'Quality Service Beyond Expectations'

## 香港旅社協會

「本人很榮幸曾到訪IVE（青衣分校），被它的模擬艙及專業教育團隊深深吸引。在此課程畢業同學掌握到的專業知識與技巧，必能對本地的服務業及航空業作出貢獻。」

周偉業先生  
國際航空運輸協會導師、"優質服務計劃"籌劃員

## Professional Recognition

Many professional bodies in Hong Kong and overseas acknowledge the quality of our programmes, including:

- Hong Kong Institute of Certified Public Accountants (HKICPA)
- Hong Kong Institute of Human Resource Management (HKIHRM)
- Hong Kong Management Association (HKMA)
- Hong Kong People Management Association (HKPMA)
- Human Capital Management Society (HCMS)
- Hong Kong Institute of Marketing (HKIM)
- Hong Kong Quality Management Association (HKQMA)
- Institute of Financial Planners of Hong Kong (IFPHK)
- Institute of Training Professionals (ITP)
- Society of Registered Financial Planners (HKRFP)
- The Law Society of Hong Kong (LSHK)
- The Royal Institution of Chartered Surveyors (RICS) of the United Kingdom
- The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)
- The Institute of Purchasing & Supply of Hong Kong (IPSHK)
- The Hong Kong Institute of Bankers (HKIB)
- The Australian and New Zealand Institute of Insurance and Finance (ANZIIF)
- The Association of Chartered Certified Accountants (ACCA)
- The Chartered Institute of Housing (CIH), Asian Pacific Branch

## 專業認可

本學科的課程獲香港及海外專業團體認可，包括：

- 香港會計師公會
- 香港人力資源管理學會
- 香港管理專業協會
- 香港人才管理協會
- 人力資源管理社
- 香港市務學會
- 香港品質管理協會
- 香港財務策劃師學會
- 培訓專業學會
- 註冊財務策劃師協會
- 香港律師會
- 英國皇家特許測量師學會
- 香港運輸物流學會
- 香港物資採購與供銷學會
- 香港銀行學會
- 澳大利亞及新西蘭保險與金融學會
- 特許公認會計師公會
- 英國特許房屋經理學會-亞太分會

## Student Achievement 學生成就

ACCA Hong Kong Business Competition 2018-19

Professional and  
Social Conscious Leaders  
for our Shared Future



### ACCA Hong Kong Business Competition

ACCA 商業策劃大比拼

#### Achievement:

- Creative Excellence Award
- My Favourite Team Award
- Merit Award

#### 獎項:

- 「創意卓越殊榮」
- 「最具人氣隊伍」
- 「優異隊伍」

### Green Burial Marketing Project Competition

綠色殯葬市場推廣計劃書比賽

- jointly organized with the Food and Environmental Hygiene Department (FEHD)
- 與食物環境衛生署合辦

#### Achievement:

- The Best Proposal Award (Campus)
- The Champion Award

#### 獎項:

- 「院校最佳計劃書」
- 「學科最優秀計劃書」



### 楊建文青年工業發展培育計劃

#### Achievement:

- The Best Presentation Award
- The Best Written Report Award

#### 獎項:

- 「最佳匯報獎」
- 「最佳書面報告獎」



### Greater Bay Area Innotech Competition

大灣區智能生活創科提案比賽

#### Achievement:

- The commendation awards

#### 獎項:

- 「表彰獎」

# Scholarships 奬學金

With the generous support and donations from our industry partners, scholarship are awarded to more than 400 IVE Business students every year in recognition of their outstanding academic achievement and encourage their all-rounded development.

學科每年都獲得業界人士及機構的支持，表揚超過 400 名學業成績優越的學生及鼓勵他們積極參與全人發展活動。



## Edinburgh Napier University Scholarship 2019

愛丁堡納皮爾大學獎學金2019

### HD in Airfreight Management and Global Logistics

航空及環球物流高級文憑

With the support of the scholarship GBP13,000 per year, I can pursue my bachelor degree studies in the Edinburgh Napier University in Scotland. Thanks for the Scholarship Trustees to provide me this opportunity to explore the world and realize my career plan in the area of tourism and airline management.

