



◆ DBAI

Taught in English ◆ Offered in Hong Kong

Doctor of Business Artificial Intelligence

2024-2025



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

#03

QS World University Rankings: Sustainability 2024 (Hong Kong)

#07

Times Higher Education (THE) Young University Rankings 2024

#10

Times Higher Education (THE) World's Most International Universities 2024

#17

QS Asia University Rankings 2025

WHY POLYU BUSINESS SCHOOL

- 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 over 55,000 alumni

Accreditations



International Rankings

#01

Clarivate Web of Science 2021-2023: Shipping Research

#05

Research.com Best Business & Management Universities 2024

#30

The U.S. News Best Global Universities for Economics and Business 2024-2025

#41

UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings based on Research Contributions 2019-2023

#45

Times Higher Education (THE) World University Rankings 2024: Business & Economics

#51

QS World University Rankings 2024: Business & Management Studies



DEAN'S MESSAGE

Welcome to the Faculty of Business of PolyU.

The Faculty of Business, known as PolyU Business School (PBS), is a world-class business school that offers top-quality academic programmes and spearheads cutting-edge research in business and related disciplines. We take pride in our accreditations from AACSB International (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

Dedicated to the pursuit of *Innovation-driven Education and Scholarship (IDEAS)*, PBS collaborates with stakeholders to create a positive societal impact sustainably, with a focus on Hong Kong and the Greater Bay Area. Through our educational programmes, partnerships, and close connections with industry and the professional community, we aim to share knowledge and technology with the wider community.

Our comprehensive portfolio of undergraduate and postgraduate programmes, many of which are endorsed by professional bodies, encompass key areas such as accounting, aviation, business artificial intelligence, ESG, finance, logistics, management, maritime, marketing, shipping, and transport. Alongside the BBA, MBA, DBA/DMgt, DFinTech, and specialised master's degrees, our research programmes also lead to the MPhil and PhD qualifications.

To maintain currency of our academic programmes and specialist consultancy services, our faculty members conduct pioneering and impactful research within and across their disciplines, supported by our Case Consortium and centres for branding and marketing, digital transformation, economic sustainability and entrepreneurial finance, financial technology, leadership and innovation, maritime data and sustainable development, and shipping and logistics. Our research has been ranked 41st globally in *The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2019-2023*.

We invite you to become part of our community of over 170 esteemed scholars from around the world, 4,800 students, and 55,000 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



It's my pleasure to introduce the Doctor of Business Artificial Intelligence (DBAI) programme at The Hong Kong Polytechnic University (PolyU) — an innovative doctoral programme that stands at the intersection of artificial intelligence and business administration. The first of its kind in Hong Kong, DBAI equips senior executives and industry leaders with deep expertise in Artificial Intelligence (AI), Business Intelligence (BI), and Generative AI (Gen AI), essential for navigating today's rapidly evolving landscape.

In an era where generative AI, large language models (LLMs), and transformative advancements toward AGI and ASI are set to revolutionize industries, strategic leadership requires expertise that extends well beyond traditional business skills. The DBAI programme combines PolyU's renowned academic rigor with real-world AI applications, equipping students to drive impactful change and leverage cutting-edge AI for a distinct competitive edge. This interdisciplinary curriculum, led by distinguished faculty, emphasizes hands-on experience — from AI-driven decision-making and data analytics to strategic implementation across sectors like finance, healthcare, and technology. DBAI students gain critical insights into both the capabilities and ethical considerations of next-generation AI, preparing them to lead in a rapidly evolving digital landscape.

A unique strength of DBAI is its international focus. Through partnerships with globally esteemed institutions like IMD and LSE, our students gain access to executive programmes and a network of global leaders. This exposure not only broadens their perspective but also hones the cross-cultural skills necessary for leading in a globalized AI landscape.

As a DBAI student, you will embark on a rigorous academic journey, integrating advanced AI knowledge with your business acumen to solve real-world challenges and contribute to a future where AI and business are seamlessly intertwined. We welcome you to join this groundbreaking programme and become part of a dynamic community of leaders who are shaping the future of AI in business.

Michael Xu

Prof. Michael Xu
DBAI Programme Director
Professor of Practice (Finance)
School of Accounting and Finance



WHY POLYU DBAI

- Earn a professional doctorate
- Pioneering doctoral degree driven by advancements in Artificial Intelligence (AI), Business Intelligence (BI), Generative AI (Gen AI), and Prompt Engineering
- Develop strong leadership skills to effectively manage and implement digital transformation initiatives, leveraging AI and BI technologies to enhance organizational performance and competitiveness
- Choose your preferred study mode: two-year full-time or three-year part-time
- Become part of an elite network of over 600 alumni and students



INTERNATIONAL COLLABORATIONS

To increase the international exposure and academic vigour of the programme, collaborations have been established with the International Institute for Management Development (IMD) in Switzerland and The London School of Economics and Political Science (LSE) in London, U.K.



