



GATEWAY  
TO CHINA  
PATHWAY  
TO THE  
WORLD

2024-2025

*MSc in*

ⓑ • China Business Studies



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## WHY POLYU

- Providing application-oriented education since 1937
- Collaborating with over 280 institutions
- Offering over 160 taught programmes
- Working on over 2,750 research projects

### International Rankings

#02

QS World University Rankings: Sustainability 2023 (Hong Kong)

#04

Times Higher Education (THE) World University Rankings 2023 (Hong Kong)

#16

QS Top 50 under 50 (for universities under 50 years old) 2021 (Global)

#14

Times Higher Education (THE) Asia University Rankings 2023 (Global)

## WHY POLYU BUSINESS SCHOOL

- A comprehensive portfolio of academic programmes
- Over 170 world-class scholars 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 54,000 alumni

### Accreditations



### International Rankings

#01

Clarivate Web of Science 2019-2021: Shipping Research

#04

ShanghaiRanking Global Ranking of Academic Subjects (GRAS) 2022: Management

#27

Times Higher Education (THE) World University Rankings 2023: Business & Economics

#52

UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings based on Research Contributions 2018-2022



## DEAN'S MESSAGE FROM FACULTY OF BUSINESS

Welcome to the Faculty of Business of PolyU.

Faculty of Business, popularly known as PolyU Business School (PBS), is a world-class business school that offers high-quality academic programmes and leads cutting-edge research in business and related disciplines. We are proud to have achieved accreditations from AACSB International (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

Dedicated to the pursuit of *Innovation-driven Education and Scholarship (IDEAS)*, PBS engages stakeholders to deliver societal impact in a sustainable way, with a focus on Hong Kong and the Greater Bay Area. Through educational programmes, partnerships, and close links with industry and the professional community, we strive to transfer knowledge and technology to the wider community.

Our comprehensive portfolio of undergraduate and postgraduate programmes, many of which are recognised by professional bodies, cover key areas such as accounting, ESG, finance, logistics, management, marketing, shipping, and transport. In addition to the BBA, MBA, DBA/DMgt, DFinTech, and specialised master's degrees, our research programmes also lead to the MPhil and PhD awards.

The Master of Science in China Business Studies is designed to equip you with in-depth knowledge of business practices in China and the ability to analyse changes in government policies and market dynamics. Through a collaborative effort between PBS and the Faculty of Humanities, the broad curriculum, including Chinese language and culture as well as cross-cultural management, prepares you to succeed in the challenging business environment in China, and the ethnically mixed class offers a stimulating learning environment. By joining our programme, you will acquire the practical skills, cultural sensitivity, and strategic vision needed to thrive in the rapidly evolving Chinese market.

We welcome you to join our community of over 170 world-class scholars from around the world, 4,900 students, and 54,000 alumni.

A handwritten signature in black ink that reads "Edwin Cheng". The signature is fluid and cursive.

**Ir Prof. T.C. Edwin Cheng**

*IASCYS Academician, FHKEng, ScD, PhD*

Dean, Faculty of Business

Fung Yiu King – Wing Hang Bank Professor in Business Administration  
Chair Professor of Management

## DEAN'S MESSAGE FROM FACULTY OF HUMANITIES



Welcome to The Hong Kong Polytechnic University!

The Master of Science in China Business Studies programme is an interdisciplinary curriculum that will help students better understand and appreciate the Chinese language and culture, therefore further enhancing their career opportunities in business studies. Through collaborations between the Faculty of Humanities (FH) and the Faculty of Business (FB), this programme offers in-depth knowledge that will be essential to students who wish to pursue future careers in the areas of Chinese culture, language, and business and related studies. This is an excellent curriculum for students to work together with faculty to bring the world to China and China to the world. This programme will prepare students to become global citizens with a unique vision of business practice in China. It will further allow students to develop their skills in the context of the new economies in Hong Kong, the Greater Bay Area, and China.

