

## **REGULATIONS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL) (IMBA)**

*These regulations apply to candidates admitted to the Master of Business Administration (International) in the academic year 2017-2018 and thereafter.*

*(See also General Regulations and Regulations for Taught Postgraduate Curricula)*

The degree of Master of Business Administration (International) (IMBA) is intended for executives with a proven track record.

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### **Admission requirements**

**IMBA1** To be eligible for admission to the courses leading to the degree of Master of Business Administration (International), candidates shall

- (a) comply with the General Regulations;
- (b) comply with the Regulations for Taught Postgraduate Curricula;
- (c) hold a bachelor's degree of this University or another qualification of equivalent standard from this University or from another University or comparable institution accepted for this purpose;
- (d) have attained a satisfactory level of performance in the Graduate Management Admissions Test (GMAT) or GRK or equivalent;
- (e) provide evidence of post-graduate full-time work experience of at least three years duration;
- (f) have attained a satisfactory score on TOEFL or IELTS if their qualifications from a university or comparable institution outside Hong Kong where the language of teaching or examination is not English; and
- (g) satisfy the examiners in a qualifying examination if required.

**IMBA1A** Candidates who do not satisfy the requirements of IMBA 1 (c) and/or (d) above may in exceptional circumstances be admitted if they

- (a) demonstrate adequate preparation for studies at this level;
  - (b) have demonstrated to the Admissions Committee with more than 7 years of exceptional business experience at senior management level; and
  - (c) satisfy the examiners in a qualifying examination, if required.
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### **Qualifying examination**

**IMBA2** Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register in the curriculum until they have satisfied the examiners in the examination.

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### **Course exemption and advanced standing**

**IMBA3** Exemption of up to four required knowledge courses may be granted (normally by examination), except the capstone course, if candidates

- (a) can produce evidence, such as transcript and course syllabus, that a course is equivalent in

- content to another course taken elsewhere for which a satisfactory grade has been obtained; or
- (b) are holding relevant professional qualifications.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

**IMBA4** Advanced standing of up to two required courses may be granted (normally by examination), except the capstone course, if candidates

- (a) can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained where exemption of two required courses has already been granted according to IMBA 3; or
- (b) are holding relevant professional qualifications where exemption of two required courses has already been granted according to IMBA 3; or
- (c) have completed comparable courses for which a satisfactory grade has been obtained at postgraduate level.

Application for advanced standing shall be made prior to the commencement of the curriculum.

Advanced standing will be granted on a case-by-case basis at the discretion of the Board of Faculty. Being exempted in two courses does not imply the granting of advanced standing. Credits granted for advanced standing shall not be included in the calculation of the GPA but will be recorded on the transcript of the candidate.

**IMBA5** The total number of course exemption and advanced standing to be granted according to IMBA 3 and IMBA 4 shall not exceed a total of 24 credits.

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### **Award of degree**

**IMBA6** To be eligible for the award of the degree of Master of Business Administration (International), candidates shall

- (a) comply with the General Regulations;
  - (b) comply with the Regulations for Taught Postgraduate Curricula; and
  - (c) complete the curriculum and satisfy the examiners in accordance with the regulations set out below.
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### **Period of study**

**IMBA7** The curriculum shall normally extend over two academic years of part-time study. Candidates shall not be permitted to extend their studies beyond the maximum period of registration of four academic years of part-time study, unless otherwise permitted or required by the Board of the Faculty. Candidates who have been granted advanced standing under Regulation IMBA 4 are permitted to complete the curriculum in less than two academic years of part-time study. Candidates who have been granted leave of absence are also required to complete their study within the specified maximum period.

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## **Leave of absence**

**IMBA8** A candidate who cannot attend for more than seven days because of illness, or for more than two full consecutive days on non-medical reasons shall be required to submit a written application for leave of absence to the Dean of Faculty. Under no circumstances shall the leave of absence be granted on each occasion for a period of more than twelve months.

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## **Completion of curriculum**

**IMBA9** To complete the curriculum, candidates shall satisfy the requirements prescribed under TPG 6 of the Regulations for Taught Postgraduate Curricula, follow instructions on the prescribed syllabuses, attend the required seminars and tutorials, complete satisfactorily the prescribed written assignments, case workshops, class tests and projects, and such other practical exercises as may be prescribed, and satisfy the examiners in the prescribed examinations.

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## **Assessment**

**IMBA10** Assessment of the candidates' coursework during their studies may be taken into account in determining the candidates' result in each written examination paper, or, where so prescribed in the syllabuses, may constitute the examination of one or more courses.

**IMBA11** Candidates shall satisfy the examiners in all the prescribed courses as required in the syllabuses. Examinations shall normally be held at the end of each course, unless otherwise specified. Only passed courses will earn credits.

