

NEW PROGRAMME

Bachelor of Sciences (Honours) Cruise Management*

郵輪業管理(榮譽)理學士

Full-time & Part-time



The global cruise industry is experiencing rapid growth internationally, there are countless opportunities for rewarding careers on-board ships for those seeking to combine global travel and a career in hospitality and tourism.

This programme aims to enable students to gain a thorough understanding of this unique employment area and have a critical awareness of the issues that underpin best practice. In addition, the programme enables students to develop vocationally relevant managerial skills needed for employment in the global cruise industry and the wider hospitality sector. Overnight cruise line field trip and cruise terminal visits will be arranged for students to deepen their understandings of the cruise industry. Full-time students will also have opportunity to apply for the short-term internship on international cruise lines, such as Royal Caribbean International, and Kai Tak Cruise Terminal as this programme aims to provide a world class education for those considering the cruise industry as a genuine career choice.

Programme Structure

This top-up degree programme consists of 8 modules (20 credits each, except for Honours Project with 40 credits). Students who satisfactorily complete all modules (180 credits) will obtain Bachelor of Science (Honours) Cruise Management.

Programme Highlights

- One of the first universities to provide an undergraduate degree for this type of vocation;
- Field trips to cruise lines and cruise terminal;
- Opportunity for overseas studies[^] at Plymouth University campus for one semester;
- Opportunities to apply for internship[^] and job placements in cruise lines and cruise terminal in Hong Kong and overseas;
- Lecturers of Plymouth will fly to Hong Kong to teach, and they are experienced and knowledgeable in both the academic and industrial fields;
- High quality teaching delivered by specialist staff through a variety of teaching methods and activities;
- Comprehensive coverage of practical and industry based skills for career development.

Course Fee

Application Fee

HK\$150 (Non-refundable)

Programme Fee[#]

Course Fees: HK\$98,970 will be paid in 3 semesters (Additional fees of overnight cruise line field trip are not included)

[^] For full-time students only

[#] The tuition fee is reviewed annually and is subject to change without prior notice.

Entry Requirement

Applicants shall:

1. hold an Advanced Diploma/Higher Diploma in Hospitality Management/Tourism and Hospitality Management awarded within the HKU system through HKU SPACE;

OR

2. A. (i) hold an Advanced Diploma/Associate Degree/Higher Diploma in Hospitality Management granted by a recognised institution; **or** (ii) hold an Advanced Diploma/Associate Degree/Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognized institution;

AND

B. provide evidence of English proficiency such as :

- (a) HKCEE English Language at Level 2; **or**
- (b) HKCEE English Language (Syllabus B) at Grade E (Grade C in the case of English Language (Syllabus A));
- or**
- (c) HKDSE Examination English Language at Level 2; **or**
- (d) an overall band of 6.0 or above in the IELTS; **or**
- (e) a score of 500 in the paper-based TOEFL or a score of 173 in the computer-based TOEFL and a score of 4.5 in the Test of Written English.

OR

3. have a degree of other disciplines.

Applicants from (2) and (3) may be considered on a case-by-case basis. Applicants from (2Aii) and (3) may be required to take and pass additional modules based on individual merit before the start of the programme.

Bachelor of Sciences (Honours) Cruise Management*

Duration 18 months (full-time) 21 months (part-time)	Location HKU SPACE Learning Centres	Medium of Instruction English	Commencement Date September (full-time) September & April (part-time)
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Modules

1. Leadership
2. English for Academic Purposes
3. Cruise Operations and Passenger Services
4. Managing Service Innovation
5. Tourism, Hospitality & Events Research Methods
6. Hospitality Dynamics
7. Honours Project
8. Cruise Operations and Continuity Planning

HK\$98,970[#]

Module 3 and 8 will be taught in weekday evenings.

The above programme structure is intended for use as a guideline to prospective students. HKU SPACE and University of Plymouth reserve the right to modify sequencing of modules within the structure.

The mode of assessment for each module is different from module to module but will be generally based on a combination of coursework (including assignments and tests/projects) and the final examination or 100% continuous assessment without examinations.

Application Procedure

If you have any enquiries, or interest to apply for this programme, please contact our programme team:

Tel: 2867 8329 (part-time) / 2520 4607 (full-time)
Fax: 2861 0278
Email: parttimehtm@hkuspace.hku.hk (part-time)
enquiry_ftplyhtm@hkuspace.hku.hk (full-time)



Application Deadline

Late July for September Intake
Late February for April Intake

Non tourism/ hospitality/ event students need to study additional module(s) before commencement of top-up degree programme. Please apply early.

*Non-Local Higher and Professional Education (Regulation) Ordinance

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

Enrolment Centres

Admiralty Learning Centre [ADC]

3/F, Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]

14/F, Fortress Tower, 250 King's
Road., North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]

1/F, HPCC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]

2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]

3/F, T.T.Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222

Kowloon West Campus [KWC]

38-46, Nassau Street, Mei Foo
Sun Chuen (Phase 6), Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 4000