



DREAM ▪ DO ▪ CONNECT

IVE Business 2023 - 2024

Business

INSPIRING INNOVATION

INFORMATION GUIDE 2023-2024

Be Brave Be
BOLD

A man in a dark suit is captured mid-jump, leaping over the word "BOLD". He is positioned in the center of the frame, with his body angled towards the right. The background is a bright, hazy landscape with a road that curves into the distance.

Business
INSPIRING INNOVATION

**BUSINESS
DISCIPLINE**



Member of VTC Group
VTC 機構成員

Table Of Contents

About IVE IVE簡介	01
Business Discipline 商業學科簡介	03
Programmes and Offering Campuses 課程及開辦院校	05

01

Programme Curriculum Feature 課程學習特色

Project-based Learning (PBL) 專題為本研習	07
Workplace Learning and Assessment (WLA) 職場學習及評核	09
Design Thinking 設計思考	11
Digitalisation 數碼化	13
HKVTC Shop	15

02

Professional Services Programme 專業服務課程

HD in Real Estate and Property Management 房地產及物業管理高級文憑	19
---	----

HD in Human Resources and Talent Analytics 人力資源管理及人才分析高級文憑	21
HD in Banking and Financial Analysis 銀行及財務分析高級文憑	23
HD in Business and Legal Studies 商業及法律學高級文憑	25
HD in Professional Accountancy 專業會計學高級文憑	27

03

Business and Marketing Programme 商業及營銷課程

HD in Advertising and Media Communications 廣告及媒體傳播高級文憑	31
HD in Marketing and Customer Analytics 市場學及顧客分析高級文憑	33
HD in Retail Innovation and Management 零售創新及管理高級文憑	35
HD in Business with E-Commerce 商業(電子商貿)高級文憑	37
HD in Aviation and Logistics 航空及物流高級文憑	39
HD in Business Administration and Management 工商管理學高級文憑	41
HD in China Business and Marketing 中國商業及市場營銷高級文憑	43

HD in Event Marketing and Business Promotion 活動及推廣市場學高級文憑	45
--	----

04

Interdisciplinary Collaboration Programme 跨學科合作課程

HD in Global Business Management with Languages 環球商業管理及語言高級文憑	49
HD in Artiste and Cultural Management 演藝及文化管理高級文憑	51
HD in Management for Disciplined Services 紀律服務管理高級文憑	53
HD in Aviation Inflight and Passenger Services 航空機艙及客運服務高級文憑	55
HD in Aviation Services and Transport Studies 航空服務及運輸學高級文憑	57
HD in Public Relations and Communication Management 公關及傳播管理高級文憑	59

05

Diploma of Foundation Studies (Business/Retail) 基礎課程文憑(商業/零售)

06

Continuing Education 持續進修

07

Other Information 其他資訊

Multiple Progression Pathways 多元升學出路	67
Internationalisation 國際化	73
Professional Endorsement 專業認可	75
Student Achievements and Scholarships 學生成就及獎學金	79
Alumni Sharing 畢業生分享	81
Industrial Attachment 工作實習	91
Facilities 學科設施	97
Vibrant Learning Experiences 精彩學習體驗	101
General Entrance Requirements and Application 一般入學條件及入學申請	105
Tuition Fees and Financial Assistance 學費及經濟援助	107
Campus Contact Information 院校聯絡資料	111

A group of five students are sitting on a set of outdoor stone stairs, surrounded by lush greenery. They are all focused on their studies. In the foreground, a young man in a light blue t-shirt and a young woman in a white dress are looking at a book together. Behind them, another young man in a green vest is reading, and two more students are visible further up the stairs, also studying. The scene is bright and sunny, suggesting a pleasant outdoor learning environment.

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 ideas 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，是香港卓越的专业教育機構，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。

Business Discipline 商業學科

Tapping into the opportunities provided by Hong Kong as a world class smart city, Business Discipline aims to nurture talents with multifaceted skills, creativity and inventive mindsets in response to the manpower needs of various business sectors.

The Discipline offers a wide spectrum of programmes with module syllabi consisting of state of the art concepts in technology applications, and integrated with Artificial Intelligence (A), Blockchain (B), Cloud Computing (C) and Data Analytics (D) under business operations which allows students to acquire the latest digitalized skills. Furthermore, a practical and student-centered curriculum such as Project-based Learning, Workplace Learning & Assessment, Design Thinking and HKVTC Shop are adopted in order to develop students' 21st century competencies for further study and career development. The Discipline also works closely with industry partners to provide students valuable learning opportunities through seminars, webinars, study visits and overseas exchange programmes, etc.

商業學科把握香港作為一個世界級的智慧城市所提供的機會，致力培育行業專才，培養學生的多元化出路、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，學科的單元教學內容加強對先進科技知識的運用，並加入人工智能、區塊鏈、雲端運算及數據分析等應用技巧，讓學生獲得最新的數碼化技能。此外，課程著重實務培訓，並以學生為本，採納了教學模式包括：專題為本研習、職場學習及評核、設計思維及HKVTC Shop，有助學生裝備21世紀的所需技能，為未來升學及職場發展奠定堅實的基礎。學科亦與業界伙伴舉辦不同類型的活動，例如行業講座、網絡研討會、公司探訪及海外交流活動等。

Programmes and Offering Campuses

課程及開辦院校

Professional Services Programme

專業服務課程

HD in Real Estate and Property Management
房地產及物業管理高級文憑 ▶ **ST**

HD in Human Resources and Talent Analytics
人力資源管理及人才分析高級文憑 ▶ **KT | TY**

HD in Banking and Financial Analysis
銀行及財務分析高級文憑 ▶ **HW | ST**

HD in Business and Legal Studies
商業及法律學高級文憑 ▶ **ST**

HD in Professional Accountancy
專業會計學高級文憑 ▶ **HW | KT | ST | TM**

Business and Marketing Programme

商業及營銷課程

Higher Diploma in Advertising and Media Communications
廣告及媒體傳播高級文憑 ▶ **TY**

Higher Diploma in Marketing and Customer Analytics
市場學及顧客分析高級文憑 ▶ **ST | TM**

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

Higher Diploma in Business with E-Commerce
商業(電子商貿)高級文憑 ▶ **KT**

Higher Diploma in Aviation and Logistics
航空及物流高級文憑 ▶ **TY**

Higher Diploma in Business Administration and Management
工商管理學高級文憑 ▶ **KT | ST**

Higher Diploma in China Business and Marketing
中國商業及市場營銷高級文憑 ▶ **HW**

Higher Diploma in Event Marketing and Business Promotion
活動及推廣市場學高級文憑 ▶ **KT | TY**

Interdisciplinary Collaboration Programme

跨學科合作課程

Higher Diploma in Global Business Management with Languages
環球商業管理及語言高級文憑 ▶ **HW**

HD in Artiste and Cultural Management
演藝及文化管理高級文憑 ▶ **KT**

HD in Management for Disciplined Services
紀律服務管理高級文憑 ▶ **TM**

HD in Aviation Inflight and Passenger Services
航空機艙及客運服務高級文憑 ▶ **TY**

HD in Aviation Services and Transport Studies
航空服務及運輸學高級文憑 ▶ **TY**

HD in Public Relations and Communication Management
公關及傳播管理高級文憑 ▶ **KT**

Diploma of Foundation Studies (Business/Retail)

基礎課程文憑(商業 / 零售)

Diploma of Foundation Studies - Business
基礎課程文憑 - 商業 ▶ **HW | KT | ST | TM | TY**

Diploma of Foundation Studies - Retail
基礎課程文憑 - 零售 ▶ **HW**

Offering Campuses 開辦學校

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

All programmes of the above are government-subsented
上述所有課程皆為政府資助課程

01

Programme Curriculum Feature

課程學習特色

Project-based Learning (PBL)

專題為本研習

Project-based Learning is a student-centered 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 organisations 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” 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21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及舉辦學生商業提案比賽，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 realise 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。



Digitalisation

數碼化

The world is evolving to a digital future and so is education, both in terms of pedagogical methodologies and instructional tools. Being a major disruptive force in constructing the new normal, digital technologies have radically and rapidly changed the way people live, learn and work.

Embracing the opportunities and challenges arising from the digital transformation, the Business Discipline enhances its pedagogy with digital elements. To equip students with skills that employers are looking for in the digital era, the programme curricula are enriched with application of innovative IT elements in business contexts. Various cutting-edge instructional tools are adopted in teaching delivery with the aim of creating an interactive and fun environment to enhance students' learning.

世界不斷演進並邁向數碼未來，教育亦然——無論是在教學法還是教學工具。作為一股構建新常態的破格力量，數碼科技已徹底及迅速改變了人類的生活、學習和生活方式。

為迎接數碼轉型帶來的機遇和挑戰，商業學科在教學中加入了不同的科技元素。課程內容包含各種創新商業科技的應用，使學生掌握在數碼時代職場所需技能。教學時亦會運用最新的教學科技，以創造一個互動而有趣的環境，提升學生的學習表現。



HKVTC Shop



www.hkvtcshop.com

為 VTC 學生和畢業生提供一個網上平台，宣傳和銷售他們的產品
Providing an online platform for VTC students and graduates to publicize and sell their products.



讓不同 VTC 課程的學生透過營運真實的網上業務應用知識和技能
Allowing VTC students from different programmes, in addition to BA Discipline students, to apply knowledge/skills in running a real online business.



促進跨學科協作
Encouraging interdisciplinary collaboration



為參與職場學習與評估(WLA)的學生提供額外的真實培訓環境
Creating an additional authentic training environment to facilitate implementing of Workplace Learning & Assessment (WLA)



履行企業社會責任，提供平台展示展亮技能發展中心學員的產品，並讓他們參與 HKVTC Shop 的不同運營以提升職場技能
Performing corporate social responsibility by promoting products of Shine students and engaging them in different operation functions of the E-Shop.



