Postgraduate Programmes of School of Business, HKBU

- Master of Philosophy (MPhil) & Doctor of Philosophy (PhD)
- Doctor of Business Administration (DBA)
- Master of Business Administration (MBA)
- Master of Science in Business Management (MScBM)
- Master of Science in Applied Accounting and Finance (MScAAF)
- Master of Science in Applied Economics (MScECON)
- Master of Science in Corporate Governance and Directorship (MScCGD)
- Master of Science in Global Marketing Management (MScGMM)
- Master of Science in Entrepreneurship and Global Marketing (MScEGM)
- Master of Science in Strategic Human Resources Management (MScSHRM)
- Master of Human Resources Management (MHRM)
- Master of Accountancy (MAcc)
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Located at the crossroads between the emerging countries of Asia and the West, our School is ideally situated to confront the changes impacting our world, be it the economic resurgence of China, the deepening impact of globalisation or the need for new ethical standards as we strive for sustainability and accountability.

Our range of undergraduate and postgraduate programmes has been carefully designed to meet the needs of school leavers, fresh graduates and more seasoned professionals. Most importantly, we strive to ensure that our graduates are equipped with the requisite set of skills needed for a successful business career. While the academic curriculum is a key part of a holistic education, we also offer numerous extracurricular opportunities such as overseas exchanges, internships and service learning/language enhancement programmes, to nurture students as whole-person business leaders and responsible citizens. Academic rigor is necessary to succeed, but personal integrity is vital. Our students benefit from the type of education that will assist them not only in business, but in every aspect of their lives.

Our faculty are renowned for their innovative approach to research. We work in close collaboration with the private sector to address the practical challenges faced by organisations. We also engage with the public sector, helping to assess the business implications of new policies. Faculty members are often retained as consultants, advisors or board members of major organisations, both private and public. This combination of the theoretical with the practical helps explain our reputation as one of Asia’s finest business schools.

In the end, this is a place of ideas, for ideas determine destiny. Through constant innovation built upon a foundation of academic excellence and intellectual integrity, we seek to inspire and challenge our students to unearth their better selves and to build a better world. Can you think of a more exciting endeavour?

Professor Edward J. Snape
Dean, School of Business
Hong Kong Baptist University
The HKBU DBA is a well-structured professional doctorate programme, designed for practicing managers and professionals who aspire to be practitioner-scholars who are not only steeped in management theories but also have a high caliber for business executions.

The DBA programme provides managers and professionals with an opportunity to experience rigorous academic challenges, to further develop their analytical and research skills, to broaden and deepen their management knowledge, and to reflect on their own practice in the context of the latest research on management and business.

There is an increasing demand for ethical leaders who can apply advanced management methods to analyse and resolve complex problems, and who can thrive in a turbulent business environment. The DBA training prepares candidates for meeting this challenge and enables them become “practitioner-scholars”. The DBA programme at HKBU is especially geared to fostering strategic creativity and the ability to lead change, make decisions, and enhance organisational effectiveness.

Our DBA programme’s supportive approach helps DBA candidates achieve their doctoral qualification within a defined period. Experienced and highly-qualified School of Business Faculty members provide teaching and individual research supervision, supported by top notch visiting Faculty from around the world. In addition to the formal curriculum, a series of value-added professional development workshops adds a highly practical element to the programme.

The highly selective intake and small size of the programme ensures that each DBA candidate receives individual support and mentoring. Candidates also have the support of a group of fellow DBA candidates from different cohorts both in HK and in China.

We invite you to join our DBA programme and to enjoy this exciting, challenging and rewarding learning experience.

Dr. Wei-ping Wu  
DBA Programme Director and Associate Professor  
School of Business  
Hong Kong Baptist University
Since 1956, HKBU has provided innovative business education to students from across the globe. At HKBU’s School of Business, we seek to inspire good business practice, create values for stakeholders, and enhance social and economic growth and development through our research on corporate sustainability issues encompassing areas of business ethics, corporate social responsibility and corporate governance.

