MSc Programme in Marketing and International Business (MScMIB), Lingnan University 2014 – 2015 Intake

1 Pre-Programme Activities

1.1 Pre-entry Bridging Courses

The pre-entry bridging courses will be offered in the period from 11 August 2014 (Monday) to 20 August 2014 (Wednesday). It consists of the courses of Economics and Marketing. The welcome letter has indicated which course(s) students need to take. If you do not need to take pre-entry bridging courses, we also welcome you to take them. Detailed schedule of the pre-entry courses will be released later.

Please fill in the attached registration form (Attachment 1 – Form BC01) and return via fax (2616 5551) or email (julianatang@LN.edu.hk) on or before 30 June 2014 (Monday). Students, who are required to take the pre-entry bridging courses (as indicated in the welcome letters) but do not attend, will not be allowed to register.

1.2 Arriving Hong Kong and Student Registration

Students should report to the Programme Office and complete the formal student registration procedures on or before 20 August 2014 (Wednesday). They are advised to arrive at Hong Kong early so that they can have enough time to arrange their accommodation in Hong Kong. While Lingnan University provides hostel places for up to 85% of students of our MSc programme, we will assist those students who have not been allocated with hostel units to find some accommodation in the vicinity of our University. If you need assistance in accommodation, please contact our programme office (Contact Information).

* Please be reminded to bring the following documents on registration:
  - ID Card or Hong Kong and Macau Travel Permit Passport
  - Original Certificate for Graduation and one copy of it (If you have)
  - Original Certificate for Degree and one copy of it (If you have)
  - Most updated Transcript and one copy of it

2 Information on Transportation

2.1 Lingnan University is accessible by West Rail, buses and mini buses as follows:

A. West Rail (http://www.mtr.com.hk/chi/train/system_map.html)
   * Route: Hung Hom (红磡) – Tuen Mun (屯门)
     - Get off at Siu Hong (兆康) Station and walk 10 minutes from Exit F or take the free bus K51 at Exit A
B. **KMB Bus** ([http://www.kmb.hk/](http://www.kmb.hk/))
   - Route no. 67X: Mongkok Train Station (旺角火车站) – Siu Hong (兆康)
   - Route no. 67M: Kwai Fung (葵芳) – Siu Hong (兆康)
   - Route no. 261: Tin Ping (天平) – Sam Shing (三圣)
     - Get off at Lingnan University (岭南大学) (opposite side).

C. **Mini Bus**
   - Red mini bus: Jordan Road (佐敦道) – Yuen Long (元朗)
     - Get off at Lingnan University (岭南大学) (opposite side).

2.2 For non-local students, you may find the following information useful for transportation to Lingnan Campus:

A. **Shenzhen Lo Wu Train Station** (深圳罗湖火车站)
   1. Take KCRC train at Lo Wu Train Station
   2. Get off at “Sheung Shui (上水)” Train Station
   3. Get on the KMB bus route no. “261” heading to “Sam Shing (三圣)” outside Sheung Shui Train Station Exit A2/D2
   4. Get off at Lingnan University (岭南大学).

B. **Shenzhen Bay Port** (深圳湾口岸)
   1. Take Airbus No. 8 (机场8线) in the Shenzhen BAO’AN airport to the Shenzhen Bay Port
   2. Take bus route no. B3A heading to “Sang King” (山景)
   3. Get off at “Fu Tai Tsun” (富泰邨)
   4. Walk 1 minute to Lingnan University (岭南大学)
   5. You may also take the green taxi directly from Shenzhen Bay Port to the University. (about 20 minutes, HK$84)

C. **Kowloon/Hung hom Train Station** (红磡铁路站)
   Take the WestRail
   - Route: Hung Hom (红磡) – Tuen Mun (屯门)
     1. Get off at Siu Hong (兆康) Station
     2. Walk 10 minutes from Exit F or take the free bus K51 at Exit A
D. **Hong Kong International Airport (香港国际机场)**
   1. Get on the airport bus route no. E33 (departs every 10-20 minutes)
   2. Get off at “Tuen Mun Town Centre (屯门市中心)”
   3. Change the green mini bus route no. 46 heading to “Fu Tai (富泰)”
   4. Get off at Lingnan University (岭南大学); or change the green taxi to Lingnan University (about 10 minutes, around HK$30).
   5. You may get on a green taxi to Lingnan University (about 30 minutes, around HK$250).

