



Bachelor of Business (International students)

Program code

1314

Offered in

For Continuing Students Only

Available at

Z-Off Shore: Hong Kong

Duration

3 years full-time

equivalent with advanced standing + 2

or 3 trimesters FT

Credit points

240

Why choose this program?

This Hong Kong government-accredited degree is delivered by Griffith University staff in partnership with Hong Kong-based tutors through an articulation arrangement with the Chinese University of Hong Kong. Since its introduction in 2006, more than 1000 students have graduated from this degree, which is regarded as a model of offshore program excellence in Hong Kong.

The choice of three majors gives you the opportunity to focus your study on an area of interest that suits you. Depending on what you choose, you can graduate with the skills to organise rock concerts and community arts festivals, to lead and manage teams, to develop and drive marketing strategies, or to manage large hotels around the world.

MAJORS

Event Management

Event management is an exciting and growing industry. You will develop business skills and specialist knowledge about how to organise, manage and promote events that will put you at the forefront of this amazing industry.

Management

In this major, you will learn about management's core functions: communication, planning, teamwork, strategy, human resources, and self-development. You will also develop analytical, communication and decision-making skills, which will enable you to add value to any organisation.

Marketing

In this major, you will learn about identifying and understanding markets and consumer behaviour. You will also learn how to develop strategies for staying ahead of competitors.

My attendance during the program

Attendance information

The program will be taught off-shore in Hong Kong. The program will be delivered through course materials and intensive blocks of face-to-face lecturing, tutoring and assessment in Hong Kong.

Each course will be delivered over a four-week period. Lectures will be delivered either in the first or second week by Griffith Business School staff. Twenty-six hours of lecture contact will be provided. Local staff appointed by the School of Continuing and Professional Studies, Chinese University of Hong Kong and approved by Griffith University will conduct 13 hours of tutorials.

My career opportunities

My career opportunities

As a graduate, you will be qualified for a career in business, industry and government in areas including administration, management, planning and policy support.

If you are already employed, the knowledge gained through this degree will increase your business value and prepare you for

leadership roles.

Event Management

You will be prepared for work in government departments, sporting clubs, sport tourism, marketing, media, sporting and cultural organisations. Event managers design, organise and coordinate conventions, conferences, corporate meetings and exhibitions. They are responsible for every aspect of organising events, including marketing, catering, signage, translation, audiovisual displays, security and budgeting.

Management

Good managers are needed across all sectors and in businesses of all sizes. With this qualification, you can apply your business management knowledge to an area of personal interest and find work as a business manager in human resources, strategy, planning and policy, or training and development.

Marketing

Marketing professionals are employed in almost all sectors of government and industry - in any organisation that needs to promote its products or services, from entertainment and fashion, to tourism and business consulting. You will be prepared for work as a brand manager, marketing manager, advertising account manager, market research analyst, public relations manager, or sales manager.

What are the fees?

International students

An International student is one who is not:

- an Australian or New Zealand citizen or
- a person who has Australian permanent resident status.

Indicative annual tuition fee

The indicative annual tuition fee is calculated based on a standard full-time study load which is usually 80 credit points (two full-time trimesters).

The indicative annual tuition fee is based on current conditions and available data and should only be used as a guide. These fees are reviewed annually and are subject to change.

Tuition fees

- An International student pays tuition fees.
- Students are liable for tuition fees for the courses they are enrolled in as at the census date.
- The tuition fee for students who commence their program prior to 2014 is charged according to the approved program fee for the trimester in which the student commenced the program.
- The tuition fee for students who commence their program from 2014 onwards is charged according to the approved program fee for the trimester in which the student is enrolled.

Program fees for the Bachelor of Business (1314)

Year of study	Fee category/Band	Fee per CP	Tuition fee 80cp
2020	Fee Band 28.5	\$356.25	\$28,500.00

Changing programs

If an International student changes to a different program they will be subject to the approved program fee for the trimester in which they are enrolled.

Permanent resident status

If an **undergraduate student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will be provided with a domestic fee-paying place.

The student may then apply for a Commonwealth supported place at the next admission period provided that the student satisfies the conditions for transfer from a domestic fee-paying place to a Commonwealth supported place as set out in the [Undergraduate Programs Admission Policy](#).

If a **postgraduate student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will automatically be considered for a Commonwealth supported place subject to availability.

If a **research student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will automatically be considered for a Commonwealth Government Research Training Program (RTP) Fee Offset or a

domestic fee-paying place as applicable for the program.

Further information

- **Fees and Charges Policy:**
 - Schedule B - Fees for International Students
 - Schedule G - Fees for Non-award and Continuing Education Students
- **Cost of studying in Australia**

Additional fee information

Please contact the **School of Continuing and Professional Studies** at the Chinese University of Hong Kong for details.