

Postgraduate Diploma in  
Human Resources Management

# Learning People Management

helps you to scale  
new heights



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY

A Leader In HRM Education In Hong Kong

2009-2010



Our Objectives	1
Programme Content	2
Admissions and Class Information	3

Our Post-Graduate Programmes	I
Quality Education	II
Professional Network and Qualifications	III
Developing Tomorrow's Corporate Leaders and HR Consultants	IV
Application Methods and Procedure	V
International Faculty	VI
Campus Facilities	IX

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# Our Objectives

The one-year Postgraduate Diploma in Human Resources Management (PgDHRM) programme is designed for individuals who intend to pursue a career in human resources management (HRM). It is particularly tailored to those who are working in HRM but have not received any formal training in the field.

We aim at providing solid HRM training to develop our students to be competent HR professionals through

- **Professional Knowledge**

Students will be taught the necessary knowledge and skills to carry out HR functions that translate HR policies, procedures and practices into effective HR outcomes.

- **Career Preparation**

During the programme, students will acquire practical knowledge of contemporary HRM theories and will be challenged to apply these theories to resolve current HRM issues in both the local and the mainland Chinese contexts.



*"I have greatly benefited from this one-year programme during which, among others things, I was able to learn about professors' research and gain valuable insights. The professors are true professionals who provided us with a very clear overview of the topics. The programme was made even more enjoyable by linking HRM practice to both theory and current thinking using open discussion and site visits. We have all been enlightened by this concise, thorough and very beneficial programme that encourages independent thinking."*

Keanu Chan (PgDHRM Class of 2008)  
Operations Executive  
Syniverse Technologies (Financial Clearing) Ltd

# Programme Content



## Managing Human Resources Today

This foundation course aims to introduce students to human resources management and to help them to appreciate how contemporary developments in business are transforming HRM into a more proactive and strategic function. Specifically, the course equips students with an understanding of the nature of people management and related activities, and how these activities simultaneously promote employee well-being and organisational effectiveness.

## Human Resources Planning and Staffing

The main objectives of this course are to provide students with an appreciation of the major theoretical perspectives relating to strategic HRM, an understanding of the HRM strategies and environmental factors affecting these strategies and knowledge of the issues and activities associated with the effective staffing of organisations.

## Training and Development

This course covers the full spectrum of training management and administration. It aims to provide a comprehensive overview of current research and the theory and techniques of training and development within an organisation.

## Performance Management

Students are provided with an overview of the philosophy and principles of performance management and the design of effective performance management systems. The course also examines the major concepts and techniques of conducting performance appraisal.

## Compensation and Benefits

This course takes a pragmatic look at one of the most controversial and critical issues facing organisations: how to compensate the employee. It focuses on the design and administration of compensation systems that reward employees fairly whilst motivating outstanding performance.

## Employment Relations and Practices

Students are introduced to the concepts of various employment practices, including industrial relations, the work-family interface and the dynamic relationships between the different actors in employment relations. It also covers the employment legislation that is used by HR professionals in everyday situations. A practical and contemporary approach is taken that exposes students to the full gambit of employee-management relations in the workplace.

## Human Resources Management in the PRC

This course involves the advanced study of human resource policies and practices in the Chinese mainland. It alerts students to the challenges of managing human resources in the PRC and equips them with the knowledge to design appropriate HR policies and practices.

*"My experience of the PgDHRM at HKBU has been a wonderful journey of self-advancement and fulfilment. The programme is well organised and very practical, with case studies from the real world. Thanks to the guidance of the teaching faculty, I not only gained professional human resources management exposure but also polished my problem-solving and communication skills, which I can now apply in my people-oriented work to help accomplish the strategic goals of my company."*

*Donth Yau (PgDHRM Class of 2008)  
Senior Learning and Development Officer  
City Telecom (HK) Ltd*

# Admissions and Class Information

## ADMISSION CRITERIA

Applicants seeking admission to the Postgraduate Diploma in Human Resources Management programme should normally possess:

- a recognised Bachelor's degree or equivalent professional qualification; OR
- a diploma with a minimum of 4 years of work experience; AND
- English language proficiency

## CLASS INFORMATION

### 2009 INTAKE

#### Class Schedule

<b>2009</b>	September	19, 20, 26 & 27
	October	31
	November	1, 7, & 8
	December	12, 13, 19 & 20
<b>2010</b>	January	30 & 31
	February	6 & 7
	March	20, 21, 27 & 28
	May	8, 9, 15 & 16
	July	3, 4, 10 & 11

*The PgDHRM Programme Office has the discretion to make changes to the schedule when necessary.*

### Class Times

Saturdays and Sundays:  
9:00 am - 12:30 pm and 2:00 pm - 5:30 pm

### Venue

The Wing Lung Bank Building for Business Studies  
Hong Kong Baptist University Shaw Campus  
Kowloon Tong, Hong Kong

### Fees

#### Tuition Fees\*

HK\$52,000

(payable in two equal instalments)

#### Application Fee

(non-refundable)

HK\$200 – On-line application

HK\$400 – Paper application

(a paper application form can be obtained in person from the Graduate School Office)

#### Graduation Fee

HK\$450

\*Excluding fees for textbooks and other reading materials and fees for the PRC HRM certification examination.



# Our Post-Graduate Programmes

The Department of Management at the HKBU School of Business is the leading provider of human resources undergraduate and postgraduate programmes in Hong Kong. We offer two postgraduate HRM programmes:

→ **Master of Science in Strategic HRM (MScSHRM)**

→ **Postgraduate Diploma in HRM (PgDHRM)**



## UNIQUE FEATURES

### Global Focus

Participants acquire current information about dynamic business and social environments around the world. Emphasis is placed throughout the programmes on various human contexts and international HRM standards.

### International Faculty

Our faculty includes internationally renowned HRM experts, many of whom have written outstanding books, consulted and offered executive training programmes to multinational and local companies.

### Action Learning Approach

Action research is a workplace-based learning approach that enables participants to investigate issues or problems of concern, create useful information and options and devise plans to deal with the problems identified.

### Weekend Classes

The programmes are available on a part-time basis and are taught over weekends to meet the needs of busy executives.



# Quality Education

## **Learning Mode**

All courses are presented using a combination of methodologies, such as lectures, web-based learning, guest lectures, group discussions, field projects, library research, action learning and case studies. Each course involves 42 study hours, which includes 28 hours in class and 14 hours of other supervised learning activities, such as web-based discussion and exercises or small-group meetings with the instructor.

## **Assessment Methods**

The assessment and grading of the courses are based on three main elements: class discussion and participation, assignments and projects, and tests and examinations. The relative weighting of each element varies according to the course content and requirements.

