



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

Bachelor of Business

- Sport and Recreation Management
- Tourism and Event Management

Start your International Journey



HKBU\_SCE.UNISA



hkbusce.hk/ipugf

# 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.

Ranked number two in Australia for quality education<sup>^</sup> and with 100% of assessed research rated at or above world-class\*, the University is young, innovative and offers students the chance to gain real-world experience.

Focused on life beyond the classroom, the University of South Australia offers a practical approach to teaching and learning. Degrees are designed in partnership with industry, giving students opportunities to gain the latest insights and trends and ensuring they graduate career ready. The University collaborates with more than 2,500 companies worldwide to bring students valuable networking and work opportunities including placements, internships and real-world 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 world-class degrees across a range of academic disciplines including business, law, psychology, social work, education, architecture, design, media arts, health sciences, pharmacy, nursing, information technology, engineering, environmental science and aviation. 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<sup>#</sup>.

<sup>^</sup> 2021 THE University Impact Rankings

<sup>\*</sup> 2018 Excellence in Research for Australia (ERA), 4-digit Fields of Research

<sup>#</sup> World's 3rd most liveable city in the 2021 Economist Intelligence Unit's Global Liveability Index







## TOP 50 UNDER 50

BY QS AND THE WORLD  
UNIVERSITY RANKINGS

RANKED 29 IN QS TOP 50 UNIVERSITIES  
AGED UNDER 50 2021

RANKED 45 IN TIMES HIGHER EDUCATION  
YOUNG UNIVERSITY RANKINGS 2021

AWARDED



## 5 STARS FOR EXCELLENCE IN

RESEARCH / EMPLOYABILITY /  
TEACHING / FACILITIES /  
INTERNATIONALISATION /  
INCLUSIVENESS /  
INNOVATION

QS STARS RATINGS 2020

# NO.2

IN AUSTRALIA FOR

## QUALITY EDUCATION

2021 THE UNIVERSITY IMPACT RANKINGS



## OVER 25 YEARS

OF COLLABORATION WITH

# HKBU



## 100% OF OUR ASSESSED RESEARCH

RATED AT OR ABOVE  
WORLD-CLASS

2018 EXCELLENCE IN RESEARCH FOR  
AUSTRALIA (ERA), 4-DIGIT FIELDS OF RESEARCH.



## TOP 10 YOUNG UNIVERSITY IN AUSTRALIA

RANKED #9, 2021 THE  
YOUNG UNIVERSITY RANKINGS





## UniSA BUSINESS AWARDED OVERALL FIVE-STARS FOR EXCELLENCE



2020 QS STARS RATINGS



## WORLD'S NO.1 FOR BRAND MANAGEMENT RESEARCH

AFR BOSS MAGAZINE, APRIL 2018 -  
LEAGUE OF SCHOLARS

## UniSA Business

Offering degrees across a range of business disciplines, UniSA Business is the only business school in South Australia accredited by both AACSB International (The Association to Advance Collegiate Schools of Business) and EFMD (EQUIS) – the world's leading accreditation bodies recognising excellence in business education and research at a global level.

We offer professionally-accredited degrees in accounting and finance, marketing, management, tourism and events, and property, as well as our Master of Business Administration (MBA) and Executive Education which has been awarded a 5-star Graduate Management Association of Australia (GMAA) rating for ten consecutive years\*.

## Research Excellence

In the 2018 Excellence in Research Australia (ERA) rankings, all of our research was rated at or above world-class. We have particular strengths in marketing and management and an academic focus on SME business growth.

We are also home to the Ehrenberg-Bass Institute - the world's largest centre for research into marketing.

## UniSA BUSINESS IS RANKED IN THE TOP 1% WORLDWIDE



UniSA Business is one of just 11 institutions in Australia and 191 globally to be accredited by EQUIS (from over 16,500 worldwide). EFMD, February 2021.

