

MBA Programmes

MBA (Marketing/ HRM/ Finance)

Reg. 212660/ 212659/ 212642 CRICOS Provider Number: 001218
University of South Australia, Australia



- Fully recognized in Australia
- Top 1% of Business Schools Worldwide
- EQUIS Accredited
- AACSB International Accredited
- Awarded five QS Stars for Excellence
- Complete in 1.5-2 years

Commencement: Jan/ May/ Sept

Programme Fee: HK\$148,800

Enquiry: 2774 8596 Hannah Sit



www.hkma.org.hk/samba

Master of Business Administration



Reg. 252735

University of Wales Trinity Saint David, UK

- Fully recognized in the UK
- Same qualification of the home programme offered in the UK
- The oldest Royal Chartered University in Wales and England after Oxford and Cambridge
- 1st for Quality lecturers & assessment (*International Student Barometer*)
- 1st in the UK for satisfaction with feedback in Business, Management & Marketing (*Guardian League Table 2020*)
- Attainable in 1.5 years: 6 taught modules (1 year) + dissertation (can be done anywhere)

Commencement: May/ Nov

Programme Fee: HK\$128,000

Enquiry: 2774 8537 Jenny Pong

www.hkma.org.hk/uwmba



MBA (International Business)



Reg. 252208

University of Greenwich, UK

- Fully recognized in the UK
- Same qualification of the home programme offered in the UK
- A truly global perspective programme
- Assignment-based assessment
- Attainable in 18 months: 8 taught modules (in HK) + project (can be done anywhere)

Commencement: May/ Sept

Programme Fee: HK\$116,000

Enquiry: 3958 4800 Eva Lock



www.hkma.org.hk/greenwich/mgmba

Master of Business Administration



Reg. 252769

Glyndwr University, UK

- Fully recognized in the UK
- Same qualification of the home programme offered in the UK
- Received Silver Award in Teaching Excellence Framework 2017
- Qualification equivalent to the home course offered in the UK
- Attainable in 18 months: 6 taught modules (1 year in HK) + project (can be done anywhere)
- Can choose to be assessed in English/Chinese
- No examination required

Commencement: Jan/ Jun

Programme Fee: HK\$115,500

Enquiry: 2774 8541 Rosalind Wong

www.hkma.org.hk/gu/mgmba



Executive Development Programmes

The SLII Experience™

Programme Overview

Leveraging all the theory and design that has made SLII® the world's most taught leadership training model for more than 35 years. Our new learning design, The SLII Experience™, creates a learning experience that allows for quick mastery of the methodology and enables managers to help their direct reports soar to new professional heights.

Blanchard's SLII® empowers leaders to become adaptive—a requirement for our uncertain times. Backed by 30+ years of research and an unmatched track record of results, The SLII Experience™ teaches your leaders how to lead situationally by giving their people the right support or direction at the right time.

Programme Date: Monday & Tuesday,
23 & 24 November 2020 (English class)

Programme Fee: HK\$13,200 (Member) /
HK\$14,000 (Non-member)

Early Bird Discount: HK\$500 less
(For those who enrol and pay by 23 October 2020)

Group Discount: HK\$300 less per person
(For a total of 3 or more participants
enrolling the course at same time)

Enquiry: 2774 8552 Diana Li

www.hkma.org.hk/sliiexperience



Crisis Management in COVID-19 Situation (Webinar)

Learning Outcomes

Upon completion of the programme, participants will be able to:

- Be better able to understand the composition and evolution of a crisis and be better prepared to deal with it
- Realize that a crisis requires a different type of thinking
- Find the hidden opportunities a crisis offers
- Apply enhanced communication and decision-making skills
- Be able to shift from normal thinking to crisis mode

Programme Date: Thursday, 5 November 2020

Programme Fee: HK\$1,550 (Member) /
HK\$1,750 (Non-member)

Enquiry: 2774 8552 Diana Li

www.hkma.org.hk/crisismanagement

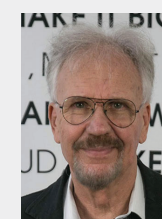


The Programme Leader Dr Ming Yen Tan



- Master Trainer for The Ken Blanchard Companies®
- Doctorate Degree in Business Administration, University of Newcastle, Australia
- Master of Business Administration and Bachelor Degree of Commerce, Deakin University, Australia
- Fellow Certified Practising Accountant, CPA(Australia)
- Chartered Global Management Accountant, AICPA
- Chartered Management Accountant, CIMA
- Professional Certified Coach, International Coach Federation
- Consultant for assessments such as The Booth's Company Task Cycle®, DISC®, MBTI®, EQ-i 2.0® and Hogan®

The Programme Leader Professor Arthur Gogatz



Professor Arthur Gogatz was born and raised in New York City. His background and education is a blend of the fine and performing arts and business. He is a former New York advertising photographer, art director, account executive, creative director, and vice president. Arthur has thirty five years of university teaching experience with 85% of that at the Graduate level (MBA). He also has twenty five years of consulting and coaching experience. Arthur has taught in 23 different countries worldwide and lectured at 40 different institutions.

