

Department Of Business Administration 工商管理學系

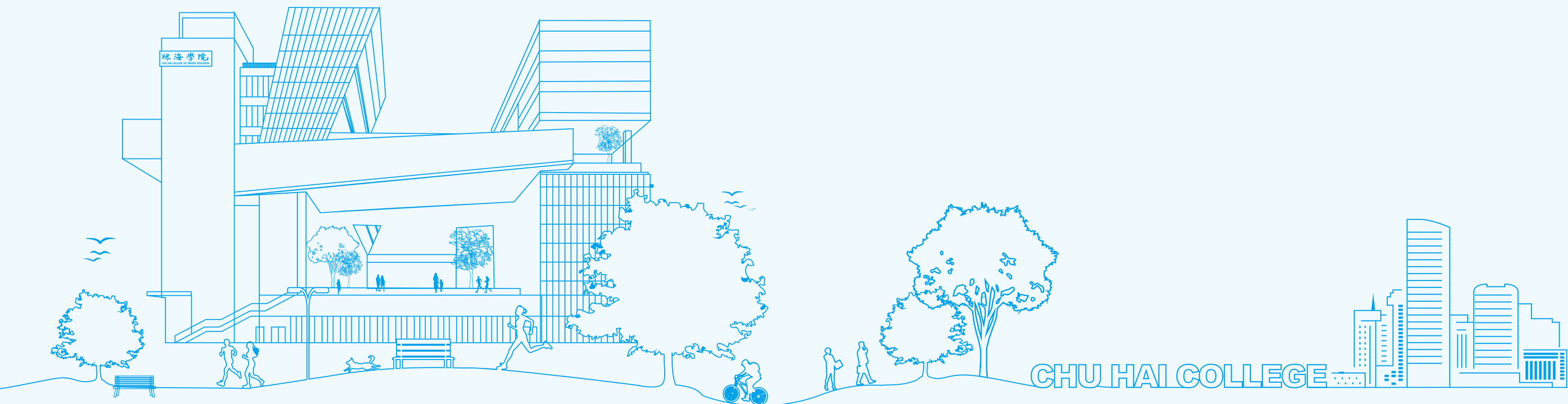


工商管理學(榮譽) 學士學位課程 Bachelor of Business Administration (Hons)

課程編號: 502301
PROGRAMME CODE : 502301

工商管理學系開設的工商管理學（榮譽）學士學位課程，旨在為學生提供綜合的商業和管理培訓，當中以企業管理、人力資源管理及市場營銷為主要重點，幫助學生在不同企業和各種業務職能上成為有能力及有承擔的管理人材。

The Department of Business Administration offers the Bachelor of Business Administration (Hons) programme which aims at providing students with a broad training on business and management. The programme offers a focus on three core disciplines: General Management, Human Resource Management and Marketing Management, which are vital in supporting students in their professional career development as well as further studies.



商學院
Faculty of Business



課程宗旨

Programme Objectives



為學生提供廣博、具高度靈活性以及結合商業及管理元素的管理課程，讓學生發展個人興趣並建立未來事業。課程宗旨如下：

- 為學生提供最新的商業管理及營銷理論和個案範例，令學生掌握最新的營商環境及市場趨勢；
- 鞏固學生不同管理學科的理論基礎，使之可繼續深造或進行研究；
- 提供全面教育，著重不同技能培訓，如領導才能、溝通技巧和有效地運用資源之法則，以迎合變幻莫測之國際營商環境；
- 強化學生管理大中小型商業機構的知識及各行各業之管理崗位，如人力資源、市場學、金融財務及資訊科技等，加強學生就業能力；
- 培養學生良好之專業操守及對社會之承擔；
- 使學生具備充足知識和技能，能應用嶄新商業科技。

The Programme aims to provide a broad-based and highly flexible curriculum with integrated business and management elements to our students, allowing them to develop their professional and business-related careers. The specific aims of the Programme are to provide students with:

- Knowledge of the best practices of responsible businesses;
- Solid theoretical knowledge in business and management for pursuing post-graduate study or research;
- An all-round education with emphasis on a wide range of skills and competencies such as leadership, communication, and effective use of resources to meet the challenges of the ever-changing global business environment;
- Strong analytic skills in managing small, medium and large business organisations and better employability to develop their career in managerial positions in various business;
- A good sense of professional ethics and social responsibility;
- Adequate knowledge and skills in using advanced technologies relating to business applications