"The Now", "The Why" and "The How" of the School can be summarized as follows:

- Our Vision
- Our Mission
- Core Values

Our Vision

We aspire to be a leader in whole-person business education and a centre of excellence in business research in selected strategic areas, with a view to inspiring business practice, creating values for stakeholders, and enhancing social and economic growth and development.

Our Mission

Through internationally recognised business education programmes and research achievements, our School seeks to nurture visionary and ethical business leaders who make a difference to their organisations and industry, and to serve the evolving needs of Hong Kong, Mainland China and the global community.

In keeping with this mission, we strive to:

- cultivate and encourage the academic curiosity and integrity of our students, unleash their leadership potential and prepare the ground for them to become all-rounded, values-conscious business graduates, through our high quality and well-balanced curriculum.

- excel as a leading institution in selected strategic research areas, both for the advancement and dissemination of business knowledge and for enhancement of teaching quality.

- be one of the most visible and influential business schools in the region in terms of corporate advisory and public policy impact.

- encourage a commitment by our staff and alumni to the nurturing of business leaders and professionals with a dual emphasis on knowledge enhancement and business development.

- foster collegiality within the School through adopting a participative governance structure that facilitates wide and frequent interactions among those who learn, teach and work in the School.
Our Core Values

Quality • Integrity • Professionalism • Innovation
Global Perspectives • Teamwork • Social Responsibility
DBA Programme

HKBU DBA Programme is a member of Executive DBA Council, based in the USA.

School of Business

HKBU School of Business is amongst the 1% of business schools worldwide accredited by the three leading international accreditation bodies focused on business education. The multiple accreditations showcased the School’s commitment to excellence.

The Association to Advance Collegiate Schools of Business. The US-based AACSB mainly validates business schools which are committed in advancing business practices among global management education community and employer organizations. HKBU Business School received the AACSB Initial Accreditation in April 2010 and has been reaccredited for another five years in 2016. AACSB specifically highlighted the School’s efforts to address students’ professional development needs and commended our commitment to applied and experiential learning as well as the whole-person education focus as laudable aspects of our programmes.

The Association of MBAs. Based in the UK, AMBA focuses on the quality of postgraduate general business programmes, using standards that balance academic requirements with the needs of employers. The School was accredited by the AMBA in September 2012.

An accreditation system operated by the European Foundation for Management Development (EFMD), EQUIS assesses institutions as a whole, paying special attention to professional relevance, links with the corporate world and the degree of internationalisation of the School. The School received the EQUIS accreditation since March 2013.

The School of Business is the first business school in Hong Kong to have joined the United Nations Principles for Responsible Management Education (PRME).
Learning Goal 1: Students will be competent in conceptual and theoretical frameworks and effective in planning strategies, leading changes and directing corporate governance.

Learning Objective 1: Students will be able to assess company performance, and then generate, select and implement effective strategies for the company.

Learning Objective 2: Students will be able to lead changes for the company.

Learning Objective 3: Students will be able to direct corporate governance.

Learning Goal 2: Students will master research skills and be adept in conducting independent original research on business and management related issues.

Learning Objective 1: Students will be able to apply appropriate research skills/methods.

Learning Objective 2: Students will successfully defend the Research Prospectus and the Dissertation.

Learning Goal 3: Students will be mature in a broad scope of business and management knowledge and be able to communicate to a general audience other than their immediate subordinates.

Learning Objective: Students will be able to disseminate research findings in academic workshops and papers.
The DBA programme is designed to offer a part-time route to a postgraduate doctoral qualification. The normal duration is 3 years, with a maximum duration of 6 years.

Participants are required to complete 7 compulsory courses, 8 professional development workshops and a thesis. The classes are normally scheduled in 3 or 4 day teaching blocks (usually including a Saturday and a Sunday). Participants must complete the compulsory courses before proceeding with the thesis. The normal duration for the thesis is 16 months.

