



BE A  
PRACTICAL  
SOLUTION  
SEEKER

2023-2024

*MSc in*

Ⓟ • Business Management



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



PolyU 理大商學院  
Business School  
Innovation-driven Education and Scholarship





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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

#06

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

#15

Times Higher Education  
(THE) Asia University  
Rankings 2022

## 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

Clarivate Web of Science  
2019-2021: Shipping  
Research

#04

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

#25

Times Higher Education  
(THE) World University  
Rankings 2022:  
Business & Economics

#63

UTD (University of Texas at  
Dallas) Top 100 Worldwide  
Business School Rankings  
based on Research  
Contributions 2017-2021



## DEAN'S MESSAGE

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 have achieved accreditations from AACSB (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

PBS 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.

PBS 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 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 Case Consortium and 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 63rd in the world (*The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2017-2021*).

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

## PROGRAMME DIRECTOR'S MESSAGE



Welcome to the Master of Science Programme in Business Management (MSc BM), a programme for any aspiring executive!

Are you looking for the key to success in this highly competitive business world? MSc programme in Business Management makes you ready from the start. Modern firms demand skilful management in order to cope with the ever-changing global environment. Open to degree holders with limited corporate experience, this intensive one-year full-time programme helps them gain the essential business knowledge and soft skills to fast track their entrance into this challenging business world.

Through this inter-disciplinary programme offered by the Faculty of Business at PolyU, students will be immersed in a wide range of subjects, from economics and finance to management, marketing, and logistics. Guided by the esteemed faculty, they will put theory into practice, develop effective communication, critical, creative and design thinking, and other soft skills. They will get connected to a strong alumni network.

One of the unique features of this programme is that students will take a summer programme outside Greater China offered by an AACSB (Association to Advance Collegiate Schools of Business) or EQUIS (EFMD Quality Improvement System) accredited business school. This arrangement will greatly enhance their international experience.

The Faculty of Business at PolyU is accredited by EQUIS and AACSB. We are ranked no. 25 in Business and Economics in Times Higher Education World University Rankings 2022. We pride ourselves on IDEAS (Innovation-driven Education and Scholarship) with a 3D focus on Discovery, Design and Delivery. The Faculty consists of about 170 experts in various areas in business. Our research has been ranked 63rd in the world (*The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2017-2021*). Through interactive teaching, we bring our expertise to the classroom.

Get ready to seize your future by equipping yourself with a set of essential skills required in this changing business world. Together we can make a real difference to your chosen path.

A stylized, handwritten signature in black ink, appearing to read 'Andy Chui'.

**Dr Andy Chui**

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

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 Science in **BUSINESS MANAGEMENT (MSc BM)** (Full-time)

Programme Code:  
02017-MFM

Programme Director:  
Dr Andy Chui

Deputy Programme Director:  
Dr Boyoun Grace Chae

### SPECIAL FEATURES

- Candidates with no or little work experience are welcome to apply
- Students are able to complete a full-time master's programme in ONE year
- "International Experience"
- Comprehensive coverage of all basic business disciplines
- Emphasis on soft skills including design thinking and creativity
- Merit-based scholarships for international, local and mainland students
- Content highlighting applications and implications of the latest technologies

## A DIVERSE FACULTY



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*Twenty-first century business is becoming ever-more culturally complex – the diversity of the workforce, the extent of supply chains, the range of stakeholders and the potential markets for the products of any organization are growing. The course, ‘Cross-cultural Management’, is structured in its syllabus content and classroom activities to prepare students for anticipating and managing issues that may arise from this cultural interfacing, thereby gaining competitive advantage for their future employers.”*

”

**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

“

*If you want to be a pioneer of business, want to be connected with the global market, and have no background in business, this programme is the best way to get equipped for the trip in one year.*

”

**CHAE Grace** BBA, MSc, PhD

Deputy Programme Director  
Assistant Professor  
Department of Management and Marketing

Consulting, Research and Teaching Interests  
Consumer Behaviour, Consumer Socialization and Motivation,  
Sensory Marketing



“

*‘Accounting for Managers’ introduces fundamental concepts and analytical techniques in financial and managerial accounting to non-accounting students. The course is designed to enable students to use these techniques to analyse a company’s financial position, resolve management problems, and facilitate decision making.*

”



**JO Koren** CPA, MBA, PhD

Assistant Professor  
School of Accounting and Finance

Consulting, Research and Teaching Interests  
Corporate Disclosure, Corporate Governance and Compensation, Market Efficiency, Financial Intermediation

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Further to the comprehensive coverage of all basic business disciplines, students of our MSc in Business Management acquire international experience as well as soft skills encompassing design thinking and creativity, communication, global outlook, ethics, responsibility, and sustainability to find practical solutions in the growingly dynamic and global business environment.