課程特色

- 靈活多元化之課程與廣闊之事業發展空間
- 強調管理理論與實踐
- 具國際視野之環球企業管理
- 強調商業責任和專業操守
- A flexible and diversified programme leading to extensive career opportunities
- Strong focus on management theory and practice
- Global business perspectives
- Emphasis on business responsibility and professional ethics

專業認可

- 同學修畢所需市場營銷科目後，一俟畢業便可以申請成為香港市場學會副會員。
- 同學修畢所需人力資源科目後，亦可以申請成為香港人力資源學會 (HKIHRM) 副會員。

Our graduates of the BBA programme are eligible for:

- Associate membership of The Hong Kong Institute of Marketing (HKIM) after completing required Marketing courses;
- Associate membership of the Hong Kong Institute of Human Resource Management (HKIHRM) after completing required human resources courses.

就業與升學出路

修讀工商管理學（榮譽）學士學位課程的畢業生獲得廣泛的商業知識和技能，有著多樣化的職業前景。大部分修讀工商管理學（榮譽）學士學位課程的畢業生投身貿易、零售和金融與銀行業，從事人力資源、銷售和營銷、客戶服務和零售管理等職位。我們畢業同學的職業界別和性質是與這個工商管理學學士學位課程的內容和特質息息相關的。

The BA programme offers our graduates a broad range of business knowledge and skills which cross several disciplines, resulting in a well-rounded manpower with diverse career prospects. Most of our graduates work in trading, retail and financial/banking sectors in the positions of human resources, sales and marketing, customer service and retail management. The sectors and nature of our graduates' career are highly relevant to the content and characteristics of our BA programmes.

Programme Characteristics



Professional Recognition



Career Prospects and Further Studies





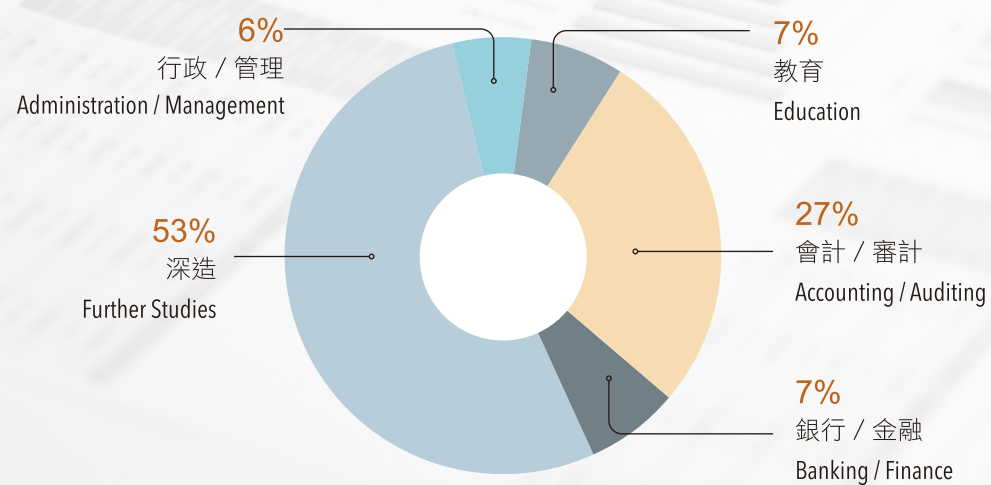
商學院畢業學分要求

Credit Requirements for Graduation

	會計及銀行 (榮譽) 商學士 Bachelor of Commerce (Hons) in Accounting and Banking	工商管理學 (榮譽) 學士 Bachelor of Business Administration (Hons)	財務金融學 (榮譽) 工商管理學士 Bachelor of Business Administration (Hons) in Finance	金融及資訊管理學 (榮譽) 工商管理學士 Bachelor of Business Administration (Hons) in Finance and Information Management
科目類別 Course Category	學分 Credits	學分 Credits	學分 Credits	學分 Credits
學院必修科目 College-wide Core and General Education Courses	24			
商學院必修科目 Faculty Core Courses	27			
課程必修科目 Programme Core Courses	54	33	30	30
課程選修科目 Programme Elective Courses	9	15	18	18
自由選修科目 Free Elective Courses	9	24	24	24
總共 Total	123	123	123	123

