



BUSINESS

INSPIRING INNOVATION

INFORMATION GUIDE 2025 - 2026

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CONNECT 全世界



BUSINESS DISCIPLINE



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VTC 機構成員

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Hong Kong Institute of Vocational Education (IVE)

香港專業教育學院



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

The nine IVE campuses create an interactive and innovative learning environment. With its unique "Think & Do" approach, IVE encourages students to express their 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，培養學生的多元化技能、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 and Logistics

(Medium of Instruction: Chinese (Putonghua))

航空及物流高級文憑 (授課語言：中文 (普通話))

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 Aviation Services and Transport Studies

(Medium of Instruction: Chinese (Putonghua))

航空服務及運輸學高級文憑 (授課語言：中文 (普通話))

TY

HD in Business Administration and Management

工商管理學高級文憑

KT | ST | HW

HD in Business Administration and Management

(Medium of Instruction: Chinese (Putonghua))

工商管理學高級文憑 (授課語言：中文 (普通話))

ST

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

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 Real Estate and Property Management

(Medium of Instruction: Chinese (Cantonese))

房地產及物業管理高級文憑 (授課語言：中文 (廣東話))

ST

HD in Real Estate and Property Management

(Medium of Instruction: Chinese (Putonghua))

房地產及物業管理高級文憑 (授課語言：中文 (普通話))

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

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

HD in Business with E-Commerce

(Medium of Instruction: Chinese: (Putonghua))

電子商務高級文憑 (授課語言：中文 (普通話))

HW

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 Event Marketing and Business Promotion

(Medium of Instruction: Chinese (Putonghua))

活動及商業推廣市場學高級文憑 (授課語言：中文 (普通話))

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 incorporated Live Commerce into a core module of the Higher Diploma programmes. 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.



隨著科技的快速進步，電子商貿近年迅速增長。直播帶貨作為一種新興的電子商貿營銷策略，將娛樂與即時購買結合，不僅改變了零售行業，也成為一個主要的銷售平台。因此，能夠創造一個有趣且引人入勝的直播帶貨活動，被視為數碼世界中商科學生的一項關鍵技能。

為應對VTC商科學生多元化的需求，商業學科已將直播帶貨融入高級文憑課程的核心單元教學內容中。並建立了一個完善的直播帶貨培訓架構，為教學與學習教材的發展奠定基礎，包括講座、工作坊、專題為本研習（PBL）及職場學習與評估（WLA）；亦與業界夥伴合作，培養學生在直播帶貨方面的實踐技能和專業知識。此外，直播帶貨教育平台將成為商業學科與電子商務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 planning to address the ongoing challenges of the 21st century.

Since the 2018/19 academic year, the Business Discipline has incorporated Design Thinking into a core module of the Higher Diploma programmes. Through our teaching and learning initiatives, we aim to make academic knowledge and life skills relevant, maximizing students' potential while fostering creative and innovative thinking.

設計思考是一種以人為中心的解決問題方法，它專注於人的需求，從而尋求創新的解決方案。許多機構也採用設計思考來規劃應對21世紀變化與挑戰的策略。

自2018/19學年以來，商業學科已將設計思考融入高級文憑課程的核心單元教學內容中。透過我們的教學和學習策略，我們旨在將學術知識和生活技能緊密聯繫，充分發揮學生的潛力，同時培養他們的創造性和創新思維。





INKING

Business
INSPIRING INNOVATION

Des
Thi

Design
Thinking

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

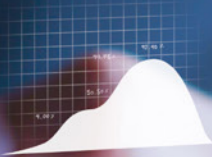
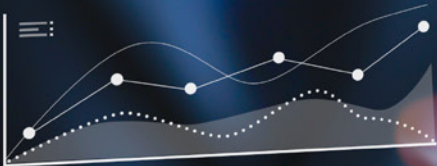
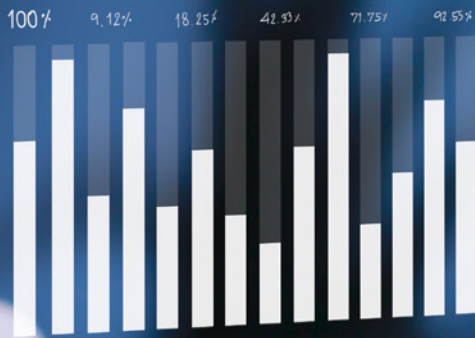
Programme

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 and Logistics (Medium of Instruction: Chinese (Putonghua))
HD in Aviation Inflight and Passenger Services
HD in Aviation Services and Transport Studies
HD in Aviation Services and Transport Studies (Medium of Instruction: Chinese (Putonghua))
HD in Business Administration and Management
HD in Business Administration and Management (Medium of Instruction: Chinese (Putonghua))
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
航空及物流高級文憑 (授課語言：中文 (普通話))
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
航空服務及運輸學高級文憑 (授課語言：中文 (普通話))
工商管理學高級文憑
工商管理學高級文憑 (授課語言：中文 (普通話))
專業會計學高級文憑
零售及電子商貿管理高級文憑







YEAR 1-2

BA114044

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

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

*

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

* 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

New Skills and Knowledge

- AI Video Interview Platform
- Digitalization in Human Resource Management
- VR Application in Recruitment and Training

新技能與知識

- 人工智能面試系統
- 人力資源管理數碼化
- 虛擬實境在招聘和培訓的應用

YEAR 1-2

BA114048

Higher Diploma in Banking and Financial Analysis*

銀行及財務分析高級文憑*

YEAR 3

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 *

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 *

* The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

* 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

@ Not applicable to Mainland students 內地來港生不適用

* 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 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