Chan Chun Ming, Andy

陳俊銘

獲得此一萬三千元英鎊的獎學金，我可以到蘇格蘭愛丁堡納皮爾大學攻讀旅遊及航空管理學士學位，非常感謝獎學金受託人給予我機會衝出世界，讓我邁向我的大學夢。



## The Hong Kong Jockey Club Vocational Education Scholarship

香港賽馬會職業教育獎學金

### HD in Event Marketing and Promotion

活動及推廣市場學高級文憑

It is my pleasure to have the scholarship. It relieved my financial burden on my school fee so that I can concentrate on my studies and can afford the expenses of my extra-curriculum activities and study tour which widen my horizon.

Keung Hoi Tung

姜海童

這兩份獎學金鼓勵我繼續以升讀大學為目標，讓有了被認同和被肯定的感覺，對達成自己的目標帶來推動力。衷心感謝學院給予我這些機會！

Yuen Pui Yee

袁珮怡

## 獎助學金萃匯 Student Awards Reception



## HR Link Alumni Association Scholarship

脈絡校友會獎學金

### Reaching Out Award (Self-financing Post-secondary Education Fund)

自資專上獎學金計劃 - 外展體驗獎

### HD in Human Resource Management

人力資源管理學高級文憑

These scholarships encouraged me to continue my goal of articulating to university study, giving me the feeling of being recognized and affirmed, and driving the achievement of my goals. I sincerely thank the institute for giving me these opportunities!

# Alumni Sharing 畢業生分享

## Yeung Sik Ho

楊錫豪

Head of E-Commerce,  
Easco Telecommunications Limited  
電子商務總監  
Easco Telecommunications Limited



### Higher Diploma in Event Marketing and Digital Promotion

(Formerly known as HD in Business Promotion and Event Management)

BA (Hons) in Marketing, University of Hull, UK  
MSc in Electronic Commerce and Internet Computing, The University of Hong Kong

### 活動及數碼推廣市場學高級文憑 (前稱商業推廣及項目管理高級文憑)

英國侯城赫爾大學市場學(榮譽)文學士  
香港大學電子商貿及互聯網工程理科碩士

During my studies in IVE, I was not only learnt marketing knowledge, but also had chance to attach in Hung Fook Tong. Our group needed to study Chinese herbal tea and to present our marketing research report to the CEO. This memorable experience allowed me to put theories from classroom into practice, and assured my further studies and career direction. It built a good foundation for my later studies in UK and my current job.

在 IVE 學習期間，我不但學會了市場推廣知識，更有機會到鴻福堂公司實習及完成畢業論文。當時我們需要為涼茶產品撰寫市場研究報告，並直接向CEO匯報。這次實習經歷很難忘，不但讓我把課堂學到的理論和知識應用於實際營銷環境中，亦確立我的升學及事業發展路向，為我之後到英國留學及投身職場打好基礎。

### Higher Diploma in Accountancy

City University of Hong Kong  
Bachelor of Business Administration (Hons) in Accountancy

### 會計學高級文憑

香港城市大學  
工商管理(榮譽)會計學士課程

IVE Accountancy Programme equipped me with business related knowledge, analytical and communication skills so as to enable me to tackle the challenges in the business world.

In the HKIAAT Accounting & Business Management Case Competition, my team was awarded with the Championship. This experience not only gave me exposure to the real business world but also an internship opportunity in a listed company.

After my graduation from City University of Hong Kong, I joined Deloitte Touche Tohmatsu (one of the Big Four CPA firms) as a tax consultant. I am now on the way towards my goal of becoming a Certified Public Accountant.

