

Full-time top-up

*Undergraduate degree
2019-2020*

For Associate Degree and
Higher Diploma Graduates

專為副學士及高級文憑畢業生而設

Bachelor of International Tourism and Hotel Management

(Ref. No. 412608)



5

QR Registration No.
16/000510/L5
Registration Validity Period
01/09/2016 - 31/08/2020

Bachelor of Business

- *Major in Management* (Ref. No. 411668)
- *Major in Marketing* (Ref. No. 411798)
- *Major in Event Management* (Ref. No. 412225)



5

QR Registration No.
16/000511/L5, 16/000512/L5, 16/000513/L5
Registration Validity Period
01/09/2016 - 31/08/2020

Find out more:
cuscs.hk/topup

Be Remarkable

Griffith is ranked in the top 2% of universities worldwide

Why choose Griffith and CUSCS for your top-up degree?

Quality Australian university – international recognition

- Ranked in the top 2% of universities worldwide, according to the largest and most credible world university rankings.
- Ranked No.1 in Australia and 11th globally in Hospitality & Leisure Management.*
- Ranked in the top 200 in Business and Management Studies.*
- Ranked in the top 100 in Social Policy & Administration.*
- Griffith Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB) – International.
- Accredited with the International Centre for Excellence in Tourism and Hospitality Education (THE-ICE).
- Ranked no. 329 in the 2018 QS World University Rankings.

*QS World University Subject Rankings 2018

Best program design

- Locally accredited degree programs awarded by Griffith University, same QF level as local bachelor's degrees.
- Fully taught by Griffith lecturers, typically the same lecturers who teach the program in Australia.
- Highly-qualified Hong Kong-based tutors deliver the program in partnership with Griffith University.
- Testamur awarded by Griffith University for onshore and offshore studies.
- Normally completed in 12 months over 3 trimesters of full-time study, saving students' time and money.
- Double major options for Bachelor of Business students.
- Program delivered in English with personalised English support for students.
- Student exchange program to provide students with international study experience in Australia.
- Industry mentoring program offering real-life industry experience to help students enhance their employability skills and be job-ready.
- Student learning activities to enrich life on-campus.
- Hong Kong students can benefit from studying with Australian students during their exchange studies in Hong Kong.

Hong Kong student-focused

- Students benefit from local CUSCS support.
- Griffith Business School Hong Kong Program Director and local tutors provide students with personal support.
- Each course includes extensive workshops.
- Access to The Chinese University of Hong Kong libraries.

Central location

- Classes delivered at CUSCS Central or city learning centres.

Options for Bachelor of Business students

Major

- Management
- Marketing
- Event Management

Double major

- Management and Marketing
- Event Management and Marketing

Visit cuscs.hk/topup for information on admission and enrolment.



School of Continuing and Professional Studies

The Chinese University of Hong Kong

The Chinese University of Hong Kong (CUHK) established the Department of Extramural Studies in 1965 and in January 2006, it was renamed as the School of Continuing and Professional Studies (CUSCS). Bearing the mission of providing quality continuing professional education programs and services to meet the changing needs of society, CUSCS offers a diverse range of courses and programs at different levels.

To provide a more flexible learning and career development path for secondary school leavers, CUSCS has been offering two-year full-time Higher Diploma Programs since 2002. In 2014, CUSCS launched a 1-year full-time Diploma Program in Foundation Studies to provide secondary students an alternative option for further studies.

To enhance articulation opportunities for sub-degree graduates, CUSCS has collaborated with Griffith University in offering full-time Top-up Undergraduate Degree Programs in Hong Kong since 2006.



Griffith University

Griffith ranks among the world's best universities and continues to improve its international standing. In the largest and most credible world university rankings, Griffith is ranked in the top 2% of universities worldwide. Griffith is also regarded as one of the Asia-Pacific region's most influential universities.

-  Ranked in the top 2% worldwide
-  Research that makes a difference
-  Global impact
-  Teaching excellence

The University's strong international standing is built on highly-regarded research and teaching staff, high-quality international partnerships, and internationally-focused degrees that prepare students for a remarkable career.

