

MBA PROGRAM

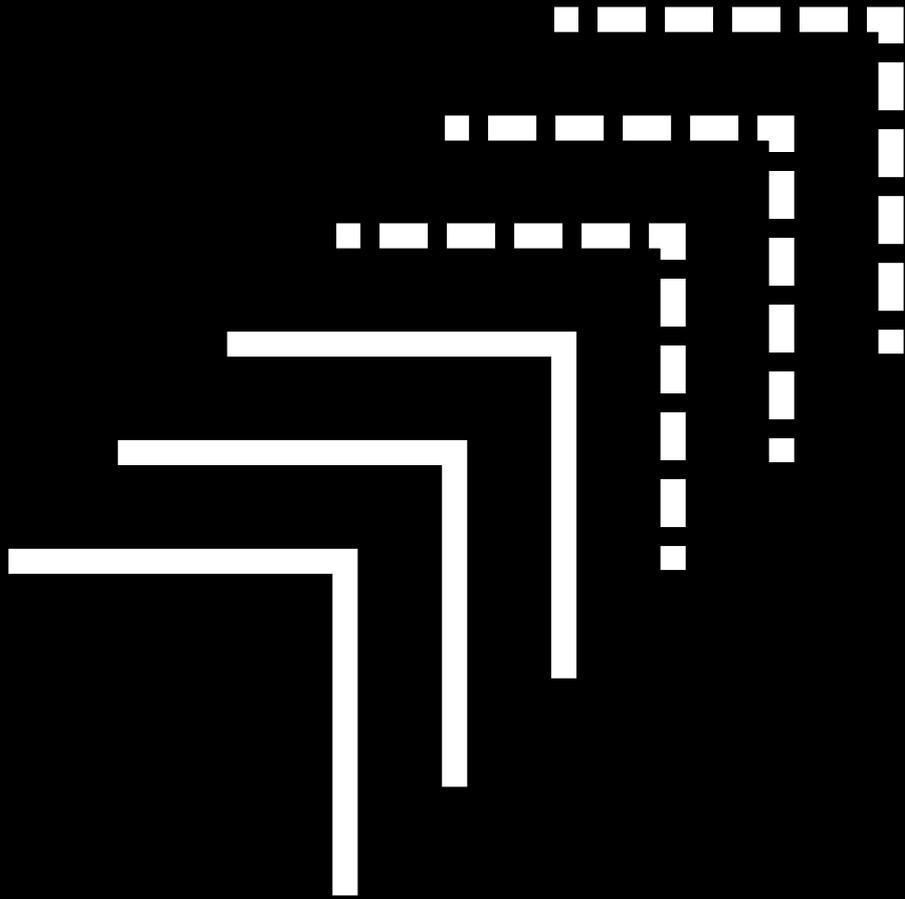
HEADING IN
THE RIGHT
DIRECTION?

At AIM, we believe to achieve an outstanding career you need to always aim high. While postgraduate education inherently means a significant investment in time and resources, the success that our graduates enjoy upon completing their studies is testament to the transformation they undergo while studying with the AIM Business School.

The AIM MBA is designed to leverage your past and present experiences, enabling you to think critically and strategically about the environment you operate in and the people you lead. It will equip you with the essential knowledge and skillsets you need to drive organisations forward and achieve real results in today's dynamic business environment.

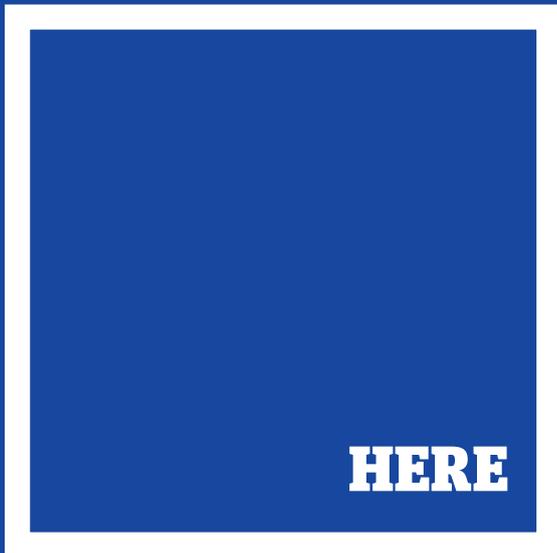
So if you're looking to make an investment in your career, invest in an AIM MBA. After all, an investment in education always pays the best returns.