## **Executive Development Seminar Series**

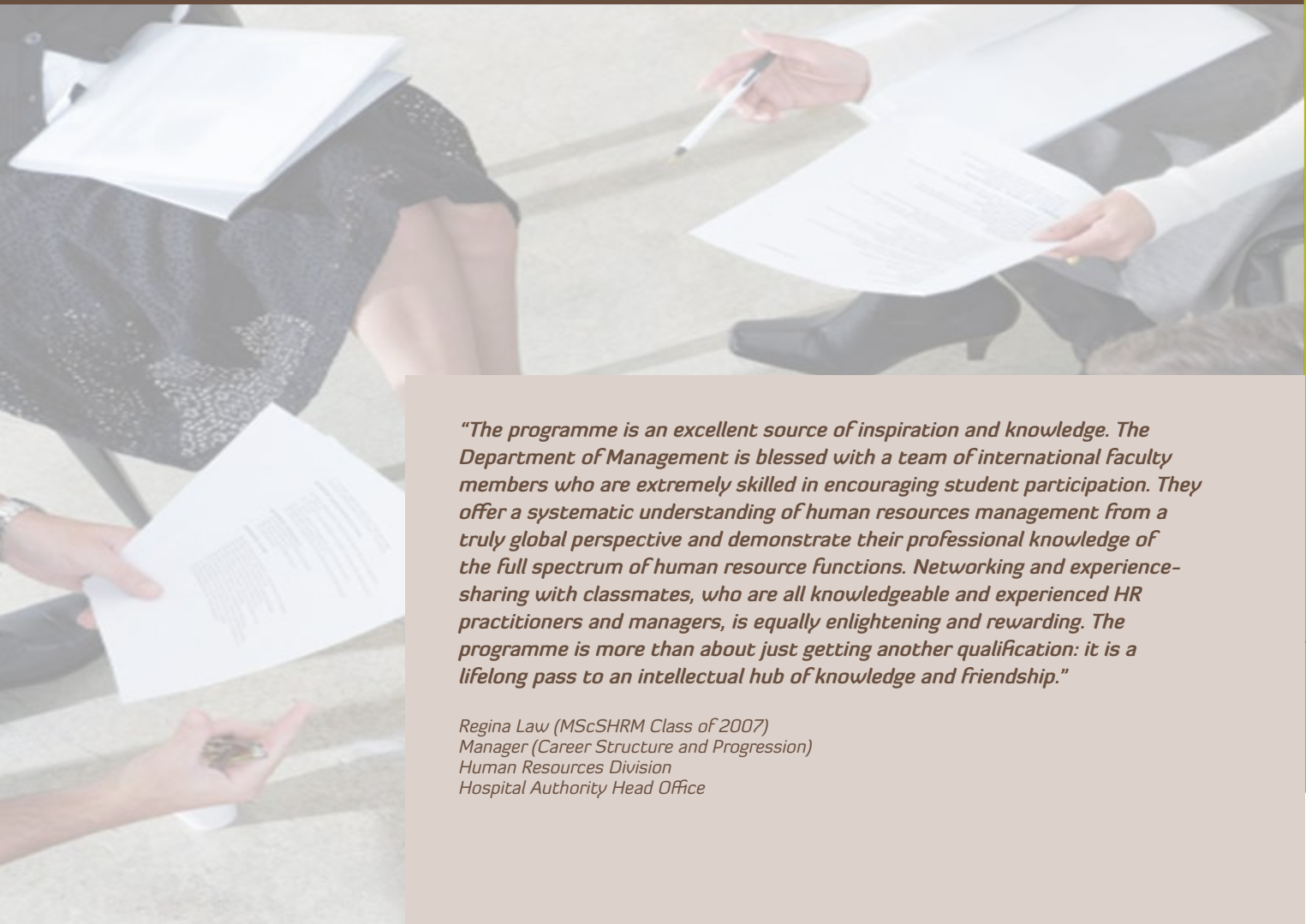
The Executive Development Seminar Series deals with contemporary issues in the business community. Speakers include senior business and human resources practitioners, distinguished scholars and faculty members. By attending these seminars, students acquire additional practical experience and knowledge of a diverse range of business issues.

# Professional Network

The HKBU Association for Human Resources Professionals (AHRP) is the official alumni association for all HKBU graduates working in the HRM and general administration fields. The association offers excellent networking opportunities for HR professionals at all levels, and organises a number of activities for its members. These include an information-sharing platform for HR career opportunities, international and local conferences and symposia, educational seminars and professional workshops, research activities on HR issues and practices, career talks for university students, social and recreational events, cultural activities, community services and charity functions. By joining the association, members can build a life-long network of HR and business professionals.

# Professional Qualifications

The programme prepares participants for the HRM certification examination in the PRC (企業人力資源管理國家職業資格認證) and graduates may choose to sit the examination for an additional fee. Graduates also qualify for membership of professional associations including the Hong Kong Institute of Human Resource Management, the Hong Kong People Management Association, the International Institute of Management and the Institute of Training Professionals.



