



IVE Business 2024 - 2025

...

...

BUSINESS

INSPIRING INNOVATION

INFORMATION GUIDE 2024 - 2025

...

夠FUN 夠PRO
CONNECT 全世界



夠FUN 夠PRO
CONNECT 全世界



Business
INSPIRING INNOVATION

BUSINESS DISCIPLINE



Member of VTC Group
VTC 機構成員

Table Of Contents

About IVE IVE簡介	01	HD in Banking and Financial Analysis 銀行及財務分析高級文憑	23	HD in Event Marketing and Business Promotion 活動及商業推廣市場學高級文憑	57	Alumni Sharing 畢業生分享	81
Business Discipline 商業學科簡介	03	HD in Global Business Management with Languages 環球商業管理及語言高級文憑	25	HD in Public Relations and Communication Management 公關及傳播管理高級文憑	59	Industrial Attachment 工作實習	89
Programmes and Offering Campuses 課程及開辦院校	05	HD in Management for Disciplined Services 紀律服務管理高級文憑	29			Facilities 學科設施	95
01 Programme Curriculum Feature 課程學習特色		HD in Aviation and Logistics 航空及物流高級文憑	31	04 Diploma of Foundation Studies (Business/Retail and E-Commerce) 基礎課程文憑(商業/零售及電子商貿)	61	Vibrant Learning Experiences 精彩學習體驗	99
Project-based Learning (PBL) 專題為本研習	07	HD in Aviation Inflight and Passenger Services 航空機艙及客運服務高級文憑	33			General Entrance Requirements and Application 一般入學條件及入學申請	103
Workplace Learning and Assessment (WLA) 職場學習及評核	09	HD in Aviation Services and Transport Studies 航空服務及運輸學高級文憑	35	05 Continuing Education 持續進修	63	Tuition Fees and Financial Assistance 學費及經濟援助	105
Live Commerce 直播帶貨	11	HD in Business Administration and Management 工商管理學高級文憑	37			Campus Contact Information 院校聯絡資料	109
Design Thinking 設計思考	13	HD in Professional Accountancy 專業會計學高級文憑	41				
Digitalisation 數碼化	15	HD in Retail and E-Commerce Management 零售及電子商貿管理高級文憑	43	06 Other Information 其他資訊	65		
HKVTC Shop	17	03 Marketing and Management Programme 市場營銷及管理課程	47	Multiple Progression Pathways 多元升學出路	67		
		HD in Real Estate and Property Management 房地產及物業管理高級文憑	49	Mainland and International Collaborations 內地及國際協作	73		
		HD in Advertising and Media Communications 廣告及媒體傳播高級文憑	51	Professional Endorsement 專業認可	75		
		HD in Marketing and Customer Analytics 市場學及顧客分析高級文憑	53	Student Achievements and Scholarships 學生成就及獎學金	79		
		HD in Artiste and Cultural Management 演藝及文化管理高級文憑	55				

A group of students are sitting on a set of outdoor concrete stairs, engaged in study. In the foreground, a young woman in a white dress and a young man in a light blue t-shirt are looking at a book together. Behind them, another young man in a green vest is reading, and a young woman in a white top is writing in a notebook. Further up the stairs, two more students are visible, one reading a book and another looking at a phone. The background is filled with lush green foliage and a clear sky, suggesting a bright, sunny day.

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。

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, Live Commerce, Design Thinking and HKVTC Shop are adopted in order to develop students' 21st century competencies for their 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、直播帶貨、設計思維及HKVTC Shop，有助學生裝備21世紀的所需技能，為他們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、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

Business and Services Programme 商業及服務課程

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

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

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

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

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

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

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

HD in Retail and E-Commerce Management
零售及電子商貿管理高級文憑 ▶ **HW | KT**

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

Marketing and Management Programme 市場營銷及管理課程

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

HD in Advertising and Media Communications
廣告及媒體傳播高級文憑 ▶ **HW**

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

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

HD in Event Marketing and Business Promotion
活動及商業推廣市場學高級文憑 ▶ **KT | 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 and E-Commerce) 基礎課程文憑(商業/零售及電子商貿)

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

Diploma of Foundation Studies - Retail and E-Commerce
基礎課程文憑 - 零售及電子商貿 ▶ **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

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。



Live-Commerce

直播帶貨

Catalysed by the accelerating technological advancement, e-commerce has grown rapidly in recent years. Live commerce, a new form of e-commerce marketing strategy that blends entertainment with instant purchasing, has transformed the retail industry and established itself as a major sales platform. Therefore, the capability to produce an entertaining and engaging live commerce event is considered to be one of the key skills to business students in the digital world.

To address the diverse needs of business-related students at VTC, the Discipline has applied Live Commerce in the curriculum of all Higher Diploma programmes. It includes the discipline core module “Design Thinking and Entrepreneurship”. A hierarchy of live commerce training which provides a framework for the development of teaching and learning materials in various forms includes lectures, hands-on workshops, Project-based Learning (PBL) and Workplace Learning and Assessment (WLA) in collaboration with industry partners to equip students with practical skills and professional knowledge of live commerce has been formulated. The live commerce education platform will serve as a hub for knowledge exchange and collaboration between the BA Discipline and the e-commerce industry.