Peter Mobbs
AIM Education and Training CEO



CONTENTS

AIM Business School	6
The Hong Kong Management Association	7
Program Features	8
Flexible Entry, Recognition of Prior Learning & Recognition of Qualifications	10
Master of Business Administration	12
Unit Outlines	14



AIM BUSINESS SCHOOL

Every leadership journey is unique. Different leaders have different needs at different times. AIM Business School's MBA pathway is designed to provide a broad and extensive understanding of business and management across the spectrum – so you can reach beyond what you know and be the best manager you can be.

And since time is vital, our practical focus means you can immediately apply what you learn in the workplace for the greatest impact and value.

The key to becoming a great leader is self-belief, and our sole purpose is to provide a collaborative environment that fosters skills and boosts confidence across all disciplines of management.

We encourage managers to set their sights high and reach way beyond their current potential.

We are ready when you are.

The MBA pathway is accessible, and specifically tailored for the working professional.

- › We value work experience as well as prior study. Enter with as little as 5 years' management experience.
- › Flexible intake periods – we have quarterly intakes!*
- › Take on as much as you can, when you can.
- › Get personalised support.

* Enrolments outside these periods may be considered with conditions applying.

Our courses move with you.

Not everyone can work to the same timetable, so you can choose how, when and where you study.

- › Be part of the virtual campus offering enriched learning opportunities.

Real world teaching, real world learning.

- › Get the best of academic and practical in one, and apply what you learn right away for instant value.
- › Practical course design focusing on real-world case studies.
- › Work-based assessments (and no exams).
- › Facilitators selected direct from senior-level industry with solid postgraduate academic qualifications.

THE HONG KONG MANAGEMENT ASSOCIATION

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

Services provided by the HKMA can be categorized into three major areas, namely 1) education and training, 2) management services, and 3) membership services.

With a commitment to nurturing human capital through management education and training at all levels, the HKMA offers over 2,000 training and education programmes covering a wide range of management disciplines for more than 50,000 executives every year.

The Association believes “learning while networking” works best for achieving continuous development. Diversified management services are offered to provide platforms for business executives to exchange ideas, to network and to gain professional development. Annually, the Association organizes diverse functions such as Annual Conference, Theme Year Seminars and Activities and Dinners. Prominent business leaders are invited to share their invaluable insights and wisdom on the most updated trends and development of management.

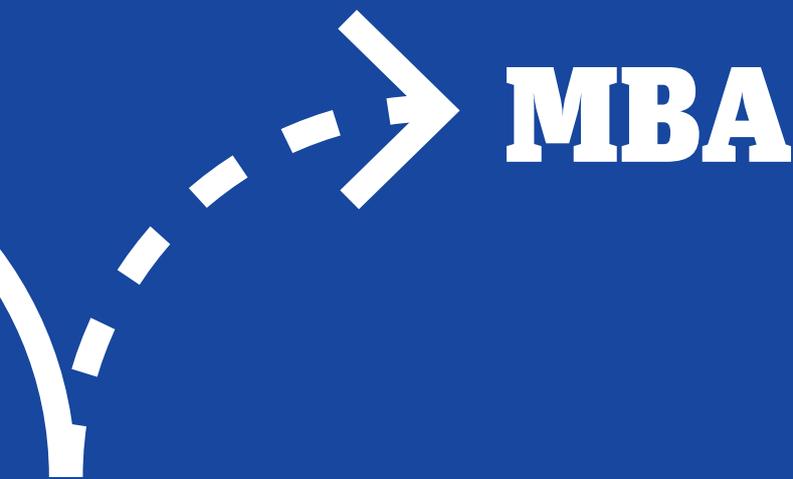
Business award is another major area of HKMA’s management services. To promote best practices in management, each year, the Association organizes seven business awards in Hong Kong and the Mainland. These prestigious awards, which are now regarded as the highest accolades of the business community, provide an exemplary model for business professionals to follow and benchmark.