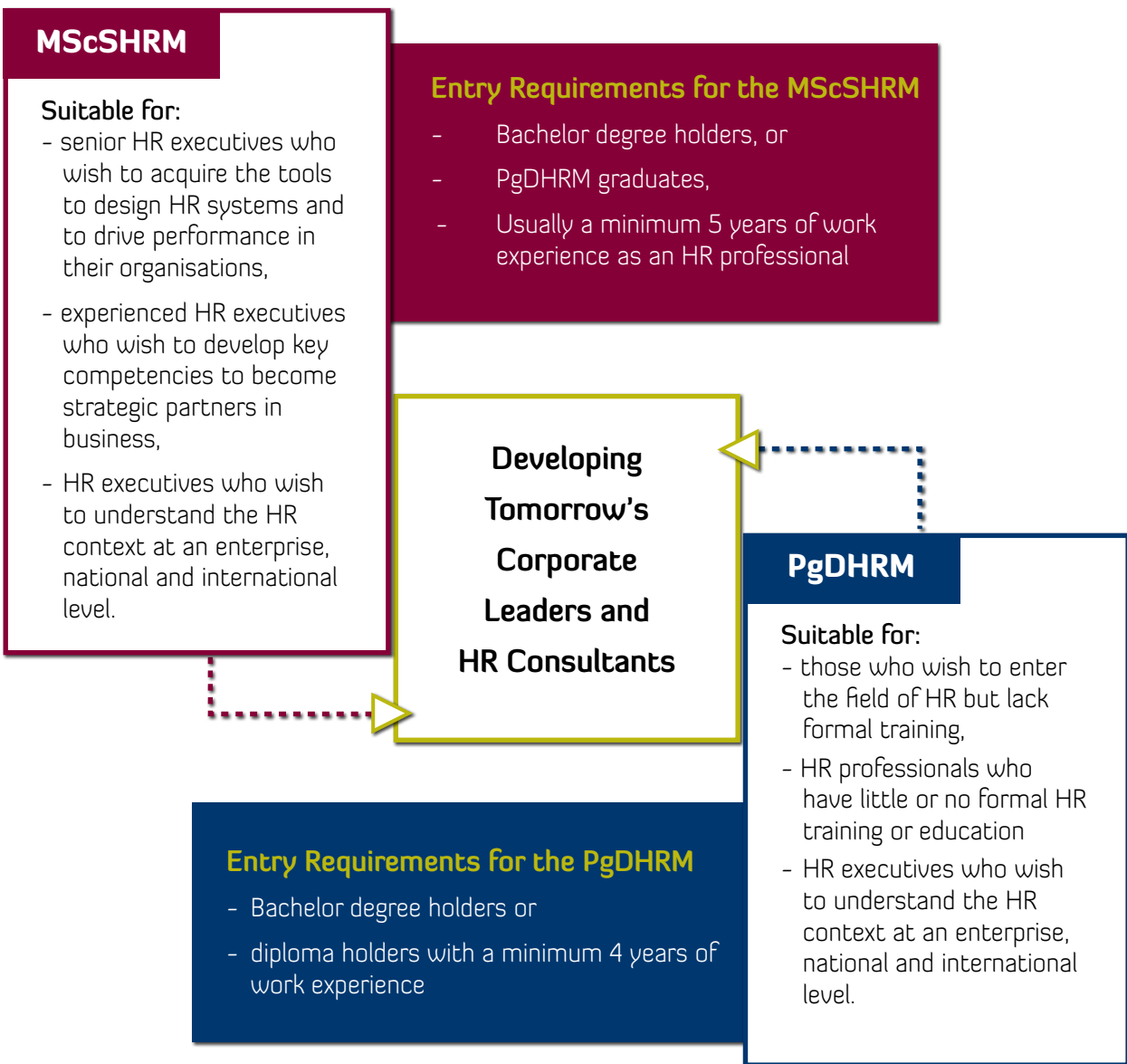
*“The programme is an excellent source of inspiration and knowledge. The Department of Management is blessed with a team of international faculty members who are extremely skilled in encouraging student participation. They offer a systematic understanding of human resources management from a truly global perspective and demonstrate their professional knowledge of the full spectrum of human resource functions. Networking and experience-sharing with classmates, who are all knowledgeable and experienced HR practitioners and managers, is equally enlightening and rewarding. The programme is more than about just getting another qualification: it is a lifelong pass to an intellectual hub of knowledge and friendship.”*

