



BACHELOR OF BUSINESS (MANAGEMENT)

with specializations in



HUMAN RESOURCE MANAGEMENT

MARKETING MANAGEMENT

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

C O N T E N T S



<i>M</i> essage from the Pro-Vice Chancellor (Business)	1
<i>W</i> elcome from Head of School of Management	2
<i>R</i> MIT University	3
<i>T</i> he Hong Kong Management Association	4
<i>W</i> hat Can I Learn From This Program	5
<i>H</i> ow Long Does It Take to Complete the Degree	6
<i>H</i> ow is the Program Organised	7
<i>H</i> ow Will I Be Assessed	8
<i>W</i> hy Should I Choose This Program	9
<i>A</i> m I Eligible for Admission	10
<i>H</i> ow Can I Apply	11
<i>W</i> hat Do I Study in Core Subjects	12
<i>W</i> hich Specialization to Choose	13-18
<i>W</i> ho are the Teaching Staff	19
<i>W</i> hat Will be the Next Step	20

MESSAGE FROM THE PRO-VICE CHANCELLOR (BUSINESS)

RMIT University is delighted to be involved in education provision in Hong Kong and particularly pleased to be offering our business programs through Hong Kong Management Association.

RMIT Business is one of Australia's largest and most diverse business faculties and we offer a great variety of programs from diploma to PhD levels. We aim to be at the forefront in meeting the learning needs of students in the information age as we strive to further enhance our reputation for producing high performance graduates.

The Bachelor of Business (Management) program is one of the most successful programs offered by RMIT University in Australia and overseas. The program has a fine reputation for producing graduates with strong technical proficiency and a range of management skills that are highly relevant to a career in business.

Associate Professor Sandra Martin, Head School of Management, and her staff teaching the Bachelor of Business (Management) program, will provide a rewarding experience of high quality for all students.

On behalf of RMIT University I welcome the continuation of the cooperative partnership established between the Hong Kong Management Association and RMIT University. I also look forward to the continuing success of RMIT's Bachelor of Business (Management) program in Hong Kong.

Professor Sheila Bellamy
Pro Vice-Chancellor (Business)
RMIT University

WELCOME FROM HEAD OF SCHOOL OF MANAGEMENT

It is my pleasure to introduce and welcome you to the Bachelor of Business (Management) Program in Hong Kong. RMIT University has a long history of offering high quality university programs across many parts of Asia. Few universities in the Asia-Pacific region can claim such a strong international perspective.

RMIT University is proud to offer this program in Hong Kong and to contribute to both the skills of the Hong Kong business community and the career enhancement of graduating students. We are also proud to be associated with the Hong Kong Management Association in this Program.

The School of Management is responsible for the program development and all teaching of this degree program is delivered by RMIT Melbourne-based staff. It is our aspiration to continue to deliver the same level of quality and client approval in Hong Kong as has been generated by this course in other Asian locations.

Associate Professor Sandra Martin
Head, School of Management
RMIT University



The Royal Melbourne Institute of Technology (RMIT) was established in 1887 and is one of the largest multi-level universities in Australia. The University has over 57,000 students enrolled in a wide range of post secondary, undergraduate and postgraduate courses in a variety of disciplines.

Throughout its history, RMIT University has been committed to providing vocationally relevant education. RMIT's strong local and international reputation is based on the quality of its academic and research programs.

RMIT's reputation for excellence is further evidenced by the many different nationalities of students choosing to study at the University. There are currently over 4,000 overseas students enrolled across the University and the demand for places greatly exceeds the supply.

RMIT Business is one of the largest business schools in Australia with almost 18,500 students. RMIT Business is a multi-level Business School, offering a wide range of programs from certificates, diplomas and advanced diplomas through to undergraduate degrees, graduate diplomas, master's degrees by coursework and master's and PhD degrees by research. These academic programs are supported by more than 400 academic staff. Apart from teaching activities, staff are also active in research and consulting. RMIT Business prides itself on its strong links with industry and, in particular, with the Central Business District. These links are reflected in its close association with senior business and community leaders who participate in course advisory committees and by many practitioners who are involved in part-time teaching.

