GATEWAY TO CHINA PATHWAY TO THE WORLD

MSc in B • China Business Studies





PolyU理大商學院 Business School



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WHY POLYU

- Providing application-oriented education since 1937
- Collaborating with over 320 institutions
- Offering over 160 taught programmes
- Working on over 2,860 research projects

International Rankings

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

Times Higher Education (THE) Asia University Rankings 2021

WHY POLYU FACULTY OF BUSINESS

- 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 52,000 alumni

Accreditations



#01

International Rankings



Times Higher Education (THE) World University Rankings 2021 by Subject – Business and Economics ShanghaiRanking's Global Ranking of Academic Subjects (GRAS) 2021: Management

#05

UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings Based on Research Contributions 2016-2020

01/02



DEAN'S MESSAGE FROM FACULTY OF **BUSINESS**

Welcome to the Faculty of Business (FB) of PolyU.

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

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

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

The Master of Science in China Business Studies equips you with in-depth knowledge of business practices in China and the ability to analyse changes in government policies and the market environment. The broad 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 over 170 world-class scholars from around the world, 4,900 students and 52,000 alumni.

Adwin Chen

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 especially fits the context of today's global economy and our global village, and will prepare students to become global citizens with a unique vision of business practice in 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 Chair Professor of Neurolinguistics and Bilingual Studies



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, 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 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!

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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

A DIVERSE FACULTY

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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 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.

LAI Mike 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

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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.

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





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).

LU Haitian LLB, LLM, PhD Director, Mainland Development Office Professor, School of Accounting and Finance

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

"Happy attitude, happy life": Think positively not only about your academic journey but also about your life.

"Helping people, happy mind": Always be willing to help others.

"Never give up too early": Innovative research is not only fun but also highly rewarded (publications). So be patient.



WEI John BEng, MBA, PhD

Associate Dean (Research and Postgraduate Studies), Faculty of Business Chair Professor of Financial Economics, School of Accounting and Finance

Consulting, Research and Teaching Interests Asset Pricing, Behavioural Economics, Finance and Accounting, Corporate Governance and Compensation, Cost of Equity Capital and Firm Valuation



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.

XU Xin BEcon, MPhil, PhD

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

Consulting, Research and Teaching Interests IT Service Management, IT Innovation and Consumers, Human Computer Interaction, Mobile Computing, Social Media and Business Analytics

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.

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 subject has been included in the list of reimbursable courses under the Continuing Education Fund (CEF).
 ii. The MSc in China Business Studies programme is recognized under the Qualifications Framework (QF Level 6).

Electives^ (4 subjects chosen from the following for 12 credits)

- 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

^ 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, course 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".



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 coursework and other requirements, qualify for admission to Master's degree programmes in Quantitative Economics, Applied Math, Risk Management, and Accounting at Yeshiva University.



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

CHINA IMMERSION EXPERIENCE *

Internship *



Internship Programme 2019 – Hong Kong



Shanghai (20 May - 28 June 2019)

Internship Programme 2019 – Shanghai





Internship Programme 2018 – Hong Kong



Internship Programme 2018 – Shanghai

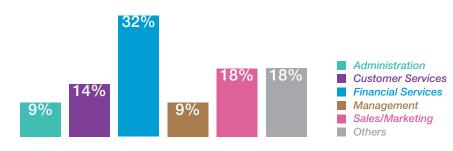


China Immersion Experience 2017 - Internship Program zhen (22 May - 30 June 2017)

Internship Programme 2017 - Shenzhen

* 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 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)



CBS maintains the highest quality and enables students to gain unique learning experience. After a year in the programme, I successfully applied the concepts and theories I learned to my thesis. Additionally, I developed strong relationships with the professors, guest speakers, and classmates and I will treasure them forever.

LIU Huihui (2021Graduate)

Economics with special reference to China, Chinese culture and multiple perspectives were some of the most interesting curriculum components. Through the programme, I met inspiring professors and amazing classmates. I made new friends, advanced my career, broadened my horizons, and prepared for a brighter future.

LIU Xiao (2020 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-Iorraine 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)

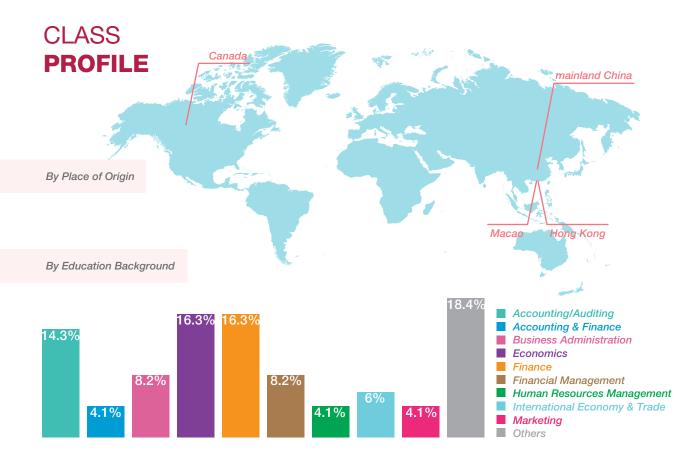


The CBS experience was unique. It is definitely the programme for people who are looking for a practice-oriented master's. There is a diversity of subjects, from law and economics, through Chinese society and culture, to films and everything that can be useful for a career in China. After this master's,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

SEMENOV Simon (2018 Graduate)

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.





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\$281,400 per programme (HK\$6,900 per credit for 36 credits and HK\$5,500 per credit for 6 credits) for local students

HK\$313,800 per programme (HK\$7,800 per credit for 36 credits and HK\$5,500 per credit for 6 credits) for non-local students

For students who demonstrate Chinese language proficiency and are exempt from 6 credits of Chinese language subjects, the tuition fees are HK\$248,400 for local students and HK\$280,800 for non-local students

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

ENQUIRIES

For academic matters

For other information

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 ☑ fbcbs@polyu.edu.hk

ttps://fb.polyu.edu.hk/cbs

Online application: www.polyu.edu.hk/admission

The content of this publication is updated until September 2021.



