



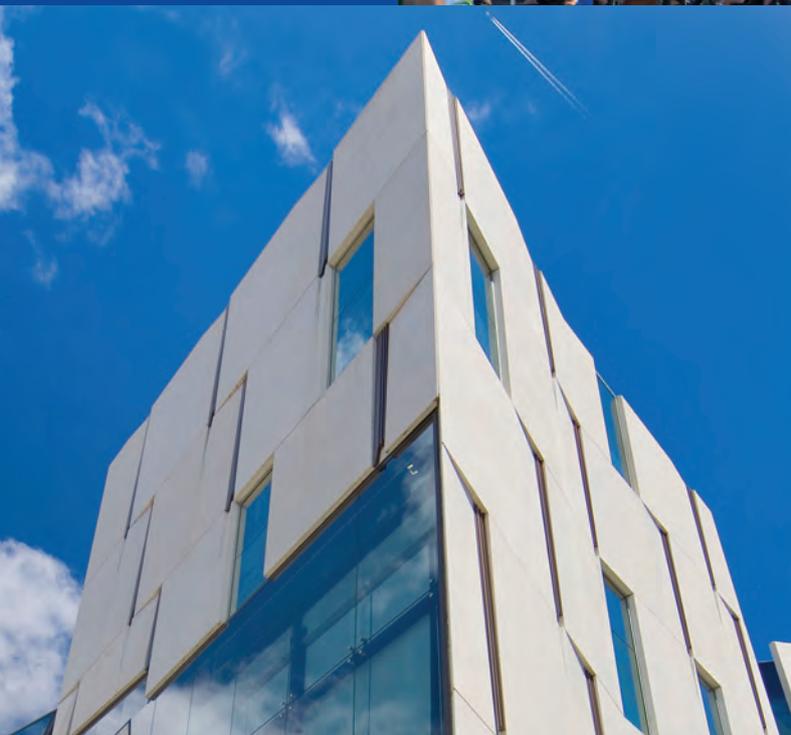
香港浸會大學持續教育學院  
SCHOOL OF CONTINUING EDUCATION  
HONG KONG BAPTIST UNIVERSITY



University of  
South Australia

# full-time top-up BACHELOR'S DEGREES

for Associate Degree /  
Higher Diploma Graduates



Aviation  
Management  
Nutrition and Food Sciences  
Sport  
Tourism

[hkbusce.hk/ipugf](http://hkbusce.hk/ipugf)





## TOP 50 UNDER 50 BY QS AND THE WORLD UNIVERSITY RANKINGS

RANKED #25, 2019 QS TOP 50 UNIVERSITIES AGED UNDER 50  
RANKED #26, 2018 THE YOUNG UNIVERSITY RANKINGS

AWARDED



## 5 STARS FOR EXCELLENCE

QS STARS RATINGS 2018



## OVER 25 YEARS

OF COLLABORATION WITH

# HKBU

# The University of South Australia

The University of South Australia is a globally connected and engaged university with industry-informed teaching and research that is inventive and adventurous.

