MANAGING in the 21st Century

PolyU MSc in Business Management

2016-2017
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The Hong Kong Polytechnic University

The Hong Kong Polytechnic University (PolyU) has a seven-decade history of application-oriented education. Since 1937, the University and its predecessors have graduated 355,000 students, many of which are now leaders of their professions and the community.

Today’s PolyU advances knowledge through research and transfers knowledge and technology through education and service.

Faculty of Business

The Faculty of Business at The Hong Kong Polytechnic University is a major business school in the Asia-Pacific region dedicated to advancing knowledge through research and transferring knowledge and technology through education and service.

Accreditations

The Faculty of Business was accredited by AACSBI nternational (The Association to Advance Collegiate Schools of Business) in 2010 in recognition of our business education.

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

International Rankings

#1 PolyU Maritime School Research Rankings (2010-2014)
#1 Thomson Reuters’ JSS Web of Science data (shipping research 2012-2014)
#4 “Port Research since 1980: An analysis of Authorship and Institutional Affiliation” presented at 2011 International Association of Maritime Economists conference
#59 UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings Based on Research Contributions 2010-2014
Welcome to the Faculty of Business of The Hong Kong Polytechnic University.

The Faculty has achieved accreditations from AACSB (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

Our community 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 high-quality educational programmes, as well as partnership and close links with industry and the professional community.

The Faculty 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. Apart from the BBA, MBA, DBA and specialized master's degrees, there are also research programmes leading to the MPhil and PhD awards.

To maintain the currency of our academic programmes and specialist consultancy, faculty members undertake application-oriented research, both within and across their disciplines, facilitated by the Faculty's centres for research in branding and marketing, leadership and innovation, logistics, maritime studies and sustainability management. Our research has been ranked 59th in the world (The UT&D Top 100 Worldwide Business School Rankings based on Research Contributions 2010-2014).

We look forward to welcoming you to our community of 200 academics from around the world, 5,000 students and 41,000 alumni.

Professor Edwin Cheng ScD PhD
Dean, Faculty of Business
Fung Yiu King – Wing Hang Bank Professor in Business Administration
Chair Professor of Management
Welcome to the Master of Science Programme in Business Management (MSc BM)!

Are you planning to develop a successful career in this highly competitive business world? MSc programme in Business Management provides you with an effective solution. Modern firms demand skilful management in order to cope with the ever-changing global environment. Open to degree holders with limited corporate experience, this intensive one-year full-time programme helps them gain the essential business knowledge and soft skills that employers seek.

Through this inter-disciplinary programme offered by the Faculty of Business at PolyU, students will be immersed in a wide range of subjects, from economics and finance to management, marketing, and logistics. Guided by the esteemed faculty, they will put theory into practice, develop effective communication, critical, creative and design thinking, and other soft skills. They will get connected to a strong alumni network.

One of the unique features of this programme is that students will take a summer programme outside Greater China offered by an AASCB (Association to Advance Collegiate Schools of Business) or EQUIS (European Quality Improvement System) accredited member of the Alliance of Chinese and European Business Schools (ACE). This arrangement will greatly enhance their international experience.

The Faculty of Business at PolyU is accredited by EQUIS and AASCB. We pride ourselves on IDEAS (Innovation-driven Education and Scholarship) with a 3D focus on Discovery, Design and Delivery. The Faculty consists of about 200 experts in various areas in business. Our research has been ranked 59th in the world (The UBC Top 100 Worldwide Business School Rankings Based on Research Contributions 2010-2014). Through interactive teaching, we bring our expertise to the classroom.

Get ready to change your future by equipping yourself with a set of skills needed in this changing business world. Together we can make a real difference to your chosen path.

Dr Andy Chui
Programme Director of Master of Science in Business Management
Associate Professor, School of Accounting and Finance
The Hong Kong Polytechnic University
Master of Science in Business Management

Special Features
- Candidates with no or little work experience are welcome to apply
- Students are able to complete a full time Master programme in ONE year
- *International Experience* in Europe
- Comprehensive coverage of all basic business disciplines
- Emphasis on soft skills including design thinking and creativity
- Coverage of cross-cultural management
- Focus on ethics, responsibility and sustainability
Programme Aims

This programme aims to help students acquire practical knowledge of management and enable them to make effective contribution to their organizations.

