



UNIVERSITY
of
GREENWICH



Advancing Management Excellence

BA (Hons) BUSINESS STUDIES

- ▶ Business Studies
- ▶ Events Management
- ▶ Finance
- ▶ Human Resource Management
- ▶ Logistics
- ▶ Marketing
- ▶ Public Relations
- ▶ Tourism

Winner of Queen's Anniversary Prize for Higher and Further Education (2016)



Reg. No: 252020

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Message from the Pro Vice Chancellor

I am delighted to invite students in Hong Kong to study our BA (Honours) programme in Business Studies at HKMA.

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 23,000 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 3 years, the University of Greenwich has generated almost £35 million in research, consultancy and related commercial activity, and is the leading post-1992 institution for value of its contract research undertaken with industry.



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) Degree 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

BA(Hons)Business Studies – Entry with Advanced Standing

The University of Greenwich and HKMA offer the BA(Hons) 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 8 different subject specialization including Business Studies, Events Management, Finance, Human Resource Management, Logistics, Marketing, Public Relations and Tourism.

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.

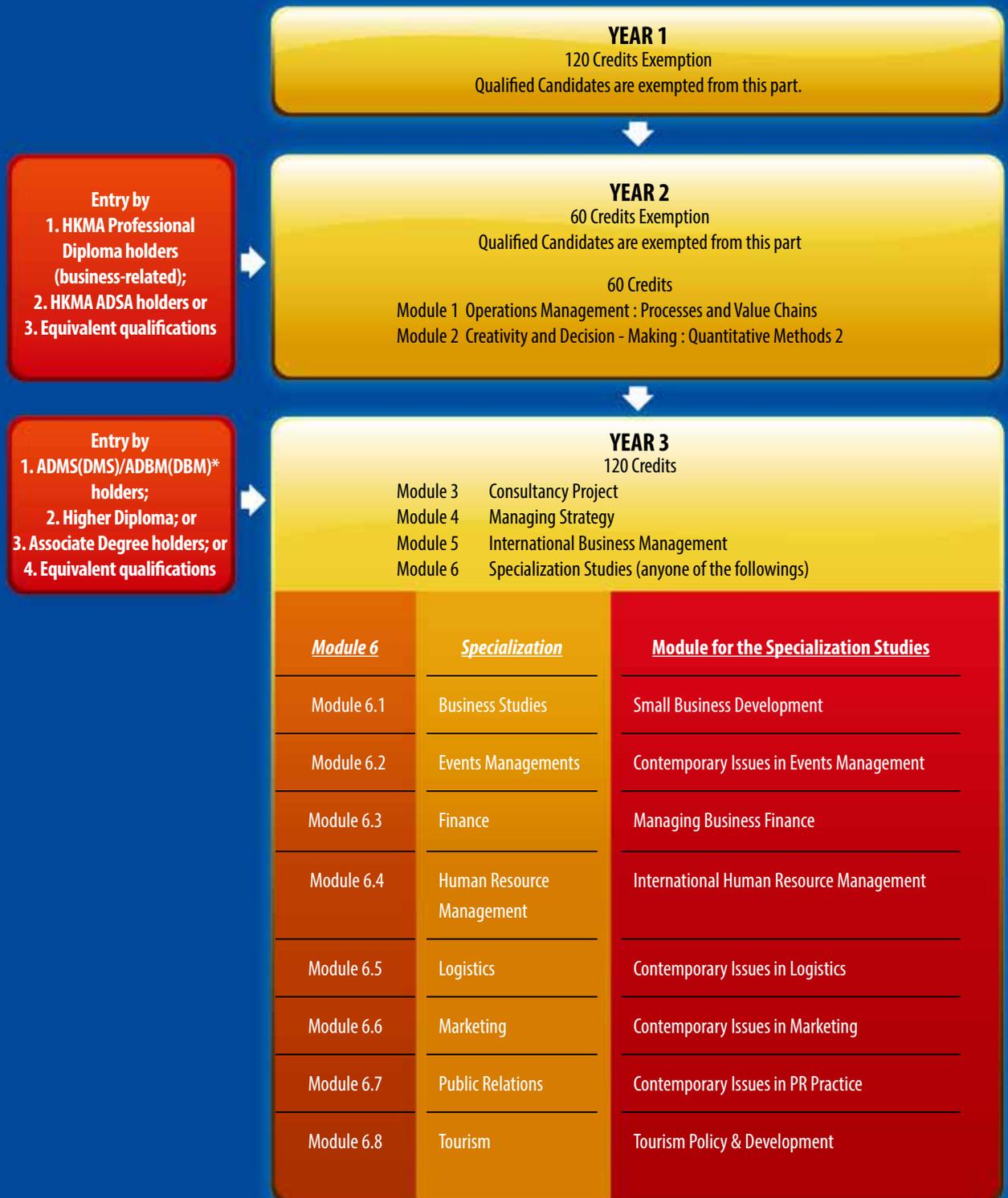


HKMA ADMS/ADB^M*, business-related higher diploma or associate degree holders may directly enter the 3rd year of the BA(Hons) BS programme covering 4 modules. Whereas HKMA professional diploma and other ordinary diploma holders may enter the 180 credits (entry to 60 credit at Year 2) covering a total 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, Marketing, Public Relations and Tourism.

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) 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 Diploma in Management Studies and 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, NCC, CUSCS, CUHK, etc.

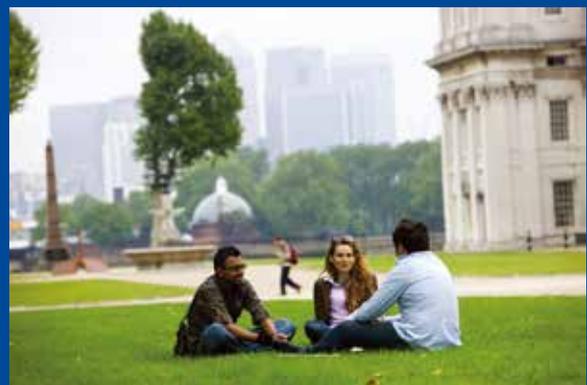
For entry to 60 credits at year 2:

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 must be proficient in English Language and may be required to provide evidence of proficiency (TOEFL 550 or IELTS 6.0) OR Grade D obtained from HKCEE English (Syllabus B) or Grade D for HKALE English Language, unless their diploma qualification has been undertaken in an institution where the language of instruction is English.

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