在科技發展的推動下，電子商貿蓬勃發展，其中直播帶貨更成為一種新興的電商營銷策略，它將娛樂與即時購買相結合，不僅改變了零售行業，也成為一個重要的銷售平台。因此，在數碼世界中製作一個富娛樂性且引人入勝的直播帶貨活動，對商科學生而言是至關重要的關鍵技能之一。

為應對VTC相關商科學生多元化的需求，商業學科將直播帶貨納入高級文憑課程內，包括將「設計思考與企業家精神」設定為核心單元。同時，商業學科建立了一個完善的直播帶貨培訓架構，為教學和學習教材提供了發展框架，並以講座、工作坊、專題為本研習（PBL）和職場學習及評核（WLA）多種形式進行，旨在培養學生具備直播帶貨的實踐技能和專業知識。此外，直播帶貨教育平台也成為商業學科與電子商貿行業之間知識交流和合作的重要樞紐。



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”. Through teaching and learning, we aim at making academic learning and life skills relevant, and to maximise 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納入高級文憑課程內，包括將「設計思考與企業家精神」設定為課程之核心單元，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、學習和工作方式。

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。





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

Business and Services Programme 商業及服務課程

Programme

- HD in Human Resources and Talent Analytics
- HD in Banking and Financial Analysis
- HD in Global Business Management with Languages
- HD in Management for Disciplined Services
- HD in Aviation and Logistics
- HD in Aviation Inflight and Passenger Services
- HD in Aviation Services and Transport Studies
- HD in Business Administration and Management
- HD in Professional Accountancy
- HD in Retail and E-Commerce Management

課程

- 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
- 環球商業管理及語言高級文憑
- 紀律服務管理高級文憑
- 航空及物流高級文憑
- 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
- 工商管理學高級文憑
- 專業會計學高級文憑
- 零售及電子商貿管理高級文憑





BA114044

Higher Diploma in Human Resources and Talent Analytics

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

YEAR 1-2

YEAR 3

* 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 in areas such as HR digitalization, talent analytics, AI, VR applications and innovation. It enables students to effectively address 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，包括人力資源數碼化、人才分析、人工智能、虛擬實境應用及創新等。學生能在人力資源管理工作上學以致用，配合行業的發展及迎接挑戰。

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

@ kctwong@vtc.edu.hk

☎ 2727 9670

📍 KT

BA114048

Higher Diploma in Banking and Financial Analysis

銀行及財務分析高級文憑

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

YEAR 1-2

YEAR 3

* 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 knowledge and related practical skills in banking and financial planning analysis, and to prepare them to sit for securities, insurance and banking licensing and/or 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/或專業考試，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

Banking # Finance
Investment
Insurance
Financial Analysis
銀行 # 金融
投資 # 保險
財務分析

@ ivorychan@vtc.edu.hk

☎ 2708 5363

📍 HW | ST

BA114049

Higher Diploma in Global Business Management with Languages

環球商業管理及語言高級文憑

YEAR 1-2
BSc (Hons) Global Business Management
Northumbria University, UK
環球商業管理(榮譽)理學士
英國洛森比亞大學

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

* 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 areas 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

Japanese Korean Spanish

E-Commerce

Sourcing Logistics

Global Business

Exhibition Management

日語韓語西班牙語

數碼行銷 # 採購物流

環球商管 # 展覽管理

@ lauyuhui@vtc.edu.hk

☎ 2708 5358

📍 HW

BA114049

Higher Diploma in Global Business Management with Languages

環球商業管理及語言高級文憑

Stream Information 分流資料

This programme offers two streams in Year 2. Students will opt to study in either stream. The streaming allocation is based on criteria such as the number of places available in specific stream, the choice of students and their academic performance. Business Discipline reserves the right to allocate streaming.

本課程於第二學年提供兩個分流，學生可選擇申請修讀其中一個，名額分配需視乎各分流的學額、學生選擇及成績表現等因素，商業學科保留最終分配權利。



Global Business Management with Languages 環球商業管理及語言

The stream aims to open up students professional and personal opportunities to equip them to work in multinational enterprises and global business.

本分流旨在開拓學生更多專業及個人機會投身跨國企業及從事環球業務。

Professional Core Modules:

- Business Japanese / Business Korean / Business Spanish
- Global Sourcing Management
- Financial Management in Global Business
- Trade Practices in Global Business
- Global Business Strategies
- Global e-Logistics Operation
- Global Organizational Behaviour
- Legal Studies in Global Business

專業核心單元：

- 商業日語 / 商業韓語 / 商業西班牙語
- 環球物料採購管理
- 環球貿易財務管理
- 環球商業貿易實務
- 環球商業策略
- 環球電子物流營運
- 環球機構行為
- 環球商業法律

*subject to approval by Ministry of Education 有待教育部審批

Year 2 - Semester 4 & 5

Greater Bay Area Practice (collaborated with Shenzhen Polytechnic University) * 大灣區(與深圳職業技術大學合作) *

This stream arrangement takes cognizance of the good practices in the Greater Bay Area (GBA). It provides professional trainings in global business management to enable student to pursue a career in multinational enterprises engaging in international business in different countries.

本分流旨在把握大灣區發展機遇。提供環球商業管理的專業培訓，讓學生能夠在從事國際業務的跨國企業中開展職業生涯。

Professional Core Modules:

- Business Japanese / Business Korean / Business Spanish
- Cross-border E-commerce B2B
- Cross-border E-commerce Data Analysis
- Cross-border E-commerce Logistics and Overseas Warehouse
- Cross-border E-Commerce Marketing

專業核心單元：

- 商業日語 / 商業韓語 / 商業西班牙語
- 跨境電商 B2B 運營
- 跨境電商大資料統計與分析
- 跨境電商物流與海外倉
- 跨境電商營銷

Year 2 - Semester 4 & 5

BA114054

YEAR 1-2

Higher Diploma in Management for Disciplined Services

紀律服務管理高級文憑

YEAR 3

BSc (Hons) Global Business Management
Northumbria University, UK
環球商業管理(榮譽)理學士
英國洛森比亞大學學

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. 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 # 政府工