The RMIT School of Management is an entrepreneurial and externally focused School that engages in a wide variety of activities. The School provides a range of consulting and training services to industry and its industry linkages are very strong. Internationally, the School of Management conducts a Bachelor of Business (Management) and an MBA program in International Management.

THE HONG KONG MANAGEMENT ASSOCIATION



The Hong Kong Management Association (HKMA) is a 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 organization, HKMA currently has a collective membership of over 14,000 from different business sectors. Members of the Council and Committees comprise 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 of continuing development for local executives, a full-spectrum of management education programmes are offered, ranging from short courses and workshops through to Certificate, Diplomas, Bachelor, Master and Doctoral Degree programmes. Annually, some 2,000 integrated and well-balanced courses are offered to some 54,000 participants from different business sectors.

WHAT CAN I LEARN FROM THIS PROGRAM ?

The Bachelor of Business (Management) is the major undergraduate program in general management education offered by the Business Portfolio at RMIT University.

The program is designed to equip students with the basic knowledge, competence and orientation to business to enable them to undertake positions of leadership in management, whether in the private or public sector. The degree provides students with the opportunity to focus on an area of special professional interest.

BENEFITS TO STUDENTS

By the end of the B.Bus (Mgt) degree, in particular, graduates will have gained:-

1. a critical intellect capable of researching and analysing business situations, solving problems creatively and making high-quality decisions;
2. a breadth of knowledge of the contemporary global business environment, of the forces which are driving change in that environment and the implications for organisations and their managers;
3. an understanding of, and the skills necessary to, behave effectively as a manager in situations of individual and group communication, team development and management, and group and organisational leadership;
4. a cross cultural understanding and situational skills to deal effectively in international settings and to manage diversity in the workplace.

THE HONG KONG PROGRAM - ENTRY WITH ADVANCED STANDING

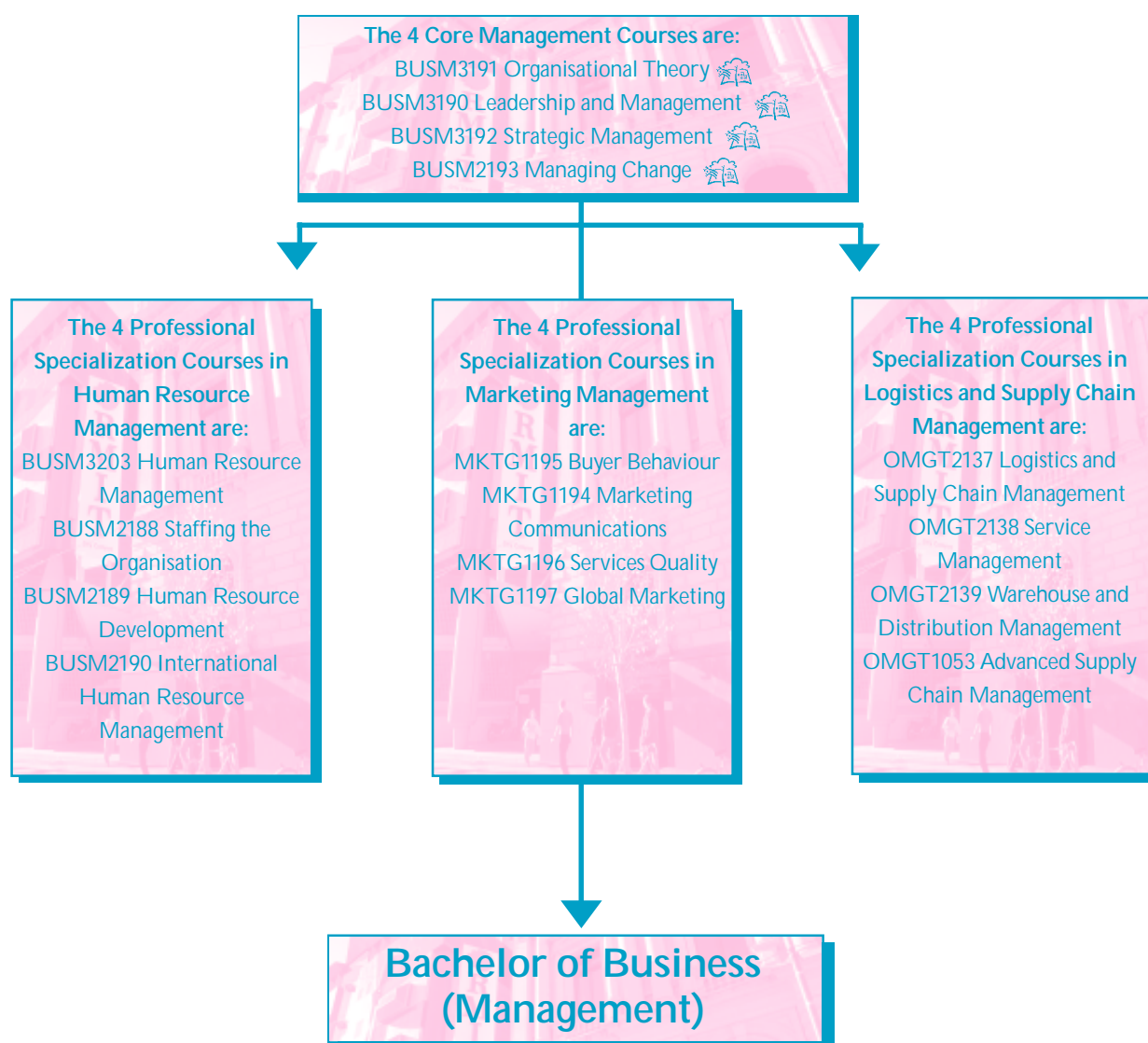
The RMIT and HKMA offer the B.Bus (Mgt) as a continuing professional education program through part-time study.

