Gateway to China
Pathway to the World

PolyU MSC in China Business Studies (Full-time)

2018-2019
Contents

02 Why PolyU
02 Why PolyU Business School
03 Dean's Message from PolyU Business School
04 Dean's Message from Faculty of Humanities
05 Programme Director's Message
06 Why Master of Science in China Business Studies
06 A Diverse Faculty
08 Programme
10 China Immersion Experience
11 Career Service
12 Graduates
13 Class Profile
13 Admission
14 Enquiries
Why PolyU

- Providing application-oriented education since 1937
- Collaborating with 650 institutions spanning 45 countries and regions
- Offering 86 taught postgraduate programmes
- Working on 2,800 research projects

International Rankings

#6 QS Top 50 under 50 2018
(for universities under 50 years old)

#17 Times Higher Education (THE) Asia University Rankings 2017

Why PolyU Business School

- A comprehensive portfolio of academic programmes
- 200 academics including specialists in accounting, finance, logistics, management, marketing and transport
- Research and specialist centres facilitate single and multidisciplinary studies
- International context and culturally diverse environment
- Network of 45,000 alumni

Accreditations

PolyU Business School (PBS) was accredited by AACSB International (The Association to Advance Collegiate Schools of Business) in 2010 in recognition of our business education.

PBS was accredited by EQUIS (EFMD Quality Improvement System) in 2007 in recognition of our programmes, research and associated activities.

International Rankings

#1 Thomson Reuters’ InCites Web of Science data (shipping research 2013-2015)

#11 Shanghai Ranking’s Global Ranking of Academic Subjects (GRAS) 2017 – Management

#40 QS World University Rankings by Subject 2017 – Business & Management Studies

#41 Times Higher Education (THE) World University Rankings 2016-17 by Subject – Business & Economics

#55 UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings Based on Research Contributions 2012-2016
Welcome to PolyU Business School (PBS).

PBS is a world-class business school that offers high-quality academic programmes and conducts cutting-edge research. We have achieved accreditations from AACSB (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

PBS is dedicated to the pursuit of IDEAS (Innovation-driven Education and Scholarship) with a 3D focus on Discovery, Design and Delivery. We realize knowledge and technology transfer through educational programmes, as well as partnership and close links with industry and the professional community.

Our new logo gives prominence to the discipline of business and PBS as part of The Hong Kong Polytechnic University. We share PolyU’s promise of “Opening Minds and Shaping the Future” while continuing our relentless pursuit of IDEAS of international standing that has an impact on students, organizations and the understanding of business issues.

PBS offers a comprehensive portfolio of undergraduate and postgraduate programmes, many of which are recognized by professional bodies in the fields of accounting, finance, logistics, management, marketing and transport.

The Master of Science in China Business Studies programme equips you with in-depth knowledge of business practices in China and the ability to analyze changes in government policies and the market environment. The broadened curriculum, containing Chinese language and culture in addition to cross-cultural management, prepares you to thrive in business and the ethnically mixed class allows you to learn in a stimulating environment.

We look forward to welcoming you to our community of 200 academics from around the world, 5,000 students and 45,000 alumni.

Ir Prof. T.C. Edwin Cheng  IASCYS Academician, ScD, PhD
Dean, PolyU Business School
Fung Yiu King – Wing Hang Bank Professor in Business Administration
Chair Professor of Management
The Hong Kong Polytechnic University
Welcome to The Hong Kong Polytechnic University.

The Master of Science in China Business Studies programme has an inter-disciplinary curriculum with a distinctive "China focus". The Faculty of Humanities (FH) collaborates with PolyU Business School (PBS) to offer subjects in the area of Chinese language and culture, such as Essentials of Chinese Culture, Encounters between China and the West, Chinese Customs and Etiquette, Chinese Society and Culture through Film and Chinese I, II & III, for students to reinforce the China component of the programme.

