SCHOLAR-LEADERS
FOR BUSINESS
IN THE DIGITAL ERA

Ⓑ · DBA

PolyU Doctor of Business Administration

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

AACSB ACCREDITED

EQUIS ACCREDITED

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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

#02 QS World University Rankings: Sustainability 2023 (Hong Kong)

#04 Times Higher Education (THE) World University Rankings 2023 (Hong Kong)

#06 QS Top 50 under 50 (for universities under 50 years old) 2021 (Global)

#14 Times Higher Education (THE) Asia University Rankings 2023 (Global)

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 54,000 alumni

Accreditations

AACSB ACCREDITED

EQUIS ACCREDITED

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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 are proud to have achieved 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 engages stakeholders to deliver societal impact in a sustainable way, with a focus on Hong Kong and the Greater Bay Area. Through our educational programmes, partnerships, and close links with industry and the professional community, we strive to transfer knowledge and technology to the wider community.

Our comprehensive portfolio of undergraduate and postgraduate programmes, many of which are recognised by professional bodies, cover key areas such as accounting, ESG, finance, logistics, management, marketing, shipping, and transport. In addition to the BBA, MBA, DBA/DMgt, DFinTech, and specialised master's degrees, our research programmes also lead to the MPhil and PhD awards.

To maintain currency of our academic programmes and specialist consultancy, our faculty members undertake pioneering and impactful research, both within and across their disciplines, facilitated by our Case Consortium and centres for 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 52nd in the world (*The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2018-2022*).

We welcome you to join our community of over 170 world-class scholars from around the world, 4,900 students, and 54,000 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

I am pleased to introduce you to the Doctor of Business Administration (DBA) programme offered by The Hong Kong Polytechnic University (PolyU) - the first local university to initiate this professional cum academic programme at the highest level of business education.

Today's global pandemic, geo-political tension, digital transformation, and increasingly sophisticated business environment impose immense challenges to strategic decision making. With the goal to produce "scholar-leaders", our DBA programme enhances senior executives or business leaders with their technical competency and connects their rich business experience under a unified, cross-disciplinary analytical framework. This is attained with our world-class education in a dynamic learning environment, where innovative ideas and unforeseeable concepts would be generated with clarity in this profound programme.

PolyU DBA programme distinguishes itself as taking an interdisciplinary and rigorous approach. It draws on diverse faculties from various disciplines within the University. We bring to the classroom our best professors who publish prolifically in high quality international journals.

An important aspect of the PolyU DBA is that we emphasize the richness and depth of international perspective in the programme. Partnerships have been made with such world renowned business schools as the IMD (International Institute for Management Development) and LSE (The London School of Economics and Political Science) so that our DBA students have the opportunity to go there to study in their famous leadership programme or Executive Education Courses.

We have the longest DBA programme history of nurturing top executives in multi-national corporations, private enterprises and state-owned enterprises in Asia and we welcome you to be one of our incredible cohorts of this non-fungible academic experience.

Prof. Brian Kei
DBA Programme Director
Professor of Practice (Fintech)
School of Accounting and Finance

WHY
POLYU DBA

- Earn a professional doctorate

- Transform your knowledge and experience into a practice-based academic framework

- Trust our experience: the PolyU DBA has been running for 27 years. The first professional doctorate in business administration launched in Hong Kong, it has the largest DBA alumni community in Hong Kong, and on the Chinese mainland.

- Choose your preferred study mode: two-year full-time or three-year part-time

- Gain an understanding of the impacts of digital technology and develop an appreciation of digital transformation to strengthen leadership and performance

INTERNATIONAL
COLLABORATIONS

To enhance the international dimension and academic vigour of PolyU DBA, collaborations have been established with IMD business school in Switzerland and The London School of Economics and Political Science (LSE) in London, U.K.

IMD is ranked among top 3 for executive education in the world for ten years in a row (2012-2022) by the Financial Times.

LSE has been ranked top in Europe, and second in the world, in social science and management subjects for the ninth consecutive year in the QS World University Rankings by Subject 2021.

