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Publisher 出版人

Job Market Publishing Limited

求职广场出版有限公司

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Date of Publish 出版日期 : January 2011

Copyright 2011 : The online version of the "China Executive Education Guide 2011 - MBA & EMBA" can be accessed in www.a-performers.com. Please register and access the database free.

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Foreword

前言

Great changes have taken place in the development of executive education over the years. As the global economy is moving on the ongoing road to a total recovery, business activities are on the rise, and organisations are craving for professional talents, resulted in an increasing demand for executive education.

Since organisations are looking for more competitive leaders who possess the most up-to-date information and skills set, more and more executives deem self-enhancement through executive education as their top priority as they are looking at adding skill sets and experience to be better positioned in the changing yet highly competitive marketplace.

Seeing it as a drive to boost the city's economy, the Hong Kong SAR Government attaches great importance to higher education and is welcoming renowned overseas universities to establish campuses there, or to enter into collaboration with local institutions for dual degree programmes.

On the other hand, the development of private universities is the Government's another concern. No doubt it is now the world's trend to establish private universities. In many countries, particularly in the West, it is the private sector that provides the bulk of higher education. As an international metropolis in Asia, Hong Kong should also follow the trend. With the Government's support in higher education development, it is expected that more private universities will be founded in the future, and the number of students enrolled will increase accordingly.

The flood of mainland students coming to Hong Kong for MBA and EMBA study is another trend that is worth to mention. Driven by more job opportunities and lower study fees, mainland students who in the old days usually head for the West for their MBA education are now shifting to Hong Kong, whilst some Hong Kong executives return to China to deepen their understanding of our home country.

In fact, the high quality of the MBA and EMBA programmes provided by local business schools is also an attraction to mainland students. Some of these schools even enter ranks of top business schools in the world. This also persuades Western students to change their choices to study and advance their careers there.

Since the demand for higher degree programmes remains high, the number of programmes available in the market is expected to grow largely. This makes programme selection a headache for executives. Executives are suggested to select carefully and consider a number of factors, which include programme content, teaching quality, school's reputation, and more importantly, their own learning need and style to make an informed choice.

Given the study need of executives, the China Executive Education Guide gathers and collects detailed information of MBA, EMBA and DBA programmes available in both Hong Kong and the Chinese mainland. In the meantime, the Guide also features inspiring interviews of academics and stories to offer you insights into executive education. It is hoped that the Guide will serve as a good reference for those who are interested in pursuing higher education experience for self-enhancement.

Best of luck with your studies! **A**



Fanny Chan 陳慧芬

Fanny Chan

*Publisher & Chief Executive Officer
A-Performers.com*

工商

内地经济起飞 专业人才需求增 工商管理教育 迈向国际化



随着环境变迁，行政人员的心态也有所转变，希望企业更重视社会责任，而非只着眼于金钱利益，他们在修读 MBA 时，也期望学习更多相关课题。

As the environment is changing, executives have also changed their mindset. They hope companies will be more responsible and don't just look at profit. Thus, they expect to learn more about relevant topics when they go back to school.

A Thirst for Professional Talent in China Leads to the Internationalisation of **Management Education**

管理

随着全球化加剧，香港和内地的高等教育发展也追随全球各国的趋势，走上国际化的路途。面对就业市场的竞争压力，不少行政人员均积极自我增值，并透过报读各类管理教育课程，提高商业技能和管理技巧、培养国际视野和开拓人际网络，以成为管理专才。

With globalisation taking hold, the development of higher education in Hong Kong and mainland China follows the global trend to internationalisation. Facing the fierce competition in the employment market, executives put much effort into self-enhancement by taking various management education programmes.



除

了国际著名大学的工商管理硕士 (MBA) 课程外，世界各地愈来愈多大学将研究生管理科入学考试 (GMAT) 的成绩列为 MBA 课程的入学要求。GMAT 考试公认为国际标准，英国《金融时报》全球顶尖 100 家商学院的 MBA 课程，均采用 GMAT 考试作为入学申请的参考。换句话说，要成功入读心仪的 MBA 课程，便先要为 GMAT 考试作好准备。

GMAT 中国考生激增

美国研究生入学管理委员会 (GMAC) 的研究数据显示，参加 GMAT 考试的中国学生人数有上升趋势，而在 2009 至 2010 年间，内地考生人数更有 34% 的增幅。中国更超越印度，成为 GMAT 考生人数第二最多的国家，考生人数多达 30,264 人，仅次于美国。美国研究生入学管理委员会 (GMAC) 总裁兼首席执行官