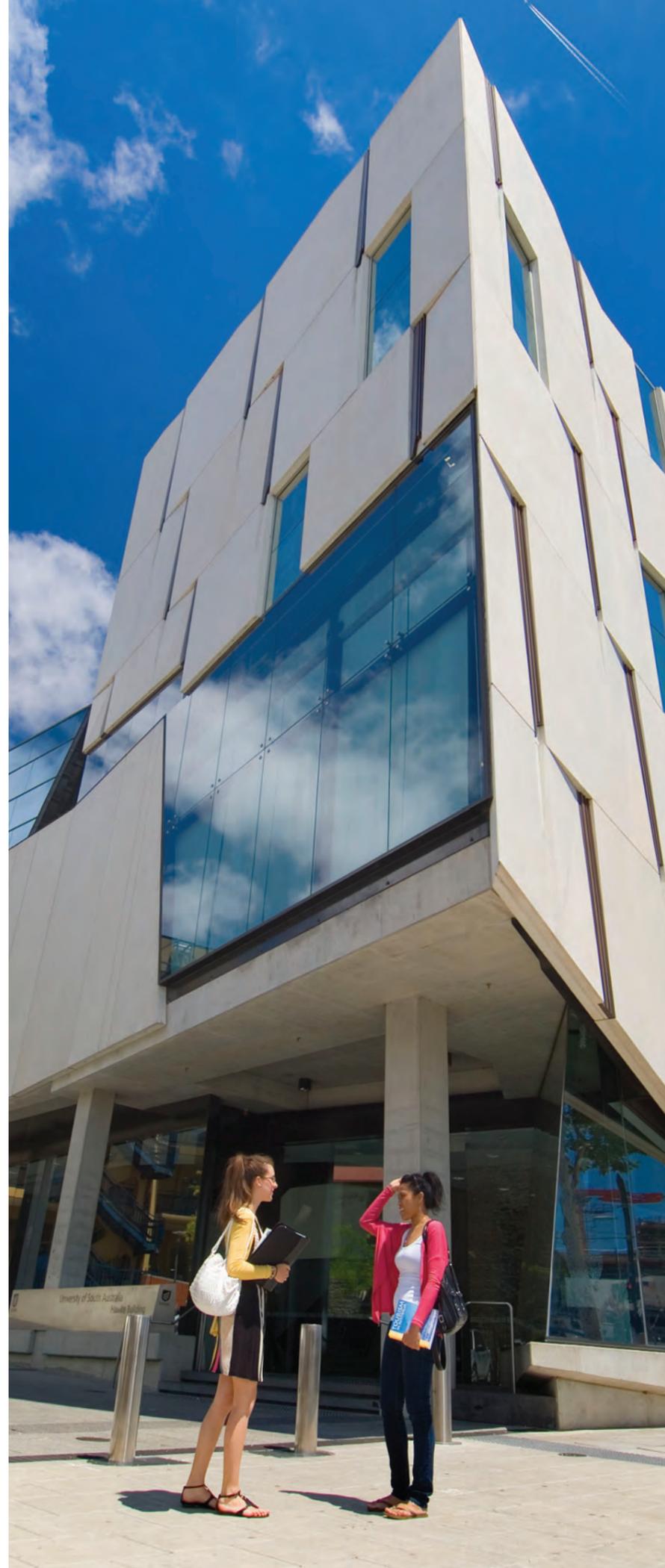
Awarded five QS Stars for Excellence\*, the University supports nearly 32,000 students, including more than 5,000 international students, and provides a unique educational journey that combines five-star teaching# and real-world experience.

Focused on life beyond the classroom, the University of South Australia offers world-class degrees and a practical approach to teaching and learning. Opportunities to learn in real-world settings form an important part of the curriculum, giving students the confidence and skills to graduate career ready. The University collaborates with over 2,500 companies worldwide to bring students valuable networking and work opportunities including placements, internships and projects. Its graduates are the new professionals, global citizens at ease with the world and ready to create and respond to change.

The University offers more than 200 degrees across four academic divisions: business; education, arts and social sciences; health sciences; and information technology, engineering and the environment. It also supports research which is innovative and inspired by challenges, ensuring it connects with industry and community needs.

Students at the University of South Australia learn in world-class facilities in Adelaide - one of the most liveable cities in the world^.

\*Overall Five Star Rating for Excellence - 2018 QS Stars Ratings  
#Rated Five Stars for Excellence in Teaching - 2018 QS Stars Ratings  
^World's 10th most liveable city in the 2018 Economist Intelligence Unit's Global Liveability Index

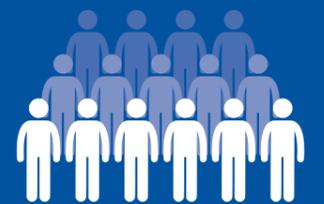


**YOUNG UNIVERSITY IN AUSTRALIA FOR TEACHING QUALITY**  
TIMES HIGHER EDUCATION YOUNG UNIVERSITY RANKINGS 2018

# 97%

**OF OUR RESEARCH IS RATED AS WORLDCLASS**

2015 EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA)



**SA'S LARGEST ACADEMIC COMMUNITY**

32,500+ STUDENTS  
2,500+ STAFF



# Division Of Information Technology, Engineering and The Environment (ITEE)

The Division of Information Technology, Engineering and the Environment (ITEE) is the University of South Australia's flourishing technology and innovation hub and a vibrant nexus for economic, industrial, social and environmental development.

