

HKUST Executive Master of Business Administration (HKUST EMBA) Program

Program Director:

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With China's unprecedented economic growth, accession to WTO, and globalization of the world economy, China's business enterprises face tremendous opportunities and challenges. There is a pressing need for business leaders in China to acquire cutting-edge knowledge in management, international business and China economy. Facing the intense international competition, as well as vast opportunities for internationalization, the development of high quality business leaders with an international perspective and a clear understanding of the China market is of vital strategic importance for the success of today's new business environment. The School of Business and Management offers the HKUST Executive MBA program (HKUST EMBA) for Chinese executives to meet the internationalization needs of China's technologically innovative enterprises and the market development needs of multinational companies.

The key objectives of the HKUST EMBA program are to:

- Develop global business leadership in China;
- Nurture responsible business leaders for China and the world;
- Master cutting-edge business management knowledge and improve ways of thinking;
- Foster understanding of China, Asia and global markets and economies;
- Stimulate strategic thinking in cross-functional areas; and
- Network and share experiences with other industry experts and participants.

Upon successful completion of the program, participants will be awarded an Executive Master of Business Administration degree.

Admission Requirements

Applicants for admission to the HKUST EMBA program must:

- a) Possess a bachelor's degree from a recognized university or an approved institution, or possess professional qualifications approved by the University to be equivalent to a first degree;
- b) Have at least 10 years of work experience;
- c) Hold a senior position in the organization; and
- d) Have organization sponsorship and support.

Program Structure

Participants will meet once a month to complete 30 to 34 credits of modules in 16-18 months. The program is composed of about eight residential modules to be conducted at HKUST and other modules to be conducted in cities in the Greater China region. Participants are required to complete one 2-credit course or two 1-credit courses in each module.

During the residential modules, participants are introduced to the issues and analytical skills to be developed in the following modules. The residential modules allow participants to continue classroom and small group discussion, to expand their business contacts and to get to know their classmates. The other modules will be conducted in cities such as Beijing, Shanghai, etc. Each module usually consists of four consecutive days of teaching (normally from Thursday to Sunday).

The HKUST EMBA program is specially designed for senior Chinese executives. Teaching materials will be provided in both Chinese and English. Some English-only materials will be provided as references. Classroom discussion will be conducted either in Putonghua or English with Putonghua interpretation.

Program Fee

The total program fee for the 2014-15 intake is HK\$838,000, which includes all faculty teaching, textbooks, course materials during the program, and the accommodation and meals for all modules conducted on campus and off campus. It does not cover related travel expenses.

Curriculum

General Option

Participants who opt for a general EMBA are required to complete a minimum of 30 credits of coursework, including 18 credits of core courses and 12 credits of electives from the IMBA course list.

Finance Concentration

Participants who opt for a Finance concentration are required to complete 34 credits of coursework, including 18 credits of core courses and 16 credits of elective courses in Finance from the IMBA course list.

Required courses (18 credits)

IMBA	5020	Management Strategy
IMBA	5030	Accounting Foundations
IMBA	5040	Managerial Economics
IMBA	5050	Marketing Strategy
IMBA	5060	Accounting for Decision Making and Control

CURRICULA FOR TAUGHT POSTGRADUATE PROGRAMS

IMBA	5070	Corporate Finance
IMBA	5090	Management of Organizations
IMBA	5100	Statistical Decision Analysis
IMBA	5110	Operations and Value Chain Management

Graduation Requirements

Participants are required to complete 30 or 34 credits respectively for the General Option or the Finance Concentration. Courses will need to be repeated or replaced if participants fail to obtain a passing grade.