

## 4 TAUGHT POSTGRADUATE PROGRAMMES

Discourse Analysis	3 units
Language Acquisition & Language Learning	3 units
	<b>18 units</b>

Students who have satisfactorily completed the six required subjects and achieve a cumulative GPA of 2.5 or above will be awarded a Postgraduate Diploma in English Subject Knowledge for English Language Teachers. To be awarded Distinction for the course, students should attain a cumulative GPA of 3.7 or above, with no subject grade below B- and no repeated subjects. Students attaining a cumulative GPA between 3.40 and 3.69 will be awarded Merit.

# SCHOOL OF BUSINESS

## 4.5 Master of Business Administration (MBA)

(One-year Full-time or Two-Year Part-time)

Prof. Allan K.K. CHAN, Course Director, Master of Business Administration

### Aims

The objective of the programme is to develop well-rounded executives who have the knowledge, skills and leadership ability to respond effectively to an increasingly versatile local and international business environment.

To achieve this objective, we endeavour to ensure that our graduates:

- have knowledge of international business, balanced by an in-depth knowledge of doing business in Hong Kong and the Mainland;
- have the personal skills necessary to successfully take on the role of a change agent and leader within their organization; and
- can apply their knowledge and skills to domestic and global business strategies.

### Salient Features

#### *Theme of International Business Balanced by a Focus on China Business*

- Managerial topics in the global aspects of business
- China field study to gain practical experience in working with enterprises in the Mainland
- Joint seminars with our Mainland MBA students and alumni

#### *Two Modes of Attendance*

- Students can choose to study on campus in one-year full-time mode or two-year part-time mode
- Fresh graduates and students from the mainland China and overseas are welcome to study the full-time programme, which is held over 2 semesters in 4 modules (8 week each) and a summer term covering 12 months from September to August.
- Part-time programme is held over 8 modules (8 weeks each) covering 2 academic years with term breaks and a full summer break. Class sessions are held on 2-3 weekday evenings per week, leaving students with free weekends.
- With special permission, students may extend the course of study for a period of not more than 12 months.

#### *School's Exchange Programme*

- Renowned institutions worldwide have reached collaborative agreements with the School for the exchange programme
- Students can broaden their horizons by studying in other countries for a semester
- Credit units gained from not more than 4 electives under the exchange programme can be transferred to the MBA programme



Field Study in Qingdao

**“Live” Learning Experiences**

- Practical MBA Project (Consultancy-type research project with a real company)
- Funding opportunities for entrepreneurial business plans
- Managerial skills workshops

**High Level of Faculty Support for Students**

- Emphasis is placed on giving high levels of individual attention to students
- All teaching is done by full-time faculty, supported by adjunct professors with high calibre and leading business executives

**Admission Requirements**

Applicants should possess:

- (a) a Bachelor’s degree (in any discipline) from a recognized university or comparable institution; or a qualification deemed to be equivalent; and
- (b) at least two years of relevant work experience. (Fresh graduates are welcome to apply for full-time programme; those without 2 years of relevant work experience have to take two-week non-credit earning courses of the Foundation Module, which is a series of intensive courses covering the fundamental business concepts and skills necessary for MBA students); and
- (c) an acceptable score on the Graduate Management Admission Test (GMAT). Applicants with 8 or more years of relevant work experience may apply for exemption from taking GMAT.

Appropriately qualified applicants are interviewed to establish motivation, maturity, communication skills, language proficiency, and suitability for the course. Applicants may be exempted from taking up to four core subjects (8 credit units), providing they have taken similar or equivalent subjects at postgraduate level (and achieved a satisfactory grade) from an approved institution within the past 5 years.



MBA Orientation - Outward Bound

**Structure of the Course**

The MBA is designed to equip students with the necessary skills and perspectives for managing a business successfully. The central theme throughout the course is the integration of business functions.

