



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS



AACSB
ACCREDITED



EQUIS
ACCREDITED

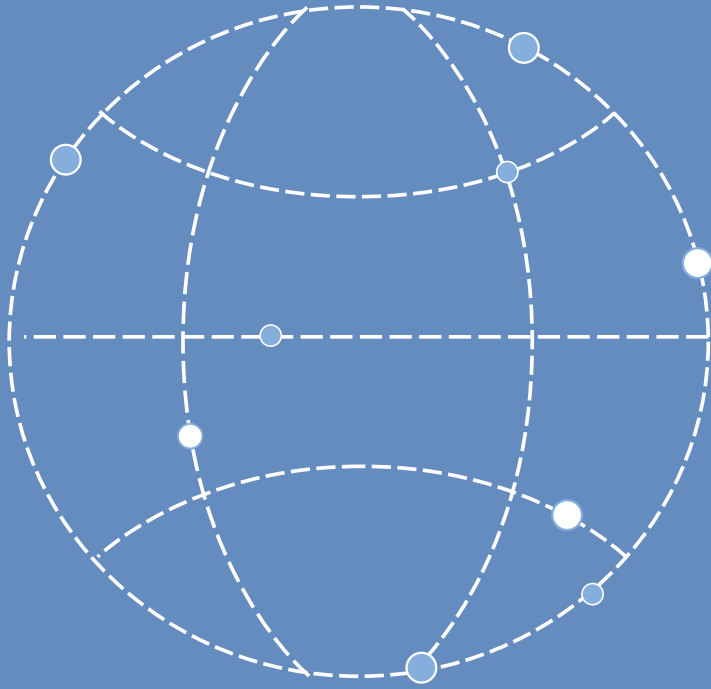


ASSOCIATION
AMBA
ACCREDITED

Master of Science in Business Management

One-Year Full-time Programme

Hong Kong – Your Link to China and the World



- *Diverse society with a unique “East meets West” culture and “can-do” spirit*
- *Business and financial hub with unmatched infrastructure*
- *Gateway to Mainland China, the Belt and Road Initiative and the Greater Bay Area Project*
- *Connected to Asia’s key markets within 4 hours by air*

No. **1** *Economic Freedom of the World 2022*
(by the Fraser Institute)

No. **2** *The Global Financial Centres Index 2022*
(by the Z/Yen Partners and China Development Institute)

No. **3** *World Competitiveness Yearbook 2021*
(by the International Institute for Management Development)

MScBM

- *Connect you to China and the World*

Why MScBM?

Our Rankings and Reputation



**of business schools worldwide
with Triple Accreditation**
(AACSB, AMBA, EQUIS)



in the Times Higher Education (THE)
Young University Ranking 2022 -
International Outlook



**in APAC
Quacquarelli Symonds (QS)**
Top 50 Under 50 2021 rankings



Financial Times
Masters in Management (MiM)
2021

Holistic and Career-oriented Curriculum in Business

A well-rounded curriculum covers cutting edge disciplines, such as digital economy, innovations, big data and entrepreneurship, while provides a solid foundation in fundamental business. Our innovative Capstone Business Project provides opportunity for students to apply the knowledge and skills acquired during the programme to develop an actionable business proposal tailored to address a real-life challenge of an actual organisation.

Multimodal and Global Learning

A rich array of transformational activities such as business field studies and international exchanges immerses students in a dynamic and cross-cultural learning experience.

Diversified Ambience on Campus

Our faculty and students, originating from a mix of countries, cultures and academics, are vital contributors to our rich and diverse communities and perspectives.

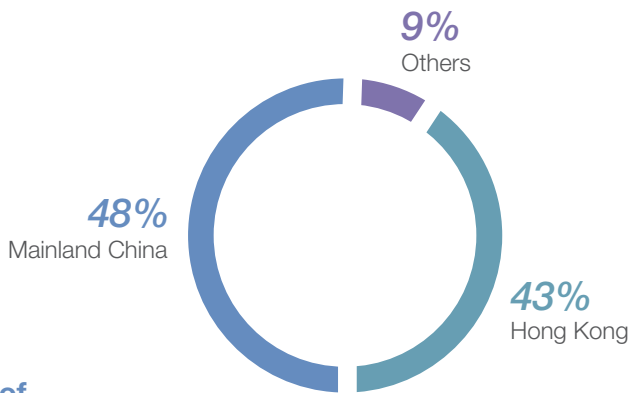
Scholarships & Awards

- **International Postgraduate Scholarship**
Tuition Waiver + Living Expenses
- **MScBM Entrance Award**
up to HK\$100,000
- **MScBM Diversity Contribution Scholarship**
Tuition Waiver
- **MScBM Distinction Award**
HK\$10,000

Career Prospects

Our graduates work in a wide range of industries. Here are some of the employment highlights of our recent graduates:

Work Location



Major Industries of Employment among Graduates



28%

Banking & Finance /
Insurance



19%

Engineering / Manufacturing /
Trading / Wholesaling



17%

Business Consulting /
Professional Service

Curriculum

The MScBM Programme consists of 11 courses (equivalent to 33 credit units).

Core Courses (18 units)

- Business Accounting
- Evidence-Based Management and Research Methods for MScBM
- Business Economics in Digital Era
- Corporate Finance and Governance
- Managing People and Organization
- Managing Marketing

Required Courses (6 units)

- MScBM Capstone Business Project
- Business Field Study

Elective Courses (9 units)

- Big Data Analytics for Business
- Financial Technology (FinTech)
- Business Creativity
- Entrepreneurship Development
- Intellectual Property and Data Protection Compliance
- Management of Integrated Marketing Communications
- Global Human Resources Management
- Design Thinking for Business Innovation

(Partial list only. Full list of elective courses is available at the programme website)

Study Schedule

One-year Full-time Programme

Pre-term (Late Aug 2024)

Orientation Programme

2024.08

2025.01

Semester 1 (Sep – Dec 2024)

4 core courses +
1 required course +
1 or 2 elective(s)

Semester 2 (Jan – Jun 2025)

2 core courses +
1 required course +
1 or 2 elective(s)

Admissions

Admission Requirements

- (a) A bachelor's degree from a recognized university or comparable institution; or a professional qualification deemed to be equivalent;
- (b) English proficiency^{R1};
- (c) A satisfactory performance in the admissions interview^{R2}; and
- (d) GMAT is not required but highly encouraged.

Applicants should submit a personal statement of not more than 500 words on their motivation to study the programme, as part of the application materials. Moreover, applicants have to supply the names of two referees qualified to provide information concerning the applicant's ability to complete the Programme satisfactorily.

Remarks:

^{R1} Since English is the medium of instruction, applicants should possess a good command of English, both written and spoken. If English was not the medium of instruction for the first degree, applicants are required to provide evidence of English proficiency, eg. English standard with a minimum TOEFL score of 79 (internet-based) or IELTS overall band score of 6.5 or qualifications deemed to be equivalent.

^{R2} The Admissions Panel will assess the motivation, maturity, communication skills, language proficiency, and suitability of the applicants for the programme at the interview. The interview will be group-based and interactive. A programme-administered written test on English proficiency will be conducted prior to the interview (if appropriate).

Application Deadline

1 April 2024

Programme Fee

HK\$393,000
(non-local students)

HK\$301,000
(local students)

Apply Now

<http://gs.hkbu.edu.hk/apply>



Contact Us

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