Information Seminar for Doctor of Management (DMgt)

27 October 2013

Dr JJ HSIEH, DMgt/DBA Programme Director
Agenda

- Introduction of Faculty of Business, PolyU
- DMgt Objectives
- Our Team
- Special Features (What makes our PolyU DMgt different?)
- Distinguished Speaker Series
- What is a DMgt?
- DMgt vs. PhD
- DMgt Structure
- DMgt Curriculum
- Entrance Requirements
- Programme Fee
- Application Information
- Enquiries
- Q & A
Faculty of Business
工商管理学院
Faculty of Business of The Hong Kong Polytechnic University

- With over 200 academic staff and 5,200 students, the Faculty of Business is one of the largest business schools in the Asia-Pacific region.

- The Faculty is dedicated to the pursuit of IDEAS (Innovation-driven Education and Scholarship) with a 3D focus on Discovery, Design and Delivery.
International Accreditation

Among a small group of business schools worldwide with Triple Accreditation

European Quality Improvement System (EQUIS)
- The Faculty was accredited by EQUIS (European Quality Improvement System) in 2007 in recognition of our programmes, research and associated activities.

UK-based Association of MBAs (AMBA)
- Our MBA and EMBA programmes offered in Hong Kong and on the Chinese mainland were accredited by AMBA (the Association of MBAs) in 2005.

The Association to Advance Collegiate Schools of Business (AACSB)
- The Faculty of Business was accredited by AACSB International (The Association to Advance Collegiate Schools of Business) in 2010 in recognition of our business education.
Flagship Programmes of Faculty of Business

- Doctor of Business Administration (a counterpart offered in Hong Kong)
- Doctor of Management (offered on the Chinese mainland)

- Highest academic qualification
- Aims to produce “Global Leaders”
We promote

- **Interdisciplinary Research and Programmes** – sharing of subjects with an emphasis on interdisciplinary approach, supported by interdisciplinary research

- **Internationalisation** – partnership with top business schools: IMD (International Institute of Management Development) in Switzerland.

- **Innovation** – development of niche programmes
International Rankings

• Faculty of Business is ranked No. 65 in the world in the latest UTD (University of Texas at Dallas) Top 100 World Rankings of Business School based on research contribution to 24 leading journals in major business discipline during the period 2008-2012.
## List of Top 24 Business Journals in UTD Ranking

<table>
<thead>
<tr>
<th>The Accounting Review</th>
<th>Marketing Science</th>
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</thead>
<tbody>
<tr>
<td>Journal of Accounting and Economics</td>
<td>Management Science</td>
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<tr>
<td>Journal of Accounting Research</td>
<td>Operations Research</td>
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<tr>
<td>The Review of Financial Studies</td>
<td>Production and Operations Management</td>
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<tr>
<td>Information Systems Research</td>
<td>Academy of Management Journal</td>
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<tr>
<td>Journal on Computing</td>
<td>Academy of Management Review</td>
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<tr>
<td>MIS Quarterly</td>
<td>Administrative Science Quarterly</td>
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<tr>
<td>Journal of Consumer Research</td>
<td>Organization Science</td>
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<tr>
<td>Journal of Marketing</td>
<td>Journal of International Business Studies</td>
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<tr>
<td>Journal of Marketing Research</td>
<td>Strategic Management Journal</td>
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International Rankings

• Faculty of Business is ranked 42nd in the world for its Finance and Economics research by a study published in the Journal of Financial Economics 93 (2009), 353, 356. PolyU is the only university in Asia and Australia to make the cut in the ranking of the top 50 universities in the world.

• Finance research output of the School of Accounting and Finance secured a second place among universities in the Asia-Pacific Region.
  

  ➢ PolyU research comparable with many US schools
How do we do it?

Experience Our DMgt!
PolyU DMgt

- The **first DBA** programme in Hong Kong started in 1996
- Offered on the **Chinese mainland** since **2001** (China DBA, and **renamed as DMgt in 2004**)
- 8 cohorts admitted with 109 graduates until 2013
DMgt Objectives

- Broadening, updating and deepening students’ knowledge of business administration in general;
- Acquiring an in-depth knowledge of a specialist area;
- Sharpening an individual’s ability to conduct original applied research in business administration.
Our Team

Dr JJ HSIEH, DMgt/DBA Programme Director
Associate Professor, Department of Management and Marketing, PolyU

Publications:


Our Team

Prof. MAO Jiye, DMgt Deputy Programme Director
Associate Dean, School of Business, Renmin University of China
Professor, Department of Management Science and Engineering,
School of Business, Renmin University of China

Research Interests:
- IT project management
- Implementation of enterprise resource planning (ERP) systems
- Management of IT outsourcing/offshoring
- E-Commerce
Our Team

Dr JIANG Li, DBA* Deputy Programme Director
Associate Professor, School of Accounting and Finance, PolyU

Publications:


*DBA offered in Hong Kong is the equivalent counterpart of our DMgt offered on the Mainland.*
What makes our PolyU DMgt different?