Teaching methodologies include internet-based learning, group discussions, action learning and case studies as well as conventional lectures. Interactive learning activities allow participants to profit from each other’s business and life experience.

Before DBA students’ candidature is confirmed and they formally begin their research, they are required to successfully defend their research proposal. The DBA thesis is the result of an independent, doctoral level research. Each candidate has a Principal Supervisor and a Secondary Supervisor. The process of preparing and defending the DBA thesis is similar to that of a PhD.

Participants who have not completed the DBA thesis by the end of six years, but have completed all taught courses and professional development workshops and have successfully presented their thesis proposal, may be eligible for the award of a Master of Arts in Management (MA in Management) degree.
Frontiers of Leadership Research

Leadership is the most studied topic in management research. Research on leadership is multi-disciplinary in nature, covering areas such as organizational behavior, human resource management, strategic management, marketing, finance, social psychology, sociology, political sciences and so forth. The goal of the course is to provide students with advanced theories in leadership. The emphasis is on theoretical underpinnings, major theoretical themes in leadership research, and state of the science. Students completed this course should be able to develop research projects pushing the frontier of leadership research.

Strategy Generation

This subject will provide participants with tools and techniques useful for developing innovative strategies. Personal creativity and management practices that enhance or suppress creativity in an organisation will be explored. Participants will learn to recognise their own lateral thinking and logical abilities, and they will gain self-confidence in dealing with issues through strategic planning.

Strategic Analysis and Decision Making

Participants will learn techniques which will help them to analyse problems, identify opportunities and develop and implement strategies promising competitive advantage. This study moves from strategy generation to implementation. It emphasises means by which organisations can formulate strategies to best exploit their resources and values, and tailor those strategies to the operating environment.

Corporate Governance and Ethics

The focus of this body of work is on providing participants with an understanding of the basic roles and responsibilities of shareholders, directors and management, and familiarising them with legal, social, economic, moral and psychological issues they may have to deal with in the ordinary course of serving on a board of directors. A sound foundation in ethics and a framework for analysing ethical dilemmas will help participants develop their own codes for making responsible corporate decisions.

Business Research Methods

The purpose of this course is to enhance the knowledge and skills of participants on applied business research, which include making choices about strategy, designs, operations and analyses, and identifying the strengths and weaknesses associated with various choices. As a result of this course, participants will become better consumers of research and learn how to conduct research on their own.
Advanced Statistics and Data Analysis

This subject provides students with a sound understanding of statistical techniques and their application in analysing and making decisions about various organizational issues. Issues for testing hypotheses with empirical data will be addressed. In particular, the subject will concentrate on the development, measurement, and analysis of ‘real-world’ data involving natural co-variation between variables. On completing this subject, students will acquire the data analytic skills, e.g., ANOVA, MANOVA, hierarchical regression analysis, EFA, CFA and SEM, needed to competently complete a quantitatively based DBA thesis.

Qualitative Approaches to Research

This subject provides students with the knowledge and skills needed to do qualitative research at a doctoral level. Qualitative research focuses on understanding, rather than predicting or controlling, phenomena. It is usually contrasted with traditional experimental and statistical research. Included in this subject will be the discussion and application of five principle qualitative methodologies: case study, ethnography, phenomenology, narrative, and grounded theory. Participants will also learn the associated skills of interviewing and observation. The main objective of the course is for students to learn the practicalities, scope and nature of qualitative research and to appreciate its rigor and procedures.

Professional Development Workshops

A series of professional development workshops is held throughout the 3 years of study, and participants are required to attend at least 8 workshops of their choice. The workshops provide a platform for dialogue with academics, business leaders and prominent experts to explore issues relevant to real-world business.