Recognition of Degree

The BA(Hons)BS 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>Seminar Week</p> <p>13 sessions</p> <p>Seminars to be held once per week</p> <p>Weekday Evenings: From 6:30pm to 10:00pm</p> <p>OR</p> <p>Weekends</p> <p>From 9:30 am to 1:00 pm/ From 2:00 pm to 5:30 pm</p>	<p>Seminar Week</p> <p>13 sessions</p> <p>Seminars to be held once per week</p> <p>Weekday Evenings: From 6:30pm to 10:00pm</p> <p>OR</p> <p>Weekends</p> <p>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	Revision	
15	Examination	
16	Break	

Why the University of Greenwich BA(Hons) BS Programmes?

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, Marketing, Public Relations and Tourism.

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. Certificate or Diploma programme conducted in English, HKCEE Certificate with English (Syllabus B; TOEFL 550 or IELTS 6.0)

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 8592 (Ms Shino Choi) / 2774 8501 (Ms Vicky Chung) / 2774 8571 (Ms Toby Chan)

Fax: 2365 1000

Email: degree.greenwich@hkma.org.hk Website : 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. Application results will be emailed to individual applicants six to eight 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, HKMA Alumni Association, Information Technology Management Club, Hong Kong Telecommunication Users Group, Management & Methods Club, Personnel Management Club, Sales and Marketing Executives Club and Younger Managers' Club.

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



Programmes Fees

For Year 3:

HK\$ 15,200 per course x 4 courses
Total Course Fee for Year 3: HK\$60,800

For 60 credits Year 2

HK\$6,300 per course x 2 Courses
Total Course Fee for Year 2: HK\$12,600

For Entry into Year 3: Total course Fee: HK\$ 60,800

For Entry into 60 credits Year 2: Total Course Fee: HK\$73,400

For Managing Strategy unit, students are required to allow approximately USD 40 for the registration of an 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 of BA(Hons)BS

Year 2 (60 Credits)

Module 1 - Operations Management: Processes and Value Chains

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: Quantitative Methods

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 - 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

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 - International Business Management

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



Module 6 – Specialisations

6.1 – Business Studies

Course - Small Business Development

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.

