

University for the Creative Arts

Master of Arts - Design, Innovation and Brand Management

(UCAMA -83721) Reg. No.: 253014

Notes for Application

A. Application Procedures

1. Please read the brochure carefully before filling in the Application Form.
2. Please include the following documents with the completed Application Form to the address stated in (F) before the application deadline:

Originals

- Two passport photos
- A crossed cheque for HK\$250 (non-refundable application fee) made payable to "The Hong Kong Management Association" (with applicant's name and HKID number at the back)

Photocopies

- Certificate and Transcripts of Academic Qualifications
- Curriculum Vitae (CV)
- Work Reference Letter
- English Language Qualifications
- Hong Kong Identity Card

B. Admission

1. Admission is at the discretion of the University.
2. Applicants may be required to attend an admission interview and submit a Portfolio for review. Notification will be sent individually.
3. Applicants will be notified of their application results by email.
4. Applicants will be asked to bring along the originals of the documents listed in Part A for verification upon admission to the programme.

C. Programme structure and tuition fee

| | Module Names | Amount (HKD) |
|------------------------------|---|---|
| Part 1 (4 taught modules) | <ul style="list-style-type: none"> • Research and Communication • Creative Thinking • Professional Practice • Product and Prototyping | \$75,000 (\$25,000 x 3 installments) |
| Part 2 | <ul style="list-style-type: none"> • Final Project | \$10,000 |
| Total | | \$85,000 |

* All fees are subject to review and change by UCA.

* Depending on individual students' choice of projects, specific facilities or machineries are not necessarily required in the programme. In the case that access to facilities such as grinding machine, spraying system, is needed in your projects, you may want to subscribe to a membership from Inno Space* or other facility providers of your choice. Each student is entitled for a sponsorship of up to HKD 1,500. You are reminded to keep a copy of the receipt(s) for a reimbursement. Each student entitles a maximum amount of HKD 1,500 throughout his/her study period. Students may have to cover his/her own fee on the subscription if he/she extends his/her study.

D. Important Dates

Deadline of application: 2 October, 2020 (Late application will be considered on a case by case basis)
Commencement date: 31 October, 2020

E. Programme Timetable and Venues

Each module carries 20 to 60 credits. There are 5-9 classes over 8-15 weeks for each module.

| Module | Credits | Weeks |
|-------------------------------------|---------|-------|
| EDIB7010 – Research & Communication | 40 | 15 |
| EDIB7011 – Creative Thinking | 20 | 8 |
| EDIB7012 – Professional Practice | 20 | 8 |
| EDIB7013 – Product & Prototyping | 40 | 15 |
| EDIB7014 – Final Project | 60 | 20 |

| Date of classes | Time |
|-----------------|---------------------|
| Saturdays | 13:00 - 19:00/19:30 |

Venue: HKMA Management Development Centre
3/F Tower 2 South Seas Centre
75 Mody Road
Tsim Sha Tsui
Kowloon

F. The UCA Local Secretariat

The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang
Hong Kong

Tel: 2774 8537 (Ms Jenny Pong)
Fax: 2365 1000
Email: uca@hkma.org.hk / jennypong@hkma.org.hk
Website: www.hkma.org.hk/uca

Note:

- Some classes may be scheduled for Sundays.
- A detailed timetable will be sent to students one month before start of each module.
- The Secretariat reserves the right to alter the date and venue of the classes. In such case, notice will be given to students two weeks in advance.
- It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

University for the Creative Arts

Master of Arts - Design, Innovation and Brand Management

(UCAMA -83721)

Application Form

Checklist

Please fill in all information required. Incomplete information will cause delays in processing for which neither HKMA nor UCA shall be responsible.

Please include a crossed cheque for non-refundable application fee HK\$250 and a copy of following documents with the completed Application Form:

- Certificate and Transcripts of Academic Qualifications
- Curriculum Vitae (CV)
- Work Reference Letter
- English Language Qualifications
- Hong Kong Identity Card

The completed application package should be returned to:
The Hong Kong Management Association
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

1. Personal Details

Name: Mr / Ms _____
(Surname) (Other Names) (Chinese Name)

Note: Please insert full name as shown on HKID Card/identification document. The name registered on this form will be taken as final and be printed on the final award.

Date of Birth: _____ (DD/MM/YY) Nationality: _____

HKID Card No. (For verification of the applicant's identity): _____

Position: _____

Company: _____

Address of Company: _____

Nature of Business (e.g. banking), please specify: _____

Job Function (e.g. Accounting), please specify: _____

Tel. No.: _____ (Mobile) _____ (Residence) _____ (Office)

Co. Fax No.: _____ E-mail: _____

Correspondence Address: _____

2. Academic qualification (in descending chronological order)

Please provide details of your academic qualifications.

| Awarding Institution | Title of Qualification | Period of Study (from MM/YY to MM/YY) | Completed (Yes/No) |
|----------------------|------------------------|--|--------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

3. Details of other qualifications held

Please list membership of professional societies, articles or books published, papers presented etc.

4. English Proficiency

An applicant for admission to the program who does not speak English as a first language or has not yet completed a Bachelor degree or sub-degree in English has to demonstrate he/she has fulfilled the English entry requirement.

Have you completed a degree or sub-degree programme which the primary language of instruction was English?

| | |
|---|--|
| <input type="checkbox"/> YES – please state the qualification and institution details below¹ <ul style="list-style-type: none"> ➤ Qualification: _____ ➤ Institution: _____ ➤ Duration: _____ years ➤ Year of graduation: _____ | <input type="checkbox"/> No – please state the name of language test taken and details² <ul style="list-style-type: none"> <input type="checkbox"/> IELTS <input type="checkbox"/> Others (_____) Test Date(MM/YY) : _____ Test Score: _____ |
|---|--|

Remarks:

- Please include a copy of certified evidence from the institution confirming that the studies were conducted and examined solely in the English Language.
- Please include a copy of test result slip.

5. Summary of work experience

Please provide details of your work history starting with most recent. Use separate sheets if necessary.

| Name of Employer | Job Title | Duties and Responsibilities | Dates of Employment (from mm/yy to mm/yy) |
|------------------|-----------|-----------------------------|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Total Years of Work Experience: _____

Referee

| | | | |
|------------|--|--------|--|
| Full name: | | | |
| Position: | | | |
| Telephone: | | Email: | |
| Address: | | | |

6. Personal Statement

Please outline your particular reasons for applying for this course in this session.

7. Others

- Where did you learn about this programme?
 - HKMA Email Mail Newspaper/Magazine (please specify): _____
 - Email Promotion from Other Websites (please specify): _____
 - Online Advertisement (please specify): _____
 - Search Engine (please specify): _____
 - Social Media (please specify): _____
 - HKMA Website (Where did you find this information): _____
- Have you attended the Information Session? Yes No
- Are you HKMA Member? Yes No
- Why do you choose this programme?
 - Recommendation Location Course Price
 - Other _____

8. Personal Data Collection

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Applicant's Declaration

1. I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
2. I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
3. I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____

Remarks:

- This application is not an enrolment form, nor does it guarantee admission.
- The University and the Association support the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.
- It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.