New Skills and Knowledge

- Wealth Management
- Asset Management and Analytics
- Environmental, Social, and Governance

新技能與知識

- 財富管理
- 資產管理與分析
- 環境、社會及公司管治

YEAR 1-2

BA114049

Higher Diploma in Global Business Management with Languages[※]

環球商業管理及語言高級文憑[※]

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



[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

^{*} 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 involving digital marketing.
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包括數碼市場營銷等。
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

New Skills and Knowledge

- Social Media and Content Management
- WeChat Promotion Strategy and Technique
- Information and Communication Technologies Literacy

新技能與知識

- 社交媒體及內容管理
- 微信推廣策略及技巧
- 信息及通訊技術能力



YEAR 1-2

BA114054

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

*

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

* 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

New Skills and Knowledge

- Knowledge Management
- Crisis Management Skill
- Negotiation Technique

新技能與知識

- 知識管理
- 危機管理技巧
- 談判技巧

YEAR 1-2

BA114056

Higher Diploma in Aviation and Logistics[※]

航空及物流高級文憑[※]

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

*

YEAR 1-2

BA114056K

Higher Diploma in Aviation and Logistics

(Medium of Instruction: Chinese (Putonghua))[^][※]

航空及物流高級文憑 (授課語言：中文 (普通話))[^][※]

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

*

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

[^] Except some modules in English 除部分單元使用英語授課

* 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. The programme also enables students to appreciate the technology advancement in logistics and cargo and aviation industries in improving customer satisfaction and operation efficiency.

Career Prospects

Graduates are equipped to be employed in logistics and aviation management under different types of organisations including logistics companies, international express courier companies and airlines. Graduates may be employed as 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。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。

就業

畢業生可在不同類型的機構發展事業，包括物流企業、跨國快遞公司及航空公司等。畢業生可受聘為物流主任、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

New Skills and Knowledge

- Application of Artificial Intelligence
- Robotics
- Green logistics
- Warehouse Automation
- Autonomous Vehicles

新技能與知識

- 人工智能應用
- 機器人技術
- 綠色物流
- 倉儲自動化
- 自主車輛



YEAR 1-2

BA114057

Higher Diploma in Aviation Inflight and Passenger Services[※]

航空機艙及客運服務高級文憑[※]

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) International Tourism,
Hospitality and Events[®]
Northumbria University, UK
國際旅遊、酒店款待及盛事(榮譽)理學士[®]
英國洛森比亞大學

*

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

* 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

New Skills and Knowledge

- Customer Service skills
- Aviation Knowledge
- Airline and Airport Operation
- Passenger Services
- Air, Cruise and Land Transport
- Inflight and Ground Handling

新技能與知識

- 客戶服務技能
- 航空知識
- 航空公司和機場營運
- 乘客服務
- 航空、郵輪和陸運
- 機艙和地勤服務

YEAR 1-2

BA114058

Higher Diploma in Aviation Services and Transport Studies[※]

航空服務及運輸學高級文憑[※]

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

YEAR 1-2

BA114058K

Higher Diploma in Aviation Services and Transport Studies (Medium of Instruction: Chinese (Putonghua))[^][※]

航空服務及運輸學高級文憑 (授課語言: 中文 (普通話))[^][※]

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

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[®] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

[^] Except some modules in English 除部分單元使用英語授課

^{*} 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

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. .

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

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。

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 Services
- Land Transport Management
- Sea Transport Operations
- 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
- 機場機坪服務
- 陸上運輸管理
- 海上運輸營運
- 運輸規劃及政策
- 運輸經濟及可持續性

New Skills and Knowledge

- Smart City
- Green Transport
- Intelligent Transport System
- Autonomous Vehicle
- Remote Sensing Technology

新技能與知識

- 智慧城市
- 綠色運輸
- 智能運輸系統
- 自主車輛
- 遙距感應技術

YEAR 1-2

BA114059**Higher Diploma in Business Administration and Management[※]**工商管理學高級文憑[※]

YEAR 3-4

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

*

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

*

YEAR 1-2

BA114059K**Higher Diploma in Business Administration and Management****(Medium of Instruction: Chinese (Putonghua))^{^△}**工商管理學高級文憑 (授課語言: 中文 (普通話))^{^△}

YEAR 3-4

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

*

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

*

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

[^] Except some modules in English 除部分單元使用英語授課

[△] The accreditation of programme will be conducted in 2025. 課程評審將於 2025 年進行。

^{*} 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 may pursue career as 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

畢業生可在內地及香港公私營機構追求事業發展於工業、商業、服務或政府組織，擔任執行、監督或管理職位。

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

New Skills and Knowledge

- Business Administration and Strategic Planning
- Business Start-up/Entrepreneurial skills
- Big Data and Business Analytics
- e-Business Operation
- Digital and Social Media Marketing
- Effectively utilize AI to enhance Business Operation

新技能與知識

- 企業管理與策略規劃
- 創業技能
- 大數據和商業分析
- 電子商務營運
- 數碼及社交媒體行銷
- 應用AI程式

BA114059

Higher Diploma in Business Administration and Management[※]

工商管理學高級文憑[※]

BA114059K

Higher Diploma in Business Administration and Management

(Medium of Instruction: Chinese (Putonghua))^{^△}

工商管理學高級文憑 (授課語言：中文 (普通話))^{^△}

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。

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[^] Except some modules in English 除部分單元使用英語授課

[△] The accreditation of programme will be conducted in 2025.