**IMBA12** Candidates who have failed a required course shall be required to sit for re-examination or retake the course. Candidates may take another elective course as substitution if the failure is an elective course.

**IMBA13** Candidates who have failed a total of three examinations/assessments or re-examinations/re-assessments during the entire period of study of the curriculum shall be recommended for discontinuation under the provisions of the General Regulations G12.

**IMBA14** Candidates shall not be permitted to repeat a course for which they have received a passing grade for the purpose of upgrading.

**IMBA15** There shall be no appeal against the results of examinations and all other forms of assessment.

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## Grading system

**IMBA16** Courses shall be graded according to letter grades, their standards and the grade points for assessment as follows:

<i>Grade</i>		<i>Standard</i>	<i>Grade Point</i>
A+	}	Excellent	4.3
A			4.0
A-			3.7
B+	}	Good	3.3
B			3.0
B-			2.7
C+	}	Satisfactory	2.3
C			2.0
C-			1.7
D+	}	Pass	1.3
D			1.0
F		Fail	0

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## Assessment results

**IMBA17** On successful completion of the curriculum, candidates who have shown exceptional merit may be awarded a mark of distinction, and this mark shall be shown in the candidates' degree diploma.

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# **SYLLABUSES FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL) (IMBA)**

*These syllabuses apply to candidates admitted to the Master of Business Administration (International) in the academic year 2018-2019 and thereafter.*

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## **PROGRAMME STRUCTURE**

The degree of MBA (International) is divided into two streams, namely general stream and executive stream. The curriculum consists of twelve required courses (including ten 6-credit courses [one of which is a capstone project] and two 3-credit courses) and seven 6-credit elective courses.

<b>REQUIRED COURSES</b>	<b>CREDITS</b>
Accounting for Business Decisions	6
Business Communications	3
Business Data Analysis	6
Business Ethics	3
Capstone Project	6
Competitive Strategy	6
Corporate Finance	6
Global Economy	6
Information and Operations Management	6
Managerial Economics	6
Organizational Leadership	6
Strategic Marketing Management	6
Total:	66

## **ELECTIVE COURSES**

A list of electives will be announced at the beginning of the academic year. Candidates may also take up to two elective courses from taught postgraduate curricula offered by the Faculty of Business and Economics under the advice and approval of the Programme Directors concerned.

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## **ASSESSMENT**

Candidates shall normally be examined at the end of each course, unless otherwise specified. Examinations may include any combination of written assignments, project reports, written papers, or any other assignment which may be required as part of a course. In order to successfully complete a particular course, besides fulfilling the assignment and examination requirements of respective lecturers, candidates will also have to attain a minimum attendance requirement of 70% for each course.

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## **DESCRIPTION OF COURSES IN THE MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL) CURRICULUM**

The weightings of the assessment mode for courses in this curriculum are normally 50-80% for coursework and 20-50% for examination unless otherwise specified in the syllabuses or in respective course outlines.

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### **REQUIRED COURSES**

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#### **IMBA6054     Accounting for Business Decisions (6 credits)**

The main objective of this course is to promote an in-depth understanding of fundamental accounting concepts and practices as well as to enhance student ability to apply such concepts to make intelligent managerial decisions. This course focuses on managers' need to understand and interpret financial information in various decision-making contexts. Topics included in this course will not only focus on technical aspects of accounting in terms of how financial information is formulated, but also on why such information is relevant to the management of a firm. In addition, the course covers essential financial statement analysis skills and cost management issues which go beyond typical financial accounting topics.

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#### **IMBA6056     Business Communications (3 credits)**

This course engages in an intensive investigation of the nature and function of communication within an increasingly complex and multi-cultural context of international business. It investigates the crucial role of oral and written communication, and examines strategies in negotiation and conflict management, cross-cultural communication, and business crisis situations. In addition, practical skill training in resume, application letters and interview techniques may be covered.

Assessment:     100% coursework

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#### **IMBA6050     Business Data Analysis (6 credits)**

This course is designed to provide students with a good understanding of various statistical tools, and the ability to apply them in business situations. It provides necessary statistical background for a number of follow-up courses in the IMBA curriculum.

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#### **IMBA6091     Business Ethics (3 credits)**

This course addresses learning, communication, and ethical reasoning skills that impact professional performance. It shows that we are all susceptible to unethical behavior, and therefore should take time to avoid situations wherein unethical behavior is incentivized. Specific attention will be paid to ethical frameworks and the opportunity for informed self-reflection in applying ethical perspectives in a business context.

