



2022-2023

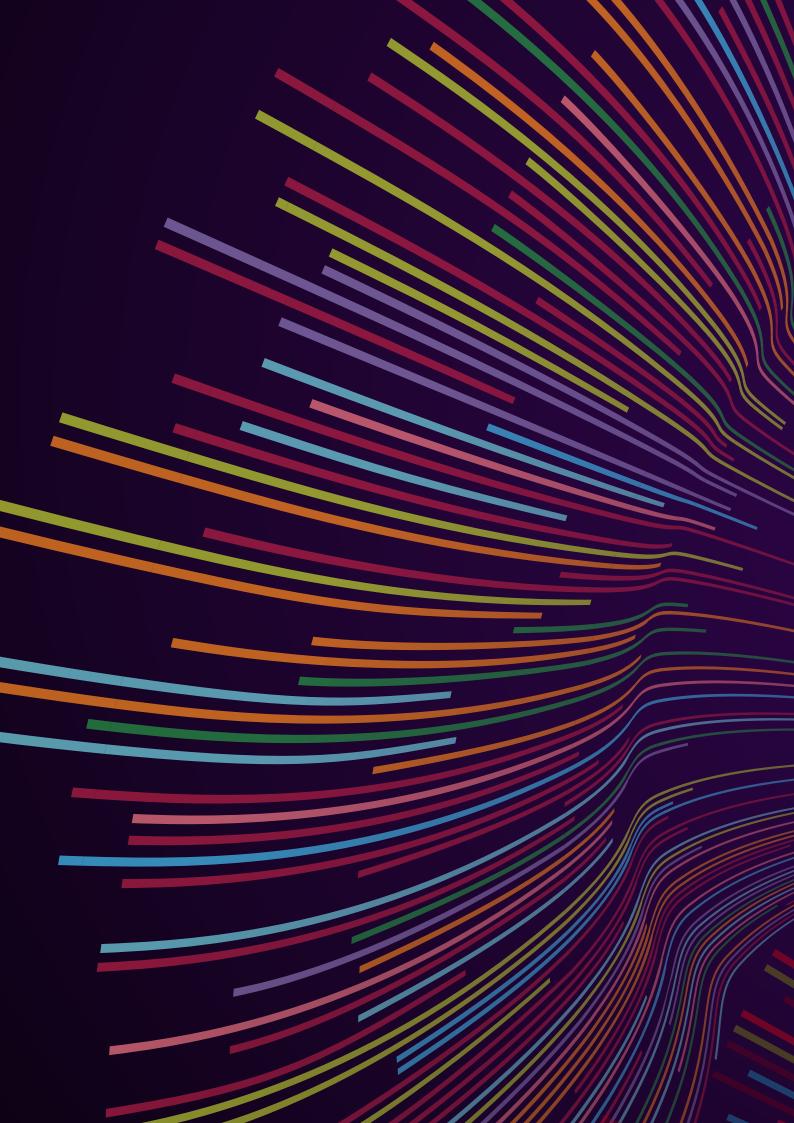
Master of Business Administration (Full-time)











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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

#06 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





International Rankings

Shipping research (based on Thomson Reuters'

ISI Web of Science data 2018-2020)

ShanghaiRanking's Global
Ranking of Academic
Subjects (GRAS) 2021:
Management

Times Higher Education
(THE) World University
Rankings 2021 by
Subject – Business and
Economics

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



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

To maintain currency of our academic programmes and specialist consultancy, faculty members undertake pioneering and impactful research, both within and across their disciplines, facilitated by our centres for Belt and Road development, branding and marketing, digital transformation, financial technology, leadership and innovation, maritime studies, shipping and logistics, and sustainability and entrepreneurial finance. Our research has been ranked 59th in the world (*The UTD Top 100 Worldwide Business School Rankings Based on Research Contributions 2016-2020*).

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.

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



LEAPing towards Professional Leadership with PolyU MBA

Welcome to the PolyU MBA!