IMD has been ranked sixth in the world for open and custom programmes in the 2023 Financial Times Executive Education ranking.



Executive
Education Courses

LSE has been ranked third in Europe, and sixth in the world, in social sciences and management subjects in the QS World University Rankings by Subject 2024.



PROGRAMME DETAILS

Objectives

This programme aims to empower visionary leaders with a comprehensive understanding of Artificial Intelligence (AI), Business Intelligence (BI), and Generative AI (Gen AI) within the context of modern business administration. It also aims to equip professionals with the expertise to harness the power of AI and BI technologies effectively. By merging advanced AI concepts with business strategies, the programme endeavors to cultivate leaders capable of navigating the evolving landscape of business, leveraging cutting-edge AI technologies, and fostering innovative solutions to address complex challenges in diverse industries.

On completion of the programme, students will be able to elevate their knowledge, skills, and intellectual capacities in alignment with overarching learning outcomes, which are underpinned by specific learning objectives below:

i. General Business Knowledge

Learning Objective: Expanding and enriching students' comprehension of the significance of digital technology transformation and technological innovations in the business sphere, while considering ethical implications

ii. Specialist Knowledge

Learning Objective: Attaining profound expertise in digital technologies within the realms of AI, BI, and Gen AI industries, which fosters students' continual professional growth and enhances their capability of lifelong learning in the era of AI

iii. Applied Research

Learning Objective: Cultivating the capability to independently conduct pioneering applied research in technology-driven business domains



Mode and Duration

PolyU DBAI is a mixed-mode programme. Students may pursue their DBAI studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (normally taking less than 9 credits in a semester).

The normal duration for DBAI full-time study option is 2 years and 3 years for DBAI part-time study option. Students who wish to extend their studies beyond normal duration should submit an application to the Faculty of Business for consideration.

Students are required to complete 52 credits including 9 Coursework Subjects (a total of 25 credits), 2 DBAI Residentials (1 credit for Residential 1 and 2 credits for Residential 2) and a DBAI Thesis (8 credits for Thesis I and 16 credits for Thesis II).

There is a possible exit award of Master of Science in Management Research Studies (MSc in MRS) for students who have completed 25 credits of Coursework subjects, 3 credits of two compulsory Residentials, and passed the 8 credits of Thesis I (thesis proposal presentation) (a total of 36 credits).

Medium of Instruction

English

Structure

To be eligible for the Doctor of Business Artificial Intelligence award, students are required to meet all requirements of the University and the programme. The programme requirement is as follows:

- 25 credits of Coursework:
 - Academic Integrity and Ethics (1 credit)
 - 1 Compulsory, 1 Core and 6 Elective Subjects (3 credits each)
- 3 credits of Residentials: Residential 1 (1 credit) and Residential 2 (2 credits)
- 24 credits of Thesis: Thesis I (8 credits) and Thesis II (16 credits)

All taught coursework subjects (3 credits each) are at an advanced level and students are assumed to have prior knowledge of each subject area.

The normal duration for the DBAI Thesis is 12 months for full-time students and 18 months for part-time students. The two DBAI Residentials include one scheduled at the start of the programme and the other at the beginning of the DBAI Thesis phase of respective full-time and part-time students.

The curriculum is meticulously designed to balance academic rigour with practical relevance. It encompasses foundational courses in business administration, specialized modules in AI and BI, Gen AI and Prompt Engineering.

In addition, the curriculum includes technological content such as data analytics tools, digital technology in the business world, the impact of technology and AI on leadership, and qualitative and experimental designs related to AI and entrepreneurship research.

Coursework (25 credits)

Academic Integrity and Ethics

- Academic Integrity and Ethics in Business

Compulsory Subject

- Research and Design for Thesis

Core Subjects (3 credits each) (choose 1 out of 2)

- Applied Business Research Methods I
- Applied Business Research Methods II

Elective Subjects (3 credits each) (choose 6 out of 8)

Taught Subjects

- Business and Economic Intelligence
- AI for Business Leaders
- Generative AI and AI Autonomous Agent
- AI-Powered Supply Chain Management
- Transformative AI and AI Ethics
- AI Management and Marketing Strategy

Non-Taught Subjects

- Independent Studies in Artificial Intelligence
- Overseas Executive Programmes

Residentials (3 credits)

There are 2 Residentials which are compulsory to all students:

DBAI Residential 1 is a mandatory orientation workshop scheduled for the beginning of the programme.