This collaborative programme is built upon the synergy between business studies and the humanities. We both care about how people interact with each other for the benefit of mankind. MSc in China Business Studies gives us another context to work together to bring the world to China and China to the World. FH colleagues and myself look forward to the opportunity to work closely with you in the future.

Prof. Chu Hung-lam
Dean, Faculty of Humanities
Cally Kwong Mei Wan Professor in Culture and Art
Chair Professor of Chinese Culture
Chang Jiang Scholars Chair Professor of Pre-modern Chinese History
Director, Confucius Institute of Hong Kong
The Hong Kong Polytechnic University
Welcome to the Master of Science Programme in China Business Studies.

Since its inception in 1996, The PolyU Master of Science in China Business Studies programme has been well received by local business professionals, particularly from the banking and finance, manufacturing and trading sectors, who have close business ties with the Chinese mainland. Building on the success of this programme over some 21 years, we launched the one-year full time programme in 2013-14. With its distinctive “China Focus” and enhanced inter-disciplinary curriculum, we are fostering a new path for you to leverage on the high growth opportunities that China offers and equipping you with knowledge and skills needed to succeed in today’s complex, fast-paced business environment.

This one-year full time programme is unique in that it draws on the whole of PolyU Business School, and on the Faculty of Humanities, in order to provide students with multi-disciplinary understanding of the breadth and depth of China’s business environment and practices. The foundational subjects cover the economic, legal, cultural, managerial and financial aspects of China. The elective subjects provide students with opportunities to explore the more specialized areas such as China’s foreign trade and investment, political economy, taxation, human resource management, accounting, customs and rituals. The other important feature of this programme is its connection between knowledge and practice. This programme has a compulsory subject “China Immersion Experience” that involves a study tour or summer internship in the country. For international students we have compulsory Chinese language subjects.

Over the years we have accumulated hundreds of alumni who have become successful business professionals. This alumni network is an important asset that new intakes of our programme can leverage on. In sum, if you are looking for a dedicated China programme offered by a renowned university in a world-class city, an in-depth understanding on China through multi-disciplinary subjects and local immersion experience, as well as an indispensable network in order to succeed in China, join us in the PolyU Master of Science in China Business Studies!

Dr Yang Lei
Programme Director of Master of Science in China Business Studies
Associate Professor, School of Accounting and Finance
The Hong Kong Polytechnic University
Why Master of Science in China Business Studies

- Interdisciplinary curriculum with a China focus
- Multi-dimensional understanding of China Business
- Chinese language for international students
- Chinese culture and cross-cultural management for all students
- China Immersion Experience

A Diverse Faculty

“The inter-disciplinary curriculum of the PolyU CBS programme is a distinguishing feature. By and large, we tend to view people, organizations, and cultures through a lens of our choice; these are shaped by our training, education, background, and experiences. In this programme, the focus is always on greater China, but the lens changes frequently. This allows students to see old challenges in new ways and to tackle new challenges with the knowledge of appreciation of many different perspectives.”

SHAW Jason D.
BS, MBA, PhD
Yeung Kin Man Professor in Business Administration
Head and Chair Professor of Management, Department of Management and Marketing
Director, Centre for Leadership and Innovation

Research Interests
Team Effectiveness, The Psychology of Pay, Organizational Turnover, and Person-Environment Congruence Issues

“"How business is done in a country is best understood by understanding both how it is practiced and the context within which it operates. The CBS programme brings the two together in a synergistic fashion; knowledge of China business practices and an understanding of the background environment in which businesses operate in China.”

GORN Gerald
MSC, PhD
Associate Dean (Research and Postgraduate Studies), PolyU Business School
Chair Professor of Marketing, Department of Management and Marketing

Research Interests
Consumer Inferences and Attitudes, Sensory Marketing, Social Marketing
This programme equips students with different frameworks and perspectives for understanding the process of changes in the Chinese economy. This training, together with the relevant knowledge acquired, helps to better prepare them for a career relating to China business in both China and an international business environment.