警察 # 入境處 # 消防

懲教 # 海關

@ tm-ba@vtc.edu.hk

☎ 2460 5951

📍 TM

BA114056

Higher Diploma in Aviation and Logistics

航空及物流高級文憑

BSc (Hons) Global Business Management
Northumbria University, UK
環球商業管理(榮譽)理學士
英國洛森比亞大學

YEAR 1-2

YEAR 3

* 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(CILTHK)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

@ basklam@vtc.edu.hk

☎ 2436 8489

📍 TY

BA114057

YEAR 1-2

Higher Diploma in Aviation Inflight and Passenger Services

航空機艙及客運服務高級文憑

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

*

* 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
- Land Transport Service Operations

專業核心單元

- 航空導論
- 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
- 陸上運輸服務營運

Aviation # Airline
Airport Ground Services
Flight Attendants
Customer Services
Cruise Ambassadors
航空 # 航空公司
客運服務 # 機艙服務員
地勤服務
郵輪大使

@ frinkyfan@vtc.edu.hk

☎ 2436 8467

📍 TY

BA114058

Higher Diploma in Aviation Services and Transport Studies

航空服務及運輸學高級文憑

For graduates who opt for further studies, they may apply for the degree programmes offered by local or overseas universities
選擇升學的畢業生可報讀本地和海外大學取得學士學位

*

* 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 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

The programme 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
- Transport Economics and Sustainability

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
- 運輸經濟及可持續性

Transport # Aviation
Public Transport
Airport # Traffic

運輸 # 航空
公共交通
機場 # 交通

@ bsmkan@vtc.edu.hk

☎ 3757 9220

📍 TY

BA114059

YEAR 1-2

Higher Diploma in Business Administration and Management 工商管理學高級文憑

YEAR 3

BSc (Hons) Global Business Management
Northumbria University, UK
環球商業管理(榮譽)理學士
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 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 in Mainland and Hong Kong.

課程特色

1. 作為一個國際財經中心，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

畢業生可勝任內地及香港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
- Global Business and Trade Practice
- Project and Quality Management
- Human Resource Management

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
- 環球商業及貿易實務
- 項目與品質管理
- 人力資源管理學

Business Management

Entrepreneur

Social Media

Business Start-up

GBA

China Business

商業管理

企業家

社交媒體

創業營商

大灣區

中國商業

@ tswtam@vtc.edu.hk

☎ 2256 7234

📍 KT|ST|HW

BA114059

Higher Diploma in Business Administration and Management

工商管理學高級文憑

Stream Information

分流資料

This programme offers three streams in Year 2. Students will opt to study in either stream. The streaming allocation is based on criteria such as the number of places available in specific stream, the choice of students and their academic performance. Business Discipline reserves the right to allocate streaming.

本課程於第二學年提供三個分流，學生可選擇申請修讀其中一個，名額分配需視乎各分流的學額、學生選擇及成績表現等因素，商業學科保留最終分配。

Year 2 - Semester 4 & 5

Business Administration and Management 工商管理學

The stream aims to equip students with professional, broad range and up-to-date business knowledge and managerial skills to meet the needs of the knowledge-based economy.

本分流旨在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。

Professional Core Modules:

- Global Business and Trade Practice
- Management and Innovation of e-Business
- Project and Quality Management
- Big Data and Business Analytics
- Application of New Technology in Modern Supply Chain Management
- Digital and Social Media Marketing

專業核心單元：

- 環球商業及貿易實務
- 電子商業的管理與創新
- 項目與品質管理
- 大數據與商業分析
- 現代供應鏈管理技術的應用
- 數碼及社交媒體市場學

Year 2 - Semester 4 & 5

China Business 中國商業

This stream 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 their competitiveness and enable them to develop careers in the Mainland.

本分流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。

Professional Core Modules:

- Legal Aspects of China Business
- Business Strategies and Ethics in China
- China Business and Economic Development
- Financial Management in China
- Technology Application and E-commerce for China Business
- Foreign Trade and Investment in China

專業核心單元：

- 中國商貿及相關法規
- 中國商業策略及道德
- 中國商業及經濟發展
- 中國金融管理
- 中國商業技術應用及電子商貿
- 中國外貿及投資

*subject to approval by Ministry of Education 有待教育部審批

Greater Bay Area Practice (collaborated with Shenzhen Polytechnic University) * 大灣區(與深圳職業技術大學合作) *

This stream arrangement takes cognizance of the good practices in the Greater Bay Area (GBA). It provides professional trainings in entrepreneurial leadership. It also equips students with advanced technologies and creative management tools to run businesses and create new job opportunities.

本分流旨在把握大灣區發展機遇。提供創業領導力的專業培訓，透過先進技術和創意管理工具裝備學生有更多的就業機會。

Professional Core Modules:

- Intercultural Communication
- International Freight Forwarding Practice
- International Marketing
- Project Management Practice
- New Media Operation and Promotion

專業核心單元：

- 跨文化交際
- 國際貨運代理實務
- 國際市場行銷實務
- 專案管理實務
- 新媒體運營與推廣

Year 2 - Semester 4 & 5

BA114062

Higher Diploma in Professional Accountancy

專業會計學高級文憑

BSc (Hons) Global Business Management
Northumbria University, UK
環球商業管理(榮譽)理學士
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 # 財務 # 管理
審計 # 稅務

@ hwba@vtc.edu.hk

☎ 2708 5357

📍 HW|KT|ST|TM



BA114064

YEAR 1-2
Higher Diploma in Retail and E-Commerce Management
零售及電子商貿管理高級文憑

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 program is equipped with simulated stores and collaborates with industries to provide students with hands-on experience in operating and managing both an e-store and a physical store on 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, Store Supervisor, E-Commerce Executive, Retail Merchandiser, Digital Marketing Officer, Shopping Mall 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

