



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business

The Hang Seng University of Hong Kong

A Dynamic School that CARES

Master of Business Management

MBM

Master of Business Management





Message from the Dean

Designed for graduates from any background, this unique master's degree is a pioneer as it is the only one to offer enrolled students the opportunity to acquire knowledge and skills in any one of four different managerial subjects. The programme therefore enables students to follow a pathway of studies to prepare them for pursuing a managerial career in either Accounting & Corporate Governance, Global Business Management, Global Finance or Marketing.

Closely connected in name with the Hang Seng Index and the Hang Seng Bank, our institution was first established over 40 years ago thanks to the generosity of the S. H. Ho Foundation, several Hang Seng Bank founding directors and Hang Seng Bank Ltd. Building on this rich and distinguished history, HSUHK, formerly known as Hang Seng Management College and Hang Seng School of Commerce was officially granted approval from the Hong Kong SAR Government in 2018 to be Hong Kong's newest university.

With around 3,500 full-time undergraduate students, the School of Business is now one of Hong Kong's most popular providers of undergraduate business programmes among all the city's universities. We are also probably Hong Kong's most rapidly emerging business school, moving from three undergraduate programmes around three years ago, to now having ten BBA programmes in areas including Professional Accountancy, Corporate Governance & Compliance, Finance & Banking, Financial Analysis, Economics, Management, Human Resource Management, Global Business Management, Marketing and General Business.

The launch of this completely new Master of Business Management (MBM) builds on our strengths and the success of our MSc in Entrepreneurial Management. Our faculty members hold a doctorate and/or are

professionally qualified in order to provide you with state-of-the-art knowledge for enhancing your core competences within these four subject disciplines.

In addition to the many teaching excellence awards received by our staff, faculty members have made significant contributions to research and over the years have published in many World leading journals, including the *Journal of International Business Studies*, *Strategic Management Journal*, *Journal of Consumer Research*, *Journal of International Marketing*, *Journal of Applied Psychology*, *Journal of World Business*, *Journal of Financial Economics*, *Accounting Review*, *Journal of Accounting & Public Policy* and *Journal of Corporate Finance* among many others.

Admired for our friendly staff–student interaction, we are a caring school with award winning excellent facilities and infrastructure. The School of Business at The Hang Seng University of Hong Kong will offer you an unrivalled education experience. We look forward to welcoming you aboard on this brand new and unique MBM programme.

Dr Bradley R. Barnes
Dean, School of Business
Professor of International
Management & Marketing



Welcome to the Master of Business Management







The Curriculum

In order to successfully graduate, students are required to study nine modules and must complete a dissertation project over a year of full-time study. This consists of the following four elementary modules in the first semester, which is designed to provide students with an initial understanding across different functions before they venture into one of the four pathways.

Semester 1 Modules

- Accounting and Business Planning
- Corporate Finance
- Global Strategy
- Marketing Management



The Accountancy and Corporate Governance Pathway (Semester 2)

This pathway offers two prevalent business topics i.e., accounting and corporate governance for both students with or without prior background in these subjects. Knowledge of accounting and corporate governance is essential for helping students to understand, evaluate and manage the basic functions of business. The stream provides various fields of modules relating to governance, law and accounting to equip students with technical knowledge as well as generic competencies in critical analysis, effective communication and decision making for the challenges of business nowadays. Graduates of this stream are open to ample opportunities for careers in a wide range of industries. The pathway also provides a solid foundation for students who may wish to continue their academic pursuit for an MPhil or a PhD. The five pathway modules are outlined as follows:

- **Business and Company Law**

This module aims to provide students with knowledge of the legal system of Hong Kong and an understanding of the legal environment under which local and international businesses operate.

- **Corporate Governance and Compliance**

This module aims to provide students with an understanding of the key determinants and best practices of corporate governance and the essential knowledge in ensuring compliance with the relevant laws and regulations.

- **Financial Reporting and Analysis**

This module aims to provide students with an introduction to financial reporting and analysis for evaluating business performance.

- **Enterprise Accounting Information Systems**

This module aims to introduce students to enterprise and accounting information systems from an executive's perspective.

- **Accounting for Decision Making**

This module emphasises the links between accounting information and management activities and how to apply costing concepts and techniques in business decisions.



The Global Business Management Pathway (Semester 2)

The Global Business Management pathway aims to develop and foster students' knowledge and abilities for jobs in multinational corporations (MNCs) or global business organisations. On completion of this pathway, graduates will be knowledgeable about global business issues and will be equipped with the tools to effectively manage and be prepared for the global challenges of industry. Other graduates may pursue further study at MPhil or PhD levels within the discipline. Students are expected to learn from real-life examples and the practical experiences of guest speakers, as well as various learning activities including class discussion, project work, role playing and simulation games. This path consists of five modules:

- **International Business**

This module aims to introduce a range of important issues relevant to international business in the context of globalisation and technology advancement. It provides a comprehensive framework for understanding the environment and institutions in which international business decisions are made. This module also deals with specific issues of doing business in various geographic areas.

- **Global Entrepreneurship**

The module aims to help students be equipped with key techniques for identifying entrepreneurial opportunities and transforms such opportunities into viable business concepts. Students will also learn different pathways for growing a new venture across national borders.

- **Global Management**

The module focuses on identifying the challenges and opportunities associated with organisational management in the global environment. Through this module, students can gain a general overview of the process and effect of globalisation in contemporary business environments.

- **Cross-Cultural Negotiation**

The module aims to broaden students' understanding in cross-cultural negotiation by enhancing students' ability to critically analyse the kinds of negotiation and conflict that they would encounter in intra or intercultural contexts. Through acquiring negotiation concepts and hands-on experiential learning, students develop the competencies needed to achieve win-win solutions for parties involved in different negotiation contexts.