The full Bachelor of Business (Management) degree comprises 24 courses. The Hong Kong program is the final stage of the degree offering students with appropriate academic and professional achievements entry with Advanced Standing status. It means that students entering the Hong Kong program are automatically given two-thirds exemption from the full program. The Admission Criteria set out the necessary professional qualifications, business knowledge and experience required by RMIT when offering Advanced Standing status to a student.

HOW LONG DOES IT TAKE TO COMPLETE THE DEGREE?

The Bachelor of Business (Management) - advanced standing program in Hong Kong can be completed in a minimum of 12 months (maximum 24 months). The 8 courses are delivered in four terms of three months in duration.

The 8 courses in the program are made up of 4 Core Management courses and an elective cluster of 4 courses in a Professional Specialization. To be awarded the degree of Bachelor of Business (Management), all students have to complete the core management courses plus four specialization courses from the SAME elective cluster.



* These courses have been included in the list of reimbursable courses for CEF purposes.

HOW IS THE PROGRAM ORGANISED ?

For each course, students are required to attend 36 hours of classes delivered over two weeks. A typical term covering one core and one specialization course hence looks like the following:

Wk 1	Intensive Seminar (Core Course)
Wk 2	Intensive Seminar (Core Course)
Wk 3	Self Study + Revision + Course Work
Wk 4	
Wk 5	
Wk 6	Intensive Seminar (Specialization Course)
Wk 7	Intensive Seminar (Specialization Course)
Wk 8	Self Study + Revision and Course Work
Wk 9	
Wk 10	
Wk 11	2 Examinations (Core & Specialization)
Wk 12	Break

The 36 hours of classes will be delivered in two Intensive Weekend Seminar blocks by RMIT lecturers as follows:

Intensive Seminar:

Block 1 Weekdays (6.30 pm - 9.30 pm)
 Saturday (2.00 pm - 10.00 pm)
 Sunday (9.00 am - 4.00 pm)

Block 2 Weekdays (6.30 pm - 9.30 pm)
 Saturday (2.00 pm - 10.00 pm)
 Sunday (9.00 am - 4.00 pm)

HOW WILL I BE ASSESSED ?