The Division is recognised as a world-leader in teaching and research and has received a range of accolades for outstanding education, student and graduate satisfaction, and world-class research. The Division has over 300 full-time academic staff and more than 390 PhD students.

Our three innovative schools offer experiential learning through engagement with industry, government and the community. Our graduates are skilled professionals who can use the latest technologies intelligently to create sustainable solutions for our fast-changing world.

We are also home to several international research institutes and research centres. From our campus at Mawson Lakes, featuring state-of-the-art facilities and adjacent to the Technology Park industry research centre, we engage in cutting-edge teaching, postgraduate research training and fundamental applied research.

## Aviation at the University of South Australia

The University of South Australia was the first university in Australia to offer a tertiary level qualification in Aviation. It has been educating students for careers in Aviation for over thirty years. It is the only University in South Australia to offer Aviation programs.

It offers a Bachelor of Aviation with specialisations in piloting and aviation management. It also offers a flight training program, the Graduate Diploma in Aviation, in conjunction with Flight Training Adelaide at Parafield airport which is adjacent to the Mawson Lakes campus.

The School of Engineering provides education for aviation's future leaders in piloting and aviation management, with an increasing emphasis on non-technical skills such as human factors, crew resource management, multi crew cooperation and safety management. Recent staff appointments to the discipline have expertise in various aspects of airline and airport management. The experienced academic staff all have doctorates and have a broad range of research interests in the aviation industry.

## Bachelor of Aviation (Management)



QF Level: 5  
QR Registration Number: 17/000656/L5  
Validity Period: 01/09/2017 to 31/08/2021

### Key Features

The Bachelor of Aviation (Management) program is designed to prepare graduates for a management role in the aviation industry in Hong Kong or overseas. Students will gain a sound professional understanding of the aviation industry and its associated environment, and skills in organisational, regulatory environment, and skills in organizational, regulatory, safety, technical and business management.

### Program Structure

Qualified applicants are given 54 units of advanced standing, equivalent to one and a half year full-time studies, leaving the following 12 courses (54 units) to be completed towards the Bachelor of Aviation (Management):

Course Title

1. Airline Finance
2. Airport Management
3. Aviation Economics
4. Aviation Law
5. Aviation Marketing
6. Aviation Project
7. Aviation Strategic Management
8. Communications and Research Methods
9. Human Factors 2
10. Organisational Leadership
11. Project Management: Principles and Strategies
12. Risk and Safety Management Systems

For an outline of each course, please go to the University of South Australia website: [www.unisa.edu.au](http://www.unisa.edu.au)

### Career Prospects

There are many career opportunities in the aviation industry beyond flying roles. Management graduates focus on the daily operations of airlines, airports and related businesses, requiring critical thinking and excellent communication skills. Typical roles for aviation management professionals include, manager of airport services, operations managers, planning maintenance or safety supervisors or with the appropriate accreditation, air traffic controllers.

### Teaching And Learning

This degree is offered full-time on a trimester basis on HKBU campus. Depending on the advanced standing (credits) awarded, students may complete the degree in three trimesters over one calendar year. Face-to-face lectures and online support would be provided to students.

### Entitlement To Credits

The full Bachelor's degree consists of 24 courses. Advanced standing, normally up to maximum of 12 courses will be assessed by the Program Director.

### Tuition Fee

Program fee is currently HK\$108,000, to be paid in three installments. The University reserves the right to revise the tuition fee annually.



South Australia's  
ONLY University

TO OFFER AVIATION AT THE

**TERTIARY LEVEL**



# UniSA Business School

Offering programs across a range of business disciplines, the UniSA Business School is the only business school in South Australia to be accredited by EQUIS – the EFMD Quality Improvement System.