”



**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 subject 'Managerial Thinking and Skills Workshop' helps students in learning critical and creative thinking, and cultural intelligence, in the area of business, as well as evaluating their approaches in daily business settings. Students will also learn how to make effective presentations and apply Design Thinking to complex decision-making issues as a manager.

”

**LEE Edward** BA, MA, MPhil, PhD

Professor of Practice (Logistics and Procurement)

Department of Logistics and Maritime Studies

Consulting, Research and Teaching Interests

Supply Chain Strategies, Operations Management, Quality Management



“

As a university level educator for the past 30+ years, I continue to (re)discover that learning to (un)learn is all about opening us to 'otherness': Other forms of reasoning, other forms of logics, other forms of explanations, and to other ways of knowing. To take your learning to the next level, you have to come prepared to engage, and in this process, help make this world a better place.

”



**WRIGHT Robert** BBus, MIR, PhD, FHKIHRM, FAIM, FHKIoD

Associate Professor

Department of Management and Marketing

Consulting, Research and Teaching Interests

Paradoxical Thinking, Strategy-as-Practice, Strategy-as-Paradox, Reflective Practice, Boards of Directors, Managerial Cognitions, Executive Education



## A BROAD-BASED PROGRAMME

### Aim

This programme aims to help students acquire practical knowledge of management and seek practical solutions in a global and dynamic business environment. It enables students to make effective contribution to their organizations.

### Academic Curriculum

The programme is designed with a structured progression pattern. 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 data science and AI in financial management, data analytics and capital budgeting techniques, crowdfunding, and crypto assets and diversification.

#### Semester 1 (Six 3-credit subjects)

- Accounting for Managers
- Contemporary Issues in Operations Management
- Financial Management
- Global Economic Environment for Management #
- Organization and Management
- Marketing Management

#### Semester 2 (Six 3-credit subjects)

- Cross-cultural Management
- Ethics, Responsibility and Sustainability #
- Managerial Thinking and Skills Workshop
- Strategic Management
- Elective subject 1
- Elective subject 2



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

#### Electives (any two 3-credit subjects)

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>■ Accounting for Business Analysis</li> <li>■ Applications of Decision Making Models</li> <li>■ Business Analytics</li> <li>■ Business Analytics in Accounting and Finance</li> <li>■ Corporate Governance</li> </ul> | <ul style="list-style-type: none"> <li>■ Entrepreneurship</li> <li>■ Investments</li> <li>■ Risk Management in Operations</li> <li>■ Total Quality Management</li> </ul> |
|--|--|

*Note: Students may also select up to **one** elective from the “Common Pool Electives” OR the “MBA Speciality Electives” (excluding the subject “Independent Projects”). For the subject lists, please refer to [www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives](http://www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives) (Common Pool Electives) and [www.polyu.edu.hk/fb/study/tpg-landing/tpg/mba-pt/programme/#structure](http://www.polyu.edu.hk/fb/study/tpg-landing/tpg/mba-pt/programme/#structure) (MBA Speciality Electives).*

## Summer Term (6 credits)

International Experience





During the summer, students take a three- to four-week course outside Greater China to increase their exposure to other cultures. Available courses are offered by AACSB or EQUIS accredited business schools and credits attained are recognized by way of credit transfer for the subject "International Experience".



“

*I was incredibly lucky to study at the summer school of the University of Ljubljana. I did Investment Management and Portfolio Management, and Managing Family Business to expand my knowledge of portfolio diversification and the trend of family business.*

*There were insightful lectures, field trip and activities held by the school in the evening over the three weeks of the course. My classmates and I also travelled around Europe, in Hungary, Croatia and Germany. That was a precious experience and great chance for me to get to know people from all over the world and different backgrounds.*

”

**TONG Tsz Yen** (2019 Graduate)

In recent years, students went to the University of Leeds, the University of Ljubljana, ESSCA School of Management, Singapore Management University, Copenhagen Business School, University of British Columbia and Solbridge International School of Business to join the summer school courses taught by international academics as well as social and cultural activities to broaden their knowledge, minds, and experience. In the coming years, students can also choose to attend the University of Adelaide winter course. The list of summer school courses available to students for the subject "International Experience" is reviewed regularly.

Univerza v Ljubljani



THE UNIVERSITY  
OF BRITISH COLUMBIA



Partner universities and final arrangements for summer courses are subject to continuous review and change. Depending on different factors, other arrangements may be made for students to complete the subject "International Experience".