[△] 課程評審將於 2025 年進行。



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

Year 2 - Semester 4 & 5

YEAR 1-2	BA114062 Higher Diploma in Professional Accountancy [※] 專業會計學高級文憑 [※]
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 BSc (Hons) International Banking and Finance[®] Northumbria University 國際銀行及金融學(榮譽)理學士[®] 英國洛森比亞大學

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

^{*} 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

New Skills and Knowledge

- Cloud Accounting
- FinTech
- Big Data
- Electronic Commerce
- Artificial Intelligence

新技能與知識

- 雲端會計
- 金融科技
- 大數據
- 電子商貿
- 人工智能



YEAR 1-2

BA114064

Higher Diploma in Retail and E-Commerce Management[※]

零售及電子商貿管理高級文憑[※]

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

*

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

* 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 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. To empower students in today's competitive market, the programme focuses on equipping students with essential skills, including live streaming techniques, digital media production, and insights into global supply chains. The programme enables students to develop 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, 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提供電子商貿平台，讓學生實踐經營與管理網店及實體店。為了使學生在競爭激烈的市場中具備優勢，課程專注培養學生的基本技能，包括直播技巧、數碼媒體製作以及環球供應鏈的知識。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
- 社交媒體營銷與社交商貿
- 電子商貿策略與項目管理
- 環球零售採購

New Skills and Knowledge

- Live-Streaming technique
- Digital Media Production
- Global Supply Chain Management

新技能與知識

- 直播帶貨的技巧
- 數碼媒體製作
- 環球供應鏈管理

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。

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。



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

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:

- Customer Relationship Management and Analytics
- Digital Marketing
- Strategy and Project Management in E-Commerce
- Online Sales and Practices
- Contemporary e-store Operation
- Legal and Ethical Aspects in E-Commerce
- Social Media Marketing and Social Commerce

專業核心單元：

- 客戶服務管理及分析
- 數碼營銷
- 電子商貿策略與項目管理
- 網絡營銷與實務
- 現代網店營運實務
- 電子商貿法律與道德
- 社交媒體營銷與社交商貿

03

Marketing and Management Programme

市場營銷及管理課程

Programme

HD in Real Estate and Property Management
HD in Real Estate and Property Management (Medium of Instruction: Chinese (Cantonese))
HD in Real Estate and Property Management (Medium of Instruction: Chinese (Putonghua))
HD in Advertising and Media Communications
HD in Marketing and Customer Analytics
HD in Artiste and Cultural Management
HD in Business with E-Commerce (Medium of Instruction: Chinese (Putonghua))
HD in Event Marketing and Business Promotion
HD in Event Marketing and Business Promotion (Medium of Instruction: Chinese (Putonghua))
HD in Public Relations and Communication Management

課程

房地產及物業管理高級文憑
房地產及物業管理高級文憑 (授課語言：中文 (廣東話))
房地產及物業管理高級文憑 (授課語言：中文 (普通話))
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
電子商務高級文憑 (授課語言：中文 (普通話))
活動及商業推廣市場學高級文憑
活動及商業推廣市場學高級文憑 (授課語言：中文 (普通話))
公關及傳播管理高級文憑





YEAR 1-2	BA114037 Higher Diploma in Real Estate and Property Management* 房地產及物業管理高級文憑*	
YEAR 3-4	BSc (Hons) in Surveying Technological and Higher Education Institute of Hong Kong 測量學(榮譽)理學士 香港高等教育科技學院	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

YEAR 1-2	BA114037J Higher Diploma in Real Estate and Property Management (Medium of Instruction: Chinese (Cantonese))^△ 房地產及物業管理高級文憑 (授課語言：中文 (廣東話))^△	
YEAR 3-4	BSc (Hons) in Surveying Technological and Higher Education Institute of Hong Kong 測量學(榮譽)理學士 香港高等教育科技學院	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

YEAR 1-2	BA114037K Higher Diploma in Real Estate and Property Management (Medium of Instruction: Chinese (Putonghua))^△ 房地產及物業管理高級文憑 (授課語言：中文 (普通話))^△	
YEAR 3-4	BSc (Hons) in Surveying Technological and Higher Education Institute of Hong Kong 測量學(榮譽)理學士 香港高等教育科技學院	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

* The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

* 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

^ Not applicable to Mainland students 內地來港生不適用

△ Except some modules in English 除部分單元使用英語授課

△ The accreditation of programme will be conducted in 2025. 課程評審將於 2025 年進行。

* 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 metropolis in the future.

Career Prospects

Graduates may take up a post at supervisory level and are possibly acting as property management specialist, assistant manager (property management), housing officer, facility management officer, leasing manager, maintenance officer.

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

畢業生一般勝任主管級的職位，如可擔任物業管理專員、助理經理(物業管理)、房屋事務主任、設施管理主任、租務經理、屋宇保養主任。

Professional Core Modules

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

專業核心單元

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

New Skills and Knowledge

- Application of Artificial Intelligence
- Spatial Planning
- Sport Facility Management
- Application of PropTech
- Indoor Environment Quality & Health Care
- Remote Management

新技能與知識

- 人工智能應用
- 空間規劃
- 運動設施管理
- 物業科技應用
- 室內環境品質及健康
- 遠程管理

YEAR 1-2

BA114040

Higher Diploma in Advertising and Media Communications*

廣告及媒體傳播高級文憑*

YEAR 3-4

BA (Hons) in Digital Advertising
Technological and Higher
Education Institute of Hong Kong
數碼廣告(榮譽)文學士
香港高等教育科技學院

