

# BA (Hons) BUSINESS STUDIES

- ▶ Business Studies
- ▶ Digital Marketing
- ▶ E-Business
- ▶ Events Management
- ▶ Finance
- ▶ Human Resource Management
- ▶ Logistics



Reg. No: 252020



# Contents

Message from the Pro Vice Chancellor .....	1
The University of Greenwich.....	2
The Business School .....	3
The Hong Kong Management Association.....	4
What Business Leaders Say .....	5
BA(Hons)Business Studies - Entry with Advanced Standing.....	6
Programme Structure.....	7
Entry Requirements .....	8
Programme Schedule .....	9
Why the University of Greenwich BA(Hons) Business Studies? .....	10
Application Procedure.....	11
Further Information .....	11
Supports from the University of Greenwich.....	12
HKMA Associate Membership.....	12
Programme Fees .....	13
Curriculum .....	14
Advancement Path.....	21



# Message from the Pro Vice Chancellor

I am delighted to invite students in Hong Kong to study our Bachelor of Arts (Hons) Business Studies at The Hong Kong Management Association.

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.



Jon Sibson  
Pro Vice Chancellor, 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 38,000 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 researchers 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 three years, the University has generated almost GBP35 million in research, consultancy and related commercial activities, and is the leading post-1992 institution for value of its contract research undertaken within industry.

In 2015, the University has won a Queen's Anniversary Prize for Higher and Further Education to recognize the innovative research and development carried out by the University's Natural Institute within the Faculty of Engineering & Science.





# 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 13,000 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 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) Business Studies in Hong Kong. The Local Secretariat at the HKMA will take care of the administration of the programme in Hong Kong.



## What Business Leaders Say



The Greenwich BA (Hons) Business Studies programme equips executives with relevant management skills and knowledge most valued by employers. It helps bridge the skills gap to meet immediate industry needs. I am most grateful to the array of industry leaders and experts who are most willing to share their wealth of real-life practical knowledge and expertise in the programme.

**Dr Dennis T L Sun BBS JP**  
*Chairman*  
*Fuji Photo Products Company Ltd*



The BA (Hons) Business Studies programme provides executives working in Hong Kong with a flexible and express route to achieve an internationally recognised UK degree. A wide spectrum of specialisations is offered to suit different learning needs, while ample opportunities are provided for executives to share and gain insights from both the faculty and fellow participants from different industries.

**Mr Alfred Chan Wing Kin BBS**  
*Managing Director*  
*The Hong Kong and China Gas Company Limited*



# Bachelor of Arts (Hons) Business Studies – Entry with Advanced Standing

The University of Greenwich and HKMA offer the Bachelor of Arts (Hons) Business Studies as a continuing professional education programme through part-time study or day-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 organizations, 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 7 different subject specialization including Business Studies, Events Management, Finance, Human Resource Management, Logistics, Digital Marketing and E-Business.

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.