The course is made up of 37 units: core subjects (24 units); advanced electives (8 units); a Project (3 units) and MBA Seminar Series (2 units). The highlights of the curriculum include a core subject of “China Field Study” (one-week duration in a selected mainland city with a company attachment and a mini-consultancy requirement) and a client-based MBA project (a full-scale real company diagnosis and consultancy, or a business plan with an innovative and entrepreneurial nature). The curriculum also includes a unit-bearing attendance requirement of the School-based Executive Development Seminar Series (which offers more than 20 seminars every year covering all areas of business topics and featuring speakers mainly amongst the business community leaders).

Instructional delivery is by means of an integrative approach to learning, drawing upon the various disciplines housed in the School of Business. The teaching methods used in the programme are aimed at integrating the study of formal theory and the development of work-related skills within each subject area. This is accomplished through the use of both inductive and deductive learning. Emphasis is placed on active, problem-centered learning through the analysis and discussion of assigned readings, cases and problems and consultancy-type projects.

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Informative lectures are integrated with a participative tutorial approach, and the completion of problem-centered assignments and projects. Local practicing managers and business professionals assist in these exercises and in delivering lectures, enabling them to share their experiences and insights with students. The structure of the course and its delivery are designed to capitalize on the work experience of the students.

Students are required to complete a group Project through which they apply their knowledge, skills, and understanding of selected business concepts, practices, and techniques. The project is company-based and integrative in nature. Upon completing the project, students have to present a written and oral report to the faculty and client company.

Requirements of the course are as follows:

<b>Core Subjects</b>	<b>24 units</b>
Accounting for Decision Making	2 units
Legal Aspects of International Business	2 units
China Field Study	2 units
Client-Based Research Methods	2 units
Operations & Supply Chain Management	2 units
Economic Developments in China & Hong Kong	2 units
Corporate Finance	2 units
Information Systems & Electronic Commerce	2 units
International Management	2 units
Managerial Skills	2 units
Strategic Management	2 units
Global Marketing Management	2 units

<b>Advanced Elective Subjects*</b>	<b>8 units</b>
Financial Statement Analysis	2 units
Legal Aspects of China Trade & Investment	2 units
Management of Business Organizations in China	2 units
Quality Management in the Global Environment	2 units
Corporate Governance	2 units
China Marketing & Foreign Investment Issues	2 units
International Macroeconomics & Policy Issues	2 units
International Trade & Finance in China	2 units
International Financial Markets & Derivatives Trading	2 units
Investment Analysis & Portfolio Management	2 units
Global Human Resource Management	2 units

Current Issues in Electronic Commerce	2 units
Seminar in Advanced Management Topics	2 units
Managing Change	2 units
Sales Management	2 units
Management of Marketing Communications	2 units
Seminar in Marketing	2 units
Services Marketing Management	2 units

<b>MBA Project Report</b>	<b>3 units</b>
<b>MBA Seminar Series</b>	<b>2 units</b>
<b>Total</b>	<b>37 units</b>

Students who have satisfactorily completed all the above requirements and achieve a cumulative GPA of 2.50 or above will be awarded a Master of Business Administration Degree. To be awarded Distinction for the course, students should attain a cumulative GPA of 3.7 or above, with no subject grade below B- and no repeated subjects. Students attaining a cumulative GPA between 3.40 and 3.69 will be awarded Merit.

*\*The advanced elective subject list will vary, depending upon demand and teaching resources.*

**4.6 Master of Science (MSc) in Applied Accounting and Finance**  
(One-and-a-half-year Part-time)  
Prof. LIN Zhijun, Course Director, MSc in Applied Accounting and Finance

### Aims

Comparing with some similar taught master programmes in Hong Kong and other places, a distinct feature of this MSc programme is to emphasize on the integration of the knowledge in both accounting and finance disciplines. Students' understanding of the conceptual and practical issues relating to both accounting and finance disciplines will be nurtured in the teaching and learning process. In particular, two integrative/capstone subjects on the application of accounting and finance knowledge and skills (e.g., Financial Statement Analysis & Business Valuation and Financial Strategy) are included in the Programme besides other accounting and finance subjects to be delivered.