



BACHELOR OF BUSINESS (MANAGEMENT)

With a Marketing Minor

C O N T E N T S



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MESSAGE FROM THE PRO VICE-CHANCELLOR BUSINESS AND VICE-PRESIDENT

RMIT is pleased to offer the Bachelor of Business (Management) in conjunction with the Hong Kong Management Association (HKMA).

RMIT Business has an excellent reputation in the business world as our aim is to produce not simply graduates, but future business leaders. RMIT Business is one of Australia's largest and most diverse business teaching and research facilities. The key to our continuing success is the transformative impact of our programmes, a commitment to a diverse RMIT student body and our passion for developing not only the capabilities and career outcomes for our graduates, but the contribution they can make to the business professions in the global marketplace.

RMIT is the most internationalised university in Australia and among the most internationalised in the world. Our priority is to ensure that graduates can perform anywhere in the world with the professional passport offered by the College of Business. At the heart of our activities are sustainable partnerships with local and internationally focused enterprises, governments and organisations. Our connections with industry give our graduates an edge both in the way they learn as students, and their attractiveness to prospective employers. A key characteristic of an RMIT business graduate is their drive to make a significant contribution to their profession and to society. Our Bachelor of Business (Management) is designed to provide you with the right balance of depth, breadth and the skills you will need to deal with real-world business issues.

With a distinctive urban character, a global approach to teaching, research and learning, and a reputation built on professional engagement, you will be encouraged to transform your knowledge, skills and ideas into active and successful business practices at every opportunity.

If you are ready for that challenge, RMIT University and our valued partner, the Hong Kong Management Association, look forward to sharing that journey with you. I am confident that it will be just the start of your lifelong relationship with RMIT.



Professor Ian Palmer
Pro Vice-Chancellor Business and Vice-President

MESSAGE FROM THE HEAD OF SCHOOL OF MANAGEMENT

RMIT'S Bachelor of Business (Management) is one of the most successful programmes in Melbourne and throughout the region. The School of Management in partnership with the Hong Kong Management Association brings together the best of local knowledge and expertise with RMIT's academic experience.

The core purpose of the School of Management is to help create sustainable and ethical business practices through education. We provide programmes in management, entrepreneurship, and international business. The School currently has over 5,500 students enrolled in bachelor degrees, masters degrees and PhDs. Our staff engages in both research and practice, partnering with industry to solve business problems, consulting with government to inform policy, and working with not-for-profit organisations.

The programme you have selected provides an excellent foundation for supervisor and management practice, as well as a basis for further study. I welcome you to the programme and trust that you will take every opportunity to maximise your learning.



Professor George Cairns
Head, School of Management

ABOUT RMIT UNIVERSITY

RMIT University is ranked among the top 10 universities in Australia* and is home to over 74,000 students, including over 29,000 international students in Australia and overseas. RMIT values the contributions of an international student body, bringing vibrancy, diversity and fresh perspectives to the University. Our international student body originates from more than 100 countries including: China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Mauritius, the Middle East, Singapore, Sri Lanka, Taiwan, Thailand, the Americas and Vietnam. Of the international students, over 11,800 study at our Melbourne campuses, approximately 5,700 study at our two campuses in Vietnam, and around 11,600 study an RMIT programme with an offshore institution partner. RMIT has a strong presence in the Asia-Pacific region through teaching, research and industry links with overseas organisations, including other leading universities, companies and community groups, and through our campuses in Vietnam, and significant teaching partnerships in China, Hong Kong, Malaysia and Singapore.



RMIT Business

- RMIT University has established a reputation for excellence in business and management education, providing high quality business programmes for the national and global marketplace for more than sixty-five years. More than 80% of the University's offshore students study business.**

Our programmes have a strong professional and vocational orientation and aim to prepare graduates for employment and active citizenship. Programmes are designed with industry input, integrate theory with practice, and are taught by lecturers who are practitioners in their fields. This in turn results in business graduates who are skilled in their discipline, passionate and ready to add value to their chosen profession and employers right from day one.