2019-2021 年商學院畢業生就業統計調查

Faculty of Business Graduate Employment Surveys for the years of 2019 - 2021



商學院副修課程

Minor Programmes in Faculty of Business



除了主修的專業外，學生可以選擇副修以下商學院提供的課程之一：
Apart from your major, students are allowed to exercise an option by registering for one of the following Minor Programmes offered within the Faculty:

主修課程 Major Programmes	副修選項 Minor Options
會計及銀行 Accounting and Banking	- 綜合管理 General Management - 人力資源管理 Human Resources Management - 市場營銷 Marketing - 財務金融 Finance - 金融及資訊管理 Finance and Information Management
工商管理學 Business Administration	- 會計 Accounting - 財務金融 Finance - 金融及資訊管理 Finance and Information Management
財務金融學 Finance	- 會計 Accounting - 綜合管理 General Management - 人力資源管理 Human Resources Management - 市場營銷 Marketing - 金融及資訊管理 Finance and Information Management
金融及資訊管理學 Finance and Information Management	- 會計 Accounting - 綜合管理 General Management - 人力資源管理 Human Resources Management - 市場營銷 Marketing - 財務金融 Finance

學生一般必須修畢一定學分才能完成副修該課程的要求。完成副修課程後，學生將對該學科相關的基礎課題有基本認識，並已充分接觸該學科某些範疇，汲取知識，讓學生可在該學科或相關學科繼續進修。

In general, students must complete certain credits to fulfil the requirements of minoring a programme. Upon the completion of the Minor Programme, students will have acquired basic understanding of fundamental issues related to the subject, knowledge of some aspects of the subject with sufficient exposure and the ability to pursue further study in the subject in the future.



學習與校園生活

LEARNING AND CAMPUS LIFE

企業實習

商學院為同學提供不同實習機會，讓他們在職場中獲取寶貴的工作經驗、認識自己的職業志趣和探索在不同商業界別的職業選擇。實習學生有機會在暑假期間到參與機構的本地辦事處全職工作至少八個星期，當中包括中國銀行（香港）有限公司、中銀人壽、稅務局、彭準來會計師事務所、馬炎璋會計師行和深圳國泰安教育技術公司等。

Internship Programme

The Faculty Internship Programme offers our students the opportunity to gain valuable experience in real life business settings. They also have the opportunity to explore their career interests and options across different industry sectors. Additionally, interns would have the opportunity to work fulltime at the participating organisation's local office for at least eight weeks in the summer holidays. These organisations include Bank of China (HK) Limited, BOC Group Life Assurance Company Limited, Inland Revenue Department, MTL Pang & Co, Nexia Charles Mar Fan Limited and Shenzhen GTA Education Tech Limited (GTA).



商學院領袖培訓計劃

商學院領袖培訓計劃旨在為商科學生提供各種領導經驗。透過計劃，他們能：

- 學習在商業領域所需的不同特質
- 了解領導能力為你帶來的優勢和發展領域，並成為有效的領導者
- 善用有利事業發展的人際網絡

Business Leadership Programme

The Leadership Programme of the Business Faculty is designed to provide various leadership experiences for our business students. They can:

- Learn to acquire different attributes that are strong assets in the business arena
- Gain a deeper understanding of leadership strengths and areas for development to become an effective leader
- Take advantage of various networking opportunities that will benefit their career development

師友計劃

商學院的師友計劃為同學提供一個向業界專家和傑出校友學習的有效平台。透過這個計劃，同學可以走出課室，從導師的分享和示範中學習，為畢業後的事業發展作好準備。師友計劃令珠海學院的校友與曾經培育他們成長的學院保持更加緊密的關係，並激發他們熱切地回饋學院的心志。此外，這個計劃亦幫助商學院與業界建立和保持聯繫，讓商學院走在商業社會的前線，並促進畢業生的就業前景。

2018-19 年度師友計劃啟動禮於2019年1月16日舉行。

The Mentorship Programme

The Mentorship Programme of the Faculty of Business serves as a platform for student mentees to learn from industry experts and accomplished alumni through sharing and role modelling. It allows students to expand their learning experience beyond the classroom and facilitate a smooth transition to their future careers upon graduation. It also keeps alumni connected to the College that developed and nurtured them. Moreover, it establishes an industry network that would bolster the employment prospects of our Faculty of Business graduates. The kick-off ceremony for the 2018-19 Mentorship Programme was held on 16 January 2019.