02

Professional Services Programme 專業服務課程

Programme

HD in Real Estate and Property Management
HD in Human Resources and Talent Analytics
HD in Banking and Financial Analysis
HD in Business and Legal Studies
HD in Professional Accountancy

課程

房地產及物業管理高級文憑
人力資源管理及人才分析高級文憑
銀行及財務分析高級文憑
商業及法律學高級文憑
專業會計學高級文憑



BA114037

Year 1-2

Higher Diploma in Real Estate and Property Management

房地產及物業管理高級文憑

Year 3

BA (Hons) Business and International Management
Northumbria University, UK

環球商業管理(榮譽)文學士
英國洛森比亞大學

*

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

*

* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

Students develop their interest and competence in land administration and property management services through project-based and workplace learning so that they can fit the needs of the real estate management industry as well as our smart city in the future.

Career Prospects

Graduates are competent to take up positions such as Property Officer, Housing Officer, Valuation Officer, Officer Trainee, Assistant Surveyor, Assistant Property Officer and Estate Assistant.

課程特色

透過職場學習及專案研習，引領學生對土地行政及物業管理產生興趣及獲得相關專業技能。為未來房產管理業及智慧城市，提供適合的管理人才。

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、物業估價主任、見習主任、助理測量師、助理物業主任或產業助理等職位。

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

Property Management

Valuation

Smart City

Surveying

Housing

物業管理 # 估價

智慧城市 # 測量

房屋

@ tobychan@vtc.edu.hk

☎ 2256 7231

📍 ST

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, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

Equips students with practical competence, especially the elements of HR digitalization, talent analytics, AI, VR applications 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, Talent Acquisition Officer or Compensation & Benefits Analyst. From a broader perspective, graduates can serve in positions of 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，尤其加入數碼化、人才分析、人工智能、虛擬實境應用及創新等元素。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、人才招聘主任、薪酬管理主任、行政主任、見習行政人員等。

Professional Core Modules

- Human Resource Management & Practices
- Human Resource Analytics
- Employment Law and HR Practices
- Cloud and Human Resource Information System
- Training and Talent Management in Digital Workplace

專業核心單元

- 人力資源管理與實踐
- 人才分析
- 僱傭條例
- 雲端及人力資訊系統
- 數碼化中的培訓及人才管理

HR

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

@ cmkwok@vtc.edu.hk

☎ 3757 9223

📍 KT | TY

BA114048

Year 1-2

Higher Diploma in Banking and Financial Analysis

銀行及財務分析高級文憑

Year 3

BA (Hons) International Banking and Finance
Northumbria University, UK

國際銀行及金融學(榮譽)文學士
英國洛森比亞大學

*

* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

This programme aims to equip students with banking and financial analysis knowledge and related practical skills which prepare them to sit for securities, insurance and banking licensing and professional examinations. It enables students to acquire the essential competence pertinent to employment in financial institutions.

Career Prospects

Graduates can develop their career in banks, securities and investment companies, insurance companies, etc. They are competent to take up positions such as Bank Teller, Customer Service Representative, Investment 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

課程旨在讓學生掌握銀行業務及財務策劃分析的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。

就業

畢業生可於銀行、證券投資及保險等金融機構，勝任多項職務如銀行櫃檯員、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。

Professional Core Modules

- Banking
- Principles and Practices of Financial Planning
- Investment Analytics
- Insurance Products and Practices
- Law & Regulations in Banking and Finance

專業核心單元

- 銀行學
- 財務策劃原理與實務
- 投資分析學
- 保險產品與實務
- 銀行及金融法律與規例

Finance
Banking
Investment
Insurance
Financial Analysis

銀行 # 金融
投資 # 保險
財務分析

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☎ 2256 7220

📍 HW | ST

BA114050

Year 1-2

Higher Diploma in Business and Legal Studies

商業及法律學高級文憑

Year 3

BA (Hons) Business and International Management
Northumbria University, UK

環球商業管理(榮譽)文學士
英國洛森比亞大學

*

* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

This programme aims to equip students with legal knowledge to take up the position of "Legal Executive"*. Upon completion of the programme, graduates are competent to provide professional support to law firms and commercial corporations in relation to legal work. Teaching team is in close connection with the legal industry, ensuring the programme is up to the standard of the industry and providing career opportunities to graduates.

Career Prospects

Graduates are able to work as "Legal Executive"* to handle the legal affairs in law firms and commercial corporations. They can also apply for various posts in the disciplinary forces of the government.

*Subject to approval

課程特色

課程旨在教授學生法律業界所需的知識以致有能力擔任“法律行政人員”*。畢業生完成課程後可在律師行及商業機構提供法律工作的專業支援。教學人員與法律業界保持緊密連繫，確保課程符合業界要求，並為畢業生提供就業機會。

就業

畢業生可擔任“法律行政人員”*，並在律師行及商業機構從事法務工作。他們也可申請政府紀律部隊的職位。

* 有待審批

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

Law # Legal
Court # Lawyer
Government

法律 # 法學
法庭 # 律師
政府

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☎ 2256 7245

📍 ST

BA114062

Year 1-2

Higher Diploma in Professional Accountancy

專業會計學高級文憑

Year 3

**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

*

**BA (Hons) International Banking
and Finance**
Northumbria University, UK
國際銀行及金融學(榮譽)文學士
英國洛森比亞大學

*

* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

This programme aims to equip students with practical competence, including the element of business analytics, to provide services and support in all aspects of accounting functions in a digital economy. Graduates can obtain partial exemption from professional accountancy examinations:

- Association of Chartered Certified Accountants (ACCA)
- The Hong Kong Institute of Certified Public Accountants (HKICPA)

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

課程旨在訓練學生在數碼經濟中會計職務所需的各項實務能力，包括商業分析的元素，以便提供相關的服務及支援。

畢業生可申請豁免部分專業考試：

- 特許公認會計師公會
- 香港會計師公會

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。

Professional Core Modules

- Corporate Accounting
- Auditing
- Taxation
- Computerized and Cloud Accounting
- Financial Management and FinTech Basics

專業核心單元

- 公司會計
- 審計
- 稅務
- 會計電腦軟件及雲端會計
- 財務管理及基礎金融科技

Accounting
Finance
Management
Auditing
Taxation

會計
管理
稅務
財務
審計

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📍 HW | KT | ST | TM

03

Business and Marketing Programme 商業及營銷課程

Programme

HD in Advertising and Media Communications
HD in Marketing and Customer Analytics
HD in Retail Innovation and Management
HD in Business with E-Commerce
HD in Aviation and Logistics
HD in Business Administration and Management
HD in China Business and Marketing
HD in Event Marketing and Business Promotion

課程

廣告及媒體傳播高級文憑
市場學及顧客分析高級文憑
零售創新及管理高級文憑
商業(電子商貿)高級文憑
航空及物流高級文憑
工商管理學高級文憑
中國商業及市場營銷高級文憑
活動及推廣市場學高級文憑



BA114040

Year 1-2

Higher Diploma in Advertising and Media Communications

廣告及媒體傳播高級文憑

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

BA (Hons) Business and International Management
Northumbria University, UK
環球商業管理(榮譽)文學士
英國洛森比亞大學

*

*

Programme Features

1. The programme focuses on Advertising, Media, PR, Events, Marketing knowledge and practical skills. The programme provides professional audio and visual facilities as well as computing software and hardware.
2. Student's ability will be developed in three directions, namely, creativity, academic knowledge and technical skills (such as photography, graphic design, social media content production, PR and event marketing, data analytics).

Career Prospects

Graduates may choose to study at a top-up degree or develop their career in the fields of advertising, public relations, and/or marketing at supervisory level. Positions include Account Executive, Media Executive, Designer, Marketing Officer, PR Executive and Brand Officer.

課程特色

1. 課程內容涵蓋廣告、媒體、公關活動及市場學的专业知識，以及職場實際操作技巧。課程為同學提供專業影音器材，配以嶄新電腦軟件及硬件。
2. 課程強調創意培訓（內容包括廣播媒體製作、動畫及品牌角色設計）、市場傳播技巧（例如攝影及互動設計、社交媒體內容製作、公關活動推廣）及學術知識（例如市場策略、網絡分析及數碼營銷），使學生能全面接觸市場傳播的工作，為企業打造國際品牌。

就業

畢業生既可選擇升讀銜接學士課程，亦可投身職場，在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。

Professional Core Modules

- Marketing Communications
- PR & Event Marketing
- Web Analytics and Digital Marketing
- Services Marketing
- Advertising Studio: Photography and Interactive Design

專業核心單元

- 市場傳播
- 公關活動策劃
- 網絡分析及數碼營銷
- 服務市場學
- 廣告工作室：攝影及互動設計

Advertising

Marketing

PR Event

Media

Design

廣告宣傳

市場推廣

公關活動

媒體

設計

* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

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TV

BA114045

Year 1-2

Higher Diploma in Marketing and Customer Analytics

市場學及顧客分析高級文憑

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, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

1. Provides students with professional training in marketing and equips them with basic skills in data analytics for marketing management, especially with better utilization of technology for marketing analysis, planning and implementation. It covers major marketing aspects including digital marketing, marketing planning, online and social media marketing, marketing data analytics, promotion & marketing communications, customer relationship management, public relations & event management.
2. The diverse scope of study enables graduates to have a wide variety of choices for career development and academic articulation.

Career Prospects

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

課程特色

1. 課程不僅為學生提供市場營銷的專業培訓，還讓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分析、策劃和實施。課程涵蓋市場營銷各主要範疇，包括數碼營銷、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、公關及活動策劃等。
2. 透過多元教學使畢業生在升學及就業有更廣闊選擇。

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，當中包括市場營銷主任、市場策劃統籌員、數碼營銷主任、數據分析員、市場傳訊主任、廣告客戶主任、業務發展主任、銷售主任、銷售及市場營銷統籌員、品牌管理主任、市場研究主任、項目策劃主任、公關主任及客戶服務主任等。

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2256 7230

ST | TM

Professional Core Modules

- Marketing Management
- Digital Marketing
- 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
- 數碼營銷
- 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

Marketing

Promotion

Event

Digital Marketing

Big Data

市場營銷 # 宣傳推廣

活動策劃 # 數碼營銷

大數據

BA114046

Year 1-2

Higher Diploma in Retail Innovation and Management

零售創新及管理高級文憑

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, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

The programme provides an opportunity for students to learn through engagement with simulated stores and collaborate with DIY e-commerce platforms. Students gain hands-on experience in setting up and operating both online and physical stores in campus. The programme allows students to acquire the relevant skills and enhances their competitiveness.