With six campuses located across Brisbane, the Gold Coast and Logan in South East Queensland, the University hosts over 50,000 students from 130 nationalities. Griffith University prides itself on providing a safe, supportive and innovative learning environment for its students.

Griffith has received numerous international accreditations, and national and international awards.



Griffith Business School

Griffith Business School is one of Australia's leading business educators. It is accredited by the Association to Advance Collegiate Schools of Business (AACSB) International, meaning the School is recognised globally as delivering high-quality programs.

Griffith Business School was the first to sign the United Nations Principles for Responsible Management Education, and prepares future leaders to manage tomorrow's global issues.

In the 2018 QS World University Subject Rankings, Griffith ranked 11th globally and number 1 in Australia for Hospitality and Leisure Management; in the top 200 globally for Business and Management; and in the top 150 globally for Politics and International Studies. The School continues to affirm itself as a leader in business research, learning and teaching.

Griffith University was one of the first universities in Australia to develop degrees in Tourism and Hotel Management and the University continues to lead the field today.

Griffith's Department of Tourism, Sport and Hotel Management is a multi-award winning education provider, having won the Queensland Tourism Awards for Excellence in Industry Education 10 times since 1993. It is also a member of the Queensland Tourism Hall of Fame.

Griffith's MBA is ranked among Australia's leading MBAs in the CEO Magazine's 2018 ranking. In the 2017 Financial Review BOSS Magazine MBA survey, Griffith's MBA ranked fourth nationally.



Bachelor of International Tourism and Hotel Management

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Set yourself up for a career in a growth industry as demand for professional staff in international tourism organisations continues to build. Gain specialist industry knowledge combined with professional leadership and business management skills. Be prepared for a successful career in a range of international tourism and hotel management roles, including:

- in hotel and resort groups
- in the accommodation sector
- in retail travel and travel marketing
- in independent restaurants and internationally recognised chains
- with entertainment and leisure providers such as theme parks
- with suppliers of goods and services to the hospitality industry
- in airlines and on cruise ships
- and with local, state and federal tourism and regional planning authorities.

Learn from world-class academics about contemporary issues in the tourism and hotel industry, and how to find practical solutions to manage international tourism and hotel organisations.

Program structure

Students are required to complete 12 courses within 12 months of full-time study. Depending on your previous studies and subject to the approval of Griffith University, a maximum of 4 courses may be exempted.

Courses:

- Interpreting Tourism Management Information
- International Tourism and Hotel Management Principles
- Managing Projects in the Service Industries or Economics for Decision Making 1
- Rooms Division Management
- International Food and Beverage Management
- Hotel Distribution and Sales
- Managing Risk in Tourism, Events and Hospitality
- Financial Management for Tourism and Hotels
- Conference and Convention Management
- Managing Hospitality Service Experiences
- Hotel Service Operations Management
- Career Development

Course titles and contents are subject to change.

Continuing Education Fund Reimbursable Courses

Professional recognition

Bachelor of International Tourism and Hotel Management is accredited with the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).

Our Mentees



Yuby Chan

Bachelor of International Tourism and Hotel Management, 2016-17

'My mentor was a senior executive of a top branded hotel and a professional expert in the hotel industry. I learned from him a lot of useful advice, the trends and requirements of the industry. I was grateful for this opportunity so that I could connect with the industry people and start off my career in this exciting field upon graduation.'

Bachelor of Business Major in Marketing

Ref. No. 411798



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16/000512/L5
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Develop your knowledge in marketing for both domestic and international environments. With this industry-relevant degree, you will develop sound communication skills, enabling you to effectively contribute in competitive business environments. This degree will assist you to develop marketing-related problem-solving skills and extend individual attributes in areas such as innovation, self-direction, and forward thinking. You will also be well-placed to grow and foster sustainable enterprises.

Program structure

Students are required to complete 12 courses (6 major core courses and 6 elective courses from other majors) within 12 months of full-time study. Eligible students will have an option to undertake a second major in either Management or Event Management. Depending on your previous studies and subject to the approval of Griffith University, a maximum of 4 courses may be exempted.