CLASS PROFILE

Average work experience   **15** *years*

Gender   **70%** *Male*   **30%** *Female*

Nationality   **59%** *Local*   **41%** *Non-local*

Education background

64% *EMBA/MBA/Specialised Master*

21% *More than 1 EMBA/MBA/ Specialised Masters*

15% *Others*

Job post

36% *Director*

24% *Senior Management*

23% *Chairman/CEO/President*

13% *General Manager*

4% *CFO/Financial Controller*

Industry

34% *Banking/Finance/Insurance/ Accounting & Audit*

14% *IT/Telecom*

11% *Manufacturing*

9% *Building/Property/Construction*

5% *Advertising/Marketing Services*

27% *Others*
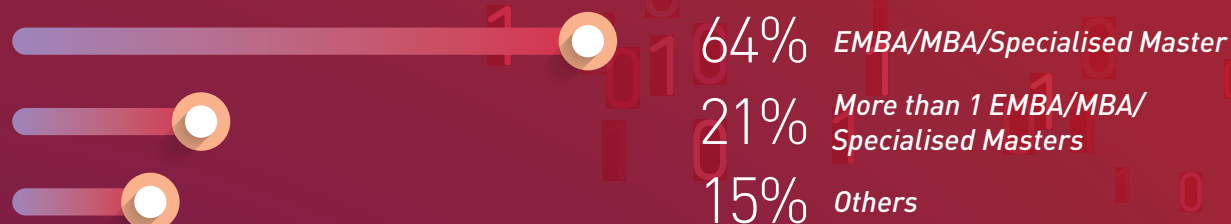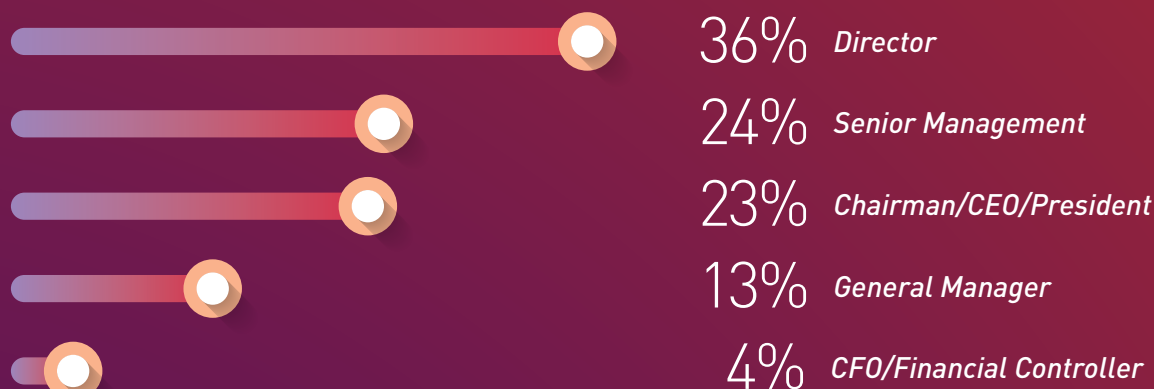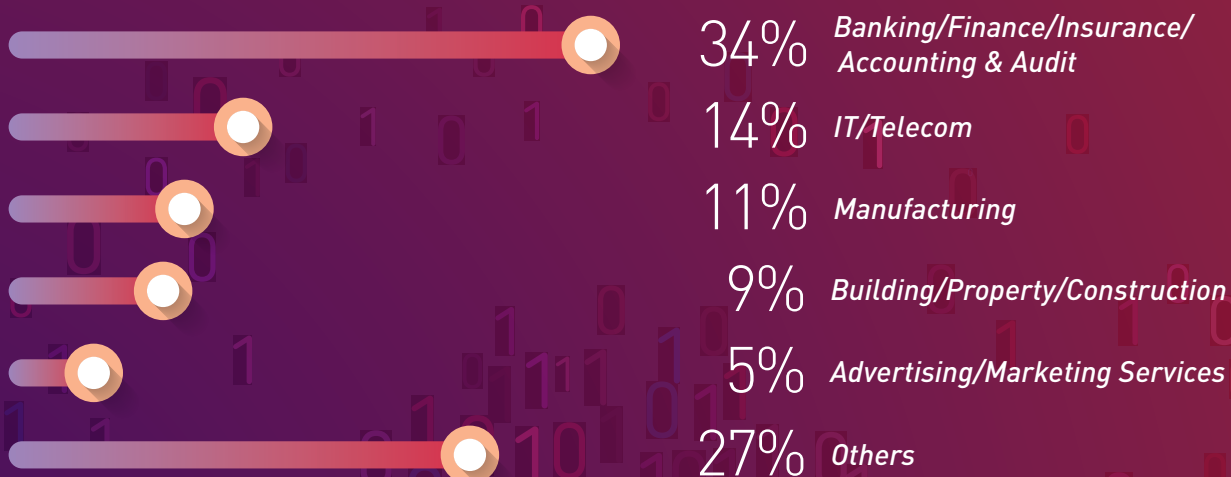
PROGRAMME
DETAILS

Objectives

This programme aims to educate senior executives to be the "scholar-leaders", who are able to apply research findings in solving the real-world management problems. It has been designed to integrate academic study and management practice in a way which will form a significant part of an individual's business career.