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

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

* The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

* 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

* Not applicable to Mainland students 內地來港生不適用

* 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

New Skills and Knowledge

- Google Ads Data Analytics
- AI in Visual Communication
- Omni-Channel Campaigns
- Experiential Marketing and Event Management
- Intellectual Property Management

新技能與知識

- Google廣告數據分析
- 視覺傳達的人工智慧
- 全渠道廣告活動
- 體驗式行銷與活動管理
- 智識產權管理

YEAR 1-2

BA114045

Higher Diploma in Marketing and Customer Analytics*

市場學及顧客分析高級文憑*

YEAR 3-4

BA (Hons) in Digital Advertising
Technological and Higher
Education Institute of Hong Kong
數碼廣告(榮譽)文學士
香港高等教育科技學院 *

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 *

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 *

* The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

* 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

* Not applicable to Mainland students 內地來港生不適用

* 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 and marketing communications, customer relationship management, public relations and 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

New Skills and Knowledge

- Emerging Social Media Platforms
- Short Video Production
- Generative AI

新技能與知識

- 新興社交媒體平台
- 短視頻製作
- 生成式人工智慧



YEAR 1-2

BA114051

Higher Diploma in Artiste and Cultural Management[※]

演藝及文化管理高級文憑[※]

YEAR 3-4

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 *

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 *

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

* 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 professional knowledge and practical skills in artiste management, arts and cultural event execution, and promotion through diverse training. We aim to cultivate students' understanding of digital technology applications in the arts sector, while emphasizing practical abilities in event planning and arts and cultural venue management in order to preparing them to meet the rapid changes and future challenges in the arts and cultural industry.

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，讓學生掌握演藝人管理、藝術文化活動執行和推廣所需的專業知識及實務技巧，培養學生對數碼科技在藝術領域的應用認知，並強調活動策劃和藝術及文化場地管理的實務能力，以應對藝術文化產業的快速變化和未來挑戰。

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

New Skills and Knowledge

- Artiste Management
- Cultural Event Planning
- Digital Marketing in Arts
- Arts Venue Operations
- Audio Visual Production

新技能與知識

- 演藝人才管理
- 文化活動策劃
- 數碼營銷應用
- 藝術場地營運
- 視聽製作技巧



The background image shows a person's hands typing on a laptop keyboard. Overlaid on this is a network diagram with a central node connected to several peripheral nodes, each containing a white icon on a blue circular background. The icons include a shopping cart, a group of people, a network of nodes, an envelope, a laptop, a fingerprint, a house, a smartphone, a dollar sign, and a document with a checkmark. The overall color scheme is blue and white.

BA114055K

Higher Diploma in Business with E-Commerce
(Medium of Instruction: Chinese (Putonghua)) [^]^Δ
電子商務高級文憑(授課語言：中文 (普通話)) [^]^Δ

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

[^] Except some modules in English 除部分單元使用英語授課

^Δ The accreditation of programme will be conducted in 2025. 課程評審將於 2025 年進行。

* 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 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.

Career Prospects

Graduates may be employed as the positions like E-commerce Executive, E-Commerce Online Shop Executive, Live Streaming – Live Host, Copywriter, Floor Manager & Technical Director, Search Engine Optimisation / Search Engine Marketing Executive, Customer Engagement Executive, Digital Content Creator, Digital Marketing Executive, Omnichannel Executive, OMO Retail Store Executive and Social Commerce Executive.

課程特色

本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的實務技能，以成為電子商務行業的專業人才。

就業

畢業生可受聘於不同電子商務行業的職位，如電子商貿主任、電子商貿網上商店主任、直播主持、廣告撰稿員、場務經理及技術總監、搜尋引擎優化/搜尋引擎市場主任、客戶契合主任、數位內容創作者、數碼營銷主任、全路通主任、虛實融合零售店主任、社群商務主任。

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

New Skills and Knowledge

- Set up and Manage Cross-broader Online Store
- Digital Marketing
- Social Media Marketing
- Project Management
- Social Commerce Skills

新技能與知識

- 設立和管理跨境網店
- 數碼營銷
- 社交媒體營銷
- 項目管理
- 直播帶貨技能

YEAR 1-2	BA114061 Higher Diploma in Event Marketing and Business Promotion [※] 活動及商業推廣市場學高級文憑 [※]	
YEAR 3-4	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 *	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 *

YEAR 1-2	BA114061K Higher Diploma in Event Marketing and Business Promotion (Medium of Instruction: Chinese (Putonghua)) ^{^※} 活動及商業推廣市場學高級文憑 (授課語言：中文 (普通話)) ^{^※}	
YEAR 3-4	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 *	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 *

※ The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

※ 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

® Not applicable to Mainland students 內地來港生不適用

^ Except some modules in English 除部分單元使用英語授課

* 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

New Skills and Knowledge

- Event Crisis Management
- Customer Experience Management in Event
- Competition Management
- Festival Event Management

新技能與知識

- 活動危機管理
- 客戶體驗管理
- 競賽管理
- 節日活動管理

YEAR 1-2

BA114063

Higher Diploma in Public Relations and Communication Management[※]

公關及傳播管理高級文憑[※]

YEAR 3-4

BA (Hons) in Digital Advertising
Technological and Higher
Education Institute of Hong Kong
數碼廣告(榮譽)文學士
香港高等教育科技學院

*

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

*

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

*

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

[®] Not applicable to Mainland students 內地來港生不適用

* 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 covers public relations theories and multimedia content production, aiming to enhance students' creative thinking and build their professional skills in storytelling, PR and event planning.
2. Students will participate in various simulated and real projects to gain relevant experience in stakeholder engagement, PR and event management, content planning and crisis responses, etc.