STUDY MATERIALS

For each course, detailed notes and reading materials prepared by the teaching staff from RMIT University will be given to students. Where necessary ONE prescribed textbook will be given for each course.

CONTACT HOURS

Each course comprises 36 hours of face-to-face teaching by RMIT faculty. A series of teaching activities will be carried out including lectures, seminars, group discussions, case studies, presentation, role play ... etc.

ASSIGNMENTS AND EXAMINATION

Students will be assessed continuously throughout the program. Each course will have 1 - 2 assignments in the form of essays, case studies, group projects ... etc. A final examination will be held for each course at the end of the term.

ASSESSMENT

Responsibility for all assessment in the Bachelor of Business (Management) program rests with RMIT University.

AWARD

Upon successful completion of all the eight courses, graduates will be awarded the Bachelor of Business (Management) degree by RMIT University. Awards with Distinction are made to students who have attained a set standard of achievement in the overall performance on the program.

GRADUATION CEREMONY

A degree conferral ceremony is held each year in Hong Kong. Degrees are conferred by the Chancellor of the University or a representative of the Chancellor designated by the University's Council.

WHY SHOULD I CHOOSE THIS PROGRAM?

AN INTERNATIONALLY RECOGNISED DEGREE

The degree that students obtain at the completion of the program is exactly identical to the one conferred to students studying full-time on campus. RMIT is an internationally recognised university and its degrees have worldwide recognition.

FULLY TAUGHT BY RMIT FACULTY

Regular performance appraisal of all staff participating in the program ensures the quality of staff contribution.

INNOVATIVE APPROACH TO TEACHING

The B.Bus (Mgt) program of study reflects RMIT's innovative and practical approach to management development. Besides lectures, methods such as case study preparation, problem-solving exercises, projects and self-managed learning activities are used to encourage flexible and independent thinking.

HIGH STANDARDS OF ASSESSMENT

High standards are expected. Standards relate to the values underpinning the program, as well as to students' academic performance.

The program is intensive and demanding in its requirements. Students are expected to put in considerable time and effort and to meet high quality standards for all assignments and project work. Regular feedback is sought from students and staff to help maintain standards and students' satisfaction.

All assessment is done by the University. It is important for intending students to recognise that control of assessment rests solely with the academic staff of RMIT. This control may be exercised in a variety of ways but the standards expected and maintained are those which apply to students in Australia. No relaxation of this policy is accepted by the Business Portfolio. Students who fail a course will have the opportunity to repeat it (paying a further course fee) within 12 months of the normal completion date of their original program. RMIT does not set supplementary examinations, or accept resubmissions of assignments. Students not meeting satisfactory progress requirements may not be permitted to continue in the program.

PROGRAM ACCREDITATION

The B.Bus (Mgt) is a fully accredited Australian Undergraduate University degree. The program is not available by external study or by examination alone. It also qualifies graduates for consideration for admission to MBA programs in many institutions.

AM I ELIGIBLE FOR ADMISSION ?

ADMISSION CRITERIA

The Bachelor of Business (Management) Hong Kong program is an advanced standing status program. To be considered for admission with Advanced Standing status, applicants must fulfill the following admission requirements:

- I. Working Experience and English Language Requirement
 - Completed 3 years work experience. Preference will be given to applicants with executive/supervisory experience
 - Evidence of a mature approach to business and management
 - Good command of English including an ability to communicate ideas in both writing and oral discussion, demonstrated by the holding of a grade E or above pass in the HKCEE English language (Syll B)
 - Candidates may be required to sit an English test set by RMIT University; and
- II. Academic Qualification Requirement
 - *Applicants with TWO years post-secondary studies of at least 16 modules in business-related area may be eligible for direct entry. Among the 16 modules, the University requires that all students to be admitted for direct entry MUST have done previous studies in the following 8 subject areas:*
 - ◆ Accounting
 - ◆ Economics
 - ◆ Law
 - ◆ Business Research Methods
 - ◆ Organization Behaviour
 - ◆ Prices and Markets
 - ◆ Information System
 - ◆ Marketing