Assessment:     100% coursework

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### **IMBA6092     Capstone Project (6 credits)**

The Capstone Project requires students, working in groups, to conduct a detailed analysis of a company. Students must select a specific company, normally a listed company for which both financial and operations data are publicly available, at the beginning of their programme study, and identify the important challenges facing the selected company, develop an in-depth analysis, formulate strategic options, and make strategic recommendations to tackle the challenges over the course of the programme by applying the knowledge they gain in various core courses. The Capstone Project will last for the entire period of the programme, involving the submission of a preliminary report, the submission of a final written report, and an oral presentation.

Assessment:     100% coursework

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### **IMBA6052     Competitive Strategy (6 credits)**

The course is divided into four parts. In the first part, industry analysis will be introduced, which will help executives decide whether to enter into or exit from an industry. In the second part, the two basic strategies for industry positioning, cost advantage and differentiation, will be discussed. Competitive dynamics among rival firms will be analyzed in details in part three, with a particular focus on the strategies of firms in the emerging markets. Finally, in part four, vertical scope will be addressed, especially their impacts on the implementation of the aforementioned positioning strategies.

Assessment:     100% coursework

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### **IMBA6045     Corporate Finance (6 credits)**

This course introduces basic principles, theories and practices of finance and corporate financial management and applies them to the main financial decisions (e.g., investment, financing, payout decisions) faced by financial managers in a company. The course intends to offer valuable analytical frameworks and tools that can be used to guide corporate (and personal) financial decisions to create value.

Prerequisite:     IMBA6054     Accounting for Business Decisions &  
                         IMBA7003     Managerial Economics

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### **IMBA6053     Global Economy (6 credits)**

This course provides basic understanding of macroeconomics at both the national and international levels and its applications to current global economic issues. Topics include macroeconomic measures and data, business cycles and economic growth, monetary policy, government budget and national debt, interest rates and exchange rates, external imbalances, the international monetary and financial system, trade in goods and services, national economies with major global economic impacts and current economic issues. The course will emphasize on the command of basic economic concepts and their applications to understand real world economic issues.

Prerequisite:     IMBA7003     Managerial Economics

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### **IMBA6103     Information and Operations Management (6 credits)**

This course integrates the fundamental principles of information systems and operations management to cover key aspects of a firm's operating process flow and its supply chain. It provides an

understanding of key principles of IT management as a critical element of organizational competitiveness, an understanding of the role of emerging technologies in the transformation of market practice through changes in the nature and location of commerce, how to use the information gathered through technology to improve the performance of an organization's processes and its supply chain.

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### **IMBA7003     Managerial Economics (6 credits)**

Managerial economics covers economic principles involved in business decisions. To effectively manage a company, a manager needs to have a good understanding of demand, supply, cost, pricing, market power, and competition. By analyzing these topics, we will gradually develop the economic way of thinking. The analysis and methods learned in this course will help you understand other business subjects such as accounting, marketing, corporate finance and human resource management.

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### **IMBA6102     Organizational Leadership (6 credits)**

The core objective of this course is to expose you to major concepts and theories for understanding and managing human behavior in the workplace, which is important for both the short-term and long-term viability of any organization today. Upon finishing this course, you will gain a better understanding of how individuals, teams, and organizations function, and, more importantly, how to manage social relationships at work and motivate employees to dedicate full efforts to their jobs for reaching their personal and organizational goals.

Assessment:     100% coursework

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### **IMBA6066     Strategic Marketing Management (6 credits)**

The course is to expose, involve and challenge participants in the complexities of managing key marketing processes for better firm performance. It pays special reference on firms in Hong Kong, Asia, and China with their unique marketing strategies and practices. Cutting-edge knowledge and up-to-date insights from U.S. and European firms will be shared in the course.

Assessment:     100% coursework

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## **ELECTIVE COURSES**

The courses listed below may not be offered every year.

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### **IMBA0001     Advanced Corporate Finance (6 credits)**

This course aims to upgrade students' knowledge about corporate finance through more advanced topics on investment decisions, financial policy, mergers and acquisitions and risk management. The course focuses on the rationales behind and techniques involved in more complicated and more comprehensive decision-making issues.

Prerequisite:     IMBA6045     Corporate Finance

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**IMBA6027      Advanced Marketing (6 credits)**

This course builds on the principles and concepts taught in IMBA6066. Students will assume a managerial perspective in applying economic principles in marketing, analyzing operations' needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales.

Prerequisite:    IMBA6066      Strategic Marketing Management

Assessment:    100% coursework

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**IMBA6086      Advanced Negotiation (6 credits)**

This course is intended to provide training to students in advancing their skills in negotiation. It covers topics on "Slicing & Expanding the Pie: Negotiation Terminology Revisit", "The Negotiator's Dilemma and Discovering your Style", "Relationship, Trust, and Emotions in Negotiation", "Cross-Cultural Negotiations & Interaction Strategies", "Difficult Conversations & Cognitive Biases", "Internal & External Negotiations" and "The Power of Fairness and Ethics in Negotiations".

