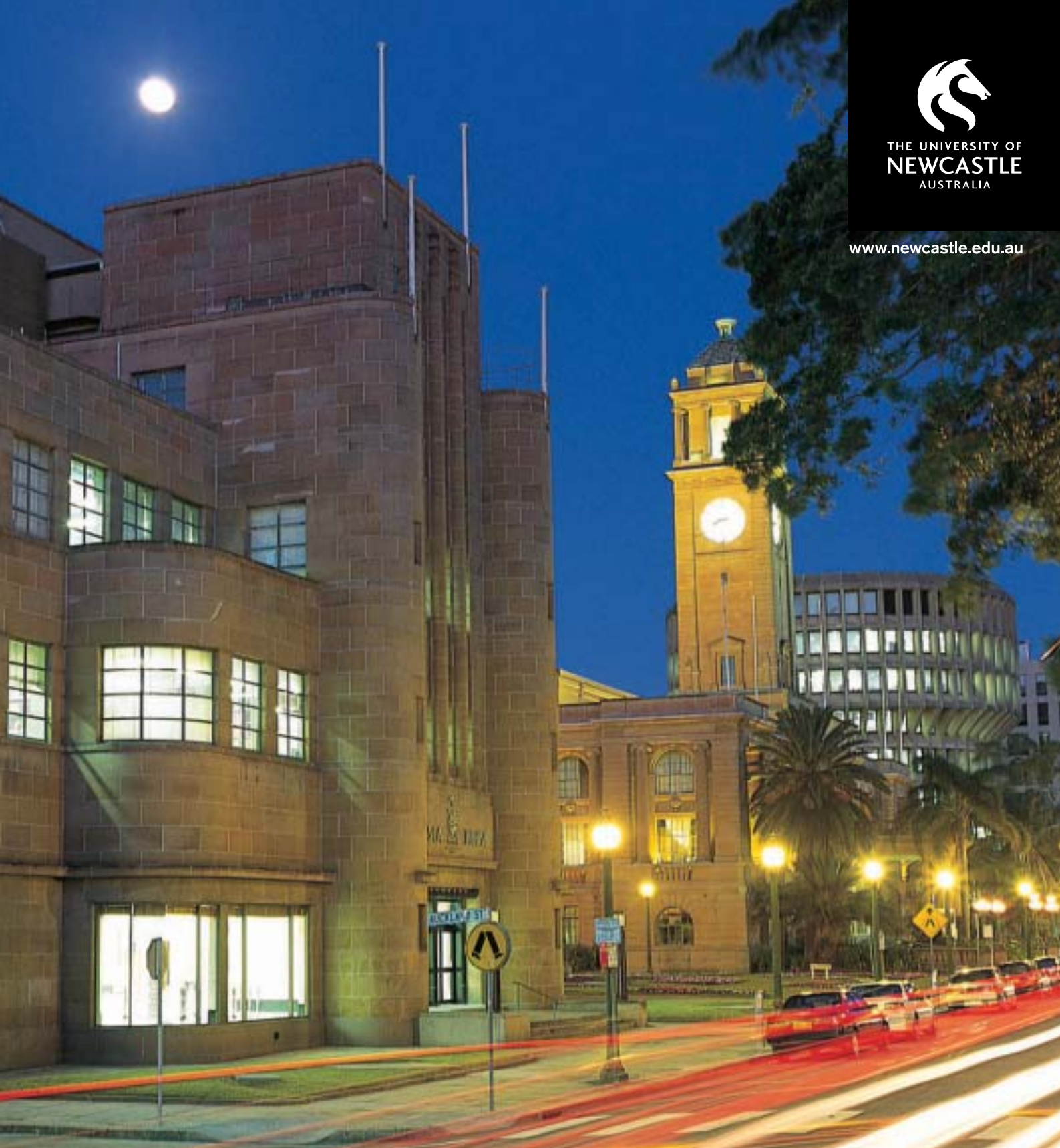




THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

www.newcastle.edu.au



MBus MASTER OF BUSINESS

Non-local Higher & Professional Education (Regulation) Ordinance Registration No. 211205

HK THE HONG KONG
MA MANAGEMENT ASSOCIATION

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MESSAGE FROM THE PRO VICE-CHANCELLOR BUSINESS AND LAW

Welcome to Faculty of Business and Law

The University of Newcastle aspires to be global leader in each of its spheres of achievement.

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

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 30,000, including over 4,000 international students from more than 80 countries studying both on and off-shore in business, engineering, medicine, nursing, science, teaching and technology.

Interesting facts about the university of newcastle

- The University is a dynamic, research intensive institution ranked in Australia's top 10 universities 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 University of Newcastle has been placed in the top 50 universities in the world under the age of 50. The global index measures and ranks performance of the world's top 700 universities based on a number of indicators including research, internationalisation and reputation.
- 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 student's 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.



