

Bachelor of Arts (Honours) in Culinary Arts and Management 廚藝及管理（榮譽） 文學士

Year
1
Entry

SSSDP JUPAS
Catalogue No.
JSSV04

Year
3 FT
Entry

Self-financed
MH125106



PROGRAMME HIGHLIGHTS

- Integrate culinary arts with professional management elements
- Instill knowledge and skills in food culture, recipe and menu development, catering and dining experience management to develop all-round professionals
- Acquire up-to-date culinary arts and management skills through professional training facilities and extensive internships

Programme Overview

This programme aims to develop students into a new generation of catering management professionals to serve the manpower demands of the hospitality and catering industry locally and regionally. The programme integrates culinary arts with professional management knowledge and skills. It encourages creativity and curiosity to develop intellectual critical thinking and problem solving abilities. Students immerse in Chinese and Western culinary practices interspersed with food science and culinary-related design underpinned by a business management framework. This Programme is included in the Government's Study Subsidy Scheme for Designated Professions/ Sectors in the 2019/20 academic year to fulfill industries' demand for professionals.

Career Outcome

Graduates start their careers as management trainees in hospitality and catering operations, where they can excel their culinary knowledge and skills. Gaining further experience, they advance to senior management or entrepreneurial positions, such as food consultants, food stylists or food critics.

Professional Recognition

This programme has been accredited by the Institute of Hospitality (UK).



This programme is recognised under the QF (Level 5)
QR Registration No. : 14/003073/L5
Registration Validity Period: 01/09/2014-31/08/2023

Industry Endorsement

"THEi's programmes are designed to meet manpower needs of the industry. Collaboration with THEi on work attachments creates a win-win situation for both students and the industry, grooming professional talents that are in great demand."

Terry KWAN

Director of Human Resources & Administration
Hong Kong Convention & Exhibition Centre
(Management) Limited



Student Endorsement

"In the past three years of study in THEi's Culinary Arts and Management Programme, I have had various chances to broaden my horizon through overseas trips and internships."

YEUNG Chung Wang, Allen

Year 4 Student
Bachelor of Arts (Hons) in Culinary Arts and Management



Programme Structure

Year 1

- Business Management Fundamentals
- Chinese Culinary Fundamentals
- Cuisine Culture
- Food Cost Control & Yield Management
- Food Nutrition
- Science Fundamentals for Catering
- Western Culinary Fundamentals
- General Education Core Module: Chinese 1
- General Education Core Module: English for Academic Studies 1
- General Education Core Module: The Human Spirit

Year 2

- Accounting for Management
- Business Ethics & Law
- Food Production Operations
- Human Resources Management
- Marketing Management
- Recipe Development
- Regional Chinese Culinary Arts
- Western Culinary Arts
- General Education Core Module: Habits of Scientific Thinking
- General Education Core Module: Social Dynamics of Organisations
- General Education Elective Module 1
- General Education Elective Module 2

Year 3

- Catering Events Management
- Dining Experience & the Senses
- Entrepreneurship
- Food Hygiene & Sanitation
- Gastronomy
- Kitchen Operations Management
- Menu Development & Food Styling
- Research Methods & Data Analysis
- Wine, Spirits & Food Affinities
- Work-integrated Learning
- General Education Core Module: Chinese 2
- General Education Core Module: English for Academic Studies 2
- General Education Core Module: English for Professional Purposes

Year 4

- Final Year Project (Part 1 & 2)
- Food Supply Chain Management
- Mass Catering Food Production
- Quality Evaluation of Foods & Beverages
- Trends & Innovations in Culinary Arts
- General Education Elective Module 3
- General Education Elective Module 4
- Programme Elective 1
- Programme Elective 2

Programme Electives*

- Chinese Tonic Food Business
- Branding for Dining
- Departmental Budgeting & Control
- eBusiness for Hotels
- Staff Training & Development
- Strategic Management
- Organisational Behaviour & Leadership
- Restaurant Environmental Management
- International Business Environment
- Public Relations Theory & Practice

General Education Elective Modules*

Faculty of Design and Environment (FDE)

- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- The Art & Science of Film[^]
- Web Technology & E-Commerce
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Urban Development in Hong Kong
- Green & Intelligent Building
- Technological & Economic Development in a Global Context
- Safety & Quality of Consumer Products
- Introduction to Astronomy
- Renewable Energy & Its Application in Buildings

School of General Education and Languages (SGEL)

- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese in Hong Kong Popular Culture
- Beyond Hollywood: Introduction to World Cinema[^]
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World
- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations

* Additional modules will be offered and modules offerings are subjected 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.