Prerequisite:    IMBA6056      Business Communications

Assessment:    100% coursework

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**IMBA0012      Asian Economies in a Globalizing Business World (6 credits)**

The course is designed to introduce students to the patterns of economic development and inter-relationships, especially those with the relevance to Mainland China. Topics to be covered include growth and development, international trade and investment, financial and exchange rate systems, as well as public policies. Current economic issues will also be discussed. Economic trends and related news items will be presented and examined in the light of their historical background and existing social and political context.

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**IMBA6067      Branding and Communications (6 credits)**

Throughout the course, the concept of branding will be thoroughly examined in a holistic manner. The literatures written by Kotler, Aaker and Levitt will be frequently referenced, balanced by an interpretation of the instructor's practical experience. Case studies from a global as well as Asian perspective will be cited in order to provide students with relevant insights to brand management in their work place. This course combines the most critical theories as well as the most current marketing topics including "branding in the digital age", "brand management during economic turmoil" "Chinese brands emerging as global brands" and "CSR and sustainability", etc.

Prerequisite:    IMBA6066      Strategic Marketing Management

Assessment:    100% coursework

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**IMBA6095      Business Model Development and Strategic Innovation (6 credits)**

This course examines how a firm can better design its business model and how innovative thinking affects the competitive dynamics of markets, how consumers perceive innovations from firms, and

how firms can create and implement strategies to maximize their likelihood of success. It explores how firms can strategically innovate in their businesses and how they can be successful in discovering a new strategic position; and also explores the question of how to respond to an innovation that seems to be disrupting businesses. The course should be of particular interest to those interested in managing a business in both high technology and low technology contexts, and to those interested in consulting.

Assessment: 100% coursework

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### **IMBA6041 Business Process Operations (6 credits)**

This course covers a number of operations topics associated with the management of business processes. It aims to provide an understanding of key principles of business process management and introduce a set of systematic approaches to process planning and management. Students will learn a set of quantitative tools that can be used to solve a variety of practice problems.

Prerequisite: IMBA6103 Information and Operations Management

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### **IMBA8001 Business Transformation (6 credits)**

This course builds on the basic principles of business and economics to examine the role of the Internet as a strategic necessity. It provides a roadmap for transforming companies into inter-networked enterprises where proprietary and shared infrastructures are used to link customers, suppliers, partners and employees to create superior economic value. Students will learn how the Internet can provide firms with the necessary infrastructure needed to align their business strategy with IT strategy, streamline front-end and back-end processes, manage relationships and partnerships, and adapt to emerging global issues such as outsourcing and offshoring.

Assessment: 100% coursework

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### **IMBA6078 Business Valuation (6 credits)**

This course aims for students to understand the concepts, tools and skills for analyzing financial statements. They are to integrate concepts and skills learned from accounting, finance, economics, and business strategy and perform valuation work on actual companies. Through the course group project, students are expected to demonstrate effective communication skills.

Prerequisite: IMBA6054 Accounting for Business Decisions

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### **IMBA6094 Chinese Capital Market and Securities Analysis (6 credits)**

This course introduces the long-term trend and cyclical movement of the Chinese stock market and explores the underlying driving forces. Based on industry cyclical in the Chinese economy, this course analyses how these driving forces would influence the fundamentals and valuations of corporations. This course therefore combines the financial statements analysis and investment courses in the Chinese setting.

Prerequisite: IMBA6054 Accounting for Business Decisions  
IMBA6045 Corporate Finance

Assessment: 100% coursework

### **IMBA6040      Competition Policy and Business Strategy (6 credits)**

Most governments in developed economies attempt to maintain competition in the market to achieve economic efficiency. This course studies the economics of competition, competition policy, monopolies and cartels, and applications of competition law. It is designed to enhance student understanding of how business practices or business strategy would be prohibited under anti-trust regulatory environment and how anti-trust regulations may be justified on economic efficiency ground. Selected case materials based on contemporary examples from Mainland China and Hong Kong will be used in classroom discussions.

Assessment:      100% coursework

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### **IMBA6059      Consumer Behavior (6 credits)**

This course is designed for students to develop capabilities for utilizing knowledge of consumer behavior to enhance global strategic marketing decision making. They are expected to develop capabilities for improving skills in the research and analysis of customer segments, demand, and market potential. Case study and analysis of consumer behavior understanding based on global marketing management are expected throughout the course individual and group assignments.