*Regina Law (MScSHRM Class of 2007)  
Manager (Career Structure and Progression)  
Human Resources Division  
Hospital Authority Head Office*

# Developing Tomorrow's Corporate Leaders and HR Consultants



Individuals who are interested in developing a career in HRM may opt to first obtain a Postgraduate Diploma in Human Resources Management (PgDHRM) before progressing to a Master degree. Those with a strong academic or professional background in HR may directly enter the Master of Science in Strategic Human Resources Management (MScSHRM) programme.



# Application Methods and Procedure

## APPLICATION PROCESS

### 1. Preliminary Review

Each completed application is reviewed by the admission committee, and short-listed candidates are invited for an interview on campus.

### 2. Selection Interview

Applicants are invited to attend an evaluative personal interview for further consideration of their admission.

### 3. Review and Decision

The admission committee reviews the completed application and makes a decision.

### 4. Tuition Payment

Accepted applicants must pay the non-refundable first instalment of the tuition fees to confirm their place.

### 5. Orientation Day

Once the application has been accepted and the registration process completed, students are required to attend an orientation session before the programme commences.

#### Application Deadline 30 June 2009

We offer only a small number of places each year. To secure your place, you are strongly encouraged to submit your application as early as possible. Admission will be closed once the quota has been reached.

## PROGRAMME / APPLICATION ENQUIRIES

### Programme Enquiries

Department of Management  
Programme Office  
Phone : (852) 3411-7531  
Fax : (852) 3411-5583

### Paper Application Form and Supporting Documents to be sent directly to:

Graduate School Office  
Phone : (852) 3411-5127  
Fax : (852) 3411-5133  
Email : rpgs@hkbu.edu.hk

## APPLICATION FOR ADMISSIONS

Applications can be submitted as follows:

- **On-line** at  
<http://buar.hkbu.edu.hk/pgadm.html>;  
OR
- **In person** at the Graduate School Office (located on Level 7 of the Fong Shu Chuen Library, Ho Sin Hang Campus, HKBU, Waterloo Road, Kowloon Tong) during office hours or at the collection box outside the office between 8:00 a.m. and 9:00 p.m. daily; OR
- **By mail** to the Graduate School Office

*"Studying on this programme is not only a very challenging and motivating learning experience, but also one of the best investments that I have made. The programme has already given me lots of tangible and intangible returns, and I highly recommend it to anyone who is looking for the best HRM MSc degree in Hong Kong."*

Derek Cheng (MScSHRM Class of 2008)  
Lecturer  
HKU Space

*"In terms of the expertise of the teaching faculty and the practicality of the learning, this course is undoubtedly one of the best in the field. If you are pursuing human resources management as your profession or aim to become an HR consultant, then this is the programme for you."*

CY Chan (MScSHRM Class of 2008)  
Client Engagement Manager  
Wilson Learning China

# International Faculty

The programmes are facilitated by internationally experienced scholars, many of whom have written books in their field and have completed extensive consulting projects worldwide.



## Samuel ARYEE

PhD (McMaster), is Professor of Organisational Behaviour and Human Resource Management at the Aston Business School of Aston University. He has previously held teaching position at HKBU and the National University of Singapore. His research interests include the work-family interface, careers, organisational justice, employee-organisation relationships and counter-productive workplace behaviour. His work in these areas has been published in the *Academy of Management Journal*, *Journal of Applied Psychology*, *Journal of Management Studies*, *Journal of Management*, *Human Relations*, and *Organisational Behaviour and Human Decision Processes*. He is an associate editor of the *Journal of Occupational and Organisational Psychology* and sits on the editorial board of the *Journal of Organisational Behaviour and Human Relations*.



## Jamie CHEUNG

PhD (Missouri), is an Assistant Professor in the Department of Management at HKBU. She has taught in the US, Hong Kong and the Chinese mainland. Her research interests include social networks, mentoring, career development and cross-cultural management. Before becoming a management professor, she worked for the Hong Kong government for a number of years conducting management research.