特許金融分析師協會投資研究挑戰大賽

五位財務金融學系同學參加2018-2019 年度特許金融分析師協會投資研究挑戰大賽

珠海學院自組了一個團隊參加由香港財經分析師學會協會主辦2018-19年度特許金融分析師協會投資研究大賽。

團隊成員包括來自商學院財務金融學系的五位同學。此外，很榮幸地邀請到Heitman的高級分析師Jason Lai先生及珠海學院財務金融學系署理系主任王家安博士成為團隊顧問，為隊員提供諮詢。

投資研究大賽的開幕典禮於2018年10月31日在中環長江集團中心的彭博社辦公室舉行。是次大賽的贊助商是香港交易及結算所有有限公司及彭博社，極有聲望。

CFA Institute Research Challenge

Five Students from the Department of Finance Took Up the2018-19 CFA Institute Research Challenge

A team from the Chu Hai College of Higher Education competed in the prestigious CFA Institute Research Challenge Hong Kong Local Final 2018-19, hosted by The Hong Kong Society of Financial Analysts.

The team comprised five students from the Faculty of Business' Department of Finance. Further, the team was advised by an external adviser (Mr. Jason Lai, Senior Analyst, Heitman) and Chu Hai faculty (Dr. Wilson Wong, Acting Head, Department of Finance).

The opening ceremony for the Research Challenge was held at Bloomberg's office in Cheung Kong Center in Central on 31 October, 2018. The principal sponsor of the Challenge was the Hong Kong Exchanges and Clearing Limited while Bloomberg was the supporting sponsor. The presence of these eminent sponsors underscored the prestige of the Challenge.





校友感言

Ying-Wai WONG

Message from Alumni

黃英偉

2012年畢業，現為基金任估值工作。

黃英偉畢業後完成了香港會計師公會的专业課程 (Qualification Programme) 考核，並成為會計師。他認為香港珠海學院的會計及銀行課程作為一個香港會計師公會認可的課程，為他打好了應付專業考試的基礎，令他毋須在畢業後參加任何其他準備課程。

A graduate of 2012, now responsible for Fund valuation work in a trustee .
Ying-Wai completed the Qualification Programme (QP) of HKICPA and became a Certified Public Accountant (CPA) shortly after his graduation. As an accredited programme by HKICPA, the Accounting and Banking Programme at Chu Hai College has provided him a solid foundation to prepare for the QP.



會計及銀行（榮譽）商學士學位課程
Bachelor of Commerce (Hons) in Accounting and Banking

Kitty MAK

麥泳婷

2011年畢業，現為資深稅務會計師。

麥泳婷畢業後前往英國修讀碩士，回港後加入了其中一間四大會計師行。麥泳婷現已成為香港會計師，並於商界擔任資深稅務會計師。她認為會計專業並不是與人隔絕的工作：「於四大行工作，可以有機會與不同人接觸，當中包括大企業的會計部門主管與財務總監。與不同人合作，更能了解他們的處事方式，訓練人際溝通技巧。」

A graduate of 2011, now working as a Senior Tax Accountant .
Upon graduation, Kitty pursued her Master Degree in Economics, Accounting and Finance at the University of Bristol, U.K. After returning to Hong Kong, she joined one of the Big 4 accounting firms. She is now a Certified Public Accountant (CPA) and a Senior Tax Accountant. To her, accounting is much more than dealing with numbers. Moreover, working in a big four accounting firm provided her “the opportunities to work with people of different backgrounds and ranks, including the Head of the Accounting Department, Financial Controller, co-workers, and clients. This has greatly improved my interpersonal skills.”



