

Business Education Strategy at The Hong Kong Polytechnic University

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The Hong Kong Polytechnic University

Core Values of PolyU



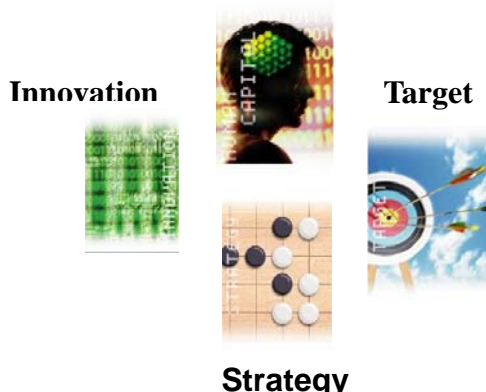
PolyU's Strategic Objective 1.1

To enhance the all-round development of students, particularly in the areas of:

- global outlook,
- critical and creative thinking,
- social and national responsibility,
- cultural appreciation,
- life-long learning,
- bi-literacy and tri-lingualism,
- entrepreneurship and leadership.

Core Values of the FB - Graduate School of Business

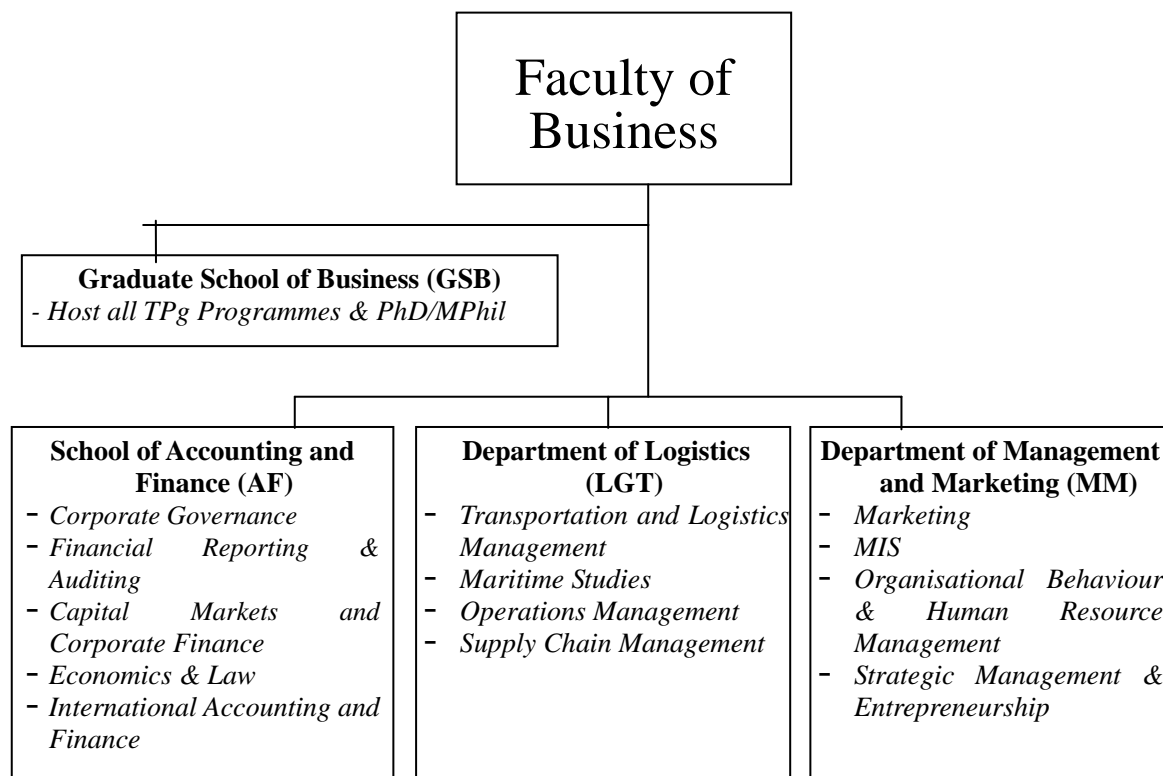
Human Capital



Vision

“To be a leading business school in the Asia-Pacific region, dedicated to excellence in business education and academic scholarship in a professional context.”