## Flora CHIANG

PhD (Cantab), is an Associate Professor in the Department of Management at HKBU. Before joining HKBU, Dr Chiang taught at the Chinese University of Hong Kong and CEIBS (China). She has taught extensively at both the undergraduate and postgraduate levels, and has led research initiatives in Europe, North America and the Asia-Pacific region. Dr Chiang has also held senior management positions and directorships in the public and private sectors, and has consulted both in HK and overseas on all facets of business performance and development, compensation and incentive management, and training and development. She is an active member and regular speaker at meetings of professional associations both regionally and abroad. Her primary teaching and research interests include cross-cultural management, the transferability of management practices, the performance of people and organisations, international business strategy and entrepreneurship.



## Wayne CASCIO

PhD (Rochester), is an Adjunct Professor at HKBU and the US Bank Term Professor of Management at the University of Colorado-Denver. He is a former president of the Human Resources Division of both the Academy of Management and the Society for Industrial and Organisational Psychology. He is also a member of the Board of Directors of the Society for Human Resource Management Foundation. He has consulted for a wide variety of organisations on six continents, and periodically testifies as an expert witness in employment discrimination cases.



### **Randy CHIU**

PhD (Andrews), is a Professor in the Department of Management at HKBU. He is a certified Senior Professional in Human Resources and a registered Industrial-Organisational Psychologist, and holds six other professional qualifications. Before beginning his career in teaching and management consulting he held a number of managerial positions in the private sector. Teaching a wide range of HRM and related courses, both at undergraduate and postgraduate levels, Professor Chiu is a key member of the team that has established HKBU as the leader in HRM education in Hong Kong. In 2004 he received the Outstanding Human Resource Educational Elite in Greater China Award given by HR professional institutes in the Greater China region.



### **Anne Marie FRANCESCO**

PhD (Ohio State), is a Professor in the Department of Management at HKBU. She was formerly managing director of AM Francesco & Associates Ltd, a Hong Kong-based human resources management consulting firm. She is a co-author of the book "International Organisational Behaviour (2005)", and has written numerous journal articles and conference papers. Her current research interests include cross-cultural management and organisational behaviour, life balance and culture and feedback processes.



### **Peter DORFMAN**

PhD (Maryland), is a Professor in the Department of Management at New Mexico State University. His current research involves investigating the impact of cultural influences on managerial behaviour and leadership styles. He was a co-principal investigator in the decade-long Global Leadership and Organisational Behavioural Effectiveness (GLOBE) Research Project, as part of which he was a co-country investigator for Mexico, a member of the team responsible for the overall coordination of the project, an executive board member and an editor of the award winning book "Culture, Leadership, and Organisations: The GLOBE study of 62 Societies".



### **K. T. LAI**

MBA, Mr Lai is the immediate Past President of the Hong Kong Institute of Human Resource Management. In his thirty-seven-year career as an HR professional he has gained extensive experience in and a thorough understanding of human resources strategy, performance and reward management. Mr Lai is currently the Director of Human Resources at A-World Consulting. Before taking on this role, he was the Group Human Resources Manager of CLP Holdings Ltd, the parent company of the China Light and Power Group, where he managed the Group's remuneration and benefits policies, including those for the Group's senior executives, and its HR information system. He was also responsible for managing the communication and implementation of the annual organisational performance review at both the corporate and individual levels.



### **Peter DOWLING**

PhD (Flinders University of South Australia), is Professor of International Business at the School of Marketing and International Business at Victoria University of Wellington, New Zealand. His current research interests are concerned with international human resources management, international management and strategic management. He has co-authored four books, including "International Human Resource Management: Managing People in a Multinational Context (5th Edition)".



