

**Bachelor of Arts
(Honours) in Public
Relations and
International Events
Management****公共關係及國際
項目管理(榮譽)
文學士****PROGRAMME HIGHLIGHTS**

- The only degree programme specialising in both public relations and international events management in Hong Kong
- Offers a unique programme tailored to the development of public relations specialists with a solid foundation in public relations, marketing, management and international events management
- Equips graduates with industry experience through internship, industry projects and international study
- 90% of graduates are employed or pursuing further education six months after graduation (AY2019/2020)
- Students are required to complete 90-120 hours of Work-integrated Learning which provides powerful learning experiences in the fields of public relations, corporate communications, event management, and digital marketing

● Programme Overview

The programme aims to enable students to develop into public relations specialists with a solid foundation in public relations abilities, supplemented by competence in marketing, international events management and management skills, to serve the workforce needs of the local and regional public relations industry.

● Career Prospects

Graduates can pursue their careers in public relations, advertising, corporate communications, marketing, events management for profit and non-profit organisations.

● Professional Recognition

Hong Kong Public Relations Professionals' Association Limited (PRPA), Hong Kong Institute of Marketing (HKIM), The Hong Kong Advertisers Association (HK2A) and Hong Kong Association of Interactive Marketing (HKAIM) accept our students as student members. The programme is a member of the Hong Kong Public Relations Professionals' Association Limited (PRPA) and Hong Kong Exhibition & Convention Industry Association (HKECIA).



This programme is recognised under the QF (Level 5)
QR Registration No. : 20/000376/L5
Registration Validity Period: 01/09/2020 - 31/08/2025

For online application:
VTC Web-based Admissions System
www.vtc.edu.hk/admission



Industry Endorsement

"I look forward to seeing work-ready graduates from this unique programme covering both public relations and management topics committed to the public relations industry."

Ruby WAN

Founder and Director
Wasabi Creation PR Consultancy



Graduate Endorsement

"Nominated as the student representatives for "On-call 25", a mentorship programme by HK Public Relations Professional Association, we were not only able to strengthen the individual adaptability in this field, but also enrich with the knowledge about Public Relations practice instructed by the industry experts and broaden our horizon in this professional field.

The mentorship programme always invites industry experts to share the latest trend and their valuable experiences with us during discipline-specific seminars and workshops. For example, they introduced the digital and technological trends integration in Public Relations and International Events Management developed in the new-normal era. By participating in this programme, we have discovered our passion in this industry and grown to become a work-ready graduand with relevant knowledge."

Kiki LEUNG

Faith TANG

2021 Graduates



Industry Endorsement

"At HKAIM, we strive to enable the continuity of professional development in the industry. We are pleased to collaborate with THEi to equip young talents with the latest digital and interactive marketing applications. I have no doubt that the graduates will be well-received by the industry."

Ralph SZETO

Chairman
Hong Kong Association of Interactive Marketing



Programme Structure

Year 1

General Education Module

- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society
- General Education Elective 1

Industry / Profession Specific Module

- Public Relations Theory & Practice
- Business Management Fundamentals
- Digital Storytelling for Public Relations
- Consumer Behaviour & Communication
- Negotiation & Lobbying
- Public Speaking
- Programme Elective 1

Year 2

General Education Module

- Entrepreneurial Mindset
- Technology, Society & Work
- General Education Elective 2
- General Education Elective 3

Industry / Profession Specific Module

- Services Marketing
- Organisation Behaviour & Communication
- Events Planning & Management
- Marketing Research for Communication Professionals
- Business Ethics & Law
- Brand Management
- Programme Elective 2

Year 3

General Education Module

- English for Academic Studies 2
- Chinese 2

Industry / Profession Specific Module

- Writing for Public Relations
- Social Media Advertising
- MICE Business & Operations Management
- Customer Relationship Management
- Integrated Marketing Communication
- Crisis Management
- Sports Media, Communication & Public Relations
- Marketing Management
- Programme Elective 3
- Work-integrated Learning

Year 4

General Education Module

- English for Professional Purposes
- General Education Elective 4

Industry / Profession Specific Module

- Career Development Project
- Strategic Communication Theory & Practice
- Reputation Management
- Public Relations & Media Campaign Planning Management
- Contemporary Issues in Public Relations & International Events Management
- Exhibition & Convention Production Events Management
- International Events Impacts & Sustainable Development
- Social Marketing & Public Opinion Management
- Programme Elective 4

Programme Electives*

Public Relations Electives

- Financial Public Relations & Marketing
- Discourse Analysis for Public Relations
- Food Photography & Communication
- Translation for Public Relations
- Public Relations Photography & Digital Communication

Events Management Electives

- Catering Events Management
- Tourism Studies
- Global Hospitality Issues

Languages Electives

- Spanish for Professional Purposes (Oral Communication)
- Spanish for Professional Purposes (Written Communication)
- Japanese for Professional Purposes (Oral Communication)
- Japanese for Professional Purposes (Written Communication)

Management and Marketing Electives

- Accounting for Management
- Departmental Budgeting & Control
- Digital Marketing
- Entrepreneurship
- International Business Environment
- Media Morality
- Staff Training & Development
- Strategic Management

*Additional modules will be offered and modules offerings are subject to changes.