#### 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.



*Leeds is the third largest city in the UK with a perfect combination of modernity and history. Leeds International Summer School (LISS) offers the best opportunity to study and live together with students from all over the world, and to learn about other cultures and values. We had fun and took up challenges during a module that combined tuition with field trips and enabled us to understand more about British culture. We made new friends and share fond memories.*



**WU Arno** (2019 Graduate)



### Class Schedule

Classes of compulsory subjects and MSc BM elective subjects are normally arranged during weekday daytime, subject to the final arrangements of the programme. Common pool electives and MBA speciality electives are offered on weekday evenings or at weekends.

# STUDY TIMELINE



*Students are eligible for the early exit award of PgD in Business Management after completion of 24 credits (7 compulsory subjects\* + 1 elective subject)*

*Students are eligible for the award of MSc in Business Management after completion of 42 credits.*

*\* Excluding the subject "International Experience"*

## STUDENTS AND GRADUATES



By place of origin

2016: Bulgaria, Canada, Hong Kong, India, Mainland China, Russian Federation, Taiwan

2017: Hong Kong, Indonesia, Mainland China, Portugal

2018: Canada, Ecuador, Hong Kong, Mainland China, Taiwan, the UK

2019: Canada, Germany, Hong Kong, Indonesia, Mainland China, Taiwan, Thailand

2020: Canada, Hong Kong, Macao, Mainland China, Taiwan

2021: Canada, Gambia, Hong Kong, India, Indonesia, Kazakhstan, Mainland China, Malaysia, Nigeria, Turkey

2022: Canada, France, Hong Kong, Mainland China, Nigeria, Philippines, Spain, Taiwan



“

*After working in management for several years, I decided to improve my business knowledge. Thanks to the BM programme, I was able to move forward and become more confident in my knowledge, skills and experience. I appreciated this opportunity to grow as a professional, and highly recommend this course to anyone who wants to become a successful manager or leader.*

**AITBEKOVA Zhadyra** (2022 Graduate)

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“

*The curriculum of the BM programme is comprehensive and progressive, and the professors are professional and supportive. We applied what we learned in class to real-world business problems, and practised teamwork skills. The PolyU Business School's extensive network made it possible for us to exchange experiences with alumni around the world. All in all, it was an awesome learning journey full of surprises and challenges.*

**HUANG Yiqiu** (2022 Graduate)

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“

*The BM programme enhanced my professional knowledge of management and improved my insight into the business. I met many great people and a local classmate who became my best friend. All in all, this had been a fruitful and unforgettable year.*

**LI Xiao Tong** (2021 Graduate)

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“

*The BM programme equipped me with skills and knowledge and navigated me in the evolving business world. The professors, who were friendly and supportive, provided me with academic and career planning guidance. Through PolyU, I extended my network and made valuable friendships.*

**XIAO Wenjing** (2021 Graduate)

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“

*Moving to Hong Kong and studying at PolyU was a life-changing experience that I will never forget. Even though this study year was disrupted by unfortunate and unforeseeable events, PolyU gave its students great guidance and support and I had an exciting year of learning, exploring, and getting to know different cultures from around the world. The Faculty of Business at PolyU is highly esteemed, and the inter-disciplinary programme in Business Management offers a wide range of subjects which allow students to gain practical business knowledge, perfectly preparing us for the always evolving business world*

**GROSSER Patricia** (2020 Graduate)

”



“

*Pursuing my master's degree at PolyU was one of the most significant decisions I have ever made. The BM programme acquainted me with various business functions like marketing, logistic, strategic, and cultural management. Coupled with my background in accounting and finance, the knowledge and skills I learned open up more opportunities for my career development. Besides, I had the privilege to expand my network and meet people from different countries.*

**TJITRA Steven** (2020 Graduate)

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“

*I would like to use the word 'fulfilling' to describe this one-year study experience that rapidly qualified me for the job market. The first semester helped me lay a solid foundation with theoretical studies while the second semester was more job-oriented, cultivating my professional skills. Group projects enabled me to realize the significance of teamwork and my role in a team. We experienced some tough times but our learning outcomes were not greatly affected, thanks to the supportive teachers and administrative people.*

**XU Shawn** (2020 Graduate)

”





“

*Coming to Asia and PolyU was one of the best decisions I have ever made. I had a life-changing experience that changed my way of thinking, challenged myself and made me see the vibrancy of life.*

*PolyU is one of the top-ranked universities for the subject of management. The BM programme fascinated me, and the training, facilities and resources met my expectations. I made friends with classmates from all over the globe and learned from teachers who prepared me for the future.*

*Studying in Hong Kong and at PolyU was an excellent experience, so I strongly recommend it to anyone who would like to broaden their horizons and improve themselves.*

”