* *Quacquarelli Symonds World University Rankings 2011.*

** *RMIT Statistics and Reporting – 2011 student enrolment data*

THE HONG KONG MANAGEMENT ASSOCIATION

*T*he Hong Kong Management Association (HKMA) is a non-profit organisation established since 1960 for the purpose of improving the effectiveness and efficiency of management in Hong Kong.

Since its establishment, HKMA has played a major role by providing a wide variety of high quality management training and various services.

As a membership organisation, HKMA currently has a collective membership of over 13,000 from different business sectors. Members of the Council and Committees comprise prominent figures in industry, commerce and education who advise on the directions and activities of the Association.

As part of HKMA's commitment to providing opportunities for continuing development for local executives, a full spectrum of management education programme is offered, ranging from short courses and workshops through to Certificate, Diploma, Bachelor, Master and Doctoral Degree programmes. Each year, over 2,000 integrated and well-balanced courses are offered to approximately 54,000 participants from different business industries.

As part of the Association's deep commitment to providing opportunities to local executives and professionals for continuing development, HKMA is in partnership with various prestigious overseas higher education institutions, offering a series of programmes leading to Bachelor's, Master's as well as Doctoral degrees in various areas of studies.

HKMA is collaborating with the RMIT University to offer the Bachelor of Business (Management) Degree in Hong Kong. The Local Secretariat at HKMA will take care of the administration of the programme in Hong Kong.



GENERAL PROGRAMME INFORMATION

PROGRAMME ACCREDITATION

The Bachelor of Business (Management) is a fully accredited Australian undergraduate university degree. This programme is not available by distance learning or by examination alone.

SELECTION

The selection process is undertaken by RMIT University. Only students who can demonstrate through their application that they are likely to perform at a high level and succeed in the programme will be accepted. The intention of the selection process is to continually maintain the quality of intake as the first priority.

LEARNING APPROACH

Business is a dynamic and exciting career and this programme reflects RMIT's innovative and practical approach to business education. There is an emphasis throughout each course on understanding both business theory and practice. Students will learn within a structure of lectures and tutorials, using case studies and assignments based around real organisations, business simulations, class presentations and in-class discussions. Class presentations, simulations and group assignments are used to ensure that students develop personal qualities including clear thinking and resourcefulness and to extend their professional skills to enable them to work in a team and to perform under pressure.

RMIT University makes use of an online learning portal, myRMIT. Located at www.rmit.edu.au/myrmitstudies this portal provides students with a central point of access to online learning resources. myRMIT is an important and valuable communication tool for all students and staff.

Students can log in to myRMIT to:

- view online resources and learning activities created by lecturers/teachers
- access online course materials via Blackboard
- collaborate with RMIT University lecturers/teachers and fellow students
- access their student email account

Students are encouraged to access myRMIT regularly to connect with the University.

RULES AND REGULATIONS

Students in the programme are subject to RMIT and HKMA's rules and regulations governing academic progress and student discipline.

STANDARDS

High standards are expected. Standards relate to the values underpinning the programme, as well as to the student's academic performance. This programme is intensive and demanding in its requirements. Students are expected to put in considerable time and effort to meet quality standards for all assessment tasks. Control of assessment rests with the academic staff of RMIT University. This may be exercised in a variety of ways but the standards expected and maintained are those which apply to students in Australia. Regular feedback is sought from students and staff to help maintain standards and student satisfaction.

STAFFING

RMIT University works with local Hong Kong staff with demonstrated academic and professional competence. Local staff are supported by RMIT academic staff who regularly visit Hong Kong for consulting, monitoring the programme, moderating assessment and conducting intensive seminars or other teaching activities. This combination of staffing ensures that core content is relevant to students in their own setting. Regular performance appraisal of all staff participating in the programme ensures the quality of staff contribution.

MODE OF DELIVERY

The Bachelor of Business (Management) reflects RMIT's innovative and practical approach to business education. Throughout a student's studies, there will be an emphasis on both the theory obtained in the classroom, while students develop an understanding and the confidence to be effective in practice. Besides lectures, methods such as case study preparation, problem solving exercises, projects and self-managed learning activities are used to encourage flexible and independent learning.

