Master of Science in
Business Management (Leadership and Innovation)

Master of Science in
Business Management (Strategy and Governance)

In Collaboration with
Edinburgh Napier University, United Kingdom

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance
http://hkuspace.hku.hk/cbf/

These courses are exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.
HKU SPACE

The University of Hong Kong has a recognized role in lifelong learning. HKU SPACE as the continuing education arm of the University fulfills this part of the University's mission by providing learning opportunities for people of all walks of life. With over 1,000 full-time staff members and some 2,100 part-time teachers, HKU SPACE is the leading local provider in continuing education. Course enrolments since 1956 have well exceeded two million and annual course enrolment often has exceeded 100,000. In 2012/13, this was equivalent to some 25,600 full-time students.

The School collaborates closely with the other faculties and departments of the University to offer timely and relevant courses that meet society's needs to update education and skills for the knowledge economy. The global dimension is also important and the School has an extension network of international collaborating universities.

Edinburgh Napier University, Scotland, United Kingdom

Founded in 1964 and granted university status in 1993, Edinburgh Napier University is one of the largest universities in Scotland with over 17,000 students from 109 countries. The University was awarded the Queen's Anniversary Prize for Higher and Further Education in 2009, a highly prestigious prize, demonstrating the work of a world-class standard of excellence.

Edinburgh Napier University's Business School is one of the largest and most modern Business Schools in Scotland that offers a wide range of internationally recognized courses leading to awards of Bachelor, Masters and Doctorate degrees, including BA (Hons), MSc, MBA, DBA, and PhD. The Business School has extensive, world-wide experience of delivering programmes to students based overseas. Approximately 2,400 students in 2013 study on Business School Bachelor and Masters degree programmes in Hong Kong every year.

Why these programmes?

- The programmes are designed for current as well as aspiring managerial leaders
- Unique in Hong Kong
- Focus on specific concepts that are relevant to the business world
- Lecturers of Edinburgh Napier will visit Hong Kong to teach

Master of Science in Business Management (Leadership and Innovation) [MSc BM (L&I)]

Master of Science in Business Management (Leadership and Innovation) [MSc BM (L&I)] equips students with an approach to management that blends leadership skills and the ability to synthesise innovative solutions to problems of modern management. The dissertation must reflect the study of leadership and innovation.

Master of Science in Business Management (Strategy and Governance) [MSc BM (S&G)]

Master of Science in Business Management (Strategy and Governance) [MSc BM (S&G)] blends the development and application of analytical skills and the ability to synthesise solutions to strategic problems and opportunities while recognising the importance of ethical and governance frameworks to the modern organisation. The dissertation must reflect the study of Strategy and Governance.

Programme aims

- To develop business practitioners capable of leadership and management in the dynamic global business environment.
- To stimulate an analytic, creative and innovative approach to management decision making in diverse contexts.
- To develop individuals who can integrate generalist and subject specific knowledge with organisations, and formulate and implement informed decisions.
Programme Structure

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<td>Global Economic Environment and Marketing (20 credits)</td>
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<td>Trimester 3</td>
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<td>Leadership Learning and Development (20 credits)</td>
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<td>Contemporary Issues in Strategic Management (20 credits)</td>
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Entry Requirements

Applicants should
1. a) hold a degree awarded by a recognized university or equivalent; OR
   b) have other qualifications and/or experience, which demonstrate appropriate knowledge and skills equivalent to a degree;

AND

2. have proof of English Language Proficiency (IELTS 6.0 overall or equivalent), unless the medium of instruction of the university is English.

Entry as an Affiliate Student: If applicants do not meet the above requirements, they may apply and enter as an Affiliate Student. They will be allowed to study any two Face-to-face Delivery Modules (a total of 40 credits). Successful completion of 40 credits will allow an Affiliate Student to gain entry to the programme of study leading to the master degree.

Study Duration and Teaching Mode

MSc BM (L&I) and MSc BM (S&G) are part-time programmes. A typical completion time is 2-year. The maximum study period is 4 years. English language is the medium of instruction.

There are seven taught modules and one dissertation module. Five of the seven modules are delivered face-to-face and two are on-line.

