



Wrexham  
Glyndwr  
UNIVERSITY



可選擇  
中/英文  
修讀

MBA

工商管理碩士

Master of Business Administration

Non-local Higher and Professional Education (Regulation) Ordinance Registration Number: 252769

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

The Hong Kong Management Association  
香港管理專業協會









# CONTENTS

## 目錄

學歷頒授機構 The Awarding Institution	6
協辦機構 The Collaborative Centre	7
課程宗旨 Programme Objectives	8
課程結構 Programme Structure	8
課程內容 Curriculum	9
考核方式 Assessment	12
考核語言 Medium of Assessment	12
學位國際承認 Recognition	12
入學資格 Admission Requirements	12
英語要求 English Requirements	13
大學電子圖書館 Online Library	13
畢業 Graduation	13
重要事項 Important Notes	14
管協普通會員會籍 HKMA Associate Membership	14



# WELCOME FROM THE VICE- CHANCELLOR AND CHIEF EXECUTIVE

Choosing which university to attend is one of the biggest decisions you will ever make. After all, it is the place you will spend arguably the most important years of your life. Let me make the decision a little easier for you.

Here at Glyndŵr University, we blend the importance of academia with a strong sense of community. We are student-centred, market led, internationally significant and open to all.

This focus has taken us to a record number of students in 2013/14 and we are determined to provide everyone joining the Glyndŵr family with the best experience possible, not just through education but socially and culturally, with your health and wellbeing always in mind.

Here at Glyndŵr University we are proud of our enterprising spirit. This spirit impacts on everything we do, from our name - inspired by Welsh hero Owain Glyndŵr - right through to our everyday actions.

This doesn't just mean turning our graduates into the next great entrepreneur, although we do have a strong record of providing excellent support for those wanting to start their own businesses.

To us it means that we work hard to keep our courses up to date and industry relevant by building partnerships with national and international companies; we are creative in our thinking, often introducing courses which are the first of their kind in the UK; and we are sustainable and bold in how we operate.

We believe in people's potential and opening up university life to all, whether it's those visiting the campus to use our facilities or deciding to study here.

We don't believe that there should be barriers to people fulfilling their potential, and past and current students consistently praise our staff for the help and support offered to them throughout their courses.

If you want a university that cares, that puts your studies and future at the top of its agenda, the search is over.

**Professor Maria Hinfelaar**  
Vice-Chancellor and Chief Executive









# GLYNDŴR UNIVERSITY

## 格林多大學 (GU)



## THE AWARDING INSTITUTION

### Glyndŵr University (GU)

Glyndŵr University (pronounced "glen-doo-er") in Wrexham was created out of the North East Wales Institute of Higher Education (NEWI). It can trace its origins back to 1887 with the formation of the Wrexham School of Science and Art. In 2004, NEWI became a full member of the University of Wales, having been an associate college since 1993. In 2011, the University started to award its own degrees.

The University's mission is to be a "market led, student centred university of international significance open to all" and through its vision statement, it aims "to become indispensable as a significant, relevant and expert partner in regional and national economic and social development".

This mission and vision both inform the University's strategic plan which is also influenced by the University's core values, which are:

- Respect for the individual, for the expression of ideas and the pursuit of knowledge;
- Educational, academic and professional integrity;
- Care for students, colleagues and customers and the anticipation of their needs and requirements;
- Organizational commitment to the pursuit of excellence and loyalty to the University as a community of learning.

### Achievement of the University

In 2017, Glyndŵr University received a silver award in the Teaching Excellence Framework (TEF), which is awarded to institutions that have high quality teaching and excellent learning outcomes for its students and consistently exceed rigorous national quality requirements for UK higher education.

