



UNIVERSITY
of
GREENWICH

BA (Hons) BUSINESS STUDIES*

- ▶ Business Studies
- ▶ Finance
- ▶ Human Resource Management
- ▶ Logistics
- ▶ Marketing
- ▶ Tourism



THE HONG KONG MANAGEMENT ASSOCIATION

* Registration in Progress

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Message from the Head of Business School

I am delighted to invite students in Hong Kong to study our BA (Honours) programme in Business Studies at HKMA.

Business success in Hong Kong or anywhere in the world can only be achieved through people. Managers need to be educated to respond 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 HKMA will ensure that these materials are delivered in a way that is particularly relevant to students in Hong Kong.

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



Professor Leslie Johnson, Head of 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 23,000 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 reserachers 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 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 are well qualified academically. Many have professional qualifications and expertise and bring a wealth of real business awareness and experience. It has a 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 centre 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 a thriving international community, and around 150 full-time staff, as well as many other part-time staff from industry.

Programme areas including:

- accounting and finance
- business studies
- economics
- entrepreneurship
- events management
- human resource management and organisational behaviour
- international business
- logistics and purchasing
- management
- marketing
- public relations
- tourism

Programmes are constantly revised to reflect current business priorities and the demands of employers; this ensures students are trained in relevant business applications.



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 over 11,000 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 through to Certificate, Diploma, Bachelor, Master and Doctoral Degree programmes. Each year, over 2,000 integrated and well-balanced courses are offered to approximately 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 Bachelor of Arts(Hons) Degree in Hong Kong. The Local Secretariat at the HKMA will take care of the administration of the programme in Hong Kong.



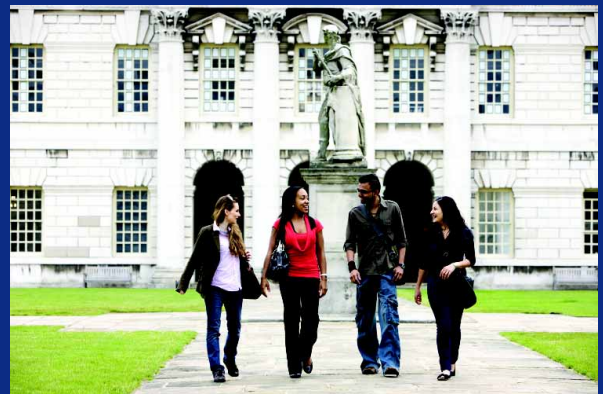
BA(Hons) Business Studies – Entry with Advanced Standing

The University of Greenwich and HKMA offer the BA(Hons) as a continuing professional education programme through part-time study.

The programme aims to prepare students for careers in business and management by developing in them, a systematic, broad, analytical business. The programme specifically studies organisations, business and management and the changing external environment in which students for careers in business or consultancy by equipping them with both practical skills that enhance their employability in business, communication and interpersonal skills which will provide the foundation for lifelong learning. “With” programmes additionally enable students to 6 different subject specialisation including Business Studies, Finance, Human Resource Management, Logistics, Marketing and Tourism.

The full degree comprises 360 credits for 3 years. The Hong Kong programme consists of 180 credits of the degree offering students with appropriate academic and professional achievements entry with Advanced Standing status.