Career Prospects

Graduates will be competent to take up positions in a wide range of retail and e-commerce related posts. Apart from working as Retail Management Trainee, Retail Executive, Store Supervisor, E-Commerce Supervisor, Retail Merchandiser, Shopping Centre Officer, Retail Marketing Officer, etc. in different organizations, students may even start their own e-store or retail business after graduation.

課程特色

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。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

畢業生可勝任與零售及電商有關的職務，包括見習店舖經理、零售主管、店舖主任、電子商務主任 / 助理、零售採購主任、商場事務主任及零售市場推廣主任等。畢業生亦可創辦自己的網店及零售業務。

Professional Core Modules

- e-Store Operations and Practices
- Store Operation with Technology application
- Retail Branding and Communications
- Global Retail Merchandising
- Inno-Tech Global Supply Chain

專業核心單元

- 網店營運及實務
- 店鋪營運與科技應用
- 零售品牌及傳播
- 環球零售採購
- 環球創新科技供應鏈

Retail
e-Commerce
IG shop
Online Shopping
YouTuber # Start-up

零售
電子商務
網店 # 網購
網路紅人
開舖及創業

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2708 6421

HW

BA114055

Year 1-2

Higher Diploma in Business with E-Commerce

商業(電子商貿)高級文憑

Year 3

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

BA (Hons) Business and International Management
Northumbria University, UK
環球商業管理(榮譽)文學士
英國洛森比亞大學

* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

This programme aims to equip students with practical skills and knowledge in online store design and development, electronic marketing and analytics, customer relationship and supply chain management so as to nurture them as professional practitioners and entrepreneurs in the electronic marketplace. Students will be offered international experiential learning activities to develop their international perspective. This programme provides students with ample opportunities to interact with the business world, through work-integrated learning, talks by industry leaders and visits to leading organisations.

Career Prospects

Graduates are competent to take up positions like E-Commerce Project Assistant, E-Commerce Business Analyst, Social Media Specialist, E-Commerce Web Developer, Digital Marketing Officer, E-Business Consultant and E-Commerce Customer Service Representative.

課程特色

課程旨在培訓學生掌握網店營運、網絡推廣及分析、客戶服務及供應鏈管理等實務技能，以成為電子商貿行業的專業人才與創業者。

為培養學生的國際視野，課程將提供不同的海外交流與體驗學習機會。本課程與業界廣泛合作，讓學生參與職場學習、出席業界講座及進行企業探訪，藉此增強學生的競爭力。

就業

畢業生可勝任不同電子商貿行業的職位，如電子商貿項目助理、電子商貿分析員、電商網站設計師、數碼營銷主任、電子商貿顧問及電子商貿客戶服務代表。

Professional Core Modules

- Strategy and Project Management in E-Commerce
- Innovative Technologies and Applications in E-Commerce
- Social Media Marketing and Commerce
- Online Sales and Practices

專業核心單元

- 電子商貿策略與項目管理
- 電子商貿科技與應用
- 社交媒體推廣與銷售
- 網絡營銷與實務

Online Sales
Digital Marketing
Start-up
Social Media
KOL
Live Commerce

網上銷售
網上推廣
創業
網絡紅人
社交媒體
直播帶貨

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2727 9453

KT

BA114056

Higher Diploma in Aviation and Logistics

航空及物流高級文憑

BA (Hons) Business and International Management
Northumbria University, UK

環球商業管理(榮譽)文學士
英國洛森比亞大學



* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

1. The rapid development of e-commerce in recent years has led to a large increase in the demand for logistics services. To equip students with necessary skills and knowledge in a real-life environment, the programme emphasises practical training through providing job opportunities in logistics companies, express courier companies, airlines and cargo operators, and utilising VR technology to provide an interactive and immersive virtual training environment for aviation and logistics operations.
2. The programme focuses on logistics management, aviation and airport cargo operations, express integrators, freight forwarders, shipping practices and service management and equips students to obtain professional qualifications. Graduates are entitled to partial exemption from the Professional Qualifying Examination of the Chartered Institute of Logistics and Transport in Hong Kong*. The programme also enables students to appreciate the technology advancement in logistics and cargo and aviation industries in improving customer satisfaction and operation efficiency.

* Subject to approval

Career Prospects

Graduates are employed in logistics and aviation management in both public sector and commercial organisations including logistics companies, international express courier companies, airlines and government departments. Graduates are competent to take up positions like Logistics Officers, Express Courier Operation Officers and Airline Operations Assistants.

課程特色

1. 電子商貿近年急速發展，帶動對物流服務的需求大增。本課程着重實務訓練，透過在物流公司、快遞商、航空公司及貨運商的實習機會，以及運用虛擬實境所提供的互動及沉浸式虛擬航空貨運工作空間，裝備學生獲取業內所需的技能與知識，配合社會發展。
2. 課程內容涵蓋物流業管理、航空公司及貨運公司營運、跨國快遞、貨運代理商、船務運作及服務管理等，有助學生考取專業資格，畢業生可獲豁免部分香港運輸物流學會(CILT(HK))專業資格考試(PQE)考卷*。課程讓學生認識科技在物流、貨運及航空行業的運用，並明白科技於提升顧客體驗及營運效率的重要性。

* 有待審批

就業

畢業生可在不同類型的機構發展事業，包括物流企業、跨國快遞公司、航空公司及政府部門等。畢業生可擔任的職位包括物流主任、跨國快遞公司營運主任及航空營運助理等。

Professional Core Modules

- Business Environment for Transport and Logistics
- e-Commerce and Logistics Management
- Human Resources Management in Aviation
- Safety and Security in Aviation
- Service Management
- SMART Airport Operations
- Special Cargo Handling

專業核心單元

- 運輸及物流營商環境
- 電子商貿及物流管理
- 航空人力資源管理
- 航空安全及保安
- 服務管理
- 智能機場運作
- 特殊貨物處理

Logistics # Aviation
Airport # Airline
Airfreight
Air Cargo

物流 # 航空
機場 # 航空公司
空運 # 航空貨運

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2436 8489

TV

BA114059

Year 1-2

Higher Diploma in Business Administration and Management

工商管理學高級文憑

Year 3

BA (Hons) Business and International Management
Northumbria University, UK
環球商業管理(榮譽)文學士
英國洛森比亞大學

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, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

1. As an international business and innovation centre, business graduates at supervisory and managerial level will continuously be in great demand. This programme 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. To enhance the employability of our students, this programme provides ample opportunities for students to interact with the business world through industrial attachment, talks by industry leaders and visits to leading organisations.

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. 作為一個國際財經及創新中心，市場對商業人才的需求從未間斷。本課程提供與時並進既專且博的商業知識及管理技能，以配合知識型經濟的人才需求。
2. 為提升在校及畢業生的就業競爭力，本課程與業界廣泛合作，為學生提供工作實習、業界專題講座及企業探訪的機會。

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。

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

Big Data

Social Media

Entrepreneur

Business Start-up

Business Management

Innovative Management

商業管理 # 企業家

創新管理 # 社交媒體

創業營商 # 大數據

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☎ 2256 7234

📍 KT | ST

BA114060

Year 1-2

Higher Diploma in China Business and Marketing ^

中國商業及市場營銷高級文憑 ^

Application for professional recognition and mapping for articulation pathways to local and mainland universities are in progress.

課程正進行專業認可及本地或內地大學銜接認可申請

^ The validation of programme will be conducted in 2023. 課程審核將於2023年進行。

Programme Features

1. With the rapid development of China's economy, numerous business opportunities are identified in the mainland. This programme focuses to equip students with practical knowledge of the business environment in Mainland China, including the current policies, regulations and market characteristics, so as to enhance students competitiveness and enable them to develop careers in the Mainland.
2. This programme also helps students to understand the ecosystem of mainland market and related marketing knowledge and practical skills.

Career Prospects

Graduates are competent to take up administrative, supervisory or service management and marketing-related positions in public and private organisations in Mainland and Hong Kong.

課程特色

1. 中國經濟急速發展為內地帶來無限商機，本課程旨在訓練學生掌握中國內地商業環境的實用知識，包括現行政策、制度以至營商特色，裝備他們投身內地發展事業的基礎條件，增強其個人競爭力。
2. 課程亦協助學生了解中國內地市場的規律及掌握相關營銷知識和實務技巧。

就業

畢業生可從事內地及香港公私營機構內的行政或督導職位及服務管理或市場營銷等相關工作。

Professional Core Modules

- Business environment in China
- Foreign Trade and Investment in China
- Logistics Operation in China
- Technology Application in China Business
- E-commerce in China
- Marketing in China
- Legal Aspects of China Business

專業核心單元

- 中國營商環境
- 外貿與投資
- 中國物流營運
- 中國商業科技應用
- 中國電子商貿
- 中國市場營銷
- 內地商業法律實務

China Business
Business environment in China
E-commerce in China
China marketing
Legal Aspects of China Business
Accounting in China
Foreign Trade and Investment in China

中國商業 # 中國營商環境
中國電子商貿
中國市場營銷
內地商業法律實務
中國會計學 # 外貿與投資

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BA114061

Higher Diploma in Event Marketing and Business Promotion

活動及推廣市場學高級文憑

BA (Hons) International Marketing
Coventry University, UK
國際營銷(榮譽)文學士
英國考文垂大學

Biz Tech Forum 2022

4 - 7 October 2022 Online
Webinar / Workshop / Virtual Exhibition
Leveraging Innovation
For A Better Future



e-Logistics



FinTech



30 YEARS
OF EXCELLENCE
Coventry University

Programme Features

Through classroom learning as well as real-life training in mega events or major exhibitions, students can execute their ideas in a real working environment and gain practical experience.