## 學歷頒授機構

### 格林多大學 (GU)

格林多大學前身是東北威爾斯學院 (North East Wales Institute, NEWI), 歷史可以追溯到 1887 年成立的域斯咸科學與藝術學校。於 2004 年, 東北威爾斯學院成為威爾斯大學的成員大學。於 2011 年, 開始以格林多大學名義頒發學位證書。

大學以學生為本, 市場主導的開放策略, 目標成為區域和國際上不可或缺的經濟與社會發展伙伴。

大學的成立目的及願景建基於大學的核心價值:

- 尊重個人的意見發表和追求知識的理念;
- 持守教學、學術、專業誠信;
- 關心學員、同事、客戶瞭解他們的需求和要求;
- 承諾追求卓越和本著忠誠提供大學教育。

### 大學的卓越成就

於 2017 年, 格林多大學獲頒由英國政府推出的大學卓越教學銀獎, 表示大學擁有高教學質素及學習成果, 其質素更超越英國高等教育嚴格的基準。



# THE HONG KONG MANAGEMENT ASSOCIATION

## 香港管理專業協會 (管協)



### 協辦機構

#### 香港管理專業協會 (管協)

香港管理專業協會為非牟利專業團體，成立於1960年，一直積極推廣現代管理知識和技巧的應用，致力參與香港工商管理人才的培訓和發展工作。

管協為香港最具規模的專業管理培訓機構之一，每年開辦各類型管理培訓項目二千多項，三萬多人修讀。每年共有一千多家香港、中國內地及海外機構贊助他們的員工修讀管協的培訓課程。

為了讓香港管理及專業人員有更多持續進修發展的機會，管協早於1987年已經開始引入海外知名學府在港開辦學位課程，當時第一項舉辦的課程是英國華威大學的工商管理碩士課程。歷年來，管協致力與澳洲、英國、瑞士及中國內地的大學合辦一系列由本科、碩士以至博士程度的持續高等教育課程。

管協除了提供培訓課程，也提供其他管理服務及活動，包括獎項及比賽、專業研究社、研討會及講座等，為各界人士提供最新的香港及國際商業資訊。

### THE COLLABORATIVE CENTRE

#### The Hong Kong Management Association (HKMA)

Established in 1960, The Hong Kong Management Association is a non-profit-making professional organization dedicated to providing Hong Kong with the management training and skills it needs to succeed.

As one of the largest providers of management training and education in Hong Kong, it offers annually over 2,000 programmes at all levels to more than 30,000 participants. Each year, more than 1,000 local, Mainland China and overseas organizations sponsor their staff to study the training programmes offered by the HKMA.

The Association has been the pioneer to offer offshore programmes in Hong Kong, having introduced the MBA programme with University of Warwick since 1987. Over the years, we have close ties with a number of universities from Australia, the UK, Switzerland and the Mainland China in offering offshore programmes in Hong Kong. These programmes include Bachelor's, Master's and Doctoral degrees in various management areas.

On top of training and education, the HKMA also offers other management services and activities, including business awards, specialist clubs, and a series of forums and seminars throughout the year on the latest management and business issues in Hong Kong and internationally.

# PROGRAMME OBJECTIVES

## 課程宗旨

本工商管理碩士課程涵蓋了廿一世紀的主要管理概念，包括人才管理，領導力，策略思考，財務，有效溝通，組織變革和企業社會責任。不但涵蓋區內及全球商業環境，並加入本地化元素。課程由大學核准委任的本地資深導師任教，他們擁有豐富教學及實踐經驗，及博士或碩士資歷。

課程設計是針對進身高級管理和領導崗位的專業及行政人士，旨在為學員提供廣泛跨職能知識，以助學員於不同的業務環境及高層次的管理操作中運用。

大學除了設有二評及校外考官制度監督學習質素，並作定期嚴格而詳細的評審和舉行聯席會議作教學交流。

This MBA programme covers the key management concepts of the 21st century including the management of people, leadership, strategic thinking, finance, effective communication, organisational change and corporate social responsibility. The programme of study covers both the domestic and global business environments as needed to operate at higher management levels and composes of contextualised local elements. The programme is taught by the University approved experienced local lecturers who have extensive teaching and practical experiences and possess Doctoral or Master's degrees.

This programme aims at professionals who aspire to senior management and leadership positions. It provides students with the broad understanding required to be successful in cross-functional business environments and for augmenting their skills as needed to operate at higher management levels.

Glyndŵr University carries out the robust marking and the external examiner monitoring systems for the purpose of upholding the student learning quality assurance, and conducts periodically rigorous and detailed assessment and joint board meetings with HKMA to exchange best practice in teaching.