大卫·阿·威尔森博士表示，MBA 课程非常受内地和香港学生欢迎，而两地也开办了不少优质的 MBA 课程。随着中国经济急速发展，商业活动频繁，许多新成立的企业都急需管理，对商管人才需求自然大增。MBA 课程正好为人才提供大量技巧，以帮助他们了解管理的要诀，从而胜任管理工作。

Q

esides internationally-renowned MBA programmes, more universities around the world are considering the result of GMAT exam as an admission requirement for MBA courses. GMAT is commonly regarded as a worldwide standard, by which the MBA courses of the top 100 business schools selected in *Financial Times* all adopt for admission application. In other words, to get into your ideal MBA course, you have to get well prepared for the GMAT exam.

Sharp Rise in Chinese GMAT Candidates

Research led by the Graduate Management Admission Council (GMAC) shows the growing numbers of Chinese students taking the GMAT exam and there is a 34 percent increase in mainland China taking the GMAT from 2009 to 2010. China even surpassed India as the second largest citizen group after the US in the GMAT pipeline with 30,264 candidates.

As told by Dr. David A. Wilson, President & Chief Executive Officer

of Graduate Management Admission Council (GMAC), MBA is highly popular among Hong Kong and mainland students, and there are plenty of quality MBA programmes available in both the city and the mainland. With the strong economy in China, many new businesses have to be managed, and thus the huge demand for management talent. MBA exactly gives talent a lot of skills to help them understand the key of management, making sure that they have all the way through on board.



美国研究生入学管理委员会 (GMAC) 总裁兼首席执行官大卫·阿·威尔森博士表示, 随着中国经济急速发展, 商业活动频繁, 对商管人才需求自然大增。

Dr. David A. Wilson, President & Chief Executive Officer of Graduate Management Admission Council (GMAC) says that the strong economy in China and the frequent business activities results in a huge demand for management talent.

内地渴求专业型人才

香港浸会大学协理副校长兼研究院院长汤涛教授指出, 国家教育部拟缩小小学术型硕士课程的规模, 扩大专业型硕士课程招生, 是未来的新趋势。他说道: 「为配合内地经济发展, 中国政府增加对高等教育的投资, 并更积极发展高等教育, 大学收生人数比例日增, 研究生数目也不少。然而, 学生大多修读学术型课

程, 以致求职出现困难, 所以现在学生反而偏好实用性较大的课程, 如 MBA 课程。」

汤教授认为, 扩大专业型硕士招生做法恰当, 因为内地目前的研究生数目实在太多, 远多于市场需求, 而学术型硕士太倾向理论而欠实际。随着社会转型, 预期未来十至二十年, 社会倾向追求专业型人才。

企业社会责任更受重视

威尔森博士指出, 经过金融海啸的冲击后, 各地商学院皆审慎检讨教学内容和方式, 并更重视企业社会责任、商业道德和环境保护。「我们可见企业更注重其对员工、社会及环境的责任, 而管理教育课程亦加入更多关于企业社会责任的课程内容。工商管理的基础知识固然重要, 但需加强行政人员对社会的责任感。因此, 现在愈来愈多人谈论碳足印、环保及关心社会。」

威尔森博士认为, 行政人员在选修课程时, 必然先考虑个人需要。但随着环境变迁, 他们的心态有所转变, 希望受雇的企业更重视社会责任, 而非只着眼于金钱上的利益。他们在回归校园时, 也期望学习更多相关课题。

发展

中国经济势头强劲, 并将持续增长, 故全球各地商学院课程将回应市场环境, 逐步加入更多有关亚洲及中国的课题和内容。

The reality is that China is a very strong economy and is continue to grow. Professors will respond to the marketplace and create more Asian and Chinese content.

China Craves for Professional Talent

Prof. Tao Tang, Associate Vice-President & Director of Graduate School of Hong Kong Baptist University points out that the Ministry of Education of China plans to reduce the scale of academic Master's degree courses and increase the admission of professional Master's degree students, which is a new trend in the future.

"In line with the country's economic development, the Chinese government invests considerably in higher education and increase the admission at universities. However, most students study academic courses and find it hard to find a job after graduation. So now students prefer practical courses like the MBA."

Prof. Tang holds that it is appropriate to increase admission of professional Master's degree students as there are really too many research students in the mainland now, which far exceeds the market demand. Meanwhile, academic Master's degree courses are too theoretical that can't meet actual needs. Given the social transformation, it is expected that in the next one or two decades, demand for professional talent will continue.

Emphasis on CSR

With the hit of the credit crunch earlier, business schools around the globe reviewed their teaching content and now put more emphasis on corporate social responsibility (CSR), business ethics and environmental protection.