We offer professionally-accredited degrees in accounting, finance, property and human resource management, as well as the nationally recognised Master of Business Administration (MBA) which has been awarded a 5-star Graduate Management Association of Australia (GMAA) rating for ten consecutive years.

## Research Excellence

The Australian Research Council's 2015 Excellence in Research for Australia (ERA) initiative awarded the UniSA Business School a rating of above world class in Marketing, and Business and Management, and world class in Applied Economics, Accounting, Auditing and Accountability, and Tourism.

Ehrenberg-Bass Institute for Marketing Science, one of the world's leading centres for research into marketing, and the Institute for Choice, comprising a team of global experts in human decision-making and choice behaviour research.

## UniSA BUSINESS SCHOOL RANKED IN THE TOP 1% WORLDWIDE\* AND AWARDED FIVE-STAR<sup>^</sup>

\*UniSA Business School is one of just nine in Australia and 176 globally to be accredited by EQUIS, from a total pool of 16,521 business schools worldwide, AACSB, May 2017.

<sup>^</sup>2018 QS Stars Ratings.



## RESEARCH RANKING

Our research is awarded a rating of above world class in marketing, and business and management, and world class in applied economics, accounting, auditing and accountability, and tourism.

## Bachelor of Business (Management)



QF Level: 5  
QR Registration Number: 14/002983/L5  
Validity Period: 01/09/2014 to 31/08/2022

### Key Features

The Bachelor of Business (Management) degree provides the professional level of education required to enable its graduates to acquire skills, knowledge and attitudes that will assist them to work and develop as socially responsible managers in a global context. The program is concerned with management principles and practice in respect of the functions of modern organisations. The program is structured to incorporate a number of courses which ensure that students gain comprehensive knowledge in some of the most relevant areas of business today. Studies include topics in organisational strategic management and project management.

### Program Structure

Depending upon the amount of advanced standing awarded, most students are required to complete all the following courses in their study:

Course Title

1. Business Operations
2. Communication and Organisational Practices
3. Entrepreneurial Enterprises
4. Foundation of Human Resource Management
5. International Business Environment
6. International Management Ethics & Values
7. Managing Decision Making
8. Organisational Behavior
9. Organisational Leadership
10. Professional Development in Business
11. Project Management: Principles and Strategies
12. Strategic Management

\* For an outline of each course, please go to the University of South Australia website: [www.unisa.edu.au](http://www.unisa.edu.au)

### Career Prospects

Graduates are employed in a range of management occupations in government or the private sector. Students who undertake this degree often pursue careers in large organisations or medium-sized organisations in a range of roles such as project officers, business managers, executive officers, public policy managers or general managers.

### Teaching And Learning

This degree is offered full-time on a trimester basis. Depending on the advanced standing (credits) awarded, students may complete the degree in one year. Face-to-face lectures and on line support would be provided to students.

### Entitlement To Credits

A full Bachelor degree consists of 24 courses. Advanced standing of up to a maximum of 12 courses will be assessed by the Program Director.

### Tuition Fee

Program fee is currently HK\$109,980, to be paid in three installments. The University reserves the right to revise the tuition fee annually.

## Bachelor of Business (Tourism and Event Management)



QF Level: 5  
QR Registration Number: 14/002984/L5  
Validity Period: 01/09/2014 to 31/08/2022

### Key Features

The Bachelor of Business (Tourism and Event Management) program is designed to provide students with the knowledge and skills to become effective managers in the tourism, event and hospitality industries.

### Program Structure

Depending upon the amount of advanced standing awarded, most students are required to complete all the following courses in their study:

Course Title

1. Business Operations
2. Destination Management
3. Foundations of Event Management
4. International Business Environment
5. Marketing for Tourism, Events and Hospitality
6. New Technologies in Tourism, Events and Hospitality
7. Policy and Planning for Sustainable Tourism
8. Professional Development in Business
9. Service Management in Tourism, Events and Hospitality
10. Strategies for Events and Conventions
11. Strategic Management
12. Understanding Travel and Tourism

\* For an outline of each course, please go to the University of South Australia website: [www.unisa.edu.au](http://www.unisa.edu.au)

### Career Prospects

Careers in tourism and event management allow creativity and offer exciting experiences both in Hong Kong and overseas. In today's global market, tourism and event organisations need people with managerial skills who also understand social and environmental sustainability issues. Our graduates have taken up positions within many sectors, including attractions and destinations, event and festival management, hospitality, food and wine, retail and wholesale travel, conventions and exhibitions, special events, airlines and hotels as festival assistants, tourism information officers, events coordinators, hotel managers and functions managers. These roles have been in both the public and private sectors, locally and internationally. Some graduates have even gone on to create and operate their own businesses.