Applicants who lack certain pre-requisite subjects listed above or two years equivalent post-secondary qualifications will be required to take up some bridging courses before admission to the program.
 - Graduates of the Diploma in Management Studies (DMS) jointly organized by the HKMA/HKPolyU or HKMA/Lingnan University without additional qualification are required to take up the following 4 bridging courses:
 - Business Research Methods
 - Prices and Markets
 - Ethics
 - Employment Relations
 - DMS/DBM Graduates with additional qualifications may be exempted from the above bridging courses in a case-by-case basis.

It is therefore important that applicants holding qualifications not awarded by HKMA to submit FULL INFORMATION INCLUDING SYLLABI on ALL SUBJECTS with CERTIFICATES and TRANSCRIPTS covered in their post-secondary qualification to facilitate the assessment process by the University.

FURTHER EXEMPTIONS

Students admitted to the program are already granted advanced standing status, and NO further exemptions would be considered. This applies without exception.

HOW CAN I APPLY?

INTAKES

There are two intakes every year in March and September. Application deadline is 4 months before the commencement of the Intake.

HOW TO APPLY

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

1. Three sets of duly completed Application Form for RMIT's Bachelor of Business (Management) degree program (1 set of original copy and 2 sets of photocopies).
2. Three sets of photo-copies of all certificates of educational qualifications mentioned in the Application Form, including a **full transcript with grades** for the diploma level qualification.
3. For qualifications not awarded by the HKMA, full information, including transcript of results and subject syllabi must be attached.
4. Three passport size photographs.
5. Documentary proof of proficiency in English, eg. (HKCEE Certificate with English Language (Syll B); TOEFL 580 or IELTS 6.5)
6. A non-refundable application fee of HK250.00 (cheques should be made payable to "The Hong Kong Management Association")

Applications should be sent to:-

The Local RMIT-BBM Secretariat

The Hong Kong Management Association

Top Floor, Unit M, Phase III, Kaiser Industrial Estate, 11 Hok Yuen Street
Hung Hom, KOWLOON

Incomplete application will cause delay in assessment for which HKMA and RMIT will not be responsible.

ENGLISH TESTS

Applicants whose diploma qualifications are conducted in a language other than English or who do not meet the English language requirements for admission will be required to take an English test set by the University.

The test is designed to examine an applicant's ability to write and comprehend in English. It will be of 1 hour and 30 minutes duration.

SELECTION

Selection for admission to the program is done by an RMIT Academic Committee. Selection is competitive. Only students who demonstrate through their applications that they are likely to perform at a high level and cope with the demands of the program will be accepted. The intention of the selection process is always to maintain the quality of intake as the first priority.

All shortlisted candidates may be requested to attend a selection interview by senior staff from RMIT University.

RESULT NOTIFICATION

All applications are assessed by RMIT University. Application results will be posted to individual applicants eight weeks after the application deadline.

WHAT DO I STUDY IN CORE COURSES?

CORE COURSES

BUSM3191 Organizational Theory

This course aims to deepen students' understanding of the relationship existing between organisational design and the management of human resources. It focuses on how managers can change organisational structures to make a positive impact on human behaviour. Topics include understanding organisational structure; influences on structure; strategic implementation; organisational effectiveness; effects of technology and environment; organisational design; organisation learning and innovation; organisational culture and change.

BUSM3190 Leadership and Management Skills

The aim of the course is to provide a conceptual framework for defining the core management competencies. Students will use diagnostic tools to identify individual learning needs and to understand the impact of personal development on their professional competence. This course covers an introduction to managerial frameworks; self-awareness and management; managing time and stress; self-confidence and assertiveness; managing groups and teams; interpersonal skills; counselling others as a manager or leader.