Assessment:      100% coursework

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### **IMBA6089      Consumer Insight (6 credits)**

Consumption decisions are often determined by consumers' psychological states at the moment of their judgement and decision-making. Seemingly minor incidents and the subtle contextual cues in daily life can trigger these psychological states and exert substantial impacts on purchase, consumption, and investment. This course appreciates key trendy consumption phenomena in China consumer market; provides in-depth analysis of their psychological mechanisms; demonstrates novel and cutting-edge experimental, neural, and physiological evidences on them; and helps design marketing/promotional strategies to ride on these trends, stimulate and/or mitigate them.

Assessment:      100% coursework

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### **IMBA6062      Controllorship (6 credits)**

This course provides an overall understanding of the skills and tools necessary to effectively fulfill the controller's varied business responsibilities. Participants will learn how to add value in their organizations and will have opportunities to practically apply what they learn through interaction and knowledge exchange with their peers. Although an overview of the financial aspects of the role will be discussed, more emphasis will be placed on the 'value-added' role of the controller.

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### **IMBA6079      Corporate Governance and Social Responsibility (6 credits)**

This course provides a multi-faceted overview of the characteristics and unique challenges of governance strategy and practices in Asia. Corporate governance topics include the institutional environment, corporate ownership, family- and state-owned enterprises, board of directors and corporate transparency. Moreover, the topics of social responsibility, nonprofit organizations and social enterprises will be discussed in-depth to bring this course to a forward-looking conclusion.

Assessment:      100% coursework

### **IMBA6084      Corporate Strategy (6 credits)**

The course is designed to introduce students to the central strategic challenges facing CEOs, particularly those in charge of multi-business firms. The course examines how companies generate and preserve corporate advantage and is designed to make students proficient in tackling different typical decision problems in corporate strategy.

Prerequisite:    IMBA6052      Competitive Strategy

Assessment:    100% coursework

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### **IMBA6046      Creativity and Business Innovation (6 credits)**

The course aims to put students in a lateral mindset where students can both leverage and challenge the conventional wisdom to think creatively to discover new opportunities, ask the right questions in order to identify the right problems and explore the trade-offs involved in decisions to design elegant and well-articulated solutions. The course aims to encourage students think differently and be innovative.

Assessment:    100% coursework

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### **IMBA6017      Current Topics in Accounting and Financial Analysis (6 credits)**

This is a special course that deals with various topics in accounting and financial analysis. Topics covered may vary from year to year, depending on the research interests of the instructor.

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### **IMBA6031      Current Topics in Financial Management (6 credits)**

This is a special course that deals with various topics in financial management. Topics covered may vary from year to year, depending on the research interests of the instructor.

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### **IMBA0004      Current Topics in Human Resource Management (6 credits)**

This course is designed to help students develop an understanding of contemporary issues and developments in human resource management. The course will enable students to explore the changing role of the HRM function and its impact on managers. They are to improve the capacity of participants to analyze and diagnose HR problems and to intervene appropriately.

Prerequisite:    IMBA6102      Organizational Leadership

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### **IMBA0009      Derivative Securities (6 credits)**

This course provides students with a framework to understand the fundamental concepts of derivative products (futures, options, swaps, and basic structured products), to develop the necessary skills used in valuing derivative contracts, and to understand a wide variety of issues related to risk management and investment decisions using derivatives. The focus of the course is more on professional and institutional business strategies and developments than on personal investment and speculation.

Prerequisite:    IMBA6045      Corporate Finance

**IMBA6090      Economic Forecasting (6 credits)**

This course provides an overview of forecasting methods and introduces the elements of forecasting and various forecasting techniques. The methods include regression based models, ARIMA models, exponential smoothing methods and multivariate methods. The course also looks at techniques for the evaluation of performance of forecasting methods and examines the role of forecasts in the decision making process.

Assessment:      100% coursework

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**IMBA6072      Emerging Internet Business Models (6 credits)**

This course introduces some emerging and interesting internet business technologies and models. This will be followed by a discussion of how these technologies could be applied to real business. The course will help students understand potential business opportunities and the value of the Internet, and equip them with new internet thinking that is important for sparking innovative ideas in enterprise management and operation.

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**IMBA6058      Entrepreneurship (6 credits)**

This course aims to provide an overview of the entrepreneurship process by focusing on new venture creation from idea generation, building compelling business model and opportunity recognition to managing new business startup and dealing with the venture capitalists. Entrepreneurship is about business innovation, how to create new value in firms through new business concepts and models. Students will learn how to develop business models that create new value for customers in a startup venture and will also learn about the values, management, marketing, and financial skills that most often associated with successful entrepreneurial activity.