A world that is increasingly diverse, complex and fast-moving demands leaders who are change-oriented and adaptable. Since 1990, PolyU MBA has been developing innovative, forward-thinking leaders who can thrive in a global business environment, based on the LEAP principles.

Leadership: We live in a world full of challenges. Sustainable development of our businesses and communities calls for leadership that is responsible to stakeholder needs and responsive to stakeholder demands. PolyU MBA aims at developing leaders who are aware of global challenges and local concerns, and are ready to contribute to solving them.

Empowerment: As technologies and knowledge advance, collaboration becomes the key to breakthroughs and innovation. Through broad-based intellectual stimulation inside classrooms and networking opportunities with professionals from diverse backgrounds, PolyU MBA empowers students to bridge boundaries and drive collaborations.

Agility: In an age of unprecedented volatility, uncertainty, complexity and ambiguity, agility is a necessity. PolyU MBA encourages the cultivation of adaptability through continuous improvement and lifelong learning. Learning opportunities stretch well beyond graduation.

Pragmatism: Professional leadership requires the bridging of cutting-edge concepts and our ever-shifting reality. Leveraging its strong industry networks, PolyU MBA provides students with the option to deepen their practical knowledge in Aviation, Fashion, and Innovation and Design.

Opportunities favour those who are forward-looking and prepared. PolyU MBA can be the vehicle that takes you there. Join us, and take the LEAP to professional leadership.

Dr Fine Fanni Leung

MBA Programme Director Assistant Professor

Department of Management and Marketing

The Master of Business and Management Scheme comprises full-time and part-time Master of Business Administration (MBA) with or without a specialism and Master of Science in Business Management (MSc BM) programmes. The MBAs are post-experience programmes designed to help managers and professionals develop into innovative and forward-thinking leaders who thrive in a global business environment. MSc BM is a pre-experience programme designed to help recent graduates gain business knowledge and soft skills and fast track their entrance into the business world.

Master of **BUSINESS ADMINISTRATION (MBA)** (Full-time)

Programme Code: 02017-MFG

Programme Director: Dr Fine Fanni Leung

Deputy Programme Director:
Dr Justin Law

SPECIAL FEATURES

- Developing general managers since 1990
- Constantly reviewing curriculum to meet current and long-term needs
- Equipping students with theoretical concepts and practical applications
- Enabling students to make critical judgements and informed decisions
- Preparing young graduates and managers to contribute to their organizations and industries
- Offering three optional specialisms in Aviation, Fashion, and Innovation and Design
- Allowing students to complete the programme in one academic year

ACADEMIC TEAM

Companies need business leaders and so does the society. Sharpening their minds and supporting their ambitions are our formidable tasks. University education can help you progress as a professional and develop as a person at every stage of your career.



Associate Professor

Department of Logistics and Maritime Studies

Consulting, Research and Teaching Interests Air Transport, Transport Economics, Regulatory Economics, Industrial Organization



Global Economic Environment for Management, a MBA core subject, trains our MBA students' abilities in critically analysing the domestic and global economic environments where multinational corporations operate. From this subject, the students will learn how to evaluate the implications of globalization to business management. The learning approach involves applying rigorous economic theories for practical business and economic analyses, which is an essential skill in the real business world.

King Fai Mike FUNG PhD

Assistant Dean (Quality Assurance)
Faculty of Business
Associate Professor
School of Accounting and Finance

Consulting, Research and Teaching Interests Financial Intermediation, International Economics, Development Economics, Law, Regulation, and Policy



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This programme prepares students to think managerially and analytically about the various perspectives of general management, apply the knowledge to real-world business practices, and add values to the society. The gained expertise is useful for dealing with challenges that transcend organizational and geographical boundaries.



