



MBA

Reg. No: 252208

(INTERNATIONAL BUSINESS)

Winner of Queen's Anniversary Prize for Higher and Further Education (2019)

Contents

Message from the Pro Vice Chancellor	1
The University of Greenwich.....	2
The Business School	3
The Hong Kong Management Association	4
Why the University of Greenwich MBA (International Business) programme?	5
Programme Structure.....	6
Study Format	7
Entry Requirements	8
Programme Fee.....	9
Financial Assistance	9
Application Procedure	10
Further Information	11
Curriculum of MBA (International Business).....	12
Supports from the University of Greenwich.....	17
HKMA Associate Membership.....	17

Message from the Pro Vice Chancellor

I am delighted to invite students in Hong Kong to study our MBA (International Business) at The Hong Kong Management Association.

Business success in Hong Kong and anywhere in the world can only be achieved through people. Managers need to be educated to respond to the rapidly, flexibly and effectively to the ever increasing pace of change in the business world. It is a complex task to develop a programme which provides an understanding of a range of business disciplines closely linked to their practical applications, and to facilitate the development of individual management skills.

At the Business School, we have achieved the right balance. Academic learning is related to real-life business situations. Our staff's wealth of international business and teaching experience is evident in the design of the learning materials that support this programme. The excellent teaching staff at The Hong Kong Management Association will ensure that these materials are delivered in a way that is particularly relevant to the students in Hong Kong.

The MBA (International Business) is tailor-made to equip students with practical knowledge and skills to excel in the global business environment. Graduates will be able to apply knowledge and skills in order to advance to senior management.

I very much look forward to congratulating successful students on the award of their degree.



Jon Sibson
Pro Vice Chancellor, Business School
University of Greenwich, UK.



The University of Greenwich

The University of Greenwich is proud of its diverse student body. It is home to a thriving community of over 38,000 students of all ages. Students from over 140 countries choose to study at Greenwich, which is also a popular option for local communities in UK.

The research effort of the University is focused on making contributions to solving real-world problems, and the advance of issues that have a direct bearing on business, regional and international communities and ultimately, peoples' lives. The University's researchers all have extensive links with industry and commerce, public sector bodies and policy makers, supporting its objective to be a research-informed institution, where students benefit from the experience of academic staff carrying out leading edge research, and consultancy with business.

Over the past 3 years, the University of Greenwich has generated almost £35 million in research, consultancy and related commercial activity, and is the leading post-1992 institution for value of its contract research undertaken with industry.





The Business School

The University of Greenwich's Business School enhances students' employment prospects by teaching them the skills and knowledge sought by employers. Academic learning is related to real-life business situations and is combined with opportunities for work experience and business simulations, providing students with practical skills. The teaching staff members are well qualified academically. Many of them hold professional qualifications and expertise and bring a wealth of real business awareness and experience. It has strong commitment to support the learning needs of each student.

The School is located at the Old Royal Naval College in Greenwich and is ten minutes from London's financial center at Canary Wharf. The campus has state-of-the-art teaching facilities, an excellent library and substantial computing resources. The School has over 4,000 students, including thriving international community, and around 150 full-time staff, as well as many other part-time staff from industry.

Programme areas include:

- Accounting and Finance
- Business Studies
- Economics
- Entrepreneurship
- Events Management
- Human Resources Management and Organisational Behaviour
- International Business
- Logistics and Purchasing
- Management
- Marketing
- Public Relations
- Tourism





The Hong Kong Management Association

The Hong Kong Management Association (HKMA) is an apolitical and non-profit making 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 in contributing to the economic success of Hong Kong by providing a wide variety of high quality management training and various services.

As a membership organisation, HKMA currently has a collective membership of 13,000 from various business sectors. Members of the Council and Committees consist of eminent persons in industry, commerce and education who constantly advise on the directions and activities of the Association.

As part of HKMA's commitment to providing opportunities for the continuing development of local executives, a full-spectrum of management education programmes are offered, ranging from short courses and workshops to Certificate, Diploma, Bachelor, Master and Doctoral Degree programmes.