Modules of Event Management for eSports and Wedding events are provided to develop students' talent in coordinating events and promotion activities.

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

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驗活動策劃的挑戰及樂趣，獲得實務技巧。
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。

Professional Core Modules

- Digital Media, Video Production and Livestreaming for Event
- Exhibition Design and Event Staging
- Social Media Marketing for Businesses
- Virtual and Hybrid Event Management
- Wedding Event
- Event and Exhibition Marketing in China
- Public Relations and Sponsorship
- Event Management for eSports

專業核心單元

- 數碼媒體、視頻製作和活動直播
- 展覽設計和活動佈置
- 企業社交媒體營銷
- 虛擬和混合展覽管理
- 婚禮統籌
- 中國會展營銷
- 公共關係和贊助管理
- 電競活動及賽事統籌

Festival # MICE
eSports # Exhibition
Wedding
Virtual Event

節慶管理 # 公關
電競 # 展覽
婚禮統籌
虛擬活動

* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

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KT | TY

04

Interdisciplinary Collaboration Programme

跨學科合作課程

Programme

HD in Global Business Management with Languages
HD in Artiste and Cultural Management
HD in Management for Disciplined Services
HD in Aviation Inflight and Passenger Services
HD in Aviation Services and Transport Studies
HD in Public Relations and Communication Management

課程

環球商業管理及語言高級文憑
演藝及文化管理高級文憑
紀律服務管理高級文憑
航空機艙及客運服務高級文憑
航空服務及運輸學高級文憑
公關及傳播管理高級文憑



BA114049

Year 1-2

Higher Diploma in Global Business Management with Languages

環球商業管理及語言高級文憑

Year 3

BA (Hons) Business and International Management
Northumbria University, UK
環球商業管理(榮譽)文學士
英國洛森比亞大學

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, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

1. Students will learn a second language (Business 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, internship 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 global 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 and logistics in multinational enterprises.

課程特色

1. 學生將學習一種外語 (商業日語、韓語或西班牙語)，從而開拓更多專業及個人機會，以投身跨國企業及從事環球業務。
2. 學生有機會參與國際交流活動，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

畢業生能勝任不同類型跨國商業機構內的行政、商務、財務、船務、展覽、市場營銷、物料採購及物流等相關職務範疇的主任或助理。

Professional Core Modules

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

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
- 環球商業策略

E-Commerce

Sourcing Logistics

Global Business

Exhibition Management

Japanese Korean Spanish

日語韓語西班牙語

數碼行銷 # 採購物流

環球商管 # 展覽管理

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2708 5358

HW

BA114051

Year 1-2

Higher Diploma in Artiste and Cultural Management

演藝及文化管理高級文憑

Year 3

BA (Hons) in Public Relations and International Events Management
Technological and Higher Education
Institute of Hong Kong

公共關係及國際項目管理(榮譽)文學士
香港高等教育科技學院

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

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* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

Through diverse scope of training, this programme aims to equip students with necessary skills and knowledge that are needed for artiste management and execution of promoting arts, cultural and/or entertainment events.

Career Prospects

Graduates can develop their careers in the field of artiste management, arts and cultural venue operations and event marketing. They are competent to take up wide range of positions, such as Artiste Manager Assistant, Artist and Repertoire (A&R) Assistant, Music & Concert Promoter, Live Event Coordinator, Performing Arts Project Officer, Arts and Cultural Venue assistant.

課程特色

本課程旨在透過多元化的訓練，讓學生能夠掌握演藝人管理、執行和推廣各類型藝術、文化及娛樂活動所需的知識及實務技巧。

就業

畢業生可以在藝人管理、藝術及文化場地營運，以及活動推廣方面發展，並能勝任演藝及文化行業內的不同崗位工作，例如演藝經理人助理、藝人及製作部助理、音樂會宣傳人員、現場表演節目統籌、演藝表演項目主任、藝術及文化場地助理。

Professional Core Modules

- Artiste Management
- Culture and Pop Culture of Hong Kong
- Digital Marketing in Arts and Cultural Events
- Sound and Lighting Design for Live Show
- Arts and Performing Venue Management

專業核心單元

- 演藝人管理
- 香港流行文化
- 數碼行銷 - 藝術及文化活動
- 現場聲效及燈光設計
- 藝術及表演場地管理

Events

Arts

Culture

Concerts

Entertainment

藝術

文化

活動

演唱會

娛樂

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☎ 2727 9417

📍 KT

BA114054

Year 1-2

Higher Diploma in Management for Disciplined Services

紀律服務管理高級文憑

Year 3

BA (Hons) Business and International Management
Northumbria University, UK
環球商業管理(榮譽)文學士
英國洛森比亞大學

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

*

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* Direct Admission to Degree Programme, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

1. The programme provides appropriate security management and disciplinary training for students interested in joining the related professions.
2. During study on the programme, students can receive training in the relevant auxiliary force (subject to passing the 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 ranks in associated disciplinary services; or become Security Managers and Officers in the 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。

Professional Core Modules

- Criminal Psychology
- Physical Fitness I & II
- Crowd Management on Challenging Situation
- Evidence Based Investigation
- Knowledge Management for Disciplined Services

專業核心單元

- 犯罪心理學
- 體能訓練 I & II
- 人群管理應對
- 循證調查
- 紀律部隊知識管理

Disciplinary Force

Government Job

Police

Immigration Department

Custom and Excise

紀律部隊

警察

消防

海關

政府工

入境處

懲教

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📍 TM

BA114057

Higher Diploma in Aviation Inflight and Passenger Services

航空機艙及客運服務高級文憑

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, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

1. The programme aims to provide students with an accredited qualification with practical training in inflight services and passenger transport, equipping them with professional skill set and workplace experience to lay a solid foundation for various business operations in related industries. The programme will also provide training in inflight and passenger services with the support from airline companies.
2. Students will be arranged to practise at the industry-graded cabin mock-up in the Air TY Centre in the campus and conduct workplace attachment in airline companies and other passenger transport service providers. These training opportunities enable students to establish a correct and positive attitude to customers and acquire the necessary skills and tools to deliver quality inflight and passenger services.

Career Prospects

Graduates can develop their careers in the fields of passenger transport or customer services management. They are competent to take up positions like Flight Attendants, Airline Ground Staff, Cruise Ambassadors, Passenger Services Officers, and Customer Service Representatives in the public and private sectors.

課程特色

1. 本課程旨在為學生提供理論與實踐並重的機艙及客運服務業課程，讓他們獲取認可學歷，同時掌握專業技術及職場實習經驗，建立在相關範圍各種業務營運的堅實基礎。課程會與航空公司合作，為學生提供機艙及客運服務培訓。
2. 校園內設有航空中心，課程安排學生於專業的模擬機艙進行訓練，並於航空公司及其他客運服務營運商實習，培養學生面對客戶正確和積極的態度，並掌握必要的技能和工具，以提供優質的機艙及客運服務。

就業

畢業生可於不同的公營或私營機構內擔任有關客運或客戶服務管理，包括機艙服務員，航空公司地勤人員、郵輪大使、客運服務主任及客戶服務代表等。

Professional Core Modules

- Introduction to Aviation
- Airport Passenger Services Training
- Airline Cabin Crew Training
- Customer Service Enhancement
- Quality & Safety Management System in Passenger Transport

專業核心單元

- 基礎航空
- 航空公司地勤服務訓練
- 航空公司機艙服務訓練
- 顧客服務與優化
- 客運業品質與安全管理系統

Aviation # Airline
Airport Ground Services
Flight Attendants
Customer Services
Cruise Ambassadors

航空 # 航空公司
機艙服務員
地勤服務 # 客運服務
郵輪大使

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BA114058

Year 1-2

Higher Diploma in Aviation Services and Transport Studies ^

航空服務及運輸學高級文憑 ^

Application for professional recognition and mapping for articulation pathways to local and overseas universities are in progress.

課程正進行專業認可及本地或海外大學銜接認可申請

Programme Features

1. As an international modern city and aviation hub, there is an increasing demand for talents in operations and management of aviation services and various modes of transportation including rail, sea, and road. This programme aims to assist students to build a sound basis for various aviation services operating at the airport and different modes of public and private transport operations with the aid of the latest technology for learning and teaching.
2. The programme equips students to obtain professional qualifications. Graduates are entitled to partial exemption from the Professional Qualifying Examination of the Chartered Institute of Logistics and Transport in Hong Kong*.

*Subject to approval

Career Prospects

Graduates enables students to develop their career in the field of transport operations or planning and aviation services in various public and private enterprises. They are competent to take up posts in public transport operators, aviation services companies, transport consultant and government departments, such as Operations Officer, Administrative Officer, Customer Service officer, Project Assistant, Fleet Management Supervisor, and Assistant Transport Planner, etc.

課程特色

1. 作為國際現代化城市及航空交通樞紐，社會對航空服務、鐵路、海上及陸路交通等不同運輸模式的營運及管理人才需求不斷增加。本課程運用不同的最新科技進行教學，旨在為學生在機場各類航空後勤服務及公共和商營交通運輸行業的相關領域建立堅實基礎。
2. 本課程旨在裝備學生考取專業資格，畢業生可獲豁免部分香港運輸物流學會 (CILTHK) 專業資格考試 (PQE) 考卷*。

* 有待審批

就業

畢業生可於不同的公營或私營機構內，從事運輸營運與規劃及航空服務等工作範疇發展自己的事業。他們也可於公共交通機構、航空服務公司、顧問公司及政府部門擔任不同職位，例如營運主任、行政主任、客戶服務主任、項目助理、車輛管理主任及規劃員等。

Professional Core Modules

- Aviation Services and Air Transport
- Safety and Security in Aviation
- Airport Ramp Operations
- Land Transport Operations
- Sea Transport Management
- Transport Planning and Policy
- Sustainable Transport

專業核心單元

- 航空服務及空運
- 航空安全及保安
- 機場機坪運作
- 陸上運輸營運
- 海上運輸管理
- 運輸規劃及政策
- 可持續運輸

Transport
Aviation
Public Transport
Airport
Traffic

運輸 # 航空
公共交通
機場 # 交通

^ The validation of programme will be conducted in 2023. 課程審核將於2023年進行。

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BA114063

Year 1-2

Higher Diploma in Public Relations and Communication Management

公關及傳播管理高級文憑

Year 3

BA (Hons) in Public Relations and International Events Management
Technological and Higher Education
Institute of Hong Kong

公共關係及國際項目管理(榮譽)文學士
香港高等教育科技學院

*

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, please refer to P.68-70 for details. 直接取錄入讀學士學位課程，詳情請參閱第68-70頁。

Programme Features

1. This programme covers trade specific public relations theories and practices. In association with the latest digital communication and media technology, it aims to develop students' story-telling and presentation skills and to equip them with the basic skills in producing creative and persuasive content for multimedia purposes.
2. Through the participation in various industrial projects, students' experiences in big data analytic, social media strategy planning, integrated marketing communication, event planning, stakeholder engagement and crisis responses, etc. are accumulated.

