



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS



博學不倦 豐富人生

Lifetime Learning Lifelong Enrichment

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# Message from the Dean



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At the HKBU School of Business, you will be inspired by faculty with a global vision and innovative approaches to research, enlightened by impactful projects confronting the challenges the world has been facing, and motivated by the unwavering commitment to ethical business standards.

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 programmes, to nurture students as whole-person business leaders and responsible citizens. Academic rigour 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.

Sustainability has always been the cornerstone of the School of Business' education and research, embedded in every aspect from teaching and learning, to research and collaborations with academia and professionals. In 2022, we established the Centre for Sustainable Development Studies (CSDS) as a further step in supporting and deepening our commitment to the achievement of Sustainable Development Goals (SDGs) of the United Nations.

Over the years, the School of Business has been working closely with the private sector to address the practical problems faced by organisations. We also engage with the public sector, helping to assess the business implications of new policies. Our faculty members often serve as consultants, advisors or board members of major organisations, both private and public. We have four research centres dedicated to specific areas in business, innovation and sustainability. These centres organise various activities to exchange and transfer knowledge, bridging the gap between theory and practice. Through these initiatives, we foster impactful collaborations in our pursuit of research and practice excellence.

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 as one of Asia's finest business schools.

**Professor Yuk Shing CHENG**  
Interim Dean, School of Business  
Hong Kong Baptist University



# Message from the MHRM Programme Director

Welcome to the Master of Human Resources Management (MHRM) programme at Hong Kong Baptist University. As a pioneering institution offering postgraduate programmes in human resources management (HRM), Hong Kong Baptist University is known for her commitment to providing high-quality HRM education in Hong Kong and Asia. The MHRM programme started in year 2010. It has been accredited by AACSB and EQUIS, and mapped to the CIPD Advanced Level qualification.

This programme is designed to provide participants with a solid foundation of human resources knowledge and associated skill-sets as well as an enhanced sensitivity towards HR issues and challenges, in local, regional and international areas. Our teaching team includes both full-time academic faculty members of the Department of Management, Marketing and Information Systems and visiting professors who publish and consult extensively in the field of HRM. I believe their breadth of knowledge and experience, and their commitment to teaching, will provide a rewarding learning experience for our participants.

## **Dr. Emily Huang**

MHRM Programme Director

Associate Professor

Department of Management, Marketing and Information Systems

School of Business

Hong Kong Baptist University

# MHRM

## School Vision

## and Mission

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### 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 in order to inspire business practice, create value for stakeholders, and enhance social and economic growth and development.

### Our Mission

Through internationally recognised business education programmes and research achievements, our School seeks to nurture ethical business leaders with global vision, who make a difference to the organisations, industries and communities that they serve, in Hong Kong, Mainland China and the global community.

#### In keeping with this mission, we strive to:

- cultivate and encourage our students' academic curiosity and integrity, 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 to advance and disseminate business knowledge as well as enhance teaching quality;
- be one of the region's most visible and influential business schools in terms of corporate advisory and public policy impact;
- be a globally engaged business school that embraces faculty and student diversity in an increasingly interdependent and connected world;
- encourage our staff and alumni to commit to nurturing business leaders and professionals with a dual emphasis on knowledge enhancement and business development;
- foster collegiality within the School by adopting a participative governance structure that facilitates wide and frequent interactions among those who learn, teach and work at the School.

### Our Core Values

*Quality • Integrity • Professionalism • Innovation  
Global Perspectives • Teamwork • Social Responsibility*

### A Reputation of Excellence

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 Association to Advance Collegiate Schools of Business (AACSB International), The Association of MBAs (AMBA), and The European Quality Improvement System (EQUIS).

#### Accredited by



### International Recognition

The programme is accredited by the Chartered Institute of Personnel and Development (CIPD), Europe's largest professional institute for HRM and HR development. MHRM students who register as CIPD student members will have their degree recognised as CIPD Advanced Level qualification and automatically leads to the CIPD Associate membership after graduation.



# MHRM

## Programme

### Objectives

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This Master of Human Resources Management (MHRM) programme is designed for individuals who intend to pursue a professional career in human resources management. The programme will also benefit practicing human resources professionals who have little or no formal human resources management training or education, as well as line managers who seek an advanced education in the principles and practice of people management.