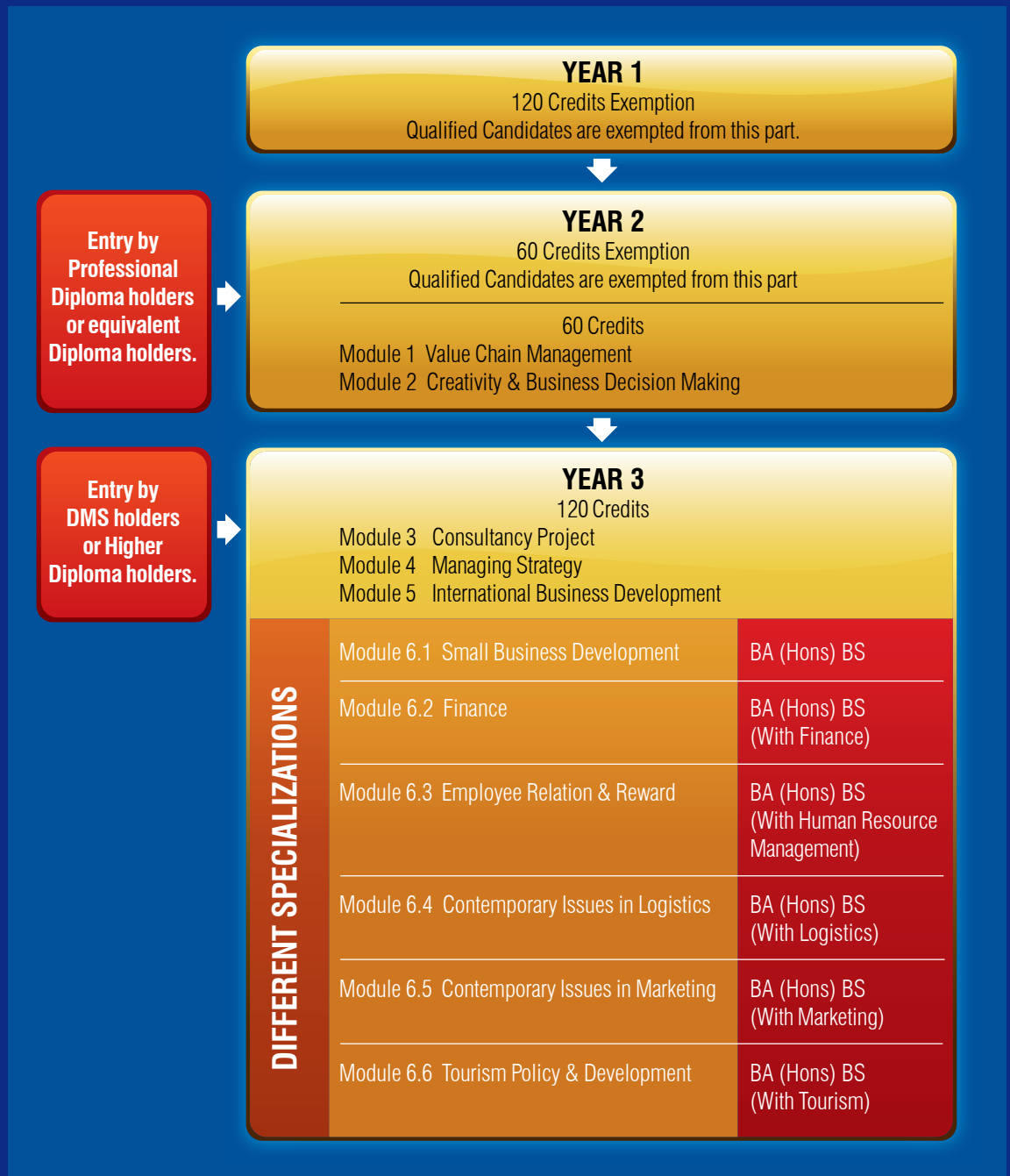
HKMA DMS or other higher diploma holders may directly enter the 3rd year of the BA(Hons) BS programme covering 4 modules. Whereas HKMA professional diploma and other ordinary diploma holders may enter the 180 credits (entry to 60 credit at Year 2) covering a total of 6 modules. The admission Criteria set out the necessary professional qualifications, business knowledge and experience required by the University when offering Advanced Standing status to a student. The BA(Hons) Business Studies offers a series of programmes with the final subjects in different areas indicating different specialisations including Business Studies, Finance, Human Resource Management, Logistics, Marketing and Tourism.



Duration

The BA (Hons) Business Studies (with different specializations) – Advanced Standing programme in Hong Kong can be completed over a period of 8 to 12 months.