Career Prospects

Graduates will be employed in any commerce, government, non-profit organizations and media organizations as Public Relations officer, Digital Communication Officer, Social Media Strategy Planner, Marketing Communication and/or Advertising Executive, Event Planner, Online Editor, Multimedia Executive, Multimedia Reporter, and Online Influencer (e.g. blogger and YouTube Creator), etc.

課程特色

本課程涵蓋公關理論和實務，結合最新數碼傳訊及媒體科技，旨在建立學生的故事演繹及演說能力、助他們掌握多媒體創意及具說服力內容製作的基本技能，並透過不同工作項目的參與，學生累積大數據分析、社交媒體內容策劃、市場傳訊、活動策劃、持份者參與及危機應變等公關經驗

就業

畢業生可受聘於任何商業、政府、非牟利機構及傳媒機構，成為公關、數碼傳訊人員、社交媒體策劃人員、市場傳訊及 / 或廣告人員、活動策劃人員、網絡編輯、多媒體主任、多媒體記者及網絡傳媒人（如博客及 YouTube 創作人）等職位。

Professional Core Modules

- Public Relations and Stakeholder Engagement
- Event Practicum
- Video Production
- Social Media Communication
- Effective Communication & Public Speaking

專業核心單元

- 公共關係及持份者參與
- 項目策劃
- 影片製作
- 社交媒體傳訊
- 公開演說及溝通技巧

Public Relations
Marketing Communication
Digital Media
Event Planning
Content Marketing & Advertising

公關 # 市場傳訊
數碼媒體 # 活動策劃
內容營銷及廣告

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☎ 2727 9517

📍 KT

05

Diploma of Foundation Studies

基礎課程文憑

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 required for business sector and strengthens their interpersonal and teamwork skills.

課程特色

訓練商業實務技巧及知識，提升人際關係及小組合作等技巧。



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2708 5314



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Professional Core Modules

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

專業核心單元

- 會計學原理
- 商業概念
- 客戶服務
- 綜合商業實務

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。



hwba@vtc.edu.hk



2708 5325



HW

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

06

Continuing Education 持續進修

IVE Business Continuing Education is committed to providing quality and effective practical training programmes to meet the industry needs. To keep abreast with the ever changing manpower needs, tailor-made programmes will be offered upon clients request. It also offers a one-stop training in people development through its QF-recognised award bearing programmes such as Certificate, Professional Certificate and Professional Diploma.

商業學科的持續進修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，通過持續進修課程和資歷架構認可課程(如證書、專業證書和專業文憑)提供一站式人力發展培訓。

Award Bearing Programme 資歷頒授課程

Award Bearing Programmes are Certificates, Professional Certificates and Professional Diplomas which are recognised by the Hong Kong Qualifications Framework. The programme areas include E-Retail and Management, Property and Facilities Management, Legal Studies, E-Logistics and Supply Chain Management, Digital Transformation, Accounting and Finance, Digital Marketing, Big Data and Business Analytics, E-commerce and Business Startup, Personal Branding and KOL, and Design Thinking.

資歷認可課程是已取得香港資歷架構認可之證書、專業證書和專業文憑課程。現時此類課程涵蓋電子零售及管理、物業及設施管理、法律、電子物流及供應鏈管理、數碼轉型、會計及金融、數碼營銷、大數據及商業分析、電子商貿及創業、個人品牌及意見領袖及設計思維。

Short Course and Distance Learning Course 短期課程及遙距課程

These programmes cover a wide range of subject areas such as Retail Management, Team Building, Customer Services, Business Technology, Event Planning, Investment, Aviation Services, Interview Skill and Grooming.

課程涵括不同範疇，例如：零售管理、團隊建立、顧客服務、商業科技、活動籌劃、投資理財、航空服務、面試技巧及個人儀容與護理等。

Tailor-made 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。

@ ituba@vtc.edu.hk

2708 6401

2957 5730

07

Other Information 其他資訊



Multiple Progression Pathways 多元升學出路



Higher Diploma
高級文憑

高科院
Thei
Degree programmes
學士學位課程

THEi admits graduates from relevant Higher Diploma programmes into the senior years of its Degree programmes
香港高等教育科技學院(THEi高科院)提供學位銜接課程予相關高級文憑的畢業生

SHAPE
Top-up Degree programmes
銜接學士學位課程

Top-up Degree programmes offered by SHAPE in collaboration with overseas universities
才晉高等教育學院(SHAPE)與海外大學協辦的銜接學士學位課程

Local Universities
本地大學

Overseas Universities
海外大學

Government Annual
Subsidy of HK\$33,200 *

政府每年港幣33,200元學費
資助 *



Non-means-tested Subsidy
Scheme for Self-financing
Undergraduate Studies in
Hong Kong

為修讀香港自資學士學位課程學生提供的免入息審查資助計劃

Applicable to eligible Higher Diploma graduates pursuing full-time self-financed undergraduates and locally accredited top-up degree programmes offered by THEi and SHAPE.

適用於合資格的高級文憑畢業生報讀由香港高等教育科技學院(THEi)或才晉高等教育學院(SHAPE)開辦的自資學士學位及全日制經本地評審銜接學位課程。

2+1 International Track 2+1國際化升學階梯

1年
year

Top-up Bachelor Degree
offered by British Universities
(Direct Admission)
英國大學銜接學士學位
(直接取錄)

2年
years

Higher Diploma
高級文憑

From AY2016/17 onwards
由2016/17學年起

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 recognised 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 \$33,200# 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特定英國大學直接取錄，於本地入讀經香港學術評審的相關全日制銜接學士學位課程，資歷與本地大學學位等同，並可獲每年港幣33,200#元的免入息審查資助。

#資助金額會按年作出調整

* Subsidy amount of AY 2022/23 for reference. For the eligibility and details of the Subsidy Scheme, please visit www.cspe.edu.hk/en/nmt/index.html
2022/23學年的資助金額。有關資助計劃詳情及申請資格，請瀏覽www.cspe.edu.hk/tc/nmt/index.html

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 - 31/8/2025
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 - 31/8/2025
	BA (Hons) Business Management* 商業管理(榮譽)文學士*	252135	16/000727/L5	1/9/2016 - 31/8/2025
Northumbria University, UK 英國洛森比亞大學 (UNN)	BA (Hons) Business and International Management* 環球商業管理 (榮譽)文學士*	253017	20/000181/L5	1/9/2020 - 31/8/2024
	BA (Hons) International Banking and Finance* 國際銀行及金融學(榮譽)文學士*	253018	20/000182/L5	1/9/2020 - 31/8/2024
Technological and Higher Education Institute of Hong Kong 香港高等教育科技學院 (THEi 高科院)	BA (Hons) in Professional Accounting 專業會計(榮譽)文學士	—	14/002731/L5	1/9/2014 - 31/8/2024
	BA (Hons) in Public Relations and International Events Management 公共關係及國際項目管理(榮譽)文學士	—	20/000376/L5	1/9/2020 - 31/8/2025
	BSc (Hons) in Surveying 測量學(榮譽)理學士	—	16/000216/L5	1/9/2016 - 31/8/2026

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

* 2+1國際化升學階梯內之銜接學士學位課程。

Note:

The above programmes are recognised 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 recognise any qualification to which these programmes may lead.

個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

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

BA (Hons) Business Administration (Reg No.: 251732, QR Reg. No. 12/000818/5, Validity Period; 1/7/2012 - 30/6/2024)

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銜接課程：

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2024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)

Coventry University, UK
英國考文垂大學 (CU)



Northumbria University, UK
英國洛森比亞大學 (UNN)



Internationalisation 國際化



Business Discipline offers a range of learning opportunities to broaden students' horizon, activities including overseas visits, worldwide industrial attachment, industrial visits and professional seminars. The Discipline 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.

商業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、聯絡以及交流高等教育發展資訊。

Professional Endorsement 專業認可

Hong Kong Institute of Marketing (HKIM)

"One of the aims of HKIM is to raise the professional standard of marketing practitioners in meeting latest business challenges. With this aim in mind, HKIM is in close partnership with IVE including recognition of its full time students of Higher Diploma in Marketing and Customer Analytics with student membership. We find IVE marketing graduates are well equipped with current marketing knowledge and skills which make them ready for work in any industry and further study at bachelor's degree."

香港市務學會

「香港市務學會旨在提升市務人員在應對業務挑戰的專業水平。為此，香港市務學會與IVE建立緊密的合作關係，包括認可其全日制市場學及顧客分析高級文憑的學生，成為學生會員資格。IVE市場學畢業生具備最新的市場營銷知識和技能，這有助他們在各行各業中發展，及為升讀學士學位做好準備。」

Hong Kong Institute of Human Resource Management (HKIHRM)

"Many IVE students studying HR joined the HKIHRM as student members long before their graduation, and some of them participate in our internship programme and/or events. I am truly impressed by their humble and polite attitude, diligence, and dedication. They treasure every learning opportunity provided by the HKIHRM."