Upon completion of the programme, graduates will possess:

1. **People-management competencies:** Graduates of the programme will have the necessary HR knowledge, skills and competencies to successfully carry out operational HR functions that translate HR policies and procedures into positive HR outcomes.
2. **Evaluation and advisory competencies:** Graduates of the programme will have the ability to evaluate and develop people-management programmes and processes, based on a sound knowledge of the principles of employee motivation and engagement, and an awareness of the importance of the organisational and cultural context and of ethical principles.
3. **Personal and professional development:** Graduates of the programme will be effective communicators, analytical and critical thinkers, who will appreciate the importance of life-long learning and continuing professional development.



The Department of Management, Marketing and Information Systems at the HKBU School of Business is the leading provider of human resources undergraduate and post-graduate programmes in Hong Kong.

### Active Learning Approach

The programme uses a range of participative and work-based learning approaches that enable students to investigate issues or problems of concern, create useful information and options and devise plans to deal with the problems identified.

### Weekend Classes

The programme is offered on a one-year full-time or a two-year part-time study mode. Most of the courses are taught over weekends.

### MHRM Scholarship and Award

**International Postgraduate Scholarship**, which is competitive with limited quota, is offered to outstanding international students. Scholarship recipients will get full tuition waiver plus HK\$100,000 living allowance (Approx. US\$12,820). Eligible international applicants from countries/ regions outside the mainland China, Macau and Hong Kong will be automatically considered for the scholarship based on their all-round record and interview performance. The scholarship recipients will receive special/additional notice if the admission offer is provided with IPS.

Two awards are set up to encourage our HKBU alumni to pursue advanced professional education and to motivate programme students to strive for academic excellence:

- (1) The **Graduation Academic Award** is designed to reward those who have attained excellent scholastic performance in their Master studies. It is worth HK\$8,000 and will be given to three students who have obtained the highest GPA provided that their CumGPA is no less than 3.40, with no repeated courses and no course grade below B-.
- (2) The **HKBU Alumni Entrance Award** is worth HK\$8,000 and two awards are available. Students need to be HKBU undergraduate alumni and to have attained at least an upper second class honours degree.



*\*subject to University's approval*

Students are required to take a total of ten courses (i.e. 30 units) for the MHRM programme.

### Core Courses

#### Workforce Planning and Talent Acquisition

The main purpose of this course is to provide students with a) an appreciation of the major theoretical perspectives relating to strategic human resources management, b) and understanding of HRM strategies and environmental factors affecting these strategies, and c) issues and activities associated with the effective and socially responsible staffing of organisations.

#### Learning and Development

This course offers an overview and appreciation of the structure and management of the human resources Learning and Development functions within the organisation.

#### Performance Management \*

This course provides an overview of the philosophy and principles of performance management and discusses the design of effective performance management systems.

#### Reward Management

This course takes a pragmatic look at one of the most controversial and critical issues facing all kinds of organisation, that is, how to reward employees. It focuses on the design and implementation of a compensation system that rewards employees fairly while motivating outstanding performance.

#### Industrial-Organizational Psychology

This course aims to equip students with the theoretical underpinnings for understanding human behaviour in the context of work and the application of this knowledge to the design of: i) strategies for the effective utilisation of an organisation's human assets, and ii) a work environment that enhances the quality of work life.

#### Human Resources Research, Analytics and Consultancy

This course introduces the fundamental concepts of research design and the collection and analysis of data in the context of human resources management.

#### Ethics, Culture and Governance

This course aims to promote ethics management with emphasis on the role of HR in shaping organisational culture and reinforcing good corporate governance.

## Elective Courses (select 3 courses)

### Employment Relations and Employment Law

This course introduces various concepts of employment relations as well as work-family interface and the dynamic relationships among the different actors constituting the employment relations scene. In addition, it covers the employment and related legislation that is commonly used by HR professionals.

### Human Resources Management in the PRC \*

This course focuses on the human resources issues and problems encountered by international companies in Mainland China today. It introduces current and practical issues regarding employment and HRM in Mainland China.

### International Human Resources Management

This course is designed to provide students with knowledge, issues and skills for developing and maintaining international HRM systems, designing and managing expatriate assignments and managing cultural diversity.

### Employee Engagement and Well-being

The major purpose of this course is to enhance students' understanding of the importance of building an engaged workforce and a healthy workplace. It covers major concepts, techniques, and practices in a) developing and executing an engagement campaign, b) promoting workplace wellness, and c) delivering services associated with building a healthy and productive workforce.