FH has strong programmes in Chinese culture, Chinese language, and bilingual studies in eastern and western languages. We hope students will find the China Business Studies programme, the faculty members of FH and FB, and the overall PolyU environment to be welcoming, pleasant, and conducive to knowledge acquisition. FH colleagues and myself look forward to having you in the programme and working with you closely. We wish you good luck and great success.

**Prof. Li Ping**

Dean, Faculty of Humanities  
Sin Wai Kin Foundation Professor in Humanities and Technology  
Chair Professor of Neurolinguistics and Bilingual Studies



## PROGRAMME DIRECTOR'S MESSAGE

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 17 years, we launched the one-year full time programme in 2013-14. With its distinctive “China Focus” and enhanced interdisciplinary 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 multidisciplinary 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, marketing, accounting, taxation, research methods, 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 summer internship (or study tour) 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 multidisciplinary 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!

A handwritten signature in black ink that reads "Lei Yang". The signature is fluid and cursive.

**Dr Yang Lei**

Programme Director of Master of Science in China Business Studies  
Associate Professor, School of Accounting and Finance



## WHY POLYU 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
- Content of applying data science to business analysis within the China context

## A DIVERSE FACULTY



*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.*



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

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



*In addition to Chinese culture and language, students will acquire systematic knowledge of doing business in China covering both operational and strategic issues. They also gain immersion experience and learn the country's latest development in business practices.*



**Prof. Mike Lai** BA, PhD  
Associate Dean (Academic Support), Faculty of Business  
Chair Professor of Shipping and Logistics, Department of Logistics and Maritime Studies

Consulting, Research and Teaching Interests  
Logistics and Shipping Management, Quality Management, Sustainability Issues



*The Master of Science in China Business Studies programme is an interdisciplinary curriculum that will help students to gain in-depth knowledge in Chinese language, culture, and society. This knowledge will be essential to students who wish to pursue future careers in these areas and related studies, and will prepare our students to become global citizens with a unique vision of business practice in China. The programme especially fits the context of today's global economy in our global village.*



**Prof. Li Ping** PhD (Leiden)  
Dean, Faculty of Humanities  
Chair Professor of Neurolinguistics and Bilingual Studies

Consulting, Research and Teaching Interests  
Bilingualism, Reading comprehension, Brain basis of language learning, Cyber-enabled technology and cognitive computing







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*China business is ubiquitous. This one-year, interdisciplinary 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).*

”

**Prof. Lu Haitian** LLB, LLM, PhD

Director, Mainland Development Office  
Hong Kong SustainTech Foundation Professor in Accounting and Finance  
Professor, School of Accounting and Finance

Consulting, Research and Teaching Interests  
Corporate Disclosure and Governance, Entrepreneurial Finance and Fintech,  
Law and Economics

“

*The CBS programme is well-structured and organized with guidance from knowledgeable and helpful professors. The programme enables you to understand the state of the art and practice in doing business in China.*

”

**Prof. Ngai Wai-ting, Eric** BSc(Hons), MSocSc, PhD

Distinguished Research Professor,  
Department of Management and Marketing

Consulting, Research and Teaching Interests  
E-Commerce, Decision Support Systems, Social Computing, Logistics and  
Supply Chain Management, Knowledge Management & Innovation, IT  
Governance, IoT and AI Methods and Applications



“

*The CBS programme offers a unique combination of expertise from a number of key fields of China studies - business, law, and culture. Students will develop their insights into the profound nature of doing business in China. They will get well prepared for the challenges and consciously seize the opportunities for success in China after their graduation.*

”



**Prof. Xu Xin** BEcon, MPhil, PhD

Associate Dean (External Relations and Development), Faculty of Business  
Associate Professor, Department of Management and Marketing  
Director, Faculty of Business Digital Transformation Centre

Consulting, Research and Teaching Interests  
Internet of Things and Smart Services, Gamification, Data Science, Human-AI  
Interaction, Strategic Management of Technology Innovation

# A COMPREHENSIVE 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 analyse changes in government policies and regulations that affect business operations in China.