Programme Structure



Entry Requirements

The BA(Hons) Hong Kong Programme is an advanced standing status programme. In order to be admitted into the programme with advanced standing status, applicants must be:

For entry into year 3:

Holders of an advanced diploma from recognized post-secondary institutions such as Diploma in Management Studies jointly organized by the Hong Kong Management Association and Hong Kong Polytechnic/ Hong Kong Management Association and Lingnan University, or equivalent qualification, such as relevant Advanced / Higher Diplomas from certain institutes including: VTC, HKU SPACE, NCC, etc.

For entry to 60 credits at year 2:

Holders of diploma from recognized post-secondary institutions such as Professional Diplomas offered by the Hong Kong Management Association, or VTC Professional Diploma, or other relevant Associate Degree.

Applicants must be proficient in English Language and may be required to provide evidence of proficiency (TOEFL 550 or IELTS 6.0) OR Grade D obtained from HKCEE English (Syllabus B) or Grade D for HKALE English Language, unless their diploma qualification has been undertaken in an institution where the language of instruction is English.

Award

Upon satisfactory completion of the 4 modules (for higher diploma holders) or 6 modules (for ordinary diploma holders), students in all specializations will be awarded the “BA(Hons) in Business Studies” degree certificate by the University of Greenwich. The specializations will be shown on the transcript of study.



Recognition of Degree

The BA(Hons)BS awarded by the University of Greenwich, UK through part-time studies in Hong Kong carries equivalent academic status and recognition to a Bachelor's Degree conferred by the University to home full-time and part-time students in the UK.

Study Schedule

The programme will be offered over 3 4-months terms; with each term covering 2 modules. The study schedule for each term would be as follows:

Week	Module 1 Weekday Evenings(6:30pm-10:00pm) or Weekends (2:00pm – 5:30pm)	Module 2 Weekday Evenings (6:30pm-10:00pm) or Weekends (2:00pm – 5:30pm)
1	✓	✓
2	✓	✓
3	✓	✓
4	✓	✓
5	✓	✓
6	✓	✓
7	✓	✓
8	✓	✓
9	✓	✓
10	✓	✓
11	✓	✓
12	✓	✓
13	✓	✓
14	Revision	Revision
15	Exam	Exam
16	Break	Break

Why the University of Greenwich BA(Hons) BS Programmes?

An express way for a Reputable UK Degree

The University of Greenwich is an internationally recognized university and its degrees are recognized worldwide. The programme is a fully accredited British undergraduate university degree. The programme is not available by external study or by examination alone.

Attainable in 8 months

With advanced standing, participants can complete the programme in as short as 8 months with 4 modules or 1 year with 6 modules.

Different Specializations

Students can choose to study different specializations including Business Studies, Finance, Human Resource Management, Logistics, Marketing and Tourism.

Fully taught by experienced local associate faculty

The programme is taught by local experienced associate faculty with local, innovative and practical knowledge and therefore participants can easily apply their learning and case studies into their daily work. Preparation, problem-solving exercise, projects and self-managed learning activities are used to encourage flexible and independent thinking.

Affordable and competitive programme fee

Degree can be obtained in an affordable and competitive programme fee.





Application Procedure

How to apply

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

1. Three sets of duly completed Local Assessment Form and Application Form for the University of Greenwich BA (Hons) degree programme. (One original set 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. Three passport sized photographs.
4. Documentary proof of proficiency in English, e.g. Certificate or Diploma programme conducted in English, HKCEE Certificate with English (Syllabus B; TOEFL 550 or IELTS 6.0)
5. 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 BA Secretariat	Central Head Office Tel: 2526 6516
The Hong Kong Management Association	Wanchai Centre Tel: 2574 9346
16/F, Tower B	Pico Tower Centre Tel: 2866 4551
Southmark	First Commercial
11 Yip Hing Street	Building Centre Tel: 2574 2238
Wong Chuk Hang	Wong Chuk Hang Centre Tel: 2766 3303
Hong Kong	

on or before the Deadline

Further Information

For further details about the programme and enquiries on application procedures, please contact
2774 8592 (Ms Shino Choi) / 2774 8500 (Ms Man Law) / 2774 8511 ext 310 (Ms Toby Chan)
Fax: 2365 1000

Email: degree.greenwich@hkma.org.hk

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

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. Application results will be posted to individual applicants eight to ten weeks after the application deadline.