LEUNG Man-kwong
BA(Hons), MSocSc, PhD
Associate Dean (Academic Support), PolyU Business School
Associate Professor, School of Accounting and Finance
Research Interests

Doing successful business is winning the mind-and-heart of customers and the society they live in. Knowing their language and values, ways of living and thinking, aesthetic expressions, views of other peoples – is a must for the winner. The Chinese culture subjects the programme offers help students know better these elements of success.

CHU Hung-lam
PhD
Dean, Faculty of Humanities
Cally Kwong Mei Wan Professor in Culture and Art
Chair Professor, Department of Chinese Culture
Chang Jiang Scholars Chair Professor of Ancient Chinese History
Director, Confucius Institute of Hong Kong
Research Interests
History and thought of late imperial China, in particular, the intellectual, social and political aspects of the Ming dynasty (1368-1644), Neo-Confucianism and classic texts of statecraft from the 11th to 19th centuries

The Master’s programme of CBS offers a rich diversity of courses yielding a broad and sympathetic appreciation of the Chinese cultural and individual heritage. It is geared to provide students with a personal understanding about what it means to be Chinese in a multi-cultural world of increasing interdependencies and common destiny. The CBS programme will enskill students to better manage themselves and others amidst this intersecting diversity.

BOND Michael Harris
BA, PhD
Visiting Chair Professor, Department of Management and Marketing
Research Interests
Personality and Interpersonal Processes in Organizational Life, Organizational Culture, Cross-cultural Management

China business is ubiquitous. This one-year, inter-disciplinary programme is taught in Hong Kong, the super-connector of China and the rest of the world. For many years, it builds China experts who understand both the science and art of doing business in China (with Chinese).

LU Haitian
LL.B, LLM, Ph. D
Associate Professor, School of Accounting and Finance
Research Interests
Corporate Disclosure, Entrepreneurial Finance and Fintech, Law, Regulation, and Policy, Market Efficiency
Programme

Aim

With relevant theories and up-to-date practical applications, the programme aims to equip students with systematic knowledge of business practices and the ability to analyze changes in government policies and regulations that affect business operations in China.

Academic Curriculum

The programme is designed with a structured progression pattern, and you are highly encouraged to follow the pattern to benefit from a cohort-based study and to graduate in one year. However, being credit-based, the programme allows you the flexibility to proceed at your own pace, while not exceeding the prescribed maximum study period.

Compulsory Subjects

Business and Culture (7 subjects for 24 credits)
Language (2 subjects for 6 credits)

- China Immersion Experience
- Chinese I (for Non-Chinese speaking students)*
- Chinese II (for Non-Chinese speaking students)*
- Chinese Economy and Business Strategies
- Cross-cultural Management
- Essentials of Chinese Culture
- Foreign Trade and Investment in China
- Key Issues in China Business
- The Legal System and Economic Law in China**

* Students who can demonstrate proficiency in the Chinese language can fulfill the subject requirements through credit transfer.

** This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

Elective Subjects* (4 subjects chosen from the following for 12 credits)

- Chinese III (for Non-Chinese speaking students)
- Chinese Customs and Etiquette
- Chinese Society and Culture Through Film
- Encounters Between China and the West
- Human Resource Management in China
- Investments
- Marketing in China
- Political Economy of Policy Making in China
- Research Methods and Market Research in China
- Research Project in China Business Studies
- Taxation Management in Hong Kong and China
- Theory and Practice of Accounting in China
- Total Quality Management

* Students are required to undertake at least 3 credits (1 subject) but not more than 6 credits (2 subjects) of electives concerning Chinese language, Chinese culture or literature.

Notes

1. Subject to the University's minimum enrolment requirement, not all subjects will be offered each year. And, registration is also subject to the availability of quota.
2. Programme structure, course names and content are subject to continuous review and change.
3. The structure and content of "China Immersion Experience" are subject to continuous review and change.
**Mode of Study**

Full-time

**Medium of Instruction**

English

**Duration**

The normal duration of the MSc CBS study is one academic year including summer term. The maximum study period is two academic years including summer terms.