World class scholars-backed by

IMD – Institute of Management Development
(Switzerland)
International Collaboration

IMD – Institute of Management Development (Switzerland)

- Collaboration agreement signed in 2005
- A credit bearing elective for DBA & DMgt
- Orchestrating Winning Performance (OWP)
  - A 6-day global business programme as post-doctoral training
  - 2 fellowships each year
  - Sponsor a maximum of 75% of course fee
What makes our PolyU DMgt different?

Interdisciplinary training - marketing, finance, accounting, organizational behavior

- Example: Research by Vincent Ching – DBA Graduate

**Thesis Title:** Brand Equity and Cost of Capital

**Summary of Hypotheses**
1. Brand equity is negatively associated with cost of debt.
2. Brand equity is negatively associated with cost of equity.
3. Brand equity is negatively associated with earnings management.
4. Corporate governance is positively associated with brand equity.

**Conceptual Model**

- Corporate Governance
- Brand Equity
- Cost of Debt
- Cost of Equity
- Earnings Management
What makes our PolyU DMgt different?

Futuristic

Research topic will be futuristic - in two/three years’ time based on the problems and theoretical developments by that time.

• Development of Commerce and Management in Asia Pacific especially China (huge foreign market):
  • Financial Markets – likely to be one of the biggest accounting challenges
  • Marketing and Organizational Behaviour
  • Logistics and Supply Chain
• Great Opportunities for research
Distinguished Speaker Series
So What Does a Diversified World Class Group of Professors Bring to You?

- State of the art research
- Facilitate cutting edge inter-disciplinary research
- Publication in **TOP TIER JOURNALS**. Gives meaning to cutting edge research!
- Why put your academic training in the hands of amateurs?
DBA Nobel Laureates Forum

Four Nobel Laureates in Economics:
(From left) Prof. Robert Mundell, Prof. Thomas Schelling, Prof. Edmund Phelps and Prof. John Nash, Jr.
Distinguished Speaker Series

Prof. Miriam Erez
Technion – Israel Institute of Technology

Prof. Sir James A. Mirrlees
1996 Noble Laureate Economic Sciences

Prof. Peter B. Smith
School of Psychology, University of Sussex

Prof. Eli Bartov
Leonard N. Stern School of Business, NYU

Investment Management: Accounting Pitfalls
Distinguished Speaker Series

Prof. Charles Wasley,
Simon Graduate School of Business, U of Rochester

Prof. Jone Pearce,
The Paul Merage School of Business, University of California

Dr M Susan Taylor,
Robert H. Smith School of Business,
University of Maryland
Distinguished Speaker Series

Prof. Richard Arvey, National University of Singapore Business School

Prof. Ferdinand A. Gul
School of Business, Monash University

Prof. Darren Dahl
Sauder School of Business, UBC
What is a DMgt?

- A professional practice degree at the highest level of business education
- An integrated programme of taught subjects and a thesis
- An applied orientation
DMgt vs. PhD

Similarities

- Terminal degrees
- Effort and duration
- Thesis
DMgt vs. PhD

Differences

DMgt

- Targets experienced managers
- Emphasizes both breadth and depth
- Balances taught subjects and thesis
- Contributes to the practice of the profession
PolyU DMgt Structure

- Part-time credit-based programme (total 51 credits)
- Classes are scheduled on weekends
- Normally completed in 3 years, or a maximum of 6 years
- A possible exit award of *MSc in Management Research Studies* (35 credits)
PolyU DMgt Curriculum

• 2 Compulsory Residential Workshops
• 8 Taught subjects
  ➢ 3 Compulsory subjects
  ➢ 5 Elective subjects
• 1 DMgt Thesis
Compulsory Subjects

Provides a solid foundation for participants to carry out independent research at the Doctoral Level