[^] Students are allowed to either take "The Art & Science of Film" or "Beyond Hollywood: Introduction to World Cinema" but not both modules to fulfill the graduation requirements.

Bachelor of Arts (Honours) in Hotel Operations Management 酒店營運管理（榮譽） 文學士

| | |
|---------------------------|------------------------------|
| Year 1 Entry | Year 3 FT Entry |
| Self-financed MH125104 | Self-financed MH125104 |



PROGRAMME HIGHLIGHTS

- Provide balanced training in hotel operations and professional management
- Cover key areas, including food and beverage management, front office operations, housekeeping, finance, human resources, marketing and e-business, to prepare for careers in the hospitality industry
- Adopt a work-integrated learning approach through internships and industry projects

Programme Overview

This programme aims to nurture a new generation of professionals for the rapidly developing hotel sector in Hong Kong as well as in the region. In order to equip students with strong theory and practical knowledge and skills in hotel operations management, a broad range of hotel topics including food & beverage management, front office and housekeeping management, hotel revenue management, and staff development and training will be covered in the programme. Via internship opportunities, this programme will also help students to identify and strengthen their career aspirations by integrating classroom knowledge with the practice of work within actual hotel settings.

Career Outcome

After obtaining relevant operational experience in the hotel/hospitality industry, graduates will be capable of assuming managerial positions such as restaurant manager, catering manager, front office manager, housekeeping manager, or revenue manager in local, regional or global hotel/hospitality companies (e.g. hotel and resort companies, conference and exhibition centres, private and country clubs, and theme parks).

Professional Recognition

This programme has been accredited by the internationally-renowned Institute of Hospitality (UK). The programme achieved Observer of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).



This programme is recognised under the QF (Level 5)
QR Registration No. : 14/002733/L5
Registration Validity Period: 01/09/2014-31/08/2019

Industry Endorsement

"THEi's experienced teaching team enjoys particularly strong industry connections. We are happy to strengthen collaborations on internships and training opportunities to develop talent for our industry."

Darlene BRADY

Director

Food & Beverage Operations, HK Disneyland



Student Endorsement

"The unforgettable exchange experiences in Germany enrich my global exposure and personal development."

LO Hong Lam, Julianna

Year 4 Student

Exchange Student to the Trier University of Applied Sciences, Germany



Programme Structure

Year 1

- Business Management Fundamentals
- Food & Beverage Operations
- Food & Beverage Practices
- Food Hygiene & Safety
- Hotel Industry in Context
- Hotel Operations Fundamentals
- Tourism Studies
- Wine Spirits & Food Affinities
- General Education Core Module: Chinese 1
- General Education Core Module: English for Academic Studies 1
- General Education Core Module: The Human Spirit

Year 2

- Accounting for Management
- Food & Beverage Planning and Simulations
- Front Office Management
- Housekeeping Management
- Human Resources Management
- Marketing Management
- General Education Core Module: Habits of Scientific Thinking
- General Education Core Module: Social Dynamics of Organisations
- General Education Elective Module 1

Year 3

- eBusiness for Hotels
- Entrepreneurship
- Hospitality Property & Facilities Management
- Hotel Revenue Management
- Programme Elective 1
- Programme Elective 2
- Research Methods & Data Analysis
- Staff Training & Development
- Work-integrated Learning
- General Education Core Module: Chinese 2
- General Education Core Module: English for Academic Studies 2
- General Education Core Module: English for Professional Purposes
- General Education Elective Module 2