### Teaching And Learning

This degree is offered full-time on a trimester basis. Depending on the advanced standing (credits) awarded, students may complete the degree in one year. Face-to-face lectures and on line support would be provided to students.

### Entitlement To Credits

A full Bachelor degree consists of 24 courses. Advanced standing of up to a maximum of 12 courses will be assessed by the Program Director.

### Tuition Fee

Program fee is currently HK\$109,980, to be paid in three installments. The University reserves the right to revise the tuition fee annually.

## Bachelor of Business (Sport and Recreation Management)



QF Level: 5  
QR Registration Number: 18/000699/L5  
Validity Period: 01/09/2018 to 31/08/2022

### Key Features

The Bachelor of Business (Sport and Recreation Management) builds on the students' knowledge base of business fundamentals as it develops specific insights and career skills in the Sport and Recreation Management profession.

This professional study journey starts with establishing a clear understanding of the nature of leisure in society, and culminates in a valuable Sport and Recreation workplace practicum and capstone study of Strategic Management.

### Program Structure

Depending upon the amount of advanced standing awarded, most students are required to complete all the following courses in their study:

Course Title

1. Business Development in Sport
2. Business Operations
3. Fundamentals of Sport and Recreation
4. International Business Environment
5. Leadership in Recreation and Sport
6. Leisure Concepts
7. Professional Development in Business
8. Sport Governance
9. Sport, Tourism and Event Practicum
10. Strategic Management
11. Recreation and Sport Event Programming
12. Recreation Planning in the Urban Environment

\* For an outline of each course, please go to the University of South Australia website: [www.unisa.edu.au](http://www.unisa.edu.au)

### Career Prospects

Careers to consider:

- Administrators in Government (i.e. Assistant Leisure Services Manager, LCSD): supervise venue staff in the daily management and operation of Leisure facilities, run and evaluate recreation and sports programmes, monitor the performance of service contractors, prepare financial returns, liaise with clubs and associations and identify shortfalls and ascertaining district's needs for leisure services provision, encourage residents to improve wellbeing and enhance quality of life.
- Executives in fitness and leisure industries: organize sports programmes and physical activities, manage the business and operation, and resolve different issues by managing various resources.
- Officers or inspectors in disciplinary forces: supervise and work with teams and individuals to improve their performance, provide training for the team members, and take part in administrative duties.
- Coach: providing expert training for sporting teams and athletes; assisting with skills development and fitness; assessing the performance of athletes and helping strengthen areas of weakness; developing tactics and strategies.

### Teaching And Learning

This degree is offered full-time on a trimester basis on HKBU campuses. Depending on the advanced standing (credits) awarded, students may complete the degree in one year. Face-to-face lectures and online support will be provided to students.

### Entitlement To Credits

The full Bachelor degree consists of 24 courses. Advanced standing, normally up to a maximum of 12 courses will be assessed by the Program Director.

### Tuition Fee

Program fee is currently HK\$109,980, to be paid in three instalments. The University reserves the right to revise the tuition fee annually.



# Division of Health Sciences

UniSA's Division of Health Sciences provides undergraduate, postgraduate and research degrees for over 7,000 students.

The Division encompasses 3 schools and the Sansom Institute for Health Research, UniSA's premier health and biomedical research concentration. It's key focus is on practice-based education and research concerning the prevention, diagnosis and treatment of health issues.

Committed to building effective relationships with business, industry and government, the Division offers programs relevant to the needs of health professionals and communities. Students benefit from these links, with high profile researchers and industry professionals providing experience-based input into the curriculum. In addition the Division has highly skilled and reputable research staff available to provide quality services to industry, government and the non-government sectors.

