Cross-Border Education Research Team: www.cbter.org
Last Updated: November 2016

Home Institution Name: Hong Kong Baptist University
Branch Campus Name: Beijing Normal University - Hong Kong Baptist University United International College
Home Country: China (Hong Kong SAR)
Host Country: China
Web Address: http://uic.edu.hk/en
Founding Date: 2005
Number of Students: 4,400

Programs Provided and Focus Areas:
• Undergraduate: Bachelor’s Degree
  o Bachelor of Arts: Applied Translation Studies; Cinema and Television; Contemporary English Language and Literature; Government and International Relations; International Journalism; Public Relations and Advertising; TESL
  o Bachelor of Business Administration: Accounting; Applied Economics; Culture/Creativity and Management; Finance; Management of Human Resources; Marketing Management
  o Bachelor of Science: Applied Psychology; Computer Science and Technology; Environmental Science; Financial Mathematics; Food Science and Technology; Statistics
  o Bachelor in Social Work and Social Administration

Particular Research Interests: Chinese Culture; Cross-Cultural Studies; Regional Economic Development; Statistics and Computational Intelligence
Language of Instruction: English and Chinese