Year 4

- Business Ethics & Law
- Catering Events Management
- Contemporary Issues in Hotels
- Customer Service Management
- Final Year Project (Part I & II)
- Programme Elective 3
- Programme Elective 4
- Programme Elective 5
- General Education Elective Module 3
- General Education Elective Module 4

Programme Electives*

- Branding for Dining
- Cruise Business Management
- Departmental Budgeting & Control
- Environmental Management in the Hospitality Industry
- Events Planning & Management
- Facilities Management in Sports & Recreation
- Food Photography & Communication
- Food Supply Chain Management
- Global Hospitality Issues
- Hotel, Resort & Destination Project Management
- Integrated Management Studies
- Mass Catering Food Production
- Operation & Management in Clubhouse & Spa
- Park, Pool & Horticulture Management
- Quality Evaluation of Foods & Beverages
- Restaurant Design Conceptualisation
- Space, Light & Dining Environment
- Strategic Management

General Education Elective Modules*

Faculty of Design and Environment (FDE)

- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- The Art & Science of Film[^]
- Web Technology & E-Commerce
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Personal Financial Management
- Self-marketing & Personal Branding

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Urban Development in Hong Kong
- Green & Intelligent Building
- Nutrition & Health
- Technological & Economic Development in a Global Context
- Safety & Quality of Consumer Products
- Introduction to Astronomy
- Renewable Energy & Its Application in Buildings

School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese in Hong Kong Popular Culture
- Beyond Hollywood: Introduction to World Cinema[^]
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World

* Additional modules will be offered and modules offerings are subjected 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.

[^] Students are allowed to either take "The Art & Science of Film" or "Beyond Hollywood: Introduction to World Cinema" but not both modules to fulfill the graduation requirements. The Hotel Operations Management programme has been accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ); this new programme structure proposed for Academic Year 2019/20 is under revalidation subject to approval by the HKCAAVQ.

Bachelor of Arts (Honours) in Professional Accounting 專業會計 (榮譽) 文學士

| | |
|---------------------------|------------------------------|
| Year 1 Entry | Year 3 FT Entry |
| Self-financed MH125103 | Self-financed MH125103 |



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), the Chartered Institute of Management Accountants (CIMA) and the Hong Kong Institute of Chartered Secretaries (HKICS)
- 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 Outcome

Graduates are expected to take up entry-level positions in professional accounting firms and in business or government organizations 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 to 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;
- The Chartered Institute of Management Accountants (CIMA), and
- The Hong Kong Institute of Chartered Secretaries (HKICS) for 4 subjects under the International Qualifying Scheme (IQS).



This programme is recognised under the QF (Level 5)
QR Registration No. : 14/002731/L5
Registration Validity Period: 01/09/2014-31/08/2019

Industry Endorsement

"The Bachelor of Arts (Hons) in Professional Accounting programme offered by the Faculty of Management and Hospitality (FMH) of THEi features a fine balance of theory and practice, with work-integrated learning and industrial attachment. Students are able to apply what they learn from classrooms and gain practical experience in the industry. I strongly believe that graduates from FMH would be well received by employers."

Thomas WONG

Partner
CW CPA



Student Endorsement

"My studies at THEi was an enriching and rewarding experience. The programme helped me to develop practical professional knowledge in the field of accounting as well as teamwork and lifelong learning attributes. All these skillsets are essential in my current workplace and contribute positively to my future career prospects."

Mike AU

2017 Graduate
Bachelor of Arts (Hons) in Professional Accounting



Programme Structure

Year 1

- Principles of Management
- Business Statistics
- Microeconomics
- Macroeconomics
- Business Law
- Business Ethics
- Principles of Marketing
- International Business Environment
- General Education Core Module: Chinese 1
- General Education Core Module: English for Academic Studies 1
- General Education Core Module: The Human Spirit

Year 2

- Cost Accounting
- Information Systems for Business
- Company Law
- Principles of Accounting
- Financial Management
- Intermediate Financial Accounting 1
- Programme Elective 1
- General Education Core Module: Social Dynamics of Organisations
- General Education Core Module: Habits of Scientific Thinking
- General Education Elective Module 1
- General Education Elective Module 2
- Work-integrated Learning