Schools:

- School of Health Sciences
- School of Nursing and Midwifery
- School of Pharmacy and Medical Sciences

## School of Pharmacy and Medical Sciences

Preparing the next generation of health professionals.

The School of Pharmacy and Medical Sciences is internationally recognised with teaching and research teams dedicated to ensuring graduates are well prepared for the continually evolving health care sector.

With more than 150 staff members and over 1000 students, the School is large enough to offer a wide choice of programs and courses, yet small enough to provide a supportive environment where each student is encouraged to do their best. Our modern purpose-built facilities, experienced and dedicated staff and strong partnerships with industry, community, and professional bodies combine to give our students skills that are highly regarded by employers around the world.

We offer undergraduate programs in pharmacy, laboratory medicine, nutrition and food sciences, pharmaceutical science and medical science. Postgraduate study including PhD and Masters by Research programs are offered in all discipline areas of the School.

The School has a long-standing commitment to outcomes-based research that responds to the big health care challenges of today. With very strong links to the Sansom Institute for Health Research and the Centre for Cancer Biology, the School brings together internationally-recognised research concentration in Natural products, nutraceuticals and disease, Functional foods and health, Food safety and quality, Microbial ecology of foods and wine and Nutritional influences on reproduction and fertility.

## Bachelor of Nutrition and Food Sciences (Food Sciences)



QF Level: 5  
QR Registration Number: 16/000811/L5  
Validity Period: 01/09/2016 to 31/08/2020

### Key Features

This program provides students with the practical and theoretical knowledge across all aspects of nutrition science and food science, enabling students to make an immediate impact in industry and the health sector. Graduates may go on to careers in developing innovative foods, promoting and managing diets and lifestyles for optimum health, and conducting research into functional ingredients for enhanced wellbeing.

### Program Structure

Depending upon the amount of advanced standing awarded, most students are required to complete the following courses in their study:

Course Title

1. Biochemistry
2. Physiology
3. Sensory and Consumer Evaluation of Foods
4. Food Safety and Regulations
5. Lifespan Physiology
6. Food Composition and Functions
7. Food microbiology and Quality Assurance
8. Food Processing and Manufacturing
9. Product Development and Food Analysis
10. Molecular Food Microbiology
11. Functional Foods, Nutraceuticals and Medicines
12. Capstone in Nutrition, Food Sciences

\* For an outline of each course, please go to the University of South Australia website: [www.unisa.edu.au](http://www.unisa.edu.au)

### Career Prospects

The growing awareness of nutrition and food quality as determinants of human wellbeing assures graduates of employment opportunities where they can make positive contributions to public health.

Graduates may be employed by food manufacturers and analytical laboratories, as well as in the public sector. Graduates who work in laboratories are often responsible for monitoring food quality. Other graduates may be employed to develop and maintain food safety plans, develop new foods or conduct investigations into food poisoning outbreaks or food spoilage. Students may also be employed as food safety and nutrition advisers in government offices and health organisations.

### Professional Recognition

Students of the program may apply for student membership of the International Food Safety Association.

### Teaching And Learning

This degree is offered full-time on a trimester basis. Depending on the advanced standing (credits) awarded, students may complete the degree in one year. The program is focused on practical and practice-based learning.

### Entitlement To Credits

The full Bachelor's degree consists of 24 courses. Advanced standing of up to a maximum of 12 courses will be assessed by the Program Director.

### Tuition Fee

Program fee is currently HK\$158,000, to be paid in three installments. The University reserves the right to revise the tuition fee annually.



# Support and Benefit

## Dedicated Website for Hong Kong Students - myUniSA

myUniSA is an online student portal including information about unit enrolment, assignments details, support services, etc. Students can manage their studies on this well-established platform.

## Access to HKBU Main Library and SCE Resource Library

Hong Kong Baptist University main library and SCE resource library provide excellent collections and services to students in supporting their learning.

## Access to UniSA On-line Library Database

UniSA on-line library provides a large range of resources including 520,000 electronic books, 70,000 online journals and 27,000 e-reading.