On completion of the programme, students will be able to advance their knowledge, skills and intellectual abilities as defined in the broad learning outcomes which are underpinned by specific learning objectives below:

i. *General Business Knowledge*
   Learning Objective: Broaden, update, and deepen students' knowledge of business administration in general with an appreciation of digital transformation in the business world

ii. *Specialist Knowledge*
   Learning Objective: Acquire an in-depth knowledge of a specialist area including some basic understanding of the impacts from digital technology

iii. *Applied Research*
   Learning Objective: Sharpen students' ability to conduct original applied research and ethical awareness in business administration

Mode and Duration

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

Students are required to complete 51 credits including 8 taught subjects (a total of 24 credits), 2 DBA Residentials (1 credit for Residential 1 and 2 credits for Residential 2) and a DBA Thesis (8 credits for Thesis I and 16 credits for Thesis II).

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

There is a possible exit award of Master of Science in Management Research Studies for students who have completed the 8 taught subjects, 2 DBA Residentials, and passed DBA Thesis I (thesis proposal presentation) (a total of 35 credits).

Content

This programme consists of 8 taught subjects (1 compulsory, 2 core and 5 elective subjects), 2 DBA Residentials, and a DBA Thesis.

All taught 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 DBA Thesis is 12 months for DBA full-time study option and 18 months for DBA part-time study option. The 2 DBA Residentials are offered when the programme commences and the DBA Thesis phase starts respectively.

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

Compulsory Subject provides students with a solid foundation in research skills.

• Business Research Analysis and Design

Core Subjects provide students with an in-depth evaluation of qualitative and quantitative research approaches and methods as well as statistical applications. Students are required to complete any two of the following:

• Econometrics Methods
• Qualitative Research and Experimental Design
• Statistical Analysis for Management Research

Elective Subjects allow students to pursue particular areas of interest. There is generally more emphasis on academic readings to prepare students for the DBA Thesis. Students are required to complete any five of the following:

• Advanced Business Strategy
• Advanced Financial Management
• Advanced Topics in Economics for Managers
• Contemporary Issues in Financial Reporting and Corporate Disclosures
• Current Issues in Organizational Behaviour
• Frontier of Leadership Research
• Incentives and Monitoring in Accounting
• Independent Studies in Business
• Independent Studies in Business – International Collaborations Experience

At IMD in Switzerland

Orchestrating Winning Performance (OWP) at IMD is a 5-day programme on latest management thinking. Students find practical innovative solutions to complex business challenges and 'globalize' their contact files with senior executives from every continent.

LSE Executive Education offers intensive courses taught by the LSE faculty and augmented by practitioners from industry and business. Please visit PolyU DBA website (www.polyu.edu.hk/fb/dba/) for latest information.

- Services Marketing Management
- Strategic Management of Information & Organization in Digital Economy
- Strategic Marketing
- Strategic Quality Management
- Strategic Supply Chain and Logistics Management

Remarks:
1. *Normally, each subject will be offered once during the 2-year or 3-year study. However, subject to factors such as staff availability, student enrolment, programme resources and so on, not all subjects will be offered during the 2-year or 3-year study. And, registration is subject to the availability of quota.*
2. *Programme structure and subject details (e.g. subject description form, offering pattern, class timetable etc.) are subject to review and change from time to time.*

DBA Residentials

Attendance at the 2 DBA Residentials is compulsory.

DBA Residential 1 is a mandatory orientation workshop scheduled for the beginning of the programme in August / September.