Each year, over 2,000 integrated and well-balanced courses are offered to around 50,000 participants from various business industries.

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

The HKMA is collaborating with the University of Greenwich to offer the MBA (International Business) in Hong Kong. The Local Secretariat at the HKMA will take care of the administration of the programme in Hong Kong.





Why the University of Greenwich MBA (International Business) programme?

A quality UK MBA with a good mixture of academic learning and practicality

The University of Greenwich is an internationally recognised British university and its degrees are fully accredited. The programme consists of a balance of academic learning and practicality.

Attainable in 18 Months

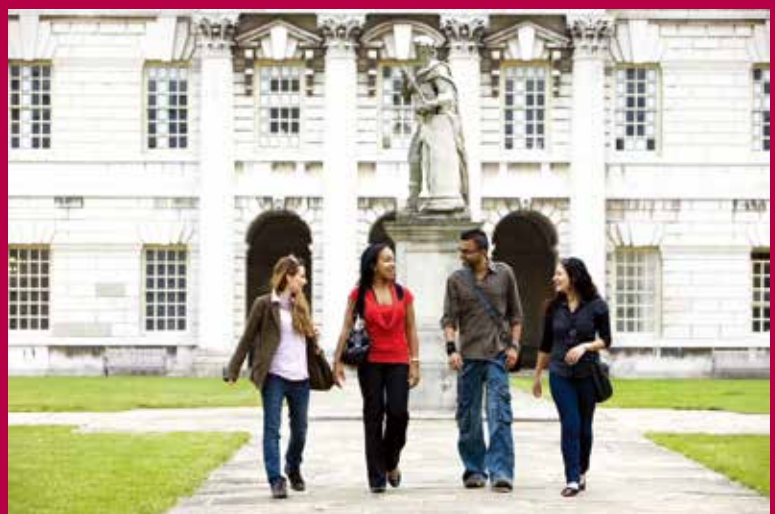
Participants can complete the programme in 18 months with completing 8 modules plus a project (dissertation).

A truly global perspective programme

The programme aims at assisting professionals and executives to acquire business and management knowledge and skills in a global perspective. It would assist them to respond to the real business world, especially in the business context of globalization.

Assignment-based assessment

The majority of modules are assessed through written continuous assessments. This assists students to apply academic learning to the real business scenario.





Programme Structure

The MBA (International Business) programme can be completed in 18 months and each module lasts for 8 weeks. Students are required to complete 8 modules plus a project (dissertation).

Module	Credit
1. Foundations of Scholarship and Research	15
2. Financial and Management Accounting	15
3. Global Strategy: Analysis and Practice	15
4. Global Business and Sustainability	30
5. International Marketing	15
6. Global Networks and Innovation	30
7. E-Logistics and International Supply Chain Management	15
8. Managing Across Cultures	15
9. International Business Project	30

Study Format

The modules will be conducted through block classes.

15-credit courses will generally have an 8-week study schedule as follows:

Week 1	Pre-reading		
Week 2	Friday (7pm – 10pm)	Saturday (2pm – 7pm)	Sunday (9am – 1pm)
Week 3			
Week 4	Self-study/Revision/Coursework		
Week 5	Self-study/Revision/Coursework		
Week 6	Self-study/Revision/Coursework		
Week 7	Self-study/Revision/Coursework		
Week 8	Assignment Submission/Examination		

30-credit courses will generally have an 8-week study schedule as follows:

Week 1	Pre-reading				
Week 2	Friday (7pm – 10pm)	Saturday (2pm – 7pm)	Sunday (9am – 1pm & 2pm – 6pm)		
Week 3					
Week 4	Self-study/Revision/Coursework				
Week 5	Friday (7pm – 10pm)			Saturday (2pm – 7pm)	Sunday (9am – 1pm & 2pm – 6pm)
Week 6	Self-study/Revision/Coursework				
Week 7	Self-study/Revision/Coursework				
Week 8	Assignment Submission/Examination				

Entry Requirements

1. Applicants should hold:
 - A good bachelor's degree or
 - Mature applicants and/or applicants with professional work backgrounds will be considered.
2. Applicants educated in a language other than English should have an IELTS overall band score of 6.5 or above.
3. A minimum of two years of work experience of managerial nature.