Career Prospects

Graduates will be employed in any commerce, government, non-profit organizations and media organizations as Public Relations Officer, Marketing Communication Officer, Advertising Executive, Content Marketing Executive and Online Editor 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，擔任公共關係主任、市場傳訊主任、廣告人員、內容行銷主任及網絡編輯等職位。

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

New Skills and Knowledge

- AI application
- Digital Storytelling Skills
- ESG Communication

新技能與知識

- 人工智能應用
- 數碼敘事技巧
- 永續溝通

04

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 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 industries, and strengthens their language proficiency, interpersonal, and teamwork skills for better prospects when paving their career and study path.

課程特色

教授零售及電子商貿實務技巧及知識，並著重提升語文水平、人際關係及團隊合作等技巧，為學生未來事業發展及升學打穩基礎。

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

[※] The revalidation of programme will be conducted in 2025. The curriculum will be updated if circumstances so warrant.

[※] 課程覆核將於 2025 年進行。課程內容會因應情況作出更新。

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.

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。

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\$34,390 ***
政府每年港幣34,390元學
費資助 *

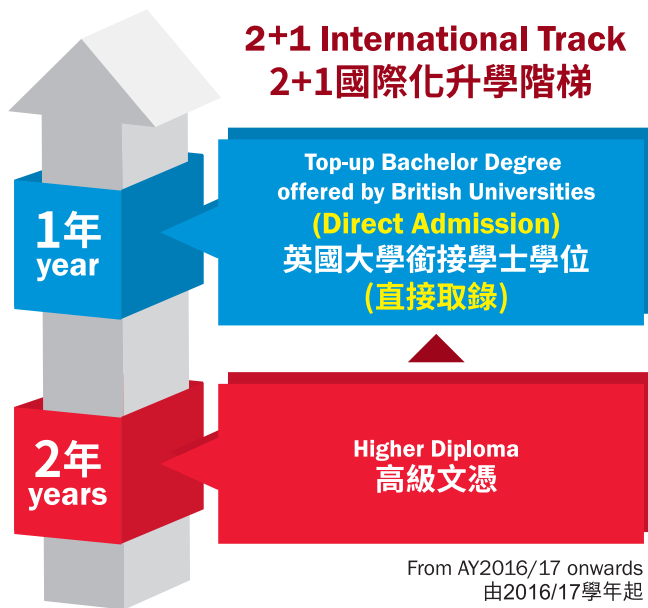


**Non-means-tested
Subsidy Scheme for
Self-financing
Undergraduate Studies
in Hong Kong**
為修讀香港自資學士學位課
程學生提供的免入息審查資
助計劃

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)開辦的全日制自資學士學位及經本地評審銜接學位課程。

* Subsidy amount of AY 2024/25 for reference. For the eligibility and details of the Subsidy Scheme, please visit www.cspe.edu.hk/en/nmt
2024/25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



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 \$34,390[#] 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34,390元[#]的免入息審查資助。

[#] 資助金額會按年作出調整

Multiple Progression Pathways 多元升學出路

Articulation

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

升讀大學

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

University 大學	Full Time Programme 全日制課程
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* [®]
	BSc (Hons) International Tourism, Hospitality and Events* [®] 國際旅遊、酒店款待及盛事(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 Digital Advertising 數碼廣告(榮譽)文學士
	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
	BA (Hons) in Public Relations and International Events Management (Medium of Instruction: Chinese (Putonghua)) 公共關係及國際項目管理(榮譽)文學士(授課語言：中文 (普通話))
	BSc (Hons) in Surveying 測量學(榮譽)理學士

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

[®] Not applicable to Mainland students

Note: For eligible Higher Diploma Programmes only

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.

Reg. No. 註冊編號	QR Reg. No. 資歷名冊登記號碼	Validity Period 登記有效期
253017	24/000531/L5	01/09/2024 - 31/08/2029
253018	24/000532/L5	01/09/2024 - 31/08/2029
250997	24/000530/L5	01/09/2024 - 31/08/2029
---	22/000375/L5	01/09/2022 - 31/08/2027
---	20/000376/L5	01/09/2020 - 31/08/2025
---	20/000376/L5	01/09/2020 - 31/08/2025
---	16/000216/L5	01/09/2016 - 31/08/2026

* 2+1國際化升學階梯內之銜接學士學位課程。

© 內地來港生不適用

只適用於符合資格的高級文憑課程

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 - 30/6/2028)

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2028年6月30日）

Multiple Progression Pathways 多元升學出路

**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 is dedicated to expanding students' horizons through a variety of enriching opportunities. Our programs include study visits, industrial attachments, and professional conferences, all designed to enhance learning and practical experience.

In partnership with institutions in Mainland China and around the world, we pave the way for students to gain invaluable insights through international learning experiences. By participating in both domestic and international exchange activities, our students engage with peers from partner institutions, allowing them to broaden their professional networks and cultivate meaningful connections in their fields.

商業學科致力於通過多樣化機會拓展學生的視野。我們的課程包涵學習考察、實習安排以及專業會議，旨在增強學習效果和實踐經驗。

我們與中國內地以及全球各地的機構建立合作關係，為學生創造機會，通過國際學習體驗獲得寶貴的見解。通過參與國內和國際的交流活動，我們的學生透過與合作院校的同学積極互動，從而拓寬他們的專業網路，並在各自領域中建立有意義的聯繫。



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.”

