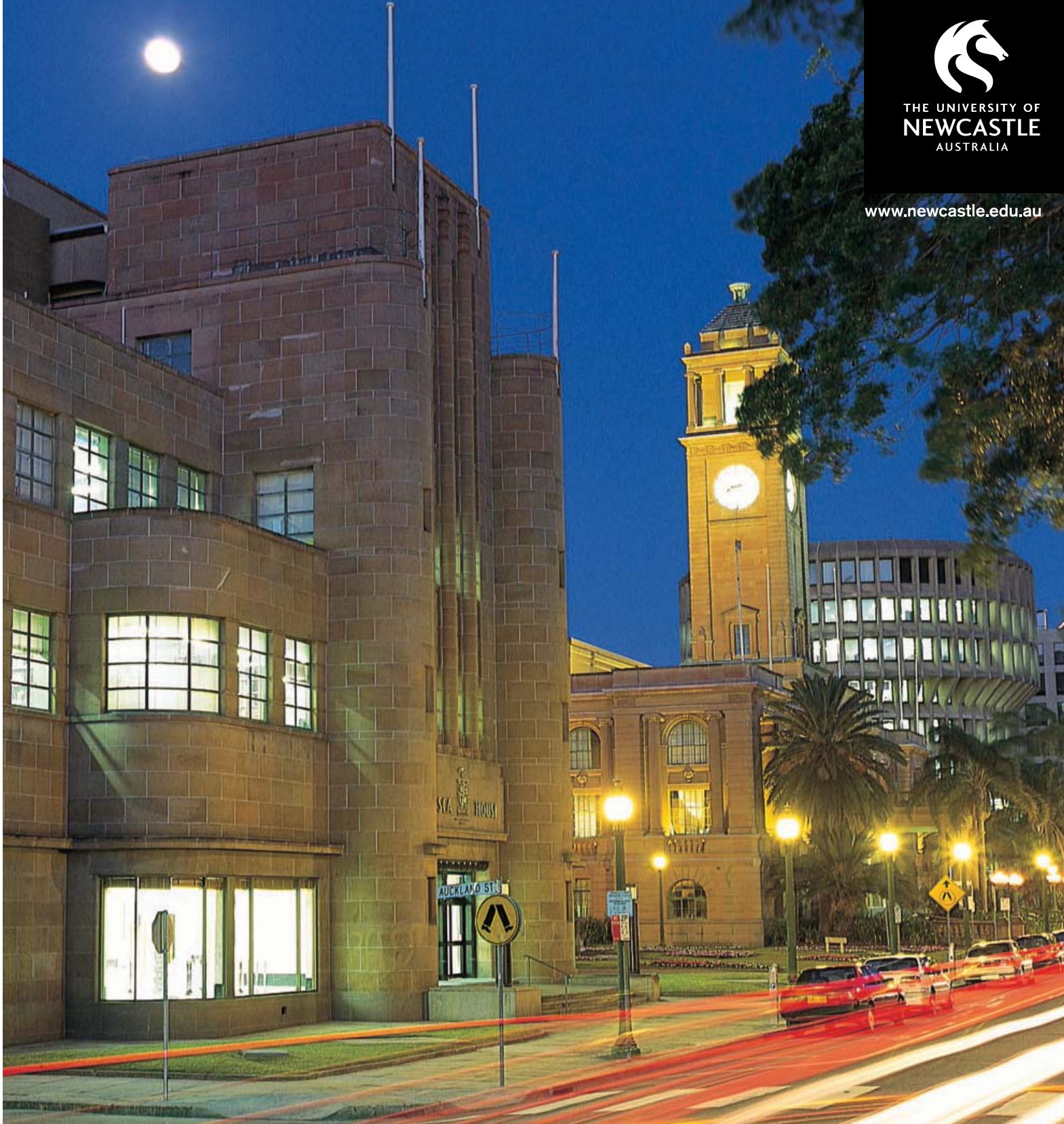




THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

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DBA

DOCTOR OF
BUSINESS ADMINISTRATION

Non-local Higher & Professional Education (Regulation) Ordinance Registration No. 211059

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MESSAGE FROM THE PRO VICE-CHANCELLOR BUSINESS AND LAW

Welcome to Faculty of Business and Law

The University of Newcastle is a confident, competitive university, with a rapidly increasing capacity to attract distinguished academic staff and the brightest students, and substantially grow its range of partnerships locally and internationally.