Innovative Teaching & Student-Focused Learning

We promote lifelong learning through research-led and student-centred programs. Committed to creating, ensuring and promoting an unmatched learning environment, our teaching stimulates the imagination, curiosity and excitement of our students. We encourage our students to be active collaborators, continuously contesting ideas and questioning conventional wisdom. Studying within an internationalised curriculum, our students practice academic integrity; understand corporate social responsibility and corporate governance; and attain attributes, including groupwork skills, oral and written communication and critical thinking, making them work-ready graduates.

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.



MASTER OF BUSINESS

The Master of Business is designed to further the careers of professionals from all occupational and educational backgrounds. In an increasingly competitive workplace and challenging times in the marketplace, individuals are now looking to postgraduate studies as a means to enhance their skills, increase their employability and to continue their upwards trajectory in the professional management arena. The program is suitable for you, if you seek:

- **a career change** – adding a new area of specialisation to an existing qualification or employment background
- **career mobility** – promotion opportunities within existing or new employment situations
- **professional development** – experienced practitioners may be looking to top up qualifications and consolidate their knowledge
- **international recognition** - a postgraduate qualification in business carries with it a level of prestige recognised internationally

The Master of Business program provides you with a range of analytic, strategic, management and leadership skills and knowledge which will prepare you for increasingly competitive careers in business management in the corporate and public sectors.

This program offers grounding in fundamental business areas such as marketing, accounting, finance, organisational behaviour and economics. Analytic and problem solving skills are emphasised through an applied understanding of the theoretical frameworks within which today's managers must operate, as well as the acquisition of practical skills in teamwork, writing, presentation and time-management. The ability to cope with rapid organisational and technological change is developed through an understanding of organisational behaviour, and organisational change and development.



Program objectives

- Train students in contemporary principles and standards of critical reasoning and professional management, to enable them to evaluate for themselves the reliability, validity and efficacy of past, present and future techniques and principles of business and organisational management.
- Provide students with the skills to operate effectively in and contribute to the development of their own business and social communities.

Program structure

Complete the following core courses to fulfil the requirements of this program.

- Managing Under Uncertainty
- Foundation of Business Analysis
- Globalisation
- Organisational Behaviour & Design
- Marketing Management and Planning
- Human Resource Management
- Strategic Management
- Accounting and Financial Management

Advanced standing

Applicants may be eligible for advanced standing on the basis of studies completed in previous Master qualifications in business related disciplines obtained from recognised tertiary institutions. Applications for exemption must be submitted with the application form. Applications for exemption will NOT be processed after enrolment, except under exceptional circumstances, for example, where examination results are pending.



PROGRAM UNITS

GSBS6001

Managing Under Uncertainty (Core)

Managing Under Uncertainty (MUU) develops foundation skills concerning managerial decisions making. Students will develop an understanding of decision making processes with a focus on critical judgment, analytical and logical reasoning, strategic thinking, and creative problem solving. Managerial decision contexts that are addressed in this course include, for example, stakeholder management and governance, social and environmental responsibility, ethics, cross-cultural dimensions, strategic change and leadership, organizational restructuring and collaborations. Students will also be introduced to decision-making challenges that are faced by managers under incomplete information and bounded rationality.

GSBS6002

Foundation of Business Analysis (Core)

Intelligent business decisions are reliant upon timely and accurate data analysis. This course introduces the data analysis techniques necessary for transforming real world business data and relationships into actionable information to assist in business decision-making. A range of data analysis techniques are covered with applications to functional areas of business – general and human resource management, marketing, international business and finance. Students will have the opportunity to learn how to use software tools to analyze data and then interpret and evaluate the results in a business context.

GSBS6003

Globalisation (Core)

This course analyses the challenges and opportunities presented by the globalisation of markets and production for both domestic and multinational firms. The environment for global business is divided into three aspects; social and cultural; government and political; economic and technological. The course develops analytical frameworks encompassing economic and management theories; government policies; national differences in political, economic, legal and cultural systems to assess the challenges and opportunities presented by an increasingly integrated and interdependent global economy. Topics include the comparative economic, political, social environment of developed, emerging and transitional economies; cross-cultural management; managing geopolitics and international risk; assessing nongovernmental organisations and the regulation of the international economy such as the WTO and IMF; the costs-benefits of foreign investment; critiques of globalization.

GSBS6004

Organisational Behaviour and Design (Core)

This course explores issues related to organisational structural form, human behaviour and the management of people in organisations. It allows students to examine different perspectives on managing people and designing organisations, and to understand the determinants of interpersonal and team interactions in organisational environments. Attention focuses on the major theoretical, conceptual and empirical contributions relevant to designing organisations, and understanding and managing human behaviour within organisations. Case studies are used to assist students to relate content material to practical management.



GSBS6005

Marketing Management and Planning (Core)

Marketing plays a vital role in creating sustainable competitive advantage for organizations with limited resources, and that operate in dynamic competitive environments. In doing so marketing provides the focus for creating and maintaining value for customers and organizational profit. Drawing from a preliminary review of basic marketing concepts and processes, Marketing Management develops a set of key analytical tools to enhance managers' understanding of, and the ability to, manage key strategic issues and decisions. Marketing Planning and Management is designed as a beneficial stand-alone unit for all managers and provides a strong foundation for further marketing studies.