Ms Kandy Lui
Executive Director

香港人力資源管理學會

「許多IVE就讀人力資源管理的學生於在學時已成為本會的學生會員，有些更曾於學會工作實習或參與學會的活動。他們勤奮有禮、認真及投入的態度，使我印象深刻；而且他們亦十分珍惜學會給予的每個學習機會。」

呂肇勤女士
行政總監

The Hong Kong Public Relations Professionals' Association (PRPA)

"Established in 1995, PRPA has been actively promoting public relations as a profession and providing regular meetings and forums to exchange views and share experience. It is the belief of PRPA that public relations will play an increasingly significant role in an organisation as well as the development of Hong Kong's economy. PRPA has a Student Attachment Programme which aims at nurturing younger generation to become future PR practitioners. In the past few years, IVE students have been participated in the programme proactively. They gained hands-on experience through participating in PRPA events, publications and other initiatives as helpers. We believe that IVE graduates have good working attitude. They are capable for further study, and make a contribution to the Public Relations Industry in the future."

香港公共關係專業人員協會

「PRPA自1995年成立以來，一直致力推廣公共關係為專業，定期舉行會議及論壇，以達到交流意見及經驗之目的。本會深信公共關係在機構及香港經濟發展方面擔當重要的角色，且日益顯著。PRPA推行學生實習計劃，致力培育新一代公關人材。在過去幾年，IVE學生積極投入實習計劃，透過參與PRPA舉辦的活動、出版的刊物及其他計劃，獲取公關工作實戰經驗。我們相信IVE畢業生有良好工作態度，他們有足夠能力繼續升學，並於將來為公關界作出貢獻。」

The Chartered Institute of Housing (CIH) Asian Pacific Branch

"IVE continuously develops various kinds of training programmes and activities to train up housing professionals for the property management industry and Hong Kong future development. We believe their graduates can make contribution and play important role for the well-being of the community."

英國特許房屋經理學會亞太分會

「IVE不斷設計不同類型的訓練課程及活動，為物業管理業，以至香港未來發展，培訓房屋事務相關的專業人士。我們相信他們的畢業生可以對社會作出貢獻，並擔當重要角色。」

Professional Endorsement 專業認可



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 Institute of Marketing (HKIM)
- Hong Kong Institute of Real Estate Administrators (HIREA)
- Hong Kong Management Association (HKMA)
- Hong Kong People Management Association (HKPMA)
- Hong Kong Public Relations Professionals' Association (PRPA)
- Hong Kong Quality Management Association (HKQMA)
- Human Capital Management Society (HCMS)
- Institute of Financial Planners of Hong Kong (IFPHK)
- Institute of Training Professionals (ITP)
- Society of Registered Financial Planners (HKRFP)
- The Association of Accredited Advertising Agencies of Hong Kong (HK4As)
- The Association of Chartered Certified Accountants (ACCA)
- The Australian and New Zealand Institute of Insurance and Finance (ANZIIF)
- The Chartered Institute of Housing (CIH), Asian Pacific Branch
- The Chartered Institute of Logistics and Transport (CILT(HK))
- The Hong Kong Arts Administrators Association (HKAAA)
- The Institute of Purchasing & Supply of Hong Kong (IPSHK)
- The Law Society of Hong Kong (LSHK)
- The Royal Institution of Chartered Surveyors (RICS) of the United Kingdom

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
- 香港市務學會
- 香港地產行政師學會
- 香港管理專業協會
- 香港人才管理協會
- 香港公共關係專業人員協會
- 香港品質管理協會
- 人力資源管理社
- 香港財務策劃師學會
- 培訓專業學會
- 註冊財務策劃師協會
- 香港廣告商會
- 特許公認會計師公會
- 澳大利亞及新西蘭保險與金融學會
- 英國特許房屋經理學會-亞太分會
- 香港運輸物流學會
- 香港藝術行政人員協會
- 香港物資採購與供銷學會
- 香港律師會
- 英國皇家特許測量師學會

Student Achievements and Scholarships 學生成就及獎學金



HKICPA Business Case Competition 2021

香港會計師公會商業個案比賽 2021

1st Runner-up, Best Written Report, Best Presenter Award

亞軍、最佳商業計劃書及最佳演講者獎項



Civil Aid Service (CAS) New Recruit Best Performance Award



Hong Kong Logistics Association - Hong Kong Logistics Case Competition 香港物流協會 - 香港物流案例大賽2022

Lee Ho Sum (In the middle) 李灝深 (中間)
Team awarded 1st prize 冠軍隊伍



The 6th Joint University Investment Game 第六屆聯大投資比賽

TANG Chun Wang 鄧俊弘
1st Runner-up 亞軍



HSBC Vocational Education Scholarship 2021/22

滙豐職業教育獎學金 2021/22

LUI Shu Lam 呂書林



HKICPA Qualification Programme Scholarship 2022

香港會計師公會專業資格課程獎學金 2022

LEE Yui Sin, Zoe 李睿倩

With the generous support and donations from our industry partners, different scholarship are awarded to Business Discipline 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，表揚學業成績優越的學生及鼓勵他們積極參與全人發展活動。

頒發獎學金機構包括：

The Hong Kong Jockey Club Scholarships – Vocational Education Scholarship

香港賽馬會獎學金 — 職業教育獎學金

Goodwill Management Ltd. Scholarship

冠威管理有限公司獎學金

Hong Kong Housing Society Award

房協獎助學金

HSBC Vocational Education Scholarship

滙豐職業教育獎學金

Mr. K. S. Cheng Memorial Scholarship

鄭桂生先生紀念獎學金

Mo Chan Chun Yee Memorial Scholarships

毛陳珍儀紀念獎學金

The CYMA Charity Fund Scholarship

馬振玉慈善基金獎學金

Shanghai Commercial Bank Scholarship

上海商業銀行獎學金

The Swire Sky-Flyer Work-integrated Learning Programme

太古飛躍翱翔工作體驗計劃

WU Jieh Yee Bursary

伍潔宜助學金

Alumni Sharing 畢業生分享



TSUI Chi Kit
徐智傑

Assistant Officer
Asset Management Department,
Savills Property Management Limited

助理主任
資產管理部
第一太平戴維斯物業管理有限公司

HD in Real Estate & Property Management	房地產及物業管理高級文憑
Bachelor of Social Sciences in Public Policy and Politics (Housing and Urban Studies) City University of Hong Kong	公共政策與政治社會科學學士 (房屋及城市研究) 香港城市大學

Studying in IVE is a turning point in my life. I had numerous opportunities to develop my competencies and explore my capabilities during my Higher Diploma study. Hence, I started to believe myself and became more confident.

After graduation, I was admitted to the City University of Hong Kong, where I was awarded my degree with First Class Honors. Now, I strongly believe that "Nothing is impossible if you are willing to pay".

在IVE修讀課程是我人生中一個重要的轉捩點。我獲得了很多機會去發掘自己的才能，我開始相信自己，更有信心去處理事情。

高級文憑畢業後，我獲得香港城市大學取錄修讀學士學位課程，並以一級榮譽畢業。現在我更加堅定相信-「只要你願意付出，沒有什麼是不可能的！」

HD in Human Resource Management (Now renamed as Higher Diploma in Human Resources and Talent Analytics)	人力資源管理學高級文憑 (現稱人力資源管理及人才分析高級文憑)
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

"HOW TO LEARN" is the most important thing I learned from the higher diploma programme. It makes me survive in the ever-changing workplace environment and go further and further.

The world changes from year to year. Someday, we may face something unprecedented. We have nothing to fear. It's just completing one after another group project with our team like we were students before.

I was starting data research, handling massive data, preparing proposals, presenting to your boss. I did it in these few years. In the end, I found that all this is precisely what we need to do in the workplace. And the higher diploma programme has already trained us well.

「如何學習」是我從這幾年的課程中學到最重要的東西。它讓我在瞬息萬變的職場環境中生存下來，越走越遠。

世界每年都在變化，總有一天我們將會面對前所未有的事物。這並沒什麼好怕的，就像我們以前還是學生時一樣，與我們的團隊一起完成一個又一個小組項目。

開始數據研究，處理海量數據，準備提案，提交給你的上司。最後我發現這一切正是我們要在職場上必須要做到的。而高級文憑課程早已把我們訓練得很到位。



CHOW Kai Fat, Petros
周啟發

Human Resources Manager
A multi-national company in
aviation industry

人力資源經理
一所航空業的跨國企業

Alumni Sharing 畢業生分享



LI Oi Shan, Angel
李愛珊

HD in Marketing Management (Now renamed as HD in Marketing and Customer Analytics)	市場管理學高級文憑 (現稱市場學及顧客分析高級文憑)
Bachelor of Business Administration (Honours) – Marketing Lingnan University	工商管理(榮譽)學士學位 – 市場學 嶺南大學

IVE offers diversified learning opportunities to students. I had been working as a marketing intern in a technology company in Suzhou, where I could experience the real life working environment. Also, I participated in an authentic project offered by Mattel (Hong Kong) to study the marketing prospect of UNO.

Last but not least, I am glad to have my career goal in the marketing area, with the guidance and help by my teachers in IVE.

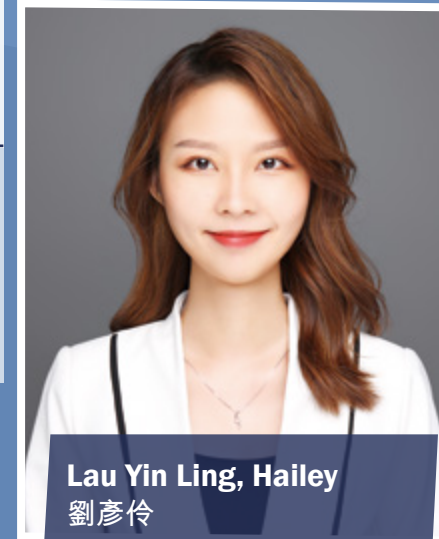
IVE為學生提供不同的學習機會，我曾在暑假期間到蘇州一間科技公司的市場部實習，親身體驗工作並實踐所學，令我更了解國內企業的商業模式和營銷流程。二年級時我更參與Mattel香港所提供的專題習作項目，研究UNO遊戲在本港的市場發展方向。

此外，在導師的悉心指導下，我找到了自己的目標，亦加深對市場學的興趣，開始積極學習。

HD in Retail and Merchandising Management (Now renamed as HD in Retail Innovation and Management)	零售及採購管理高級文憑 (現稱零售創新及管理高級文憑)
Master of Science in Marketing Management The Hong Kong Polytechnic University BA (Hons) Marketing & Public Relations School of Professional Education and Executive Development, The Hong Kong Polytechnic University	市場營銷管理理學碩士學位 香港理工大學 市場營銷及公共關係(榮譽)文學士 香港理工大學專業進修學院

The programme offers diversity learning elements and practical job attachment. Students not only 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 can well prepare my career path. After graduated from the university, I join the marketing development industry and I am glad to know that I can contribute what I have learnt in both IVE and university into the industry.