"We see a lot of companies thinking about their responsibility to people, society, and environment. We see a lot of management education programmes now developing their CSR initiatives. That's the picture. They still have to teach business, but now they were given the context of a sense of responsibility. Therefore, we now see more talking about the carbon footprint, taking care of the environment and the community."

Dr. Wilson believes that executives always choose the programmes that meet their needs. However, in response to the change of the environment, they have also changed their mindset. They want a more responsible environment and a company that doesn't just want profit. Thus, when they go back to school they expect to learn more about relevant topics.



近年来，由本地商学院与海外院校合办的 MBA 和 EMBA 课程愈来愈多。
In recent years, there are more MBA and EMBA courses jointly launched by local and overseas business schools.

与海外院校合作成趋势

近年来，由本地商学院与海外院校合办的 MBA 及 EMBA 课程愈来愈多。威尔森博士谓：「这是管理教育的趋势，并将持续下去。我认为院校间的合作非常可贵，可集合各院校的长处，为学生和院校提供交流、集思广益的难得机会。」

威尔森博士指出，MBA 课程有四大重要元素，包括师资、课程、学生和学习文化。「MBA 课程重视学生的分享和交流。透过合办课程，学生

有机会到世界不同地方学习，是体验不同学习文化的宝贵机会。以往美国学生都喜欢留在国内学习，但现在他们都乐于到海外院校交流，丰富学习体验。」

提到与海外院校合作，汤教授表示，现在许多本地 MBA 课程都融入海外元素，如设有国际学生办公室，并展开交换生计划，让学生到内地、亚洲以至欧洲等地交流。另一方面，海外学生不少会来港学习，而海外院校的教授也有来港交流，汤教授认

为，这一趋势将持续加强。

汤教授续说：「双学位 (Dual degree) 课程是另一趋势。为促进学术文化交流及迈向国际化，本地院校积极与海外和内地大学合作。例如我们与英国 University of Kent 的商学院合办双学位课程，英国院校的学生和教授都会来我们的校园上课，促进交流。由于双学位课程交流机会多，有助培养国际视野，对毕业后求职也有帮助，我相信这类课程未来将更受学生欢迎。」

International Collaboration Comes in

In recent years, there are more MBA and EMBA courses jointly launched by local and overseas business schools. Dr. Wilson says, "It is a trend and will continue. I think it is valuable because you get the best of both schools to come together to exchange and share ideas."

Dr. Wilson mentions the four key elements of an MBA programme, including professors, curriculum, client's cohort and the quest of culture. "An MBA programme is so much about sharing around the table. By creating the joint programme, students can study in different locations around the world. This is a great opportunity to get living in a different culture and that is incredibly valuable.

Americans for a long time didn't want to study or travel outside the country. But now we see more of them are willing to travel outside the United States for more fruitful learning experiences."

Talking about collaboration with overseas universities, Prof. Tang reveals that nowadays overseas elements are commonly added into local MBA courses. For example, universities set up international student office and launch various exchange programmes for students to go to mainland China, Asia and Europe for academic exchange. On the other hand, overseas students and professors come to Hong Kong for learning and teaching. Prof. Tang predicts that the trend will continue in the near future.

"The rise of dual degree programmes will be another trend in management education. To promote academic and cultural exchange as well as internationalisation, local universities actively cooperates with institutions in China and overseas. For instance, we jointly launch a dual degree programme with the business school of the University of Kent in the UK. Students and professors at Kent will come to our campus for exchange. Since dual degree programmes provide more exchange opportunities and are good for growing a global vision and for employment after graduation, I think dual degree programme will be even more popular in the future," he adds.



教育



香港浸会大学协理副校长兼研究院院长汤涛教授指出，为促进学术交流及迈向国际化，本地大学与海外大学合办双学位课程将是一大趋势。

Prof. Tao Tang, Associate Vice-President & Director of Graduate School of Hong Kong Baptist University points out that dual degree programmes jointly launched by local and overseas schools is a trend which promotes academic exchange and internationalisation.

课程将增更多中国元素

无论是MBA抑或EMBA课程，两位教授均认同，随着内地经济起飞，课程内容将加入更多有关中国的元素。威尔森博士说：「经济重心由美国转向亚洲是不争的事实。中国经济势头强劲，并将持续增长，故全球各地商学院的课程将回应市场环境，逐步加入更多有关亚洲和中国的课题和内容。」

More on China

Whether for MBA or EMBA, both the two interviewees agree that every programme will have more content about China. “The economic shift is significant. The reality is China is a very strong economy and is continue to grow. Professors will respond to the marketplace and create more Asian and Chinese content.” says Dr. Wilson.

