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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 AACSB International (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’ SJR 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 Hong Kong Polytechnic University’s Faculty of Business – a community of 5,000 students, 340 staff members and 41,000 alumni.

The Faculty is dedicated to the pursuit of IDEAS (Innovation-driven Education and Scholarship) with a 3D focus on Discovery, Design and Delivery. We discover new knowledge through research. We design up-to-date curriculum and service. And we deliver new knowledge and skills to students, industry and the wider 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.

The Master of Science in China Business Studies programme equips you with systematic 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 seeing you on campus.

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 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 the Faculty of Business (FB) 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.

Professor Chu Hung-lam
Dean, Faculty of Humanities
Director, Confucius Institute of Hong Kong
Chair Professor of Chinese Culture
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 19 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 the Faculty of Business, 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 Haitian Lu
Programme Director of Master of Science in China Business Studies
Associate Head and Associate Professor, School of Accounting and Finance
Master of Science in
China Business Studies

China's growth and integration into the world economy create opportunities for international business but foreign enterprises face the challenge of adjusting their way of doing business in China.

To thrive in China business, understanding the market environment, the country's policy making as well as Chinese language and culture is crucial.

This programme is designed to provide students with a multi-dimensional understanding of China Business.

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 and appreciation of many different perspectives."

Jason Shaw
BS, MBA, PhD
Associate Dean (Research and Postgraduate Studies), Faculty of Business
Chair Professor of Management, Department of Management and Marketing

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

"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."

Man-kwong Leung
BArms, BBusSc, PhD
Associate Dean (Academic Support), Faculty of Business
Associate Professor, School of Accounting and Finance

Research Interests:
Foreign Financial Institutions in China, Money Markets and Monetary Policy in China, RMB Internationalization"
"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."

Hung-lam Chu
PhD (Princeton)
Dean, Faculty of Humanities
Director, Confucius Institute of Hong Kong
Chair Professor of Chinese Culture

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."

Michael Harris Bond
BA, PhD
Visiting Chair Professor, Department of Management and Marketing

Research Interests
Personality and Interpersonal Processes in Organizational Life, Organizational Culture, Cross-cultural Management.

"The MSc China Business Studies at PolyU is a unique programme which draws on the whole of the Faculty of Business, and on the Faculty of Humanities, in order to provide a truly multi-disciplinary learning experience. Participants who complete the programme will be able to evaluate developments in China’s business environment, have at least a basic understanding of the language and know how culture impacts on Sino-foreign business activities."

Howard Davies
BA (Lanc.), MSc (Lanc.), PhD (Lanc.)
Part-time Visiting Lecturer, Department of Management and Marketing

Research Interests
Technology development and technology transfer, the competitiveness and strategy of Hong Kong Industry, China business.
The programme is offered by the Faculty of Business and supported by the Faculty of Humanities at PolyU. It covers the economic, social, legal, cultural, political, management, accounting and financial aspects of China.

The broadened curriculum includes Chinese language for international students and Chinese culture and cross-cultural management for all students.

China Immersion Experience involves a study tour or summer internship in the country.

Students may do individual research projects with supervision from an international faculty.

**Programme Aims**

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.

**Learning Outcomes**

Graduates of the programme should be able to

1. evaluate developments in the Chinese business environment, and their impact on both domestic and foreign business organizations;

2. identify and analyze ethical issues related to doing business in China;

3. evaluate and be able to communicate the impact of culture on business and management practice, with particular emphasis on Sino-foreign business activities; and

4. demonstrate a basic understanding of Chinese language.
Programme Structure

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)

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

* This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.
* Students who can demonstrate proficiency in the Chinese language can fulfill the subject requirements through credit transfer.

Elective Subjects

(4 subjects chosen from the following for 12 credits)

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

Subjects 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.

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.
First-hand Understanding

Career Service

The range of services includes advice and guidance on job hunting as well as career choice and development. Professional Development Training Workshops provide updated information and knowledge. Mock interview and career coaching cover job application and interview techniques.