Assessment:      100% coursework

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**IMBA6007      Executive Workshop (6 credits)**

This is a one-week workshop in Hong Kong consisting of lectures, visits to businesses in the private sector and government bodies and networking activities. The course is intended to enrich student business experience through understanding the business environment and practices in Hong Kong and the region, help them develop a more global perspective, provide them with the opportunity to research a specific topic in business of their interest, and to apply and integrate the materials they have learned in their first year of study in the program.

Assessment:      100% coursework

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**IMBA6083      Fashion and Luxury Brand Management (6 credits)**

This course covers brand management knowledge in the fashion and luxury area. It aims for students to understand the unique consumer behavior in the fashion and luxury markets and the influence of branding strategy on the fashion brands. Students are to learn how to manage the fashion and luxury brand and to understand the know-how of European fashion brands for their global strategy; and take the opportunity to understand China's fashion industry and the unique features of consumer behavior.

Assessment:      100% coursework

**IMBA6021     Fast Companies (6 credits)**

This course describes how fast companies operate and the weight on customer focus, speed, and real-time information, and explores the challenges it presents to managers who are trying to make companies more agile, efficient and responsive. The course will cover a wide range of industries, including manufacturing, financial services, logistics, distribution and retail, telecom, health care, trading, and e-commerce.

Assessment:     100% coursework

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**IMBA8002     Game Theory and its Applications in Business (6 credits)**

The course introduces basic concepts in game theory as well as their applications in business, economics and political science when time permitted. As such, the course emphasizes the identification and analysis of archetypal strategic situations frequently occurring in business decisions; especially those involve negotiation and bargaining. The course has a strong experiential component. Students will repeatedly participate in a variety of strategic situations thereby developing the ability to translate their analyses into practice. Example-and-case-driven as it is, the course is analytical. A working knowledge of basic calculus and ease with algebraic manipulation are prerequisites of the course.

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**IMBA6069     International Business Strategy (6 credits)**

This course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of international business with respect to economic, social, cultural, political, and legal institutions, as well as how companies strategize to adapt to these institutions. The course emphasizes greatly on applying theoretical frameworks in analyzing practical problems and devising proper strategies in the international market, which a focus on “How Chinese Companies Go Global.”

Assessment:     100% coursework

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**IMBA6077     International Corporate Tax Planning Strategies (6 credits)**

This course aims to enhance student understanding and appreciation of the importance of learning international tax and its implications in making business and investment decisions. It provides students with the background knowledge of the corporate tax systems of various jurisdictions, using China and Hong Kong as illustrations of the tax residence and source concepts respectively. It also aims to enhance students' awareness of the contemporary issues and strategies in international tax planning, mainly involving investment forms, transfer pricing and tax treaties to minimize tax liabilities for whole corporate group. Furthermore, it provides a platform to introduce the principles and considerations in international tax planning with China focus, using practical examples or cases as illustrations. Last but not least, it is to train up students' analytical ability, presentation and communication skills and enable them to apply their tax knowledge and strategies gained from the course to formulate simple corporate tax plans.

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**IMBA6093     International Field Project (6 credits)**

This course consists of an overseas field trip and lectures and is intended to provide experiential learning for students in order to develop a deep understanding of business and economic environment

in different context, help them construct a global perspective, provide them with the opportunity to analyze an organization of their interest, and to apply and integrate the materials they learn in their first year of studies in the programme.

Assessment: 100% coursework

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### **IMBA6075 International Management (6 credits)**

The course introduces the strategic logic and internal organization and management of the multi-business enterprise, and to develop students' skills for managing, leading and advising in this context. More specifically, this course will explore various international business and international management issues faced by Chinese executives, aiming at improving your ability to think and act internationally.

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### **IMBA0006 Investments (6 credits)**

This course introduces students to the fundamental principles of investments and to major issues currently of concern to all investors. The concepts and skills developed from this course enable students to conduct a sophisticated assessment of current issues and debates covered by both the popular media as well as more-specialized finance journals. The main topics include: investment tools, portfolio theory and practice, equilibrium in capital markets, portfolio performance evaluation, and institutional details. The students will learn how to see investment goals and will learn from hand-on experiences how to construct, manage, and evaluate an investment portfolio. This course is essential to those planning to become an investment professional or a sophisticated individual investor.

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### **IMBA6068 Knowledge and Innovation Management (6 credits)**

This course covers the latest knowledge management techniques to bring about innovation across the entire business. It provides essential knowledge management approaches and models, addresses key issues and challenges surrounding knowledge management in organization, knowledge management practices and implementation strategies and enabling technologies for various organizations, appreciates closed vs. open innovation; effectively nourishing, managing, and fostering innovations in an organization and business models, and how to manage them effectively.