DBA Residential 1, 2023 in Bangkok:
Students and Professors

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

DBA Residential 2, 2023 in Hong Kong:
Students and Professors

DBA Thesis
DBA Thesis I and DBA Thesis II
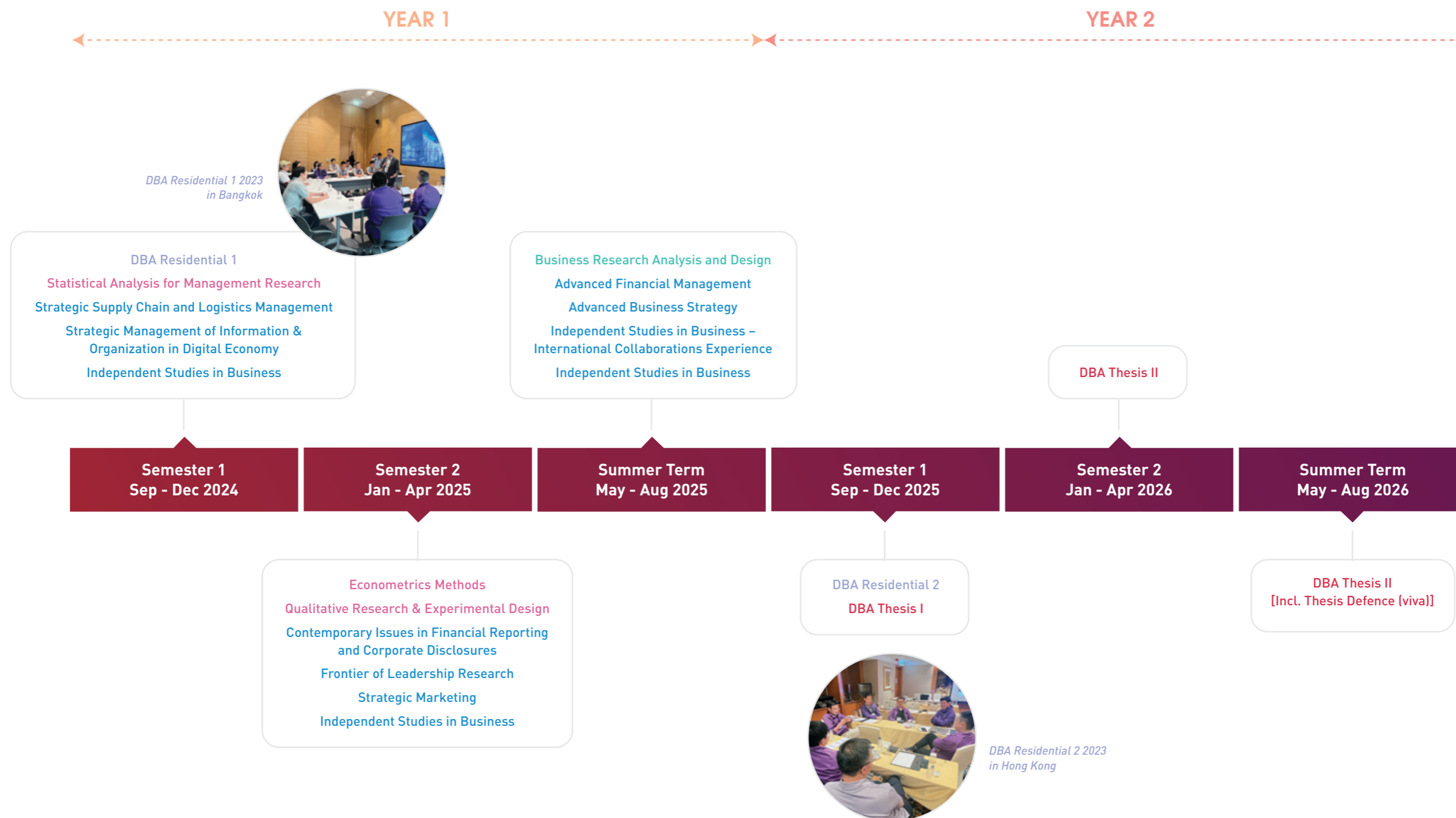
Students must pass the compulsory subject, 2 core subjects and at least 3 elective subjects before beginning their theses. They integrate and apply what they have learned to critically and rigorously examine topics of interest in the field of business or management. They are challenged to make an important contribution and/or provide innovative insights into the practice of management.