Qualified for the Real World



Promotion of Integration

Value Proposition

- Qualify OUR STUDENTS for the Real World

Integrated Approach

- Make our graduates immediately useful through:
 - flexible and diversified CURRICULUM and
 - comprehensive WHOLE PERSON DEVELOPMENT PROGRAMMES (WPDP)

Attributes of FB Graduates:

- Critical thinking
- Creativity
- Team-working
- Analytical skills

- Interpersonal skills

- Ethical and national responsibility
- Global outlook
- Leadership ability
- Presentation skills

Independent Employers Survey (2003)

Our graduates are most preferred because they:

- Offer Highest Practical Value to Employers
- Can make Contribution immediately
- Are highly Adaptable

Curriculum Revision

Adoption of Outcome-Oriented Model to Curriculum Design

Learning Objectives

Clear articulation of intended learning outcomes and designing teaching and assessment methods which align with intended outcomes

Assessment Methods

Case studies, in-class exercises, presentations, debates, open book exam, role play, problem-based learning

Intended Learning Outcomes

CRITICAL THINKING, CREATIVITY, ANALYTICAL SKILLS,
EFFECTIVE INTERPERSONAL AND COMMUNICATION SKILLS

Implementation of Work-Integrated Education (WIE) Curriculum – 2005/2006

- *UNIQUE* and *FIRST* in Hong Kong
- 3 Credit units (300 hours) via part-time or summer internships
- Credit units are *STRUCTURED* => objectives are set for work experience before it begins
- Credit units are *MEASURABLE* => attainment of those objectives is monitored and attested to by a person other than the student
- Credits must take place in an organizational context that is:
 - Relevant to the degree programme students enrolled
 - Demonstrate that it develops generic skills relevant to that programme

Advantages

For Students

- Improve transition to full-time employment
- Improve ability to continue learning throughout life
- Opportunity to evaluate strengths and weaknesses in workplace situation
- Develop critical and creative thinking in workplace setting

For Employers

- Provide source of cost-effective temporary employees
- Opportunity to evaluate potential future employees without initial commitment
- Assist academic community in its attempts to meet employers' needs for graduates with appropriate education and personal development

For University

- Better understand and monitor employers' expectation of graduates

- Provide feedback on performance of PolyU students in workplace and implications of that performance for the design and implementation of curriculum

- Reinforce PolyU's mission for differentiation as the most "practical" of the SAR's universities

New BBA

Offers *MORE CHOICES* and *FLEXIBILITY*

Objectives

- Equip students with *professional knowledge* and *personal skills*
 - => *effective contribution* to the economy and society of HK and of Mainland,
 - => *immediate contribution* to the organization in which they are first employed,
 - => foundation to base the process of *continuous professional development*,
- Enhance students' *verbal communication skills* in English and Putonghua,
- Enhance students' *written communication skills* in English and Chinese,
- Demonstrate a *global outlook* and understanding of *cultural diversity*,
- Identify and invoke mechanisms for the stimulation of *creative thinking* in business settings,

Objectives

- Identify and resolve *ethical issues* arise generally and in specific business settings,
- Effective use of current *information technology* and *evaluate new technologies*,
- Apply *conceptual frameworks* to analyze business situations and problems,
- Self-appraisal and reflective thinking* in creativity, teamwork, leadership, career selection and learning to learn,
- Apply basic financial theories, analyze financial reports and understand the operation of financial markets*,
- Identify and analyze means by which *value* is created in goods and services and delivered to users,
- Conceptualize and act upon the *group and individual dynamics* that exist within organizations,
- Set "*parameters of choice*" within which business organizations set objectives and take actions.

7 Full Majors Programmes

1. Accountancy
2. Accounting and Finance

3. Financial Services
4. Global Supply Chain Management
5. International Shipping and Logistics
6. Management
7. Marketing

11 Business Minors

1. Accounting
2. China Business
3. Commercial Law
4. Finance
5. Financial Services
6. Global Supply Chain Management
7. International Business
8. International Shipping and Logistics
9. Management
10. Management Information Systems
11. Marketing

17 Non-Business Minors In:

- Design
- Health and Wellness
- Language Studies for Professional Communication
- Bilingual Corporate Communication
- Applied Psychology
- Environmental Engineering
- Electronic & Information Engineering

Double Degrees

1. BBA (Hons) and BEng (Hons)
2. BA (Hons) in Design and BBA (Hons) in Marketing
3. BSc (Hons) in Computing and BBA (Hons) in Management

Whole Person Development Programme (WPDP)

We Invest to Develop OUR STUDENT as a “Whole Person”

- Professors' Time and Effort =>
- \$ Subsidy

Every year – 1,150 out of 1,800 students (64%) attended

WPDP

- International Student Exchange Programme

- *Europe, North America and Asia Pacific*
- Mainland:
Xiamen University, Peking University, Fudan University, Nankai University, Renmin University of China etc.