6.2 – Events Management

Course – Contemporary Issues in Events Management

Events Management is a rapidly developing area of business and operates within potentially turbulent internal and external environments. Studying and analysing issues and trends allows the event manager to keep events not only current but offers an understanding of the forces shaping trends. This enables managers to prepare long term strategies for their organisations within an informed environment. This course will explore a range of issues and trends and their impacts on the events industry, organisations, associations, groupings, individuals, communities and economies. It will examine a range of competing perspectives and relies on students engaging in the research process with regard to the context under study and issues being considered. The course allows students to discuss and debate various issues and trends from both an academic and practical perspective and how such will challenge and impact on future management decisions. Such challenges will encompass the importance of ethics, local authority / commercial strategic perspectives, measuring tools and techniques within the industry, environmental concerns, human resource issues, political, economics, social, technological issues, event tourism issues, entrepreneurship etc. Exemplars will be from a local, regional, national and international perspective. With these issues, Event Managers of the future need to understand the issues and trends in their industry and how this affects their clients and audiences, their profession and their personal professional aspirations at both a strategic and tactical level.



6.3 – Finance

Course - Managing Business Finance

Students will study financial concepts and theories applied to finance-related issues encountered by firms in real-life situations. Students will be required to understand why maximising shareholders wealth is regarded as a primary financial objective of a firm. In addition, students will develop their understanding on the following key financial decisions - investment, financing, dividends and risk management - as paramount to creating wealth. On completing this course successfully you 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

Course – 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

Course – Contemporary Issues in Logistics

The aim of this course is to advance the students understanding of the critical study of international and global logistics and to critically appraise the importance of innovation in logistics management. Contemporary issues in Logistics have gained momentum with the globalisation and the growth of e-commerce. Logistics are at the heart of any organisation as its role is to interpret strategy and policy into products and services. Over the past decades there have been some fundamental changes in the way organisations manage their logistics not only nationally, but on an international basis. The overall focus of this course is one of exploring current trends, identifying areas of opportunities, challenges, changes and how these changes have come about and what we might face in the future. The course is designed to give students a critical understanding of the current academic and pragmatic approaches to logistics; the context is contemporary logistics both globally and locally.

6.6 – Marketing

Course – Contemporary Issues in Marketing

The purpose of this course is: To support the development of marketing students into autonomous learners and independent thinkers. To enable future marketing managers to engage with leading-edge theory in a positive and open minded way. To enable them to envisage the impact of current and future trends on the role and implementation of Marketing. To encourage further research and enquiry into the 'edges' of discipline.



6.7 – Public Relations

Course – Contemporary Issues in PR Practice

The course will assist you to: Develop into autonomous learners and independent thinkers; Engage with leading edge theory in a positive and open-minded way; Appreciate the complex range of issues that PR professionals might face within the work environment and be able to adapt this knowledge to a range of different contexts; Develop an in-depth theoretical underpinning of ethics, new influences in PR, reputation, corporate social responsibility, the role of relationships, diversity and regulation of the industry in the context of public relations practice; Be able to contribute confidently to discussions, applying in-depth knowledge and critical thinking to leading edge research and practice in the PR field; Critically evaluate and be able to develop a framework for understanding ethical issues in PR; Develop a critical awareness of current contemporary issues and the application of that knowledge to a range of complex situations in business; Envisage the impact of current and future trends on the role and implementation of public relations.

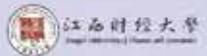
6.8 – Tourism

Course – Tourism Policy and Development

To critically examine the historical context of tourism policy and its relationship to concepts of development. To examine the organisational structures and policy frameworks involved in developing tourism policy. To understand the links between tourism planning and local, regional, national and international development. To analyse the concepts of sustainable and ethical tourism.

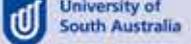
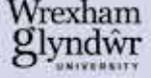
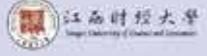
Advancement Path

DOCTORAL DEGREE

	1. SBS Swiss Business School, Switzerland DBA (Completed in 2.5 years)
	2. Jiangxi University of Finance and Economics Ph.D in Economics* Ph.D in Management* (Completed in 3 years)



MASTER'S DEGREE

	1. Macquarie University Graduate School of Management, Australia MBA Reg. 210945 (Completed in 2.5 years)
	2. University of Greenwich, UK MBA (International Business) Reg. 257204 (Completed in 1.5 years)
	3. University of South Australia, Australia MBA (Marketing/ HRM/ Finance) Reg. 112660/112609/112647
	4. Fudan University, China 中文工商管理碩士 Reg. 232126 (Completed in 2.5 years)
	5. Glyndwr University, UK MBA Reg. 252455 (Assessed in Chinese/English) (Completed in 1.5 years)
	6. Jiangxi University of Finance and Economics MBA* (Completed in 2 years)



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

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
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang
HONG KONG

Tel : 2774 8592 / 2774 8501 / 2774 8571

Fax : 2365 1000

Email : degree.greenwich@hkma.org.hk

Website : 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 information contained in this brochure is correct as at September 2016. 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.