BUSM3192 Strategic Management

The aim of this course is for students to become aware of how managers plan in times of fast changing environments. The process of strategy formulation and implementation is considered in the context of the external and internal forces affecting strategic decisions. There is opportunity to explore the personal skills and competencies needed in a strategic management team and in the implementation of strategic decisions. Topics include introduction of strategic management; environmental analysis; planning for strategic outcomes; strategic implementation; strategic management in different sectors.

BUSM2193 Managing Change

The aim of the course is to introduce students to a range of change models and management skills that should enhance their ability to manage both planned and unplanned changes. It deals with change as a process and overviews a wide range of strategies that can be used by managers as agents of change. The course focuses on the skills managers need to manage transitions. To achieve this, an overview is provided of the issues people face when dealing with change. A range of strategies that managers can use to pilot their work team through the process is also identified and explored. Students will be taught models of the change process; change and the environment; situational analysis; initiating change; implementation and business strategy; resistance to change.

WHICH SPECIALIZATION TO CHOOSE ?

HUMAN RESOURCES MANAGEMENT

For executives and managers with a need to build a well-trained, highly-motivated workforce to meet the challenges of the day.

BUSM3203 Human Resource Management

The aim of the course is to facilitate the learning of the concepts and practices of human resource planning as a mechanism for translating corporate strategies into the operational aspects of human resource management. It does this by examining the links between corporate strategy and human resource planning and some of the techniques used for analysing and designing jobs, and for forecasting the demand and supply of labour.

Topics covered include the establishment of human resource objectives and policies; links to corporate strategy; the gathering, analysis and forecasting of supply and demand data; job design and job analysis; current and future trends likely to influence human resource planning; information systems; evaluation of human resource management.

BUSM2188 Staffing the Organisation

This course aims to provide students with a strategic and operational overview of the issues involved in staffing an organisation. Students will explore how the strategic view of staffing affects the policy and procedural decisions in recruitment, selection, induction, performance management, and remuneration.

This course will cover procedures for recruitment; relevant legislation and other constraints; effect of staffing policies on organisational efficiency and effectiveness; selection procedures; interviewing; psychological testing; induction; performance management; remuneration systems.

BUSM2189 Human Resource Development

This course aims to introduce students to the literature and practice of Training and Development in organisations. It takes a strategic view of Training and Development and looks at how this affects choices of training and development programs, delivery roles and competencies in organisations.

Topics include the training and development function as part of the human resource function in organisation; learning theories; determining needs; teaching and learning methods; evaluation of training and learning.

BUSM2190 International Human Resource Management

The main aim of the course is to provide an overview of the comparative human resource management issues associated with operating an international business organisation. In particular, it will emphasise how international human resource management (IHRM) contributes towards business strategy of an international organisation. It will focus initially on the nature of strategic IHRM, compare IHRM frameworks with models of HRM for domestic organisations, and then explore how the policies and practices of staffing, performance management,

training and remuneration in international organisations relate to national culture, and to meeting IHRM and corporate objectives.

This course covers a framework for managing international performance; the impact of national culture on international organisations; introduction to international human resource management (IHRM), staffing the international organisation; international performance management; international training issues; international reward systems.

MARKETING MANAGEMENT

For executives and managers to shape an organisation's strategic directions in response to rapid changes in market trends and technologies.

MKTG1195 Buyer Behavior

This course aims to inform students on contemporary issues involved within consumer behavior. Students are presented with descriptive data on consumers and organisational buyers at the macro level and theoretical models of buyer behaviour at the micro level. The models of buyer behaviour and related theories are given with particular emphasis on the decision making process. This field covers why people make certain purchasing decisions; what products and services they buy; how they buy them; the frequency with which they buy them; and the decision process in these situations.

On completion of the course, students will be able to:

- Develop familiarity with the theories of buyer behaviour in consumer and organisational markets.
- Enhance their abilities to appraise models of consumer behaviour and determine their relevance to particular marketing situations.
- Enhance their abilities to input this knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development.
- Develop an awareness and appreciation of research applicable to consumer behaviour.