Programmes Fees

For Year 3:

HK\$ 14,499 per course x 4 courses

Total Course Fee for year 3: HK\$57,996

For 60 credits Year 2

HK\$5,992 per course x 2 Courses

Total Course Fee for year 2: HK\$11,984

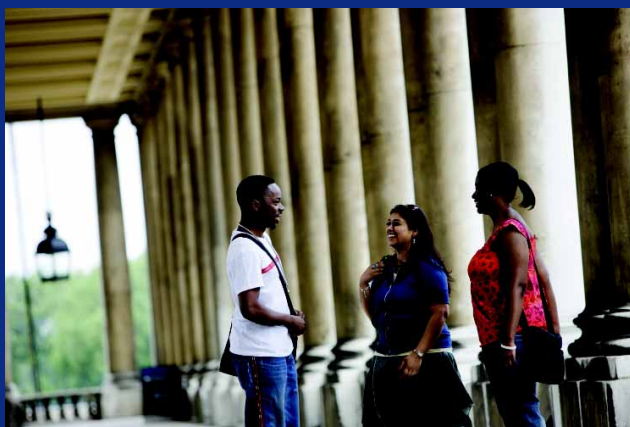
For Entry into year 3: Total course Fee: HK\$ 57,996

For Entry into 60 credits Year 2: Total Course Fee = HK\$69,980

- Fees are collectable every term which covers 2 courses.
- The fee is a composite fee including the following:
 - Registration with the University
 - Induction Seminar
 - Intensive Seminars conducted by lecturers from the University of Greenwich
 - Local Study Group
 - Examinations in Hong Kong
 - Access to Library Facilities
 - Student Notes and Essential Textbooks
 - Local Administration Support

Students should note that all fees are subject to review and many changed by the University.

Financial Assistance



Students on the programmes 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.





Curriculum of BA(Hons)BS

Module 1 - Value Chain Management

The aim of this course is to advance the students' understanding of how an organisation might gain strategic advantage through managing people, processes and systems in an integrated manner, outside the constraints of formal (stove-pipe) organisational structures. Students will learn the key features of value chain management and examine the various organisational activities that add value to a company's product or service. Applying a general model of operations and systems management, the course concentrates on the importance and benefits of stimulating customer loyalty customisation where businesses can be differentiated by the volume and variety of their product and service offerings.

Indicative Content

- Key theories associated with the value chain approach
- General models of operations and systems management
- Managing supply and demand
- Delivering customer value and satisfaction
- Managing vital operations and processes
- Designing; processes, products, services, networks and organisations
- Resource based and Knowledge based approaches to business operations
- Quality, and performance management
- Business process improvement (BPI) & business process reengineering (BPR)
- Flexible operations
- Critical success factors (CSFs) and Core Competence
- Integration and segmentation
- Cross-functionalism, integration and collaboration
- E-business and e-commerce
- Relationships, responsiveness, stakeholders and ethics
- The role of technology (technological systems) in value chains
- Organisational control, change and innovation
- Energy efficient manufacturing and ecological thinking
- Configuring and reconfiguring the value chain in different industries
- The value of the brand and building strong brands
- Coordinating the integration of people, processes and systems
- Creating a value proposition



Module 2 - Creativity and Business Decision Making

Good decision-making is central to business success. This course aims to lead the student into all levels of business decision-making, from strategic to operational, and provide them with broad financial understanding so that decisions and their consequences for business can be evaluated. It introduces some of the technical tools that inform the decision-making, including further data reduction and statistical models. It introduces the strategies and concepts of individual and group creativity and applies them in commonsense examples from business. It examines and evaluates decision-making as a human activity in organisations. As a result of this, students should be able to practice the key skills relating to good decision-making, both operational and strategic, and be able to critically appreciate a decision-making process in human and organisational terms.