- Subsidize as much as HK\$40,000 (average HK\$20,000) for exchange studies in USA
- Each student contributes only HK\$5,000 – Hardship funds
=> Full Scholarship
- 150 students (20%) participate in 2004
- 40 Mainland plus 110 in Europe, USA and Asia- Pacific

●Leadership and Competence for Success Programme (LCSP)

- Subsidize HK\$8,500 and student only pays HK\$380

●Preferred Graduate Internships Programme

- Internships in major local and international firms
- Total of 1,711 placement from Faculty of Business
(2003/04 – Local: 208, Mainland: 146, Overseas: 36 = Total 390)

●Grand China Elite Programme (GCE)

- Subsidize HK\$1,500 and student only pays HK\$500
- Interact with Mainland students, lecturers/seminars, Putonghua course
- Visits to enterprises/government organizations => enrich experience in Mainland

●Professional Mentorships Programme

.mentees (Year 2 and 3 students) being led by mentors (experienced business executives) => learn to appreciate wider aspects of experience outside classroom

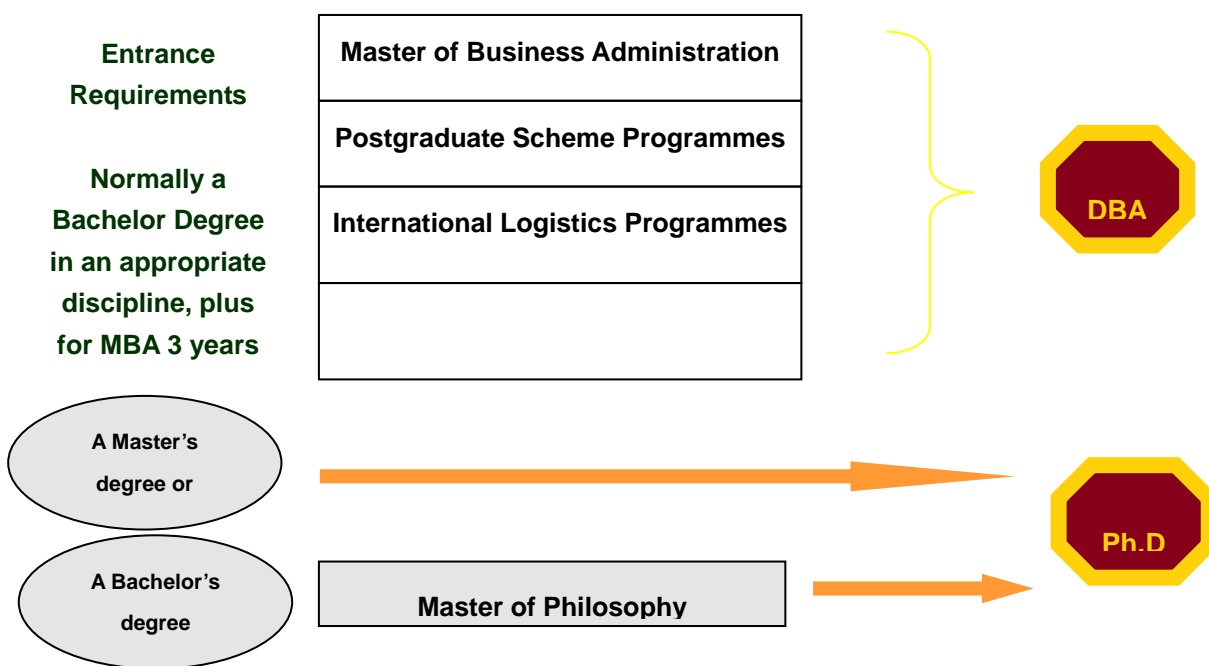
●Student Mentorships Programme

- mentees (Year 1 students) being led by mentors (senior FB students) => provide mentees with advice on their studies (PEER TUTORING) or extra-curricular activities

Graduate School of Business (GSB)

- A *UNIQUE* and *FIRST* graduate business school in HK
- A major re-branding exercise to spearhead academic development
- To establish strategic alliance partners in Mainland (Xiamen University, Zhejiang University, Peking University, Fudan University, Xian Jiaotong University, Renmin University, Nankai University)
- To pursue top-quality *APPLIED* research
- To pool expertise from across Departments/Schools