IVE會計學高級文憑課程為我裝備商業知識，分析及溝通技巧，使我能應付商業世界的種種挑戰

我隊在HKIAAT會計及商業管理個案比賽中獲得冠軍。這次經驗不單讓我見識真正的商業世界，也給予我在上市公司的實習機會。

我於香港城市大學畢業後加入德勤・關黃陳方會計師行（四大會計師事務所之一），現職稅務顧問。成為專業會計師是我的目標，現在我已邁進一大步。

## Suen Man Luen

孫文鑾

Tax Consultant,  
Deloitte Touche Tohmatsu  
稅務顧問  
德勤・關黃陳方會計師行



## Alumni Sharing 畢業生分享

**HO Yu Yuen, Daniel**

何裕源

Human Resources Manager,  
*CG Marketing Company Limited*

人力資源經理  
睿創市場策劃有限公司



<b>Higher Diploma in Human Resource and Talent Analytics</b> (Formerly known as HD in Human Resource Management)	人力資源管理及人才分析高級文憑 (前稱人力資源管理學高級文憑)
Bachelor of Commerce in Human Resources Management Hong Kong Baptist University	香港浸會大學 人力資源管理學商學士學位

The higher diploma programme in IVE equipped me as a HR professional by providing the academic knowledge and practical know-how. I was glad to discover my career direction here and continued my study at Hong Kong Baptist University after graduation. Now I am a HR Manager. I appreciate the time at IVE very much.

修讀IVE高級文憑課程為我提供專業知識和實用技能，使我成為專業的人力資源管理從業員。很高興在IVE找到我的發展方向，在高級文憑畢業後，繼續於香港浸會大學修讀學士學位課程。現時我成為了人力資源經理，非常感謝在IVE的時光。

<b>Higher Diploma in Law and Administration</b>	法律及行政事務學高級文憑
Bachelor of Business Administration in Corporate Administration The Open University of Hong Kong	香港公開大學 企業行政學工商管理學士學位

The programme is practical and fits the requirements of the legal industry. During the period of Industrial Attachment, I have the opportunity to gain experience in relation to legal work which led to my immediate employment as a Legal Executive after my graduation. After that, I joined the Judiciary as a Judicial Clerk at the District Court assisting the judge to handle the daily issues of the cases.

IVE higher diploma programme provided me professional knowledge and training and helped me to find a professional career which I like.

IVE課程內容緊貼業界要求，非常實用。而在工作實習的過程中，亦令我獲取到法律工作的實戰經驗，使我完成課程後，即時獲得一間本地律師行受聘為法律行政人員。之後加入司法機構，擔任區域法院二級司法行政主任，協助法官處理日常事務及案件。

IVE高級文憑課程提供專業知識和訓練，並協助我找到了一份自己喜歡及專門的工作。

**Wu Po King, Victoria**

胡寶瓊

Judicial Clerk II (JC)  
二級司法行政主任



## Alumni Sharing 畢業生分享

**Leung Tak Chi, Jerry**

梁得智

Sales Manager

Maersk Line

銷售經理

馬士基集團



### Higher Diploma in Aviation and e-Logistics (Formerly known as HD in Transport and Logistics Studies)

BA (Hons) in Business Management,  
Edinburgh Napier University  
Master in International Management,  
Université Pierre-Mendès-France

航空及電子物流高級文憑  
(前稱運輸及物資流程學高級文憑)

愛丁堡龍比亞大學工商管理(榮譽)  
文學士  
法國格勒諾布爾第二大學工商管理  
碩士

From internship opportunity in multinational companies, overseas study trip, to cross-campus competition, not only did I gain practical work knowledge and professional career advice, but also the exposure to a bigger world and, most importantly, the confidence to tackle future challenges in life.

After finishing the HD at IVE, I pursued a bachelor's degree in the UK on full scholarship, and further a master's degree in France. Upon graduation, I joined a graduate trainee program at the world's largest shipping company and I am now an overseas sales manager based in the US.