- **Global Talent Management**

The module introduces a wide range of global talent management frameworks, issues and cases for students to learn, analyse and implement in the modern business environment. It also prepares students with organisational procedures and techniques to manage talent in order to achieve organisational goals.

The Global Finance Pathway (Semester 2)

The Global Finance pathway leads you into an exciting world of financial services where fulfilling career opportunities await. Graduates can expect to gain substantial cutting-edge technical skills to take on challenging jobs as banking professionals, investment analysts, fund managers, financial advisors, corporate treasurers, and researchers. The Global Finance curriculum assimilates financial knowledge from the forefront of academic research, best practices of leading professionals, and experiential learning to provide you with a comprehensive understanding of the finance industry. The pathway provides you with the opportunity to enhance your ability to overcome complex business problems with ingenuity and confidence. The following five modules constitute the study pathway:



- **International Financial Management**

This module aims to provide students with in-depth knowledge and technical skills essential for managing multinational corporations. Topics covered include global foreign exchange markets, macroeconomic theories related to exchange rate movements, hedging foreign exchange rate risk, international financing decisions, and valuation of global investments.

- **Global Investments**

This module aims to provide students with a framework for the analysis of global investment decisions. Topics covered extend standard investment theories and products within a global setting and include basic foreign exchange concepts and definitions, global equity and bond investments, as well as alternative investments.

- **Contemporary Issues in Financial Markets**

This module aims at developing students' insights about the latest developments in the economy and the financial markets, as well as equipping students to acquire and strengthen their discovery skills for analysing the current issues relating to global finance.

- **FinTech and Innovation**

The module examines current and emerging technologies around money and payments, markets and consumer experience, and explores key ideas, principles and frameworks around finance, regulation, banking, insurance and social inclusion.

- **Business Study Mission***

In this module you will visit a foreign country and gain exposure to different financial markets and organisations, collaborate with overseas companies to develop innovative solutions to actual finance challenges, and network with business and community leaders.



*Students are required to pay for their travel related expenses (incl. flights and hotel etc.).



The Marketing Pathway (Semester 2)

The marketing path is designed to offer students an employment-focused curriculum that will provide them with a career advantage for securing a suitable position in marketing. The curriculum covers a range of cutting-edge marketing issues in such areas as digital and cyber marketing, global marketing and cross-cultural consumer behaviour, entrepreneurial marketing and strategic brand management. The marketing pathway provides students with opportunities to learn about the latest marketing topics and to explore advanced marketing practices and issues. The following modules are provided for students on this pathway:

- **Cross-cultural Consumer Behaviour**

This module introduces the key concepts and theories of consumer behaviour in cross-cultural contexts. It encompasses the cognitive, affective, socio-cultural, and decision-making processes underlying consumer behaviour. The module is also designed to give students ample opportunity to apply the concepts and theories of consumer behaviour to marketing problems across cultures.

- **Digital and Cyber Marketing**

This module is designed to facilitate students' exploration of how emerging digital technologies impact traditional marketing practice. It provides an in-depth analysis of Internet user characteristics and consumer behaviour in the networked economy. It also equips students with the knowledge and skills pertinent for developing marketing strategies and tactics in the digital marketing environment.

- **Entrepreneurial Marketing**

The module is designed to expose students to the complexities of managing key marketing processes, with a focus on what is unique to and effective for entrepreneurial pursuit. This module places particular emphasis on contemporary issues facing start-ups and SMEs in Hong Kong and Greater China.

- **Global Strategic Marketing**

This module highlights the global nature of contemporary strategic marketing. Through this module, students will develop an understanding of how marketing strategies and tactics interact with economic, trade, sociocultural, political, legal and regulatory factors in the dynamic global marketplace.

- **Strategic Brand Management**

This module is designed to highlight the key elements, principles, and frameworks of strategic brand management. It aims to develop students' capabilities in understanding, creating, evaluating, managing, leveraging and sustaining brands in today's competitive business environment.



The Dissertation/Project in the Summer

For each pathway, students are also required to complete a dissertation project in the summer semester after the completion of the five pathway modules in semester two. Under the supervision of an academic supervisor, the dissertation project enables students to acquire further knowledge of their preferred subject and they can choose to pursue a company-based project or work on a traditional dissertation.

Career Prospects

The MBM programme equips our graduates for employment in a wide range of organisations within Hong Kong, mainland China and other major markets around the world. Graduates are likely to be employed in the accountancy and finance fields, as well as in multinational companies and in marketing related fields. Other students may wish to explore establishing their own business and some may go on to pursue a PhD and then seek employment in the world of academia. Graduates may take up the following careers:

- Bank Manager
- Business Executive
- Brand Manager
- Marketing or Sales Manager
- Customer Service Manager
- Product Development Manager
- Digital Marketing Manager
- Financial Analyst
- Export Manager
- Management Consultant
- Auditor / Accountant
- Company Secretary
- Researcher

Potential employers include:

- Finance and banking organisations
- Accountancy and other service industries
- Government departments
- Insurance companies
- Marketing agencies
- Consultants
- Education providers





Admission Criteria

- A bachelor's degree from a recognised university or equivalent; and
- Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction: TOEFL \geq 550 (paper-based), \geq 79 (Internet-based); IELTS \geq 6.0; CET 6 \geq 430; TEM-4 \geq 70.

Price for the Full Programme

Non-local students

HK\$169,641

Local students

HK\$130,491



Enquiries on Application and Admission

Master of Business Management is recognised under the Qualifications Framework (QF).
QF Level: 6 (TBC)

For further enquiries, please contact the Postgraduate Office

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The Hang Seng University of Hong Kong

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The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.

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