## Academic Curriculum

The programme is designed with a structured progression pattern, and students are highly encouraged to follow the pattern to complete the programme within the normal duration of one year.

The curriculum includes technological elements such as financial institutions, fintech development and regulations in China in addition to mobile payment, peer-to-peer lending, blockchain, credit bureau, and big data.

## 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
- Managerial Economics with an Application to China Business
- The Legal System and Economic Law in China #

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



# i. This course has been included in the list of reimbursable courses under Continuing Education Fund.

ii. The mother course (Master of Science in China Business Studies) of this module is recognised under the Qualifications Framework (QF Level 6).

## Electives<sup>^</sup> (4 subjects chosen from the following for 12 credits)

- Business Analytics
- Business Strategy and Outlook for Life Insurance in China and Hong Kong
- 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
- Key Issues in China Business
- 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

<sup>^</sup> 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. Not all subjects will be offered in a given year, subject to factors such as staff availability, student enrolment, programme resources and so on.
2. For a given cohort, a clash-free timetable will be arranged only for the compulsory subjects. And, timetable is subject to change without prior notice.
3. Programme structure, list of subjects, subject offering semester, subject names and content are subject to continuous review and change.
4. The structure and content of "China Immersion Experience" are subject to continuous review and change. Depending on different factors, other arrangements may be made for students to complete the subject "China Immersion Experience".



## Class Schedule

Most classes are scheduled for weekday daytime, subject to the final arrangements of the programme.

## Mode of Study

Full-time

## Medium of Instruction

English

## Normal Duration

The normal duration of the MSc CBS study is one academic year including summer term.

## Awards

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

Exit Award: The Postgraduate Diploma (PgD) in China Business Studies requires completion of 24 credits for five compulsory subjects\*, two FB (Faculty of Business) and one FH (Faculty of Humanities) elective subjects.

*\* Excluding the subject "China Immersion Experience"*

## International Collaboration

Students and graduates of PolyU's MSc in China Business Studies programme who meet the minimum entrance requirements of the Master's degree programmes in Accounting and Mathematics at Yeshiva University will be given a guaranteed admissions interview. Admissions decisions will be at Yeshiva University's discretion.

Yeshiva University is the oldest and most comprehensive educational institution under Jewish auspices in America. It has four campuses in the New York city.

