



Northern Melbourne Institute of TAFE

澳洲北墨爾本理工學院  
商業市場學  
證書. 文憑. 高級文憑課程  
Northern Melbourne Institute of TAFE  
Certificate IV. Diploma. Advanced Diploma of  
Business (Marketing)



全日制課程  
Full-time Program

### 澳洲北墨爾本理工學院

澳洲北墨爾本理工學院，屬澳洲政府的專上理工學院，為全澳最大型及最成功的高等學府之一，往年有42,000名學員於澳洲當地及22,000名學員於澳洲以外地區修讀不同課程。其中以可銜接各澳洲大學的文憑及高級文憑課程最為受歡迎，而HKUE則為全港唯一直接聯繫澳洲NMIT的學院。HKUE跟NMIT緊密合作以帶給學生最優質的商業教育。



院校編號: 541508

### Northern Melbourne Institute of TAFE (NMIT)

NMIT, the Northern Melbourne Institute of TAFE, is one of the biggest and most successful tertiary institutions in Australia. It enrolled 42,000 students in Australia and another 22,000 outside Australia last year. Among a wide selection of courses, the diploma and advanced diploma courses that could be articulated to degree programs in various Australian universities are most popular with students. HKUE is the only education institute in Hong Kong that has a direct association with NMIT and is proudly working with NMIT to provide high standard business education.

## 升學途徑 Study Pathway



### 入學資格

完成中六課程、並於香港中學會考取得四科D級或以上的成績，其中英語(課程乙)必須取得C級成績或考獲雅思國際英語水平測試 5.5分

\*為配合升讀大學課程，所有學生必須於完成證書/文憑/高級文憑/專業文憑課程前考獲雅思國際英語水平測試5.5分。

\*入學時未符合英文水平資格之學員必須額外報讀本校指定之英語課程

### Entry Requirements

Completion of F.6 or equivalent with HKCEE 4 subjects at grade D or above with Grade C in HKCEE English syllabus B or IELTS 5.5

\*To tie in degree programs, all students have to attain IELTS 5.5 before completion of Cert IV/ Diploma/ Advanced Diploma/ Professional Diploma.

\*Students not achieving the English standard at the time of enrollment must take an extra English course of our school.

### 學費

-證書課程 港幣20,500 x 2學期

-文憑課程 港幣20,500 x 1學期

-高級文憑課程 港幣20,500 x 1學期

### School Fee

-Certificate IV in Business (Marketing) HK\$20,500 x 2 semesters

-Diploma of Business (Marketing) HK\$20,500 x 1 semester

-Advanced Diploma of Business (Marketing) HK\$20,500 x 1 semester

## 課程結構 Course Structure

### 澳洲北墨爾本理工學院商業市場學證書課程 NMIT Certificate IV in Business (Marketing)

課程編號 Course Code	課程科目 Units
AMECEAP401A	學術英語 English for Academic Purpose
BSBCM306A	商業文件應用 Produce Business Documents
BSBCM420A	高級商業文件書寫 Write Complex Documents
BSBCM409A	產品及服務推廣策略 Promote Products and Service
BSBMKG407A	專題報告應用 Make a Presentation
BSBEBUS401A	網上調查應用 Conduct Online Research
BSBCM405A	調查資料分析及報告 Analyse and Present Research Information
BSBSBM401A	商業法律學 Establish Business and Legal Requirements
BSBMKG403A	市場資料分析 Analyse Market Data
BSBMKG402A	顧客行為學分析 Analyse Consumer Behaviour for Specific Markets
BSBMKG401A	市場閱歷 Profile the Market

### 澳洲北墨爾本理工學院商業市場學文憑課程 NMIT Diploma of Business (Marketing)

課程編號 Course Code	課程科目 Units
FNSACCT610A	財務策略學 Develop and Implement Financial Strategies
BSBMKG501A	評估市場商機 Evaluate Marketing Opportunities
BSBMKG502A	市場策略應用 Establish and Adjust the Marketing Mix
BSBMKG503A	拓展市場策略計劃書 Develop a Marketing Communications Plan
BSBMKG504A	市場逆境面對策略 Implement a Marketing Solution
BSBMKG505A	市場情況檢討 Review Marketing Performance
BSBEBUS505A	商業科技應用 Implement New Technologies for Business
BSBFLM503B	工作環境及關係管理 Manage Effective Workplace Relationships