Year 3

- Hong Kong Taxation
- Management Accounting
- Intermediate Financial Accounting 2
- Accounting Information Systems
- Advanced Financial Management
- Programme Elective 2
- Programme Elective 3
- Programme Elective 4
- General Education Core Module: Chinese 2
- General Education Core Module: English for Professional Purposes
- General Education Core Module: English for Academic Studies 2
- General Education Elective Module 3
- Work-integrated Learning

Year 4

- Auditing
- Advanced Financial Accounting
- Final Year Project: Part 1
- Final Year Project: Part 2
- Strategic Management
- Operations Management
- Sustainability & Corporate Social Responsibility
- Programme Elective 5
- Programme Elective 6
- General Education Elective Module 4

Programme Electives*

- 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[^]

General Education Elective Modules*

Faculty of Design and Environment (FDE)

- Effective Branding & Consumer Behaviour
- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- The Art & Science of Film²
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Urban Development in Hong Kong
- Green & Intelligent Building
- Nutrition & Health¹
- Technological & Economic Development in a Global Context
- Food in Daily Life¹
- Safety & Quality of Consumer Products
- Introduction to Astronomy
- Renewable Energy & Its Application in Buildings

School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese in Hong Kong Popular Culture
- Beyond Hollywood: Introduction to World Cinema²
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World

* Additional modules will be offered and modules offerings are subjected 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.

¹ Students are allowed to either take "Nutrition & Health" or "Food in Daily Life" but not both modules to fulfill the graduation requirements.

² Students are allowed to either take "The Art & Science of Film" or "Beyond Hollywood: Introduction to World Cinema" but not both modules to fulfill the graduation requirements.

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

The Professional Accounting programme has been accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ); the programme for Academic Year 2019/20 is under revalidation subject to approval by the HKCAAVQ.

Bachelor of Arts (Honours) in Public Relations and Management 公共關係及管理（榮譽） 文學士

Year
1
Entry

Self-financed
MH125105

Year
3 FT
Entry

Self-financed
MH125105



PROGRAMME HIGHLIGHTS

- Offer unique programmes tailored for developing public relations specialists with a solid foundation in public relations, management, marketing and communications
- Prepare graduates for employment opportunities in the field of public relations, advertising, mass media and marketing
- Enrich learning experience through internships, industry projects and international study tours

Programme Overview

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

Career Outcome

Graduates can pursue their careers in public relations, corporate communications, mass media advertising and marketing for profit and non-profit organisations. Employment opportunities include executive positions in, but not limited to, public relations, advertising, corporate communications, marketing, media planning and buying, media sales and marketing, investor relations, publicists, customer relations, community relations, copywriting, translation and corporate brand management.

Professional Recognition

Professional accreditation will be sought from Hong Kong Public Relations Professionals' Association Limited (PRPA), and Hong Kong Institute of Marketing (HKIM) as well as recognition from overseas bodies. PRPA and HKIM accept Public Relations and Management students as student members of their association.



This programme is recognised under the QF (Level 5)
QR Registration No. : 15/000747/L5
Registration Validity Period: 01/09/2015-31/08/2020

Industry Endorsement

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

Ruby WAN

Founder and Director
Wasabi Creation PR Consultancy



Student Endorsement

"Passionate, Resourceful, Memorable

With scholarship awards, we joint an outbound exchange programme in the Netherlands to strengthen individual adaptability, enrich knowledge base, and expand overseas social network.

Apart from tailor-made teaching and learning activities, PRM always invites different industry experts to share industry trends and professional experience with us at discipline-specific seminars and workshops. Thanks to these juicy activities, we are not only passionate about PR profession, but also equipped with relevant knowledge and skills."