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。」

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 its 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 its 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 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 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 Chartered Insurance Institute (CII)
- The Hong Kong Arts Administrators Association (HKAAA)
- The Institute of Purchasing & Supply of Hong Kong (IPSHK)

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
- 英國特許保險學院
- 香港藝術行政人員協會
- 香港物資採購與供銷學會

Student Achievements and Scholarships

學生成就及獎學金



HKICPA Business Case Competition 2023

香港會計師公會商業個案比賽 2023

1st Runner-up, Best Written Report, Best Presenter and Merit Teams.

亞軍、最佳商業計劃書、最佳演講者及優異獎

International Facility Management Association Hong Kong Chapter Inter-Institutional Competition on Facility Management Project Presentation 2024

Merit Award 優異獎

Wong Lok Man, Lam Chun Sun, Li Yan Kit

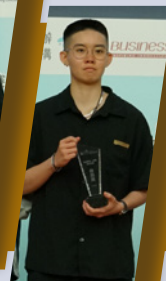
Chong Hiu Kin, Wu Ka Ling

黃樂旻, 林駿榮, 李仁傑, 莊曉建, 胡嘉玲



HSBC Vocational Education Scholarship 滙豐職業教育獎學金2023/24

Leung Kwok Wa 梁國華





Hang Seng Bank Go! GingerOnion x IVE Business Integrated Marketing Communication Campaign Competition 2024

Champion 冠軍
Lo Tsoi Yi 盧采怡
Wong Ka Yiu 黃珈瑤
Lau Hoi Lam 劉海嵐
Chu Chin Yu 朱芊宇
Ho Yan Ho 何仁皓



Yeung Kin Man Youth Industrial Incubation Programme AY2023/24 Project study - Champion, 1st Runner-up & 2nd Runner-up

楊建文青年工業發展培育計劃AY2023/24
工業項目小組研習及比賽 - 冠軍、亞軍及季軍



1-minute Public Speaking Contest (第五屆全港學生一分鐘演說比賽)

Vivid Presentation (生動傳神演繹獎) —
LAU Pak Ho 劉柏昊
The Best Video Editing (別出心裁剪接獎) —
Hui Ho Hong 許皓航

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

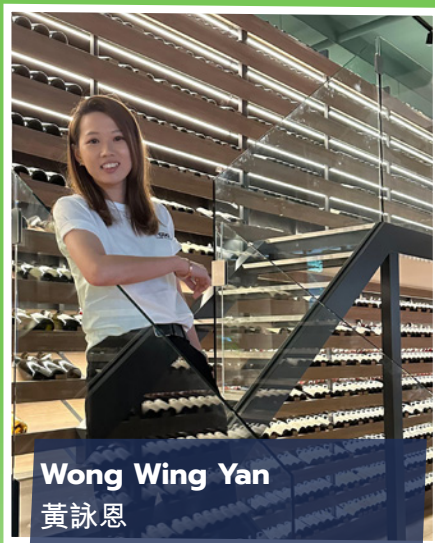
伍潔宜助學金

Hong Kong Association for Business Education
Scholarship

香港商業教育學會獎學金

Uniform Power Scholarship

Alumni Sharing 畢業生分享



Wong Wing Yan

黃詠恩

Manager, Facilities Management /
Leasing
New World Facilities Management
Company Limited

經理 – 設施管理 / 租務
新世界設施管理有限公司

**HD in Real Estate Management
(Now renamed as HD in Real
Estate & Property Management)**

BA (Hons) Public Administration
and Management
School of Continuing &
Professional Education (SCOPE)
City University of Hong Kong
/ De Montfort University (DMU)

產業管理高級文憑
(現稱房地產及物業管理高級文憑)

香港城市大學專業進修學院
公共行政及管理榮譽文學士

The programme provides practical knowledge and skills training, covering various areas of property management to establish a strong academic foundation. The internship provided me with valuable real-world insights into property management, enabling me to navigate diverse challenges and explore potential career paths within the industry. This experience has boosted my confidence as I prepare for my future career.

課程為我們提供了必要的實踐知識和技能培訓，課程內容全面，讓我們有機會接觸到『物業管理』內的不同範疇，吸收多方面的知識，為我們打好穩固的學術基礎；此外，工作實習可讓我更深入了解物業管理工作的實際環境，提高應變技能，更了解未來的就業方向。

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

在IVE學習是我做過的最具改變人生的決定。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



HD in Banking and Finance Analysis	銀行及財務分析高級文憑
The City University of Hong Kong BBA Finance	香港城市大學 工商管理學士(金融)

Studying in this Higher Diploma programme has been a transformative experience for me, both personally and professionally. After graduating from the Higher Diploma programme, I have decided to pursue a BBA Honours degree with a major in Finance at City University of Hong Kong.

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。令我從高級文憑課程畢業後，決心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。

This Higher Diploma programme has not only equipped me with professional knowledge in finance but has also set a clear direction for me in pursuing a career in the banking and financial industry.

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, Northumbria University, UK	國際商業管理（榮譽）文學士 英國洛森比亞大學

The programme equips us with the necessary practical knowledge and skills in international business with emphasis on international exhibition management, international trade practices, and application of information technology in international business.