Li JIANG PhD

Professo

Department of Logistics and Maritime Studies

Consulting, Research and Teaching Interests
Data-driven Operations, Incentive-driven Information Sharing, Omni-channel Design and
Analysis, Modeling Behaviour Operations

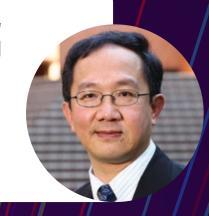


The MBA Business Analytics offers students with necessary skills and knowledge in descriptive, predictive and decision analytics for better decision making and solving real-world business and operational problems.

Eric W.T. NGAI BSc (Hons), MSocSc, PhD

Associate Head and 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 and Innovation, IT Governance, IoT and Al Methods and Applications





Managers in any organization should have three core competencies to be successful: i) problem-solving skills to overcome the current challenges and move a firm to the next level; ii) management skills to motivate team members and collaborate with internal/external stakeholders; iii) knowledge on current issues and technological changes around the firm's business. PolyU MBA programme is right here for future leaders to develop these core competencies!

Robert PARK BA, MSc, DBA

Professor of Practice Department of Management and Marketing

Consulting, Research and Teaching Interests Business Strategy, Strategic Management and Behavioural Aspects of Financial Institutions, **Investment Banking**



Technology can serve as a disruptor, a differentiator, and a market winner. Whether you are defending your market shares, expanding your business segments, or starting a new venture, our subject Entrepreneurial Finance will equip you with practical and analytical frameworks on how to adopt winning business models, apply technology competitively, and finance rapid growth.

Jack POON BSc, MSc, MBA Professor of Practice School of Accounting and Finance

Consulting, Research and Teaching Interests Entrepreneurial Finance, Fintech, Strategic and Financial Advisory for Startup, Natural Language Processing (Artificial Intelligence)





The MBA programme at PolyU is a place where you can obtain and create insightful business knowledge, interact with prominent business thinkers, and meet experienced business leaders. Through the ten years of teaching our MBA students, I have always been impressed by their intelligence, experience, and diligence. Being part of this programme is a smart choice!

Wu LIU BEcon, MEcon, PhD Head and Professor Department of Management and Marketing

Consulting, Research and Teaching Interests Employee Voice Behaviour, Top Management Teams, Leadership, Negotiation, Cross-cultural Management, Conflict Management

ACADEMIC CURRICULUM

The default option is to study for the MBA generic award. Students can also opt to graduate with a specialism in *Aviation*, *Fashion*, or *Innovation and Design* upon completion of designated speciality electives.

The awards available are:

- Master of Business Administration
- Master of Business Administration (Aviation)
- Master of Business Administration (Fashion)
- Master of Business Administration (Innovation and Design)

Core Management Subjects

- · Accounting for Managers
- Business Analytics
- Ethics, Responsibility and Sustainability
- Financial Management
- Global Economic Environment for Management #
- MBA Orientation Workshop

- Management Information Systems
- Management Policy and Strategy #
- Managing Operations Systems
- Marketing Management
- Organizational Behaviour & Leadership

Elective Subjects

All students complete a total of 9 credits of electives. Those who choose to graduate with a specialism complete 9 credits of required Speciality Electives. Those who do not pursue a specialism can complete 9 credits of any Speciality Electives or General Electives.

Speciality Electives

Aviation

- Aircraft Asset Management
- Airline Management
- Airport Management and Economics
- Air Transport Logistics and Management
- Air Transport Regulatory Policy
- Aviation Finance, Accounting and Tax
- Aviation Marketing
- Aviation Safety Management
- Field Study in Air Cargo Management
- Independent Projects

Fashion

- Fashion Retailing
- Independent Projects
- Information Technology in Textiles & Clothing Industries
- International Business in Fashion Industry
- International Fashion and Textile Design
- Omni-Channel Retailing and Marketing
- Quality Assurance in Textiles and Clothing

Speciality Electives (cont.)