### **Alicia LEUNG**

PhD (Lancaster), is an Associate Professor in the Department of Management at HKBU. She is active in researching and writing material about Asian organisations and management issues. Her research interests include gender issues and feminist methodology, business ethics, corporate governance and strategic management in the Asian context. In Hong Kong she has developed short courses for businesses and professional bodies and has run consultancy projects on organisational management and business planning. Her clients include the Hong Kong Personnel Management Club, China Light and Power and various government agencies.



### **Margaret SHAFFER**

PhD (Texas-Arlington), is an Adjunct Professor at HKBU and the Notebaert Distinguished Professor of International Business and Global Studies at the University of Wisconsin-Milwaukee. She is an active researcher, and her work has appeared in several reputable management journals. She has extensive business experience as a manager and consultant, and has worked in various industries, including telecommunications, hotel and tourism and retail. She also had her own training consultancy firm in Hong Kong and conducted many in-service seminars for international and local organisations.



### **Li-qun WEI**

PhD (CUHK), is an Associate Professor in the Department of Management at HKBU. She teaches human resource management, international business, organisational behaviour and strategic management at the undergraduate and graduate levels. Her research areas include strategic HRM, cross-cultural management, top management teams and Chinese business strategies. Her work has been published in a number of premier international refereed journals, including the Journal of International Business Studies, Human Resource Management and the Journal of International Human Resource Management, and is active in executive training for organisations such as the China World Hotel and Schneider-Electric, China.



### **Ed SNAPE**

PhD (Durham), Chartered MCIPD, is a Professor in the Department of Management at HKBU and an honorary Visiting Professor at the University of Bradford. His teaching, research and consulting interests are in human resource management, organisational behaviour and employee relations. He also has an interest in service quality, and in particular how employee attitudes and behaviour affect customers. He has co-authored two books and edited another, and has published over 50 articles in scholarly journals such as the Academy of Management Journal, British Journal of Industrial Relations, Human Relations, Industrial Relations, Journal of Applied Psychology, Journal of Management Studies and Journal of Vocational Behaviour. His research, consultancy and management development activities have led to his involvement with a wide range of public- and private-sector organisations, mainly in Hong Kong and the UK.



### **Michael YOUNG**

PhD (Connecticut), is an Associate Professor in the Department of Management at HKBU. He has extensive experience working in a family firm, and has also worked for state government and the banking industry in the United States. His research interests revolve around corporate governance, the management of Asian firms, state-owned enterprise reform in China and financial and organisational economics. He has taught undergraduate and graduate courses on strategic management, business research methodology, strategic human resource management, international management, micro and macro economics, the history of economic thought, economic development and labour economics.



### **Audrey TSUI**

PhD (Texas A&M), is an Adjunct Professor and Head of Corporate Wellness Management Unit at the Institute of Enterprise Development of the School of Business at HKBU. She was formerly a Professor of Human Capital Management and China Business at IMD, Switzerland and a tenured faculty member of the National University of Singapore, where she was the founding director of its MSc Degree in Asia-Pacific HRM. Dr Tsui specialises in strategic human capital management, corporate competitiveness and employee wellness management.

# Campus Facilities

## Library

The University Library has a comprehensive collection of Chinese and Western books, periodicals, non-print materials and newspaper clippings. An extensive interlibrary loan system is also available.

## Computer Rooms

The School of Business has two computer laboratories for students, a main teaching laboratory with over 60 computers and a practice laboratory that is equipped with 40 computers.

## Common Rooms

Students on taught postgraduate programmes at the School of Business are given 24-hour access to an informal meeting and reading area, and every student is provided with a mailbox.

## Sports Centre

Students on taught postgraduate programmes are eligible to use a variety of sports facilities at the University.

## Accommodation

NTT International House, which is located on the university campus, provides students with clean and comfortable accommodation for rest and group project work.



*"The MSc in Strategic Human Resources Management equips students to deliver HR services from a strategic perspective. Some modules taught us how to use scientific methods to support strategic viewpoints, which I found very practical. Moreover, by serving a real company client during the Degree Project, I really consolidated the knowledge I learnt from the programme."*

Ada Tam (MScSHRM Class of 2008)  
Deputy HR Manager  
PricewaterhouseCoopers Ltd