課程使我們具備國際商業所需的實用知識和技能，並著重於國際展覽籌備及管理、國際貿易實務的守則及科技在國際商務環境的運用及實踐。



Cheng Chor Man, Alice
鄭楚文

Talent Acquisition Assistant
Manager,
DFI Retail Group

人才招聘助理經理
DFI 零售集團

Alumni Sharing 畢業生分享



LI Hiu Tik Simon

李曉狄

Police Constable
Hong Kong Police Force

警員
香港警務處

HD in Management for Disciplined Services

紀律服務管理高級文憑

The programme provides knowledge about the structure and operations of various discipline forces in Hong Kong, encourages teamwork and creative expression, and offers physical training. This helps me become more competitive in the discipline forces after graduation.

課程教授有關香港各紀律部隊架構和運作的知識，鼓勵團隊合作及創意表達，同時提供體能訓練，使我畢業後在紀律部隊中更具競爭力。

Foundation Diploma (Business) (Now renamed as Diploma of Foundation Studies – Business) Diploma in Accountancy & Information Systems HD in Accountancy & Information Systems (Now renamed as HD in Professional Accountancy)	基礎文憑(商業) (現稱基礎課程文憑 - 商業) 會計及資訊系統文憑 會計及資訊系統高級文憑 (現稱專業會計學高級文憑)
BA (Hons) in Accounting Edinburgh Napier University, UK	英國愛丁堡納皮爾大學 會計(榮譽)文學士

The programme at IVE has been very beneficial to my career development. It was taught by wonderful lecturers who inspired me to choose accountancy as my lifelong profession. I am now a professional accountant and am greatly indebted to the lecturers for their teaching.

IVE的課程對我現在的事業發展非常有幫助。在課程中我遇到很好的老師，他們啟發我選擇會計專業之路。我今天能成為一位專業會計師，都是多得他們的教導。



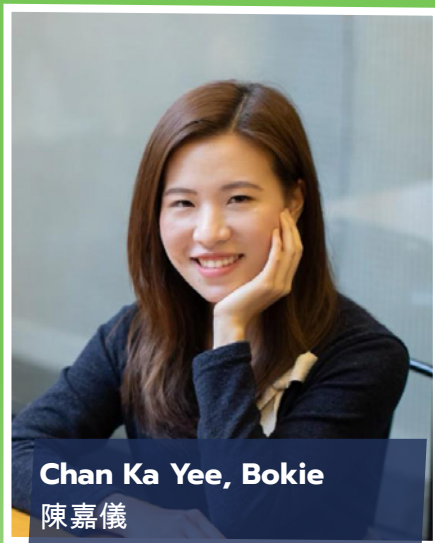
Lau Man Kei

劉文基

Certified Public Accountant
專業會計師

Director, Consultation and Solution
Hatcher Group Limited (a company
listed on the Hong Kong Exchange)
亦辰集團有限公司(港交所上市公司)
董事 (顧問服務)

Alumni Sharing 畢業生分享



Chan Ka Yee, Bokie

陳嘉儀

Senior Account Manager
FINN Partners Greater China

高級客戶經理
斐朋傳播

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 Senior Account Manager at FINN Partners Greater China. 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。現在我於斐朋傳播擔任高級客戶經理。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
澳太科技(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 300 business and public organisations to offer industrial attachment opportunities for students in previous academic years, including:

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 Business Aviation Centre
Hong Kong Housing Society (Property Management Division)
Hong Kong International Terminals Limited
Hong Yip Service Company Limited
Iterative Consultancy Service (HK) Limited
Kiu Lok Service Management Ltd.
LF Logistics (Hong Kong) Limited
Malayan Banking Berhad
Mannings
Manulife International Limited
New Lantao Bus Co. (1973) Ltd.
Menzies CNAC Aviation Services Limited New World Facilities Management Co. Limited
Ocean Park
Round Media International Company Limited
SATS Gateway
Shanghai Commercial Bank
SUP Retail Limited
Synergis Management Services Limited
SW Hong Kong
Swire Resources Limited
Victorinox
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 **300** 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：

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
香港商用航空中心
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
智源顧問（香港）有限公司
僑樂服務管理有限公司
利豐物流
馬來亞銀行有限公司
萬寧
宏利人壽保險(國際)有限公司
新大嶼山巴士(1973)有限公司
中航明捷航空服務有限公司
新世界設施管理有限公司
海洋公園
啟智媒體有限公司
新翔集團有限公司
上海商業銀行
聯合新零售（香港）有限公司
昇捷管理服務有限公司
信永中和香港
太古資源有限公司
瑞士維氏
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

Menzies CNAC Aviation 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

中航明捷航空服務有限公司

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

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

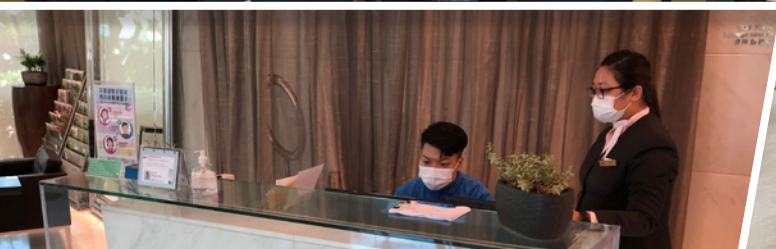
康業服務有限公司

"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

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
Advertising Studio • HW
Air TY Centre • TY
BOCHK Financial Services Learning Centre • ST
Centre of Business Innovation • ST/TM
E Media Lab • TY
EXP Theatre • KT
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
Sky Freight VR Workshop • TY

學科設施包括:

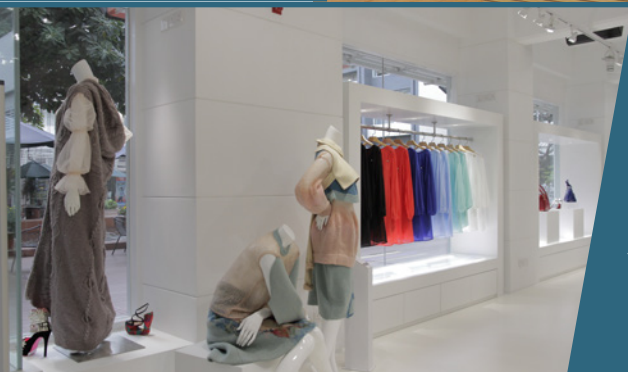
會計及財務中心
廣告工作室
青衣航空中心
中銀香港金融服務學習中心
企業創新空間
活動及媒體工作坊
EXP Theatre
人才評估中心
奇 • 概念館
營銷及商務管理中心
房產管理研究所
零售體驗廊
售樂坊
Studio ONE
SHOW BOX
Sky Freight VR Workshop

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



**Retail Lab
零售體驗廊**



Air TY Centre ▶
青衣航空中心



E Media Lab ▶
活動及媒體工作坊

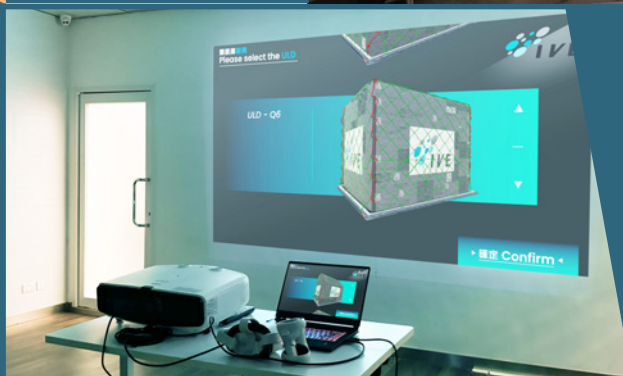




EXP Theatre ·KT ▶



◀ SHOW BOX
展演空間



◀ Sky Freight VR
Workshop



Centre of Business
Innovation ▶
企業創新空間



Vibrant Learning Experiences 精彩學習體驗



◀ Accountancy Forum 2024
會計論壇 2024

HKVTC Shop
最強電商王大賽 ▶





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

**Yeung Kin Man Youth Industrial
Incubation Programme AY2023/24**
Industrial Visit to Indonesia.
楊建文青年工業發展
培育計劃 **2023/24**
海外工業考察團 - 印尼



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

Visit to HKEx Connect Hall
參觀香港金融大會堂



数码港大湾区青年创业计划



Cyberport Greater Bay Area Young Entrepreneurship Programme

數碼港大灣區青年創業計劃

VTC-ITE International Student Seminar 2024 ▶ VTC-ITE國際學生研討會2024



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 Chinese Language and English Language; **OR**
- VTC Diploma of Foundation Studies; **OR**
- VTC Diploma of Vocational Education/ Diploma of Vocational Baccalaureate; **OR**
- Diploma Yi Jin; Diploma of Applied Education; **OR**
- Relevant and substantial work experience and/ or prior qualification(s) obtained in or outside Hong Kong (e.g. assessed through recognition of prior learning and credit accumulation and transfer), with demonstrated ability to undertake sub-degree education; **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，包括中國語文及英國語文；**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/ 應用教育文憑；**或**
- 在本港或境外取得豐富的相關工作經驗及/ 或資歷（例如經「過往資歷認可」及學分累積及轉移機制作評估），並有能力接受副學位教育；**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 網上申請
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 2024/25 Tuition Fees for Full-time Subvented Programmes Listed Below
以下表列2024/25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 AY2025/26 will be reviewed subject to inflationary adjustments and other relevant factors.

學費水平會每年檢討。2025/26 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 2025.
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. Tuition fees are subject to annual review.
6. 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2025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. 學費水平每年檢討。
6. 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		S	
Types of Programmes 課程種類		Tertiary Student Finance Scheme- Publicly-funded Programmes 資助專上課程學生資助計劃 (TSFS)	N F 全 (N
Subvented Programmes 資助課程	Higher Diploma 高級文憑	✓	
	Diploma of Foundation Studies 基礎課程文憑	—	

Student Finance Office (SFO) 學生資助處(SFO)		VTC 職業訓練局
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)	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)
✓	—	—
—	✓	✓

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 (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 (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 (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 (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 (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









IVE Business



ivebusiness



YouTube

IVE Business



ivebusiness



Information as of 11/2024

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 <https://business.vtc.edu.hk/en/index.php>

Disclaimer :

The programme information is applicable to local applicants. For non-local applicants*, please visit <https://miao.vtc.edu.hk/>.

Latest programme curriculum and relevant information will be updated on the Admissions Homepage (<https://www.vtc.edu.hk/admission/en>). 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.

* For the definition of Non-local Applicants, please visit: <https://www.vtc.edu.hk/admission/en/definition-of-local-non-local-students/>

資料截至2024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 <https://business.vtc.edu.hk/tc/index.php>

免責聲明:

課程內容只適用於本地申請人。有關非本地申請人*之課程資料，請瀏覽<https://miao.vtc.edu.hk/tc>。

最新的課程內容及相關資料會上載於入學網頁 (<https://www.vtc.edu.hk/admission/tc>)。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。

* 有關非本地申請人的定義，請瀏覽: <https://www.vtc.edu.hk/admission/tc/definition-of-local-non-local-students/>

夠FUN 夠PRO
CONNECT 全世界

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