Sammi YIP

Pearl LAI

Year 4 Students

Bachelor of Arts (Hons) in Public Relations and Management



Programme Structure

Year 1

- Public Relations Theory & Practice
- Business Management Fundamentals
- International Business Environment
- Consumer Behaviour & Communication
- Design Thinking
- Storytelling
- Negotiation & Lobbying
- General Education Core Module: English for Academic Studies 1
- General Education Core Module: Chinese 1
- General Education Core Module: The Human Spirit

Year 2

- Marketing Management
- Public Speaking
- Organisation Behaviour & Communication
- Journalism Theory & Practice
- Services Marketing
- Marketing Research for Communication Professionals
- Accounting for Management
- Business Ethics & Law
- General Education Core Module: Social Dynamics of Organisations
- General Education Core Module: Habits of Scientific Thinking
- General Education Elective Module 1
- General Education Elective Module 2

Year 3

- Crisis Management
- Social Media Advertising
- Writing for Public Relations
- Brand Management
- Integrated Marketing Communication
- Customer Relationship Management
- Discourse Analysis for Public Relations
- Events Planning & Management
- Work-integrated Learning (WIL)
- General Education Core Module: Chinese 2
- General Education Core Module: English for Academic Studies 2

Year 4

- Public Relations & Media Campaign Planning Management
- Contemporary Issues in Public Relations
- Reputation Management
- Strategic Management
- Career Development Project
- Programme Elective 1
- Programme Elective 2
- Programme Elective 3
- Programme Elective 4
- General Education Elective Module 3
- General Education Elective Module 4
- General Education Core Module: English for Professional Purposes

Programme Electives*

- Media Morality
- Sports Media, Communication & Public Relations
- Food Photography & Communication
- Financial Public Relations & Marketing
- Social Marketing & Public Opinion Management

- Strategic Communication Theory & Practice
- Translation for Public Relations
- Digital Marketing
- Branding for Dining
- Departmental Budgeting & Control
- Entrepreneurship

- Food Hygiene & Safety
- Staff Training & Development
- Human Resources Management
- Philosophy & Sociology in Sports & Recreation
- Visual Merchandising
- Retail Management
- Fashion Retail Operations & Buying Management

General Education Elective Modules*

Faculty of Design and Environment (FDE)

- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- The Art & Science of Film²
- Web Technology & E-Commerce
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action
- Personal Financial Management
- The Tourism Industry in Hong Kong
- Essentials in People Management⁴

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Urban Development in Hong Kong
- Green & Intelligent Building
- Nutrition & Health¹
- Technological & Economic Development in a Global Context
- Food in Daily Life¹
- Safety & Quality of Consumer Products
- Introduction to Astronomy
- Renewable Energy & Its Application in Buildings

School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms

- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology

- Cantonese in Hong Kong Popular Culture
- Beyond Hollywood: Introduction to World Cinema²
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World

* Additional modules will be offered and modules offerings are subjected 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.

¹ Students are allowed to either take "Nutrition & Health" or "Food in Daily Life" but not both modules to fulfill the graduation requirements.

² Students are allowed to either take "The Art & Science of Film" or "Beyond Hollywood: Introduction to World Cinema" but not both modules to fulfill the graduation requirements.

⁴ Students who take "Human Resources Management" as programme elective are not allowed to take "Essentials in People Management" to fulfill the graduation requirements.

Bachelor of Arts (Honours) in Retail Management 零售管理（榮譽） 文學士

Year
1
Entry

Self-financed
MH125107

Year
3 FT
Entry

Self-financed
MH125107



PROGRAMME HIGHLIGHTS

- Focus on modern online to offline (O2O) retail business, including sales and marketing, store operations, customer services, retail management information systems and strategic management
- Provide work-integrated learning and overseas exchange opportunities to enrich learning experience
- Prepare graduates for a wide range of career opportunities in marketing, merchandising, logistics, store operations, training and development with local and global retail brands, chain stores, shopping malls, wholesale and other service businesses

Programme Overview

The Programme aims to nurture a new generation of retail professionals who possess solid knowledge and foundation in retail management abilities with competence in multi-channel retailing, sales and marketing, customer services, store operation, merchandising and supply chain, human resources and strategic management to serve the manpower needs of the retail industry.

Career Outcome

The programme provides graduates with employment opportunities in the field of e-tailing, marketing, sales, merchandising, store design, store operations, logistics management, human resource training and development, customer relationship management with local and multi-national retail groups and large shopping malls.