Indicative Content

Decision context: Nature of decisions. Reactive proactive levels of decision-making and planning. Decisions and information. Good information. Critical approach to decision making, data gathering, analysis and interpretation, data reduction and decision support. Decision politics, groups, persuasion. Top down, bottom up. Financial aspects of decision-making: Financial information, familiarisation with balance sheet and profit and loss account. Financial information - Ratio analysis and interpretation. Implications for different sectors and comparison. Impact on business planning. Capital and gearing. Time value of money > Investment/project appraisal, opportunity cost. Payback NPV IRR. Comparison of appraisal methods. Creative aspects of decision-making: Context of creativity. Aspects of creativity, individual - improving creativity. Group creativity, brainstorming, six hats. Technical tools supporting decision-making: Market research, questionnaires, a critical approach. Preparing for negotiation, lateral thinking - Win-lose, win-win. Critical approach to decisions revisited. Incomplete data assumption. Risk and probability. Risk and decision-making. Quality decisions, SPC charts and Normal Variation. Quality decisions, Sampling and hypothesis testing. Time constraints. Business scheduling and elements of network analysis. Decision-making strategies.



Module 3 - Consultancy Project

To provide the opportunity for the student to critique business theory. To provide the opportunity to integrate and apply skills and knowledge acquired earlier in the programme to a live business consultancy problem. To develop the students ability to define and analyse a complex business problem. To help students integrate academic knowledge and practical applications. To give practice in the specification, collection, analyse and reporting of information. To give the opportunity to structure and write up large amounts of material. To give experience of planning a project over an extended time period and meeting a deadline. To facilitate independence of behavior by the students.

Indicative Content

This course will build upon the theoretical aspects introduced in the other courses since these provide the underpinning knowledge essential for the development of coherent business solutions. Students will also be expected to utilise the abilities developed in the courses studied in year 2 to demonstrate creative problem solving; presentation techniques and reflective practice. The content will focus on consultancy practice and include the following: Managing client perceptions and expectations Business theory and methods Ethical consultancy practice. The project will involve four stages and four resulting assessments.

1. Project plan and timeline
2. Business Management report
3. Consultancy presentation
4. Business Management Executive report.

The course leader will devise workshops whose content is linked to providing knowledge and theory to help students carry out a substantial piece of work.



Module 4 - Managing Strategy

The course will develop critical analytical skills relevant to strategic management and will reflect the plurality of perspectives and approaches to strategic management wherever it is possible and appropriate. Further, the course will introduce students to the cognitive processes and core analytical tools which underpin the management of strategy in organisations. The cognitive element is complemented by a business reality component in the form of a game simulation exercise. For the undergraduate this has to be a synthetic experience but the skills and know-how acquired should enhance their employability. Alongside the teaching of tools and skills, students will be encouraged to develop a critical appreciation of the nature and limits of business strategy and an understanding of the organisational dynamics involved in strategy development.

Indicative Content

1. Analysis and appraisal: The nature of strategy and its role in the firm. Models of the strategic process. Identifying different strategic lenses. Environmental scanning. Industry analysis and industry success factors. Internal capabilities of the firm, distinguishing competencies, market segmentation, the value chain and key success factors. Generic strategies. The role of intellectual assets.
2. Strategy formulation: Types of competitive advantage and sustainability. Industry life cycle and related strategic response. Creating value through diversification. Entry modes of international expansion.
3. Strategy implementation: Strategic leadership and ethics. Recognising and creating opportunity. Managing innovation and creativity. Requisite structure and culture. Matters of sustainability.
4. Practical Business Decisions: The Business Game.



Module 5 - International Business Management

To give students a clear insight into the major external environmental factors governing international business management. To provide an understanding of various management functions in an international context at both a conceptual and a practical level.