課程設有模擬店舖及與業界合作培訓用的電子商貿平台，讓學生體驗經營與管理網店及實體店的運作。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、店舖主管、電子商務主任、零售採購主任、數碼營銷主任、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
- Social Media Marketing and Social Commerce
- Strategy and Project Management in E-Commerce
- Global Retail Merchandising

專業核心單元

- 網店營運及實務
- 店舖營運與科技應用
- 社交媒體推廣與銷售
- 電子商貿策略與項目管理
- 環球零售採購

online retail
Commerce # Store
Start-up
Customer
網上零售
電子商務 # 創業
社交媒體
網紅
開舖及創業

@ frankiliu@vtc.edu.hk

☎ 2708 6421

📍 HW | KT

BA114064

Higher Diploma in Retail and E-Commerce Management

零售及電子商貿管理

高級文憑

Stream Information

分流資料

This programme offers two streams in Year 2. Students will opt to study in either stream. The streaming allocation is based on criteria such as the number of places available in specific stream, the choice of students and their academic performance. Business Discipline reserves the right to allocate streaming.

本課程於第二學年提供兩個分流，學生可選擇申請修讀其中一個，名額分配需視乎各分流的學額、學生選擇及成績表現等因素，商業學科保留最終分配權利。

ONLINE SHOPPING



Retail 零售

The stream aims to equip students with professional and up-to-date retail knowledge and managerial skills to meet the needs of the industry.

本分流旨在提供專業及與時並進的零售知識及相關管理技能以配合行業的最新發展。

Professional Core Modules:

- Store Operation with Technology Applications
- Visual Merchandising
- e-Store Operations and Practices
- Sales and Customer Experience Management
- Contemporary Store Operation
- Retail Branding and Communications
- Legal Practices of Retail

專業核心單元：

- 店鋪營運及科技應用
- 商品視覺展示
- 網店營運及實務
- 銷售及顧客體驗管理
- 現代店鋪營運實務
- 零售品牌及傳播
- 零售法規實務

Year 2 - Semester 4 & 5

E-commerce 電子商貿

This stream aims to equip students with practical skills and knowledge in online store design and development, electronic marketing and analytics and supply chain management so as to nurture them as professional practitioners and entrepreneurs in the electronic marketplace.

本分流旨在培訓學生掌握網店營運、網絡推廣及分析及供應鏈管理等的實務技能，以成為電子商貿行業的專業人才與創業者。

Professional Core Modules:

- Strategy and Project Management in E-Commerce
- Innovative Technologies and Applications in E-Commerce
- Social Media Marketing and Social Commerce
- Online Sales and Customer Analytic
- Contemporary e-store Operation
- Cyber Security and Payment Systems
- Legal and Ethical Aspects in E-Commerce

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
- 網絡營銷及顧客分析
- 現代網店營運實務
- 網上保安與支付系統
- 電子商貿法律與道德
- 環球創新科技供應鏈

Year 2 - Semester 4 & 5

03

Marketing and Management Programme 市場營銷及管理課程

Programme

- HD in Real Estate and Property Management
- HD in Advertising and Media Communications
- HD in Marketing and Customer Analytics
- HD in Artiste and Cultural Management
- HD in Event Marketing and Business Promotion
- HD in Public Relations and Communication Management

課程

- 房地產及物業管理高級文憑
- 廣告及媒體傳播高級文憑
- 市場學及顧客分析高級文憑
- 演藝及文化管理高級文憑
- 活動及商業推廣市場學高級文憑
- 公關及傳播管理高級文憑



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

BSc (Hons) Global Business Management
Northumbria University, UK
環球商業管理(榮譽)理學士
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 *

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 metropolis in the future.

Career Prospects

Graduates are competent to take up positions such as Property Officer, Housing 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都會管理，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、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 # Building
 # Surveying # Real Estate
 # Housing # 測量
 # 物業 # 房地產
 # 屋宇 # 房屋

* 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。

@ tobychan@vtc.edu.hk

☎ 2256 7231

📍 ST

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 *

BSc (Hons) Global Business Management
Northumbria University, UK
環球商業管理(榮譽)理學士
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. 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專業知識，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
- # 廣告宣傳
- # 媒體
- # 設計
- # Media
- # Design
- # 市場推廣
- # 公關活動

@ gmok@vtc.edu.hk

☎ 2436 8471

📍 HW

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。

Professional Core Modules

- Marketing Management
- Digital Marketing
- Mobile and Social Media Marketing
- Customer 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
- 顧客數據分析
- 消費者行為學
- 公關及活動策劃

- # Marketing
- # Event
- # Big Data
- # 市場營銷
- # 活動策劃
- # 大數據
- # Promotion
- # Digital Marketing
- # 宣傳推廣
- # 數碼營銷

@ ynchan@vtc.edu.hk

☎ 2256 7230

📍 ST | TM

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)文憑
香港高等教育科技學院 *

BA (Hons) Business Management
Sheffield Hallam University, UK
商業管理(榮譽)文憑
英國謝菲爾德哈蘭大學 *

BSc (Honours) Events and Leisure Management
Sheffield Hallam University, UK
管理及文娛(榮譽)理學士
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

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 for Live Show
- Arts and Performing Venue Management

專業核心單元

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

Arts # Culture
Events
Concerts
Entertainment
藝術 # 文化
活動 # 演唱會
娛樂

@ williamwychan@vtc.edu.hk

☎ 2727 9417

📍 KT

BA114061

YEAR 1-2

Higher Diploma in Event Marketing and Business Promotion

活動及商業推廣市場學高級文憑

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

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

@ dora_lee@vtc.edu.hk

☎ 2727 9425

📍 KT | TY

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

@ meigiwong@vtc.edu.hk

2727 9517

KT

04

Diploma of Foundation Studies

基礎課程文憑

Programme

Diploma of Foundation Studies - Business
Diploma of Foundation Studies - Retail and E-Commerce

課程

基礎課程文憑 - 商業
基礎課程文憑 - 零售及電子商貿



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 for better prospects when paving their career path.