Learning Outcomes

1. Application of Concepts
   Graduates should have the ability to apply conceptual frameworks to the resolution of business issues, including those concerning the scope and direction of the organization.

2. Critical, Creative and Design Thinking
   Graduates should demonstrate the ability to think critically and creatively within the domain of general management’s responsibilities, and to apply methods associated with Design Thinking.

3. Effective Communication
   Graduates should be able to present reasoned arguments effectively, both verbally and in writing.

4. Self knowledge and Reflection
   Graduates should have the ability and self-knowledge required to prepare themselves for new settings and reflect effectively on their performance in those settings.

5. Global Outlook
   Graduates should have the ability to demonstrate a global outlook and an understanding of cultural diversity, as evidenced by an understanding of globalization, the dimensions along which cultures vary and the implications of both for business.

6. Ethical Thinking
   Graduates should be able to identify and resolve ethical issues as they arise in the context of general management and corporate social responsibility.
Programme Structure

**Semester 1 (Six 3-credit subjects)**
- Accounting for Managers
- Contemporary Issues in Operations Management
- Global Economic Environment for Management
- Managerial Thinking and Skills Workshop
- Managing Organizations and People
- Marketing Management

**Semester 2 (Six 3-credit subjects)**
- Cross-cultural Management
- Ethics, Responsibility and Sustainability
- Financial Management
- Strategic Management
- Elective subject 1
- Elective subject 2

**List of Electives (any two 3-credit subjects)**
- Accounting for Business Analysis
- Corporate Governance
- Entrepreneurship
- Management Information Systems
- Risk Management in Operations
- Total Quality Management

**Summer Term (6 credits)**

**International Experience**

Students take a three-week business programme in an institution outside Greater China during the summer to earn 12 ECTS (European credit transfer system) credits (equivalent to 6 PolyU credits), learn from world experts in their chosen fields and increase exposure to other cultures. The programme will be offered by a member institution of the Alliance of Chinese and European Business Schools (ACE) and accredited by AACSB or EQUIS. The 12 ECTS credits attained will be recognized by way of credit transfer.

For the 2016 cohort, students are expected to study in the summer programme offered by the Faculty of Economics at the University of Ljubljana in Slovenia. Founded in 1919, the University of Ljubljana is a member institution of the Alliance of Chinese and European Business Schools (ACE) and accredited by AACSB and EQUIS. It is the central and largest educational institution in Slovenia. The Ljubljana Summer School is a high-level academic programme. Students will learn from Slovenian and international faculty from all around the world and gain intercultural experience. This international arrangement is subject to continuous review and change.

**Total 42 credits**

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.
Admission

Entrance Requirements
A Bachelor's degree or equivalent in a non-business discipline
OR
A Bachelor's degree or equivalent in a business discipline in which English was not the medium of instruction
AND
preference will be given to applicants with less than 2 years of post-undergraduate corporate 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 fulfill the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section of Study@PolyU for details.

Mode of Study: Full-time

Medium of Instruction: English

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

There are two possible exit awards. The Postgraduate Diploma (PgD) requires completion of 24 credits for seven compulsory subjects and one elective subject.

The Postgraduate Certificate (PgC) requires completion of 15 credits for five compulsory subjects.

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

Fee
Local students
HK$160,000 for 36 credits (excl. summer school)

Non-local students
HK$223,200 for 36 credits (excl. summer school)

In addition, students will also bear the fee for a summer school course* organized by a member of the Alliance of Chinese and European Business Schools (ACE). The fees, including accommodation, for 2015 were approximately EUR1,200. Students also have to cover the costs of travel, visa, insurance, etc.

* Students are required to successfully complete at least 12 ECTS in a summer school course run by a member of the ACE to earn the remaining 6 PolyU credits for "International Experience" (via credit transfer).

Scholarships
Merit-based tuition fee waiver scholarships are available.
Enquiries

For information on academic matters, please contact
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Online application: www.polyu.edu.hk/admission

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