從跨國企業實習，海外遊學，到聯校比賽，每一年的IVE 生活都令我不斷成長。除了專業的職業訓練和人生規劃，最大得著就是有勇氣和信心跟自己說 “Yes, I can!” 去面對將來職場和人生的挑戰。

IVE 畢業後，有幸拿得全數獎學金到英國升學，其後到法國修讀碩士課程。畢業後加入一跨國船公司的培訓生計劃，現為駐美國海外銷售經理。

### HD in Retail Innovation and Management (Formerly known as HD in Retail and Merchandising Management)

BSc (Hons) in Logistics Engineering with Management  
The Hong Kong Polytechnic University

零售創新及管理高級文憑  
(前稱零售及採購管理高級文憑)

香港理工大學  
物流工程兼管理(榮譽)理學士

The programme offers diversity learning elements and practical job attachment. Students do not just acquire good understanding on all the knowledge, but also grasp information on the latest development in the industry. With strong academic foundation offered by the programme, I was successfully accepted by The Hong Kong Polytechnic University. After graduated from university, I joined the retail industry and specialized in retail branding sector. I am glad to know that I can contribute what I've learnt in both IVE and university into the industry.

**Wong Tsz Ching**  
王芷晴

Brand Executive  
Sa Sa Cosmetics Company Limited

品牌策劃主任  
莎莎國際控股有限公司



# Industrial Attachment 工作實習



## Industry Attachment

Our Industrial Attachment (IA) programme enables students to experience the real-life workplace challenges through attachment to different organizations. IA could facilitate students' transition from study to work by developing their team work spirit, problem solving abilities, practical skills, and appropriate work attitudes and value.

Through the programme, employers can identify the right talents for future full-time employments and also source suitable candidates to meet the seasonal / part-time manpower needs.

### More than 110 business organizations support the IA programme, for example:

Alibaba.com Hong Kong Ltd  
Alliance Construction Materials Ltd  
Bank of China (Hong Kong) Ltd  
Fortress  
Gammon Construction Ltd  
German Pool (Hong Kong) Ltd  
Goodwill Management Ltd (a member of Henderson Land Group)  
Hong Kong International Terminals Limited  
Hong Yip Services Co Ltd (a member of Sun Hung Kai Properties Ltd)  
Jones Lang LaSalle Surveyor (Shanghai) Co Ltd  
Li & Fung Development (China) Ltd  
PARKnSHOP  
Pricerite Home Limited  
ShineWing Certified Public Accountants Shanghai Branch  
The Airport Authority Hong Kong  
The Hong Kong & China Gas Co Ltd  
Watson's The Chemist

## 工作實習

工作實習計劃讓學生於工作中汲取實戰經驗，並把書本中的知識應用到真實的商業環境內，從而提升他們的團隊精神、解決問題的能力、工作技巧的運用、正確的工作態度及價值觀。透過此計劃，僱主亦可物色合適的人力資源，以配合公司的長線及短期發展。

### 工作實習計劃獲110多間工商機構支持，當中包括：

阿里巴巴香港有限公司  
友盟建築材料有限公司  
中國銀行(香港)有限公司  
豐澤  
金門建築有限公司  
德國寶（香港）有限公司  
冠威管理有限公司 (恒基兆業地產集團成員公司)  
香港國際貨櫃碼頭有限公司  
康業服務有限公司(新鴻基地產發展有限公司成員之一)  
仲量聯行測量師事務所(上海)有限公司  
利豐發展(中國)有限公司  
百佳超級市場  
實惠家居有限公司  
信永中和會計師事務所（特殊普通合夥）上海分所  
香港機場管理局  
香港中華煤氣有限公司  
屈臣氏大藥房

## Industry Attachment

工作實習



# Facilities 學科設施



## Facilities

To enhance students' learning experience, the Discipline is committed to offering students innovative learning environment through a series of specialized training centers across the campuses. These state-of-the-art training centers are established to sharpen students' business knowledge and skills in various types of industries.