# PROGRAMME STRUCTURE

## 課程結構

本課程以兼讀形式在香港修讀。課程分為兩個階段，可於 18 個月內完成。

第一階段 (120 個學分)

學員須完成 6 門學科，各佔 20 學分，約於 12 個月完成。

第二階段 (60 個學分)

學員完成第一階段後，才能進入第二階段。學員須出席研究方法工作坊，然後在論文導師指導下完成論文。第二階段預計於 6 個月內完成。

The programme is offered in a part-time face-to-face learning mode. It comprises two parts which is expected to be completed in 18 months.

Part One (120 Credits)

A total of 6 taught modules, each contributes 20 credits. This part can be completed in 12 months.

Part Two (60 Credits)

Students must complete Part One in order to progress to Part Two. They are required to attend research methodology workshops and submit a dissertation under the guidance of the assigned supervisors. This part can be completed in 6 months.

第一階段	PART ONE
• 風險評估與決策	• Evaluating Risk and Decisions
• 當代領導學	• Contemporary Leadership Themes
• 營商睿智與財務洞察力	• Financial Insights and Business Intelligence
• 實施策略	• Implementing Strategies
• 綜合溝通	• Integrated Communications
• 變革與創新	• Creative Change and Innovation
第二階段	PART ONE
• 研究方法與論文	• Research Methods and Dissertation







# CURRICULUM

課程內容





## 第一階段 PART ONE

### 風險評估與決策 Evaluating Risk and Decisions

評估和批判審查組織面臨的風險類型，減輕和管理風險的策略以及應對措施，並考慮緩解危機後迅速恢復正常的方法。

Examine, assess and critically review the types of risk faced by organisations and the strategies, methods and techniques available to mitigate and manage them. Consider approaches to recovery.

### 當代領導學 Contemporary Leadership Themes

認識領導學理論、模式及研究對組織行為的影響（例如團隊、文化、動機、學習和態度等）。讓學員能夠審慎評估領導學的效益，並了解跟隨者相關的組織行為概念，且應用於其所屬組織的營運中。透過思考自己的領導傾向，增強學員在現今組織架構中的領導和跟隨技巧。

Develop students with a critical awareness of leadership theories, models and research and its relationship to other critical organisational behaviour concepts (such as groups, culture, motivation, learning, attitudes etc.) Enable students to critically evaluate the usefulness of leadership, followership and related organisational behaviour concepts and apply them with discernment in an organisational context. To reflect on their own leadership propensities and develop insights to enhance their leadership and followership skills within the context of contemporary organisational settings.

### 營商睿智與財務洞察力 Financial Insights and Business Intelligence

培養學員的營商睿智與財務洞察力，使其所屬組織能夠在競爭激烈的商業環境中，擁有可持續及健康的財務狀況。

Develop students' ability of gaining financial insights and business intelligence in which contributing to sustainable financial well-being of an organisation in competitive business environment.

### 實施策略 Implementing Strategies

運用不同方式研究策略思維能力和分析技巧，以對學員所屬組織的長遠發展、業績和方向作出貢獻。

To examine the various ways in which strategic thinking skills and supporting analytical techniques contribute to the longer-term priorities, performance and direction of an organization.

### 綜合溝通 Integrated Communications

培養學員應用有效溝通方案和品牌管理概念的能力。使學員了解加強可持續的持份者關係以及實現顧客價值為其所屬組織業績帶來的貢獻。

Develop the students' ability to apply effective communication planning and brand management concepts. Provide an insight into the contribution to organisational performance made by enhancing sustainable stakeholder relationships and delivering customer value.

### 變革與創新 Creative Change and Innovation

此課程會探討變革、創新和創造力對組織的生存和發展的重要性。深入認識因變革和新思想的產生及應用，而導致組織之間的緊張關係和業績波動。

To provide a critical insight into the essential nature of change, innovation and creativity for organizational survival and growth. Encourage recognition of the organizational tensions and performance fluctuations linked to the generation and application of change and new ideas.