Marketing major core courses:

- Market Research
- Advertising and Creative Strategies
- Digital and Social Media Marketing
- Services Marketing
- Marketing Globally
- Marketing Strategy and Metrics

Elective courses:

- Business Process or Event Management Principles
- Economics for Decision Making 1
- Organisational Behaviour or Managing Projects in the Service Industries
- International Food and Beverage Management or Business Ethics and Corporate Governance
- Managing Risk in Tourism, Events and Hospitality or Intercultural Management
- Conference and Convention Management
- Management Problem Solving

Course titles and contents are subject to change.

Continuing Education Fund Reimbursable Courses.

Professional recognition

Students or graduates are entitled to join the Hong Kong Institute of Marketing (HKIM), subject to the fulfillment of minimum requirements for respective membership grade upon HKIM membership application.



Beryl Pong

Bachelor of Business (Event Management), 2017-18

'I'm truly grateful for my mentor and the opportunity to study in the Griffith Hong Kong program. My mentor was a PR and Marketing professional and she guided me through my course of study, helped me overcome my weaknesses and shared with me her valuable industry experiences. I could see myself progressing to be a more confident person. I am now working in the field of event planning, and will continue to work hard to be a professional. I will definitely recommend this program to all students.'

Bachelor of Business

Major in Management

Ref. No. 411668



5

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The management major in the Bachelor of Business is designed to prepare students for a successful career in a management field. The major covers everything from creating value, driving strategy, developing operational plans, managing deadlines and systems to solving management problems. The management major assists students to develop a sound platform for analysing and making key decisions in today's business environment.

Program structure

Students are required to complete 12 courses (6 major core courses and 6 elective courses from other majors) within 12 months of full-time study. Eligible students will have an option to undertake a second major in Marketing. Depending on previous studies and subject to the approval of Griffith University, a maximum of 4 courses may be exempted.

Management major core courses:

- Business Processes
- Organisational Behaviour
- Business Ethics and Corporate Governance
- Intercultural Management
- Management Strategy and Decision Making
- Management Problem Solving

Elective courses:

- Market Research or International Tourism and Hotel Management Principles
- Economics for Decision Making 1
- Advertising and Creative Strategies
- Hotel Distribution and Sales or Digital and Social Media Marketing
- Services Marketing
- Managing Hospitality Service Experiences or Marketing Globally
- Career Development or Marketing Strategy and Metrics

Course titles and contents are subject to change.

Continuing Education Fund Reimbursable Courses

Bachelor of Business

Major in Event Management

Ref. No. 412225



5

QR Registration No.
16/000513/L5
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Have you dreamed of organising a rock concert, community arts festival, business conference or sporting event? If so, this degree is for you. Event management is an exciting and growing industry. You will develop business skills and specialist knowledge in how to organise, manage and promote events that will put you at the forefront of this amazing industry. You will be prepared for a successful career working for event and conference organisers in the sport, tourism, marketing, media and cultural sectors as well as coordinating and managing government event portfolios.

Program structure

Students are required to complete 12 courses (6 major core courses and 6 elective courses from other majors) within 12 months of full-time study. Eligible students will have an option to undertake a second major in Marketing. Depending on your previous studies and subject to the approval of Griffith University, a maximum of 4 courses may be exempted.

Event Management major core courses:

- Event Management Principles
- Managing Projects in the Service Industries
- Facility and Venue Management
- Managing Risk in Tourism, Events & Hospitality
- Conference and Convention Management
- Event Evaluation

Elective courses:

- Market Research or International Tourism and Hotel Management Principles
- Economics for Decision Making 1
- Advertising and Creative Strategies
- Hotel Distribution and Sales or Digital and Social Media Marketing
- Services Marketing
- Managing Hospitality Service Experiences or Marketing Globally
- Career Development or Marketing Strategy and Metrics

Course titles and contents are subject to change.

Continuing Education Fund Reimbursable Courses

Admission information

Admission requirements

1. **Completion of either an Associate Degree or Higher Diploma Program in a related discipline.**
2. **A minimum overall band score of 6.5 on IELTS (no sub-score of less than 6.0).**

Other equivalent academic and/or English qualifications will be assessed by Griffith University on a case-by-case basis.

Pathway options

Griffith University offers pathway options for students who need to improve their eligibility. Griffith University and CUSCS can work with students to assist them find a pathway that meets their needs. Please note that applicants who have not previously studied business management may be required to complete bridging courses(s) before the start of the program.