Professional Recognition

Professional membership / support from the Hong Kong Retail Management Association (HKRMA) and Hong Kong Institute of Marketing (HKIM).



This programme is recognised under the QF (Level 5)
QR Registration No. : 16/000212/L5
Registration Validity Period: 01/09/2016-31/08/2021

Industry Endorsement

"This BA (Hons) in Retail Management marks a milestone in Hong Kong's retail talent development. We look forward to seeing a pool of new talents to thrive in the industry after their graduation."

Thomson CHENG

Chairman

Hong Kong Retail Management Association



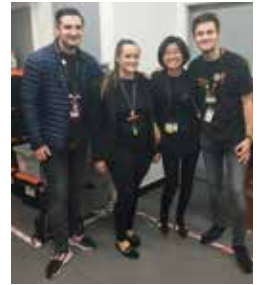
Student Endorsement

"The BA (Hons) in Retail Management provides me a work-integrated learning experience and exchange opportunity to work in the Liverpool Football Club in UK. I was inspired by the institute's global network to make this happen."

Joule YIP

Year 4 student

Bachelor of Arts (Hons) in Retail Management



Programme Structure

Year 1

- Business Management Fundamentals
- Sale Management
- Business Statistics
- e-Commerce
- International Business Environment
- Consumer Behaviour & Communication
- Programme Elective 1
- General Education Core Module: English for Academic Studies 1
- General Education Core Module: Chinese 1
- General Education Core Module: The Human Spirit
- General Education Elective Module 1

Year 2

- Marketing Management
- Business Ethics & Law
- Quality Management
- Human Resources Management
- Services Marketing
- Business-to-Business Marketing
- Accounting for Management
- Programme Elective 2
- General Education Core Module: Social Dynamics of Organisations
- General Education Core Module: Habits of Scientific Thinking
- General Education Elective Module 2

Year 3

- Integrated Marketing Communication
- Staff Training & Development
- Store Operation Management
- Visual Merchandising
- Brand Management
- Customer Relationship Management
- Entrepreneurship
- Work-integrated Learning (WIL)
- Programme Elective 3
- General Education Core Module: English for Professional Purposes
- General Education Core Module: Chinese 2
- General Education Core Module: English for Academic Studies 2

Year 4

- Business Intelligence
- Contemporary Issues in Retail Management
- Retail Management
- Strategic Management
- Merchandising Management
- Global Supply Chain Management
- Career Development Project
- Programme Elective 4
- Programme Elective 5
- General Education Elective Module 3
- General Education Elective Module 4

Programme Electives*

Food Retail

- Food Nutrition & Labelling
- Food Hygiene & Safety
- Food Trade & Legislation
- Food Packaging & Logistics
- Food Supply Chain Management

Fashion Retail

- Fashion Retail Operations & Buying Management

- Fashion Trend Forecasting
- Materials for Fashion Design

Health and Beauty Retail

- Nutrition in Practice
- Essential Dermatological Applications to Skin Care Products
- Principles of Professional Practice in Beauty Industry

Other Programme Electives

- Departmental Budgeting & Control
- Food Photography & Communication
- Food Nutrition
- Quality Evaluation of Food & Beverages
- Public Speaking
- Crisis Management
- Social Marketing and Public Opinion Management

General Education Elective Modules*

Faculty of Design and Environment (FDE)

- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing
- The Art & Science of Film²
- Web Technology & E-Commerce
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action⁴
- Personal Financial Management
- The Tourism Industry in Hong Kong

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Urban Development in Hong Kong
- Green & Intelligent Building
- Nutrition & Health¹
- Technological & Economic Development in a Global Context
- Food in Daily Life¹
- Safety & Quality of Consumer Products
- Introduction of Astronomy
- Renewable Energy & Its Application in Buildings

School of General Education and Languages (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- China Through Western Eyes
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese in Hong Kong Popular Culture
- Beyond Hollywood: Introduction to World Cinema²
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World

* Additional modules will be offered and modules offerings are subjected 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.