• Business Research Analysis and Design

Provide a further in-depth evaluation of qualitative and quantitative research approaches and methods as well as statistical applications for participants to carry out independent research at the Doctoral Level

• Qualitative Research and Experimental Design

• Statistical Analysis for Management Research
Elective Subjects*

Provide in-depth study in particular areas of interest and focus on academic readings in preparation for the thesis

- Advanced Business Strategy
- Advanced Financial Management
- Advanced Topics in Economics for Managers
- Contemporary Issues in Financial Reporting and Corporate Disclosures
- Current Issues in Organisational Behaviour
- Frontier of Leadership Research

*Subject to the Programme’s minimum enrolment requirement, not all subjects will be offered each year. And, registration is subject to the availability of quota.
Elective Subjects*

- Incentives and Monitoring in Accounting
- Independent Studies in Business
- Independent Studies in Business – OWP at IMD
- Methodologies for Business Decisions
- Services Marketing Management
- Strategic Management of Information & Organization in Digital Econo
- Strategic Marketing
- Strategic Supply Chain and Logistics Management

*Subject to the Programme’s minimum enrolment requirement, not all subjects will be offered each year. And, registration is subject to the availability of quota.
DMgt Thesis

An independent research project

Comprises of two parts: DMgt Thesis I & DMgt Thesis II

• Minimum duration of 1 ½ years
• Commences upon completion of at least 6 taught subjects (including the 3 compulsory subjects)
• Applied orientation/state-of-the-art research methods
• Significant contribution to the practice of business administration
• Examined by a panel of 4 senior academics including 2 external examiners
• Publishable quality
DMgt Residential Workshops

**DMgt Residential 1**
- Held in the first year
- Induction and refresher

**DMgt Residential 2**
- Held in the second year
- Preparation for the thesis phase
Entrance Requirements

- A Master’s degree, preferably in a business-related area; and
- Substantial managerial experience (at least eight years) at a senior level.
- Candidates in senior management positions possessing a recognized first degree and membership of a recognized professional body may also be considered on a case-by-case basis.

Shortlisted applicants will be invited for admissions interview and written test.
Programme Fee

- Fee for the entire programme: RMB798,000
- Payment Terms:

<table>
<thead>
<tr>
<th>Installment</th>
<th>Amount (RMB)</th>
<th>Remarks</th>
<th>Tentative Payment due dates</th>
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</thead>
<tbody>
<tr>
<td>First installment</td>
<td>307,250</td>
<td>Fees for Residential Workshop 1 (1 credit) + 6 taught subjects (18 credits) + caution money</td>
<td>Upon acceptance of offer</td>
</tr>
<tr>
<td>Second installment</td>
<td>245,500</td>
<td>Fees for Residential Workshop 2 (2 credits) + 2 taught subjects (6 credits) + DMgt Thesis I (8 credits)</td>
<td>Before Dec 2014</td>
</tr>
<tr>
<td>Third installment</td>
<td>245,600</td>
<td>Fees for DMgt Thesis II (16 credits)</td>
<td>Before Dec 2015</td>
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i) **Application Fee**: RMB300 (to be collected at admissions interview)

ii) **Caution Money**: RMB350
Application Information

Tentative Admissions Schedule

- Application Deadline: 9 Nov 2013
- Admissions Interview: Mid Nov – Early Dec 2013
- Residentail Workshop 1: Late Dec 2013 (TBC)
  (i.e. Programme Orientation)

Programme Website: http://www.fb.polyu.edu.hk/dmgt_home.aspx
DMgt Programme Team

Dr JJ HSIEH, DMgt/DBA* Programme Director
Associate Professor, Department of Management & Marketing, PolyU
Tel: 852 - 2766 7359       Email: jj.hsieh@polyu.edu.hk

Prof. MAO Jiye, DMgt Deputy Programme Director
Associate Dean, School of Business, Renmin University of China
Tel: 86 - 10 8250 9189       Email: maojiye@rbs.org.cn

*DBA offered in Hong Kong is the equivalent counterpart of our DMgt offered on the Mainland.
DMgt Programme Team

Research and Postgraduate Studies Section (RPSS)
Faculty of Business

Ms Elaine CHAN  Tel: 86 - 1314 3975 561 / 852 - 3400 3374
Ms Windy WONG  Tel: 852 - 3400 3380

Email: fbdmgt@polyu.edu.hk
Questions and Answers
Thank You