Duration

These programs can normally be completed within 12 months of full-time study.

Tuition fee# HK\$10,650 per course

Scholarships and Financial Assistance Griffith Entrance Scholarships

Griffith Entrance Scholarships will be awarded based on academic merit and personal statements.

Hong Kong Government Grants and Loans

Eligible students can apply for a Government grant and low interest loan under the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS). For details, please refer to the website of the Student Finance Office (SFO) at wfsfaa.gov.hk/sfo.

Continuing Education Fund (CEF)

Some courses of the programs have been included in the list of reimbursable courses for Continuing Education Fund purposes. For details, please refer to wfsfaa.gov.hk/cef

#Paid deposit and tuition fees are non-refundable, with the exception of unsuccessful applications or program cancellation.

Griffith Academic Staff



**Associate Professor
Peter Woods**

*Director (International),
Griffith Business School*

**Recipient of the prestigious Australian
University Award for Teaching
Excellence for Internationalisation in 2010**

'Building bridges of understanding between people from different cultures and backgrounds has been a focus of my working life. My philosophy of teaching is to build student-centered, stimulating learning environments informed by recent research and relevant theory, which are interactive, accessible and welcoming.'



Dr Anna Kwek

*Director,
Griffith Business School
Hong Kong Program*

'Our programs offer students a quality tertiary education that is context relevant to industries and open to mentoring and internship opportunities to enhance employability. To increase students' international exposure, a two-way exchange program provides students the chance to complete their program at our Queensland campuses and interact with Australian students in Hong Kong classrooms.'

Industry Partner



Ms JoJo Chan

Executive Director

Tai Hing Group Holdings Limited

'As an Industry Advisory Committee Member, I wholeheartedly recommend Griffith University's business Program offerings in Hong Kong. I am confident of their high standard of teaching, providing students with inspiring insights and practical skills that respond to the needs of the industries, thereby forming a close bond between students and the industries. As a leading business educator in Australia and AACSB-accredited, Griffith University prepares students for the fast-paced and competitive global markets.'



**Dr William Chen,
FCPA, FCMA**

BCom graduate

**General Manager(Hong Kong), Hui Lau
Shan Food Manufacturing Co., Ltd.
Adjunct Professor, Griffith University**

'As a Griffith Business School graduate, I am proud to recommend the School's business program offerings in Hong Kong. As a leading business educator in Australia, the Griffith Business School is AACSB accredited and I am confident of the superior teaching quality of the Hong Kong programs. The programs also include local insights and perspectives relevant to the industries in Hong Kong.'

Student enrichment activities

Students can make one-on-one face-to-face bookings with CUSCS English lecturers to sharpen their English skills. CUSCS also offers various co-curricular activities to enrich students' campus life and a wide range of career development activities to enhance their employability skills.



Our Graduates



Marco Liao

Graduate, Bachelor of Business (Marketing), 2015-16

Master of Science in International Real Estate and Planning, University College London (UCL), 2016-17

Property Consultant, Savills Hong Kong

'Instead of passive learning in the classroom, the program enabled us to apply textbook knowledge through presentations and group projects. Lecturers from Australia adapted a unique style of teaching in the classroom which was both fun and educational at the same time. Meeting the exchange students from Australia was also an interesting experience as we were able to share our very own culture, values, and beliefs with each other. Moreover, the program helped me a lot with my postgraduate studies in the UK and my current career. Overall, my experience with Griffith University was amazing and I would strongly recommend it to any prospective students.'



Jason Chan

Graduate, Bachelor of Business, Double majors in Management and Marketing, 2017-18

Griffith Award for Academic Excellence 2018

HKSAR Government Self-financing Post-secondary Scholarship Scheme - Outstanding Performance Scholarship 2018

'I enrolled into Griffith's undergraduate program as I was captivated by its renowned teaching quality and flexible course structure. I attempted three different majors before attending Griffith and I did not possess strong business foundation. Nonetheless, I was able to learn and transit smoothly despite the program progressed intensively. The course arrangements encouraged integration and critical application, and the meticulous structure of the double major program was critical to my success. This program enabled me to explore and develop skills which I did not possess prior to my enrollment. I took part in the university's mentor program, two-way exchange program, and acted as a student representative for my cohort. These activities provided robust platforms for my development of strong leadership, communication skills, and negotiation skills. These soft skills have propelled my career, and I am very thankful for the opportunity.'