¹ Students are allowed to either take "Nutrition & Health" or "Food in Daily Life" but not both modules to fulfill the graduation requirements.

² Students are allowed to either take "The Art & Science of Film" or "Beyond Hollywood: Introduction to World Cinema" but not both modules to fulfill the graduation requirements.

Bachelor of Social Sciences (Honours) in Sports and Recreation Management

運動及康樂管理 (榮譽) 社會科學學士

Year
1
Entry

SSSDP JUPAS
Catalogue No.
JSSV09

Year
3 FT
Entry

Self-financed
MH125101



PROGRAMME HIGHLIGHTS

- Cover broad areas in sports skill training, sports therapy and rehabilitation, sports and recreation management, fitness coaching and management
- Specialise in areas of sports coaching, sports therapy and recreation management
- Prepare graduates for employment in both public and private sectors such as Leisure and Cultural Services Department, fitness centres, sports therapy clinics and the National Sports Associations

Programme Overview

The programme aims to provide students who wish to pursue or further advance their careers in the cognate areas of sports coaching, sports therapy, or recreation management, with a rigorous and intellectual programme of study. Through high-quality education and training which emphasise both theoretical and practical knowledge, as well as professional skills, and working experience from Work-integrated Learning, graduates will be professionally and/or clinically competent in their disciplines.

For generic skills training, practical training and tutorials will be embedded into modules to cover topics such as presentation skills, management skills, and critical reasoning. Students will be given ample opportunities to practice these generic skills in their study.

During Year 1 and Year 2, students are required to take Industry/Profession Specific modules and General Education (GE) modules. In addition, they are also required to choose one of the three programme specialisations (Sports Coaching, Sports Therapy and Recreation Management) in Year 3 and Year 4 to equip them with specific professional knowledge and skills.

This programme is included in the Government's Study Subsidy Scheme for Designated Professions/ Sectors in the 2019/20 academic year to fulfill industry's demands for professionals.

Career Outcome

Sports Coaching Specialisation

Graduates from this specialisation can become sport coach, strength and conditioning coach, fitness coach, and sport scientist. Potential employers include National Sports Associations, Hong Kong Sports Institute, Leisure and Cultural Services Department, fitness centres, and sports clubs.

Sports Therapy Specialisation

Graduates from this specialisation are eligible to register to the SST as Sports Therapists and become full members. Potential employers include sports therapy and rehabilitation clinics, National Sports Associations, Hong Kong Sports Institute, and sports clubs/teams.

Recreation Management Specialisation

Graduates from this specialisation can work at Leisure and Cultural Services Department, clubhouse, event management companies, sports marketing companies, theme parks, National Sports Associations, and Hong Kong Sports Institute.

Professional Recognition

The Sports Therapy specialisation of this programme is accredited by the Society of Sports Therapists in UK.



This programme is recognised under the QF (Level 5)
QR Registration No. : 12/000709/5
Registration Validity Period: 01/09/2012-31/08/2022

Industry Endorsement

"THE SRM is an innovative programme comprising of sports coaching, sports therapy and sports management. Its practical based learning, has led to the development of many collaborations with industry partners, this enables students to combine theoretical knowledge with real world experience. We are looking forward to extending opportunities for students to work closely with our High-Performance Squads and Events, Marketing and Communications Departments."

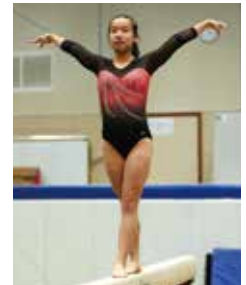


Simon COOK

Head Coach
Cricket Hong Kong

Student Endorsement

"THE SRM programme equips me to become an all-rounded athlete. I can apply the knowledge and skills that I learnt in sports therapy to optimise my sports performance, and also help junior gymnasts to minimize the chance of injury!"