DBAI Residential 2 is a research workshop held normally after students have completed all the required subjects. The main purpose of the workshop is to give students an opportunity to present their thesis proposals and to prepare them for writing their theses.

DBAI Thesis (24 credits)

The DBAI Thesis comprises two parts: **DBAI Thesis I** and **DBAI Thesis II**. Students must pass the Compulsory subject, 1 Core subject, and at least 4 Elective subjects before beginning their theses. They need to integrate and apply what they have learned to critically and rigorously examine a topic of interest in the field of artificial intelligence and business intelligence. They are challenged to make an important contribution and/or provide innovative insights.

Remarks:

1. Please note that *Independent Studies in Artificial Intelligence and Overseas Executive Programmes* are non-taught elective subjects
2. *Independent Studies in Artificial Intelligence* is only offered to students who are unable to follow the normal pattern of study of this programme due to exceptional circumstances such as illness or posting to work outside Hong Kong. They can enrol in this subject in a specified semester.
3. Subject to factors such as staff availability, student enrolment, programme resources and so on, not all subjects will be offered during the normal duration of study. And, registration is subject to the availability of quota.
4. Programme structure and the subject details (e.g. subject description form, offering pattern, class timetable etc.) are subject to review and change from time to time.

Class Schedule

Most classes are scheduled on weekends, subject to the final arrangement of the programme.