3 **Accommodation**

3.1 **Students Hostel**

This year we have a fixed number of hostel places available for MScMIB 2014/15 students.

The proposed hostel charges for self-funded students (subject to review by the Council) are as follows: (The hostel fee is non-refundable)

- From 18 August 2014 to 20 May 2015 for occupancy in a double room:
  - Normal hostel charges (from 25 August 2014 to 20 May 2015): HK$ 17,000 per annum, **plus**
  - Early move-in charges (from 18 August 2014 to 25 August 2014): HK$ 395

Students will not be allowed to apply single rooms. You have to pair up with an MScMIB 2014/15 student of the same gender first, and apply as a pair at this round. As hostel places are limited, there will be a draw lot exercise for allocating the hostel places after all the applications are collected. Late application will not be accepted. The programme office will announce the results of hostel placement on **4 July 2014 (Friday)**, and an individual student will get to know whether he/she had been allocated with a hostel accommodation or not.

If you would like to apply for hostel with your partner for this first round of hostel allocation, please fill in the attached Regular Hostel Application Form (Attachment 2 – Form HA01) and return via fax (2616 5551) or email (julianatang@Ln.edu.hk) on or before **30 June 2014 (Monday)**.
3.2 Summer Term Hostel

MScMIB 2014/15 students may also need to apply for the summer term hostel due to the pre-entry bridging course(s).

The proposed summer term hostel charges for self-funded students are as follows: (The hostel fee is non-refundable)

From 7 August 2014 to 18 August 2014 for occupancy in a double room or triple room:

- HK$ 1,375

From 14 August 2014 to 18 August 2014 for occupancy in a double room or triple room:

- HK$ 500

Please fill in the attached Summer Hostel Application Form (Attachment 3 – Form HA02) and return via fax (2616 5551) or email (julianatang@Ln.edu.hk) on or before **30 June 2014 (Monday)**.

All residents should observe the hostel rules and regulations. While Wardens have full discretion in taking any disciplinary actions against students who violated the hostel rules and regulations, the wardens may refer the student residents to programme office for further follow up. Students are welcome to take part in hostel activities organized by the Warden’s Office.

3.3 Renting an apartment

If you need to rent an apartment, you are strongly recommended to arrive at Lingnan before **1 August 2014 (Friday)** to handle the housing matters.

In order to simplify the procedure, you are suggested to look for roommates when you arrive at Lingnan. The renting period in Hong Kong is at least one year; you will need to pay the two months’ deposits and 1st month’s rental to the landlord after signing the contract. Also you will need to pay agency fee to the property agencies. Please note that most of the apartments for renting might not have furniture. In this case, you may try to negotiate with the landlord to see if they are willing to provide some furniture to you.
There are three property agencies near our campus. Their contact information is as follows:

1) Midland Realty Siu Hong West Rail Station Branch 美联物业西铁兆康分行  
Address:  No. 29 Siu Hong west rail station, Tuen Mun, New Territories, Hong Kong  
新界屯门西铁兆康站 29 号铺  
Tel: 852-26188428

2) Centaline Property Siu Hong Branch 中原地产屯门兆康分行  
Address: No. 204 2/F Siu Hong Court Market, Tuen Mun, New Territories, Hong Kong  
新界屯门兆康苑商场 2 楼 204 号铺  
Tel: 852-28020222  
Fax: 852-28892020

3) Many Wells Property Agent Siu Hong West Rail Station Branch 祥益地产兆康西铁分行  
Address: No.S27  Siu Hong west rail station, Tuen Mun, New Territories, Hong Kong  
新界屯门兆康西铁站 S27 号铺  
Tel: 852-24682048