The University is known for its research and teaching excellence. The research culture at Newcastle is lively and committed to further growth and success. The University also enjoys significant research and teaching partnerships with universities throughout Asia and the Pacific and in Europe, North America and Africa. They will continue to grow in number and in importance.

We are pleased to be able to offer executives from Hong Kong and the surrounding region an opportunity to experience the high standards of management education that Newcastle provides.

The academic staff take pride in the delivery of innovative and cutting edge courses ensuring that our graduates experience very high employment levels. Our staff are committed to helping you gain the most from your studies and are available for consultation and to give assistance.

You will also find that the management staff, whether at the School or the Faculty level, are also highly professional and supportive, and will happily provide you with all assistance possible.

I wish you every success in your studies at the University and for your future.

Professor Richard Dunford
Pro Vice-Chancellor
Faculty of Business and Law
The University of Newcastle



THE UNIVERSITY OF NEWCASTLE AUSTRALIA

The University of Newcastle was established in 1965 and has an international reputation for providing leading-edge research and education to the world. It has a student population of over 35,500, including over 7,800 international students from more than 80 countries studying both on and off-shore in business, engineering, medicine, nursing, science, teaching and technology.

Some important facts on the university of newcastle:

- The University of Newcastle is a dynamic, research intensive University ranked in Australia's top 10 university for research. The University has an international reputation for expertise in innovative approaches to teaching and learning.
- We have award winning teachers, Federation Fellows, Centres of Excellence and highly cited researchers in many disciplines.
- The Faculty of Business and Law is globally connected, with strong teaching and research links to international institutions. Researchers from our Faculty collaborate with international research groups and organizations to find solutions to the challenges facing Australia, Asia and the world. Links with Chinese universities include:
 - Beihang University
 - Beijing Foreign Studies University
 - Jilin University
 - Nanjing University Business School
 - Shandong University



NEWCASTLE BUSINESS SCHOOL

The Newcastle Business School (NBS) is a successful, competitive business school that prides itself on the provision of quality, innovative programs. NBS has forged a strong reputation for its responsiveness to industry needs since its establishment.

A unique approach to learning

The NBS is firmly committed to problem-based learning, an experiential and contextual approach to teaching and learning, a practice pioneered by the University and now acknowledged both nationally and internationally to be a highly successful method. Teamwork is an important component of problem-based learning. It is through group interaction that students personal skills are most challenged. Skills such as leadership, cultural sensitivity, presentation and debating are demanded in today's workplace. The combination of theory and problem-based learning achieves maximum learning outcomes.

Lecturing staff

Highly qualified lecturers are drawn from the University along with qualified business professionals to teach in the NBS. Before and after each trimester, staff attend workshops where teaching philosophies and ideas are discussed and adult learning issues are examined. The staff are committed to excellence in teaching and to ensuring that all NBS's programs are intellectually rigorous and relevant to the marketplace.

Senior and experienced NBS staff are specially selected to travel to Hong Kong to teach the MBus / DBA including the Deputy Head of the Faculty of Business and Law, Head of the NBS and several associate professors and senior lecturers.



A student-focused environment

The NBS gives special attention to the needs of postgraduate students. The staff have an 'open door policy' and every student is treated as an individual. Staff acknowledge the value of professional networks and facilitates the development of such networks.

Research-led teaching

The University of Newcastle is a major research university with a proud history of research excellence. It has over 750 research academics, 150 research support staff and 1,000 research higher degree students. They are formed into research groups or teams and make joint use of the University's world class laboratories, research equipment and library resources

High quality research is an essential feature of a good university. Academic staff within the Newcastle Business School engage in research in a number of key areas, including marketing, human resource management, industrial relations, employment relations, international business, accounting and finance.

International staff exchange and visiting academics

The Faculty has reciprocal staff exchange agreements with various international institutions. Staff exchange represents the opportunity to develop and strengthen links with international institutions as well as provide staff with the opportunity to develop individual skills and attain a valuable global experience. The NBS also hosts several visiting professors including a recent visit from Professor Shuming Zhao, Dean of Nanjing University.



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.

In 2003 the Faculty of Business and Law formed a partnership with the Hong Kong Management Association to offer the Doctor of Business Administration (DBA) program. The Master of Business (MBus) program commenced in 2004 and there have been numerous successful graduates completing these programs each year.