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，為學生未來事業及發展打好基礎。

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

@ miriamtot@vtc.edu.hk 2708 5314 HW|KT|ST|TM|TY

FS113002L

Diploma of Foundation Studies - Retail and E-Commerce
基礎課程文憑 - 零售及電子商貿

Programme Features

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

課程特色

教授基本零售及電子商貿知識和技能，讓學生能在零售及電子商貿相關行業發展。

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

@ hwba@vtc.edu.hk 2708 5325 HW

05

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

06

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的高級文憑畢業生



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)與海外大學協辦的學士學位銜接課程

Local Universities
本地大學

Overseas Universities
海外大學

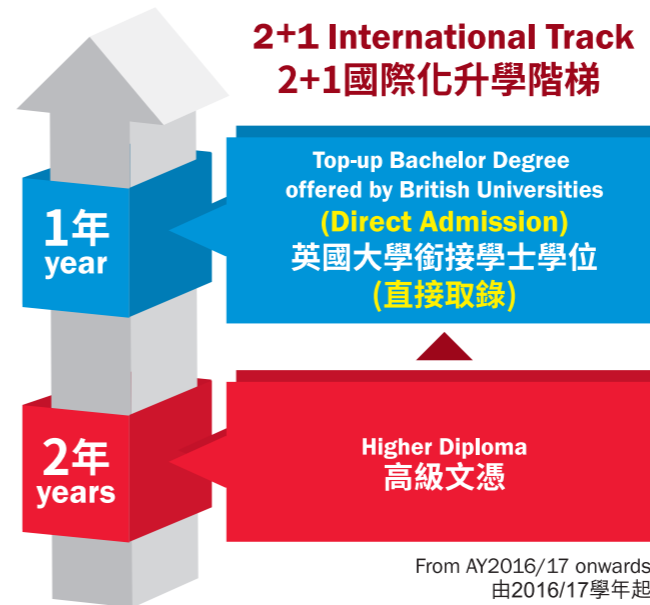
Government Annual
Subsidy of HK\$33,740 *
政府每年港幣33,740元學
費資助 *



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高科院)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

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 \$33,740# 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33,740元#的免入息審查資助。

資助金額會按年作出調整

* Subsidy amount of AY 2023/24 for reference. For the eligibility and details of the Subsidy Scheme, please visit www.cspe.edu.hk/en/nmt/index.html 2023/24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)	BSc (Hons) Global Business Management *^ 環球商業管理(榮譽)理學士*^	---	---	---
	BSc (Hons) International Banking and Finance*^ 國際銀行及金融學(榮譽)理學士*^	---	---	---
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 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.

^ Accreditation exercise of the programme will be conducted in 2024.

Note: The above programmes are recognised under the Qualification Framework (QF Level 5). It is a matter of discretion for individual employers to recognise any qualification to which these programmes may lead.

* 2+1國際化升學階梯內之銜接學士學位課程。

^ 學術評審將於2024年進行

上述課程在資歷架構下獲得認可(資歷架構級別第五級)。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 as below:

- Coventry University, UK
BA (Hons) Business Administration (Reg No.: 251732, QR Reg. No. 22/001014/L5, Validity Period: 1/2/2024 - 30/6/2024)
- Sheffield Hallam University, UK
BA(Hons) Business Management (Reg No.: 252135, QR Reg. No. 16/000727/L5, Validity Period: 1/9/2016 - 31/8/2025)

選擇繼續升學的高級文憑畢業生，可就讀以下的兼讀制海外大學學士學位銜接課程:

- 英國考文垂大學
工商管理(榮譽)文學士(註冊編號: 251732, 資歷名冊登記號碼: 22/001014/L5, 資歷名冊登記有效期: 2024年2月1日至2024年6月30日)
- 英國謝菲爾德哈蘭大學
商業管理(榮譽)文學士(註冊編號: 252135, 資歷名冊登記號碼: 16/000727/L5, 資歷名冊登記有效期: 2016年9月1日至2025年8月31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)



Mainland and International Collaborations 內地及國際協作



The Business Discipline offers opportunities to broaden students' horizons -- activities including study visits, industrial attachments and industrial visits as well as professional conferences. The Discipline, in conjunction with Mainland and global partners, develop these opportunities for students to gain insights by learning abroad. By participating in conferences held in the Mainland and overseas, our students can interact with students from partner institutions to develop their professional networks.

商業學科會定期安排多元化的學習體驗活動，當中包括內地及海外學術交流、工作實習、企業拜訪及專業研討會。學科正與內地及海外夥伴院校協作，為學生提供出外學習的機會，擴闊視野。透過參與內地和海外舉辦的會議，讓我們的學生能與合作院校的學生互動，擴展他們的專業網絡。



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 Asian Pacific Branch (CIHAPB)

"IVE applies a diverse range of training activities to their programmes to enrich the student learning experience and equip housing professionals for the dynamic property management industry and the future development of Hong Kong. It is believed that their graduates possess the skills and knowledge to make valuable contributions to the community."