## Computer and Sports Facilities

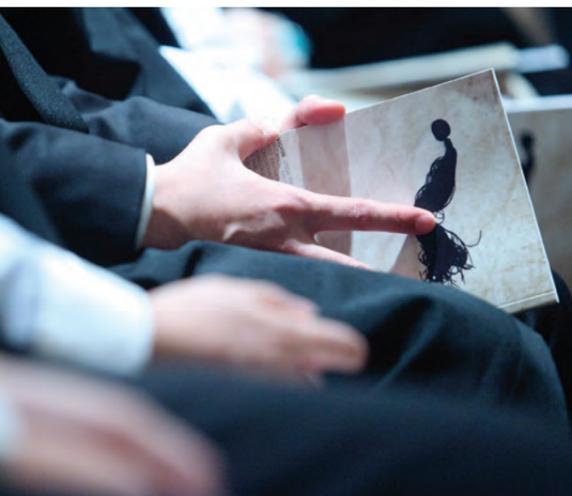
Students could enjoy access to computers and sports facilities on campus. The Sports Centre provides a wide range of sports facilities and Leisure Exercise Programs.

## Medical and Dental Benefits

Student could enjoy low-cost medical services at the Health Services Centre on-campus and dental services at discounted rate in designated dental clinics.

## Academic Counselling

We offer academic counselling to students who have any academic questions or concerns.



# Program Activities

## Company Visit and Talk



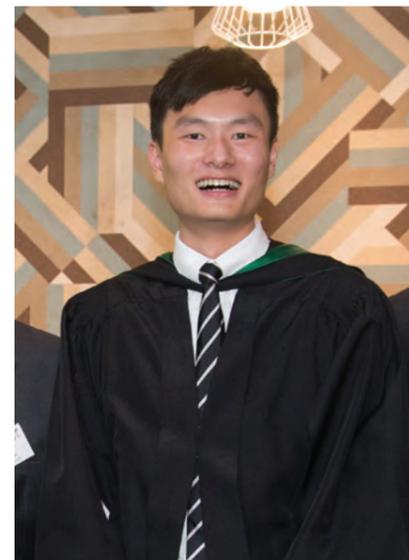
Cathay Pacific



Hong Kong Tourism Board



Hotmob



“This program allows me to complete my undergraduate degree in one year which serves as a fast track to complete my degree. The program fully equipped me with practical knowledge and with numerous aviation site visits, which all prepare me for future challenges.”

- **Cheung Long Kiu Adrian**, Graduate of Bachelor of Aviation (Management)



Green Tomato



Airport Authority



"One of the most impressive experience is from the course Strategic Management. There was a game about market place that students formed into groups to create a business. We learnt a lot from this game. For example, how to do a market research, how to operate a company and how to manage the budget so as to get the market share."

- **Yiu Kam Hei**, Graduate of Bachelor of Business (Management)

"The program design is good as the courses in each trimester were interrelated. Students could learn the fundamental knowledge before studying the subsequent courses. I got a placement opportunity that I can put the knowledge into practice. This special experience would definitely be useful for working in laboratory in the future. I also admire the teaching staff from UniSA who came to Hong Kong every trimester. They were very friendly and they understood our need. We have established a good relationship between each other."

- **Toi Wan Lung**, Graduate of Bachelor of Nutrition and Food Sciences (Food Sciences)



Civil Aviation Department



## Workshop



Hong Kong Beer Company

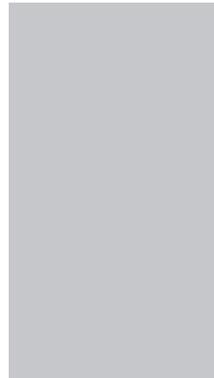


"I chose this program because there is close collaboration between HKBU and UniSA. The UniSA Business School is one of the nine business schools in Australia that was accredited by EQUIS. I feel confident with the programmes offered by the School and think that it will be beneficial for me to be in the program."