課程內容多元化，並提供了很多實習機會，學生可深入了解所學的知識外，更可以掌握行業的最新發展。此外，課程為我建立良好基礎，為我的事業鋪路。大學畢業後，我投身市場拓展的行業，將自己在IVE及大學所學到的知識貢獻業界。



Lau Yin Ling, Hailey
劉彥伶

Product & Marketing Manager
Telstra PBS Limited (Telstra Group)

產品及營銷經理
澳太科技(香港)有限公司
(澳洲電訊集團)

Alumni Sharing 畢業生分享



CHAN Hin
陳軒

HD in Banking and Financial Analysis

銀行及財務分析高級文憑

BBA Finance (Year 4)
The City University of Hong Kong

工商管理學士(金融) (四年級)
香港城市大學

Studying in this Higher Diploma programme is a transformative experience for me personally and professionally. After graduated from the Higher Diploma programme, I decide to pursue a BBA honor degree with major in Finance in City University of Hong Kong.

This Higher Diploma programme not only equips me with professional knowledge in finance, but also sets a good direction for me in pursuing a career in the banking and financial industry.

修讀這個高級文憑課程令我在個人及專業層面上經歷了徹底的改變。當我從高級文憑課程畢業後，我決定修讀香港城市大學的工商管理學士(金融)學位課程。

這個高級文憑課程除了讓我裝備金融專業知識之餘，更為我在金融及銀行業的發展定下方向。

HD in International Business Management
(Now renamed as HD in Global Business Management with Languages)

國際商業管理高級文憑
(現稱環球商業管理及語言高級文憑)

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

國際商業管理 (榮譽) 文學士
英國洛森比亞大學

My 2 year's IVE experience was constructive and wonderful. I have learned more practical and meaningful projects in my HD in International Business Management. I also participated in various overseas study tour programmes to learn about other countries business strategies which helped me to learn more on different perspectives. At IVE, I was awarded as the Outstanding Student 2017/18 of my campus IVE(Haking Wong). I got to be a part of different workshops and International events in which I was selected as one of the Master's of Ceremony (MC).

After graduation from HD, I was admitted to BA (Hons) International Business Management, University of Northumbria at Newcastle for my further study. My experience in HD helped me a lot in my top-up degree program as I was able to conduct my projects confidently and express what I had learned in the past 2 years. Learning practically and experiencing different things in HD made my study in Top-up degree easier than I thought as I could get engaged in more learning opportunities. I am delighted that I found my right path and good experience offered by VTC.



PARKAR Muskan Mujeeb

Alumni Sharing 畢業生分享



WU Po King Victoria
胡寶瓊

Litigation assistant
Mayer Brown
訴訟助理
孖士打律師行

Legal Executive
法律行政人員

HD in Law and Administration (Now renamed as HD in Business and Legal Studies)	法律及行政事務學高級文憑 (現稱商業及法律學高級文憑)
LLB (Hons) Hong Kong, Manchester Metropolitan University	香港法律 (榮譽) 學士學位 曼徹斯特都會大學
Bachelor of Business Administration in Corporate Administration The Open University of Hong Kong	企業行政學工商管理學士學位 香港公開大學

The curriculum of Higher Diploma in Law and Administration (Now renamed as Higher Diploma in Business and Legal Studies) 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 completion of the higher diploma. Then, I joined the Judiciary as a Judicial Clerk at the District Court assisting the judge to handle the daily issues of the cases to provide service for more than 4.5 years' time. After that, I decided to work in an international law firm as a litigation assistant in order to gain more practical and legal experience in different areas of law immediately after my enrolment in the PCLL course in the University of Hong Kong.

I obtained a Bachelor of Business Administration in Corporate Administration from the Open University of Hong Kong after graduation from the IVE and then perused my legal education. I successively obtained the Graduate Diploma in English and Hong Kong Law and the LLB (Hons) Hong Kong in Manchester Metropolitan University through the HKUSPACE. I am currently studying the Postgraduate Certificate in Laws in The University of Hong Kong. The IVE programme provided me professional knowledge and training and helped me to find a professional career which I like.

法律及行政事務學高級文憑(現稱商業及法律學高級文憑)之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，隨即獲得一間本地律師行受聘為法律行政人員。之後便加入司法機構，擔任區域法院司法書記超過四年半的時間，協助法官處理日常事務及案件。隨後，被香港大學法學專業證書課程取錄後，我決定於一間國際律師行擔任訴訟助理以獲得更多與以往得到不同的法律範疇的實戰和法律經驗。

我完成高級文憑後取得企業行政學工商管理學士學位，然後繼續學習在法律方面的知識。我先後在香港大學專業進修學院完成曼徹斯特都會大學的英格蘭及香港法律深造文憑(法律專業共同試)和香港法律 (榮譽) 學士學位法律課程。現正於香港大學修讀法學專業證書。IVE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。

HD in Customer Services for Aviation and Passenger Transport (Now renamed as HD in Aviation Inflight and Passenger Services)	航空與客運服務高級文憑 (現稱航空機艙及客運服務高級文憑)
BA(Hons) International Hospitality and Tourism Management Northumbria University, UK	國際酒店款待及旅遊管理(榮譽)文學士 英國洛森比亞大學

Becoming a flight attendant has always been my dream, and that is the reason why I chose HD in Customer Services for Aviation and Passenger Transport (Now renamed as HD in Aviation Inflight and Passenger Services) in IVE (Tsing Yi). The programme not only taught me a lot about aviation industry, but also elevated my communication and customer service skills, which become my precious weapon in applying jobs in airlines.

為了實現當空中服務員的夢想，我選擇了入讀IVE的航空與客運服務高級文憑(現稱航空機艙及客運服務高級文憑)。課程讓我全面地增進了航空界的知識，更提升了我的溝通及顧客服務技巧，成為我投考空中服務員的基石。

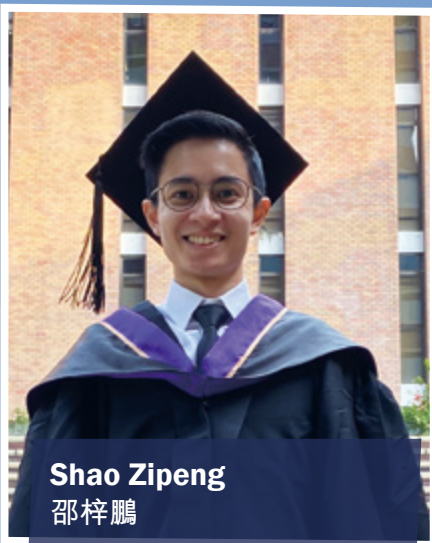


Papaya Wong
黃天瑩

Flight attendant
Hong Kong Airlines Limited

空中服務員
香港航空公司

Alumni Sharing 畢業生分享



Shao Zipeng
邵梓鵬

Associate – Audit & Assurance
PricewaterhouseCoopers
(One of the 'Big Four' accountancy firms)

審計員
羅兵咸永道會計師事務所
(全球四大會計師事務所之一)

HD in Accountancy (Now renamed as HD in Professional Accountancy)	會計學高級文憑 (現稱專業會計學高級文憑)
Bachelor of Business Administration (Hons) in Accountancy Hong Kong Polytechnic University	工商管理(榮譽)會計學學士課程 香港理工大學

The lecturers in IVE are professional and caring. They offered me a wide variety of activities which enriched my learning journey. Such learning activities made me experience how technology and innovation helped the accountancy profession. IVE also provided me with a solid foundation of accounting knowledge which are useful in my career.

IVE的老師既專業又關心學生，他們提供多元化的教學活動，豐富了我的學習經驗，並令我體會科技及創新對會計專業的幫助，助我打穩會計知識的基礎。

HD in Public Relations and Media Business (Now renamed as HD in Public Relations and Communication Management)	公關及媒體事業高級文憑 (現稱公關及傳播管理高級文憑)
Bachelor of Media and Communication, Queensland University of Technology	媒體與傳訊學士 昆士蘭科技大學

My IVE experience was excited and fruitful. I was the president of PR Student Society and I joined internships offered by different event/ public relations companies. Opportunities were always there for me to apply and sharpen the PR knowledge and skills that I had learned in class.

After graduation, I was admitted to the School of Communication, Queensland University of Technology, where I got a distinction. Now I am an Account Manager at Ketchum Hong Kong. I am glad that I found my career direction at IVE.

我在IVE上學的日子是既興奮又充實！我曾被選為公關學生會的主席，又主動參與不同活動策劃及公關公司的實習工作，在IVE，機會多的是，我可以學以致用，實踐及鞏固課堂上所學的公關知識和技能。

高級文憑畢業後，我在昆士蘭科技大學的傳理學院繼續進修，獲得優等成績。現在我於凱旋—先驅公共關係有限公司擔任客戶經理。很高興在IVE找到我職業發展的方向。



Chan Ka Yee, Bokie
陳嘉儀

Account Manager,
Ketchum Hong Kong

客戶經理
凱旋—先驅公共關係有限公司

Industrial Attachment 工作實習



Industrial Attachment

Industrial attachment opportunities enable students to experience the real-life workplace challenges through attachment to different organisations. It 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 attachment, employers can identify the right talents for future full-time employments and also source suitable candidates to meet the seasonal and part-time manpower needs.