特許房屋經理學會亞太分會 (CIHAPB)

「IVE在他們的課程應用了不同類型的訓練活動，豐富了學生的學習體驗，亦為充滿活力的物業管理業和香港未來發展培訓房屋事務專業人士。我們相信他們的畢業生將擁有對業界作出寶貴貢獻的技能和知識，並對社會作出貢獻。」



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 Asian Pacific Branch (CIHAPB)
- The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)
- The Hong Kong Arts Administrators Association (HKAAA)
- The Institute of Purchasing & Supply of Hong Kong (IPSHK)
- The Royal Institution of Chartered Surveyors (RICS)

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
- 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
- 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 2022
香港會計師公會商業個案比賽 2022
Champion, 1st Runner-up, 2nd Runner-up, Best Written Report
冠軍、亞軍、季軍及最佳商業計劃書



“Skills for Community”
Recognition Ceremony
「職繫好社區」嘉許禮
Outstanding Student Project Award 2022/23

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
鄭柱生先生紀念獎學金
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
伍黎宜助學金
Hong Kong Association for Business Education Scholarship
香港商業教育學會獎學金
Dr. Leonard Chan Scholarship
陳新國博士獎學金



HSBC Vocational Education Scholarship 2021/22
滙豐職業教育獎學金 2021/22
LUI Shu Lam 呂書林

Civil Aid Service (CAS) New Recruit Best Performance Award
CHAN Chun Yin 陳俊延 (86th Recruits)

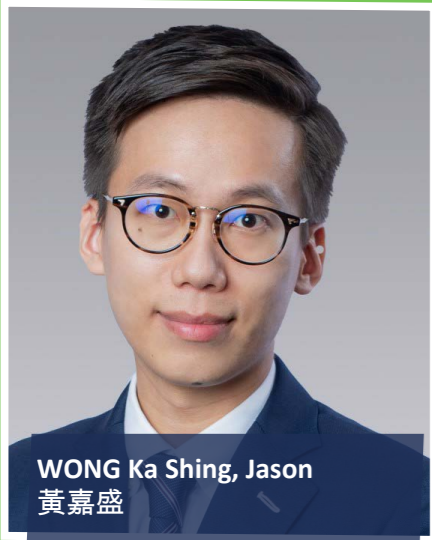


Yeung Kin Man Youth Industrial Incubation Programme AY2022/23
2nd runner-up in project study
1st runner-up in the best video production
楊建文青年工業發展培育計劃 AY2022/23
工業項目小組研習及比賽季軍及最佳錄影比賽亞軍

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



Alumni Sharing 畢業生分享



WONG Ka Shing, Jason
黃嘉盛

Senior Manager
Valuation & Advisory Services
Colliers International (Hong Kong)
Limited

高級經理
估價及諮詢服務
高力國際物業顧問(香港)有限公司

HD in Real Estate & Property Management (Now renamed as HD in Real Estate Management)	產業管理高級文憑 (現稱房地產及物業管理高級文憑)
Bachelor of Arts (Hons) in Housing Management, The School of Professional Education and Executive Development, Hong Kong Polytechnic University	房屋管理學(榮譽)文學士 香港理工大學專業進修學院
Master of Science in Construction and Real Estate Hong Kong Polytechnic University	建築及房地產學理學碩士學位 香港理工大學

I had so fruitful learning experience in IVE when I was their HD students. My classmates and I had various chances to acquire hands-on experience as well as work together for the real estate projects and various meaningful events. After graduation, I further complete my study in bachelor and master degree and get the qualification of MHKIS through the completion of the Assessment of Professional Competence Scheme. I'm glad I found my career direction at IVE.

在IVE修讀時，我的學習時光非常充實及愉快。除個人的實習體驗和與同學一起完成的不同的房地產項目研究外，更可參與不同類型的參觀及交流活動。高級文憑畢業後，我進而取得學士及碩士學歷，在行業累積經驗後，並考獲專業測量師資格。十分高興在IVE找到我的發展方向。

HD in Human Resources Management	人力資源管理高級文憑
BBA (Hons) Human Resources Management Concentration Hong Kong Baptist University	工商管理學(榮譽)人力資源管理學士 香港浸會大學

The HRM program has not only enabled me to learn hands-on HR techniques but also to build a solid foundation to face the business setting after graduation.

Studying in IVE is the most life-changing decision that I have ever made. The well-structured program and professional teaching crew have inspired and broadened my interest in the HRM field. Till now, the knowledge which I equipped still profoundly imprinted in my daily work as a learning specialist.

During my studies, I have had the opportunity to participate in the pilot internship program, which further enriches my understanding of how to be and what should be a competent HR practitioner.

Sincerely gratitude to the program and teachers of HRM, and I deeply believe you won't regret on choosing IVE HRM program.

人力資源管理(HRM)課程不僅讓我學習到實用的人力資源技巧，也為我在畢業後面對商業環境建立了基礎。

選擇在IVE讀書是一個改變我人生的決定。完善結構的課程和專業的教學團隊激發了我對人力資源管理領域的興趣，並拓寬了我的視野。至今，我所獲得的知識仍深深地印在我作為培訓主任的日常工作中。

在我的學習過程中，我有機會參與了試點實習計劃，這個計劃進一步豐富了我對成為一名人力資源從業者的理解。

由衷感謝HRM課程和教師們，我深信選擇IVE的HRM課程一定不會讓你後悔。



CHONG Man Hin
莊文軒

Learning Specialist
Maxim's Academy

培訓主任
美心管理學院

Alumni Sharing 畢業生分享



PARKAR Muskan Mujeeb

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).

HD in Management for Security and Disciplined Services (Now renamed as HD in Management for Disciplined Services)	保安及紀律服務管理高級文憑 (現稱紀律服務管理高級文憑)
--	-------------------------------------

The course enables us to understand the structure and operations of various disciplinary forces, and cultivates our teamwork, communication skills, and physical training in the classroom. This greatly enhances our competitiveness in joining disciplinary forces after graduation.