**Awards**

Students having completed the required 42 credits graduate with the Master of Science in China Business Studies degree.

There are two possible exit awards. The Postgraduate Diploma (PgD) requires completion of 24 credits for five compulsory subjects, two PBS (PolyU Business School) and one FH (Faculty of Humanities) elective subjects. The Postgraduate Certificate (PgC) requires completion of 15 credits for five compulsory subjects.
China Immersion Experience

Internship Programme 2017 – Shanghai

Internship Programme 2017 – Hong Kong

Internship Programme 2016 – Shanghai

Internship Programme 2017 – Shenzhen

Internship Programme 2015 – Hong Kong

Internship Programme 2015 – Shanghai
Study Tour

Study Tour 2017
(Taichung, Taipei, Shanghai, Yangzhou, Nanjing & Beijing)
Visit to Foton Daimler Automotive, Beijing

*Subject content, delivery and availability are subject to continuous review and change.

Career Service

The range of services includes guidance on job application and interview as well as personal development.

PolyU Business School will publish an online English-Chinese bilingual resume book containing an account of the education and qualifications of each new graduate of the CBS programme for prospective employers’ reference.
Graduates

“ The China Business Studies programme is very practical. We looked at the business environment of China from different perspectives, learned more about Chinese culture and business practices. We have been applying the knowledge we acquired in the real world.”

CAO Yuli
Alumnus

“ The CBS programme helped me acquire knowledge about business in China and develop professional skills. China Immersion Experience enabled me to discover the Chinese business pattern, a model where culture is the basis of every business behaviour. Hong Kong, the gateway to the Chinese market, is full of opportunities for young talents worldwide.”

CARRILLO GUALOTUNA Gina Belen
Alumna

“ The professors were excellent coaches and the classmates gave me brand new perspectives. The Shanghai internship was a great opportunity to apply theoretical concepts in real-life environment and develop communication skills.”

CHIU Ka Kai
Alumna

“ The professors offered us industry and research insights and helped us look at contemporary issues concerning China business and economics. During a study tour in the third semester, I gained practical experience and industry insights from the speakers and site visits.”

DAUT Matthias
Alumnus

“ CBS was the perfect starting-point for me to study a diverse range of relevant subjects, while choosing assignment topics of my own interest and being supported by open-minded professors. My Chinese classmates helped me to acquire the most valuable interpersonal and intercultural skills, resulting in long lasting friendships.”

HENN Frederik Maria
Alumnus

“ The wide diversity of courses offered, from history, cross-cultural management, to economics, accounting and finance as well as mandarin Chinese, helped me understand better how to conduct business in China. The six-week internship in Shanghai gave me a deeper insight into the Chinese world.”

SIEGMUND Judith Anne
Alumna

“ This programme offered a wide range of courses covering law, economics, finance, trade, management, and human resources. We looked at the differences between China and other cultures that I, as a Chinese, had not realized. I gained far more than I expected from compulsory and elective courses and the study tour in the summer term. This one-year journey provided me with the direction of career development and enabled me to make great friends.”

ZOU ZiYi
Alumna
Class Profile

Admission

Entrance Requirements

- A Bachelor’s degree or equivalent professional qualifications in relevant fields of business
- Preference will be given to applicants with work experience

If you are not a native speaker of English, and your Bachelor’s degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to fulfil the University’s minimum English language requirement for admission purpose. Please refer to the “Admission Requirements” section for Taught Postgraduate Programmes at Study@PolyU for details.

Fee (subject to approval)

Local students
The tuition fee is HK$219,000 per programme (42 credits)*

Non-local students
The tuition fee is HK$265,800 per programme (42 credits)*

* Fees for students who can demonstrate Chinese language proficiency and are allowed not to undertake the 6 credits of Chinese language subjects are HK$190,800 for local students and HK$237,600 for non-local students.

Scholarships

Merit-based tuition fee waiver scholarships are available.
Enquiries

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