會計及銀行（榮譽）商學士學位課程
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Hares ALI

艾哈利

2017年畢業，外資銀行任建立關係工作。

「會計及銀行商學士是一個精心設計的課程，既提供重要的商業和經濟學基礎知識，也為同學在多個學習領域重心提供選擇。老師們擁有豐富經驗，能引導同學迎接挑戰。完成課程後，我可以選擇於多個專業發展。無論如何，在珠海學院的數年，是我一生難忘和充滿美好回憶的時光。」

A graduate of 2017, now responsible for Relationship Building at a Foreign Bank .
“Bachelor of Commerce in Accounting and Banking is a carefully structured programme that provides basic training in business and economics as well as opportunities for different specialisations. The Department of Accounting and Banking has teaching staff with solid knowledge and industrial experience. They guide students to face different challenges. Upon completing the degree, I had many choices for career development. More importantly, my college days were both unforgettable and enjoyable. I will cherish memories of people I met there for a long time to come.”



會計及銀行（榮譽）商學士學位課程
Bachelor of Commerce (Hons) in Accounting and Banking

劉逸安

LAU Yat On

2011年畢業，現職於東亞銀行。

爭正名、過評審、通三語、擴視野，還有師生情，這就是母校四年的難忘回憶。多謝母校，讓我一展所長。祝願母校更上一層樓。

A graduate of 2011, currently working for Bank of East Asia.

“Strive for university status, ace the accreditation, brush up trilingual skills, broaden my horizon, and build friendship with professors. These are the sweet memories at my alma mater. Thank you for giving me a chance to exert myself. Sincerely I hope my alma mater can go from one milestone to another” .



工商管理學（榮譽）學士學位課程
Bachelor of Business Administration (Hons)

周駿琛

CHOW Chun Sum Sam

2011年畢業（一級榮譽），成立“Gebecert Ltd.”公司並出任CEO。

「珠海學院BBA的課程知識很廣，學系的老師具有豐富的教學經驗和技巧，使學生可以學到很多額外知識，對我個人創立“Gebecert Ltd.”非常之有幫助。如果畢業後有意從事商科，珠海學院BBA的課程一定會是你的首選。」

A graduate of 2011 (first class honours), CEO of his own company “Gebecert Ltd.” .
“The content of BBA programme is diversified. Teachers are experienced and able to articulate additional knowledge to me. This is of paramount importance to the establishment of my entrepreneurial business - Gebecert Ltd.. If you are considering doing business after graduation, BBA of Chu Hai College is your first choice.”



工商管理學（榮譽）學士學位課程
Bachelor of Business Administration (Hons)

劉詩慧

Christine LAU

2013年畢業，現為俊思集團學習及發展部主任。

「在珠海學院的四年讀書生涯，雖不容易亦不艱難，課程著重理論與實踐並重，好讓我們能學以致用。畢業後，我投身於培訓行業，這份工作能讓我好好裝備自己，迎接每個機會。每行每業都充滿挑戰，作為培訓師的我必須準備充足，與時並進，豐富人生，提高說服力。」

A graduate of 2013, now working as a Learning and Development Officer at ImagineX Group.

“The 4-year BBA programme was neither easy nor difficult for me. The programme is a good balance between theory and practice and it enables me to apply theoretical knowledge to my work. After graduation, I joined the field of Training and Development. As a corporate trainer, I’m confident with my competence to overcome challenges and be convincing at work.”



工商管理學（榮譽）學士學位課程
Bachelor of Business Administration (Hons)





校友感言

Message from Alumni

Alvin POON



工商管理學（榮譽）學士學位課程
Bachelor of Business Administration (Hons)

Jay CHU



會計及銀行（榮譽）商學士學位課程
Bachelor of Commerce (Hons) in Accounting and Banking

King-Wong YU



財務金融學（榮譽）工商管理學士
Bachelor of Business Administration (Hons) in Finance

潘廣達

1995年畢業，現為一家本地著名銀行的商務理財高級副總裁兼組主管。

「珠海學院是一個予人機會和希望的地方！它創造機會給想讀書的人，去完成一個政府認可的大學學位，使本來迷茫失落的人，有機會在社會找到一份合適又可以一展所長的工作，從而改變人生，闖出一片新天地！」

A graduate of 1995, now working as a Senior Vice President & Team Head, Business Banking, at a famous local bank.

