



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

- Accountancy and Corporate Governance
- Global Finance
- Global Business Management
- Marketing



Welcome to the Master of Business Management

Message from the Programme Directors

Designed for graduates from any background, the MBM 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 different stream of studies to prepare them for pursuing a managerial career in either Accountancy and Corporate Governance, Global Business Management, Global Finance or Marketing.

With over 3,300 full-time undergraduate students, the School of Business is one of Hong Kong's most popular providers of undergraduate business programmes. We are also probably Hong Kong's most rapidly emerging business school, moving from three undergraduate programmes around six years ago, to now having ten BBA programmes.

The Master of Business Management (MBM) programme 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 *Journal of International Business Studies*, *Strategic Management Journal*, *Journal of Management*, *Journal of Management Studies*, *Management Science*, *Academy of Management Review*, *Journal of Business Venturing*, *Journal of Consumer Research*, *Journal of International Marketing*, *Journal of World Business*, *Journal of Financial Economics*, *Accounting Review*, *Journal of Accounting & Public Policy*, *Journal of Corporate Finance*, *Journal of Finance*, among many others.



Because of its history, Hong Kong is still one of the leading cities for students to improve their English. Because of our unique and authentic English environment, students enjoy a genuine learning opportunity to sharpen their proficiency of this international lingua franca. Also not to forget, Hong Kong is a vibrant city, where business thrives, and East and West cultures meet. Your prior training and experience coupled with the business knowledge from any of these programmes will place you in an ideal position to advance your career.

The School of Business at The Hang Seng University of Hong Kong will offer you an unrivalled educational experience. We look forward to welcoming you aboard on this unique MBM programme.



Professor Bradley R. BARNES

Co-Programme Director,
Dean, School of Business,
Professor of International Management
& Marketing



Dr Thomas LEUNG

Co-Programme Director,
Associate Dean, School of Business,
Associate Professor of Marketing





李兆基綜合大樓

LEE SHAU KEE COMPLEX

恒 大 HSUHK
中環區 Chinese Restaurant

恒 大 HSUHK
中環區 Chinese Restaurant



The Curriculum

After enrolling in one of the four streams (viz. Accountancy and Corporate Governance, Global Business Management, Global Finance, and Marketing), 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 common elementary modules in the first semester, which is designed to provide students with an initial understanding across different functions before they move on to take the remaining five modules in the chosen stream in the second semester and the Dissertation Project in the summer term.

Common Semester 1 Modules

- ACY6101 Accounting and Business Planning
- FIN6101 Corporate Finance
- MGT6101 Global Strategy
- MKT6101 Marketing Management

Research Methods Workshop

This non-credit bearing Research Methods Workshop aims to equip students with the necessary knowledge, methods and tools using tried-and-tested constructs and measurement items, both qualitative and quantitative, for conducting academic research. Completion of the Workshop will enable students to identify an appropriate topic, build propositions, develop and test hypotheses for undertaking SBUS6999 Dissertation Project and other advanced degrees such as MPhil, DBA and PhD.

Accountancy and Corporate Governance Stream

This stream 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 stream also provides a solid foundation for students who may wish to continue their academic pursuit for an MPhil or a PhD. The five stream modules are outlined as follows:



- **ACY6117 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.

- **ACY6118 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.

- **ACY6119 Financial Reporting and Analysis**

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

- **ACY6120 Enterprise Accounting Information Systems**

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

- **ACY6121 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.

Master of Business Management Programme Orientation



Global Business Management Stream

The Global Business Management stream aims to develop and foster students' knowledge and abilities for jobs in multinational corporations (MNCs) or global business organisations. On completion of this stream, 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 stream consists of five modules:

- **MGT6112 Global Talent Management**

This 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.

- **MGT6113 Cross-Cultural Negotiation**

This 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.

- **MGT6114 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.

- **MGT6115 Global Entrepreneurship**

This 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.

- **MGT6116 Global Management**

This 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.

Global Finance Stream

The Global Finance stream 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 stream 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 stream:

- **FIN6107 FinTech and Innovation**

This 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.

- **FIN6108 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.

- **FIN6109 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.

- **FIN6110 Contemporary Issues in Financial Markets**

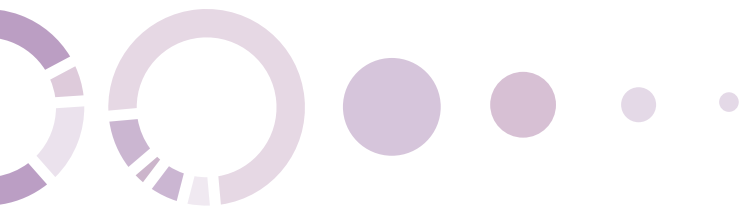
This module aims at developing students' insights about the latest developments in the economy and the financial markets, as well as equipping students to acquire and strengthen their discovery skills for analysing the current issues relating to global finance.

- **FIN6111 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.

* Student should pay the related travel fee (e.g. ticket, hotel, etc.)

* 學生需要自費支付旅程相關費用(如機票、住宿等)。



Marketing Stream

The marketing stream 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 stream 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 stream:

- **MKT6102 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.

- **MKT6103 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.

- **MKT6104 Entrepreneurial Marketing**

This 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.

- **MKT6105 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.

- **MKT6106 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.



Dissertation Project

For each stream, students are required to complete a dissertation project in the summer semester after the completion of the five stream 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.

Non-credit bearing English Workshop

To provide more English support to students admitted with an IELTS equivalent score below 6.5, a compulsory non credit bearing English Workshop is offered with a focus on presentation and communication skills. The workshop is conducted by a qualified and experienced native English speaker at a fee of HK\$3,060. Students with an IELTS equivalent score at or above 6.5 are also encouraged to enrol in the workshop to further develop their English proficiency.





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.

Tuition Fee for the Programme

Non-local students	Local students
HK\$210,000	HK\$200,000





Enquiries on Application and Admission

Applicants can submit their applications through the HSUHK Online Application System.
For further enquiries, please contact the Postgraduate Office.

School of Business, Postgraduate Office
The Hang Seng University of Hong Kong
Tel: (852) 3963 5551
Programme enquiries: mbm@hsu.edu.hk



The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.
Information updated as of September 2023

Master of Business Management is recognised under the Qualifications Framework (QF).
QF Level: 6 | QR Registration No.: 21/000473/L6 | Registration Validity Period: 01/09/2021 To 31/08/2025