---

*\* Awarded by the Graduate Management Association of Australia (GMAA) for ten consecutive years.*

# Bachelor of **Business** **(Sport and Recreation** **Management)**



QF Level: 5  
QR Registration Number: 18/000699/L5  
Validity Period: 01/09/2018 to on-going

## 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.

## Degree 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. Entrepreneurship for Social and Market Impact
3. Fundamentals of Sport and Recreation
4. International Business Environments
5. Leadership in Recreation and Sport 🏠
6. Leisure Concepts
7. Project Management: Principles & Strategies
8. Recreation and Sport Event Programming 🏠
9. Recreation Planning in the Urban Environment 🏠
10. Sport Governance
11. Sport, Tourism and Event Practicum
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)

 Continuing Education Fund

## Career Prospects

As the No.1 University in South Australia for graduate careers in business and management<sup>^</sup>, our quality teaching and experiences beyond the classroom will ensure you graduate career-ready. Students who undertake this degree often pursue careers as administrators in government (i.e. Assistant Leisure Services Manager, LCSD), executives in fitness and leisure industries, officers or inspectors in disciplinary forces and as coaches.



<sup>^</sup> Compared (QILT) Graduate Outcomes Survey 2018-20 ----- Full-time Employment indicator (Post-graduate). Public SA-founded universities only.



# Bachelor of **Business** (**Tourism and Event** **Management**)



QF Level: 5

QR Registration Number: 14/002984/L5

Validity Period: 01/09/2014 to on-going

## Key Features

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

## Degree 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. Destination Management 🏠
2. Entrepreneurship for Social and Market Impact
3. Experiential Product Design for Tourism, Events and Hospitality 🏠
4. Foundations of Event Management 🏠
5. International Business Environments
6. New Technologies in Tourism, Events and Hospitality 🏠
7. Policy and Planning for Sustainable Tourism 🏠
8. Project Management: Principles & Strategies
9. Service Management in Tourism, Events and Hospitality 🏠
10. Strategic Management
11. Strategies for Events and Conventions 🏠
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)

 Continuing Education Fund

## Career Prospects

Careers in tourism and event management allow for 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, event coordinators, hotel managers and function 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.



---

### Degree Duration

Students with maximum credit exemptions can obtain the degree in **ONE** year.

---

### Teaching And Learning

The degree is offered full-time on a trimester basis on HKBU campuses. Blended mode of delivery, including 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

Degree fee is currently **HK\$111,420**, to be paid in three installments. The University reserves the right to revise the tuition fee annually.



# Scholarships

## International Merit Scholarship

UniSA will offer up to 8 International Merit Scholarships to the highest achieving feeder students who are continuing their studies in a UniSA top-up degree program at HKBU.

Scholarship recipients will receive HK\$10,000, as a reduction in their student contributions (tuition fees) in the following trimester.

## Self-financing Post-secondary Scholarship Scheme (SPSS)

Introduced by Education Bureau (EDB) for students pursuing full-time locally accredited self-financing sub-degree and degree programmes with outstanding academic and non-academic achievements.

For more details, please refer to the HKBU-SCE Webpage.







# Support and Benefit

## Dedicated Website for Hong Kong Students - myUniSA

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

## Library Services

Students can enjoy access to Hong Kong Baptist University's main library, SCE resource library and UniSA's on-line library. They provide excellent collections and services to students in supporting their learning.

## Computer and Sports Facilities

Students can 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 can enjoy low-cost medical services at the Health Services Centre on-campus and dental services at discounted rates in designated dental clinics.

## Academic Counselling


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

## Career Services

SCE Careers and Employability Centre offers a range of services, resources and tools to help you plan your future career, prepare for the workplace, find an internship, connect to industry and more.

