



Doctorate in Business Administration Programme
工商管理博士課程

Master in Business Administration Programme
工商管理碩士課程

Bachelors in Business Administration Programme
工商管理學士課程





Horizons University

Horizons University seeks to provide a practical, one-on-one learning experience for students through innovative study opportunities, a strong global focus, and personalized instruction tailored to individual learning goals.

They take pride in empowering its students with the opportunity to further their education. This includes students for whom education would otherwise be inaccessible due to geographic, financial, political, or any other number of limitations.

Horizons University offers a variety of accredited degree programs in the business field (BBA, MBA and DBA programs) along with online Masters degrees in International Education, Cross-Cultural Communication and French Language and Culture.

The online programs are completed 100% online, without a residency requirement, and are self-paced. The on-campus programs are offered with a blended approach, where students take intensive seminars, and complete the rest of their work independently. All of the degrees and their courses, both online and on-campus, have a high focus on acquiring practical skills, and the intellectual application of the material they've learned.

地平線大學通過創新的學習機會及針對個人學習目標而量身定做的個性化教學，能為學員提供有實用性，一對一的學習經驗。

他們同時為因地理、財務、政治或其他限制而導致無法接受教育的學員提供學習機會。地平線大學開辦了各類在商業領域認可的學位課程，如工商管理學士，工商管理碩士及工商管理博士課程。除此之外，還有不同的網上遙距課程，例如國際教育，跨文化交流和法國語文碩士學位。

遙距課程百分百在網上完成，學員能自行安排上課時間及地點。而在校課程提供多元化上課模式。遙距課程學生會出席密集的研討會（在線），並獨自完成剩下的課業。無論是網上課程或在校課程，大學也以能為學員提供實用的技能及知識為目的。

Accreditation 評審

1. Ministry of Education, France (Registration ID : 0451674A)
法國教育部註冊學校 (註冊編號: 0451674A)
2. Paris Regional Professional Training Control Department (Reference ID : 11752996775)
巴黎專業培訓控制部門註冊學校 (參考編號: 11752996775)

3. Accreditation Council for Business Schools & Programs (ACBSP)
商業學院和課程評審局

The Accreditation Council for Business Schools and Programs is a U.S. organization giving accreditation to business programs focused on teaching and learning. ACBSP is a recognized accrediting agency by Council for Higher Education (CHEA), U.S which is national organization of degree-granting colleges and universities. All Horizons University's BBA, MBA and DBA degrees are accredited by ACBSP.

商業學院和課程評審局是受美國高等教育委員會 (CHEA) 認可的認證機構，對以教學和學習為重點的商業學院和課程進行認證。所有地平線大學的BBA、MBA和DBA學位均受ACBSP認證。

4. European Council for Business Education (ECBE)
歐洲商業教育理事會 (ECBE) 認可

ECBE is an accreditation body headquartered in Belgium that accredits higher education programs across Europe to ensure excellence in business education and teaching. All Horizons University's BBA, MBA and DBA degrees are accredited by ECBE.

歐洲商業教育理事會是一家總部位於比利時的認證機構，該機構對歐洲的高等教育課程進行認證，以確保卓越的商業教育和教學質量。所有地平線大學的BBA、MBA和DBA學位均獲ECBE認證。

5. European Association for Distance Learning (EADL)
歐洲遙距課程協會 (EADL) 認證

Horizons University is a member of EADL. EADL represents European organizations offering high quality and educationally sound distance learning

地平線大學是歐洲遙距課程協會 (EADL) 的成員，EADL 是一所提供高水平及高質量的遙距課程的歐洲機構。

6. Accreditation Service for International Schools, Colleges, & Universities, ASIC, UK
國際學校、學院和大學的認證

ASIC is an independent, government approved accreditation body specializing in the accreditation of schools, colleges, universities, training organizations and online and distance education providers, both in the UK and overseas. ASIC accreditation is recognized by the UK Visas & Immigration (UKVI), part of the Home Office, Horizons University is an accredited Institution by ASIC

ASIC是政府批准的獨立認證機構，專門為英國和海外學校、學院、大學、培訓機構以及遙距課程提供認證。ASIC認證被英國簽證和移民局 (UKVI) 認可，是英國內政部的一部分，而地平線大學是ASIC認證的學校。



Doctorate in Business Administration 工商管理博士

The DBA is a research Doctorate in Business Administration, which aims at making a contribution to both management practice and theory. The learning objectives of this Degree are to provide high quality skills and the required knowledge for Company Leaders and Executive Managers.