DOCTOR OF BUSINESS ADMINISTRATION

The world of business and management is undergoing rapid and profound changes. Theories, practices and strategies are under constant review. Institutional leaders, policy makers and managers everywhere are increasingly confronted by new and challenging imperatives. This is precipitating the need for new knowledge, while at the same time the currency of management knowledge appears to be shortening.

The goal of this Doctor of Business Administration (DBA), as a coursework-based professional doctorate, is to further develop the competencies of practicing managers and business professionals and to equip them with the capability to make leadership contributions to their own organizations, wider industries and communities. The DBA is predominantly offered face-to-face with structured support for all coursework and the dissertation.

The program will enable graduates to develop rigorous, in-depth, analytical and critically self-reflective skills well beyond the MBA or Master of Business level. The DBA will also equip business executives with tools to undertake significant applied research in order to perform in an increasingly competitive global business environment. The curriculum offers successful candidates a highly customised program including further advanced postgraduate study beyond that achieved in an MBA or Master of Business.

Program objectives

The Doctor of Business Administration program offers a structured program of research and Coursework at the doctoral level that equips candidates with the capabilities and skills needed to make a significant contribution to leadership in their own organization, wider industry and community. Specific objectives include:

- To build on students core knowledge of business, acquired through earlier studies and work experience, enabling them to gain knowledge and expertise in new aspects of business.
- To enable students to acquire skills in research, enabling them to evaluate the research of others in the field and to translate acquired knowledge quickly into practice in ways that facilitate business growth.
- To enable students, through their applied project dissertation, to acquire new knowledge in a chosen area of business typically relevant to their host firm and their own career objectives, leading to an improved understanding of how to manage an organization effectively in a global and rapidly changing environment.
- To give students the skills and standing to contribute to the development of the global economy in an ethical, environmentally aware and socially responsible way through their professional practice.



Program structure

The DBA program is offered by the University of Newcastle in Australia over three years, encompassing 18 courses (subjects) plus a research dissertation. The program offered in Hong Kong is an advanced standing program, giving holders of a recognized MBA, exemptions from the first year of the program. Successful candidates with recognized MBA qualifications are therefore given direct entry to Year two of the DBA program.

Year two requires completion of six taught DBA courses with structured coursework, along with two taught research courses. Year three includes two research taught courses, followed by the Dissertation Project which consists of approximately 30,000 to 40,000 words. Each student will be allocated a supervisor appropriate to his or her research area who is an experienced and research trained academic staff member.

Year Content

Year	Content
One	<ul style="list-style-type: none"> • 8 courses (graduates from recognized 12-course MBA programs are exempted from this year)
Two	<ul style="list-style-type: none"> • Managing Organisational Change ** • International Business Strategy # • Relationship Marketing # • Operations and Supply Chain Management # • Global Corporate Governance and Social Responsibility • Advanced Topics in General Management * • Research Methods I • Research Methods II
Three	<ul style="list-style-type: none"> • Literature Review • Research Proposal • Appointment of Supervisor and Completion of Dissertation Project

These courses may be subject to change

* Courses that have been included in the list of reimbursable courses for CEF purpose. Students will be reimbursed 80% of their fees, subject to a maximum sum of HK\$10,000, on successful completion of the course(s) (subject to other eligibility conditions for CEF).



COURSE UNITS

Managing Organisational Change

This course examines the environmental forces and processes influencing organisational change and how these influences affect the strategies, structures and contexts within which contemporary organizations operate. At the next level, the course considers the challenges facing change leaders and others working through change transitions such as how to work with change resistance and involve stakeholders during change implementation.

International Business Strategy

This course analyses how multinational enterprises (MNEs) develop and leverage their capabilities and competencies to create competitive advantages in international markets. A key purpose of this course is to understand how managers design and implement international business strategies. The motivations for international expansion are examined with a particular emphasis on the need to understand the unique characteristics of emerging and transition economies. A range of internationalisation theories and frameworks are used to analyse strategy formulation; the foreign direct investment decisions; location choice; forms of international involvement and modes of market entry; and the 'liability of foreignness'. Topics include assessing firm capabilities, institutional differences, industry attractiveness; and international competitive dynamics.