With a total of over 12,000 members including individuals and corporates, membership service has always been a priority for the Association. A comprehensive range of membership activities such as seminars, forums, luncheons, company visits, study tours and social gatherings are offered every year. Another distinctive feature of membership is the specialist clubs which provide opportunities for members with similar interests to meet and develop further their specialist knowledge. The highlight event of membership is the Annual Fellowship Dinner which provides an excellent platform for members to extend their network.

PROGRAM FEATURES



LEAPS &
BOUNDS
AHEAD



ACCESSIBLE

Ready when you are.

Embark on your MBA pathway when it suits you thanks to the flexible intake periods.

Start with as little as five years relevant management experience.

FLEXIBLE

Programs that move with you.

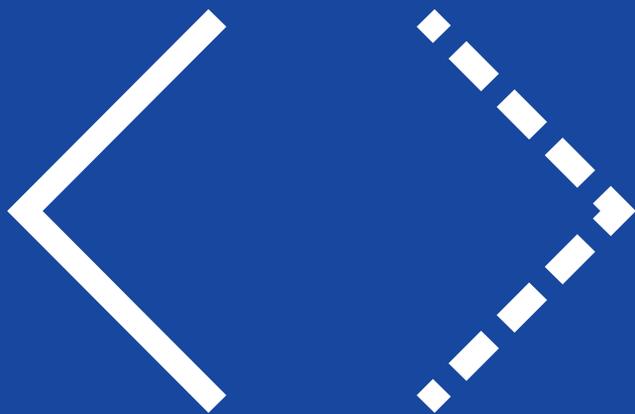
Access enriched learning opportunities through the virtual campus, MyABS.

PRACTICAL

Real world teaching, real world learning.

Get the best of academic and practical in one, applying what you learn right away for instant value.

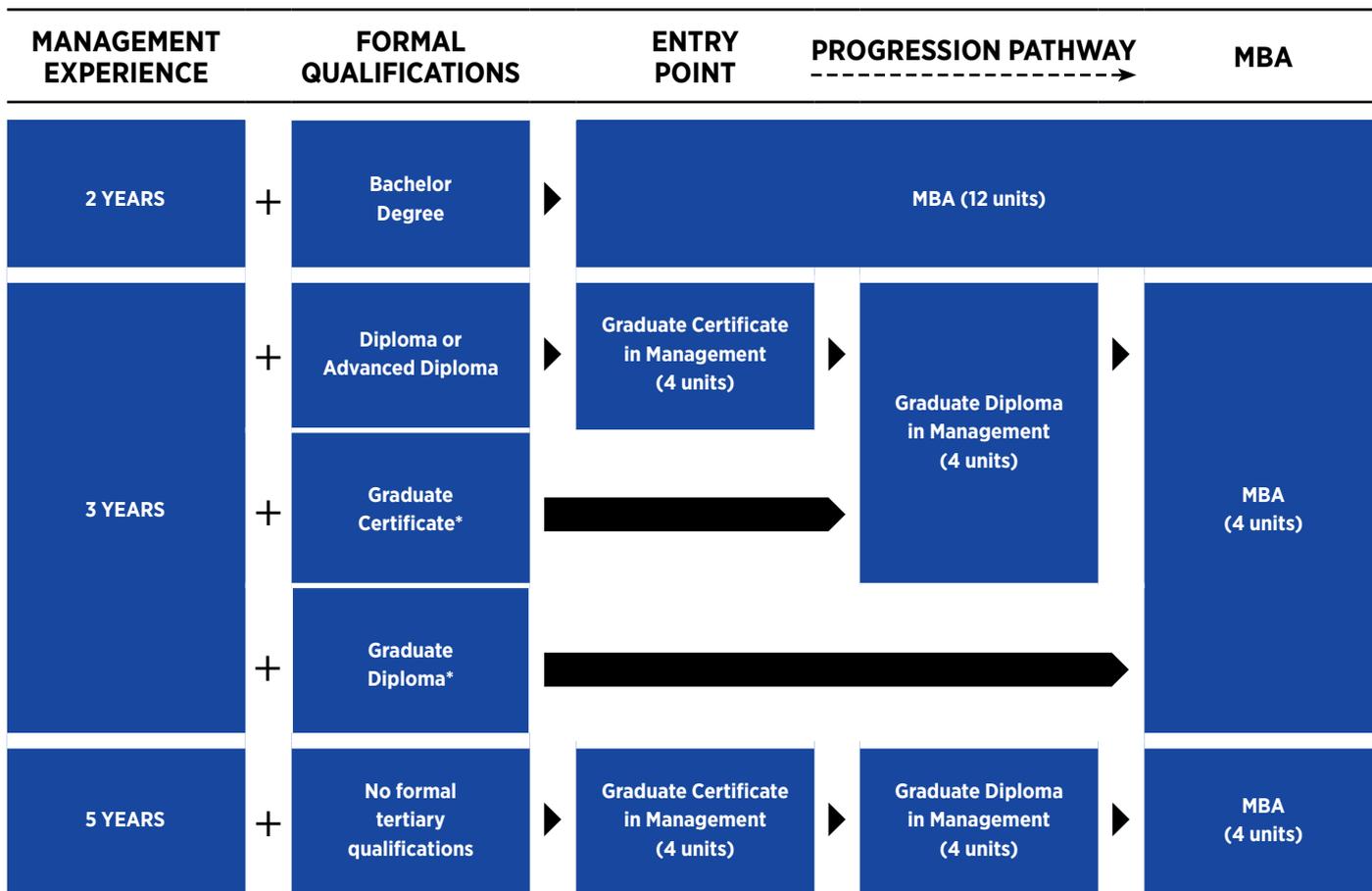
Plus all assessments are theory-based with a practical focus and no exams.



FLEXIBLE ENTRY

The AIM Business School MBA pathway lets you build at your own pace towards a postgraduate qualification – Graduate Certificate, Graduate Diploma or MBA – with flexibility built in at every stage. Able to blend into even the busiest of schedules, our MBA pathway means postgraduate study no longer needs to be a barrier when aiming for a work-life balance.

ENTRY REQUIREMENTS



* Equivalent to Level 5 of the Qualifications Framework in Hong Kong (HKQF).

ENGLISH LANGUAGE PROFICIENCY

- Completion of a recognised tertiary qualification which was taught in English; or
- IELTS (Academic): Score of 6.5 overall with a writing score of 6.0; or
- TOEFL (Internet-based): Overall score of 88 with a writing score of 20; or
- Any equivalent qualifications, including the AIM ABS English Language Proficiency Test

Note: exam results are valid for 2 years and your results must be valid at the commencement of your program.

RECOGNITION OF PRIOR LEARNING (RPL)

Students who can provide evidence of previous study at a graduate level (or demonstrate equivalent professional proficiency) may, on application, be provided with a credit of up to 50% of the qualification (i.e. credits of up to 6 out of total 12 units). All applications for exemption will be assessed on an individual basis. A completed application form (to be obtained via HKMA) should be submitted together with evidence, such as CV, self-assessment report, testamur, referee report(s), transcripts of academic records and unit/course outline(s), to AIM via HKMA at least 3 weeks before the application deadline. Depending on the demand, HKMA may provide advice and support for applicants on their RPL applications.

RECOGNITION OF QUALIFICATIONS

The program is acceptable as an Australian qualification attained for the purpose of skilled immigration to Australia. The AIM is the approved professional assessing authority by the Australian Government for persons seeking to apply for Skilled Migration as Senior Managers, within the Australian and New Zealand Classification of Occupations (ANZSCO) codes. For details, please visit: <https://www.aim.com.au/migration/criteria>.

MASTER OF BUSINESS ADMINISTRATION

The AIM Business School MBA is designed to create standout leaders from ambitious managers. It will equip you with the theory, framework and skills to tackle challenges you might face in the complex business environment – be transformed and ready for your future.

The MBA program is innovative and practical, covering all significant aspects of business operations, from traditional areas of finance, HR and marketing to prevailing concepts of innovation, sustainability, and ethics. You will study with like-minded professionals, managers and leaders across a range of sectors in a practical and applied education environment.

Mode of Study

- › Via AIMET's learning management system, the readily accessible MyABS, with local support.

Intakes

- › There are 4 intakes annually in January / April / July / October.

Structure & Duration

- › 12 units; 18 months

Course Work

- › Emphasis is placed on contemporary, relevant and interactive case studies. Participants engage in coursework that is entirely applicable to their work to ensure they receive immediate value from their learning experience.

Assessment

- › Assessment is based on undertaking realistic projects applied to each participant's own organisational and industry contexts, rather than exams.

Facilitators

- › The facilitators are highly qualified and experienced business professionals. They are chosen based on their senior management experience in their area of specialisation, appropriate postgraduate and teaching qualifications, and a commitment to keep abreast of developments in their area of specialisation.

Fees

- › Course fee per unit: HK\$9,900
- › The total tuition for the MBA Program is HK\$118,800, which is payable by 6 instalments
- › Application fee: HK\$250
- › Fee for Recognition of Prior Learning: HK\$1,500 per unit

Course Structure

The MBA program consists of 9 core management units plus 3 elective units chosen from the list below:

9 Core Units

- › Leading, Managing & Developing People¹
- › Managing Financial Resources¹
- › Marketing for Managers¹
- › Managing Operational Improvement¹
- › Managing, Developing & Implementing Strategy¹
- › Economics for Managers¹
- › Business Research Methods¹
- › Business Decision Making and Analysis¹
- › Corporate Strategy and Responsibility

PLUS 3 elective units²

- › Human Resource Management³
- › Managing a Project Based Organisation
- › Entrepreneurship⁴
- › Managing Consultancy Practice
- › International Business
- › Business Project (10,000 words)⁵
- › Strategic Organisational Change⁵
- › Leading for Innovation & Sustainability
- › Workplace Project (9,000 words)⁵

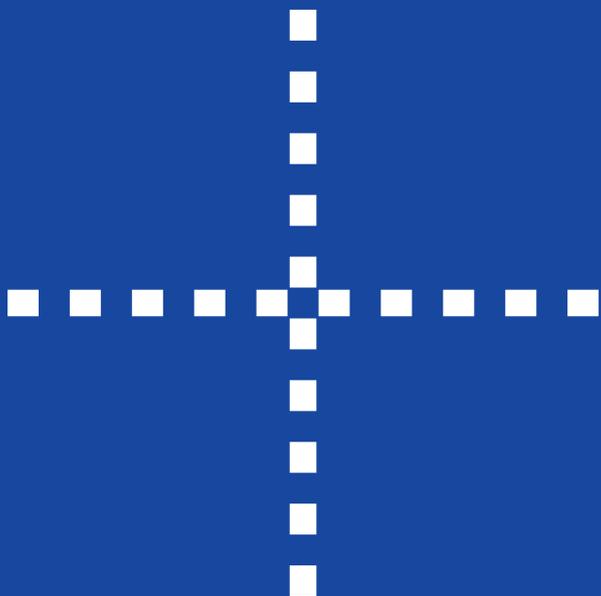
¹ These units make up the Graduate Certificate and Graduate Diploma

² Not all electives are offered each year

³ Pre-requisite: Leading, Managing & Developing People

⁴ Pre-requisites: Managing Financial Resources, Managing Operational Improvement and Marketing for Managers

⁵ Pre-requisite: Business Research Methods



UNIT OUTLINES

Here you'll find brief descriptions of each of the units you can do through AIM Business School.

LEADING, MANAGING & DEVELOPING PEOPLE

As much about self-reflection as it is about learning strategies to manage others more efficiently, this unit will boost your awareness and help you think objectively about your capabilities as a leader. Leaders and managers achieve organisational objectives through the people they lead; so if you can be better at engaging, motivating, and developing people, you'll stand to increase your own productivity and that of the organisation as a whole.

MARKETING FOR MANAGERS

Meeting the needs and wants of customers requires effective business systems and practice. This unit introduces the theories and principles of marketing required to achieve an organisation's objectives.

MANAGING, DEVELOPING & IMPLEMENTING STRATEGY

This unit aims to provide you with both a theoretical understanding of strategy and its practical implementation in order to boost your confidence and critical thinking skills. You will learn how to strategically analyse a challenge in order to make smart business decisions based on a desired outcome.

BUSINESS RESEARCH METHODS

The major approaches to business research design and conduct are under scrutiny in this unit. You will review the historical foundations and contemporary influences on the various ways in which research is utilised and understood. Exploring both the qualitative and quantitative research methodologies, this unit develops frameworks for the application of each to business problems.

MANAGING FINANCIAL RESOURCES

This unit introduces you to the foundations of financial management including the terminology, principles, frameworks and theoretical models that underpin accounting and finance. You will learn how financial principles can be used to better inform your organisation's operational activities and apply these principles ethically to underpin responsible financial management and help build sustainable enterprises.

MANAGING OPERATIONAL IMPROVEMENT

Addressing operations in organisations across the globe, this unit looks at how they are assimilating quality assurance with holistic systems management practices. It will encourage you to consider approaches to operational improvement taking a systems view.

ECONOMICS FOR MANAGERS

Introducing the underlying principles of micro and macroeconomics, this unit will help you appreciate and understand economic analysis and the frameworks required for making decisions that rely on economic concepts.

BUSINESS DECISION MAKING & ANALYSIS

This unit explores the theories and principles of strategic decision making. It is designed to help develop your awareness and competency in making thorough, insightful, effective and creative strategic decisions that are in line with organisational resources and capabilities.

Pre-requisite:

> All Graduate Certificate Units

CORPORATE STRATEGY & RESPONSIBILITY

This capstone unit for the MBA program extends and enhances your ability to think and act as an executive leader. It investigates how to lead an organisation through the analysis, strategic positioning, concept application, and decision making phases of corporate strategy that achieve organisational goals.

Pre-requisite:

› All Graduate Diploma Units

LEADING FOR INNOVATION & SUSTAINABILITY

Innovation is key to the sustainability of an organisation, and therefore strategic leaders must develop and maintain a fearless culture of enquiry and creativity. Such leadership demands an understanding of the interactive elements that contribute to the effective and sustainable organisation: its structure, people, politics, symbols and cultural nuances.

STRATEGIC ORGANISATIONAL CHANGE

Leading and managing strategic change is a key responsibility of the senior management team, yet the process seems to suffer through inadequate planning or poor execution. This unit teaches you to diagnose, plan and implement practical approaches to leading strategic organisational change, including both formal and informal aspects. You will also critically evaluate your own ability as a change manager to successfully engage and influence a range of stakeholders.

Pre-requisite:

› **Leading, Managing & Developing People**

MANAGING A PROJECT BASED ORGANISATION

Learning to become comfortable and competent in addressing major management issues and decisions in a project based organisation is the overall objective of this unit. You will develop your understanding of the principles of project management from a middle to senior managerial perspective and develop skills to plan and manage projects with a range of teams.

HUMAN RESOURCE MANAGEMENT

This unit aims to deliver a fundamental understanding of the theories and principles of human resource management in an organisation. By examining the links between business strategy and human resource management and some of the techniques used, you'll learn valuable concepts and practices for workforce planning, strategic staffing, training and development, performance management, and evaluating the effectiveness of the HRM function.

Pre-requisite:

› **Leading, Managing & Developing People**

INTERNATIONAL BUSINESS

This unit explores the theory and practice of global enterprise, with the aim of boosting your abilities and confidence in dealing with international business conditions. You will develop awareness of the scope and complexity of micro and macro considerations that bear upon the international business environment. You will become familiar with strategies that help you compete effectively, and develop plans that match those strategies with environmental conditions.