CONTACT HOURS

Each course comprises 36 hours of face-to-face teaching. Courses normally begin with an intensive study period conducted over a three day period extending over one weekend. The regular component is typically covered over a period of 8 weeks and usually conducted by experienced local staff members.

INTENSIVE SEMINARS

Friday (6:30 pm - 9:30 pm)
Saturday (2:00 pm - 10:00 pm)
Sunday (9:00 am - 4:00 pm)

LECTURES

Weekdays (6:30 pm - 9:30 pm)
Weekends (2:00 pm - 5:00 pm)

ASSESSMENT/EXAMINATION

Assessment components vary from course to course. Students are normally assessed by continuous assessments. Most courses have a final examination at the end of semester.

ACADEMIC PROGRESS

Students are usually allowed to repeat a course once only and are required to satisfactorily meet the pre-requisites where applicable. Students' academic progress is monitored carefully by academic staff to ensure that each student makes reasonable progress throughout the programme. A more detailed summary of academic progress rules is provided to every student at the time of enrolment.

ELIGIBILITY FOR GRADUATION

A student will be considered as being eligible for the award of Bachelor of Business (Management) when they have satisfactorily completed all academic requirements of the programme as detailed in the programme section. To receive their award at a graduation ceremony or in absentia, students will need to submit an application to graduate.

GRADUATION CEREMONY

A degree conferral ceremony normally is held in August or September each year in Hong Kong. Degrees are conferred by the Chancellor of RMIT University or his representative.

OPPORTUNITY FOR FURTHER STUDY

The Bachelor of Business (Management) is a fully accredited Australian undergraduate degree and generally qualifies graduates for consideration for admission into MBA and other postgraduate programmes in many institutions.

ALUMNI

Upon successful completion of the Bachelor of Business (Management), graduates will be eligible for membership of the RMIT University Alumni. For more information visit www.alumni.rmit.edu.au



ENTRY REQUIREMENTS

The Bachelor of Business (Management) is an advanced standing programme.

Applicants should be:

- Holders of a Diploma or Advanced Diploma from a recognised post-secondary institution such as Diploma in Management Studies [DMS] jointly organised by the Hong Kong Management Association and the Hong Kong Polytechnic University, or DMS organised by the HKMA and the Lingnan University, or an equivalent qualification; or

Holders of a Higher Diploma or Associate Degree with credit average in a business related discipline accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications [HKCAAVQ]; or an approved equivalent qualification; and

- Applicants with the above background but without additional qualifications must successfully complete four (4) designated courses from the HKMA Executive Diploma in Business Management (EDBM) prior to admission to the RMIT programme.
- Candidates with other completed tertiary qualifications may still apply for entry into the programme. Applications for these candidates will be considered on a case by case basis at the sole discretion of RMIT.

English language entry criteria:

Candidates will need to provide evidence of at least ONE of the following:

- IELTS 6.5 with no band lower than 6.0; OR
- TOEFL score of 580+ (TWE 4.5+); OR
- RMIT English Worldwide (REW) Advanced 2 or equivalent; OR
- Achievement of grade C or above at the HKALE or an equivalent qualifications; OR
- Achievement of grade B or above at the HKCEE(B) or an equivalent qualifications; OR
- At least the equivalent of a two year tertiary programme, taught in English, such as the Diploma in Management Studies offered by the Lingnan University in association with the HKMA, within the past five years.

RMIT University decisions regarding the admission of applicants to the programme will be final.

PROGRAMME FEES

Total fees for the whole programme are HK\$79,200 to be collected in 8 instalments of HK\$9,900. The programme fees are payable every 2 months prior to the commencement of studies. Students should note that all fees are subject to review and may be changed.

The fee is a composite fee including:

- Registration with the University
- Induction Seminar
- Intensive Seminars
- Local Study Group
- Examinations in Hong Kong
- Access to Library Facilities
- Student Notes and Essential Textbooks
- Local Administration Support

FINANCIAL ASSISTANCE

Students in the programme are eligible to apply for the Non-means Tested Loan Scheme (NLS) offered by the Student Financial Assistance Agency SFAA). For details, please call 2150 6222 or visit the SFAA website at www.sfaa.gov.hk. Students may apply for loan at a competitive interest rate at the Bank of East Asia. For details, please call 2211 1211.