STUDY **TIMELINE**

1 Compulsory Subject + **2 Core Subjects** (any 2 subjects) + **5 Elective Subjects** (any 5 subjects) + **2 DBA Residentials** + **a DBA Thesis**

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

Full-time Study Option

YEAR 1   YEAR 2

DBA Residential 1 2023 in Bangkok

DBA Residential 1
Statistical Analysis for Management Research
Strategic Supply Chain and Logistics Management
Strategic Management of Information & Organization in Digital Economy
Independent Studies in Business

Business Research Analysis and Design
Advanced Financial Management
Advanced Business Strategy
Independent Studies in Business – International Collaborations Experience
Independent Studies in Business

DBA Thesis II

Semester 1 Sep - Dec 2024	Semester 2 Jan - Apr 2025	Summer Term May - Aug 2025	Semester 1 Sep - Dec 2025	Semester 2 Jan - Apr 2026	Summer Term May - Aug 2026

Econometrics Methods
Qualitative Research & Experimental Design
Contemporary Issues in Financial Reporting and Corporate Disclosures
Frontier of Leadership Research
Strategic Marketing
Independent Studies in Business

DBA Residential 2
DBA Thesis I

DBA Thesis II
[Incl. Thesis Defence (viva)]
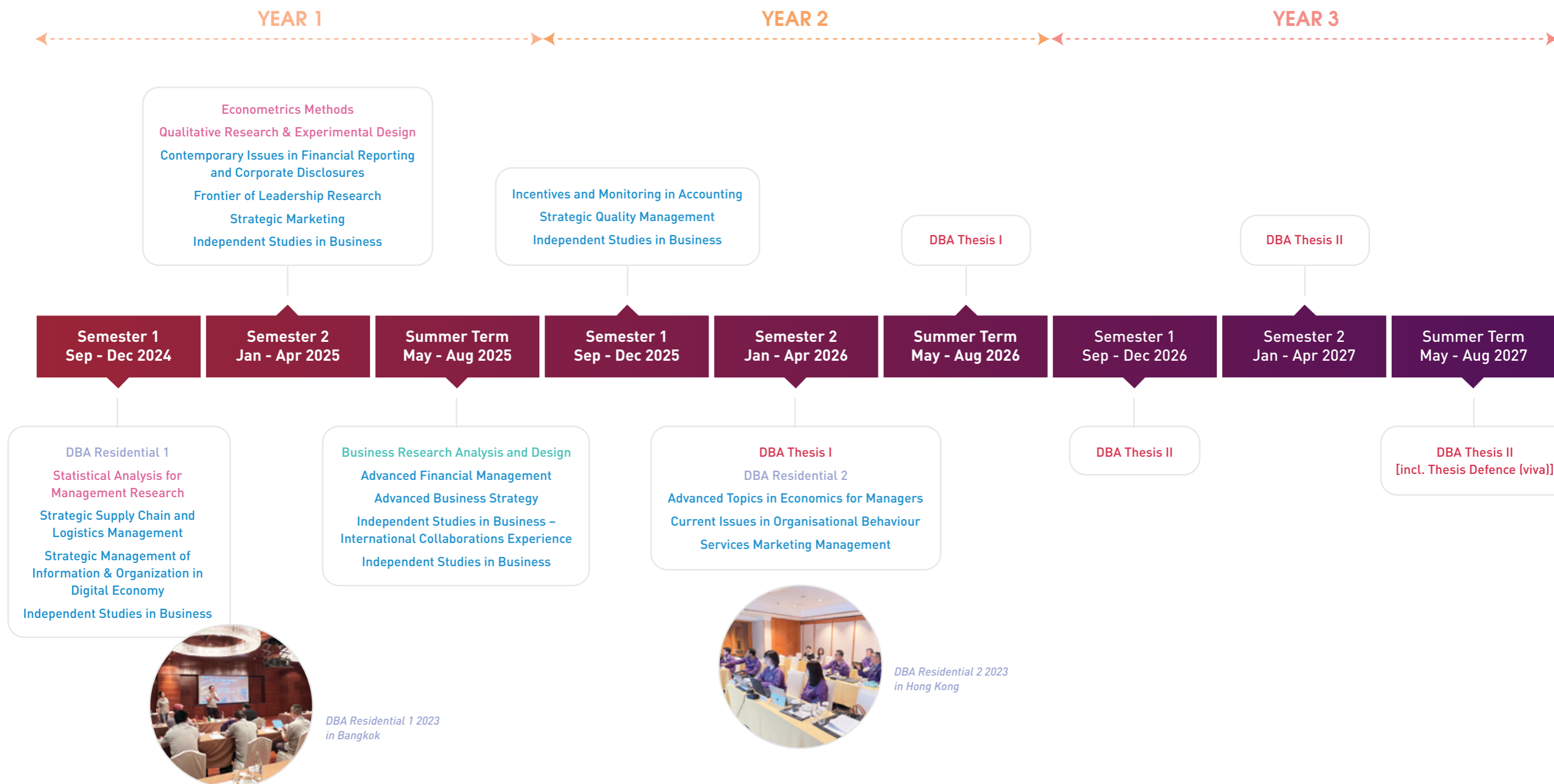