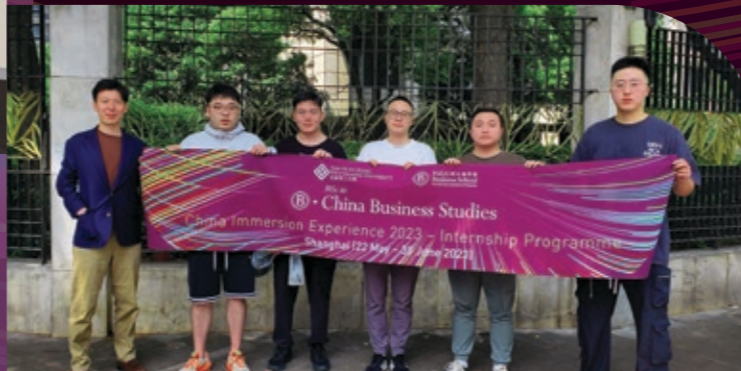


# CHINA IMMERSION EXPERIENCE \*

## Internship \*



Internship Programme 2023 – Hong Kong



Internship Programme 2023 – Shanghai



Internship Programme 2018 – Hong Kong



Internship Programme 2018 – Shanghai



Internship Programme 2019 – Hong Kong



Internship Programme 2019 – Shanghai



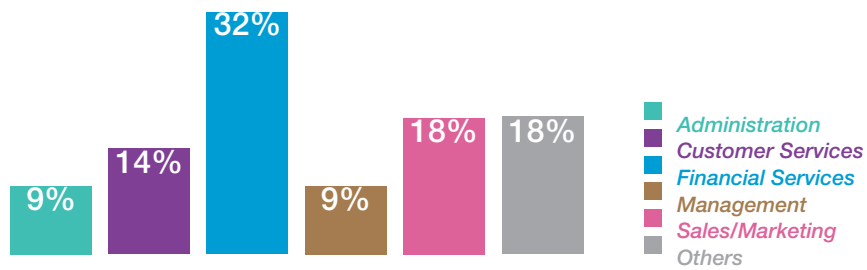
Internship Programme 2017 – Hong Kong



Internship Programme 2017 – Shanghai

\* The structure and content of "China Immersion Experience" are subject to continuous review and change. Depending on different factors, other arrangements may be made for students to complete the subject "China Immersion Experience".

# GRADUATES



By Job Nature



“ The CBS programme was very professional and helped me further understand the rhythm of the Chinese economy. The programme’s specialised knowledge and analytical mindset broadened my horizons and improved my career opportunities. Many thanks to the professors, guests, and classmates. I have gained valuable experience in the CBS programme!

**CHEN Kai** (2023 Graduate)



“ The CBS programme was a truly valuable experience for me. It gave me essential background knowledge in Chinese culture as well as providing an extensive and in-depth examination of Chinese business. The comprehensive programme structure, with its broad scope and high degree of freedom, enabled me to gain a deeper insight into the business environment in China, which will fuel my future career. I would like to thank all my professors, lecturers, and classmates for making this learning experience so enjoyable and worthwhile.

**DAI Jingyu** (2023 Graduate)



“ My year of study at CBS was a unique experience. The curriculum offered a diverse range of subjects, spanning from law and economics to film and culture. This comprehensive approach enabled me to develop a profound understanding of the economic and business landscape in both Mainland China and Hong Kong. Ultimately, it helped me build a successful lasting career. Moreover, the connections I formed with both my professors and classmates throughout this year have proven invaluable, and are something I will hold dear for a lifetime.

**ZONG Yaning** (2023 Graduate)



“ The CBS programme provided me with deeper insights into China’s business environment and its growth opportunities. Thanks to a holistic curriculum which entails management, economic, legal, culture and language components, I gained valuable experiences which allow me to make better business decisions.

**HILBOLL Malin** (2021 Graduate)



“ Thanks to the CBS programme and to its professors, I acquired relevant knowledge about China’s economy, its culture and its legal system. Despite the coronavirus outbreak, it was a memorable year full of intensive group projects, cultural surprises and new friends. My summer internship in a local company had made that experience even more immersive.

**SION Anne-lorraine Marie** (2020 Graduate)



“ CBS not only widened my knowledge, but also strengthened my ability to view problems in a macro, systematic and structured way. It gave me a clear understanding of business management and improved my decision-making ability, enabling me to find a fulfilling job in Hong Kong. ”