ENTREPRENEURSHIP

Entrepreneurship is looking at business with a focus on opportunities, creativity and innovation, together with creating wealth in all its forms. Entrepreneurs are risk-taking individuals who seek to bring about change and new opportunities for themselves and others, playing an important role in commerce, trade and economic growth. This unit examines the cohesive process of Entrepreneurship including business modelling, planning, idea development, innovation, creativity and risk management.

Pre-requisite:

› **Managing Financial Resources**
› **Managing Operational Improvement**
› **Marketing for Managers**

MANAGING CONSULTANCY PRACTICE

This unit aims to provide you with theory and knowledge about the consulting profession from the perspectives of internal and external consultants. You will develop a set of consultancy capabilities by providing an understanding of, and the ability to apply, a set of methodologies, techniques and tools appropriate for those in the professional advice-giving business.

WORKPLACE PROJECT (9000 words)

This unit offers a unique opportunity to tackle a real organisational issue and add real value. It involves establishing a partnership between you, your manager or sponsor in the organisation and an AIM Facilitator as you implement or review a workplace initiative. Under the supervision of an AIM Management and Leadership expert, you will receive excellent development opportunities and exposure.

Available via:

One-on-one with an AIM Facilitator at times to be scheduled.

Pre-requisite:

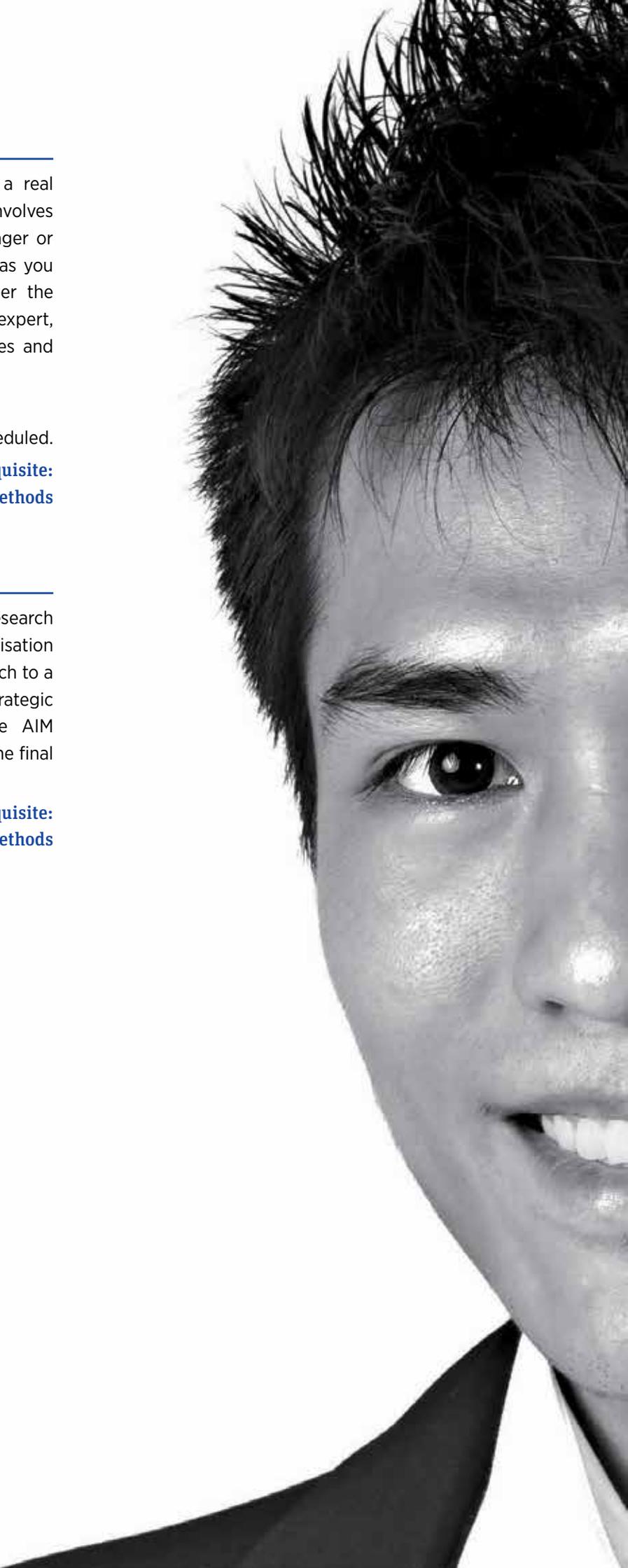
› **Business Research Methods**

BUSINESS PROJECT (10,000 WORDS)