Innovation and Design

(List of subjects is being reviewed and is subject to change)

- Branding: From Local to Global Strategies
- Design and Culture: Cultural Identity and Authorship
- Future Contexts for Design
- Globalization and Design

- Innovative Products and Services Development
- Managing Value Creation
- Special Topics in Contemporary Design I
- Special Topics in Contemporary Design II

General Electives

- Applications of Decision Making Models
- Business Applications of Blockchain
- Business Forecasting
- Business Innovation Project
- E-Commerce
- Entrepreneurship
- Field Study for Business Management
- Global Leadership in the Asian Context
- Global Sourcing and Supply
- Independent Projects
- International Financial Management

- International Management
- Investments
- MBA Investigative Report
- Managing Innovation
- Mergers and Acquisitions
- Negotiation and Conflict Management
- Research Methods
- Risk Management for Corporations
- Seminars in Emerging Technology
- Six Sigma and Quality Management Techniques
- Wellbeing at Work

Notes

- 1. Programme structure, list of subjects, subject names and content are subject to continuous review and change.
- 2. Not all subjects will be offered in a given year, subject to factors such as staff availability, student enrolment, and programme resources.
- 3. 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.
- 4. Students who do not pursue a specialism may select up to one elective from the "Common Pool Electives". For the subject lists, please refer to fb.polyu.edu.hk/study/taught-postgraduate-programmes/common-pool-electives.

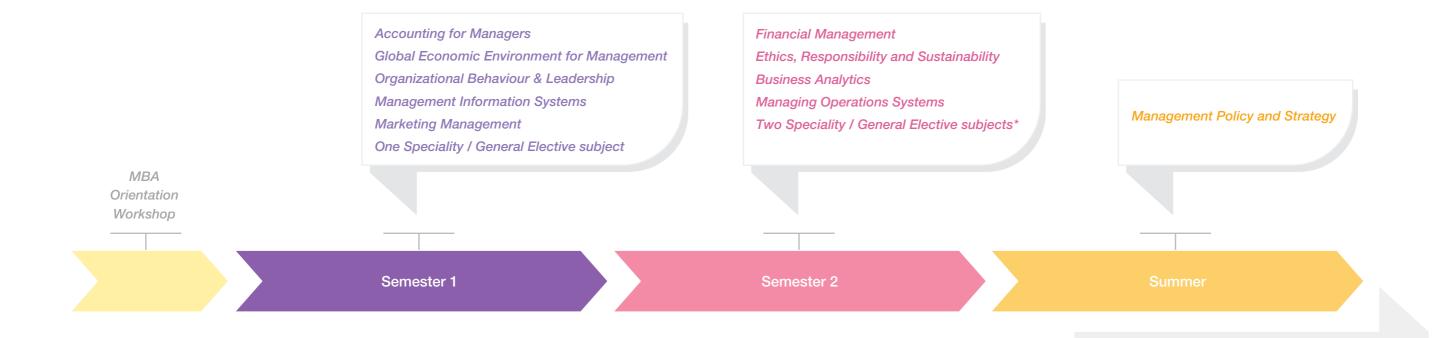


- # i. The subjects have been included in the list of reimbursable courses under the Continuing Education Fund (CEF) for the full-time Master of Business Administration programme.
- ii. The Master of Business Administration programme is recognized under the Qualifications Framework (QF Level 6).

Class Schedule

Classes of compulsory subjects are arranged during weekday (both daytime and evening) and at weekends (Saturdays and Sundays, 6.5-hour class per day). Regarding elective subjects, the majority of them are offered on weekday evenings, and a few of them at weekends.

STUDY **TIMELINE**



Students are eligible for the award of Master of Business Administration (MBA) / MBA with a specialism (Aviation / Fashion / Innovation and Design) after completion of 39 credits, subject to

their successful completion of required electives.

and MM5041 MBA Orientation Workshop)

Students are eligible for the early exit award of PgD in Business Administration after completion of 21 credits (6 compulsory subjects + 1 elective subject

Programme Structure (Total credits required: 39)

Master of Business Administration

11 compulsory subjects (30 credits) + 3 Speciality / General Electives (9 credits)

Master of Business Administration (Specialism)

11 compulsory subjects (30 credits) + 3 Speciality Electives (9 credits) from a specialism (Aviation/ Fashion/ Innovation and Design)

Programme structure, course names and content are subject to continuous review and change.

^{*} Students who select "MBA Investigative Report", which is equivalent to two electives, must take the elective "Research Methods" in Semester 1.

BEYONDTHE CLASSROOM

Leadership Development

The MBA Orientation Workshop aims at providing students with an orientation to the programme as well as an opportunity to get acquainted with their classmates. During the team-building activities and mini-lectures, participants gain management experience and develop new professional networks.













Field Study in Dublin, Ireland

During the trip to Dublin from 19 to 24 May 2019, visits to the Guinness Enterprise Centre, Trinity College Dublin Business School, Waterfall Farm, Teeling Whiskey Distillery, Guinness Storehouse, and the National Institute for Bioprocessing Research were arranged. There was also a sharing session addressed by the founders of Chasing Returns, Aylien and HealthBeacon, at Dublin City University Business School.

Global Exploration

"Field Study for Business Management" is an elective subject for students to explore the world of global business.

Field Study in Emilia-Romagna, Italy

The trip to Emilia-Romagna from 5 to 10 January 2020 allowed students to observe business concepts and practices in a foreign context. Among the businesses and organizations they visited were Ferrari, Pagani, Max Mara, Ferrarini, Acetaia Picci, and the Fashion Research Italy Foundation. There was also a lecture held at the University of Modena and Reggio Emilia.



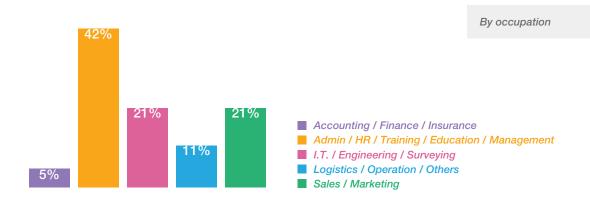




STUDENTS

Class Profile

The 2021 class has 6 years of work experience on average and their average age is 31. Managers and directors account for 47% of the class and professionals 21%.





With PolyU's 30 years of experience in preparing future generations with the skills and knowledge needed to become capable managers, I knew it will be the right place to help me achieve my goals.

BUKHARI Akram (Saudi Arabia)

PolyU MBA offers an excellent opportunity for me to gain extensive and valuable knowledge in business management, and it also allows me to broaden my experience and skills in finding feasible solutions and making business decisions professionally.

LAI Stephanie (Hong Kong)



ADMISSION

Entrance Requirements

A Bachelor's degree, postgraduate degree or postgraduate diploma in any area, or an equivalent
professional qualification; and a minimum of 2 years' experience in a managerial or professional
capacity; and proficiency in English

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.

Shortlisted candidates will be invited for a selection interview where they demonstrate their motivation, maturity, and ability to communicate in English.

Mode of Study

Full-time

Award

Master of Business Administration

Master of Business Administration (Aviation)

Master of Business Administration (Fashion)

Master of Business Administration (Innovation and Design)

(Early Exit Award: Postgraduate Diploma in Business Administration (PgD BA))

Students will be admitted to the MBA with generic award. The default option is to study for the MBA generic award by completing a total of 39 credits. Another option is to graduate with a specialism in *Aviation*, *Fashion*, or *Innovation and Design* upon completion of 39 credits, including 9 credits of required speciality electives.

Normal Duration

One academic year including summer term

Fee

HK\$402,090 per programme (HK\$10,310 per credit) for local and non-local students

Scholarships

Merit-based Scholarships are available.

Other scholarship



HK PolyU MBA Alumni Scholarship

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:

Online application:

Interview:

Class commencement:

From 23 September 2021 www.polyu.edu.hk/admission From November 2021 September 2022



For academic matters

Programme Director Dr Fine Fanni Leung

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Deputy Programme Director Dr Justin Law

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For other information

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www.polyu.edu.hk/fb/mba-ft

f PolyU.MBA

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

The content of this publication is updated until September 2021.