Ronald Lau

Graduate, Bachelor of Business (Marketing) 2017-18

Griffith Award for Academic Excellence 2018

'Studying in the Griffith business degree program was a time saving opportunity for me to complete a three year bachelor degree program in one year. Griffith's accomplished professors and local tutoring staff helped me to become well equipped to reap the most benefits throughout the academic year and attain a high GPA overall as I had set out to do from the beginning. Academics aside, despite being an offshore program in Hong Kong, we were offered a modest but robust set of extra-curricular activities to partake in. The intensity of the course and the corresponding Herculean effort that was put in was offset by the satisfaction of accomplishing them and the close friends I made during the journey. I feel that the reason that I got so much from the program was because I gave Griffith experience everything I had. My singular take away from the past year is: WORK HARD! PLAY HARD!'



Emily Tam

Graduate, Bachelor of Business (Hotel Management), 2013-14

Event Coordinator, Haymarket Media Limited

'The reason I chose to study with Griffith University was the reputation and the balanced program features. The subject discipline of tourism and hospitality of Griffith has consistently been placed in the top ranking globally. The intensive study allowed me to obtain my bachelor's degree in a year. During my studies, I joined the exchange program and completed my last semester of studies at the Gold Coast campus. I was then quickly employed by a hotel in Australia upon my graduation. The overseas work experience was invaluable and has helped me a lot in my career.'



Jerry Wong

Graduate, Bachelor of Business (Management), 2013-14

Personal Banking Manager, Hang Seng Bank Limited

'The student activities, like the Golf Day, Career Seminars, and Industry Forums, enriched my study life and extended my personal network. The exclusive on-campus job interview arranged particularly for top-up degree students with famous multinational companies gave me valuable exposure to the real business world in a global context. The special care of my Academic Advisor and the timely support of the program staff are always in my mind! Many thanks to Griffith University and CUSCS!'

Unique program features

Two-way exchange program

Overseas exchange opportunity

Students have the opportunity to study at Griffith University's campuses in Australia for one trimester and earn credit towards their degree.

Each campus has a wide range of modern spaces to suit every study need as well as facilities and services to help make the student's time at Griffith easier and enjoyable.

Australia is an affordable, safe and friendly place to study. Spanning three major cities in Queensland, Griffith's campuses provide access to some of the best shopping, multicultural dining and entertainment precincts in Australia.

Inbound exchange and buddy program

Griffith University students in Australia travel to Hong Kong and study with Griffith students in Hong Kong for a course. Hong Kong students who join the Griffith International Student Buddy Program will provide support to the Australian students during their stay.

Industry mentoring program

This program aims to help students broaden their social and personal perspectives, obtain career advice from experienced professionals and build up networks. Experienced professionals and senior executives from industries are invited to become mentors.

Bridging courses

There are a number of subjects available to take as a pathway – these are core subjects which will allow you to meet the requirements if you do not do so already.

Bridging courses are available for the following subjects:

- management
- marketing
- statistics
- law
- accounting

English intensive

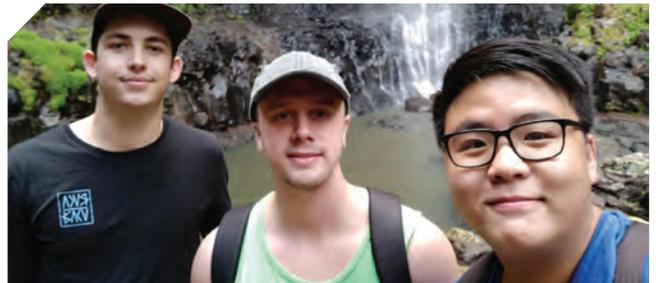
If your English proficiency is slightly below degree entry level, Griffith English Language Institute (GELI) delivers an intensive 78-hour face-to-face course in Hong Kong to raise your English language skills to the required level. GELI instructors have extensive experience in providing individual support to students to develop their English language and academic skills.