The aim of this unit is to develop business research experience through an assignment based in the organisation where you work, or an opportunity to provide research to a not-for-profit organisation. You will undertake a strategic analytical assignment under the supervision of the AIM Business School Dean, or a nominated supervisor. The final written report is 10,000 words.

Pre-requisite:

› **Business Research Methods**



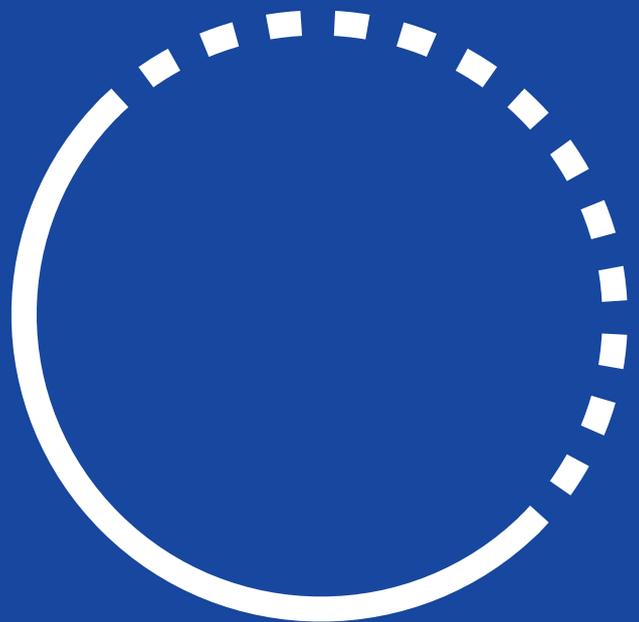
Dean, AIM Business School

Professor Elizabeth More, AM, MAICD, is the Dean of the Australian Institute of Management (AIM) School of Business. Her academic qualifications include a BA (Hons) (UNSW), GradDipMgt (Central Queensland), MComLaw (Deakin), and a PhD (UNSW).

Professor More is a past President of the Australian and New Zealand Academy of Management, and of the Australian Communication Association. She also has extensive experience in consulting to both private and public sector organisations, has worked in executive education, and has been called upon for expert media comment on issues related to management practice and education.

Her academic career spans the key roles of Deputy Vice-Chancellor at Macquarie and Canberra universities; Director of the Macquarie University Graduate School of Management (MGSM), and Managing Director of MGSM Pty Ltd; Chair of Academic Senate at Macquarie University; Foundation Executive Dean of the Faculty of Business at the Australian Catholic University (ACU); Professor of Management and MBA and Research Director at the MGSM; and Academic Director of Macquarie University's City Campus.

Professor More's impressive academic achievements were acknowledged in the Queen's Birthday 2005 Honours List, when she received the award of Member of the Order of Australia (AM) for service to education, particularly in the fields of communication, management and organisational change.



AIM BUSINESS SCHOOL

The AIM Business School.

The AIM Business School offers accessible and flexible postgraduate education for managers. Our sole purpose is to provide an education that will equip you with the skills and confidence to be an exceptional leader. Our practical approach goes beyond the theory to help you apply effective management strategies to everyday business experiences, so you can confidently go on to inspire others to levels of greatness beyond what they imagined.

T : +61 1300 658 337
E : mba@aim.com.au
W : aim.com.au/mba



The Local AIM MBA Program Operator
The Hong Kong Management Association
16/F, Tower B, Southmark
11 Yip Hing Street
Wong Chuk Hang, Hong Kong

T : 2774-8536
F : 2365-1000
E : maisiechow@hkma.org.hk
W : www.hkma.org.hk/aim

個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.