### 澳洲北墨爾本理工學院商業市場學高級文憑課程 NMIT Advanced Diploma of Business (Marketing)

課程編號 Course Code	課程科目 Units
BSBMKG602A	市場計劃及發展 Develop a Marketing Plan
BSBMKG603A	市場流程管理 Manage the Marketing Process
BSBMKG601A	市場策略發展 Develop Marketing Strategies
BSBMGT609A	風險管理 Manage Risk
BSBMGT605A	國際市場機會分析 Evaluate International Marketing Opportunities
BSBMGT604A	直接市場活動發展及管理 Develop and Manage Direct Marketing Campaigns
BSBMGT603A	商務計劃發展 Review and Develop Business Plans
BSBEBUS601A	網上商業策略發展 Develop an e-business Strategy

## 證書

澳洲北墨爾本理工學院 商業市場學證書.文憑.高級文憑  
\*所有科目合格方可獲發澳洲北墨爾本理工學院證書。

## Awards

NMIT Certificate IV. Diploma.  
Advanced Diploma of Business(Marketing)  
\*NMIT Certificates will only be awarded upon pass in all subjects.

## 出席率

整個課程學生須出席達百分之八十或以上。

## Attendance

Students must attend at least 80% of the course.

## 評估制度

-學生平日於課堂、小組合作、功課及小測上的表現。  
-每一學科完結時會有一個期終試。

## Assessment

-Class performance, group work, assignments and quizzes  
-A final examination at the end of each unit.

## 升學出路

此課程之畢業生將獲學分豁免，直入澳洲塔斯馬尼亞大學  
工商管理學士二年級第二個學期。

## Progression Prospect

Graduates of this program will be offered credits with direct  
admission to year 2 semester 2 of Bachelor of Business  
Administration offered by University of Tasmania.



#### 免入息審查貸款計劃

如學生需要經濟上的援助，可向學生資助辦事處申請借貸全數或部份學費。詳情請瀏覽：<http://www.sfaa.gov.hk>

#### Non-Means Tested Loan

Established by the HKSAR Government, this scheme provides students with interest-bearing loans to cover tuition fees in full or in part. Application should be made directly to the Student Financial Assistance Agency, information is available at <http://www.sfaa.gov.hk>

	<p>地址：香港九龍彌敦道771-775號太子柏宜中心7-8樓</p> <p>開放時間： 星期一至五：上午9時至晚上10時 星期六：上午10時至晚上10時 星期日：下午2時至晚上8時 公眾假期：休息</p> <p>電話：(852) 2789 0579 傳真：(852) 2789 8508 電郵：<a href="mailto:marketing@hkue.edu.hk">marketing@hkue.edu.hk</a> 網址：<a href="http://www.hkue.edu.hk">www.hkue.edu.hk</a></p>	<p>Address: 7-8/F, Union Park Centre, 771-775 Nathan Road, Prince Edward, Kowloon, Hong Kong.</p> <p>Opening Hours: Monday-Friday: 9am-10pm Saturday: 10am-10pm Sunday: 2pm-8pm Public Holidays: Closed</p> <p>Tel: (852) 2789 0579 Fax: (852) 2789 8508 E-mail: <a href="mailto:marketing@hkue.edu.hk">marketing@hkue.edu.hk</a> Website: <a href="http://www.hkue.edu.hk">www.hkue.edu.hk</a></p>
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香港環球教育集團會不時修訂章程內容而不作個別通知。以上內容的生效日期為二零一零年四月。

Hong Kong Universal Education may update information from time to time without notice to you. The above information is effective from April 2010.

個別僱主可酌情決定是否承認學員獲取的任何資格。

It is a matter for individual employers to recognize any qualifications to which this course may lead.