“Chu Hai College gave me hope and an opportunity! It offers a valuable chance for students to realise their dreams of earning a HK government recognised degree and to build up their competence. With this opportunity, we can seize new opportunities in our career and life!”

朱朗維

2009年畢業，現為中國平安保險海外（控股）有限公司的風險管理業務執行副總監。

「我畢業後便從事金融相關的工作。因為珠海學院受相關專業學會認可，我考取了CFA和FRM的專業資格。然後我在中文大學完成了風險管理碩士課程。現在，我主要負責資產管理及自有資金的風險管理工作。」

A graduate of 2009, now working as a Vice President of Risk Management for China Ping An Insurance Overseas (Holdings) Limited.

“I work in financial industry after graduation. The programmes of Chu Hai College of Higher Education are well recognised by programmes-related professional associations. I have earned both of the CFA and FRM designation. I also completed the MSc in Risk Management Science from the Chinese University of Hong Kong. Currently, I am responsible for the risk monitoring for the asset management and first party funding.”

余景煌

2010年畢業，現職於恒生銀行。

余景煌於畢業同年考獲CFA Level 1，並於2014年成為註冊財務分析師(CFA)。畢業後於恒生銀行任職投資顧問，他認為學系課程對他日後CFA考試及晉身銀行界有極大幫助。

A graduate of 2010, now working for Hang Seng Bank.

King-Wong qualified as a Chartered Financial Analyst (CFA) in 2014. Since graduation, he secured a position at Hang Seng Bank as an Investment Consultant. Having passed CFA Level 1 in 2010, he is grateful for the relevance of Chu Hai College's finance programme which not only prepared him well for the subsequent CFA examinations but also facilitated his entry into the banking industry.

陳靄怡

Tiffany CHAN

2009年畢業，現為康宏集團聯席董事。

陳靄怡於2013年成為特許財務策劃師(CFP)。她在畢業後三年在康宏集團任職，年薪超過港幣一百萬並晉升為聯席董事。

A graduate of 2009, Associate Director of Convoy Financial.

Tiffany qualified as a Certified Financial Planner (CFP) in 2013. Since graduation, she secured a position at Convoy Financial. Barely three years after graduation, she was promoted to Associate Director and team leader, with an annual income in excess of HK\$1 million.

劉嘉雯

Carmen LAU

2021年畢業（一級榮譽），現職於浦發銀行。

「我認為在珠海學院讀書可以給我很多不同的機會嘗試，例如參加活動或一些和金融分析有關的比賽等。而且這裏的師生關係融洽，老師都很樂於幫助我們。在參加比賽的過程當中，老師會從旁指導我們，在我們遇上問題的時候，他們亦會很有耐心地解答我們的問題，讓我們獲益良多。除此以外，商學院的課程教導學生專業知識，內容與未來的工作息息相關，讓我們在畢業後投身社會工作時也可以把所學的知識學以致用。再者，商學院還有很多實習的機會，給同學吸取工作經驗。在2020年的暑假，我去了一間會計師事務所實習，從而認識了關於會計和審計的工作。最後，我們學校亦提供了很多拿獎學金的機會給同學爭取，大家可以在讀書期間多點嘗試、挑戰自己。」

A graduate of 2021 (first class honours), currently working for Shanghai Pudong Development Bank.

“I think studying in Chu Hai College of Higher Education provides various opportunities for me to try different things, like student activities and financial analysis competitions. We have close and pleasant relationship with teachers. They are always helpful when we meet difficulties in learning. During the competitions, our teachers provided guidance to us side by side and answered our questions patiently, and so we benefited a lot from them. Besides, the programmes in the Faculty of Business nurtures students with professional knowledge which are very relevant to the workplace in the future. It helps us to develop our career effectively after graduation. Moreover, the Faculty of Business provides many internship opportunities for students to gain practical experience from the workplace. In the summer of 2020, I worked as an intern in an accounting firm. During the internship, I learnt more about job duties in accounting and auditing field. Finally, our College offers us abundant opportunities of getting scholarships. I encourage you guys to try new things and challenge your potential in campus life.”