PROGRAMME STRUCTURE

BACHELOR OF BUSINESS (MANAGEMENT)

Effective management is the ability to exercise strong ethical judgement, to work flexibly and effectively with those around you in a variety of organisational structures. The ability to prioritise tasks, including financial, marketing and human resource aspects of an organisation are essential in managerial roles.

PROGRAMME OBJECTIVES

RMIT's Management degree provides a substantial and rigorous core of knowledge to equip students with the capabilities expected of managers in contemporary organisations. Students completing the programme will gain the knowledge, competence and attitudes necessary for developing successful careers in management. Employers will be able to recruit people possessing an informed, professional and flexible approach to the practical issues of managing complex organisations.

MODE AND DURATION

The Bachelor of Business (Management) is a part-time Advanced Standing programme conducted at HKMA. It consists of eight courses completed over 1 year (4 terms). Students will typically undertake 2 courses per term.

Programme Structure

Term 1	BUSM3191 Organisational Theory MKTG1195 Buyer Behaviour
Term 2	BUSM3186 Ethics and Governance MKTG1194 Marketing Communication
Term 3	BUSM4191 The Entrepreneurial Process MKTG1196 Service Quality
Term 4	BUSM4190 Leading for Change MKTG1328 Market Research

GRADUATE OUTCOMES

Graduates may be employed in a range of professional, commercial, industrial and not-for-profit organisations. With appropriate experience, they can expect to advance to management positions.

BRIEF OUTLINE OF COURSES

BUSM4191 THE ENTREPRENEURIAL PROCESS

This course is where it all begins in Entrepreneurship training: it focuses on developing an entrepreneurial mindset and understanding the underlying concepts and principles that explain entrepreneurship. Students will learn that an entrepreneurial edge can be developed in individuals. Students will also learn that entrepreneurship involves developing “living” businesses, where all aspects of the business need to be developed simultaneously to achieve the desired goals.

BUSM3191 ORGANISATIONAL THEORY

This course allows students to develop concepts and theories useful in understanding the factors that influence the structure and operation of organisations. Students will learn to analyse the way external factors shape an organisation’s structure and will examine the main theories relating to structure and process within organisations. Some attention will be given to the way in which the effectiveness of an organisation can be monitored and measured. Students will explore systems theory, diagnostic tools and decision processes to enable the identification of organisational issues and formulation of possible solutions to organisational problems.

BUSM3186 ETHICS AND GOVERNANCE

Ethical issues in management and the development of systems of corporate governance are pressing concerns in modern business. This course will develop students’ understanding of the ethics of business practice and the importance of good governance in contemporary commercial and organisational settings. Students will study key theoretical and practical approaches to business ethics and corporate governance. Case studies will also be investigated in the light of ethics and governance theory as well as through consideration of both international and local ethical understandings and corporate governance codes.

BUSM4190 LEADING FOR CHANGE

This course examines a number of approaches to leadership and change management in organisations, encouraging students to critically evaluate the theories and models presented. Leadership and change management practices in organisations will be explored from various viewpoints. Students will be challenged to critique their own leadership capabilities and will create their own leadership development plan.

MKTG1195 BUYER BEHAVIOUR

This course aims to inform students on contemporary issues involved within consumer behaviour. Students are presented with descriptive data on consumers and organisational buyers at the macro level and theoretical models of buyer behaviour at the micro level. The models of buyer behaviour and related theories are given with particular emphasis on the decision making process. This field covers why people make certain purchasing decisions; what products and services they buy; how they buy them; the frequency with which they buy them; and the decision process in these situations.

MKTG1328 MARKET RESEARCH

This course is designed to give students a very practical understanding of how marketing research is conducted and managed for optimal results. They will gain an understanding of marketing research and an awareness of the relevant procedures and methodologies commonly used.