## 第二階段 PART TWO

### 研究方法與論文 Research Methods and Dissertation

學員需要設計一個研究提案，作為論文寫作過程中調查並解決的管理／企業問題的基礎。通過進行學術性的研究，檢驗研究過程中涉及的目標和方法。對商業和管理環境中的哲學性、實踐性和道德性的概念，作出客觀的理解。瞭解作數據分析時可以應用的合適軟件。此課程的目的是要培養學員的概念性思維並提高其獨立研究和問題解決的能力，使學員能夠提出與商業和管理相關的實用、可應用的結論。

Examine the purpose and methods involved when undertaking academic research to resolve a business/management problem through the design of a research framework and structured proposal which is centred upon a contemporary issue related to selected programme pathway being followed by the individual student. Students will develop a critical appreciation of the philosophical, practical and ethical concepts of research within the context of the business and management environment, gain knowledge of software packages available to analyse data, receive guidance and supervision through the dissertation process, in a systematic manner, which leads to independent study, conceptual thinking and problem-solving abilities in order to reach conclusion of relevance to business and management practitioners.





## ASSESSMENT METHOD AND MEDIUM 考核方式及語言

以習作為考核模式，無需考試。為方便學員學習，本課程供學員選擇以英文或中文為考核語言。

The taught modules will be assessed through coursework. No examination is required. Students can choose to be assessed in either English or Chinese.

## ADMISSION REQUIREMENTS 入學資格

申請者必須具備下列其中一項要求：

- 持有二等二級榮譽學士學位或同等學歷；或
  - 具至少兩年相關管理或專業經驗\*。
- \* 申請人需要參加面試

To be considered for admission to this programme, applicant must possess one of the following qualifications:

- A minimum of 2:2 class undergraduate degree or equivalent; or
  - Mature students have 2 years or more managerial or professional experience\*.
- \* Applicant is required to participate in an interview.

## ENGLISH REQUIREMENTS (FOR APPLICANTS OF ENGLISH ASSESSMENT) 英語要求（若選擇以英文為考核語言）

申請者必須符合下列其中一項要求：

- 香港高級程度會考英語 Grade C 或以上；或
- 香港中學會考 (Syllabus B) 英語 Grade C 或以上；或
- 香港中學會考 (Syllabus A) 英語 Grade C 或以上；或
- 香港中學文憑考試英語 Level 4 或以上；或
- 雅思 (IELTS) 6.5 或以上，且各單項成績不低於 6.0。

取錄與否由大學決定。

未能符合以上任何一項英語要求的學生，可選擇以中文為考核語言。

Applicant must possess one of the following qualifications:

- Grade C in the Use of English of HKAL Examinations; or
- Grade C in English Language (Syllabus B) of HKCEE; or
- Grade C in English Language (Syllabus A) of HKCEE; or
- Level 4 in English Language of HKDSE; or
- IELTS 6.5 or above with no component below 6.0.

The admission decision is at the discretion of the University.

Applicant who cannot fulfil any one of the above English requirements can choose to be assessed in Chinese.



## RECOGNITION 學位國際承認

格林多大學的工商管理碩士課程讓香港在職專業人士及行政管理人員，以兼讀形式修讀、考取享譽英國和國際認可的碩士學歷。

工商管理碩士學位由格林多大學頒發。香港學員通過兼讀形式取得的碩士學位，學術地位及認可性與大學頒授予修讀相同課程的英國全日制和兼讀制畢業生的碩士學位相同。

The programme allows Hong Kong in-service professionals and executives to study part-time and locally to earn a MBA conferred by a prestigious UK university and recognized world-wide.

The MBA awarded by the Glyndŵr University part-time studies in Hong Kong carries equivalent academic status and recognition to a Master's degree conferred by the University to local full-time and part-time students in UK.

## ONLINE LIBRARY 大學電子圖書館

修讀格林多大學課程的學生均可使用大學的網上圖書館。無論身在何處，學員都可以透過互聯網，靈活使用經過專家評審的學科資源，其中包括資料庫、期刊和有用的資源渠道和連結。

The Online Library is available to all students studying on Glyndŵr University programmes. This innovative concept takes advantage of the huge amount of quality resources available via the internet. The Online Library provides users with a wide range of peer-reviewed subject based resources, regardless of where they are.