### Analytics for Talent Management

This course aims to strengthen students' diagnostic and analytical skills necessary to support a data-driven approach to talent management. By learning how to formulate inquiries and apply statistical techniques to conduct diagnostic analyses and predictive analyses, students will be able to provide evidence-based recommendations for talent management issues and connect talent management initiatives to organisational effectiveness.

\* The Department reserves the right not to offer any given elective course in any academic year.



\*These courses have been included in the list of reimbursable courses under the Continuing Education Fund. The Master of Human Resources Management programme of these courses are recognised under the Qualifications Framework (QF Level 6).

The teaching faculty in the Department of Management, Marketing and Information Systems is balanced between international and local faculty, many of whom, in addition to their academic credentials, have practitioner backgrounds.

#### Dr Emily HUANG



PhD (HKUST), is an Associate Professor in the Department of Management, Marketing and Information Systems at HKBU. Her research interests are in the area of organisational behaviour and human resources management, including workplace uncertainties, job insecurity, emotional intelligence, and counterproductive work behaviours at the individual and group levels. Her work has been published in leading international journals such as the Journal of Applied Psychology, Journal of Management, and Human Resources Management.

#### Dr Jamie CHEUNG



PhD (Missouri), is a Senior Lecturer and Associate Head in the Department of Management, Marketing and Information Systems at HKBU. She has taught in the US, Hong Kong and the Chinese mainland. Her research interests include developmental relationships, career development, and crosscultural management. She has published articles in journals such as International Journal of Human Resources Management, Journal of Managerial Psychology, Journal of Business Ethics, Journal of Research in Personality and Journal of Career Development. Before becoming a lecturer, she worked for the Hong Kong government for a number of years conducting management research.

#### Dr Song CHANG



PhD (HKUST), is an Associate Professor in the Department of Management, Marketing and Information Systems at HKBU. His research interests include Strategic Human Resource Management & International Human Resource Management, Innovation and Creativity, Managerial Attention, Cross-cultural Management and Hospitality Management. He has published extensively on the topic of human resource management in leading management journals, including the Strategic Management Journal, Journal of Applied Psychology, Journal of Management, Personnel Psychology, and Human Resource Management.

### Prof. Li-qun WEI



PhD (CUHK), is a Professor in the Department of Management, Marketing and Information Systems at HKBU. She teaches human resource management, international business, and strategic management for students at various levels. Her research areas include top management teams, strategic HRM and Chinese business strategies. She has published in a number of premier international refereed journals, including the Journal of International Business Studies, Journal of Management Studies, Human Resource Management, Human Relations, Leadership Quarterly and so forth, and is active in executive trainings in China.

### Dr Alicia LEUNG



PhD (Lancaster), is a Teaching Consultant in the Department of Management, Marketing and Information Systems at HKBU. She holds a Ph.D. in Management Learning from the University of Lancaster, U.K. She is active in researching and writing materials on management issues in the Asian context and has published widely in international leading journals. Her research and teaching activities have focused on gender, strategic management, human resource management, work ethics and corporate social responsibility (CSR). She has published more than 50 papers on these topics, including 10 book chapters and over 40 refereed journal articles. She was formerly the director of the MSc in Strategic HRM.

Her professional activities are extensive. She has provided consulting and training services on ethics and CSR, corporate culture, and strategic planning to multinational corporations, utilities, and NGOs.

### Dr Felix YIP



DBA (HK PolyU), is a Teaching Consultant of Department of Management, Marketing and Information Systems as well as the Associate Director of the Centre for Human Resources Strategy and Development at HKBU. Prior to his academic appointment, he was in the HR profession for over 27 years and held senior HR positions for local as well as multinational corporations with Greater China responsibilities. His key research interests include strategic HRM, employee relations and participation, performance management and career counselling.

## Library

The University Library has a comprehensive collection of Chinese and Western books, periodicals, non-print materials and newspaper clippings. An extensive interlibrary loan system is also available.

## Computer Rooms

The School of Business has two computer laboratories, a main teaching laboratory with over 70 computers and a practice laboratory that is equipped with 50 computers.

## Learning Commons

Students on taught postgraduate programmes at the School are given access to informal meeting and reading areas, and every student is provided with a mailbox in the campus.