Face-to-face Delivery Mode

Each module will begin with five lectures (15 hours) and then five tutorials (15 hours) in the remainder of the trimester. Each lecture is of 3-hour duration and is taught by Edinburgh Napier University lecturers over four consecutive days on weekday evenings and weekends. Each tutorial is of 3-hour duration and is taught by HKU SPACE lecturers. Students will be supported by learning materials which have been developed by Edinburgh Napier teaching team, consisting of a Student Study Guide, which outlines the modules aims and outcomes, lecture content, tutorial exercise, and assessment guidance. Students will also be directed to a core textbook, and receive a copy of the lecture PPT slides.

On-line Learning Mode

Each module will begin with a face-to-face Module Workshop. Students will be provided with responsive, engaging and interactive on-line learning materials and will be directed to a variety of electronic sources including e-books, e-journals and other web-based resources, to support learning. A mix of reflective exercises, case studies and self-assessment questions with diagnostic feedback will help to engage students in the learning process.
Module Descriptions

Common modules

Organisational Change and Management [Face-to-face Delivery Mode]
This module focuses on the behavior of people at work by placing an emphasis on understanding the vital importance of managing change and culture. Students will develop an appreciation of the dynamics of organisations operating in a rapidly evolving business environment by planning and carrying forward system-wide change programmes.

Leadership, Strategy and Innovation [Face-to-face Delivery Mode]
This module will provide a critical understanding of the key theoretical models affecting how strategy and innovation are developed in organisations. The role of leaders in fostering innovation and creativity in organizations will be examined. It will explore both the hard and soft components of leadership and how leaders shape and determine the strategic direction of organisations. Finally, the module will look at both psychodynamic and emotional intelligence, looking at how leaders interact with employees in organisations.

Sustaining Organisational Performance [Face-to-face Delivery Mode]
The module helps students to gain an understanding of a number of key activities operating within and out with a business organization. The particular focus of the module will be on the internal processes, innovation and learning, the customer focus, and financial matters. All these separately and holistically contribute to the sustainability and overall performance of the organization. The Balanced Scorecard – a set of measures that gives a fast but comprehensive view of the business – will be used to help identify how an organization plans to, is meeting its overall aims and building value for its shareholders, stakeholders and society.

Global Economic Environment and Marketing [Face-to-face Delivery Mode]
This module will enable students to understand the national and international economic environment in which firms operate. Students will also learn to analyse the impact of economic policies and marketing strategies on global businesses. At the end of this module students will acquire a set of essential skills that will allow their companies to operate effectively in a global market.

Research Methods [Face-to-face Delivery Mode]
The module content includes research methodologies, critically reviewing literature, research design and ethics, data collection methods (qualitative, quantitative and mixed), analysis methods, research writing and dissemination. Students will complete this Research Methods module before they can start the Dissertation module.

Dissertation
Students will take this Dissertation module only after they have completed the Research Methods module. In this module, students will spend time on their own, writing the dissertation. The dissertation must reflect the concept of Leadership and Innovation or Strategy and Governance.

Modules for MSc BM (L&I)

Leadership Learning and Development [On-line Learning Mode]
The module aims to enable students to assess their own leadership skills and prior learning in respect to carrying out an organizational analysis. It will develop student to have higher-level leadership skills and knowledge, enabling them to promote reflective management practice and make a positive contribution within an organization and transfer these skills to new situations.

Managing Innovation [On-line Learning Mode]
The module aims to enable students to learn how to manage it in a practical way. Students will do this by examining; discussing and critically evaluating in detail both the theory and practice of innovation management in some of the world’s most innovative organisations. In addition to analytical skills, students will also during the learning process be encouraged to create an extensive ‘toolkit’ which students could use when managing innovation in future career.

Modules for MSc BM (S&G)

Contemporary Issues in Strategic Management [On-line Learning Mode]
In this module, students will understand why organisations succeed or fail and what strategic actions they might take to improve their performance. All organisations have to cope with an increasingly competitive environment in the wake of the financial crisis. Successful firms are those that can anticipate and respond to the changing environment by building and deploying resources and capabilities which enable it to formulate and implement winning strategies.

The module will address how organisations can create winning strategies and by the end of the module students will learn how to use analytical frameworks and concepts to critically evaluate the context, the content and the process of strategic decision making in organisations.

Ethics and Corporate Governance [On-line Learning Mode]
The module aims to give students a critical understanding of the nature of corporate governance and ethics and the legal mechanisms and managerial practices which organisations can adopt to achieve more effective governance.
Assessment and Awards

There are two types of assessment: (1) coursework and (2) dissertation. All will be assessed in English. Upon successful completion of all required assessments, you will be awarded the degree conferred by Edinburgh Napier University.