## GRADUATION 畢業

完成整個碩士課程的學員，可參加格林多大學在校園舉行的畢業典禮，與大學全球的附屬學院及英國本土的畢業生一同行禮。

Students who have completed the MBA programme may attend the graduation ceremony held on the Glyndŵr University campus, together with the graduates from other affiliated institutions all over the world and UK local students to receive the award.



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## IMPORTANT NOTES

### 重要事項

1. 入學申請和訂定相關的要求和程序由大學全權審批。如有更改，將不另行通知。香港管理專業協會對有關大學的入學申請不作任何保證及／或負任何責任。
  2. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
1. Admission is on a competitive and individual basis entirely at the discretion of the University. Admission criteria and procedures are set by the University and may be subject to change. The Association does not give any warranty and will not accept any liability regarding the above.
  2. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

## HKMA ASSOCIATE MEMBERSHIP

### 管協普通會員會籍

若成功取錄，本會將贈送為期一年的普通會員會籍。成為本會會員，可享更多機會與成功的商界領袖砥礪切磋、交流經營和管理心得及建立業務關係。你也可透過本會通訊網絡，得知本會的最新動態及有關服務。會員亦可享用特別優惠包括：

- 以會員優惠價參與管協課程和活動，及租用管協培訓設施
- 有機會參與管協的專業研究社
- 免費參與管協舉辦的演講會或研討會
- 免費訂閱管協電子通訊月刊「香港經理」
- 有機會透過管協舉辦的交流活動拓闊人脈網絡
- 可優先參與管協會員部舉辦的活動
- 以會員優惠價享用不同商戶提供的產品和服務

詳情請到：<http://www.hkma.org.hk/membership>

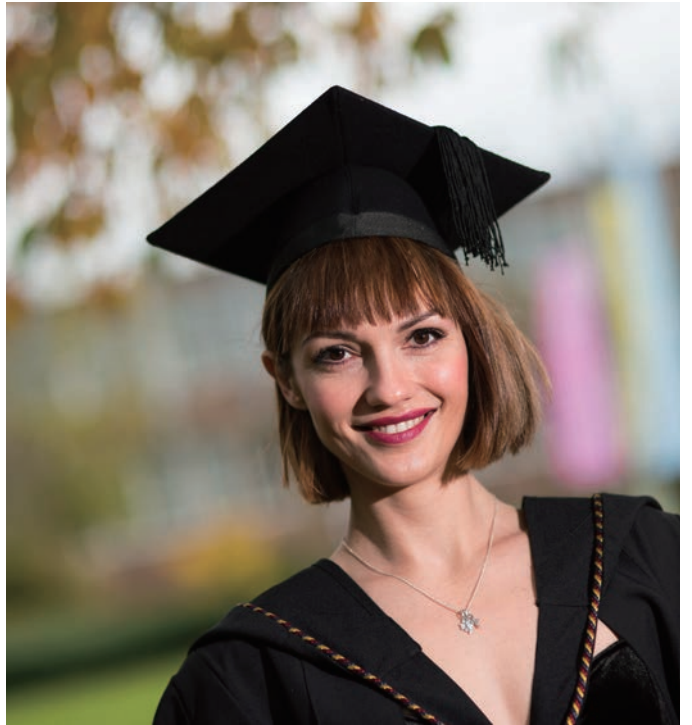
Upon successful admission to the programme, you will be granted Associate Membership of the Association for a year for free. As a member of the Association, you can enjoy the opportunities to meet and be associated with successful, experienced and professional executives and to develop important business contacts. You will also be regularly brought up-to-date on the Association's services and events through various communication channels. In addition, the Association offers special privileges to all members which include:

- Privilege rates for courses / events of the Association and rooms and facilities rental at our training centres
- Opportunities to join the Association's Specialist Clubs
- Complimentary seats at management talks and seminars
- Free Subscription to "Hong Kong Manager", the Association's bilingual monthly e-newsletter
- Opportunities to extend business connection through networking events
- Priority in joining membership activities
- Privilege rates for products and services offered by different merchandisers

For details, please visit <http://www.hkma.org.hk/membership>









## GUMBA Local Secretariat 課程秘書處

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香港管理專業協會  
香港黃竹坑業興街11號南匯廣場B座16樓

### Course Details查詢課程詳情:

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