Many Wells Property Agent Siu Hong Court Market Branch 祥益地产兆康商场分行  
Address: No.217 2/F Siu Hong Court Market, Tuen Mun, New Territories, Hong Kong  
新界屯门兆康商场 2 楼 217 号铺  
Tel: 852-24682066

For more information about housing, you may refer to the websites of three housing agencies as follows:

中原地产:  http://www.centanet.com/  
祥益地产:  http://www.manywells.com.hk
Most of our students live in four residential quarters nearby the campus. Among them:

1) **Siu Hong Court** (兆康苑): 10-15 minutes walk from campus, nearby west rail. Oldest, cheapest, HK$8,000-9,000 monthly rent for 400-500 sq. ft. (HK$19 per ft).

2) **South Hillcrest** (倚岭南庭): 2-5 minutes walk from campus. Located at the opposite side of the north entrance. New and equipped with furniture. HK$8,500-9,500 monthly rent for 400-500 sq. ft. (HK$20 per foot).

3) **Belleville** (聚康山庄): 2-3 minutes walk from school. Located at the north entrance of the campus, new and nearest. HK$9,000-10,000 for 400-500 sq. ft. monthly rent (HK$21 per foot).

4) **Parkland Villas** (叠茵庭): 5 minutes walk from campus, opposite to the main entrance of the campus. Most popular among Lingnan students, HK$9,000-10,000 monthly rent for 300-400 sq. ft. (HK$27 per foot).

(Information as at 13 June 2014)

*Note: If you are willing to share a room with a partner, the price will be cheaper.*
4 Medical Scheme

The Lingnan University Student Medical Scheme provides medical and dental coverage for full-time students. The medical scheme for all full-time students covers out-patient (门诊) to the panel doctors listed by the University with HK$20 (subject to review) per visit. For the dental scheme, students have to pay a nominal fee when visiting the panel dentists. The Scheme will NOT cover any in-patient expenses. The Hong Kong Government will charge non-local students with valid student visa the local rate of hospital expenses when admitted in public hospitals. For the information on fees and charges at local rate in Hong Kong public hostels, please refer to the website of Hospital Authority at http://www.ha.org.hk.

Since the University medical schemes do not cover any in-patient and medical expense in Hong Kong, the expenses can be very high. You are strongly advised to buy your own medical insurance to cover the medical expense during your stay in Hong Kong.
MSc Programme in Marketing and International Business (MScMIB), Lingnan University

Pre-entry Bridging Course(s) Registration Form

(Please return by Fax: (852) 2616 5551 or Email: mscmib@ln.edu.hk on or before 30 June 2014)

To: Programme Director
(via Juliana Tang)

From: Student’s Full Name (English): _________________________________________________________________ (Chinese): ___________________________________________________________________

Application Number: ________________________________________________________________________________

Date: ___________________________________________________________________________________________
(DD/MM/YY)

Pre-entry Bridging Course(s):

☐ I would NOT join the Pre-entry Bridging Course(s) as it is not required for students from business.

☐ I would like to join the Pre-entry Bridging Course(s) so as to fulfill my admission requirements.

I wish to join the following course(s)

<table>
<thead>
<tr>
<th>Please Select</th>
<th>Period</th>
<th>Amount (HK$)</th>
</tr>
</thead>
</table>
| (a) Marketing Bridging Course | Schedule:  
11 August 2014 (Monday)  
12 August 2014 (Tuesday)  
13 August 2014 (Wednesday)  
14 August 2014 (Thursday)  
15 August 2014 (Friday)  
16 August 2014 (Saturday) | 3,750 |
| (b) Economics Bridging Course | Schedule:  
18 August 2014 (Monday)  
19 August 2014 (Tuesday)  
20 August 2014 (Wednesday) | 3,750 |

Total Amount: HK$ *

* All Fees paid are not refundable.
Payment:

I will pay the Pre-entry Bridging Course(s) Fee **on or before 15 July 2014 (Tuesday)** by:

- Cheque / Bank Draft Payment (Payable to “Lingnan University”)

  Cheque / Bank Draft No.: ____________________________________________

Notes:

Please submit the Cheque / Bank Draft in person or by post to Juliana Tang

(Address: Lingnan University, SEK101, 1/F Simon and Eleanor Kwok Building, Tuen Mun, Hong Kong)

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**Personal Information Collection Statement**

1. The purpose of collecting personal data by means of this form is to process your Pre-entry Bridging Courses of the MSc. in Marketing and International Business (MScMIB) Programme.

2. In order to serve the specified purposes, the personal data collected may be transferred to other departments of the University for the purpose of arranging the Pre-entry Bridging Courses payment.

3. The personal data collected will not be disclosed to third parties other than the afore-specified one without your approval, or unless required by law.

4. Unless indicated otherwise, all personal data requested in this form is required for its purposes. If such data is incomplete or inaccurate, we may not be able to process your application for Pre-entry Bridging Courses.

5. As a data subject, you have the right to request access to and correction of the personal data under the Personal Data (Privacy) Ordinance. For such requests, please contact the MScMIB Programme Office at 2616 8321 or mscmib@LN.edu.hk.

__________________________  ____________________________
Signature of Student        Date
MSc Programme in Marketing and International Business (MScMIB), Lingnan University

Regular Hostel Application Form for First and Second Term 2014 – 15

(Please return by Fax: (852) 2616 5551 or Email: mscmib@Ln.edu.hk on or before 30 June 2014)

To: Programme Director
(via Juliana Tang)

From: Student’s Full Name (English): _________________________________________________________________

                                                  (Chinese): _________________________________________________________________

Application Number: ___________________________________________________________________

Gender: _____________________________________________________________________________

Date: ______________________________________________________________________________

(DD/MM/YY)

Hostel Preference:

☐ I would NOT apply for hostel accommodation at the Lingnan campus, and I will arrange accommodation by myself.

☐ I would like to apply for hostel accommodation at the Lingnan campus over the 2014 – 15 academic year (from 18 August 2014 to 20 May 2015).

I wish to check in at the hostel on

<table>
<thead>
<tr>
<th>Period</th>
<th>Amount (HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 August 2014 (Monday) to 25 August 2014 (Monday) for double occupancy in a double room* (Early move-in charges)</td>
<td>395</td>
</tr>
<tr>
<td>25 August 2014 (Monday) to 20 May 2015 (Wednesday) for double occupancy in a double room* (Normal Hostel charges)</td>
<td>17,000</td>
</tr>
</tbody>
</table>

Total Amount: HK$ 17,395 **

* No single room will be offered to students. Students are strongly advised to pair up with a student of same gender for residing in a double room.

** All Fees paid are not refundable.

Preference of Roommate for the hostel:

Student Full Name (English): _________________________________________________________________

                                                  (Chinese): _________________________________________________________________
Medical Insurance:

- I will buy a medical insurance plan for myself with an understanding that Programme Office would assign priority for students who would be covered by medical insurances, and arrange a draw lot exercise among these students for allocating a hostel place on campus.

- I will **NOT** buy the Medical Insurance for myself during the stay in Hong Kong.

Payment:

After being informed of the hostel placement results on **4 July 2014 (Friday)**, I will pay the accommodation fee **on or before 15 July 2014 (Tuesday)** by:

- Money Order / Bank Draft
- Telegraphy Transfer (T/T)
- E-Banking

*(Please refer to the attached Payment Guidelines)*

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**Personal Information Collection Statement**

1. The purpose of collecting personal data by means of this form is to process your hostel application to the MSc. in Marketing and International Business (MScMIB) Programme.

2. In order to serve the specified purposes, the personal data collected may be transferred to other departments of the University for the purpose of arranging hostels and settle payments.