Strategic Management informs students of issues and perspectives in strategic management and corporate policy as well as test knowledge and skills through a range of possible challenges such as debates and case studies participation in a corporate policy game or a management consultancy in addition to an exam.

GSBS6040

Human Resource Management (Core)

This course provides an introduction to human resource management (HRM), and to frameworks explaining the core functions of HRM i.e. planning, recruitment, development, reward, voice and exit. In particular, students will consider how responsibility for people management is distributed inside and outside the organisation. The course takes a very practical view of HRM, using many examples, exercises, and cases. Students are encouraged to think about what HRM means – how it differs according to the nature of work, by organisation, by industry sector, and in different regions and countries – and to consider what constitutes ethical human resource management.

GSBS6060

Strategic Management (Core)

Strategic Management informs students of issues and perspectives in strategic management and corporate policy as well as test knowledge and skills through a range of possible challenges such as debates and case studies participation in a corporate policy game or a management consultancy in addition to an exam.

GSBS6200

Accounting and Financial Management (Core)

This course introduces accounting and financial management to non-accountants. It aims to provide an understanding of the main accounting concepts and the practical use of accounting and financial information for decision making and the achievement of business goals.



FORMAT OF STUDY

All eight courses will be conducted through an offshore Intensive Seminar block teaching mode, fully taught by University of Newcastle staff.

Each course will generally have a 6 to 7 week study schedule as follows:

Week 1-2	Intensive Seminar conducted by lecturer from the University of Newcastle
Week 3-4	Course work: Assignment, Projects, etc
Week 5	Revision
Week 6	Examination
Week 7	Break

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

Intensive seminar

Friday	6:30 pm - 9:30 pm
Saturday	2:00 pm - 9:00 pm
Sunday	9:00 am - 5:00 pm
Friday	6:30 pm - 9:30 pm
Saturday	2:00 pm - 9:00 pm
Sunday	9:00 am - 5:00 pm

Program assessment

The eight courses of the program each involves 36 hours of face-to-face lectures. Students are required to complete coursework, assessment tasks and undertake a formal examination for each unit.

Awards

Upon successful completion of the program, students will be awarded the Master of Business by the University of Newcastle which has exactly the same status as the home qualification in Australia.

Advancement path

Graduates of the MBus program are eligible to apply for entry into the Doctor of Business Administration Program (proceeding to Year 2 of the program) offered by the University of Newcastle in Hong Kong.



APPLICATION AND ADMISSION INFORMATION

Admission criteria

A recognised Bachelor degree or Postgraduate Diploma; or a recognised Diploma and five years work experience; or a recognised Graduate Certificate and two years work experience; or five years proven work experience at senior management level.

Either completed Diploma or Bachelor studies or equivalent in English, or have a TOEFL score of at least 550 or an IELTS score of at least 6.5 (undertaken within the last 2 years). Full details regarding the University of Newcastle English Proficiency Policy can be accessed at www.newcastle.edu.au/policy/000104.html.

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 a commercial internet service provider.

Program fee

Total fee for the whole program is HK\$110,000 by 8 instalments (HK\$13,750 per instalment) payable every 6 weeks.

The fee is a composite fee including:

- Registration with the University
- Induction seminar
- Intensive seminars conducted by lecturers from the University of Newcastle
- Local study group
- Examinations in Hong Kong
- Access to library facilities
- Study notes and essential textbooks
- Local administration support



HOW TO APPLY

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

1. Two sets of completed Application form (one original and one photocopy) for admission to the University of Newcastle Master of Business ;
2. Two sets of photocopies of all the educational qualifications including academic transcripts for undergraduate and postgraduate qualifications;
3. A non-refundable application fee of HK\$250.00. The cheque should be crossed and made payable to The Hong Kong Management Association; and
4. Two passport sized photographs.

Applying for Advanced Standing

Consideration of applicants seeking advanced standing is on a case-by-case basis. In the event that advanced standing is granted, the number of units required to complete the degree requirements will be reduced and, consequently, students may need less time to complete their preferred program. If you are seeking advanced standing in your nominated program you should include with your application the course outline, subject descriptions, methods of assessment, contact hours, duration of the program and a list of text books should be from official educational institution publications or hand-outs.

By post

Attn: The local Newcastle MBus 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
Olympia Plaza	T: 2574 9346
Pico Tower Centre	T: 2866 4551
First Commercial	
Building Centre	T: 2574 2238
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

ACKNOWLEDGEMENT

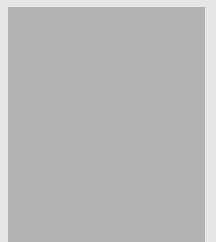
This is to confirm receipt of your application form for the Master of Business program of the University of Newcastle. You will be notified by mail on the result of your application about six to eight weeks after the application deadline.

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

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

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 complex below.

Name: _____

Address: _____