Relationship Marketing

Recognises that relationship marketing is increasingly being seen as an integral part of the marketing management task in modern business organizations. Relationship marketing focuses on the concepts and issues which involve attracting, retaining and enhancing long-term relationships with customers. The principal aim of this course is to provide students with a detailed knowledge of the theory and practice of

relationship marketing in the context of a business organization operating within a dynamic environment.

Operations and Supply Chain Management

This course develops an understanding of how operations can be transformed to provide an organisation with sustainable competitive advantage and/or superior customer service. It is designed for non-operations managers. The course commences with the development of a thorough understanding of the nature of business processes and their measurement with particular emphasis on operations and supply chain tools and techniques. These tools and techniques are equally applicable to manufacturing and services industries.

Variability is introduced to business processes and we examine its effect on waiting times, throughput losses, quality and inventory management. Sustainable competitive advantage accrues to those businesses that use operations and supply chain tools and techniques to maximise both the cashflow through the business and the margin that the business earns on that cashflow.

This course provides students with knowledge of qualitative and quantitative methods used in operations and supply chain management and the skills to apply that knowledge to specific business issues.

Global Corporate Governance and Social Responsibility

Global Corporate Governance and Social Responsibility examines how corporations respond to ethical dilemmas whilst taking stock of the needs of their various stakeholders and the expectations of national governments. This requires an understanding of the social responsibilities of business in a global environment. The roles of government regulation and community collaboration, as they impact on businesses operating across cultures, are also explored and current reforms of corporate governance are analysed.



Advanced Topics in General Management

The aim of this course is to provide students with an opportunity to develop skills to assist them in with their dissertation by recognising and understanding emerging and dominant paradigms in management literature. The course allows students to explore controversies in an area of management in which they are interested and may ultimately select for their dissertation. The course emphasises developing research questions, critically reviewing scholarly literature, crafting arguments and academic writing requirements.

Literature Review

Requires students to prepare a critical review of the literature that summarises the major research issues and their contributions and identifies a suitable research problem and associated research questions. The course prepares students for their research project through developing a framework for the dissertation based on relevant literature.

Research Methods I

The course develops an understanding of qualitative methods in research. It is designed to provide students with knowledge and skills in preparation for the conduct of qualitative research by focusing on the assumptions and logic underlying the planning, conduct and writing up of qualitative research. The course also emphasises the appropriateness of different research strategies and the technical features of specific research methods and design.

Research Methods II

Examines theoretical and practical aspects of quantitative methods in business research. The purpose of this course is to equip students with skills necessary for the development and implementation of their own research dissertation based on quantitative methods. Students will have the opportunity to use state-of-the-art statistical software and apply established quantitative methods, thus gaining some experience in data analysis techniques.

The course emphasises the critical evaluation of survey research designs and data analysis techniques to enable students to better appreciate the strengths and weaknesses of quantitative research strategies.

Research Proposal

Prepares students to define research topics, determine the most effective research methodologies to be employed, develop appropriate research designs, and demonstrate an understanding of the relevant theory and literature underpinning the dissertation project. This course develops and extends understanding of the research process by having students develop an ethics application, a research plan, and research proposal.

The Dissertation

In addition to the coursework units, students undertake a comprehensive doctoral dissertation typically undertaken within their host firm. The dissertation is completed by each student on an individual basis, over a minimum period of six months.

The aim of the dissertation is to demonstrate that the candidate has made a distinctive contribution to the improvement of professional practice, policy or strategy in the field of management. Upon completion, the student should be able to submit and defend a research work making such a contribution. Students should begin to consider the nature of the thesis and the topics to be covered during the coursework component.

Academic supervisors will be drawn from Faculty of Business and Law's complement of highly qualified staff, who are readily available via telephone, fax or email. Regular progress workshops will be conducted in Hong Kong for DBA students.



FORMAT OF STUDY

All taught courses will be conducted through an offshore Intensive Seminar block teaching mode, fully taught by NBS fulltime Faculty members.

Each course will generally have a six to eight week study schedule as follows:

Week 1	Course preparation: unit outline, textbook and study materials
Week 2-3	Intensive Seminar by lecturer from the University of Newcastle
Week 4-5	Revision
Week 6-7	Course work: assignment, projects, etc
Week 8	Break

Each Intensive Seminar consists of a total of 36 contact hours and will be scheduled on two consecutive weekends plus two weekdays evenings as follows.