MKTG1194 MARKETING COMMUNICATION

This course aims to equip students with a general understanding of advertising, sales promotion, direct marketing, sponsorship and public relations and in particular shows how these activities relate to theories of communication and buyer behaviour with an integrated marketing communications perspective. The course aims to develop a solid understanding of the communication process in the broad marketing context and includes aspects of budgeting, objective setting, media, creative strategy and evaluation.

MKTG1196 SERVICE QUALITY

This course provides students with an appreciation of services marketing and management decision making issues. It recognises that most graduates will work in the services sector and that an understanding of both marketing and management issues in this area is essential. The services considered encompass professional services, services to consumers and business customers as well as more services that are linked to tangible products.

APPLICATION PROCEDURE

HOW TO APPLY

To apply for a place in the programme, candidates should send the following:

1. Three sets of duly completed Application Form for RMIT's Bachelor of Business (Management) degree programme (1 set of original copy and 2 sets of photocopies).
2. Three sets of photocopies of all certificates of educational qualifications mentioned in the Application Form, including a full transcript with grades for the diploma level qualification.
3. For qualifications not awarded by the HKMA, full information, including transcript of results and subject syllabi must be attached.
4. Three passport-sized photographs.
5. Documentary proof of proficiency in English, eg. (HKCEE Certificate with English Language (Syll B); TOEFL 580 or IELTS 6.5)

Applications should be sent to:-

The Local RMIT BBM Secretariat

The Hong Kong Management Association

16/F, Tower B, Southmark

11 Yip Hing Street, Wong Chuk Hang, HONG KONG

SELECTION

An incomplete application will cause delay in assessment for which HKMA and RMIT will be not be responsible.

Admission is on a competitive and individual basis entirely at the discretion of RMIT University. Admission criteria and procedures are set by them and are subject to change without prior notice. The Hong Kong Management Association does not give any warranty and will not accept any liability regarding the above.

RESULT NOTIFICATION

All applications are assessed by RMIT University. Application results will be posted to individual applicants via the Local RMIT Secretariat.

PROFILES OF RMIT STAFF



DR AFREEN HUQ

Dr Afreen Huq has 10 years of teaching and research experience in the discipline of management and entrepreneurship.

She has taught entrepreneurship, creativity, management, business communication, multinational enterprise management, HRM and organisational behaviour in universities in Bangladesh, the UK and Australia. The author of 16 research-based articles, Afreen is an accomplished consultant and manager with over 6 years of specialist experience and expertise in the multi-donor funded private sector.

Afreen holds a post-doctoral fellowship from the University of Edinburgh and is currently a lecturer and Programme Director of the Bachelor of Business (Entrepreneurship) programme in the RMIT School of Management.



DR DARRYN SNELL

Dr Darryn Snell is a Senior Lecturer in the School of Management and Coordinator of the Climate Change and Sustainable Transitions Research Cluster in the Centre for Governance, Work and Technologies, RMIT University, Australia. Prior to arriving at RMIT University, Dr Snell taught at Monash University, the University of the South Pacific in Fiji and Al Akhawayn University in Morocco. His current research interests include: globalisation and economic restructuring; climate change; employment and unemployment patterns; skills and skill shortages; trade unions and trade union policy; and the future direction of work. His current research focuses on the role of multinational corporations and trade unions in climate change politics and sustainable development initiatives in Australia.



DR WARREN STAPLES

Dr Warren Staples is a Lecturer in Ethics and Governance and the Higher Degree by Research (HDR) Coordinator within the School of Management. He has worked as a researcher at RMIT University (Centre for Management Quality Research), and in local government and the construction industry on a wide range of broad management and quality related projects. Warren has taught in the areas of Business Research Methods, Corporate Social Responsibility, and Ethics and Governance. Between 2005 and 2007 Warren was the Doctoral Student Representative on the Australia & New Zealand Academy of Management (ANZAM) Executive.

Warren's research interests are in the areas of public sector, services, quality, business ethics, corporate governance and the research student experience. The major strand of his work has focused on maximising the impact of public sector expenditure via procurement, and the quest for value-for-money.