- **Lee Lok Wai**, Graduate of Bachelor of Business (Tourism and Event Management)

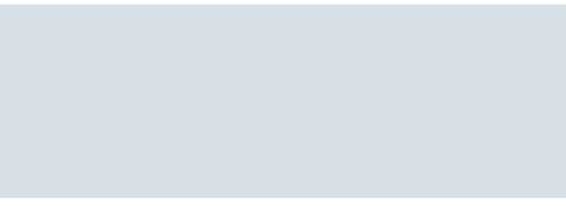


# Students Sharing



"By joining this study tour, I have enhanced my language ability, learnt new study methods and experienced foreign lifestyle. It was also a good opportunity for me to become more independent"

- **Tsui Pey Man**, Bachelor of Nutrition and Food Sciences (Food Sciences)

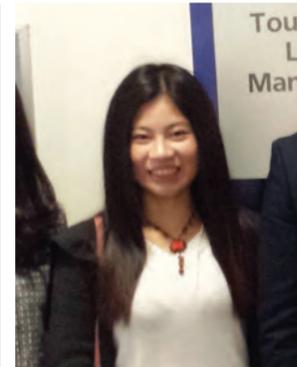


"We all had the opportunity to watch a football match at the Adelaide oval. Football game is an important activity in Australia. It was really memorable because I have never been to a huge stadium and watch a live game."

- **Wong Lok Yan**, Bachelor of Business (Tourism and Event Management)



## Study Tour



"Adelaide is well-known for its food and wine, as well as events and festivals. It is unarguable that this study tour can strengthen my knowledge relating to these frameworks."

- **Lee Lok Wai**, Bachelor of Business (Tourism and Event Management)

"During the school visit at Magill Campus, Dr. Mark Kohler led us to visit the laboratory and taught us how to do the electroencephalography (EEG) experiment which we could scan the activities of different lobes in the brain. It was the most memorable and impressive part of this tour because I could have a chance to participate in the experiment."

- **Tong Hay Ting**, Bachelor of Psychological Science



# Other Program Info

## Award

Bachelor of Aviation (Management), Bachelor of Business (Management), Bachelor of Business (Tourism and Event Management), Bachelor of Business (Sport and Recreation Management), Bachelor of Nutrition and Food Sciences (Food Sciences) by the University of South Australia.

## HKCAAVQ Accreditation

The programs are accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) as equivalent to HKQF Level 5, bachelor's degrees offered by Hong Kong universities. With the programs' accreditation status, students are eligible for below benefits:

- Students can apply for Hong Kong Government's Grants and Loans. For eligibility details, please refer to <http://www.wfsfaa.gov.hk/sfo/en/postsecondary/index.htm>
- The degree qualifications are recognised by the Hong Kong Government for employment within the Civil Service

## Admission Criteria

Applicants for the University of South Australia Bachelor's programs should possess:

- A recognized higher diploma/advanced diploma/associate degree in related discipline and
- English Language Proficiency which requires: an overall minimum IELTS score (or equivalent as approved by UniSA) of 6.0<sup>^</sup> with a minimum score of 6.0<sup>^</sup> in the reading and writing sub scores, achieved in the last 2 years; or previous successful tertiary study in the last 2 years where English was the language of instruction, and in a location (such as Hong Kong) where English is an official or common language in accordance with UniSA requirements.  
<sup>^</sup> 6.5 for Bachelor of Nutrition and Food Sciences (Food Sciences)

## Financial Assistance

Students may apply for the following financial assistance:

1. Non-means Tested Loan (<http://www.wfsfaa.gov.hk/sfo/en/postsecondary/index.htm>)
2. Hong Kong Government's Grants and Loans (<http://www.wfsfaa.gov.hk/sfo/en/postsecondary/index.htm>)
3. Government Scholarship



## Enquiries and Information

**Tel:** 3411 4350

**Email:** [usaugf@hkbu.edu.hk](mailto:usaugf@hkbu.edu.hk)

Exempted Courses at non-local Course Registry, Education Bureau.  
(Reference No. 412739, 410195, 411321, 412586, 412846)

It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.

Remarks: The School reserves the right to make alterations without prior notice.

The University of South Australia CRICOS Provider Number OO121B