DBA Residential 2 2023 in Hong Kong

* *Normally, each subject will be offered once during the 2-year or 3-year study. However, subject to factors such as staff availability, student enrolment, programme resources and so on, not all subjects will be offered during the 2-year or 3-year study. And, registration is subject to the availability of quota.*

STUDY **TIMELINE**

1 Compulsory Subject **+** 2 Core Subjects (any 2 subjects) **+** 5 Elective Subjects (any 5 subjects) **+** 2 DBA Residentials **+** a DBA Thesis

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

Part-time Study Option

| YEAR 1 | | | YEAR 2 | | | YEAR 3 | | |

Econometrics Methods
Qualitative Research & Experimental Design
Contemporary Issues in Financial Reporting and Corporate Disclosures
Frontier of Leadership Research
Strategic Marketing
Independent Studies in Business

Incentives and Monitoring in Accounting
Strategic Quality Management
Independent Studies in Business

DBA Thesis I

DBA Thesis II

| Semester 1
Sep - Dec 2024 | Semester 2
Jan - Apr 2025 | Summer Term
May – Aug 2025 | Semester 1
Sep - Dec 2025 | Semester 2
Jan - Apr 2026 | Summer Term
May – Aug 2026 | Semester 1
Sep - Dec 2026 | Semester 2
Jan - Apr 2027 | Summer Term
May - Aug 2027 |

DBA Residential 1
Statistical Analysis for Management Research
Strategic Supply Chain and Logistics Management
Strategic Management of Information & Organization in Digital Economy
Independent Studies in Business

Business Research Analysis and Design
Advanced Financial Management
Advanced Business Strategy
Independent Studies in Business – International Collaborations Experience
Independent Studies in Business

DBA Thesis I
DBA Residential 2
Advanced Topics in Economics for Managers
Current Issues in Organisational Behaviour
Services Marketing Management

DBA Thesis II

DBA Thesis II
[incl. Thesis Defence (viva)]

*DBA Residential 1 2023
in Bangkok*

*DBA Residential 2 2023
in Hong Kong*

* Normally, each subject will be offered once during the 2-year or 3-year study. However, subject to factors such as staff availability, student enrolment, programme resources and so on, not all subjects will be offered during the 2-year or 3-year study. And, registration is subject to the availability of quota.

ADMISSION

Entrance Requirements

- A Master's degree, preferably in a business-related area; and
- Substantial managerial experience (at least 8 years) at a senior level.
- Candidates in senior management positions possessing a recognized first degree and membership of a recognized professional body may also be considered on a case-by-case basis.

If the applicants 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, they are expected to fulfil the University's minimum English language requirement. Please refer to the "Admission Requirements" section for Taught Postgraduate Programmes at Study@PolyU for details.

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

- A personal statement
- Proof of employment (at least 8 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

Fee for the entire programme for 2024/25 intake: HK$953,700 (51 credits)

Fee for 8 taught subjects	HK$448,800 (24 credits)
Fee for DBA Thesis I and II	HK$448,800 (24 credits)
Fee for 2 DBA Residentials	HK$56,100 (1 credit for DBA Residential 1 and 2 credits for DBA Residential 2)

Initial Payment

Fees for 1 taught subject (HK$56,100) and DBA Residential 1 (HK$18,700) are payable upon acceptance of offer.

Interim Payments

Fees for the remaining taught subjects are payable on a credit basis (HK$18,700 per credit). Amount payable depends on the number of subjects taken in that semester.

Fees for the 8-credit DBA Thesis I (HK$149,600) and DBA Residential 2 (HK$37,400) are payable upon the registration for DBA Thesis I.

Final Payment

Fee for the 16-credit DBA Thesis II (HK$299,200) is payable upon registration for DBA Thesis II.

Enquiries

General Enquiries:

ⓘ (852) 3400 3234 / (852) 3400 3373

🖷 (852) 2365 7415

✉ fbdban@polyu.edu.hk

🌐 www.polyu.edu.hk/fb/dba

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

Academic Enquiries:

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