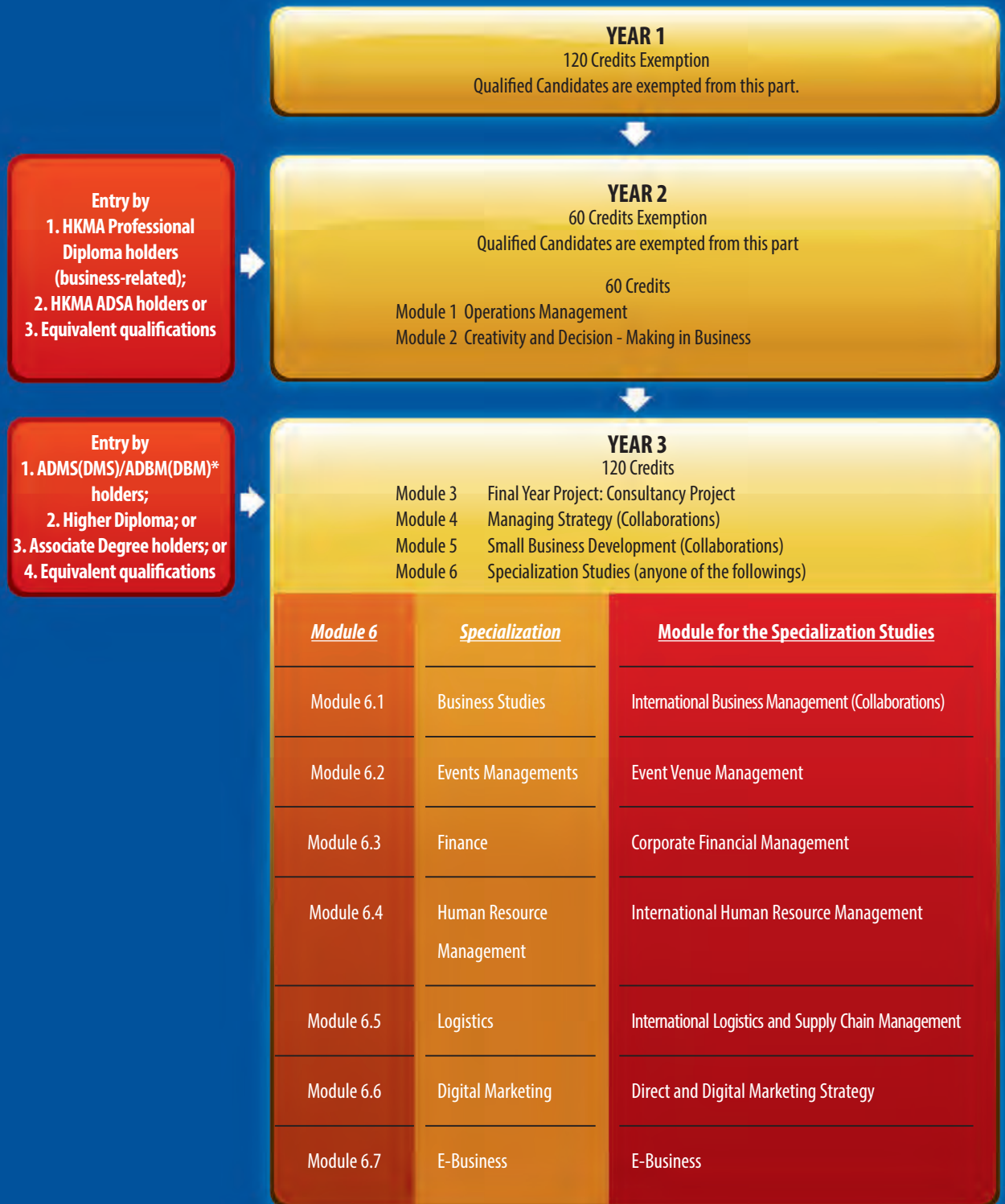
HKMA ADMS/ADB<sup>M</sup>\*, business-related higher diploma or associate degree holders may directly enter the 3<sup>rd</sup> year of the BA (Hons) Business Studies programme covering 4 modules. Whereas HKMA professional diploma and other ordinary diploma holders may enter the 180 criteria (entry to 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 specializations including Business Studies, Events Management, Finance, Human Resource Management, Logistics, Digital Marketing and E-Business.

## Duration

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



# Programme Structure



\* supporting document on English proficiency is required.

- Advanced Diploma in Management Studies (ADMS) is equivalent to Diploma in Management Studies (DMS)
- Advanced Diploma in Business Management (ADBM) is equivalent to Diploma in Business Management (DBM)

# Entry Requirements

The BA (Hons) Business Studies 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 Advanced Diploma in Management Studies and Advanced Diploma in Business Management 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 or Associate Degrees from certain institutes including: VTC, HKU SPACE, CUSCS, PolyU CC, etc.

## For entry to 60 credits at year 2:

Professional Diploma and Advanced Diploma awarded by HKMA, 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 educated in a language other than English are required to provide evidence of English proficiency, such as:

- HKCEE - Grade D or above (Syllabus B);
- HKALE - Grade D or above;
- HKDSE - Level 3 or above;
- IELTS - 6.0 or above (overall band score); or
- Equivalent English proficiency

## 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 “Bachelor of Arts (Hons) in Business Studies” degree certificate by the University of Greenwich.



## Recognition of Degree

The BA (Hons) Business Studies awarded by the University of Greenwich, UK through part-time studies in Hong Kong which 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.





# Programme Schedule

The Programme will be offered over three 4-month terms; with each term covering 2 modules. All seminars are mainly to be held in the weekday evenings. The schedule for each term would be as follows:

Week	Module 1	Module 2
1	<p><b>Seminar Week</b></p> <p><b>13 sessions</b></p> <p>Seminars to be held once per week</p> <p>Weekday Evenings: From 6:30pm to 10:00pm</p> <p><b>OR</b></p> <p>Weekends From 9:30 am to 1:00 pm/ From 2:00 pm to 5:30 pm</p>	<p><b>Seminar Week</b></p> <p><b>13 sessions</b></p> <p>Seminars to be held once per week</p> <p>Weekday Evenings: From 6:30pm to 10:00pm</p> <p><b>OR</b></p> <p>Weekends From 9:30 am to 1:00 pm/ From 2:00 pm to 5:30 pm</p>
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14	<b>Revision</b>	
15	<b>Examination</b>	
16	<b>Break</b>	

# Why the University of Greenwich Bachelor of Arts (Hons) Business Studies?

## **An express way for a Reputable UK Degree**

The University of Greenwich is an internationally recognized university. 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, Events Management, Finance, Human Resource Management, Logistics, Digital Marketing and E-Business.

## **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. 2 sets of duly completed Local Assessment Form for the University of Greenwich BA (Hons) Business Studies programme. (One original and one photocopy).
2. 2 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. 1 passport sized photograph.
4. Documentary proof of proficiency in English e.g. HKCEE Certificate with English in Grade D or above (Syllabus B), IELTS result slip showing overall band score at 6.0 or above, etc.

Applications should be sent to:

By Post	By Hand	
The Local Greenwich BABS Secretariat	Central Head Office	Tel: 2526 6516
The Hong Kong Management Association	Pico Tower Centre	Tel: 2866 4551
16/F Tower B Southmark	First Commercial	
11 Yip Hing Street	Building Centre	Tel: 2574 2238
Wong Chuk Hang	Wong Chuk Hang Centre	Tel: 2766 3303
Hong Kong	South Seas Centre	Tel: 2574 9346

on or before the Deadline

## Further Information

For further details about the programme and enquiries on application procedures, please contact 2774 8513 (Mr Michael Lee) / 2774 8523 (Mr Matthew Ho)

Fax: 2365 1000

Email: [degree.greenwich@hkma.org.hk](mailto:degree.greenwich@hkma.org.hk) Website : [www.hkma.org.hk/greenwich/bgbs](http://www.hkma.org.hk/greenwich/bgbs)

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. Candidates will be notified of their application results by email four to six weeks after the application deadline.



# Supports from the University of Greenwich

Online resources are available at the University of Greenwich in supporting all students. The excellent Online Library service provides relevant articles and journals to facilitate your studies. The hassle-free study environment assists your study whenever and wherever you wish.

## HKMA Associate Membership

HKMA Associate Membership will be granted to every successful applicant for free (Value: HK\$ 490).

The HKMA Associate Members enjoy the privilege offers in participating to HKMA's seminars and events in meeting with the successful, experienced and professional executives and to develop important business contacts. Only HKMA members are eligible to join the specialist clubs sponsored by the Association where more meeting opportunities are provided to share ideas, experiences and information on particular subjects. These Clubs include Chinese Executives Club, Human Capital Management Society, Professional Managers' Club, Information Technology Management Club, Sales and Marketing Executives Club and Digital Marketing Community, etc.

Please simply visit to <http://www.hkma.org.hk/membership> for detailed information.



# Programmes Fees

## Tuition Fee:

Year 3 entry HK\$ 60,800

Year 2 entry HK\$ 73,400 (including Year 2 and 3 studies)

**For Managing Strategy unit, students are required to pay approximately USD45 for registration online simulation exercise.**

- Fees are collectable every term which covers 2 courses.
- The fee is a composite fee including the following:
  - Registration with the University
  - Induction Seminar
  - Seminars
  - 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 may change by the University.

# Financial Assistance



This course is an eligible course under the Extended Non-means-tested Loan Scheme. For detailed information, please contact Student Finance Office on 2150 6223 or at <http://www.sfaa.gov.hk/tc/schemes/nlss.htm>.

Student may apply for a loan at a competitive interest rate at the Bank of East Asia. For details, please call 2211 1211.



# Curriculum

## Year 2 (60 Credits)

### **Module 1 - Operations Management**

The aim of the course is to advance the students' understanding on how operations management functions, such as process design, capacity planning and inventory management, can contribute to the competitiveness of organizations. Students will learn how operational activities add to the value of products and services as it is perceived by the customer. In addition, the course aims to demonstrate how emphasis on efficiency and profitability may be damaging to the long-term sustainability of organizations by discussing the limits of the Taylorist approach to operations and process management.

### **Module 2 - Creativity and Decision -Making in Business**

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 introduce some of the technical tools that inform the decision-making, including further data reduction and statistical models introduce the strategies and concepts of individual and group creativity and apply them in commonsense examples from business examine and evaluate decision-making as a human activity in organizations. 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 organizational terms.





## Year 3 (120 Credits)

### **Module 3 - Final Year Project: 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, analysis 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.

### **Module 4 - Managing Strategy (Collaboration)**

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.

### **Module 5 - Small Business Development (Collaborations)**

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.



## Module 6 – Specialisations

### 6.1 – Business Studies

#### Module - International Business Management

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

By studying this module, students will develop knowledge and understanding of:

- the rationale for internationalization;
- managing environmental and financial risk for investment;
- Foreign Direct Investment
- relationship between modes of entry, environment and strategy, etc.

Students will also develop their intellectual skills to address management issues from an international perspective and self-awareness, openness and sensitivity to cultural diversity in dealing with international business issues and people from different cultural background.

Besides, students can develop their abilities to conduct research into international business issues for presentation and doing review report as well as familiarity with a range of research sources and ability to apply international business and management related theoretical frameworks.



## 6.2 – Events Management

### Module – Event Venue Management

The aim of this module is to allow students to observe and critically assess the overall management of a sports / cultural / business venue in-depth. This critical assessment includes the examination of a range of options available to the managers of event venues, within the context of the financial, legal and marketing environment. A further aim is to introduce students to the Facility Planning Process and to enable students to appreciate the role played by venue design and architecture, including consideration around issues of sustainability. On successful completion of this module a student will be able to:

1. Define the strategic role played by events venues in the delivery of sports / cultural / business events;
2. Appraise good practice in the planning and managing of resources for the running of events venues and consider issues of sustainability;
3. Develop effective venue sales and marketing strategies, taking into account current changes in the marketing environment within which event venues operate;
4. Critically evaluate the financial options available to commercial venue managers;
5. Critically appraise the Facility Planning Process, including Feasibility Studies; and
6. Recognise the strategic part played by design and architecture, in making event venues competitive.

## 6.3 – Finance

### Module - Corporate Financial Management

Students will learn how to apply financial concepts and theories to finance-related issues encountered by firms, and the theory and skills required to make sound investment and financing decisions. Students will grasp the financial relevance of cost of capital within the context of business project evaluation and will gain an understanding of why maximising shareholders wealth. Students will develop their comprehension of the following key financial decisions - investment, financing, dividends and risk management - as paramount to creating wealth. On successful completion of this course a student will be able to:

1. Critically evaluate the principles of financial decision-making in a firm;
2. Explain the working of the economic and financial systems, and the role they play in providing a framework for financial decision making;
3. Select and use appropriate techniques of financial decision-making in the areas of investment, financing, dividends and risk management;
4. Demonstrate the problem-solving, decision making and report writing skills required by modern professionals in finance.



## 6.4 – Human Resource Management

### Module – International Human Resource Management

The strategic management of human resources is recognised as vital to achieve competitive advantage in the global economy. The course introduces relevant concepts and theories in the field of HRM, and will provide students with the knowledge, understanding and key skills essential for both HR professionals and all people managers. This course is aimed at those students on generalist business and management programmes in the Business School who have not previously studied any specialist HR courses.

The course focuses on contemporary HRM topics within a comparative and international context, such as HRM in multi-nationals, global mobility and global talent management. This course aims to outline the background and the main theoretical frameworks for the study of HRM; and introduce the broad functional areas of HRM, and how they interact. Readings, examples, and case studies from a variety of countries will be used, highlighting international diversity, allowing students to compare the role, activities, and institutional frameworks of HRM in different national contexts.

## 6.5 – Logistics

### Module – International Logistics and Supply Chain Management

The aim of this course is to advance the students understanding of the current practices and academic study of international purchasing, logistics management, and supply chain management, and to critically appraise the importance of innovation in purchasing and supply chain management in particular within a global context. This course also aims to facilitate students building an extended supply chain view rather than an internal company view to manage their business, and to explore current trends to help students identifying areas of opportunities, challenges, changes and how these changes have come about and what we might face in the future.

Upon successful completion of this course a student will be able to:

- 1 Understand the importance of international purchasing, logistics, and supply chain management in sustainable business development.
- 2 Appraise the concepts and current approaches for achieving sustainable purchasing and supply chain management.
- 3 Gain a critical understanding of the major risks and challenges faced in international purchasing, logistics, and supply chain management, as well as solutions and strategies for meeting these challenges.
- 4 Evaluate the impact of strategies and processes for international purchasing, specific strategies for supply chain management.
- 5 Critically appraise the evolving environment in which purchasing and supply chain management operate and the effects upon the strategic objectives of alternative stakeholder groups.
- 6 Reflect on and debate contemporary issues relating to international purchasing and supply chain management.



## 6.6 – Digital Marketing

### Module – Direct and Digital Marketing Strategy

This module aims:

1. To provide students with an understanding of the strategic application of the tools of digital and direct marketing;
2. To place these within the paradigm of relationship marketing;
3. To develop a critical understanding of the theories, models and concepts pertaining to data driven direct and digital marketing and to apply these in a broader marketing context;
4. To provide students with the skills necessary to develop appropriate strategic plans using these theoretical constructs to evaluate their effectiveness;
5. To provide students with the skills necessary to develop appropriate communications plans; and
6. To allow students to understand the process of the strategic integration of the tools of marketing communications.

On successful completion of this course a student will be able to:

1. To understand, explain and critically examine the disciplines of interactive and direct marketing within a relationship marketing context;
2. To evaluate and apply a range of digital and direct marketing theories, tools and techniques to enable the successful design and delivery of a range of digital and direct marketing plans;
3. To critically analyse and understand the impact of digital and direct marketing principles on corporate and marketing planning;
4. To present professionally and persuasively information verbally and in written formats;
5. To be able to make rational and informed decisions concerning the applications of the tools of interactive and direct marketing and be able to evaluate the sources of information to support the marketing communications planning process; and
6. The student will understand how to apply the knowledge of digital and direct marketing to practical cases and understand how digital and direct marketing can be measured, including financial and nonfinancial measures.



## 6.7 – E-Business

### Module – E-Business

Organisations are increasingly harnessing the use of digital power to competitively increase their market share in the business environment. The progressive changes in this aspect of the business environment have been very fast paced. This course empowers future business managers with the relevant skills required to be competitive.

E-Business broadly covers the background of Digital Systems in organisations and operational aspects of Digital Management. Besides briefly introducing the historical aspects, the knowhow of the digital set ups and peripheral legal, social and ethical facets, this course prepares students to critically assess the impact and effective use of digital capabilities in organisations for competitive advantage. It also introduces those skills required in order to manage online environments and projects.

On successful completion of this course a student will be able to:

1. Understand the digital systems framework and their use in, and impact on, the organisations from the E-Business perspective;
2. Ability to consider the digital capabilities and apply usage for sustainability and sustainable competitive advantage as well as within the E-Business context;
3. Critically assess and address professional issues and compliance that must be managed in the E-Business;
4. Ability to synthesise, critically evaluate and present subject specific options and choices;
5. Develop a balanced view from practice through roles and reviews, using examples of real life business cases in analysis, critical assessments and constructive discussions; and
6. Reflective and reasoned approach to the E-Business perspective in business management decisions.



# Advancement Path

## DOCTORAL DEGREE

 <b>University of Wales</b> Trinity Saint David	<b>1. University of Wales Trinity Saint David, UK</b> DBA (Complete in 3.5 years)
	<b>2. SBS Swiss Business School, Switzerland</b> DBA (Complete in 2.5 years)
	<b>3. Graduate School of Business, Universiti Sains Malaysia</b> Doctor of Philosophy (Complete in 3.5 years)



## MASTER'S DEGREE

	<b>1. Macquarie University Graduate School of Management, Australia</b> MBA Reg. 210545 (Complete in 2.5 years)
	<b>2. University of Greenwich, UK</b> MBA (International Business) Reg. 252208 (Complete in 1.5 years)
	<b>3. University of Wales Trinity Saint David, UK</b> MBA Reg. 252735 (Complete in 1.5 years)
	<b>4. University of South Australia, Australia</b> MBA (Marketing/ HRM/ Finance) Reg. 212660 / 212659 / 212642 / CRICOS Provider No. 00121B (Complete in 1.5 years)
	<b>5. Fudan University, China</b> 中文工商管理碩士 Reg.232126 (Complete in 2.5 years)
	<b>6. The University of Iowa, USA</b> MBA Reg. 262810 (Complete in 15 months)
	<b>7. Glyndwr University, UK</b> MBA Reg. 252455 (Assessed in Chinese/English) (Complete in 1.5 years)



**University of Greenwich, UK**  
BA(Hons) Business Studies Reg. 252020

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





The Local Greenwich BABS Secretariat  
The Hong Kong Management Association  
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HONG KONG

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Website : [www.hkma.org.hk/greenwich/bgbs](http://www.hkma.org.hk/greenwich/bgbs)

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 Association reserves the rights to cancel a programme and/or make alterations in relation to its lectures, contents, dates, time, venue and other particulars without prior notice.

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

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