The DBA Thesis

Most students find the thesis to be the programme’s most significant learning experience. Participants have the opportunity to apply theories learned in the taught courses and to conduct an independent research project examining an issue of interest. The thesis demonstrates candidates’ ability to conduct independent research, allows them to develop in-depth expertise in a chosen area, and makes an intellectual contribution to the theory and practice of management. The thesis is written up in English, and is around 50,000 words in length. Participants must complete all compulsory courses and present their research proposal before formally proceeding with the thesis, although preliminary reading and discussion of a proposed topic should begin as early as possible.
# Three-year Study Plan (indicative)

## Year 1

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<tr>
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<th>Trimester II (Dec – Mar)</th>
<th>Trimester III (Mar – Jun)</th>
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<tr>
<td>Orientation Workshop</td>
<td>Qualitative Approaches to Research</td>
<td>Advanced Statistics and Data Analysis</td>
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<tr>
<td>Corporate Governance and Ethics</td>
<td>Leading Organisational Change</td>
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<td>Professional Development Workshops</td>
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## Year 2

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<th>Trimester III (Mar – Jun)</th>
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<tr>
<td>Business Research Methods</td>
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<td>Strategic Analysis and Decision Making</td>
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## Year 3

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<th>Trimester III (Mar – Jun)</th>
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<td>DBA Thesis</td>
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*Note: The scheduling of subjects may be subject to change, depending on enrolment and other factors.*
Admission Requirements

Applicants should

• have an MBA or a master’s degree in business-related subjects from a recognised university or equivalent; and

• have substantial years (normally 10 years or above) of managerial or professional experience at an appropriate level; and

• demonstrate proficiency in English language, such as completion of a degree programme taught in English. For those who did not graduate from an English-speaking programme:
  • a TOEFL score of 550 or above for the paper-based test; 79 or above for the internet-based test; or
  • an IELTS score of 6.5 (or equivalent score on a comparable test) is required.

Shortlisted applicants will be invited to attend an admission interview conducted in English by an interview panel of the School.

Fees

Application Fee (non-refundable):

• HK$300 — Online application
• HK$400 — Paper application

Programme Fee: HK$590,000\(^\wedge\), payable in four installments:

• First instalment : HK$147,500 is payable upon programme registration
• Second instalment : HK$147,500 is payable at the commencement of Trimester III of Year 1
• Third instalment : HK$147,500 is payable at the commencement of Trimester II of Year 2
• Fourth instalment : HK$147,500 is payable at the commencement of Trimester II of Year 3

\(^\wedge\) The normal study period is 3 years, hence a continuation fee will be applied on the 5th and 6th year of study, and the fee for each continuation year is HK$6,000 (such fee on the 4th year is waived).

\(^\wedge\) Subject to University’s Approval
Programme Commencement Date
September each year

Application for Admissions
Application forms are available at:
Office of Graduate School
Room 904, 9/F, Academic and Administration Building,
Baptist University Road Campus,
Hong Kong Baptist University
Kowloon Tong
Hong Kong
Tel : (852) 3411 5127
Fax : (852) 3411 5133
Email : gs@hkbu.edu.hk

Applications can be submitted:
• by mail or in person to the Office of Graduate School or
• via online application at gs.hkbu.edu.hk/apply

Application Deadline
Please refer to the website and check with the programme office

Enquiries
For general enquiries, please contact:

DBA Office
School of Business
The Wing Lung Bank Building for Business Studies
Hong Kong Baptist University
Kowloon Tong, Kowloon
Tel : (852) 3411 2148
Fax : (852) 3411 5588
Email : hkbudba@hkbu.edu.hk
Programme website : dba.hkbu.edu.hk

For academic enquiries, please contact:

Prof. Wei Li-Qun, Associate Programme Director
Tel : (852) 3411 7566
Email : weiliqun@hkbu.edu.hk
Faculty List