MKTG1194 Marketing Communication

This course is designed to equip students with a general understanding of advertising, sales promotion, direct mail and publicity. To show particularly, how these activities relate to theories of communication, and buyer behaviour, and to develop a solid understanding of the communication process in the broad marketing context.

Specifically, the course has the following objectives:

- To develop students' understanding of promotion as a process of communication; with special emphasis on advertising and sales promotion, and theories of communication.
- To deepen students' comprehension of the marketing communications mix and its role in marketing strategies. Students will be expected to develop specific promotional strategies appropriate to selected products.
- To help students appreciate the relative importance and specific role of each of the elements of the promotional mix in Australian Markets.

-
- To help develop students' knowledge of current strategies and techniques used in Marketing Communications, internationally and in Australia.
 - To equip students with a practical understanding of certain means and methods used in budgeting, planning, controlling and evaluating promotional efforts.

MKTG1196 Services Quality

This course develops a firm understanding of the application of marketing and management principles to service products and industries, and a sound general knowledge of the marketing practices peculiar to service industries and markets. Topics areas include: Distinctive aspects of services marketing: market analysis specification, selection and positioning; managing the customer/service mix and customer service levels; managing the competitive public and legal environments; developing and managing the marketing mix; planning and controlling the marketing of services; managing and measuring service excellence.

At the completion of the course, students should be able to:

- Explain the importance of the service sector of the economy and its export potential.
- Describe the unique characteristics of services and their implications on marketing strategies.
- Describe the major differences between marketing products and services in relation to the expanded marketing mix of product, price, promotion, service logistics, people, processes and physical evidence and the different nature of consumer behaviour.
- Describe the links between Marketing, Operations and Human Resource Management in service organisations.
Articulate key concepts in services marketing including: service encounters, relationship marketing, service scripts, service guarantees and service logistics.
- Conceptualise service quality and describe how it can be defined, measured and improved.
Expound the concepts involved in implementing service quality such as setting service standards, customer focus, organisational change, leadership, quality tools, quality awards and processes

MKTG1197 Global Marketing

This course will cover the role and importance of international marketing to the firm; analysis of the international marketing environment; the principles of international marketing management, including policy setting, planning, strategy formulation, and the international marketing mix.

By the end of this course, students should be able to:

- Discuss the role of marketing in relation to Australia's international trade;
- Explain the difference between domestic and international marketing;
- Describe the factors important to the successful internationalisation and globalisation of a business organisation;
- Understand the various environmental factors, management concepts, market entry strategies tools and marketing techniques related to international marketing;
- Apply the various concepts, tools and techniques used by marketing management to an international business situation.

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

*For executives and
managers with the need
to acquire professional
training in logistics and
supply chain management*

OMGT2137 Logistics and Supply Chain Management

This Course enables students to understand the characteristic elements of integrated business logistics, the role and application of logistics principles to supply/demand/value chain management, the application of a selection of inventory management/analytical tools in solving logistical problems, aspects of strategic integrated logistics management and benchmarking and global integrated logistics activities.

Successful completion of this course will provide students with:

- A sound introduction to business logistics and supply chain management.
- An understanding of the Primary Logistics Activities and typical components from the Integrated Logistics Process Model.
- An introduction to new and emerging concepts such as Quick Response Logistics, etc.
- An appreciation of the application of these activities, together with customer service issues, to industry.
- Practise at individually analysing introductory level case studies and the writing up of findings in the form of a business report.
- Exposure to the application of quality and strategic management concept and relevant models, including benchmarking, to business logistics.

OMGT2138 Service Management

The course introduces students to the process of services operations. Its overall aim is to help students to understand and be able to apply fundamental techniques and processes of service operations management in a competitive services environment.

