

# BA (Hons) International Business Administration





## **BA (Hons) International Business Administration**

This programme aims to enable students to develop effective business skills, realise the interrelationship of business functions, build essential business skills, and be proficient in addressing current international business issues and situations. This programme also aims to develop knowledge and skills needed by those students wishing to follow an international business career encompassing different cultures.

BA (Hons) International Business Administration is a Middlesex University programme and qualification, designed, assessed and quality assured by Middlesex University but delivered at and by The Hong Kong Management Association.



## About Middlesex University

Middlesex is a British university based in London, with a distinguished heritage of excellence and innovation in higher education. There are over 40,000 students on Middlesex courses at campuses in London, Dubai, Malta and Mauritius, and with prestigious academic partners across the world.

The Middlesex vision is to be internationally outstanding in teaching and research. The University has a reputation for the highest quality British teaching, research that makes a real difference to people's lives and a practical, innovative approach to providing business solutions.

Middlesex expertise is wide ranging with over 300 courses, from art and design, business and health and education; to law, media and performing arts and science and technology - and the University is a leader in work based learning.



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- World-class research credentials, with 90% of research 'Internationally recognised' in most recent Research Excellence Framework (REF) (2014)
- Award winning university with three Queen's Anniversary Prizes for Higher and Further Education (1996, 1998 and 2000) and two Queen's Award's for Enterprise (2003 and 2011)
- A Centre of Excellence for Teacher Education
- Recognised for 'quality and standards of its provision' by Quality Assurance Agency (QAA) (2016)



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 organisation, 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.

Starting in 2007, the Association has been working with Middlesex University in offering a variety of education programmes to the Hong Kong community.

The HKMA is collaborating with Middlesex University to offer the BA(Hons) International Business Administration programme in Hong Kong. All classes will be held in Hong Kong.

## **BA(Hons) International Business Administration**

**Requirements**      **Year 2 : 4 modules**  
                                 **Year 3 : 4 modules**



Library in London Campus

### **Year 2 Modules**

#### **Managerial Finance (Compulsory)**

This module aims to further develop and enhance the financial understanding and knowledge of students within business organisations. It aims to provide a more in-depth understanding of the roles of accounting and finance for business students who do not need to develop specialist knowledge and to train students to apply their accounting and finance skills into a range of different business situations.

#### **Human Resource Management in Practice (Compulsory)**

The aim is to introduce non-HR specialist students to the key areas of HRM and to build on relevant knowledge and skills developed in introductory organisational behaviour modules. By the end of the module students will be familiar with a wide range of generalist HR policies and practices within the five key areas of the discipline: employee resourcing, employee reward, performance management employee relations, and employee training and development

#### **Marketing Foundation (Compulsory)**

This module aims to provide students with a comprehensive overview of marketing concepts, frameworks and techniques. The module adopts the perspective of the general manager, who needs to understand how the marketing concept contributes to business success. Students will gain an understanding of the significance of the external and internal operating environments for marketing practice, methods to identify market segments, and the impact organisations can achieve via developing and integrating the marketing mix. Emphasis will be placed on using data to improve business performance. This includes the design and commissioning of research, and the validity and interpretation of results. Ethical aspects of market research and intelligence will also be addressed.

#### **Operations Management (Compulsory)**

This module aims to broaden and expand students' knowledge and understanding of the concepts, tools and techniques of operations management. Students will develop analytical insights into current operations management practices, explore the priorities and techniques of operations management and employ these to the design, operation and control of business processes.

### **Year 3 Modules**

#### **Managing Across Borders (Compulsory)**

This module aims to explore issues of managing across borders in terms of the cultural subjectivity of management theory and practice. It combines cross-cultural management and International Business Ethics to examine the influence of (national) culture on organisational functioning and managerial work. Leadership, negotiation, communication, and decision making are considered in the context of local values, beliefs and behaviours. The module thus aims to develop students' sensitivity to cultural issues. It will also give students knowledge relating to ethical issues in global business and management and provides a framework for identifying and analysing and developing appropriate strategies for resolving them.

#### **Global Business Strategy (Compulsory)**

This module will introduce you the main concepts, analytical tools and theoretical frameworks in the field of global business strategy. You will get opportunities to draw together and integrate knowledge and skills that you have learned previously, applying them to the issues that are typically faced by multinational corporations. This module intends to develop your awareness to and sensitivity of the differences between global, international and domestic business, and improve your analytical, critical and problem solving abilities.

#### **Leadership and Management Development in an International Context (Compulsory)**

This module aims to provide grounding in the core competencies related to management and leadership in organisations, enabling students to apply theory to practice in management and leadership development in an international context. Alongside this, it will provide opportunities to develop personal skills through workshops in leadership and team building.

#### **Global Operations Management (Compulsory)**

This module aims to explore the international nature of business operations and how companies are working in a global marketplace. It will enable the student to develop an understanding of how companies develop and manage their global operations through certain management techniques. It also aims to provide a wider understanding of business competitiveness in global marketplaces, and to enable students to use theories to evaluate the choices given by organisations linking to the management of these international networks.

## Programme Structure

### Year 2 120 credits

Module 1 Managerial Finance  
 Module 2 Human Resource Management in Practice  
 Module 3 Marketing Foundation  
 Module 4 Operations Management

**Entry by HKMA Diploma in Business Administration**

### Year 3 120 credits

Module 1 Managing Across Borders  
 Module 2 Global Business Strategy  
 Module 3 Leadership and Management Development in an International context  
 Module 4 Global Operations Management

**Entry by DMS holders or Associate Degree or Higher Diploma holders**

## Award

The BA (Hons) International Business Administration awarded by Middlesex University carries equivalent academic status and recognition to a Bachelor's Degree conferred by the University to home students in the UK.

## Timetable

To cater for the needs of different groups of students, the typical timetable will be as follows:

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
9:30am to 12:30pm							
2:00pm to 5:00pm							
7:00pm to 10:00pm							

Daytime classes will be held in 4 of these timeslots.\*

Evening / weekend classes will be held in 4 of these timeslots every week. \*

\* In case if special circumstances such as inclement weather replacement class may be arranged at other timeslots, if necessary

## Programme Fees

For Year 3 Entry: HK\$59,000  
 For Year 2 Entry: HK\$118,000  
 Application fee: HK\$250



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## Note:

Not all modules will be offered in any semesters. Please refer to the timetable for the modules offered in the coming semester.

## Year 3 Entry

To be eligible for admission to Year 3, the requirements are:

- Holders of an Associate Degree or Higher Diploma in any business-related discipline; or
- Holders of a Diploma in Management Studies (DMS) jointly organised by the HKMA/ Hong Kong PolyU or HKMA/ Lingnan University;

## Year 2 Entry

To be eligible for admission to Year 2, the requirements are:-

- Graduates of the HKMA Diploma in Business Administration;
- Mature applications with substantial work experience holding a professional diploma qualification or other relevant experience will be considered on a case-by-case basis

\* Applicants whose first language is not English are required to achieve 6.0 in IELTS or an equivalent recognised by Middlesex University.

## Application

- A completed application form,
  - A copy of an updated and full CV,
  - A copy of academic qualifications attained;
  - A cheque of application fee HK\$250 payable to The Hong Kong Management Association
- Please submit the above to
- The Hong Kong Management Association  
16/F Tower B, Southmark  
11 Yip Hing Street  
Wong Chuk Hang  
Hong Kong



London

## Enquiries

For general information, please call the HKMA Customer Service Department on 2774 8500 during normal office hours. For course details, please contact Ms Kathy Tam on 2774 8594 or Mr S H So on 2774 8550.



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# DOCTORATE DEGREES



### 1. Jiangxi University of Finance and Economics

Ph.D in Economics<sup>#</sup>  
Ph.D in Management<sup>#</sup>  
(Completed in 3 years)

# MASTER DEGREES



### 1. Macquarie Graduate School of Management, Sydney

MBA Reg. 210545  
(Completed in 15 months)  
Via Graduate Diploma of Management Reg. 211318  
(Completed in 15 months)



### 2. Glyndwr University, UK

MBA Reg. 252455  
(Completed in 18 months)  
(Chinese/English Class)



### 3. Jiangxi University of Finance and Economics

Master of Business Administration, MBA<sup>#</sup>  
(Completed in 2 years)



### 4. University of Technology, Sydney

Master of Engineering Management Reg. 210240  
(Completed in 15 months) (Chinese / English Class)



### 5. Middlesex University, United Kingdom

Master of Arts in Work Based Learning Studies Reg. 250470  
(Coaching, Learning and Development/Counselling)  
(Completed in 20 months)



### 6. Fudan University, Shanghai

MBA Reg. 232126  
(Completed in 2.5 year)



**Middlesex University, United Kingdom**  
BA(Hons) International Business Administration

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

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

# This programme is a purely "distance learning course" and therefore not subject to the Non-local Higher & Professional Education Registration in Hong Kong.



The Hong Kong Management Association  
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Website: [www.hkma.org.hk/biba](http://www.hkma.org.hk/biba)

Registration Number: 252447

This is a registered course under the non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