Assessment: 100% coursework

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### **IMBA6087 Learning Organization and Organizational Change (6 credits)**

This course examines the theory and practice of organizational change, organizational learning, learning organization and organization knowledge. These orientations, together with their sub-fields, tools and perspectives, are studied in the light of improving the organizational effectiveness and organizational performance of modern day businesses.

Assessment: 100% coursework

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### **IMBA6063 Legal Environment of Business (6 credits)**

This course is specially designed for working business managers and officials in China, and its contents is a combination of business law and corporation law. Throughout the course, it provides a

comparative and multicultural approach which would be most beneficial to business managers interacting with multinationals or dealing with cross-border transactions.

Assessment: 100% coursework

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### **IMBA6025     Macroeconomic Analysis (6 credits)**

The course includes the analysis of the goods market, financial market, and the labor market. Differences and links between the short run, the medium run as well as the long run perspectives will be highlighted. Issues related to unemployment, inflation expectations and economic growth will be examined. Finally, fiscal and monetary policies in both closed and open economies will be analyzed. The purpose of this course is to acquaint the students with the fundamental tools and models in macroeconomic analysis. A range of relevant macroeconomics issues will also be discussed.

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### **IMBA6081     Management Accounting (6 credits)**

This course covers traditional and contemporary approaches to product costing, cost management and management control systems. For each management accounting topics, the course examines the development, measurement, analysis, validation and communication of financial and non-financial information.

Prerequisite: IMBA6054     Accounting for Business Decisions

Assessment: 100% coursework

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### **IMBA6074     Management Consulting (6 credits)**

This course is designed to apply the full range of management and business knowledge to provide professional advice to top-managers. It is a fundamental course for those who work as consultants, prepare for such career, or those who engage with consultants on the client side and want to maximize the results of consulting projects. The red line though this course is to experience and practice every stage of a consulting project in different industry contexts: the lead, the pitch, the client engagement, providing deliverables and final presentation and project closing.

Assessment: 100% coursework

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### **IMBA6073     Managerial Decision Making (6 credits)**

The main objective of this course is to let student know how to make strategic judgment and decisions and to provide participants with an understanding of psychological processes underlying the interplay between emotion, cognition, judgment and choice in one's work life. The course will also equip participants to develop frameworks for making sound decisions and effectively learn the right lessons from their experiences.

Assessment: 100% coursework

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### **IMBA6014     Managing Changes in a Global Economy (6 credits)**

This course provides a critical and extensive examination of global economy developments in recent years. This class will provide students, as future decision-makers, with a systematic way to analyze and understand domestic and global macro-economic fluctuations and trends that will impact today's



and tomorrow's business environment. The course will feature simple models that provide an analytical framework, but it will also have an applied data-driven focus.

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#### **IMBA8004     Marketing Research and its Business Applications (6 credits)**

The course provides a complete marketing research process from problem formulation to writing and presenting a research report. Topics covered will be developing research questions and hypotheses; deciding what data to collect, where to collect from and how to collect data; coding and editing of data; using statistical tools to analyze data, interpreting results; and writing and presenting reports.

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#### **IMBA0013     Marketing Strategy in China (6 credits)**

This course provides participants with an in-depth understanding and first-hand experience of the current business environment in China, focusing on two of the foremost international business centers in Asia: Hong Kong and Shanghai. The course is designed to equip students with a deep understanding of the business environment of the fastest-growing economy in the world through its two most important and open business centers.

Assessment:     100% coursework

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#### **IMBA6071     Mergers and Acquisitions (6 credits)**

The course is designed to introduce the fundamental theory and methodology in Mergers & Acquisitions (M&A). The topics of the course include, but are not limited to, the growth strategy of a firm, the decision-making in capital investment, the history of M&A under the changes in business environment, and the relationship between the strategies of M&A and a firm's growth.

Assessment:     100% coursework

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#### **IMBA6011     Money and Banking (6 credits)**

This course links the fields of macroeconomics and finance. It provides coverage of economic principles that underlie the operation of banks and other financial institutions. The role of money in the economy and the impact of monetary policy on the macroeconomy are examined. The course aims at providing students with the means to analyse monetary questions and institutions.

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#### **IMBA6088     Multinational Enterprises Strategy (6 credits)**

This course is designed to broaden student understanding of the issues related to the management and strategies of multinational enterprises. The emphasis is on the global business environment and its impacts on multinational enterprises' strategy, structure, and functions. First, the course discusses the political, economic, and cultural environments in which multinational enterprises operate. Second, it examines the strategy and organization of multinational enterprises, including entry strategies, international alliances, organization structures, and control in multinational enterprises. Third, it examines the management of people in multinational enterprises, including motivation and decision-making in the international context.