## Sports Centre

Students on taught postgraduate programmes are eligible to use a variety of sports facilities at the University.

## Accommodation

NTT International House, which is located on the university campus, provides students with clean and comfortable accommodation for rest and group project work.



# MHRM

# Admissions

## and Class Information

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### Admission Criteria

Applicants seeking admission to the Master of Human Resources Management degree programme should normally possess:

- a recognised Bachelor's degree or an equivalent professional qualification (with no working experience requirement); OR
- a recognised diploma plus a minimum of four years of working experience; AND
- applicants graduated from an institution where the medium of instruction is not English must achieve a minimum of:
  - TOEFL iBT : 79 (Home Edition not accepted); OR
  - IELTS (Academic) : Overall band score of 6.5.

### Class Information

#### Class Schedule

Full-time : Weekdays and Weekends

Part-time : Weekends

- All new students are required to attend an 8-hour Academic Writing Workshop and a 2-hour Analytical Techniques Workshop starting from late August 2024.

#### Class Time

9:00 a.m. – 6:00 p.m. A typical course involves 5 class days.

#### Venue

Hong Kong Baptist University Shaw Campus, Kowloon Tong, Hong Kong

#### Fees (For September 2024 Intake)

Tuition Fee**	HK\$189,000 – Local HK\$237,000 – Non-Local (Full-time : payable in two instalments over one year) (Part-time : payable in four instalments over two years)
Application Fee (non-refundable)	HK\$450 – Local & Non-local

\*\* Excluding fees for textbooks and other reading materials.

Please refer to "Programme Content" on P.8-9 for CEF reimbursable courses.

# Application Methods and Procedures

## Application for Admission

Applications can be submitted **online** at

- <https://ar.hkbu.edu.hk/tpg-admissions/programmes>

Applicants are required to upload copies of the supporting documents along with their application. For details, please refer to the information listed on online application system.

## Application Process

### 1. Preliminary Review

Each completed application is reviewed by the admission committee.

### 2. Selection Interview

Shortlisted candidates are invited to attend an interview starting from October/November.

### 3. Review and Decision

The admission committee reviews the completed application and makes a decision.

### 4. Tuition Payment

Accepted applicants must pay the non-refundable first instalment of the tuition fee to confirm their place.

### 5. Orientation Day

Admitted students are required to attend an orientation session before the commencement of formal classes.

## Application Period (For September 2024 Intake)

Starting from 9 October 2023 on a rolling basis until the quota is filled

# MHRM Programme

## and Application Enquiries

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### Programme Enquiries

Department of Management, Marketing and Information Systems

Programme Office

Phone : (852) 3411-7531/3411-7584

Fax : (852) 3411-5583

Email : [mhrm@hkbu.edu.hk](mailto:mhrm@hkbu.edu.hk)

Website : <https://bus.hkbu.edu.hk/mhrm>



### Online Application Enquiries and Supporting Documents to be sent directly to:

Taught Postgraduate Studies Section

Phone : (852) 3411-5127

Fax : (852) 3411-5133

Email : [hkbu\\_tpg@hkbu.edu.hk](mailto:hkbu_tpg@hkbu.edu.hk)

Website : <https://ar.hkbu.edu.hk/tpg-studies>

### Apply Now

<https://ar.hkbu.edu.hk/tpg-admissions/programmes/master-of-human-resources-management-mhrm>





## Postgraduate Programmes of School of Business, HKBU

Master of Accountancy (Full-time/Part-time)

Master of Business Administration (China Class) (Part-time)

Master of Human Resources Management (Full-time/Part-time)

Master of Science in Applied Accounting & Finance (Full-time/Part-time)

Master of Science in Applied Economics (Full-time)

Master of Science in Business Management (Full-time)

Master of Science in Corporate Governance and Compliance (Full-time/Part-time)

Master of Science in Data Analytics and Business Economics (Full-time/Part-time)

Master of Science in Entrepreneurship and Global Marketing (Full-time)

Master of Science in Finance (FinTech and Financial Analytics) (Full-time/Part-time)

Master of Science in Marketing for the Creative Economy (Full-time)

Master of Science in Strategic Human Resources Management (Part-time)

Doctor of Business Administration (Part-time)

Doctor of Philosophy (Full-time/Part-time)



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