課程使我們了解到不同紀律部隊的架構及工作，並從課堂中培養我們我團隊合作能力，表達能力以及體能訓練，大大增加我們畢業後投身紀律部隊的競爭力。

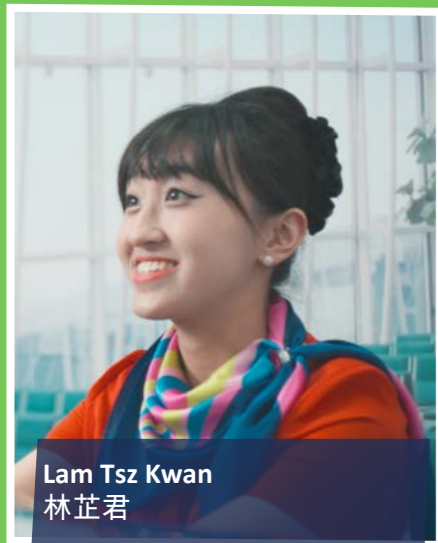


NG Hoi Ting
吳愷庭

Police Constable
Hong Kong Police Force

警員
香港警務處

Alumni Sharing 畢業生分享



Lam Tsz Kwan
林芷君

Flight Attendant
Hong Kong Airline

香港航空
空中服務員

HD in Aviation Services and Passenger Transport (Now renamed as HD in Aviation Inflight and Passenger Services)

航空服務及客運管理高級文憑
(現稱航空機艙及客運服務高級文憑)

The programme equips me with the knowledge of Customer Services, Aviation and Business. The reason of choosing this program is that I could learn the necessary knowledge and skills for my future career. I have achieved my dream of becoming a flight attendant now.

這個課程裝備我獲得客戶服務、航空和商業方面的知識。我選擇這個課程的原因是我可以學到未來職業所需的必要知識和技能。現在我實現了夢想，成為一名空中服務員。

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

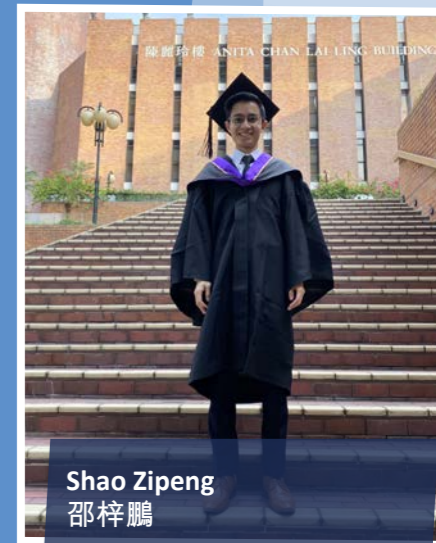
工商管理(榮譽)會計學學士課程
香港理工大學

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，打穩我會計知識的基礎。

於IVE畢業後，我獲香港理工大學錄取修讀工商管理(榮譽)會計學學士課程，更有幸現時在一間大型企業工作。

After graduated from IVE, I continued my study in Bachelor of Business Administration (Hons) in Accountancy at the Hong Kong Polytechnic University and it is my honour to work in a sizable conglomerate now.

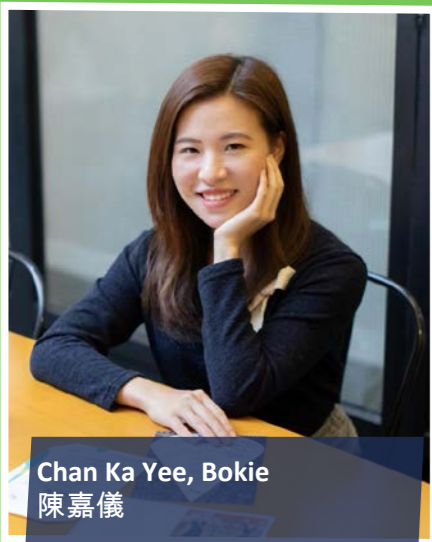


Shao Zipeng
邵梓鵬

Internal Audit Officer
CITIC Pacific

內部審計主任
中信泰富

Alumni Sharing 畢業生分享



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

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	昆士蘭科技大學 媒體與傳訊學士

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.

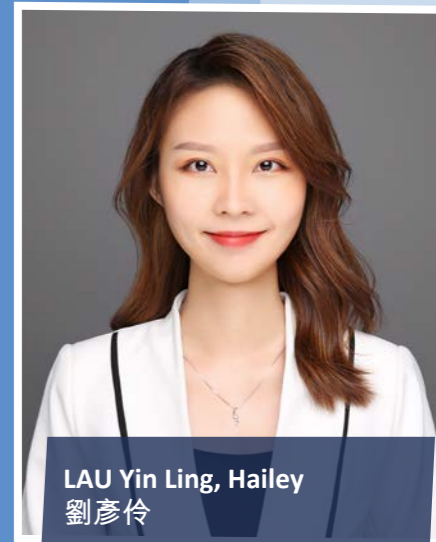
我在IVE上學的日子是既興奮又充實！我曾被選為公關學生會的主席，又主動參與不同活動策劃及公關公司的實習工作，在IVE，機會多的是，我可以學以致用，實踐及鞏固課堂上所學的公關知識和技能。

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。

HD in Retail and Merchandising Management (Now renamed as HD in Retail and E-Commerce Management)	零售及採購管理高級文憑 (現稱零售及電子商貿管理高級文憑)
BA (Hons) Marketing & Public Relations School of Professional Education and Executive Development, The Hong Kong Polytechnic University	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
Master of Science in Marketing Management The Hong Kong Polytechnic University	市場營銷管理理學碩士學位 香港理工大學

The programme of Retail & Merchandising Management 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 can well prepare my career path. After graduated from university, I joined marketing development industry. I am glad to know that I can contribute what I've learnt in both IVE and university into the industry.