**SANCHEZ URBINA, Diana Carolina** (2019 Graduate)

“

*It was my greatest honour to study Business Management at PolyU. This programme not only enhanced my critical thinking and creative insights, but also helped me develop a global perspective as well as conversation skills. It enriched my life and enabled me to harvest knowledge, joy and friendship.*

**CHEN Yanzheng** (2018 Graduate)

”



“

*Pursuing the BM degree at PolyU was a great decision - a decision I'd never regret! The programme complemented my technical know-how with business know-how. It was perfect for a fresh graduate and a non-business graduate to learn the core essence of business management.*

**GUNAWAN Daniel** (2018 Graduate)

”



“

*BM was a fulfilling experience and life at PolyU was colourful. I met interesting people and gained more than just knowledge but opportunities and new perspectives on the commercial world as well. I highly recommend this programme to anyone who considers studying business management in Hong Kong.*

**ZHAO Red** (2018 Graduate)

”



“

*This programme broadened my horizons and increased my understanding about overseas markets. With improved knowledge and skills, I completed our company's first non-financial corporate asset securitization project in China..*

**HU Yue Ting** (2017 Graduate)

”



“

*This programme was where I, a psychology graduate, transformed into someone confident in my strengths and business knowledge, looking to achieve more in my career.*

**LU Chan** (2017 Graduate)

”

## ADMISSION

### Entrance Requirements

A Bachelor's degree or equivalent in any discipline.

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 purposes. Please refer to the "Admission Requirements" section for Taught Postgraduate Programmes at Study@PolyU for details.

### Mode of Study

Full-time

### Medium of Instruction

English

### Award

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

Exit Award: The Postgraduate Diploma (PgD) in Business Management requires completion of 24 credits for seven compulsory subjects\* and one elective subject.

\* Excluding the subject "International Experience"

### Normal Duration

Normal duration of the MSc BM study is one academic year including summer term.



## Fee

HK\$300,240 per programme (HK\$8,340 per credit for 36 credits) for local students (excl. summer school)

HK\$313,200 per programme (HK\$8,700 per credit for 36 credits) for non-local students (excl. summer school)

In addition, students have to pay the fees for a summer school course offered by an AACSB or EQUIS accredited business school outside Greater China. Students make the payment of course fee directly to the offering institution and also bear the costs of travel, accommodation, visa, insurance, etc. MSc BM programme does not charge a fee for the 6 credits.

The list of summer school courses available to students for the subject "International Experience" is reviewed regularly. The fees of some summer school courses in the previous years were approximately:

- EUR1,200 for Ljubljana Summer School of the University of Ljubljana (incl. the cost of accommodation)
- GBP3,200 for Leeds International Summer School of the University of Leeds (incl. the cost of accommodation)
- DKK28,500 for International Summer University Programme of the Copenhagen Business School (excl. the cost of accommodation)
- SGD5,700 for Global Summer Programme of the Singapore Management University (excl. the cost of accommodation)
- ESSCA Summer Programmes of the ESSCA School of Management
  - Angers Summer Programme: EUR3,900 (incl. the cost of accommodation);
  - Paris Summer Programme: EUR3,000-3,500 (incl. the cost of accommodation);
  - Budapest Summer Programme: EUR1,500 (excl. the cost of accommodation)
- CAD5,500 for Vancouver Summer Program of the University of British Columbia (incl. the cost of accommodation)
- USD3,200 for SolBridge Summer Program of the SolBridge International School of Business (excl. the cost of accommodation).

## 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

Outstanding applicants may be offered a scholarship of around HK\$363,000 (US\$46,000) maximum, which includes a full tuition fee waiver and a living allowance.

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

## Alumni Referral

Alumni of MSc BM programme can now refer friends and family members who wish to pursue further studies to us for a **guaranteed interview** to increase their chance of admission.

Applicants referred by our alumni **will receive a guaranteed interview** provided that

- they hold a Bachelor's degree (in any discipline) or equivalent; **OR**
- they are in the final year of their undergraduate studies or equivalent

Please visit our website at [www.polyu.edu.hk/fb/study/tpg-landing/tpg/bm/admissions/#referral](http://www.polyu.edu.hk/fb/study/tpg-landing/tpg/bm/admissions/#referral) for details.

## Timeline for Application

Application:	From 22 September 2022
Online application:	<a href="http://www.polyu.edu.hk/admission">www.polyu.edu.hk/admission</a>
Interview:	From December 2022
Class commencement:	September 2023

## ENQUIRIES

*For academic matters*

**Dr Andy Chui**

**Programme Director**

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

**Dr Boyoun Grace Chae**

**Deputy Programme Director**

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

*For other information*

📞 (852) 3400 2583 / (852) 3400 3375

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

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

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

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THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



PolyU 理大商學院  
Business School  
Innovation-driven Education and Scholarship