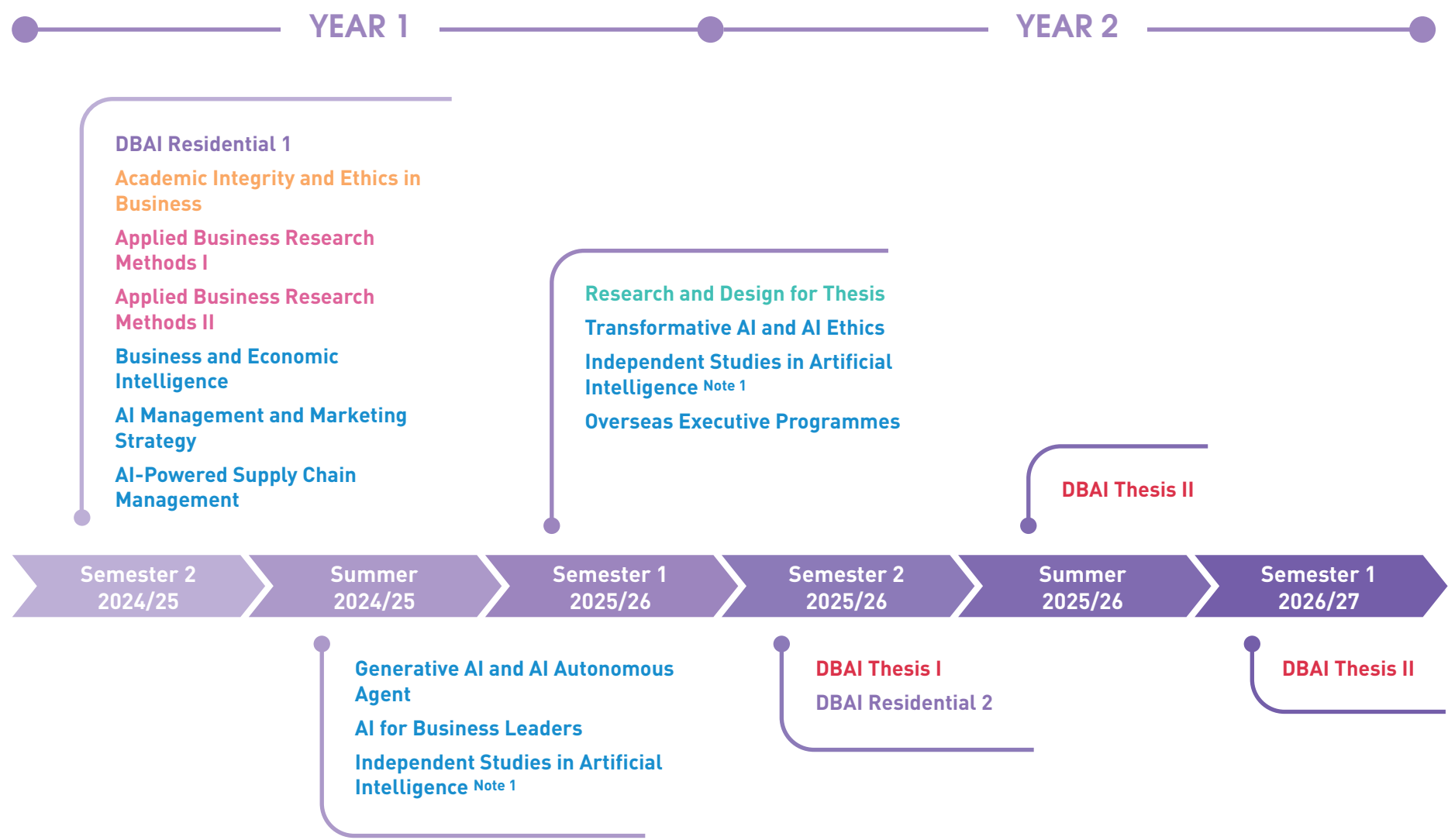


STUDY TIMELINE

1 Academic Integrity and Ethics + 1 Compulsory Subject + 1 Core Subject (any 1 subject) + 6 Elective Subjects (any 6 subjects) + 2 DBAI Residentials + a DBAI Thesis

For subject details, please refer to the DBAI website (www.polyu.edu.hk/fb/study/tpg-landing/tpg/dbai/programme/#structure) for updates.

Full-time Study Option



Note 1:
Independent Studies in Artificial Intelligence is only offered to students who are unable to follow the normal pattern of study of this programme due to exceptional circumstances such as illness or posting to work outside Hong Kong. They can enrol in this subject in a particular semester.

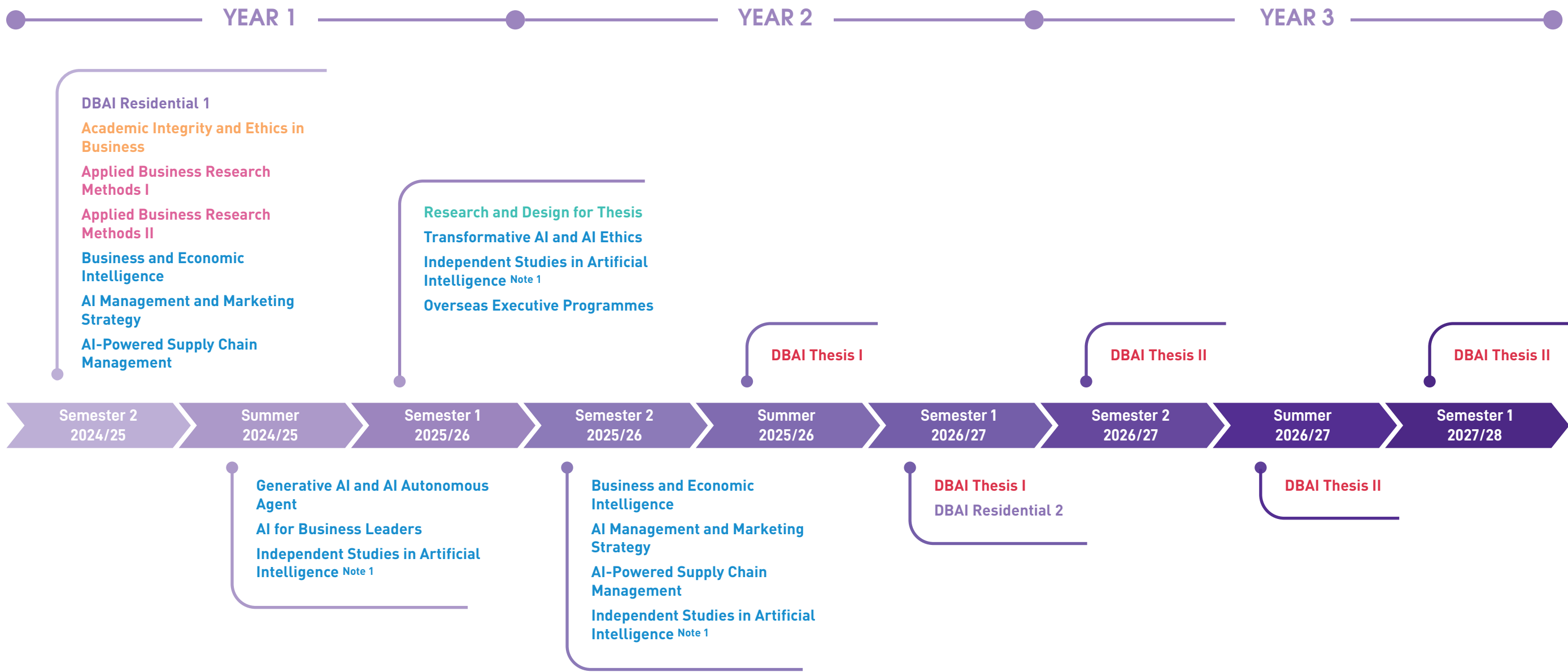
Note 2:
All subject details (e.g. subject description form, offering pattern, class timetable etc.) are subject to continuous review and change from time to time. Subject to factors such as staff availability, student enrolment, programme resources and so on, not all subjects will be offered during the the normal duration of study. And, registration is subject to the availability of quota.