Students may be required to attend additional training and industrial attachments, for which separate fees will be charged.

Additional core module(s) may be required prior to commencement or during Year 3 study for Year 3 entry.

Year **3** EntrySelf-financed
MH125103**Bachelor of Arts
(Honours) in
Professional
Accounting****專業會計 (榮譽)
文學士****PROGRAMME HIGHLIGHTS**

- Provide comprehensive curriculum covering financial accounting, management accounting, finance, auditing, tax and information management, paving the way for a professional career.
- Accredited by the Hong Kong Institute of Certified Public Accountants (HKICPA) and CPA Australia. Graduates will be granted partial exemptions from the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).
- Enhance learning outcomes and professional edge through Work-integrated Learning.

● Programme Overview

This programme aims to equip students with a solid foundation of knowledge and skills in professional accounting that will prepare them to become competent accountants shortly after graduation, and to ultimately be able to assume managerial roles in professional accounting and related practices.

Students will be trained in the areas of accounting, finance, and corporate governance in a local, national and global context. The programme also develops students' sensitivity and creativity in accounting and management of corporate financial resources to meet the needs and development of the business environment in Hong Kong and Mainland China.

● Career Prospects

Graduates are expected to take up entry-level positions in professional accounting firms and in business or government organisations such as audit, taxation or management trainees and accounting officers. They shall be able to perform with short learning curves in the workplace and understand the strategic roles of business with managerial perspectives. After gaining sufficient work experience, they shall be ready for further progression and managerial roles in their fields as professional accountants or department managers.

● Professional Recognition

Accredited accountancy degree programme by:

- The Hong Kong Institute of Certified Public Accountants (HKICPA): under the Qualification Programme (QP); and
- CPA Australia: under the CPA Programme.

Accredited exemptions from:

- The Association of Chartered Certified Accountants (ACCA) for Papers F1 to F9; and
- The Chartered Institute of Management Accountants (CIMA).



This programme is recognised under the QF (Level 5)
QR Registration No. : 14/002731/L5
Registration Validity Period: 01/09/2014 To 31/08/2024

For online application:
VTC Web-based Admissions System
www.vtc.edu.hk/admission

Industry Endorsement

"The Professional Accounting Programme at THEi equips students with practical knowledge and hands-on experience in accounting-related areas. Through their work-integrated learning module, students have the opportunities to integrate academic knowledge with real life workplace experience. Their graduates are work-ready and well received by employers."



Roy LO

Managing Partner
SHINEWING (HK) CPA Limited

Student Endorsement

"I joined the Bachelor of Arts (Hons) in Professional Accounting Programme of THEi and found the curriculum to be all-rounded and practical. It helps me to build up a strong foundation for my career and I treasure the opportunity to work as an intern in the office of my current full-time employer. Overall speaking, my studies at THEi have been both enriching and rewarding."



Matthew LEUNG

2021 Graduate

Programme Structure

Year 1

General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

Industry/Profession Specific Module

- Principles of Management
- Business Statistics
- Microeconomics
- Macroeconomics
- Business Law
- Business Ethics
- Principles of Marketing
- International Business Environment

Year 2

General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1
- General Education Elective 2

Industry/Profession Specific Module

- Cost Accounting
- Information Systems for Business
- Company Law
- Principles of Accounting
- Financial Management
- Intermediate Financial Accounting 1
- Programme Elective 1
- Work-integrated Learning

Year 3

General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 3

Industry/Profession Specific Module

- Hong Kong Taxation
- Management Accounting
- Intermediate Financial Accounting 2
- Accounting Information Systems
- Advanced Financial Management
- Programme Elective 2
- Programme Elective 3
- Programme Elective 4
- Work-integrated Learning

Year 4

General Education Module

- General Education Elective 4

Industry/Profession Specific Module

- Final Year Project – Part 1
- Final Year Project – Part 2
- Auditing
- Advanced Financial Accounting
- Strategic Management
- Operations Management
- Sustainability & Corporate Social Responsibility
- Programme Elective 5
- Programme Elective 6

Programme Electives*

- Accounting Analytics
- Advanced Management Accounting
- Advanced Auditing
- Advanced Taxation
- China Taxation
- Financial Statement Analysis
- Management of Financial Institutions

- Insurance & Risk Management
- Security Analysis & Portfolio Management
- Investment
- Financial Planning
- Derivative Securities
- Human Resources Management
- Entrepreneurship

- Hotel Revenue Management
- Staff Training & Development
- Public Relations Theory & Practice
- Negotiation & Lobbying
- Business Law[^]
- Company Law[^]
- Intermediate Financial Accounting 1[^]



* Additional modules will be offered and modules offerings are subject to changes.

Students may be required to attend additional training and industrial attachments, for which separate fees will be charged.

Additional core module(s) may be required prior to commencement or during Year 3 study for Year 3 entry.

[^] Modules for Year-3 entry students only to satisfy the Hong Kong Institute of Certified Public Accountants (HKICPA) requirements for the Qualification Programme (QP).