Indicative Content

The rationale for going international: Measuring and managing environmental risk. The rise of Foreign Direct Investment (FDI). Horizontal and vertical FDI. Managing host regulation of FDI. Managing strategic dilemmas. Relationship between modes of entry, environment and strategy. Managing international strategic alliances. Organisational structure and culture. Control systems and incentives in international context. National and international accounting standards and the consequences of differing standards. Investment decisions and financing decisions. Techniques for global money management. Managing foreign exchange risk. Human resource considerations in internationally-oriented companies. Managing international operations.



Module 6 – Specialisations

6.1 – Business Studies

Course - Small Business Development

This unit has three fundamental objectives:

1. To study the factors involved in the initiation of new ventures – and indeed in the termination of small businesses;
2. To understand the growth processes and pressures facing small businesses as they develop;
3. To appreciate the differences between small business management, enterprising behaviour, and the 'pure type' of the entrepreneur. The course is designed to give students an understanding of the current academic and pragmatic approaches to small business, enterprise and entrepreneurship.

Indicative Content

Small Business as a subject Opportunity search and identification. The start-up process and the business plan Entrepreneurship: models and traits Sources of finance and support Alternatives to start-up: franchising, MBO/MBI/BIMBO Models of small firm growth Success factors Failure factors Contemporary issues Finance Marketing HRM Operations e-commerce and innovation.



6.2 – Finance

Course - Finance

To provide the students with empirical and theoretical knowledge of the role of the funder and their preferences in the management of a firm. To enable the student to understand and apply a range of financial techniques to complicated business circumstances which form the basis for the management in any commercial environment. To provide the students with an environment in which they can think critically and develop their information management skills in relation to problem solving within the financial perspective. Finance as a degree subject requires the students to understand the main objective of the firm which is maximization of shareholder value and the different internal policies undertaken by the firm to attain that goal. This requires students to study the risk, return and utility theories for investors and how investors construct portfolios of investments. Students will also study how firms make capital structure, dividend policy, risk management and other decisions aimed at achieving the primary goal of the firm. They will study valuation techniques of assets, businesses and projects as this is necessary in evaluating the attainment of the above stated objective. There will be an emphasis on a practical approach to the teaching of the subject to help prepare students for effective job performance in this area. This will result in requesting students to do exercises in portfolio theory, valuations, decision making and risk management. They will also learn to prepare financial management reports.

Indicative Content

The role of financial management in the business enterprise: Economic Rent and Present Value. The role of the investor: Portfolio Theory and Asset Pricing Theory. Valuation Models for Financial Assets including Capital Asset Pricing Model (CAPM). Valuation Models for Businesses. Debt Instruments. The Capital Structure and Dividends, Risk Management.



6.3 – Human Resource Management

Course - Employee Relation & Reward

This course covers two major and linked areas of human resource management policy and practice - employee relations and employee reward. The aims of this course are to develop the student's knowledge, understanding and professional competence in the field of employee relations and reward management. The course provides an understanding of the relationship between management and employees collectively, whether unionised or not, and individually - which is central to effective workplace harmony and performance. The aim is to highlight the importance of the legal framework in managing both employment relations and reward, to examine the strategic choices which employers confront and to examine recent moves from collective to more individualistic relationships. The course also aims to emphasise the importance of employee involvement in workplace decisions as a major route to improved motivation and commitment.

Indicative Content

1. The context of employee relations and reward.
2. Theoretical frameworks for the study of the employment relationship
3. Management: objectives and styles of employee relations management.
4. Employees: different forms of employee voice.
5. The State as third party.
6. Processes of decision making.
7. The outcomes of collective bargaining.
8. Employee involvement and participation: management aims.
9. Employee relations practices: Discipline handling, the criteria for the evaluation of procedures, disciplinary interviewing skills.
10. The contribution of reward management to the effective management of people.
11. The nature, role and aims of reward within an organisation's corporate and personnel and development strategies.
12. Pay structures, job evaluation and competency based job evaluation.