DBA Programme

SNAPE, Edward J
PhD Durham
Dean & Chair Professor; Management

WU, Wei Ping
PhD Ulster
Associate Professor; Marketing
DBA Programme Director

WEI, Uqun
PhD CUHK
Professor; Management
DBA Associate Programme Director

Faculty of the School

CAO, Kang Hua
PhD U.C Santa Barbara
Assistant Professor; Economics

CHAN, Allan K K
PhD Strathclyde
Associate Dean & Professor; Marketing

CHAN, Raymond S Y
PhD CUHK
Head & Associate Professor; Accountancy and Law

CHAN, Kimmy W
PhD HKU
Professor; Marketing

CHANG, Ludwig M K
PhD HKUST
Assistant Professor; Finance and Decision Sciences

CHANG, Song
PhD HKUST
Associate Professor; Management

CHEN, Amy Yanyi
PhD HKBU
Assistant Professor; Management

CHENG, Shirley Y Y
PhD Illinois
Assistant Professor; Marketing

CHENG, Yuk Shing
PhD Adelaide
Head & Associate Professor; Economics

CHEUNG, Christy M K
PhD CityU
Associate Professor; Finance and Decision Sciences

CHEUNG, Sally S Y
PhD HKUST
Assistant Professor; Management

CHIANG, Flora F T
PhD Cambridge
Professor; Management

CHIU, Randy K
PhD Andrews
Professor; Management

CHOI, Ahrum
PhD SNU
Assistant Professor; Accountancy and Law

CHOW, Vincent W S
PhD Manitoba
Associate Professor; Finance and Decision Sciences

DUAN, Yang
PhD CUHK
Assistant Professor; Finance and Decision Sciences

FOCK, Henry K Y
PhD CUHK
Head & Associate Professor; Marketing

FU, Kangkang
PhD Nanyang Technology
Assistant Professor; Finance and Decision Sciences

FUNG, Joseph K W
PhD Alabama
Professor; Finance and Decision Sciences

GUAN, Yanling
PhD London
Assistant Professor; Accountancy and Law

HO, Candy K Y
PhD CUHK
Associate Professor; Marketing

HO, Daniel H K
PhD Aberdeen
Associate Professor; Accountancy and Law

HU, Bingbing
PhD CUHK
Associate Professor; Accountancy and Law

HUANG, Emily G H
PhD HKUST
Associate Professor; Management

HUANG, Xu
PhD Groningen
Professor; Management

LAM, Eric C F Y
PhD HKUST
Assistant Professor; Finance and Decision Sciences

LAM, Kin
PhD Wisconsin-Madison
Emeritus Professor; Finance and Decision Sciences

LAI, Peter T Y
PhD CUHK
Associate Dean & Associate Professor; Accountancy and Law

LEUNG, Alicia S M
PhD Lancaster
Associate Professor; Management

LI, Ji
PhD Toronto
Professor; Management

LI, Sung Ko
PhD S Illinois
Associate Professor; Economics

LIAO, Victor Z
PhD Queensland
Associate Professor; Finance and Decision Sciences

LIN, Lisa Y
PhD HKUST
Assistant Professor; Management

LUK, Shueung Kan
PhD Oxford
Assistant Professor; Economics

MAK, Billy S C
PhD Strathclyde
Associate Professor; Finance and Decision Sciences

MAZODIER, Marc
PhD Ass-Paris Graduate School of Management
Assistant Professor; Marketing

MO, Pak Hung
PhD Washington
Associate Professor; Economics

NG, Chi Yung
PhD W Ontario
Assistant Professor; Economics

NG, Ying Chu
PhD S Carolina
Associate Professor; Economics

O’CONNOR, Neale
PhD Griffith
Associate Professor; Accountancy and Law

PRENDERGAST, Gerard P
PhD Melbourne
Associate Dean & Professor; Marketing

QI, Han
PhD HKUST
Assistant Professor; Economics

QIAO, Xue
PhD Iowa State
Assistant Professor; Economics

QIU, Cheng
PhD NUS
Associate Professor; Marketing

SHAO, Liang
PhD South Carolina
Associate Professor; Finance and Decision Sciences

SHI, Xingping
PhD Middlesex
Associate Professor; Finance and Decision Sciences
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