PROFILES OF RMIT STAFF



MR IAN WOODRUFF

Mr Ian Woodruff has a wealth of experience in both clinical delivery and management in health services delivery, peak body involvement in health economics (funding and resource allocation modelling) and in the allied health professions (registration and accreditation bodies and continuing professional development activities for allied health professionals).

His current research interests include volunteer management in the not-for-profit sector, Asian leadership approaches and public health NGO service strategies and evaluation. Ian is the Programme Director for the Bachelor of Business (Management) and has over a decade of teaching and research experience in the Asia-Pacific region.



DR FOULA KOPANIDIS

Dr Foula Kopanidis is a marketing academic in the School of Economics, Finance and Marketing at RMIT. She is an experienced course coordinator in both postgraduate and undergraduate programmes offered across five campuses (Melbourne, Singapore, Vietnam, Malaysia and Hong Kong). Her areas of teaching and research expertise include consumer behaviour, marketing and education. She is currently principal supervisor for two PhD students in Marketing. Dr Kopanidis' current research considers consumer research, choice behaviour and generational cohorts.



DR LINDA J ROBINSON

Dr Linda Robinson is the course coordinator of Market Research at RMIT University at both postgraduate and undergraduate levels. Linda's teaching and research interests are in service leadership, service psychology, advanced research methodologies and the role of marketing in public policy. Her course focuses on developing skills that are practical in nature, yet grounded in theory. Using practical case studies, students will develop capabilities in effectively planning and managing market research projects to assist in high-level business decision making.

PROFILES OF RMIT STAFF



DR CONSTANTINO STAVROS

Dr Constantino Stavros is the course coordinator of Marketing Communication and has a long and successful history of teaching Marketing Communication in various parts of the world, including Hong Kong. An Associate Professor in RMIT's School of Economics, Finance and Marketing, Dr Stavros features regularly in the media providing commentary and analysis on a range of marketing issues, many dealing directly with advertising and promotion. His course features a blend of theoretical basics and practical applications, with an emphasis on strategic decision making in communication for managers.



MS EMILY CHUNG

Ms Emily Chung is the Coordinator of Service Quality at RMIT University. Her research interest areas span across consumer psychology and behaviour: consumer-brand relationships, extreme consumer and brand loyalty (consumer fanaticism); service failure, service recovery and consumer forgiveness; qualitative research approaches: ethnography, depth interviewing and observations. Her current doctoral research project is an exploration of Consumer Fanaticism: Conceptualisations, Processes and Outcomes with the University of Melbourne.

ADVANCEMENT PATH IN HONG KONG AT HKMA

Doctorate Degree



1. **The University of Newcastle, Australia**
Doctor of Business Administration (Reg No. 211059)
(Completed in 2.5 years)



2. **Bulacan State University, the Philippines**
Doctor of Philosophy (PhD) in Business Administration (Reg No. 271336)
(Completed in 2 years)

Master Degree



1. **Macquarie Graduate School of Management, Macquarie University, Sydney**
Master of Management in (Reg No. 211070)
- Financial Management, International Management, Management, Marketing Management, People and Performance,
(Completed in 1.5 years)



2. **The University of Newcastle, Australia**
Master of Business (Reg No. 211205)
(Completed within 15 months)



University of Wales
Prifysgol Cymru

3. **University of Wales, UK**
MBA (Reg No. 251861)
(Completed in 2 years)



UNIVERSITY OF
TECHNOLOGY SYDNEY

4. **University of Technology, Sydney, Australia**
Master of Engineering Management (Reg No. 210240)
(Completed in 15 months)

RMIT University
Bachelor of Business (Management)

ENQUIRIES

For enquiries or more information please call:

Customer Service Department: 2774 8501/2774 8590

Email: degree.rmit@hkma.org.hk

Website: www.hkma.org.hk/rmit

The information contained in this brochure is correct at the time of printing. RMIT University and HKMA reserves the right to vary the information in the brochure from time to time.

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RMIT reserves the right not to run a course, programme or intake if there are insufficient enrolments.

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

www.PRIMEJobs.hk