6.4 – Logistics

Course – Contemporary Issues in Logistics

The aim of this course is to advance the students understanding of the critical study of international and global logistics and to critically appraise the importance of innovation in logistics management. Contemporary issues in Logistics have gained momentum with the globalisation and the growth of e-commerce. Logistics are at the heart of any organisation as its role is to interpret strategy and policy into products and services. Over the past decades there have been some fundamental changes in the way organisations manage their logistics not only nationally, but on an international basis. The overall focus of this course is one of exploring current trends, identifying areas of opportunities, challenges, changes and how these changes have come about and what we might face in the future. The course is designed to give students a critical understanding of the current academic and pragmatic approaches to logistics; the context is contemporary logistics both global and local.

Indicative Content

Logistics Strategy
Quality management in Logistics
Logistics in a digital Environment, Relief Logistics
Environmental Issues in Logistics
The industry of 3PL
Green and Reverse Logistics
Critical Logistics Technology in the 21st Century
Logistics in Service Industries
Modern Logistics concepts e.g. Lean, Agile.



6.5 – Marketing

Course – Contemporary Issues in Marketing

The purpose of this course is: To support the development of marketing students into autonomous learners and independent thinkers To enable future marketing managers to engage with leading-edge theory in a positive and open minded way To enable them to envisage the impact of current and future trends on the role and implementation of Marketing To encourage further research and enquiry into the 'edges' of discipline

Indicative Content

The course is organised around two strands of lectures - Course lectures. These will introduce and the various cognate fields of study. These will broad in the nature and guide and guide students to other sources of information and research. Typically they will also provide direction in the completion of the assignment and exam. These lectures may include –

1. The structure and approach of the course
2. New technology in marketing
3. Marketing ethics
4. Critical approaches to marketing
5. Revision and preparation for the assignment/exam Research and Practice Lectures.

These will be lecture typically examining an academic issue with less breadth, but more depth. They will explore current research interests within the subject group, amongst the faculty in the business school and of invited visiting academics and practitioners - in relation to the core themes of the course. They may also relate the experience, practice and concerns of practitioners in marketing also with reference to the three core themes.



6.6 – Tourism

Course – Tourism Policy and Development

To critically examine the historical context of tourism policy and its relationship to concepts of development. To examine the organisational structures and policy frameworks involved in developing tourism policy. To understand the links between tourism planning and local, regional, national and international development. To analyse the concepts of sustainable and ethical tourism.

Indicative Content

History of Tourism policy in the UK Understanding development-local, regional, national, international Development typologies-economic, social, cultural Local or Regional Government and Tourism in the UK Comparative national tourism policy analysis Sustainable tourism development Ethical Tourism Funding for Tourism The EU and Tourism development Developing a tourism policy Tourism and regeneration - urban, rural, cultural

Advancement Path

DOCTORATE DEGREES



1. **The University of Newcastle, Australia**
Doctor of Business Administration
(Completed in 2 years)



2. **Bulacan State University, Philippines**
Doctor of Philosophy (PhD)
(Completed in 2 years)



MASTER DEGREES



1. **Macquarie Graduate School of Management, Macquarie University, Sydney**
Master of Management in
Financial Management, International Management,
Logistics and Operations Management, Management, Marketing Management,
People and Performance,
via Postgraduate Diploma
(Completed in 1.5 years)



2. **The University of Newcastle, Australia**
Master of Business
(Completed in around 1 year)



3. **University of Wales, UK**
MBA
(Completed in 2 years)



4. **University of Greenwich, UK**
MBA in Financial Services
(Completed in 20 months)



5. **University of Technology, Sydney, Australia**
Master of Engineering Management
(Completed in 15 months)



University of Greenwich, UK
BA(Hons) Business Studies



The Local Greenwich BA Secretariat
The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang
HONG KONG

Tel : 2774 8592 / 2774 8500 / 2774 8511
Fax : 2365 1000
Email : degree.greenwich@hkma.org.hk
Website : www.hkma.org.hk/greenwich/babs

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 Hong Kong Management Association does not give any warranty and will not accept any liability regarding the above.

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

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