With so many programmes available, students find it hard to make decision. Dr. Wilson suggests that students should look at what they want to do when they finish the programme in order to select the programmes that fit them. They should also take the time to do some homework on the content to make sure that the curriculum suits their needs.

随着各院校推出更多课程，学生在选择课程时可谓眼花缭乱。威尔森博士建议学生先想想在完成课程后的计划，才因应个人需要选择合适的课程，并应花点时间研究一下课程内容，确保课程能满足学习所需。

汤教授建议学生在修读MBA前，先累积数年工作经验，这样修读课程时也较容易应付。此外，由于MBA课程的教学语言多为英语，汤教授提醒学生要注意语文水平，在修读前先学好英语。

管理教育发展与社会同步

最后，谈到工商管理教育的未来发展，威尔森博士指出，商学院在发展课程时，往往顾及商业环境情况，回应市场需要。「请紧记他们教授的课程内容，是一些商业语言，但终究究竟，商业还是社会上的活动，所以工商管理教育的发展还是需与社会同步。」

Prof. Tang suggests students to have a few years of work experience before they consider taking an MBA as this would make the learning easier to handle. In addition, as English is the medium of instruction for most MBA courses, Prof. Tang reminds students to polish their English language skills before taking an MBA.

In Step with Social Development

On the future of management education, Dr. Wilson points out that business schools are always responsive to the marketplace in designing courses. “Remember the content they teach, there’s some stuff that is the language of business, and you have to learn that. But after that business is just what’s happening in today’s society. So as the world evolves, management education will evolve with it.”

内地生在港学习经验分享

本期我们还专访了两位于香港中文大学修读 MBA 的内地生，分享他们在港学习的经验。

Mainland MBA Students in Hong Kong

We have also interviewed two MBA students at the Chinese University of Hong Kong from mainland China to share their learning experience in Hong Kong.

求学



顾净本科修读电脑科学，任工程师三年，其后从事资讯科技顾问工作两年半。她表示希望透过修读 MBA，加强软技巧和人际网络。「在香港读书的好处是学生背景各有不同，但大家的想法和目标都一致，就是希望增值自己，所以有共同语言。」

她建议学生在修读 MBA 前，要先考虑日后的事业发展，事前要有明确目标。此外，由于香港的教学模式较互动，着重讨论交流，并以英语教学为主，她建议学生来港前应加强英语能力。

Ms. Zetta Gu studied Computer Science for her undergraduate degree. She took up the post as Engineer for 3 years, and then entered the IT consulting industry for 2.5 years. As told by Zetta, she hopes to reinforce her soft skills and network through her MBA study. “One good thing to study in Hong Kong is that our peer students have different backgrounds but the same thinking and goal – self-enhancement, so we have the common language.”

She suggests students to think about their career development and have a clear goal before they take an MBA. In addition, since the teaching style in Hong Kong is more interactive and puts much emphasis on discussion and exchange, which is usually done in English, Zetta suggests students to strengthen their English skills beforehand.

求学



温志豪毕业于上海复旦大学电子工程系，2004年开始从事电子工程相关工作。他表示希望透过修读MBA课程，在事业上转型从事金融业工作。「香港是国际金融中心，而且中西文化荟萃，较国际化，教授来自世界各地，而国际学生比例亦较多，为学生带来国际化的学习体验。」

他建议有意来港读书的内地主，要先了解学习需要，因为课程为期仅12至16个月，课程内容密集，事前必须做好准备工夫。此外，亦应平衡学习及社交生活，多参与校内活动，扩阔社交圈子，这对日后工作也有帮助。最后，由于功课繁忙，要准备的事很多，所以要多点与同学交流，并有效分配时间。

Mr. Jacky Wen graduated from the Department of Electronic Engineering of Fudan University in Shanghai. He has been engaged in electronic engineering work since 2004. By studying MBA, he hopes to shift to the banking and finance industry.

“Hong Kong is a financial hub with a blend of Chinese and Western cultures. It is an international city where professors and students are of different nationalities; creating international learning experiences for students study there.”

He suggests that mainland students who are interested in studying in Hong Kong should first know more about their learning needs as the programme lasts for only 12 to 16 months and is highly intensive that requires good preparation. Moreover, Jacky also thinks that it is crucial to find a balance between learning and social life. It is good for students to join more school activities for networking, which will also be helpful after graduation. Finally, Jacky reminds students to have good time allocation as homework is busy and there are lots of things to prepare during the study. **A**