STUDY TIMELINE

1 Academic Integrity and Ethics + 1 Compulsory Subject + 1 Core Subject (any 1 subject) + 6 Elective Subjects (any 6 subjects) + 2 DBAI Residentials + a DBAI Thesis

For subject details, please refer to the DBAI website (www.polyu.edu.hk/fb/study/tpg-landing/tpg/dbai/programme/#structure) for updates.

Part-time Study Option



Note 1:
Independent Studies in Artificial Intelligence is only offered to students who are unable to follow the normal pattern of study of this programme due to exceptional circumstances such as illness or posting to work outside Hong Kong. They can enrol in this subject in a particular semester.

Note 2:
All subject details (e.g. subject description form, offering pattern, class timetable etc.) are subject to continuous review and change from time to time. Subject to factors such as staff availability, student enrolment, programme resources and so on, not all subjects will be offered during the the normal duration of study. And, registration is subject to the availability of quota.

ADMISSION

Entrance Requirements

- A Master's degree, preferably in a field related to business, computer science, data science, economics, mathematics, statistics, or engineering; and
- At least 5 years of significant managerial experience at a senior management level.

Individuals working in senior management positions or in roles related to artificial intelligence or data science, with a recognized first degree and membership in a recognized professional body, may also be considered on a case-by-case basis.

If you are not a native speaker of English, and do not possess a Bachelor's or Master's degree or equivalent qualification which is awarded by institutions where the medium of instruction is English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admissions Requirements" section at [Study@PolyU](#) for details.

Candidates are required to submit the following documents at the time of application:

- Personal Statement
- Proof of employment (at least 5 years)
- Your academic qualifications (such as graduation certificates, transcripts of studies, etc.) that are not in English should be accompanied by an official certified English-translation

Provision of additional documents may be required if deemed necessary.

An incomplete application cannot be processed promptly and will reduce your chance of admission. Please complete all relevant fields on the application form and enclose all necessary documents.

Shortlisted candidates will be invited for interviews.

Fees and Payment Schedule

Fees for the entire PolyU DBAI programme for 2024/25 intake: HK\$1,020,000 (52 credits)

Students taking the elective subject "Overseas Executive Programmes" will pay the course fee directly to the offering institution and bear themselves the costs of travel, accommodation, visa, insurance, etc. The DBAI programme will not charge the credit fee for taking the "Overseas Executive Programmes" subject.

Fees for 25 credits of Coursework

Tuition fees will not be charged for the 1-credit "Academic Integrity and Ethics in Business"

HK\$480,000

Fees for the DBAI Thesis I and II

(8 credits for DBAI Thesis I and 16 credits for DBAI Thesis II)

HK\$480,000

Fees for 2 DBAI Residentials

(1 credit for DBAI Residential 1 and 2 credits for DBAI Residential 2)

HK\$60,000

Initial Payment

Fees for 1 Coursework Subject (HK\$60,000) and DBAI Residential 1 (HK\$20,000) are payable upon acceptance of offer.

Interim Payments

Fees for the remaining Coursework Subjects are payable on a credit basis (HK\$20,000 per credit). Amount payable depends on the number of subjects taken in that semester.

Fees for the 8-credit DBAI Thesis I (HK\$160,000) and DBAI Residential 2 (HK\$40,000) are payable upon registration for DBAI Thesis I.

Final Payment

Fee for the 16-credit DBAI Thesis II (HK\$320,000) is payable upon registration for DBAI Thesis II.



Enquiries

General Enquiries:

① (852) 3400 3234 / (852) 2766 7889

✉ fdbbai@polyu.edu.hk

🌐 www.polyu.edu.hk/fb/dbai

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



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