本課程的目的是旨在為管理實踐和理論做出貢獻，並為公司的領導層和執行經理提供高質量的技能和所需的知識。

Programme structure 課程結構

The DBA structure at Horizons University is made up of core and elective courses. These courses are spread out through the three years, and the dissertation is only written during the second and third year. During their time at Horizons University, students will have to take Foundation Seminars.

由核心科目和選修科目組成，從第二年開始論文寫作，核心科目包括三個基礎研討會。

YEAR 1 一年級

Foundation Seminars in Marketing/ Finance/ Business Ethics 市場/財務/商業道德基礎研討會		
DBA658	International Business Strategy	國際商業策略
DBA674	Quantitative and Qualitative Methods	定量和定性方法
DBA673	Business Research Methods	商業研究方法
DBA799	Dissertation Proposal Writing	論文寫作計劃書
Elective 選修科		

YEAR 2 二年級

DBA660	Global Economy 全球經濟	DBA800	Dissertation Writing	畢業論文
Elective 選修科				
Elective 選修科				

YEAR 3 三年級

DBA670	Global Communication 全球通信	DBA800	Dissertation Writing	畢業論文
Elective 選修科				

Elective Course 選修科目

DBA659	International Human Resources Management	國際人力資源管理
DBA661	Multicultural Management	多元文化管理
DBA671	Emerging International Markets	新興國際市場
DBA672	E-Commerce	電子商務
MBA522	International Marketing	國際營銷
MBA523	Marketing Strategy Development	市場發展策略

Dissertation 論文

The dissertation is composed of two phases 論文由兩個部分組成

Phase I : Research Proposal, which is developed during the “Business Research Methods” course. Once this is approved by the university, the student can pass to the second phase.

階段一：研究計劃大綱，在商業研究方法的課堂上進行，一旦通過後便會進入階段二。



Phase II : Independent Research and Dissertation Writing.

階段二：獨立研究和論文寫作

Mode of Study 修讀模式

The program can be conducted in both on-campus (in French) and online (in English).

學員可自行選擇以網上遙距模式修讀(英語)或到原校修讀(法語)。

Duration 修讀年期

The programme was designed to last 36 months.

修讀期一般為36個月。

Admissions Requirements 入學資格

1. A Bachelor and a Master Degree with major in Business. 工商管理博士申請人需持有認可院校的學士和碩士學位，或同等學歷。
2. 3 years or more of business related work experience. 具至少3年管理工作經驗。
3. Proficiency in English. 英語水平良好。



Master in Business Administration 工商管理碩士

The MBA Program at Horizons University prepares students for leadership positions in global organizations and for careers as independent consultants, entrepreneurs, and business researchers.

A MBA structure at Horizons University is made up of core and specialized courses. The core program combines traditional business competencies with contemporary applications to globalization processes, characteristics of changing societies, and creative problem solving. Students will complete four core courses before taking specialized courses.

本課程旨在為學員裝備自己，應付事業發展的領導及獨立能力，為成為環球管理層、獨立顧問、企業家作好準備。

課程主要由核心科目和專修科目組成。核心科目將傳統商業能力結合和應用於全球化進展、不斷變化的社會環境和具創造的解決問題方式。在修讀專修科目之前，學員必須先完成四門核心科目。

Core Courses 核心科目		
MBA501	Leadership of Contemporary Business Organizations	當代商業組織的領導力
MBA530	Business Ethics	商業道德
MBA504	Business Research Strategies	商業研究策略
MBA503	Financial Resource Management	財務資源管理