## 學科設施

學科於各院校均設有先進的教學設施，為學生提供專業培訓，豐富他們的學習興趣和行業體驗。

### Some of the facilities are

Accountancy and Finance Centre • HW  
Air TY Centre • TY  
BA Zone • TY  
Banking and Finance Professional Development Centre • KT  
BOCHK Financial Services Learning Centre • ST  
Centre for Legal and Administrative Practices • TM  
Centre of Business Innovation • ST  
Event Planning Workshop • CW  
Event Square • TY  
Financial Services Resources Centre • CW  
Human Resource Assessment Centre • KT/TY  
K Concept Studio • KT  
Marketing and Business Management Centre • TM  
Photo Studio • CW  
Professional Accountancy Centre • CW/KT  
Property Management Lab • ST  
Retail Lab • HW  
Retail Place • HW  
TMart • TM

### 學科設施包括

會計與財務學習中心  
青衣航空中心  
商薈  
銀行及金融專業發展中心  
中銀香港金融服務學習中心  
法律及行政實習中心  
企業創新空間  
活動統籌工作坊  
活動工房  
金融服務資源中心  
人才評估中心  
奇•概念館  
營銷及商務管理中心  
影藝坊  
專業會計事務所  
物業管理點視廳  
零售體驗廊  
售樂坊  
屯購坊

**Facilities**  
學科設施

**Air TY Centre**  
青衣航空中心



**Photo Studio**  
影藝坊



**BOCHK Financial Services  
Learning Centre**  
中銀香港金融服務學習中心



**K Concept Studio**  
奇•概念館

**Retail Lab**  
零售體驗廊



**Centre for Legal and  
Administrative Practices**  
法律及行政實習中心



# Vibrant Learning Experiences 精彩學習體驗



## Exchange Study Tour

### 交流團

Exchange study tours to Mainland China and overseas enrich students' learning experience and broaden their horizon.

國內及海外交流團給予同學多元化的學習體驗，擴闊視野，獲益良多。



## Business Innovation Forum

### 商業創意論壇

International Business Innovation Forum 2019: Design Thinking – Business Case Competition aimed at broadening students' horizon and international exposure. The forum consisted of industry professional sharing, exhibition display and a student project competition. With the theme of "Business + Innovation = Opportunities", the Forum evidenced students' innovation in business projects and provided a platform for sharing from industry professionals.

國際商業創意論壇 2019：設計思維 — 商業專案比賽旨於擴闊同學國際視野，論壇包括專業分享、同學專案比賽及專案展示。以「商業 + 創意 = 良機」為主題，提供平台給同學作創意專案比試及與業內專家交流。



## Technology Learning Experience

### 科技教學體驗

Students have opportunity to gain exposure outside classroom by experiencing VR/AR/MR technology in eSports stadium. Students were not only enjoy the exciting games, but also learnt how to apply in promotion and event organizing.

同學衝出課室來到電競館親身體驗虛擬實境 / 擴增實境 / 混合實境的技術，同學不但享受刺激的電玩，更學會如何運用於推廣及活動籌辦。



## Company / Institution / Industry Visit

### 企業 / 機構 / 行業參觀

Company visits help students to realize the work site as well as the practical operation, which benefit to their work after graduation.

同學到企業實地參觀，直接了解行業實質運作，對畢業後工作大有幫助。

## Vibrant Learning Experiences

精彩學習體驗



### Business Etiquette Training

商業禮儀訓練

Business etiquette and grooming is very important in business world nowadays. Students learn some basic grooming and wine tasting knowledge through special arranged lessons. These trainings can increase their competitiveness when they have job interview or business networking after graduation.

商業禮儀及打扮在今時今日商業社會非常重要，同學透過特別課堂學會基本打扮及品酒等商業禮儀，對日後求職面試及交際等大有幫助，提高競爭力。



### Professional Talk

專業講座

Different programmes organize professional talks and invite industry leaders to share. Students not only learn industry knowledge, but also can dialogue with industry leaders.