3. The personal data collected will not be disclosed to third parties other than the afore-specified one without your approval, or unless required by law.

4. Unless indicated otherwise, all personal data requested in this form is required for its purposes. If such data is incomplete or inaccurate, we may not be able to process your application for hostel accommodation.

5. As a data subject, you have the right to request access to and correction of the personal data under the Personal Data (Privacy) Ordinance. For such requests, please contact the MScMIB Programme Office at 2616 8321 or mscmib@Ln.edu.hk.
Terms and Conditions:

1. All hostel applications should be made in advance.
2. You can only check in at the hostel on the First Day of residence from 2:00pm-5:30pm.
3. You need to check out from 10:00am -12:00nn on the last day of hostel accommodation.
4. The hostel is booked by period. No single room will be offered to students. Students are strongly advised to pair up with a student of same gender for residing in a double room. The University will help to fill up the double room in case of vacancy. However, if the place could not be filled, the student who resides in the double room without any roommate will have to pay (TBC for the hostel fee).
5. The hostel fees are non-refundable after paid.

Declaration

☐ I, ____________________________ (Student’s Full Name) have read and understand the Terms and Conditions underlying the hostel applications at Lingnan University, and agree to abide by these terms and conditions of Lingnan University

______________________________________________  ____________________________
Signature of Student                                          Date
Payment Guidelines for Non-Local Students

1. **By Money Order / Bank Draft**

   Please send money order or bank draft in Hong Kong dollars (payable to “Lingnan University”) to Office of the Comptroller, Lingnan University, Tuen Mun, N.T., Hong Kong on or before Due Date. **(Please write your name and student number at the back side of the money order or bank draft).**

  同学可于内地银行购买港币的汇票，并在汇票背面写上：学生姓名及学生编号，于限期前(以邮戳上的日期为准)寄回岭南大学总务处(地址：香港屯门青山公路八号香港岭南大学黄氏行政楼1楼总务处周小姐收)

   汇票收款人 ：LINGNAN UNIVERSITY（岭南大学）
   收款城市 ：「香港特别行政区」
   汇款性质 ：「岭南大学内地生学费及宿费」
   货币 ：港币

2. **By Telegraphic Transfer (T/T) :**

   Payment through T/T should be made with the following bank details :

   | Beneficiary's Bank Name       | Wing Lung Bank Limited |
   | Beneficiary's Bank Address    | 45 Des Voeux Road Central, Hong Kong |
   | Bank Swift Code               | WUBAHKHH                |
   | Beneficiary's Name            | Lingnan University      |
   | Beneficiary's Address         | Tuen Mun, Hong Kong     |
   | Beneficiary's Account No.     | 020-601-003-1151-8     |

   *Remarks : (please write down student name and student ID)*

   请于限期前电汇款项至下列银行：（请于汇款资料栏内填上学生姓名及学生编号）

   收款银行 ：Wing Lung Bank Limited（永隆银行）
   地址 ：45 Des Voeux Road Central, Hong Kong（香港德辅道中45号）
   帐号 ：020-601-003-1151-8
   帐户 ：LINGNAN UNIVERSITY（岭南大学）
   环球财务通讯协会密码 ：WUBAHKHH
   货币 ：港币
3. **By E-Banking**

If you are a registered user of e-banking Services, you can make payment via internet Payment Service.

你亦可经由互联网以电子银行（持有香港电子银行户口）于限期前缴付学费.

