



2023-2024

Master of Business Administration (Full-time)









CONTENTS 01 Why PolyU 01 Why PolyU Faculty of Business 02 Dean's Message 03 Programme Director's Message Special Features 04 05 Academic Team Academic Curriculum 07 Study Timeline 09 Beyond the Classroom 11 13 Students and Graduates Admission 14 16 Enquiries

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

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



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



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 and Fashion.

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 optional specialisms in Aviation and Fashion
- Allowing students to complete the programme in one academic year
- Raising awareness of the applications and implications of the latest technologies to practices and decisions in business

ACADEMIC TEAM



The MBA programme provides a comprehensive understanding of how capital markets work in the modern business economy. Students gain a professional knowledge that covers accounting, economics, finance, and management. The subject Investments offers students the ability to apply security analysis and portfolio analysis to deal with the challenges and opportunities of buy-side and sell-side investment management issues.

Te Feng CHEN PhD

Assistant Professor, School of Accounting and Finance

Consulting, Research and Teaching Interests Asset Pricing, Market Efficiency, Market Microstructure, International Accounting And Finance

Business managers increasingly rely on data to make decisions. The subject Business Analytics helps students develop the skills they need to analyse business user cases quantitatively. Students gain hands-on experience by applying analytical tools to solve real-world business problems.

Yue Katherine FENG BS, MS, PhD

Assistant Professor, Department of Management and Marketing

Consulting, Research and Teaching Interests Applications of Revenue Management in Online Advertising and Retail Operations, Queueing Theory and its applications, Process Analysis



The ability to make intelligent decisions based on data and information is critical in the modern era, with large amounts of data readily available. The MBA programme at PolyU will prepare you with the analytical mindset and statistical techniques that you need for such analysis and decision-making.

Zhi-chao FENG PhD

Assistant Professor - Presidential Young Scholar, Department of Logistics and Maritime Studies

Consulting, Research and Teaching Interests Social Media & User-Generated Content, Digital Marketing, Business Analytics, IT Innovation and Implementation

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





We live in interesting times. Now more than ever, we need responsible leaders: leaders who are agile yet gritty in the face of uncertainty and ambiguity; leaders who set high standards and are compassionate; leaders who are confident enough to empower others while also learning from them. The PolyU MBA aims to develop responsible leaders through a balanced blend of academic rigour and practical wisdom. Together, we explore, experiment, learn, and create positive impacts for our collective future.

Pun Zee Pamsy HUI BA, PhD

Senior Teaching Fellow and Associate Head, Department of Management and Marketing

Consulting, Research and Teaching Interests Responsible Management Education, International Management, Inter-Organizational Relationships





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



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.

Wai Ting Eric NGAI BSc (Hons), MSocSc, PhD

Associate Dean (Research and Postgraduate Studies), Faculty of Business Chair Professor of Information Systems and Operations Management, 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!

Joohong 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

ACADEMIC CURRICULUM

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

The awards available are:

- · Master of Business Administration
- · Master of Business Administration (Aviation)
- Master of Business Administration (Fashion)

The curriculum includes technological elements such as data mining and analytics, programming, crowdfunding, crypto assets and diversification, machine learning techniques in forecasting, basic data science and modelling approaches for operations management, as well as management of information systems and information technologies.

Compulsory 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

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

- 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

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 offering semester, 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 www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives/.

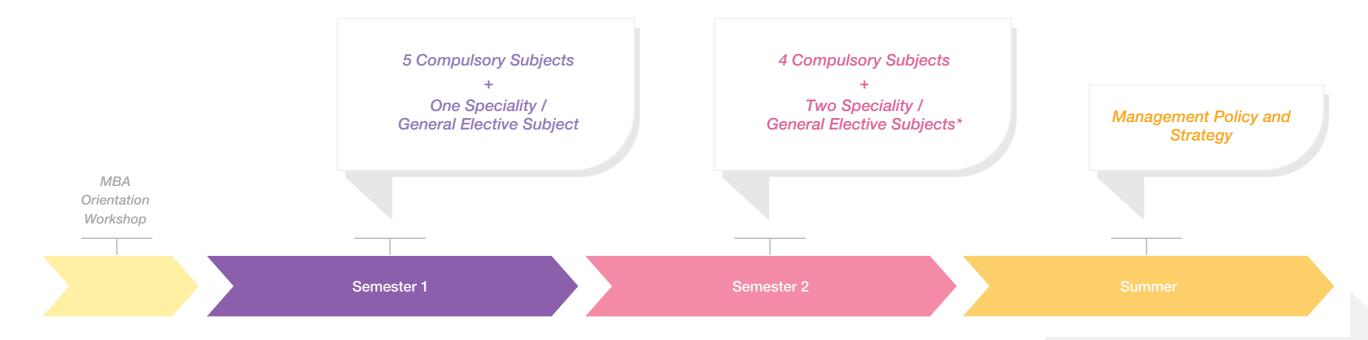


- # i. The subjects have been included in the list of reimbursable courses under the Continuing Education Fund (CEF) for the full-time Master of Business Administration programme.
- ii. The Master of Business Administration programme is recognized under the Qualifications Framework (QF Level 6).

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), subject to the final arrangements of the programme. 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 early exit award of PgD in Business Administration after completion of 21 credits (6 compulsory subjects + 1 elective subject and MM5041 MBA Orientation Workshop)

Students are eligible for the award of Master of Business Administration (MBA) / MBA with a specialism (Aviation / Fashion) after completion of 39 credits, subject to their successful completion of required electives.

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)

Programme structure, list of subjects, subject offering semester, subject 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.



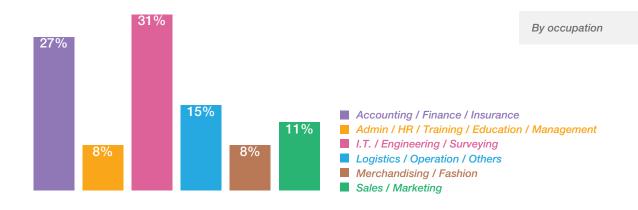




STUDENTS AND GRADUATES

Class Profile

The 2022 class has 6.5 years of work experience on average and their average age is 31. Managers and directors account for 65% of the class.



It's been an amazing journey through my PolyU MBA programme!
The programme integrated theoretical knowledge and practical applications, helping me strengthen my critical and analytical thinking. This is the crux of finding business solutions.

LEUNG Lai Wa (2022 Graduate)





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 (2022 Graduate)

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 (2022 Graduate)



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 purposes. 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)

(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 or Fashion upon completion of 39 credits, including 9 credits of required speciality electives.

Normal Duration

One academic year including summer term

Fee

HK\$437,190 per programme (HK\$11,210 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 22 September 2022

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

Interview: From November 2022

Class commencement: September 2023



For academic matters

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

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

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