不同課程經常舉辦行業講座或邀請客席講師到院校分享，同學不但增進行內知識，更有機會跟行業翹楚直接對話討教。



### Event Ambassador

活動大使

Students have chance to participate in different international events such as exhibitions and carnivals. This provides students exposure in world-class events and practices in language ability.

同學有機會參與大型國際活動（例如展覽會或嘉年華會等）作活動大使，不但能見識到世界級盛事，還能鍛練語言能力。



### Community Activity

公益活動

Apart from studies, students are encouraged to participate in community or charity activities in order to build community awareness as well as contribute to the society.

除了學習，同學更鼓勵參與公益活動，藉此增加公民意識，更可貢獻社會。

# General Entrance Requirements 入學條件及入學申請



## General Entrance Requirements

### Higher Diploma

- Five HKDSE subjects at Level 2 or above, including English Language and Chinese Language; **OR**
- VTC Foundation Diploma (Level 3) / Diploma of Foundation Studies; **OR**
- VTC Diploma in Vocational Education / Diploma of Vocational Education; **OR**
- Yi Jin Diploma / Diploma Yi Jin; **OR**
- Equivalent

### Diploma of Foundation Studies

- Completion of Secondary 6 (under the New Senior Secondary Academic Structure); **OR**
- Equivalent

## 一般入學條件

### 高級文憑

- 香港中學文憑考試五科成績達第二級或以上，包括英國語文及中國語文；或
- VTC 基礎文憑（級別三）/基礎課程文憑；或
- VTC 中專教育文憑 / 職專文憑；或
- �毅進文憑；或
- 同等學歷

### 基礎課程文憑

- 完成中六（新高中學制）；或
- 同等學歷

## Application 入學申請

Apply online 於入學網頁

<http://www.vtc.edu.hk/admission>

# Tuition Fees and Financial Assistance 學費及經濟援助

## Tuition Fees

- The study duration of Higher Diploma programmes is normally 2 years. The tuition fee is payable in two installments each year.
- The study duration of Diploma of Foundation Studies programmes is normally 1 year. The tuition fee is payable in two installments.

AY 2019/20 Tuition Fees for Full-time Subvented Programmes listed below for reference  
以下表列2019/20學年全日制資助課程學費供參考

Programmes / Disciplines 課程 / 學科		Tuition Fees (HK\$) 學費 (港幣\$)	
		1st Year 第一年	2nd Year# 第二年#
Higher Diploma 高級文憑	Business Discipline 商業學科	\$30,800	\$30,800
	Other Disciplines 其他學科	\$31,570	\$31,570
Diploma of Foundation Studies 基礎課程文憑		\$20,500	—

## 學費

- 高級文憑課程的一般修讀期為兩年，每年學費分兩期繳付。
- 基礎課程文憑課程的一般修讀期為一年，全年學費分兩期繳付。

AY 2019/20 Tuition Fees for Full-time Self-financed Programmes listed below for reference

以下表列2019/20學年全日制自資課程學費供參考

Programmes / Disciplines 課程 / 學科	SF	Tuition Fees (HK\$) 學費 (港幣\$)	
		1st Year 第一年	2nd Year# 第二年#
Higher Diploma 高級文憑	Business Discipline 商業學科	\$56,600	\$56,600
	Other Disciplines 其他學科	\$57,800	\$57,800
Diploma of Foundation Studies 基礎課程文憑		\$27,600	—

# Tuition fees are subject to annual review. The tuition fee levels for AY 2020/21 will be reviewed subject to inflationary adjustments and other relevant factors.

# 學費水平會每年檢討。2020/21學年學費水平會因應通脹及有關因素作調整。

**SF** Self-financed Programmes  
自資課程

## Notes

- In addition to tuition fees, students will be required to pay other fees, such as caution money, students' union annual fees and English Module Benchmarking Fee. Students of Higher Diploma Programmes will be required to pay the fee for the study packages of English modules and Chinese modules.
- Some students may be required to study bridging modules or enhancement programmes to support their study; or to attend additional training, industrial attachments and public examinations for which separate fees will be charged.
- Students of Diploma of Foundation Studies programmes may choose to take the optional module "Foundation Mathematics III" with a separate tuition fee.