**CHEN Weiman** (2019 Graduate)

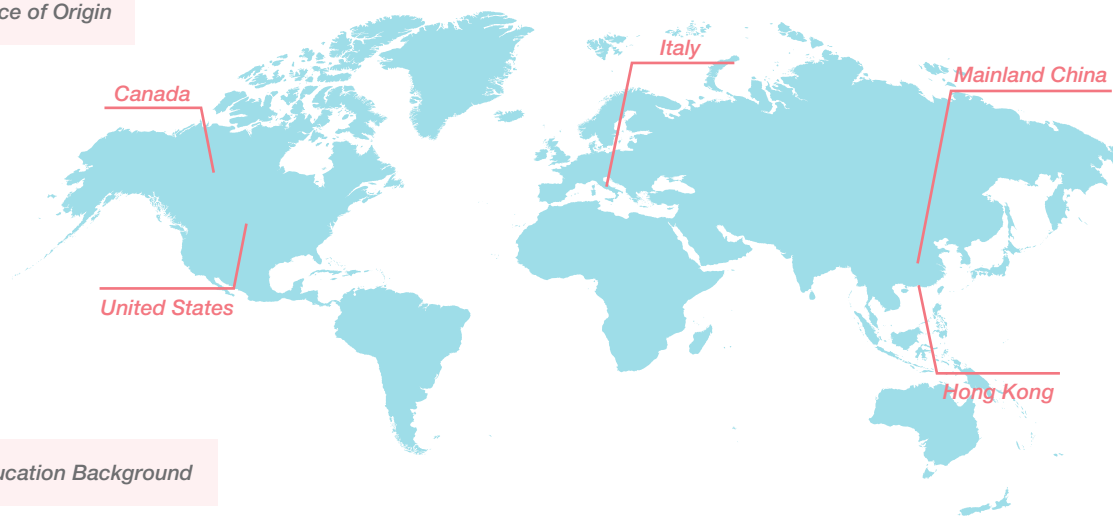


“ The CBS experience was unique. It is definitely the programme for people who are looking for a practice-oriented master’s. There is a diversity of subjects, from law and economics, through Chinese society and culture, to films and everything that can be useful for a career in China. After this master’s, I look at the world in a different way. ”

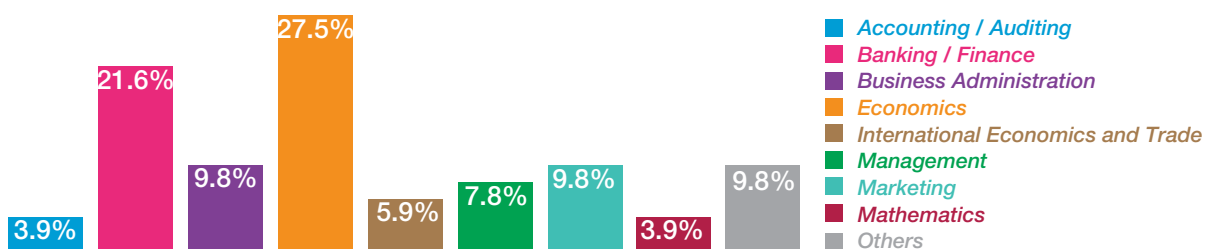
**SEMENOV Simon** (2018 Graduate)

## CLASS PROFILE

By Place of Origin



By Education Background



# ADMISSION

## Entrance Requirements

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

HK\$349,500 per programme (HK\$8,600 per credit for 36 credits and HK\$6,650 per credit for 6 credits) for local and non-local students

For students who demonstrate Chinese language proficiency and are exempt from 6 credits of Chinese language subjects, the tuition fee is HK\$309,600

## Scholarships

Merit-based scholarships are available.

- International students merit-based tuition fee waiver
- Local students merit-based tuition fee waiver
- Mainland students merit-based tuition fee waiver

*PolyU reserves the right to change or withdraw the scholarship at any time. In case of dispute/disagreement, PolyU's decision is final.*

## Timeline for Application

Application:	From 21 September 2023
Online application:	<a href="http://www.polyu.edu.hk/admission">www.polyu.edu.hk/admission</a>
Interview:	From December 2023
Class commencement:	September 2024



## ENQUIRIES

*For academic matters*

**Programme Director**

**Dr Yang Lei**

📞 (852) 3400 3457

✉️ [aflei.yang@polyu.edu.hk](mailto:aflei.yang@polyu.edu.hk)

*For other information*

📞 (852) 3400 2583 / (852) 2766 7142

✉️ [fbcbs@polyu.edu.hk](mailto:fbcbs@polyu.edu.hk)

🌐 [www.polyu.edu.hk/fb/cbs](http://www.polyu.edu.hk/fb/cbs)

Online application: [www.polyu.edu.hk/admission](http://www.polyu.edu.hk/admission)



*The content of this publication is updated until September 2023.*