## Financial Assistance

Students may apply for the following financial assistance:

- Financial Assistance Scheme for Post-secondary Students (FASP)
  - Non-means-tested Loan Scheme for Post-secondary Students (NLSPS)
  - Continuing Education Fund (CEF) 
-





# Learning Opportunities **OVERSEAS**

Experience Australian culture through a study tour or  
enjoy a taste of studying abroad for a semester

## **Onshore Study**

Students can apply to study onshore in Adelaide during their degree.

## **UniSA Exchange Programme**

Students can participate in UniSA's exchange programme and  
study at one of the University's exchange partners.



## Academic insight



**"Our degrees are designed in collaboration with industry, meaning our students begin their hands-on professional careers from the moment they enter the classroom. Many graduates from our premier programs are employed from the placement opportunities that are offered from their first year of study. Speaking from a personal perspective, working closely as a mentor with students is one of the highlights of my day. There is nothing more rewarding about my role than watching our graduates challenge themselves, adapt and grow throughout University and their careers."**

***Dr Sarah Chua, Program Director: Tourism, Sports & Recreation, and Arts & Management***

## Alumni spotlight



**"A positive campus environment fostered the comfortable learning atmosphere. Lecturers were supportive. They paid much effort to realize the students' potential and tailor their teaching to student's varied abilities. Development of collaborative and reflective teaching culture created an English-rich environment and student engagement so as to enhance students' language proficiency."**

***Mr Cheng Long Hei, 2021 Graduate***



**"Studying the UniSA Tourism program had taught me to believe in myself more as it truly boosted my confidence by having to complete assignments that brought out my creativity and to be able to think critically. Lecturers were very accommodating and genuine. It was such a memorable experience as not only I gained valuable knowledge, I also gained lifelong friends."**

***Ms Khan Jessah Ma. Josefa Ramirez, 2020 Graduate***



**"Lecturers were friendly and willing to help students. They provided me with a curriculum that exceeded my expectations. To arouse our interest, teaching was combined with games and real examples. What's more, the amusing and meaningful strategy simulation with balanced scorecard had cultivated us to recognise the existing risks during the decision-making process."**

***Ms Fong Ching Ha, 2019 Graduate***

# Other Program Info

## Award

- ▶ Bachelor of Business (Sport and Recreation Management)
- ▶ Bachelor of Business (Tourism and Event Management)

by the University of South Australia

## HKCAAVQ Accreditation

The degrees 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 degree accreditation status, students are eligible for the below benefits:

- Students can apply for Hong Kong Government's Grants and Loans. i.e. Financial Assistance Scheme for Post-secondary Students (FASP)
- The degree qualifications are recognised by the Hong Kong Government for employment within the Civil Service

## Admission Criteria

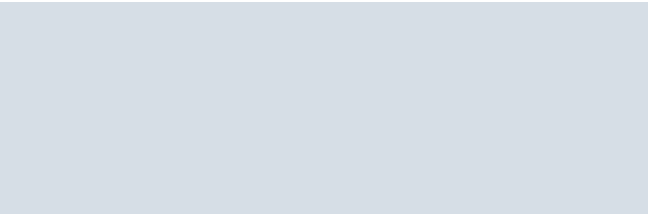
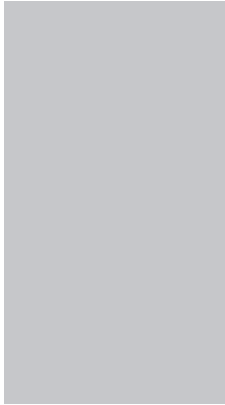
Applicants for the University of South Australia's Bachelor degrees should possess:

- A recognised higher diploma/advanced diploma/associate degree in a related discipline and
- English Language Proficiency which requires: an overall minimum IELTS score (or equivalent as approved by UniSA) of 6.0 with a minimum score of 6.0 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.





# Program Activities



## Study Tour





# Company Visit and Talk







**Workshop**

### **Enquiries and Information**

**Tel:** 3411 1914

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

Exempted Courses at non-local Course Registry, Education Bureau.  
(Reference No. 411321, 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

Information correct at time of printing (January 2022)