## 備註

- 除學費外，學生須繳交其他費用如保證金、學生會年費及英文單元基準評核費，高級文憑學生需繳交英文單元研習教材費及中文單元研習教材費。
- 為增強對學生的學習支援，學院或會要求部分學生修讀銜接單元 / 增潤課程；或需參加額外培訓 / 實習 / 公開考試，並繳付所需費用。
- 基礎課程文憑學生如選擇修讀選修單元「基礎數學（三）」，需另繳學費。

## Tuition Fees and Financial Assistance

### 學費及經濟援助

#### Financial Assistance

Students of VTC full-time subvented or self-financed programmes may apply for the following financial assistance schemes:

#### 經濟援助

入讀職業訓練局全日制資助或自資課程的學生，可申請以下資助計劃：

- Students may apply for the "VTC Tuition Fee Remission Scheme (FR)" if no grant is offered under the "Financial Assistance Scheme for Post-secondary Students (FASP)" (Note: Flat Rate Grant for Academic Expenses is not applicable).
- 學生如未能獲得「專上學生資助計劃」的助學金，可申請「職業訓練局學費減免計劃」（註：學習開支定額津貼部份並不適用）。

Types of Programmes 課程種類		Financial Assistance Schemes 經濟援助計劃						VTC 職業訓練局
		Tertiary Student Finance Scheme-Publicly-funded Programmes 資助專上課程 學生資助計劃 (TSFS)	Non-means-tested Loan Scheme for Full-time Tertiary Students 全日制大專學生 免入息審查貸款計劃 (NLSFT)	Extended Non-means-tested Loan Scheme 擴展的免入息審查 貸款計劃 (ENLS)	Financial Assistance Scheme for Post-secondary Students 專上學生資助計劃 (FASP)	Non-means-tested Loan Scheme for Post-secondary Students 專上學生免入息審查 貸款計劃 (NLSPS)	Continuing Education Fund 持續進修基金 (CEF)	Tuition Fee Remission and Flat Rate Grant for Academic Expenses 學費減免及學習開支定額津貼 (FR & FRG)
Subvented Programmes 資助課程		Higher Diploma 高級文憑	✓	✓	—	—	—	—
		Diploma of Foundation Studies 基礎課程文憑	—	—	✓	—	—	✓
Self-financed Programmes 自資種類		Higher Diploma 高級文憑	—	—	—	✓	✓	For particular programmes 部分課程
		Diploma of Foundation Studies 基礎課程文憑	—	—	✓	—	—	✓

Please refer to the Admission homepage ([www.vtc.edu.hk/admission](http://www.vtc.edu.hk/admission)) for details of the above schemes.

以上各項計劃詳情，請參閱 [www.vtc.edu.hk/admission](http://www.vtc.edu.hk/admission)。

**SF** Self-financed Programmes  
自資課程

## Campus Contact Information 院校聯絡資料



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### Information as of 11/2019

In support of environmental protection, the Vocational Training Council will make available limited print copies of marketing collaterals. For the latest and comprehensive information on the programme, please visit [www.ive.edu.hk/ba](http://www.ive.edu.hk/ba)

資料截至2019年11月

職業訓練局為響應環保，所有刊物均限量印刷。  
如欲查詢最新及詳細的課程資料，請瀏覽  
[www.ive.edu.hk/ba](http://www.ive.edu.hk/ba)

### 免責聲明:

1. Latest programme curriculum and relevant information will be updated on the Admissions Homepage (<http://www.vtc.edu.hk/admission>)。如本指南與入學網頁的資料有異，請以入學網頁為準。
2. 職業訓練局可因應情況於開學前取消任何課程、修正課程名稱、內容或更改開辦課程的院校/ 分校/ 上課地點，詳情會於入學網頁公布。



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