Kingston Chan

Bachelor of Business (Marketing), 2016-17

'The Griffith University exchange program is my life-changing experience. It broadened my perspective to work with people from different nationalities and enhanced my communication skills. I am so glad to have joined this program, through which I become a better person with a global mindset.'



Marco Li

Bachelor of Business (Marketing), 2017-18

'I had a great time studying in Australia, and I was lucky to have experience with two Griffith campuses in Brisbane and Gold Coast. It was a great opportunity for me to work with people from different backgrounds, and learn from my Aussie mates and people from other countries. Since I had also participated in the inbound exchange buddy program, I was able to develop really good and long term friendship with my Griffith mates and lecturers. This exchange study was a very rewarding experience. I'm planning to go back to Australia in a few months to continue on my Master's study.'

Opportunity to complete a double major within a year

Eligible Bachelor of Business students will have the opportunity to complete one of the following combinations of a double major within 12 months:

- Management and Marketing
- Event Management and Marketing





Application procedures

- Application forms can be downloaded from CUSCS website (cuscs.hk/topup). The application form should be sent to one of the Enrolment Centres in person or by mail to CUSCS Central Enrolment Centre with the following:
 - A non-refundable application fee of HK\$200 by crossed cheque or bank draft made payable to 'The Chinese University of Hong Kong'
 - A copy of HKID Card or relevant identification document
 - A copy of transcripts showing all the courses taken and the results for your Diploma / Advanced Diploma / Higher Diploma / Associate Degree Programs
 - A copy of graduation certificate (if any)
 - A copy of IELTS report or Medium of Instruction letter issued by the Principal / Registrar of your institution(s) for your previous two years of study
- Online application is available at cuscs.hk/topup. Applicants should still submit supporting documents (items 2 to 5 listed above) to one of the Enrolment Centres in person or by mail to CUSCS Central Enrolment Centre.

Commencement date

September 2019

Deadline for application

20 May 2019

Program information seminars

Please visit cuscs.hk/topup

CUSCS Central Enrolment Centre:

Unit A, 1/F,
Bank of America Tower,
12 Harcourt Road, Central

(Please specify 'Full-time Top-up Undergraduate Degree Program' and the program name on the envelope)

Enrolment Centres & Head Office

Central Enrolment Centre	Tsim Sha Tsui East Ocean Enrolment Centre	Tsim Sha Tsui Oriental Enrolment Centre	Tseung Kwan O Enrolment Centre	Head Office
Unit A, 1/F, Bank of America Tower, 12 Harcourt Road, Central Monday to Friday: 8:30am - 8:00pm Saturday: 8:30am - 5:00pm Tel: 2209 0290 Fax: 3110 0611	Unit 01, Basement 1, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui Monday to Friday: 8:30am - 7:00pm Saturday: 8:30am - 5:00pm Tel: 2209 0290 / 3943 4888 Fax: 2367 0273	13/F, Oriental Centre, 67 Chatham Road South, Tsim Sha Tsui Monday to Friday: 8:30am - 8:00pm Saturday: 8:30am - 6:00pm Tel: 2209 0290 Fax: 2367 2593	Tsui Lam Estate, Tseung Kwan O Monday to Friday: 8:30am - 7:00pm Saturday: 8:30am - 12:00noon 1:00pm - 4:30pm Tel : 2209 0290 / 3943 9103 Fax: 2770 6376	6/F, Railway Plaza, 39 Chatham Road South, Tsim Sha Tsui Monday to Thursday: 9am - 5:45pm Friday: 9am - 6pm Tel: 2209 0290 Fax: 2603 6565

(Closed on Sundays and Public Holidays)



Program Partners

**School of Continuing and Professional Studies
The Chinese University of Hong Kong**
6/F, Railway Plaza,
39 Chatham Road South,
Tsim Sha Tsui,
Kowloon, Hong Kong
cuscs.hk

Griffith University
Griffith Business School
Nathan campus
Queensland 4111, Australia
griffith.edu.au



Enquiries

Tel: 3111 7219
Fax: 3110 0611
E-mail: scs-topup@cuhk.edu.hk
Website: cuscs.hk/topup

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These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualifications to which these courses may lead.