IVE零售及採購管理課程多元化並提供了很多的實習機會，學生深入了解所學的知識外，更可以把握行業的最新發展。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，為自己的職業鋪路，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
澳大科技(香港)有限公司 (澳洲電訊集團)

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
China National Aviation Corporation (Group) Limited
China Duty Free (Shenzhen) Supply Chain Technology Company Limited
Civil Aid Service
DFI Retail Group Holdings Limited
DHL Global Forwarding (Hong Kong) Limited
DKSH Hong Kong Limited
Hong Kong Housing Society (Property Management Division)
Hong Kong International Terminals Limited
Hong Yip Service Company Limited
Jardine Aviation Services
LF Logistics (Hong Kong) Limited
Mannings
Manulife International Limited
New World Facilities Management Co. Limited
Ocean Park
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
中國航空(集團)有限公司
中免(深圳)供應鏈科技有限公司
民眾安全服務處-民安隊
DFI零售集團控股有限公司
敦豪全球貨運物流(香港)有限公司
香港大昌華嘉
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
怡中航空服務
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
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。他們擁有很好的工作態度，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
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

Goodwill Management Ltd.

"Under IVE Workplace Learning & Assessment, students have chance to be selected to join us to be our "Property Management Trainee" to let them be equipped to embrace the changes and the professionalism of the property management industry after graduation."

Ms Maggie Kwok
Administrative and Human Resources Manager

冠威管理有限公司

參加「IVE職場學習與評核」的學生有機會獲選成為我們的「物業管理實習生」，讓他們在職場實習及成長，並希望他們畢業後能捉緊物業管理行業的轉變與專業發展。

郭奕芝小姐
行政及人力資源經理

Industrial Attachment 工作實習





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
BOCHK Financial Services Learning Centre •ST
Centre of Business Innovation •ST/TM
E Media Lab •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

學科設施包括:

會計及財務中心
青衣航空中心
中銀香港金融服務學習中心
企業創新空間
活動及媒體工作坊
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
SHOW BOX

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



E Media Lab ▶
活動及媒體工作坊



Centre of Business
Innovation ▶
企業創新空間



Vibrant Learning Experiences 精彩學習體驗



Business and Cultural
Study Tour to Japan
日本商業及文化交流團



Accountancy Forum 2023
會計論壇 2023

DorisKath x IVE Business Fashion Show
DorisKath x IVE 商業學科時裝表演



HKVTC Shop 最強電商王
Keep On Live大賽
HKVTC Shop KOL Competition



Vibrant Learning Experiences 精彩學習體驗



◀ Institute of Technical Education
Singapore Exchange Programme
新加坡工藝教育學院交流計劃

HKVTC Shop Grand Opening
cum Fun Fair
HKVTC Shop開幕典禮暨同樂日



◀ Visit to SF Express Smart
Warehouse
參觀順豐智能倉庫



Visit to CUPNOODLES
MUSEUM Hong Kong ▶
參觀合味道紀念館香港



General Entrance Requirements and Application

一般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 Diploma of Foundation Studies; **OR** VTC Diploma of Vocational Education/ Diploma of Vocational Baccalaureate; **OR** 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基礎課程文憑；**或** VTC職專文憑 / 職專國際文憑；**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
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 2023/24 Tuition Fees for Full-time Subvented Programmes Listed Below
以下表列2023/24學年全日制資助課程學費

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	—

Tuition fees are subject to annual review. The tuition fee levels for AY 2024/25 will be reviewed subject to inflationary adjustments and other relevant factors.

學費水平會每年檢討。2024/25 學年學費水平會因應通脹及有關因素作調整。

Notes

1. 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.
2. All new students are required to pay the 1st instalment of tuition fees and other fees by mid-August 2024.
3. 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.
4. Students of Diploma of Foundation Studies programmes may choose to take the optional module "Foundation Mathematics III" with a separate tuition fee.
5. The information listed above is only applicable to local students.

備註

1. 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。
2. 所有新生須於2024年8月中旬繳交第一期學費及其他費用。
3. 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。
4. 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。
5. 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 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課程的學生，可申請以下資助計劃：

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)	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	Higher Diploma 高級文憑	✓	✓	—	—	—	—
	Diploma of Foundation Studies 基礎課程文憑	—	—	✓	—	—	✓
Subvented Programmes 資助課程							

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。

Campus Contact Information 院校聯絡資料

IVE (Haking Wong) 香港專業教育學院 (黃克競)
702 Lai Chi Kok Road, Cheung Sha Wan, Kowloon
九龍長沙灣荔枝角道702號
Tel 電話：2708 5357



IVE (Tuen Mun) 香港專業教育學院 (屯門)
18 Tsing Wun Road, Tuen Mun, New Territories
新界屯門青雲路18號
Tel 電話：2460 5946



IVE (Kwun Tong) 香港專業教育學院 (觀塘)
25 Hiu Ming Street, Kwun Tong, Kowloon
九龍觀塘曉明街25號
Tel 電話：2727 9409

IVE (Sha Tin) 香港專業教育學院 (沙田)
21 Yuen Wo Road, Sha Tin, New Territories
新界沙田源禾路21號
Tel 電話：2256 7200



IVE (Tsing Yi) 香港專業教育學院 (青衣)
20 Tsing Yi Road, Tsing Yi Island, New Territories
新界青衣島青衣路20號
Tel 電話：2436 8459 / 2436 8460







IVE Business



ivebusiness



IVE Business



ivebusiness



Information as of 11/2023

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

Disclaimer :

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. 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.

資料截至2023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

免責聲明:

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。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。