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>Select &quot;View &amp; Pay Bills&quot;</td>
</tr>
<tr>
<td>2.</td>
<td>Add New Bill and to pay to “Lingnan University”</td>
</tr>
<tr>
<td>3.</td>
<td>Enter &quot;01&quot; for Bill Type</td>
</tr>
<tr>
<td>4.</td>
<td>Key in &quot;Bill Account Number&quot; (11 digits) as shown at “eTuition Note”</td>
</tr>
<tr>
<td>5.</td>
<td>Print or write down the payment reference number as proof of payment</td>
</tr>
</tbody>
</table>
MSc Programme in Marketing and International Business (MScMIB), Lingnan University

Summer Hostel Application Form
(Please return the form by Fax: (852) 2616 5551 or Email: mscmib@ln.edu.hk on or before 30 June 2014)

To: Programme Director
(via Juliana Tang)
From: Student’s Full Name (English): __________________________________________
      (Chinese): ___________________________________________________________________
Application Number: ____________________________________________________________
Gender: _______________________________________________________________________
Date: _________________________________________________________________________
      (DD/MM/YY)

Hostel Preference:
☐ I would NOT apply for Summer hostel accommodation at the Lingnan campus, and I will arrange accommodation by
      myself.
☐ I would like to apply for Summer hostel accommodation at the Lingnan campus.

I wish to check in at the hostel on

<table>
<thead>
<tr>
<th>Please Select</th>
<th>Period</th>
<th>Amount (HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>7 August 2014 (Thursday) to 18 August 2014 (Monday)</td>
<td>1,375 (11 nights)*</td>
</tr>
<tr>
<td>(b)</td>
<td>14 August 2014 (Monday) to 18 August 2014 (Monday)</td>
<td>500 (4 nights)*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>** Total Amount: HK$</td>
</tr>
</tbody>
</table>

* The amount of Summer Hostel is subject to review.
** All Fees paid are not refundable.

Reminder:
The period of Bridging Course is from 11 August 2014 (Monday) to 20 August 2014 (Monday). Please do not unpack
your luggage because the hostel assigned for Summer Term may be different from the one for the First and Second
Term 2014 – 15.
Medical Insurance:

☐ I will buy a medical insurance plan upon arrival in Hong Kong in order to cover any in-patient services for myself.

☐ I will NOT buy any medical insurance for myself upon arrival in Hong Kong.

Payment:

After being informed of the Summer hostel placement results on 4 July 2014 (Friday), I will pay the accommodation fee on or before 15 July 2014 (Tuesday) by:

- Cheque / Bank Draft Payment (Payable to “Lingnan University”)
  Cheque / Bank Draft No.: ________________________________

Notes:

Please submit the Cheque / Bank Draft in person or by post to Juliana Tang (Address: Lingnan University, SEK101, 1/F Simon and Eleanor Kwok Building, Tuen Mun, Hong Kong)

Personal Information Collection Statement

1. The purpose of collecting personal data by means of this form is to process your hostel application to the MSc. in Marketing and International Business (MScMIB) Programme.

2. In order to serve the specified purposes, the personal data collected may be transferred to other departments of the University for the purpose of arranging hostels and settle payments.

3. The personal data collected will not be disclosed to third parties other than the afore-specified one without your approval, or unless required by law.

4. Unless indicated otherwise, all personal data requested in this form is required for its purposes. If such data is incomplete or inaccurate, we may not be able to process your application for hostel accommodation.

5. As a data subject, you have the right to request access to and correction of the personal data under the Personal Data (Privacy) Ordinance. For such requests, please contact the MScMIB Programme Office at 2616 8321 or mscmib@Ln.edu.hk.
Terms and Conditions:

1. All summer hostel booking should be made in advance.
2. You can only check in at the hostel on the First Day of each period from 2:00pm-5:30pm.
3. You need to check out from 10:00am -12:00nn on the last day of hostel accommodation.
4. The hostels are booked by period.
5. The hostel fees are non-refundable after check-in. The hostel fee for 7 August -18 August 2014 is HK$ 125.
6. There are two types of room, double room and triple room. Two students live in a double room or a triple room is with the same hostel fee per student per night. Hostel places are assigned randomly. Students in two types of room (one double and one triple room) will share a washroom with individual shower and toilet.

Declaration

☐ I, ___________________________ (Student’s Full Name) have read and understand the Terms and Conditions underlying the Summer hostel applications at Lingnan University, and agree to abide by these terms and conditions of Lingnan University

___________________________________  ___________________________________
Signature of Student  Date