Award

Upon satisfactory completion of the 8 modules plus the project, students will be awarded the "MBA (International Business)" degree certificate by the University of Greenwich.

Recognition of Degree

The MBA (International Business) awarded by the University of Greenwich, UK in Hong Kong which carries equivalent academic status and recognition to a Master's Degree conferred by the University to full-time and part-time students in the UK.



Programme Fee

The total programme fee is HKD\$116,000 to be collected in four (4) instalments, according to module of study.

The fee is a composite fee including the followings:

- Registration with the University
- Induction Seminar
- Block classes
- Supervision for the project (dissertation)
- Local study group
- Access to library facilities
- Course materials and essential textbook(s)
- Local administrative support

Student should note that all fees are subject to review and may be changed by the University.

Financial Assistance



This course is an eligible course under the Extended Non-means-tested Loan Scheme. For detailed information, please contact Student Finance Office on 2150 6223 or at <http://www.sfaa.gov.hk/tc/schemes/nlss.htm>

Students may apply for loan at a competitive interest rate at the Bank of East Asia. For details, please call 2211 1211.



Application Procedure

How to apply

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

1. Two (2) sets of duly completed Application Form for the University of Greenwich MBA (International Business) programme. (One original set and one set of photocopies).
2. Two (2) sets of duly completed Referee Report for the University of Greenwich MBA (International Business) programme. (One original set and one set of photocopies) or Two (2) sets of reference letter with the company's letterhead (One original set and one set of photocopies).
3. Two (2) sets of photocopies of all certificates of educational qualifications mentioned in the Application Form, including a full transcript with grades for relevant level qualification.
4. Two (2) copies of Curriculum Vitae.
5. One (1) passport sized photograph.
6. Documentary proof of proficiency in English, where applicable, e.g. A result slip of IELTS with overall band score at 6.5 or above.
7. A non-refundable application fee of HK\$250.00 (Cheques should be made payable to "The Hong Kong Management Association").

Applications should be sent to:

By Post	By Hand	
The Local Greenwich MBAMA Secretariat	Central Head Office	Tel: 2526 6516
The Hong Kong Management Association	Pico Tower Centre	Tel: 2866 4551
16/F Tower B Southmark	First Commercial Building Centre	Tel: 2574 2238
11 Yip Hing Street	South Seas Centre	Tel: 2584 9346
Wong Chuk Hang	Wong Chuk Hang Centre	Tel: 2766 3303
Hong Kong		

on or before the application deadline



Further Information

For further details about the programme and enquiries on application procedures, please contact 2774 8500 / 2774 8501 / 2774 8527 during normal office hours.

Fax: 2365 1000

Email: mbama.greenwich@hkma.org.hk

Website: www.hkma.org.hk/greenwich/mgmba

Incomplete applications will cause delay in assessment for which HKMA and the University will not be responsible.

Notification of Results

All applications are assessed by University of Greenwich. Candidates will be notified of their application results by email six to eight weeks after the application deadline.





Curriculum of MBA (International Business)

Foundations of Scholarship and Research

This course will provide students with a skill set to support students through the process of studying for a Master's degree and for professional life after university. Students will also gain knowledge and understanding of research design and the practical application of relevant business research methods.

Financial and Management Accounting

Through this course, students will gain knowledge of the main accounting concepts and paradigms and develop the skills required to use financial tools and techniques. Students will complete the course able to critically evaluate a company's performance using publically available information. Students will also gain an understanding of the relationship between accounting and non-financial disciplines.