Weekday 1	6:30 pm - 9:30 pm
Saturday	2:00 pm - 9:00 pm
Sunday	9:00 am - 5:00 pm
Weekday 2	6:30 pm - 9:30 pm
Saturday	2:00 pm - 9:00 pm
Sunday	9:00 am - 4:00 pm

Students maintain contact with lecturers for the duration of the course through the learning portal, Blackboard.

PROGRAM ASSESSMENT

Six taught DBA courses

The six taught DBA courses of the program each involves 36 hours of face-to-face lectures. Each course will develop and enhance the skills required to undertake the dissertation.

Four taught research courses and dissertation project

Students would be continuously assessed for the four taught research courses. Each taught research course involves 36 hours face-to-face lectures. Students have to submit and pass an applied dissertation project of 30,000 to 40,000 words in order to complete the study of the DBA program.

Awards

Participants upon successful completion of the program will be awarded the Doctor of Business Administration by the University of Newcastle which has exactly the same status as the home qualification in Australia.



APPLICATION AND ADMISSION INFORMATION

To maintain the high standards of the program, admission to the DBA program is highly competitive. Successful applicants will be appropriately qualified and experienced, highly motivated and have research interests that complement those of the faculty.

Entrance requirements

To be eligible for the DBA program offered in Hong Kong with advanced standing status, applicants must have:

- a. A completed Master of Business or a Master of Business Administration (MBA) degree (12-course program) from a recognized institution;
- b. At least two years working experience; and
- c. Demonstrated proficiency in English language, such as an MBA taught in English or IELTS 6.5 or above.

Other Master qualifications in a business-related discipline will be considered on a case-by-case basis.

The selection process

Selection is based on the applicants demonstrated record of occupational and academic achievement as well as assessments of managerial potential. As places in the program will be limited, candidates may be ranked on the basis of academic merit (determined by GPA in the last masters degree awarded).

Successful applicants will be notified by mail as soon as a decision has been made.

IT requirements

In order to gain the maximum benefit from services offered by the University, students are required to have access to a computer, modem and commercial internet service provider.

Program fee

The total tuition fee for Year 2 and Year 3 is HK\$295,000 by 10 instalments payable every 2 months.

Year one: Exempted for recognised MBA holders

Year two: HK\$29,500 x 6 instalments

Year three: HK\$29,500 x 4 instalments

(A Continuation Fee of HK\$6,000 per 3 months will be charged if students cannot complete the dissertation in the required time period)



HOW TO APPLY

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

1. Two sets of completed Application forms (one original and one photocopy for admission to the University of Newcastle Doctor of Business Administration;
2. Two sets of photocopies of all educational qualifications including academic transcripts for postgraduate qualifications and proof of English Proficiency;
3. A non-refundable application fee of HK\$250. The cheque should be crossed and made payable to the Hong Kong Management Association; and
4. Two passport sized photographs.

Remarks

Supporting documents including certificates AND transcripts are necessary. If you would like to apply for further credit exemption, please provide a certified copy of the relevant syllabus.

By post

Attn: The local Newcastle DBA Secretariat
The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang
HONG KONG

In person

Central Head Office	T: 2526 6516
Pico Tower Centre	T: 2866 4551
First Commercial Building Centre	T: 2574 2238
Olympia Plaza Centre	T: 2574 9346
Wong Chuk Hang Centre	T: 2766 3303

on or before the Deadline

Further information

For further details about the program and enquiries on application procedures, please contact:
Customer Service Department
T: 2774 8501 / 2774 8590
F: 2365 1000
E: degree.newcastle@hkma.org.hk
W: www.hkma.org.hk/newcastle/dba

ACKNOWLEDGEMENT

This is to confirm receipt of your application form for the Doctor of Business Administration program of the University of Newcastle. You will be notified by mail on the result of your application about six to eight weeks after the application deadline.

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

T 2774 8501 / 2774 8590

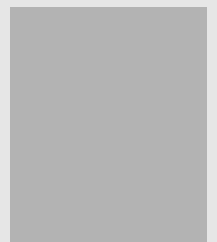
F 2365 1000

E degree.newcastle@hkma.org.hk

W www.hkma.org.hk/newcastle/dba

The information contained in this brochure is correct at the time of printing. The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.

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



*If you would like to receive acknowledgement of receipt,
please affix stamp and complete below.*

Name:

Address:
