

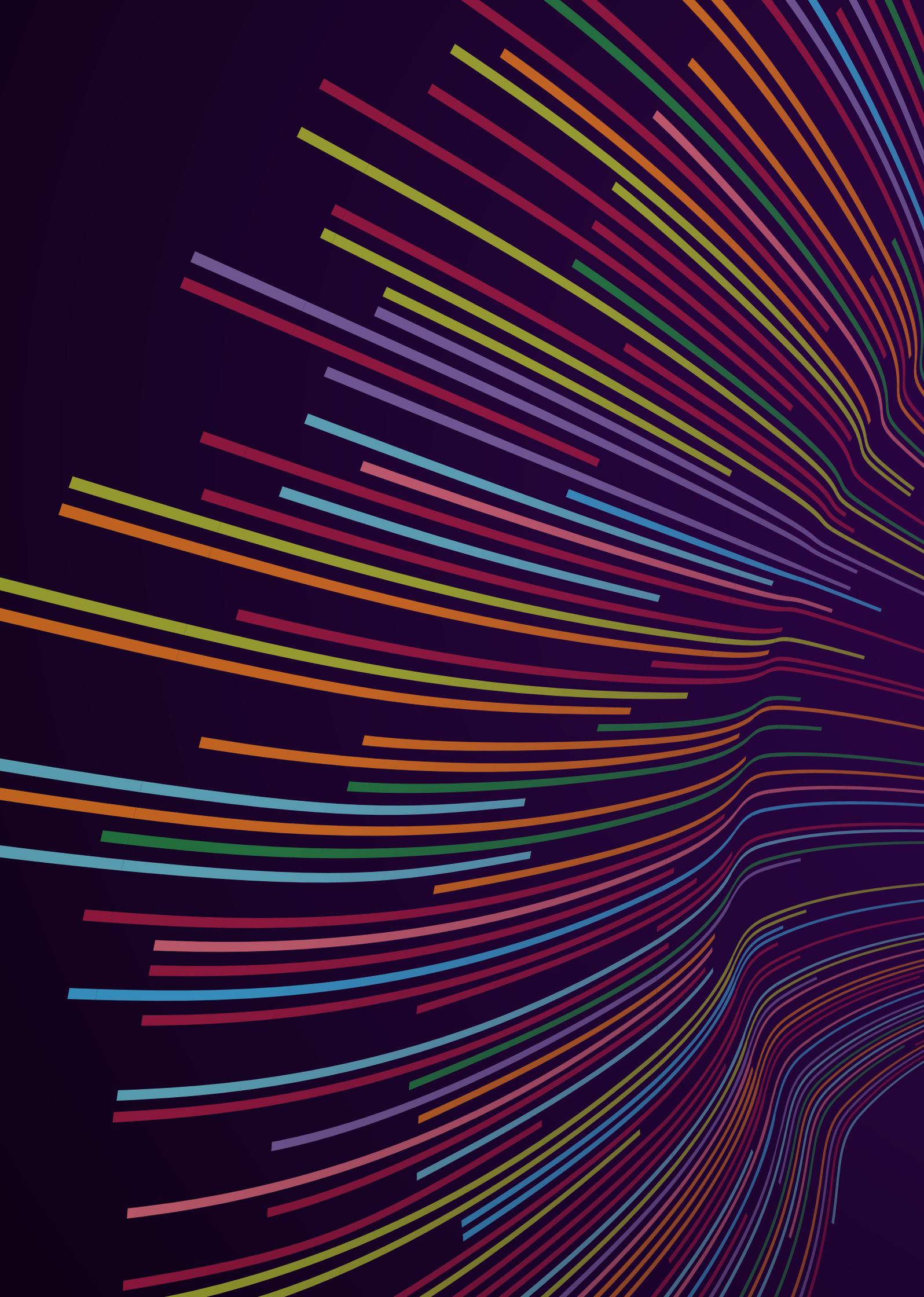


INSPIRING  
INNOVATION  
EMPOWERING  
LEADERSHIP

Ⓟ • MBA

2022-2023

Master of Business Administration (Part-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

**#23** 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

**#01** Shipping research (based on Thomson Reuters' *ISI Web of Science* data 2018-2020)

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

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

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

## DEAN'S MESSAGE



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.

A handwritten signature in black ink that reads "Edwin Cheng". The signature is fluid and cursive, with the first name "Edwin" and the last name "Cheng" clearly legible.

**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



## PROGRAMME DIRECTOR'S MESSAGE

### *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.

**L**eadership: 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.

**E**mpowerment: 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.

**A**gility: 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.

**P**ragmatism: 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)** (Part-time)

Programme Code:  
02017-MPG

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 experienced managers and professionals to further contribute to their organizations and industries
- Offering three optional specialisms in Aviation, Fashion, and Innovation and Design

# 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.*

”



**Achim I. CZERNY** *Dipl, PhD*

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



“

*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*

Professor  
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 AI 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](http://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 part-time Master of Business Administration programme.

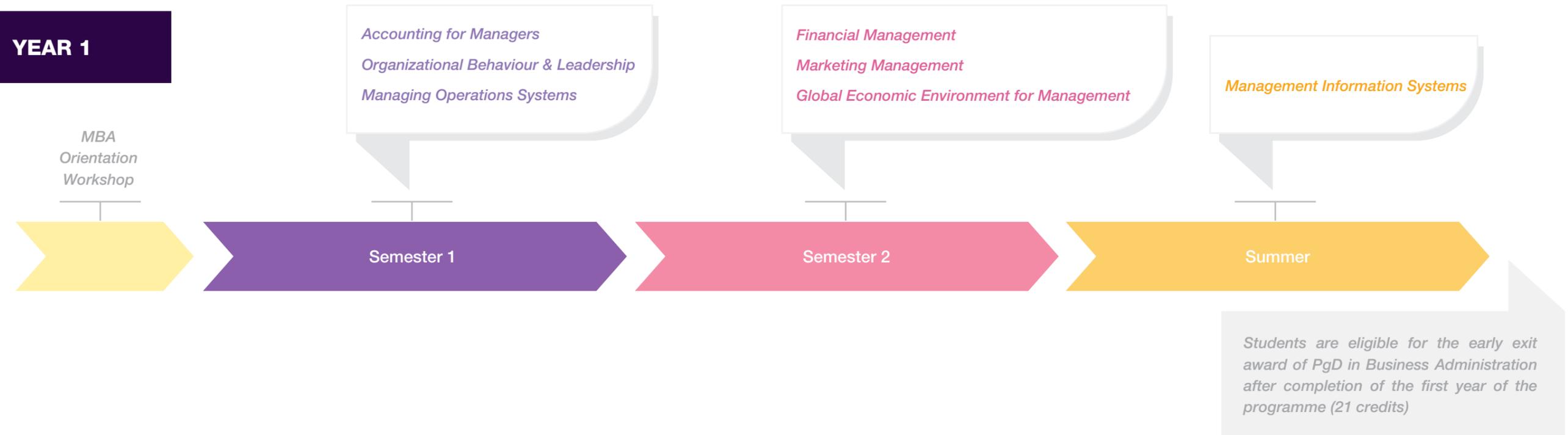
ii. The Master of Business Administration programme is recognized under the Qualifications Framework (QF Level 6).

## Class Schedule

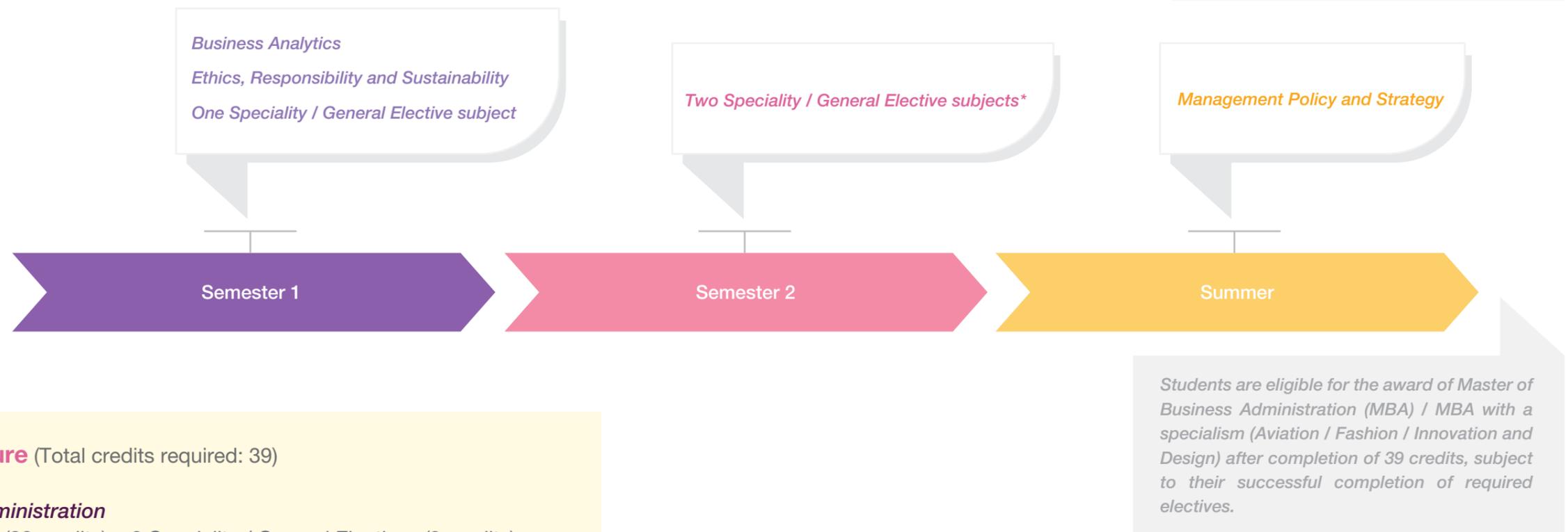
Classes of compulsory subjects are normally arranged at weekends (Saturdays and Sundays, 6.5-hour class per day). Regarding elective subjects, the majority of them are offered on weekday evenings, and a few of them at weekends.

# STUDY TIMELINE

## YEAR 1



## YEAR 2



### 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) for a specialism (Aviation/ Fashion/ Innovation and Design)

\* Students who select "MBA Investigative Report", which is equivalent to two electives, must take the elective "Research Methods" in Semester 1 of Year 2. "MBA Investigative Report" will take 2 semesters (Semester 2 and Summer Term of Year 2) to finish.

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

# BEYOND THE 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, students visited the Guinness Enterprise Centre, Trinity College Dublin Business School, Waterfall Farm, Teeling Whiskey Distillery, Guinness Storehouse, National Institute for Bioprocessing Research, and attended a sharing session addressed by the founders of Chasing Returns, Aylie and HealthBeacon at Dublin City University Business School.

## Global Exploration

### Field Study in Emilia-Romagna, Italy

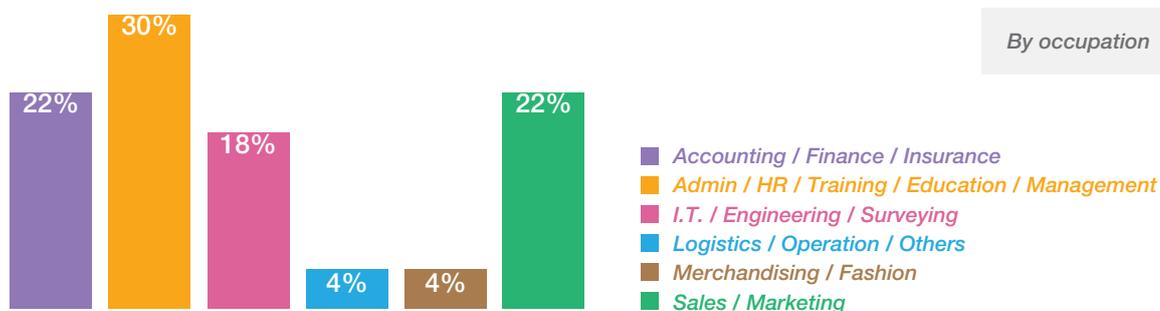
Students went on a study trip to Emilia-Romagna from 5 to 10 January 2020 to observe business concepts and practices in a foreign context. Among the businesses they visited were Ferrari, Pagani, Max Mara, Ferrarini, Acetaia Picci, and the Fashion Research Italy Foundation. They also attended a lecture at the University of Modena and Reggio Emilia.



# STUDENTS AND GRADUATES

## Class Profile

The 2021 class has 12 years of work experience on average and their average age is 36. Managers and directors account for 52% of the class and professionals 13%.



“

*I joined the MBA programme to acquire knowledge and skills of management. PolyU is a perfect place for getting acquainted with extraordinary people from different fields. The programme provides an excellent environment for learning and communicating with supportive professors.*

”

**LAI Mengchao** (Student)



“

*Learning is a lifelong journey. MBA at PolyU helped us to develop an enquiring and analytical mind as well as the ability to apply new knowledge and move forward on our career paths.*

*Hybrid learning during the pandemic was challenging but did not hinder us from becoming well-rounded managers for the new normal and changing business environment.*

”

**Chan Clement** (2021 Graduate)  
Training Consultant, Tiptop Consultants Ltd.



“

*Learning not only came from inside the classroom but also outside -- through team discussions on team projects and chatting at casual gatherings. This programme broadened my horizons by opening me to various people and places!*

”

**Chan Oi Ying, Addie** (2019 Graduate)  
Consultant, Employee Insights, Willis Towers Watson



“

*PolyU MBA allowed me to broaden my networks and equip myself with the latest know-how that could be applied in my organization to thrive in an evolving business environment.*

”

**Ho Wing Tsz, Wendy** (2019 Graduate)

Executive Director - Corporate Services, Tricor Services Limited



“

*I met amazing lecturers and classmates. I also learned new knowledge while maintaining my work and meeting family commitments.*

”

**Yip Kai Hin** (2019 Graduate)

Senior Finance Manager, China Lesso Holdings Limited



“

*PolyU MBA enabled me to become an all-round individual with up-to-date leadership know-how. Most importantly, the network I built in past years was priceless.*

”

**Fan Chi Cheong, Charlie** (2018 Graduate)

Vice President - International Relationship Management, Commercial Banking, HSBC



“

*The curriculum provided me with tools for financial analysis and corporate strategy. The intense class discussions opened my eyes to company directives and leadership initiatives. Most importantly, I forged great friendships with classmates who were experts in their own fields.*

”

**Meng Chia Chien, Wilson** (2018 Graduate)

Lead Consultant, Entrust Data Protection Solutions



“

*PolyU MBA helped me to realize my potential and acquire international management competence. It also provided a platform for executives and leaders from different backgrounds to share experience of responding intelligently to leadership challenges.*

”

**Leung Ho Hong** (2018 Graduate)

Head, Finance & Accounting Department  
Sinopec Century Bright Capital Investment Limited



“

*This MBA provided me with a fantastic chance to continue my academic learning and increase my capacity for bridging the gap between theory and practice. PolyU was an ideal place for me to extend my professional network which has been essential to my career life.*

”

**Wong Ki Heng** (2018 Graduate)

General Manager, Operation Department, China Life Trustees Limited



# ADMISSION

## Entrance Requirements

- A Bachelor's degree, postgraduate degree or postgraduate diploma in any area, or an equivalent professional qualification; **and** a minimum of 4 years' experience in a managerial or professional capacity; **and** proficiency in English
- Exceptionally, be aged 35 or over with post-secondary qualifications and at least 8 years of experience in a senior 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

Part-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

Two academic years including summer terms

## Fee

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

## Scholarships

Merit-based Scholarships are available.

*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 23 September 2021
Online application:	<a href="http://www.polyu.edu.hk/admission">www.polyu.edu.hk/admission</a>
Interview:	From November 2021
Class commencement:	September 2022

## ENQUIRIES

*For academic matters*

**Programme Director  
Dr Fine Fanni Leung**

📞 (852) 3400 3952

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

**Deputy Programme Director  
Dr Justin Law**

📞 (852) 2766 4443

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

*For other information*

📞 (852) 2766 7047 / (852) 2766 4240

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

🌐 [www.polyu.edu.hk/fb/mba-pt](http://www.polyu.edu.hk/fb/mba-pt)

📘 PolyU.MBA

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

*The content of this publication is updated until September 2021.*