Curriculum of MBA (International Business)

Global Strategy: Analysis and Practice

Students will acquire the analytical tools needed to evaluate and comprehend the extent to which firms achieve strategic success in comparison with their strategic objectives. The course will also help students to understand the importance of acquiring management competencies and a knowledge of the tools of strategy formulation. Students will also adopt a network perspective required to craft and execute a company's strategy.

Global Business and Sustainability

This course will give students an appreciation of key factors on which international business decisions are based, with a specific emphasis on the issue of sustainability. Students will be able to distinguish the imperatives of underpinning international trade and foreign direct investment and the principles of the internationalisation process. From this, students will be able to draw the implications for business management.





Curriculum of MBA (International Business)

International Marketing

Students will develop an appreciation for and understanding of international marketing from the perspective of businesses that are marketing (or planning to market) internationally. The course will examine current academic, social and commercial concepts, trends and tools in international marketing and will explore the influence of the consumer and other stakeholders on doing business internationally.

Global Networks and Innovation

This course will give students an overview of the social network concept and how it applies to business and innovation, drawing from the concepts of the value system, network economics and social capital. It will survey network applications to strategic alliances, global commodity chains, and customer relationship management, as well as to the management of informal relationships within organisations. It will also stimulate students' critical reflection on the complex relationship between innovation and globalisation.





Curriculum of MBA (International Business)

E-Logistics and International Supply Chain Management

This course will give students an understanding of the current academic and pragmatic approaches to logistics and supply chain management and will enable students to appreciate the importance of this area for creating strategies of cost reduction and improving service. Students will also gain an understanding of the major issues likely to be encountered in the sphere of global logistics and supply chain networks.

Managing Across Cultures

This course examines the wider perspectives of people in organisations operating globally in terms of their job roles, activities, work methods and interactions. It will also explore how culturally diverse organisations are managed and how this effects major organisational management processes. There is a strong emphasis on differences between Anglo- American, European, African and Asian cultures.





Curriculum of MBA (International Business)

International Business Project

Students will complete a substantial piece of written work (approximately 10,000 words), professionally structured, argued and verified on the basis of relevant theories and evidence. The module will enable students to: apply theoretical perspectives to a real-world economic, business or policy question; gain in-depth knowledge of the economics and/or business literature in the area chosen, with awareness of the state of the art; identify and use appropriate data and evidence; and to follow a logical flow of thoughts to draw conclusions (and possibly, recommendations) from evidence.





Supports from the University of Greenwich

Online resources are available at the University of Greenwich to all University of Greenwich students. The excellent Online Library service provides relevant articles and journals to facilitate your studies. The hassle-free study environment assists your study whenever and wherever you wish.

HKMA Associate Membership

HKMA Associate Membership will be granted to every successful applicant for free (Value: HK\$ 490).

The HKMA Associate Members enjoy the privilege offers in participating to HKMA's seminars and events in meeting with the successful, experienced and professional executives and to develop important business contacts. Only HKMA members are eligible to join the Specialist Clubs sponsored by the Association where more networking opportunities are provided to share ideas, experiences and information on particular subjects. These Specialist Clubs include Chinese Executives Club, Human Capital Management Society, IT Management Club, Digital Marketing Community, Professional Managers' Club and Sales & Marketing Executives Club.

Please visit <http://www.hkma.org.hk/membership> for detailed information.



The Local Greenwich MBAMA Secretariat
c/o The Hong Kong Management Association
16/F Tower B
Southmark
11 Yip Hing Street
Wong Chuk Hang
Hong Kong

Tel : 2774 8500 / 2774 8501 / 2774 8527
Fax : 2365 1000
Email : mbama.greenwich@hkma.org.hk
Website : www.hkma.org.hk/greenwich/mgmba

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

The Association reserves the rights to cancel a programme and/or make alterations in relation to its lectures, contents, dates, time, venue and other particulars without prior notice.

The information contained in this brochure is correct as at the time of printing. The University reserves the right to vary any information in the brochure at any time without notice.

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