Postgraduate Education Opportunities



TPgs Programmes in Mainland

1. Doctor of Management (Renmin University)
2. Executive MBA (Zhejiang University)
3. MBA (Xian Jiaotong University)
4. MSc International Shipping & Transport Logistics (Nankai University)
5. MSc Global Supply Chain Management (Harbin Institute of Technology, Zhuhai) *
6. Master of Professional Accounting (Renmin University)

* Subject to ADC Approval

TPgs Programmes in Hong Kong

1. DBA
2. MBA (General Management, Fashion Business, Financial Services, Information Technology Management)
3. MSc Accountancy
4. MSc China Business Studies
5. MSc Management (Human Resource Management, Health Services Management, Public Sector Management, Operations Management, Quality Management)
6. MSc Marketing Management
7. MSc International Shipping & Transport Logistics
8. MSc Strategic Purchasing & Supply Management
9. MSc Global Supply Chain Management
10. Master of Professional Accounting
11. Master of Professional Accounting (CyberU)
12. Master of Corporate Governance

Doctor of Business Administration (DBA)

- Unique niche professional doctorate programme:
Doctor of Business Administration (DBA) HK and DBA/DMgt (Mainland)
- Geared specifically to unique needs of SENIOR business leaders in HK and Mainland:
SCHOLAR-MANAGERS
- Taught subjects, with a doctoral thesis and international residences 51 CREDIT UNITS
- 24 CU taught subjects;
- 24 CU thesis
- 3 CU for 2 residential workshops
- Focus on application of cutting-edge theories

Doctor of Philosophy (Hong Kong)

- Provide rigorous foundation to build an academic or professional career
- Taught curriculum, with thesis and coursework
(Normal Duration: 3 or 4 Years)

18 CREDIT UNITS:

- Common foundation subjects (9 credit units) from three out of
 1. Research Methodology (MM)
 2. Contemporary Topics in Business Research (AF + MM + LGT)
 3. **Econometric Methods (AF)**
 4. Research Methods for Behavioural Research (MM)
- Independent research project
- **THREE** specialized subjects (9 credit units) from:
Accounting, Finance, Logistics and Maritime Studies, Management, Marketing
- Thesis

Master of Philosophy (Hong Kong)

- Prepare students for a career in academic research and teaching
- Taught subjects with thesis and course work
(Normal Duration: 2 Years)

12 CREDIT UNITS:

- Common foundation subjects (9 credit units) from three out of
 1. Research Methodology (MM)
 2. Contemporary Topics in Business Research (AF + MM + LGT)
 3. **Econometric Methods (AF)**
 4. Research Methods for Behavioural Research (MM)
- Independent research project (Optional)
- **ONE** specialized subject (3 credit units) from:
Accounting, Finance, Logistics and Maritime Studies, Management, Marketing
- Thesis

Master of Professional Accounting (Mainland)

- PRC accounting practices may be aligned with international practices
- Provides opportunity for professional development and personal advancement

- Taught subjects (Normal Duration: 2 Years)

Compulsory Subjects

- Accounting Information Systems
- Auditing Framework
- Financial Reporting
- Legal Framework
- Managerial Accounting
- Managerial Finance
- Tax Framework

Elective Subjects (any five)

- Corporate Finance
- Finance for Multinational Corporations
- Financial Statement Analysis
- International Business
- Mergers and Acquisitions
- Project
- Strategic Management for Executives
- Theory and Practice of Accounting in China

Master of Corporate Governance (Hong Kong)

- Graduates eligible for full exemption from the examination requirements of The Institute of Chartered Secretaries & Administrators (ICSA) and The Hong Kong Institute of Company Secretaries (HKICS)
 - Taught subjects (Normal Duration: 2 Years)
- Corporate Financial Accounting
 - Corporate Law
 - Corporate Taxation and Tax Planning
 - Organization Management and Strategy
 - Managerial Accounting and Information Systems
 - Corporate Governance
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- Corporate Administration
 - Corporate Finance and Policies
 - Contemporary Issues in Corporate Governance
 - Any One Elective in:

Economic Law and System of the PRC,	Banking and Finance in the PRC, Securities
Regulations and Practice, Business Risk	Management, Research Project

Research

Areas of Strategic Development in China Business Services (CBS), with 3 streams:

- Corporate Governance
- Logistics and Maritime Studies
- Hotel & Tourism Management and Retail Marketing

Join Our Strategic Partnership