At the completion of this course, students will

- Understand the major differences between physical goods and services and be able to discuss the specific operations management challenges faced in services-based organizations.
- Understand the strategic decision areas of service operations management and how operational decisions can help yield competitive advantage.
- Demonstrate how to design new services, and understand how to evaluate location strategies and the associated layouts of service facilities.
- Understand the definition of quality and the continuous improvement process in service-based operations.
- Understand specific human resource issues affecting the operations of service organizations and be able to factor these issues into relevant operations management tasks in a service environment.
- Understand the critical role of information systems and new technology which are key components in modern service operations.
- Understand the principles of project management and their applicability to service-based organizations.

OMGT2139 Warehouse and Distribution Management

The course will provide an appreciation of its contributions towards a successful supply chain. Main areas of discussions include:

- The important role of warehousing and distribution in a supply chain
- The challenges of world class warehouse operations; and
- Information Technology in warehousing and distribution.

On completion of the course students will:

- Have an understanding of the role and function of warehousing & distribution in the total integrated logistics process.
- Have a basic knowledge of the process of locating and designing warehouse facilities.
- Know the equipment options and their uses for storage and materials handling.
- Be aware of the customer service implications and the customer order processing options.
- Understand the importance of standards & performance measurement, and the opportunities presented by distribution information and warehouse management systems.
- Appreciate the potential and importance of electronic data interchange and automatic identification to warehousing operations
- Be aware of the importance of human relations management to warehouse & distribution and understand the process of selection, training, motivation and communication in the physical distribution environment.

OMGT2140 Advanced Supply Chain Management

This course considers Supply Chain Management as a logistics management process across the full spectrum of business from the sourcing of raw materials to delivery of goods and services through the system, not merely on the replenishment and delivery of materials in a single organization.

It can be applied to material flow in all types of organizations from manufacturing through to service companies. Supply chain management applies all the integrated logistics processes to provide a seamless and invisible delivery of the final product or service to the consumer

The process is built around a number of principles:

- Customer focussed management
- Management of the total logistics' assets
- Integration of sales and operations planning
- Leveraged manufacturing and sourcing
- Focus on strategic alliances
- Development of customer driven performance measures
- Creation of shareholder value for all members in the supply chain

WHO ARE THE TEACHING STAFF ?

Head of School

Associate Professor Sandra Martin

Professors

Associate Professor Booi Kam
Associate Professor Adela McMurray
Associate Professor Alan Nankervis
Associate Professor Shams Rahman
Professor Kosmas Smyrniotis

Senior Lecturers

Carlene Boucher
Cathy Brigden
Greg Fisher
David Gilbert
Robert Inbakaran
Shahadat Khan
Charles Lau
Malcolm MacIntosh
John Odgers
Geoff Rigby
Ramaswami Sridharan
Ian Woodruff
Fang Zhao

Lecturers

Ruth Barton
Judith Bennett
Elizabeth Creese
Shelley Henley
Elsie Hooi
Bernadette Hosking
Helen (Wei) Hu
Afreen Huq
Sandra Jones
Friederika Kaider
Adriana Koulouris
Abdul Moyeen
Margaret Melrose
Alan Montague
Nigel Munro-Smith
Shahnaz Naughton
Peter O'Neill
Rafael Paguio
Annibal Scarvada

WHAT WILL BE THE NEXT STEP ?

1. Macquarie Graduate School of Management
Doctor of Business Administration
2. The University of Newcastle, Australia
Doctor of Business Administration 



DIRECT ENTRY

1. The University of Newcastle, Australia
Master of Business 
2. Macquarie Graduate School of Management
 - Master of Business Administration 
 - Master of Management
 - General Management 
 - Human Resource Management 
 - Logistics and Operations Management 
 - Marketing Management 
 - International Management 
3. RMIT University
 - Master of Finance



RMIT University
Bachelor of Business
(Management)

ENQUIRIES

For enquiries or more information please call:

Customer Service Department: 2774 8501/2774 8590

Email: degree.rmit@hkma.org.hk

Website: www.hkma.org.hk/rmit/bbm

The information contained in this brochure is correct at the time of printing. RMIT University and HKMA reserves the right to vary the information in the brochure from time to time.

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

www.PRIMEJobs.hk