Every year, the Faculty of Business publishes an 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.
China Immersion Experience: Study Tour 2015 (Hong Kong, Xiamen, Shanghai and Beijing) – visit Fudan University (Shanghai)

China Immersion Experience: Study Tour 2015 (Hong Kong, Xiamen, Shanghai and Beijing) – visit Zhongguancun Science Park (Beijing)

China Study Tour 2014 – visit Beijing Financial Assets Exchange

China Study Tour 2013 – visit Tianjin Tiandy Digital Technology Co., Ltd

China Study Tour 2013 – visit Binhe Science Park of the Tianjin High-tech Industrial Development Zone

China Study Tour 2013 – visit Bright Oceans Corporation (Beijing)

China Study Tour 2012 – visit Taicang port

China Study Tour 2011 – visit China Resources Cement Holdings Limited (Nanning)
Learning Experiences

"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."

Matthias Daut
Alumnus

"The open-minded professors inspired me to further research into the topics discussed and develop my perspective. China immersion experience put us in a China business setting where we started up friendships based on mutual respect and extended our personal networks."

Anna Savina
Alumnus

"After spending more than 7 years in Singapore, I moved to Hong Kong to continue my studies. China business studies provided me with a new perspective on the business world and useful knowledge about China business. The programme was well structured, combining lectures with real-life experience. It strengthened my intellectual foundation and I believe that I will benefit fully from it in the future."

Jingke Dai
Alumnus

"The one-year programme was impressive and had big influence on me. The combination of a study tour to China and theoretical knowledge made me understand more and further aroused my interest in China business."

Bai Yifan
Alumnus

"The subjects gave me a comprehensive understanding of business environment and culture in China. The professors employed real-life cases to explain theoretical concepts. The Study tour enabled me to know more about the operations of outstanding Chinese enterprises and the development of various industries in China, and gave me inspiration for my dissertation."

Liu Jing
Alumnus

"The past year at PolyU has been the most interesting academic and cultural experience of my life. A balanced curriculum, experienced teachers and the international environment in the classroom is the perfect mix to broaden my knowledge about China and develop a real understanding of the impact of the millennial cultural legacy in business decisions. Furthermore, the dynamism of the Hong Kong multicultural scenario allowed me to develop an important network of contacts. The experience at PolyU and Hong Kong made me a real informed citizen of the world."

Juan Fernando Montoya Ruiz
Alumnus

"After having worked in Mainland China for three years, my participation in the China Business Studies programme provided a final culmination from which to launch my career in Asia. The greatest value is learning how to synthesize, process, and act upon all of the knowledge about law, economics, finance, and business culture, particularly in the China context. We were guided throughout this process by knowledgeable professors who have extensive business experience in China and other countries. Furthermore, the school's location in Hong Kong makes the programme ideally situated for spring-boarding graduates to become international managers."

Sean Patrick Doherty
Current Student
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 was awarded by an institution at which the medium of instruction is not English, you are expected to fulfill the University’s minimum English language requirement for admission. Please refer to the “Admissions Requirements” section of Study@PolyU for details.

Mode of Study: Full-time

Medium of Instruction: English

Duration

The normal duration of the MSc study is one academic year including summer semester. The maximum study period is two academic years including summer semesters.

Fee

Local students

The tuition fee is HK$206,400 per programme (42 credits)*

Non-local students

The tuition fee is HK$249,600 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$180,000 for local students and HK$223,200 for non-local students.

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 FB and one FH elective subjects. The Postgraduate Certificate (PgC) requires completion of 15 credits for five compulsory subjects.

Scholarships

Merit-based tuition fee waiver scholarships are available.
For information on academic matters, please contact
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Dr. Wing Lam
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For other information, please contact
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Website: www.polyu.edu.hk/fb/rpss/cbs
Online application: www.polyu.edu.hk/study