Business Discipline has been partnered with more than 200 business and public organisations to offer industrial attachment opportunities for students in previous academic years, including:

AXA China Region Insurance Company Limited
Bank of China (Hong Kong) Limited
Belle International
Cathay Pacific Airways Limited
Civil Aid Service
DHL Global Forwarding (Hong Kong) Limited
DKSH Hong Kong Limited
Hong Kong Business Aviation Center
Hong Kong and Shanghai Banking Corporation Limited
Hong Kong Housing Society (Property Management Division)
Hong Kong International Terminals Limited
Hong Yip Service Company Limited
LF Logistics (Hong Kong) Limited
Mannings
Manulife International Limited
New World Facilities Management Co. Limited
Ocean Park
Primo Management Limited
Shanghai Commercial Bank
SW Hong Kong
Swire Resources Limited
Wellcome Supermarket

工作實習

工作實習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。透過工作實習，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。

商業學科已與 200 多家工商和公營機構合作，在過去的學年為學生提供工作實習機會，當中機構包括：

安盛金融有限公司
中國銀行(香港)有限公司
百麗國際
國泰航空公司
民眾安全服務處-民安隊
敦豪全球貨運物流(香港)有限公司
香港大昌華嘉
香港商用航空中心
香港上海滙豐銀行有限公司
香港房屋協會(物業管理部)
香港國際貨櫃碼頭有限公司
康業服務有限公司
利豐物流
萬寧
宏利人壽保險(國際)有限公司
新世界設施管理有限公司
海洋公園
依星國際模特兒有限公司
上海商業銀行
信永中和香港
太古資源有限公司
惠康超級市場

Industrial Attachment 工作實習

Swire Resources Limited

IVE offers relevant programmes which are attuned to industry needs and development. Their students equip practical skill and demonstrate positive attitude. They can quickly adapt to the pace of the rapidly changing retail environment and perform well, we are more than happy to offer opportunities to cultivate their talents. We wish that they can become independent professionals in retail and marketing management.

Ms Justina Li
Senior Human Resources Manager

太古資源有限公司

IVE 的專業教育培訓切合行業的需要，學生具有紮實的專業基礎及態度正面，很快適應迅速萬變的零售環境，表現稱職。因此，我們樂意提供更多機會，讓他們發揮所長，成為獨當一面的營銷管理專才。

李舒婷小姐
高級人力資源經理

SW Hong Kong

"SW Hong Kong continuously offers employment opportunities to IVE students through our internship and graduate programs. IVE students are equipped with necessary and professional accounting knowledge, and they also possess good attitude and enthusiasm at work."

Mr. Roy Lo
Managing Partner

信永中和香港

"信永中和香港一直有透過實習生計劃和畢業生計劃聘用 IVE 學生。IVE 學生具備基本和專業的會計知識，並擁有良好的工作態度及工作熱誠。"

盧華基先生
管理合夥人

MyStory Communications Limited

"It is my pleasure to have IVE students in my team for an internship. They have good working attitude to perform the job well and with a drive for excellence. Some of them possess good communication and presentation skills which enable them to impress the audience in presentations. I am looking forward to provide more working opportunities to IVE graduates"

Ms. Teresa Pun
Founder

MyStory Communications Limited

"我很高興能與 IVE 學生合作，為他們提供實習機會。他們擁有良好的工作態度，不但努力把工作做好，而且有不斷完善工作的動力。他們當中不乏有溝通和演說能力較強的人，每當為受眾解說項目計劃內容時，都能有效地打動對方。我期待給予 IVE 畢業生更多的工作機會。"

潘志蘊女士
創辦人

Hong Yip Service Company Limited

"Well-designed programme which prepares students to be HR professionals and strategic business partners in organizations by providing practical, comprehensive and up-to-date knowledge and skills in all essential areas of HRM. Students are well-versed in all HRM issues and are able to make feasible suggestions and positive contribution in resolving HR-related issues and rendering suitable HR services to clients in organizations."

Mr. Aaron Chiang Hong
Head of Human Resources and Administration

康業服務有限公司

"課程結構完善，為學生提供實用、多元及最新之人力資源管理專業知識及才能培訓，裝備學生成為人力資源專才及戰略性業務伙伴。學生亦能就著公司情況提出相應具體、正面而可行的建議及提出有效的人力資源服務予機構。"

蔣世源先生
人力資源及行政總監

AXA China Region Insurance Company Limited

"IVE students have positive working attitude and hardworking. Through the Industrial Attachment, they show improvement in various aspects. We are happy to provide training opportunity to IVE students."

Mr. Clarence Yau
Executive Branch Manager

安盛金融有限公司

"IVE 同學有正面及勤奮的工作態度，透過工作實習計劃，同學在各方面均能展示進步。我們很高興能為專業教育學院同學提供培訓機會。"

邱錦文先生
資深分行經理

Jardine Airport Services Limited

"I have personally witnessed the superb learning environment and met the professional academic team in IVE (Tsing Yi), both of them are essential for students to achieve learning excellence as well as meeting the high standard required in our aviation industry. From the past graduates we recruited from IVE, we found them possessed good aviation knowledge and practical skills that we feel happy to continue consider offering employment to suitable candidates from IVE."

Mr. Dino Lui
General Manager, Services Delivery

怡中航空服務有限公司

參觀 IVE(青衣)後，本人對校內完善的航空培訓設施及專業教學團隊留下非常深刻的印象，兩者均是組成優良學習及航空業高服務水平之重要元素。此課程畢業生皆具備充足航空知識及實務技巧，本公司樂意繼續考慮提供就業機會予合適的畢業生。

呂子安先生
營運服務總經理

Industrial 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 specialised 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
BOCHK Financial Services Learning Centre • ST
Centre of Business Innovation • ST/TM
Event Square • TY
Human Resource Assessment Centre • KT/TY
K Concept Studio • KT
Marketing and Business Management Centre • TM
Real Estate Management Academy • ST
Retail Lab • HW
Retail Place • HW
Studio ONE • KT
SHOW BOX • KT
TMart • TM

學科設施包括:

會計及財務中心
青衣航空中心
商薈
中銀香港金融服務學習中心
企業創新空間
活動工房
人才評估中心
奇 • 概念館
營銷及商務管理中心
房產管理研究所
零售體驗廊
售樂坊
Studio ONE
展演空間
屯購坊

Facilities 學科設施

Accountancy and
Finance Centre ▶
會計及財務中心



Human Resource
Assessment Centre ▶
人才評估中心



K Concept Studio ▶
奇 • 概念館



◀ Retail Lab
零售體驗廊



◀ SHOW BOX
展演空間



◀ Studio ONE

Air TY Centre ▶
青衣航空中心



Event Square ▶
活動工房



Centre of Business
Innovation ▶
企業創新空間



Vibrant Learning Experiences 精彩學習體驗



◀ Biz Tech Forum 2022
商業科技論壇 2022



◀ BUSINESS GOVirtual Expo & Conference
虛擬經濟博覽及會議

VTC e-Commerce and
Logistics Talent Day ▶
VTC 電商物流日



Institute of Training
Professionals (ITP) ▶
Mentorship Scheme



Vibrant Learning Experiences 精彩學習體驗



Accountancy Forum 2022
會計論壇 2022

International Business
Innovation Forum



Visit to Microsoft
Experience Centre
參觀Microsoft體驗中心



Visit to Chow Sang Sang
參觀周生生珠寶



General Entrance Requirements and Application

一般入學條件及入學申請



General Entrance Requirements

一般入學條件

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

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

Diploma of Foundation Studies

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

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

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 2022/23 Tuition Fees for Full-time Subvented Programmes Listed Below for Reference
以下表列2022/23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\$)	
		1 st Year # 第一年#	2 nd 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	——

AY 2022/23 Tuition Fees for Full-time Self-financed Programmes Listed Below for Reference
以下表列2022/23學年全日制自資課程學費供參考

Programmes / Disciplines 課程 / 學科		Tuition Fees (HK\$) 學費 (港幣\$)	
		1 st Year # 第一年#	2 nd Year # 第二年#
Higher Diploma 高級文憑	Business Discipline 商業學科	\$57,600	\$57,600
	Other Disciplines 其他學科	\$59,000	\$59,000

Tuition fees are subject to annual review.

學費水平會每年檢討。

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 and students' union annual fees. Students of Higher Diploma Programmes will be required to pay the study package fees for English modules and Chinese & Putonghua modules.
- All new students are required to pay the 1st instalment of tuition fees and other fees by mid-August 2023 (tentative).
- Some students may be required to study bridging modules or enhancement programmes to support their study; or to attend additional training, industrial attachments, 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.
- The information listed above is only applicable to local students.

備註

- 除學費外，學生須繳交其他費用如保證金及學生會年費。高級文憑學生需繳交英文單元研習教材費及中文及普通話單元研習教材費。
- 所有新生暫定於2023年8月中旬繳交第一期學費及其他費用。
- 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。
- 以上資料只適用於本地學生。

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）。

Financial Assistance Schemes 經濟援助計劃		Student Finance Office (SFO) 學生資助處 (SFO)						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)
Types of Programmes 課程種類	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 自資課程	Higher Diploma 高級文憑	—	—	—	✓	✓	For some programmes 部分課程	★

SF Self-financed Programmes
自資課程

Please refer to the Admissions Homepage (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。

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IVE Business



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Information as of 11/2022

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

資料截至2022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

Disclaimer :

1. Latest programme curriculum and relevant information will be updated on the Admissions Homepage (www.vtc.edu.hk/admission). Should there be any inconsistency between the information in this Information Guide and that on the Admissions Homepage, the latter version prevails.
2. VTC reserves the right to cancel any programme, revise programme title, content or change the offering institute(s)/ campus(es)/ class venue(s) before class commencement if circumstances so warrant. Details will be announced on the Admissions Homepage.

免責聲明:

1. 最新的課程內容及相關資料會上載於入學網頁 (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。