Tuition Fee

£7,500 payable in 3 installments (All fees are subject to change without prior notice).
Application fee is HK$200 (non refundable).

Students will be required to cover the additional cost incurred due to resubmission of coursework, retaking a module, or resubmitting the dissertation.

Application Deadline

For October Intake          For February Intake          For June Intake
Early September             Early January                Early May

Application Procedure

All applicants are required to complete the enclosed application form and submit it with the following supporting documents together with application fee of HK$200 to any of the HKU SPACE enrolment centres:

1. Two sets of certified true copies* of all relevant academic and/or professional qualifications;
   * Original certificates and transcripts together with the copies are required to be presented to any HKU SPACE Learning Centre for verification.
2. Two sets of certified true copies of testimonials or other documentary proof of the applicant's working experience;
3. A photocopy of Hong Kong Identity Card
4. A non-refundable crossed cheque of HK$200 payable to ‘HKU SPACE’ as application fee.

(i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3761 1111 Fax: 2559 4666

(ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong Pokfulam Road, Hong Kong
Weekdays: 8:30 am to 6:00 p.m
Saturdays: Closed
Telephone: 2575 5680 Fax: 2546 3538

(iii) HKU SPACE Fortress Tower Learning Centre
1/F, Fortress Tower, 250 King's Road, North Point Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: Closed
Telephone: 3762 0888 Fax: 2508 9349

(iv) HKU SPACE Island East Campus
2/F, 494 King's Road, North Point Hong Kong (Exit B3, North Point MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 0000 Fax: 2214 9493

(v) HKU SPACE Kowloon West Campus
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6), Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 4000 Fax: 2302 1609

(vi) HKU SPACE Kowloon East Campus
1/F, 1B Wang Hoi Road, Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 2222 Fax: 2305 5070

(vii) HKU SPACE Po Leung Kuk Community College Campus
1/F, HPCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong.
Weekdays: 9:00 am to 5:30 pm
Saturdays: Closed
Telephone: 3923 7171 Fax: 3923 7188
PERSONAL PARTICULARS

Name in Chinese (if appropriate)

Name in English (Surname first)

Title * Mr. / Mrs. / Ms. / Miss.

Date of Birth

*HKID Card / Passport No.

Nationality

Permanent HK Resident  ☐ Yes  ☐ No

(if No, please see Notes to Non-local Applicants)

Correspondence Address

Home Telephone

Mobile Phone

Office Telephone

Email Address

Fax Number

Emergency Contact Person  In case of emergency, we may need to contact your family or friend. Please suggest.

Contact Person  Phone

* Please delete the inappropriate

ACADEMIC QUALIFICATION (in reverse chronological order)

Please state qualifications relevant to the programme / course entry requirements you are applying for and attach the relevant proof of qualifications.

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<th>Institution</th>
<th>Award Received</th>
<th>Dates of attendance (From / To)</th>
<th>Part-time or Full-time</th>
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EMPLOYMENT HISTORY (in reverse chronological order)

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<th>Name of Employer</th>
<th>Job Title</th>
<th>Date (From / To)</th>
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Total Number of years of working experience to date: ________ years ________ months

Name

Full Postal Address

Note: This application acknowledgement is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.
1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.

2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.

3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 6 then your contact details and related papers would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant’s official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential.

4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.

5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses, seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives through various communication channels such as direct-mail, email and mobile phone, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.

7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access of information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the “Application Form for Personal Data Amendment” and submit it to HKU SPACE.

8. For details on the School’s policy on personal data (privacy), please refer to the School Prospectus or Website.

General Notes to Applicants

1. Enrolment can be done in person at any of the School’s Enrolment Counters by completing this application form and submitting it with the appropriate fee and relevant documents. You can also mail to the "The Programme Officer, HKU SPACE, 34F, United Centre, 95 Queen’sway, Hong Kong."

2. Fees paid by crossed cheque or bank draft should be made payable to “HKU SPACE”.

3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS, Visa or MasterCard if the course will start shortly.

4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.

5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.

6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.

7. Course fees paid are not refundable except as statute provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).

8. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.

Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.

2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.

3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.

4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

Signature

Date