Specializations 專修科目		
International Marketing 國際營銷		
MBA520	Global Market Perspectives	全球市場前景
MBA521	Marketing Management Process	營銷管理流程
MBA522	International Marketing Research Methods	國際營銷研究方法
MBA523	Marketing Strategy Development	營銷策略發展
MBA514	Cross-Cultural Communication	跨文化交際
MBA525	Advertising	廣告
MBA527	Perceptual Psychology in Business	商業感知心理學
International Management 國際管理		
MBA510	Managing the Multinational Corporation	管理跨國公司
MBA511	Political / Economic Environment of International Business	國際商業的政治 / 經濟環境
MBA512	Human Resource Management in MNCs	跨國公司的人力資源管理
MBA513	Global Management Systems	全球管理系統
MBA514	Cross-Cultural Communication	跨文化交際
MBA515	International Marketing	國際營銷
MBA502	Global Integration Process	全球一體化進程
MBA516	E-business	電子商務
MBA505	Advanced Organizational Behavior	高級組織行為

Mode of Study 修讀模式

The program can be conducted in both on-campus (in French) and online (in English).

學員可自行選擇以網上遙距模式修讀（英語）或到原校修讀（法語）。

Duration 修讀年期

The programme was designed to last 24 months. 修讀期一般為 24 個月。

Admissions Requirements 入學資格

1. A Bachelor with a major in Business or equivalent. 工商管理碩士申請人需持有認可院校的學士學位，或同等學歷。
2. 3 years or more of business related work experience. 具至少 3 年管理工作經驗。
3. Proficiency in English. 英語水平良好。

Bachelors in Business Administration (Top Up Degree) 工商管理學士 (最後一年)

An international program covering international business practices, management, marketing and communication. Upon completion of the BBA, students will be able to demonstrate business-oriented skills and knowledge. Students will master a blend of theoretical and practical knowledge. Additionally, they will identify managerial skills and requirements that they will be able to develop in future studies.

本課程涵蓋國際商業應用、管理及營銷上的知識。完成課程後，學生將能夠展示商業導向的技能和知識，掌握理論和實踐知識的融合。有助日後升學及工作上的發展。

Core Courses 核心科目		
EMK301	Internet Marketing	網絡營銷
ETH304	Business Ethics	商業道德
ACC301	Corporate Accounting	企業會計
COM302	Virtual Communication	虛擬通信
CAP300	Capstone Project	專題報告
MGT302	Globalization	全球化
MGT301	Intercultural Management	跨文化管理

Elective Course (Choose one) 選修科目 (選一門科目)		
BUS301	Business Problem-Solving	解決商業問題
COM301	Conflict Resolution	解決衝突
BUS302	Case Studies in International Business	國際商業案例研究
FLA301	Foreign Language	外語
OWC301	Organization of World Consumption	世界消費組織

Mode of Study 修讀模式

The program can be conducted in both on-campus (in French) and online (in English).

學員可自行選擇以網上遙距模式修讀(英語)或到原校修讀(法語)。

Duration 修讀年期

The programme was designed to last 12 months.

修讀期一般為12個月。

Admissions Requirements 入學資格

1. Higher diploma, Associate degree, Advanced diploma or equivalent 大專文憑或同等學歷。
2. Proficiency in English. 英語水平良好。



How to Apply 如何申請

To Apply for admission to the DBA, MBA and BBA of HU, applications are assessed by and admission decisions are made at the discretion of the university. The following documents must be submitted to HKTNESC :
報讀地平線大學的學生，請提交以下文件回本中心，所有申請將交由大學評審決定：

1. A Duly Completed Application Form 填妥之報名表格
2. Relevant Transcripts (Certified True Copy) 相關的成績表正本 (被証明的副本)
3. 1 Passport Size Photo (2" X 1.5 ") 證件相 1 張 (2" X 1.5 ")
4. Passport Copy 護照副本
5. Resume 個人履歷表
6. Application & Registration Fees 報名及註冊費

* 個別僱主可酌情決定是否承認本課程可令學員獲取任何資格。 It is matter of discretion for individual employer to recognize any qualification to which this course may lead.

* 本課程以純遙距模式進行 The programme is conducted through purely distance learning mode.

Inquiry 報名及查詢



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