郝毅

Yi HAO

2018年畢業，現職金融分析師。

郝毅認為於大學四年內收穫滿滿，師生關係和睦融合，自己也經過老師悉心的輔導和自己的努力通過了CFA Level 1考試。

A graduate of 2018, now working as a financial analyst.

Yi HAO is grateful for four enriching years at Chu Hai College. He finds strong student-teacher relations a significant hallmark of Chu Hai College's finance programme. Additionally, the considerable guidance he received from his teachers, coupled with his hard work, enabled him to pass CFA Level 1.



財務金融學（榮譽）工商管理學士
Bachelor of Business Administration (Hons) in Finance



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入學申請 ADMISSIONS

入學要求 Entry Requirements

一年級入學 Year 1 Entry

香港中學文憑試學生

Hong Kong Diploma of Secondary Education Examination (HKDSE) students

科目 Subject	所需成績 Level Requirement
中國語文* Chinese Language*	第 3 級 Level 3
英國語文 English Language	第 3 級 Level 3
數學 Mathematics	第 2 級 Level 2
通識教育 Liberal Studies	第 2 級 Level 2
選修科目 Elective subject	一科達第 2 級 Level 2 in one subject

* 非華語學生可憑以下學歷作為香港中學文憑試中國語文科資歷：

- 應用學習中文：達標或以上
- GCSE / IGCSE：達 C 級或4 或以上
- GCE A-level：達 E 級或以上

* Non-Chinese speaking (NCS) applicants may use one of the following Chinese Language qualifications as the equivalent of HKDSE Chinese Language:

- Applied Learning Chinese: Attained or above
- GCSE / IGCSE : Grade C or 4 or above
- GCE A-level: Grade E or above

二或三年級入學 Year 2 or 3 Entry

副學士及高級文憑持有人

Associate Degree and Higher Diploma (AD/HD) holders

- 持有本地院校經評審的副學士 / 高級文憑
- Completed an accredited Associate Degree / Higher Diploma from local educational institutions

如申請人持有同等學歷，申請將作個別考慮。

Candidates with equivalent qualifications will be considered on a case-by-case basis.

本地生須知 Useful Information for Local Students

申請期 Application Period	報名費 Application Fee	2023-2024 學士學位課程學費 Tuition Fee For Undergraduate Programmes		
2022年11月1日至 2023年8月31日 1 November 2022 to 31 August 2023	報名費港幣二百元 (錄取與否概不退還) A non-refundable application fee of \$200	一、二年級 Year 1 & Year 2	\$70,320	每年 per year
		三、四年級 Year 3 & Year 4	\$75,410	每年 per year

申請入學途徑 How to Apply

申請文件 Documents Required

其他學歷 Other Qualifications

本地生申請手續

Application Procedures for Local Applicants

珠海學院網上申請系統

CHC Online Application System

<https://apply.chuhai.edu.hk/>

應屆香港中學文憑試考生亦可透過下列途徑報名：

Current year HKDSE candidates may also apply through the following channels:

- 自資課程：
Self-financing programmes:
專上課程電子預先報名平台 (E-APP)
Electronic Advanced Application System for Post-secondary Programmes
<https://www.eapp.gov.hk>
- 指定專業／界別課程資助計劃課程：
Study Subsidy Scheme for Designated Professions / Sectors (SSSDP) programmes:
大學聯合招生辦法 (JUPAS)
Joint University Programmes Admissions System
<https://www.jupas.edu.hk>

- 最近護照相片一張
One recent passport-size photo
- 繳驗香港身份證及繳交香港身份證影印本
Hong Kong Identity Card and its photocopy
- 繳驗原校畢業證書、學歷成績證明書、公開考試成績證明書及繳交其影印本
Hong Kong Identity Card and its photocopy
- 學生學習概覽 (SLP)、學校推薦信 (如適用)
Student Learning Profile (SLP), recommendation letter from the applicant's school (if applicable).

合適的申請人須接受面試，有關安排會以電郵方式通知。

Selected applicants will receive an invitation for an interview via email.

持有內地或國際學歷的申請人，可掃描下列二維碼查閱相關入學要求及申請手續：
Applicants holding mainland or international qualifications may scan the following QR codes to learn about the respective entry requirements and application procedures:

內地高考
Mainland Qualification: Gaokao



國際學歷
International Qualifications