Stephanie NG

Year 4 Student
Bachelor of Social Sciences (Hons) in Sports and Recreation Management
Hong Kong Gymnastics Team member to Asian Games 2018

Programme Structure

Year 1

- Sports Skills Development - Individual Sports
- Introduction to Functional Anatomy & Exercise Physiology
- Philosophy & Sociology in Sports & Recreation
- Business Management Fundamentals
- Sports Skills Development - Team Sports
- Sports Massage & Stretching
- Law & Ethics in Sports & Recreation
- Motor Learning & Control for Human Performance
- General Education Core Module: Chinese 1
- General Education Core Module: The Human Spirit
- General Education Core Module: English for Academic Studies 1

Year 2

- Sports Skills Development - Aqua Sports
- Management of Sports Injuries
- Nutrition for Health & Performance
- Facilities Management in Sports & Recreation
- Adventure-based Recreation
- Contemporary Issues in Volunteering Management
- Sports & Recreation for Selected Populations
- Events Planning & Management
- General Education Core Module : Habits of Scientific Thinking
- General Education Core Module: Social Dynamics of Organisations
- General Education Elective module 1

Year 3

- Fitness Coaching & Management
- Research Methods & Statistics
- Programme Elective 1[^]
- Programme Elective 2[^]
- General Education Core Module: Chinese 2
- General Education Core Module: English for Academic Studies 2
- General Education Core Module: English for Professional Purposes
- General Education Elective Module 2
- Work-integrated Learning
- **Specialisation: Sports Coaching**
 - Advanced Functional Anatomy & Exercise Physiology
 - Sports Coaching - Individual Sports
 - Strength & Conditioning for Sports Performance
 - Exercise Principles & Programming
- **Specialisation: Sports Therapy**
 - Advanced Functional Anatomy & Exercise Physiology
 - Recognition & Evaluation of Sports Injuries
 - Rehabilitation of Sports Injuries
 - Strength & Conditioning for Sports Performance
- **Specialisation: Recreation Management**
 - Sports Media, Communication & Public Relations
 - Marketing Management
 - Operation & Management in Clubhouse & Spa
 - Human Resources Management

Year 4

- Honours Project 1
- Honours Project 2
- General Education Elective Module 3
- General Education Elective Module 4
- **Specialisation: Sports Coaching**
 - Performance Measurement & Analyses
 - Outdoor Sports Skills & Coaching
 - Sports Biomechanics
 - Sports Psychology
 - Sports Coaching - Team Sports
 - Talent Identification & Long-Term Development
- **Specialisation: Sports Therapy**
 - Exercise Testing & Training for Sports Injury Prevention
 - Vertebral Manual Therapy
 - Peripheral Manual Therapy
 - Pitchside Emergency & Trauma Management
 - Rehabilitation of Special Populations
 - Professional Practice & Clinical Leadership in Sports Therapy
- **Specialisation: Recreation Management**
 - Sports & Globalisation
 - Accounting for Management
 - Strategic Management
 - Park, Pool & Horticulture Management
 - Departmental Budgeting & Control OR
 - Customer Service Management
 - Staff Training & Development OR
 - Entrepreneurship

General Education Elective Modules*

Faculty of Design and Environment (FDE)

- Effective Branding & Consumer Behaviour
- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Tree Safety Inspection & Climbing¹
- The Art & Science of Film²
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Corporate Social Responsibility in Action
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong
- Accounting for Non-Accountants¹
- Essentials in People Management¹

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Urban Development in Hong Kong
- Green & Intelligent Building
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- Beyond Hollywood: Introduction to World Cinema²
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World

[^] Students of Sports Coaching specialisation can select their Programme Electives from the pool of Specialisation Modules of Recreation Management and vice versa for the students of Recreation Management specialisation; students of Sports Therapy specialisation can only take its designated Programme Electives to be announced in due course.

* Additional modules will be offered and modules offerings are subjected 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.

¹ Year 3 and Year 4 students of Recreation Management specialisation are not allowed to take "Tree Safety Inspection & Climbing", "Accounting for Non-Accountants" and "Essentials in People Management" to fulfill the graduation requirements.

² Students are allowed to either take "The Art & Science of Film" or "Beyond Hollywood: Introduction to World Cinema" but not both modules to fulfill the graduation requirements.