Prerequisite:     IMBA6052     Competitive Strategy

Assessment:     100% coursework

**IMBA6080      Negotiation (6 credits)**

This course provides students with the theory and process of effective negotiations. Analytical frameworks and practical skills in negotiation will be covered. It helps students recognize their strengths and weaknesses and know where they stand as a negotiator and how to develop an ongoing improvement plan for future negotiations.

Assessment:      100% coursework

Prerequisite:      IMBA6056      Business Communications

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**IMBA6061      Pricing Strategies and Tactics (6 credits)**

The objective of the course is to provide a general framework for formulating and implementing pricing strategies. Techniques are developed to analyze the influence of costs, demand, and competition on the manager's pricing and revenue-management decisions, subject to uncertainty and limited information, to the requirement to maintain consistency with the overall marketing plan, and to legal restrictions.

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**IMBA6020      Real Estate Finance (6 credits)**

The objective of this course is to develop an analytical framework by which students can make sound real estate investment decisions. The main emphases of the course are on theory, concept building, financial modeling, and practical application. In particular, class discussions will cover the following areas in real estate: Real estate markets and investments, appraisals, and development, institutional aspects of real estate finance, mortgage markets, mortgage-backed securities, real estate investment trusts (REITs), real estate transactions, valuation of land, valuation of income producing properties, and redevelopment of real estates.

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**IMBA6034      Risk Management (6 credits)**

This course offers students the concepts and techniques necessary for effective corporate risk management. The purpose of this course is to provide a step-by-step approach to the development of a proper risk management for a company. It will focus on the financial modeling of risk and the effective use of various financial products in risk management. In particular, the course will focus on: identification and measurement of a firm's exposure to financial risk, use of various financial instruments in managing the firm's exposure to risks, implementation of risk management programme.

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**IMBA6018      Services Marketing and Management (6 credits)**

This course considers service excellence as a corporate strategic vision and views effective service strategy from an integrative perspective that covers customers, employees, and operations. Keeping a service organization successful and growing requires more than just effective marketing. The way the organization manages its people and operations has a profound effect on its success. Organizations committed to achieve service excellence must integrate innovative services marketing with effective human resources management and operations management. Course content focuses on: understanding and managing customer expectations and evaluations of services; designing services that meet or exceed customer expectations; delivering and performing quality services through people and operations; pricing of services; managing customer complaints and service recovery; and building &

managing customer relationship. Students will also learn effective services marketing and management tools such as service audit through gap analysis, service quality and customer satisfaction survey, service blueprinting, etc.

Prerequisite: IMBA6066 Strategic Marketing Management

Assessment: 100% coursework

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### **IMBA6047 Strategic Human Resources Management (6 credits)**

The course explores how managers can engage in decision making in their organization regarding the contribution which HRM concepts and frameworks can make to organizational practice, and in turn to the organization's overall effectiveness.

Assessment: 100% coursework

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### **IMBA6028 Supply Chain Management & Logistics (6 credits)**

This course focuses on the systems approach to the planning, analysis, design, development, and evaluation of supply chain and logistics management. Students will not be learning dry, abstract concepts or theories, but will be given practical situations and case studies from a number of industries to stimulate thinking for solutions in the analysis of an organisation's supply chain operation. The learning contents are designed to be comprehensive and illuminative. If students are merely a consumer or customer, this study will help make them more perceptive and more understanding of the constraints and strengths of supply chain management.

Assessment: 100% coursework

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### **IMBA6076 Total Quality Management (6 credits)**

Keeping an organization successful and growing takes more than the right products, people and services. Today, success depends not only on what are done but also on how they are done. The way an organization and its people handle business processes has a profound effect on the organization. Helping the organization find ways to break through old barriers to arrive at new levels of quality, human efficiency and effectiveness is what Total Quality Management (TQM) is all about. TQM focuses on total quality assurance used in business as a strategy and control tool for the purpose of gaining a competitive advantage in the market. The course seeks to familiarize students with all aspects of TQM, and provide them with the knowledge and tools they need to become designers of, and participants in, company-wide TQM programs. Traditional TQM approach is often overlaid upon other management systems. However, successful TQM requires both behavioral and cultural change. Managers committed to successful implementation of TQM must have both new process and resource management systems that work together.

Assessment: 100% coursework

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### **IMBA6039 Understanding the Chinese Economy (6 credits)**

The purpose of this course is to develop a solid understanding of the Chinese economy. It includes major topics on China's macro-economy and financial system. It includes topics on governance of the Chinese economy, brief history and its current status, sustainability of the economy, and its impact on

the rest of the world. In finance issues, the course covers China's banking system, capital markets, and monetary and exchange rate policies. The course helps students to understand the reform and development of China's economy in the past three decades and also its potentials for further development.

Assessment: 100% coursework

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