It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.
個別僱主可酌情決定是否承認這些課程可供學員獲取的任何資格。



More Master's Degree Programmes:
www.hkma.org.hk/master

The Hong Kong Management Association
16/F, Tower B, Southmark
11 Yip Hing Street
Wong Chuk Hang, Hong Kong

Tel: 2774 8500

Website: www.hkma.org.hk

Oct 2020_General_4p

Doctoral Programmes

Peter F. Drucker "Creating the Future Today" Advanced Leadership and Management Programmes

1. From Strategic Thinking to Result-Driven Execution
2. From Personal Effectiveness to Mission-Driven Leadership

Programme Date: Wednesday, 25 November 2020;
Friday, 11 December 2020

Programme Fee: HK\$2,500 (Member) /
HK\$2,700 (Non-member)

Group Discount: HK\$200 each
(For companies which send a total of
two or more participants to attend the
same session of workshops
and enrol at the same time)

Enquiry: 2774 8552 Diana Li

www.hkma.org.hk/peterdrucker



The Programme Leader Dr Joey Wan

Dr Joey Wan, who is the Chief Drucker Educator at Peter F. Drucker Academy, provides professional trainings and teachings to senior executives of multi-national corporates, non-profit organisations and government. With the focus of his research area of "Entrepreneurial Intention", Joey is passionate in sharing his unique insights on Talent Management, Positive Leadership, Strategic Thinking and Planning, as well as Creativity and Innovation in the Entrepreneurial perspective. He has served Prince of Peace Group (US based) as the General Manager (Asia Pacific) to overview branch offices' operations in Hong Kong, Macau, Kula Lumpur, Beijing, Shanghai, and Guangzhou, after working in USA head offices for years. Joey received his Bachelor of Science (International Business), Master of Business Administration from San Francisco State University and Doctor of Business Administration from Hong Kong Baptist University.



Doctor of Business Administration (DBA) Reg. 252717 University of Wales Trinity Saint David, UK



- Fully recognized in the UK
- Same qualification of the home programme offered in the UK
- The oldest Royal Chartered University in Wales and England after Oxford and Cambridge
- 1st for Quality lecturers & assessment (*International Student Barometer*)
- 1st in the UK for satisfaction with feedback in Business, Management & Marketing (*Guardian League Table 2020*)
- Attainable in 3 years: 6 taught modules (1 year in HK) + dissertation (can be done anywhere)
- Delivered by international faculty mostly based in Hong Kong

Commencement: Jun/ Dec

Programme Fee: HK\$310,000

Enquiry: 2774 8536 Charlotte Liu

www.hkma.org.hk/uwdba



Doctor of Philosophy (PhD) Reg. 272722 Graduate School of Business, Universiti Sains Malaysia



- Recognised by the Ministry of Higher Education Malaysia
- Top 1% universities worldwide (*QS World Rankings 2020*)
- Ranked 14th young university in the world (*QS Top 50 Under 50 2020*)
- A research based programme attainable in 3.5 years
- Top 150 in Business and Management Studies in the world (*QS World University Rankings by Subject 2018*)
- The only APEX (Accelerated Programme for Excellence) University in Malaysia

Commencement: Feb/ Sept

Programme Fee: HK\$239,860

Enquiry: 2774 8537 Jenny Pong

www.hkma.org.hk/usmphd



Doctor of Business Administration (DBA) SBS Swiss Business School, Switzerland



- Ranked #19 in the Global DBA Rankings Euro 2020
- Ranked as Premier DBA Program (*Global DBA Listing, CEO Magazine 2018 & 2019*)
- Global 250 Business School (*QS 2017*)
- Triple accredited by the International Assembly for Collegiate Business Education (*IACBE*), the Accreditation Council for Business Schools and Programs (*ACBSP*), and the British Accreditation Council (*BAC*)
- A member of AACSB (*The Association to Advance Collegiate Schools of Business*)
- Attain a master's and a doctoral degree in 2.5 years

Commencement: Jan/ May/ Sept

Programme Fee: HK\$240,000

Enquiry: 2774 8596 Hannah Sit

www.hkma.org.hk/sbs/dba



Executive DBA École des Ponts Business School, France



- École des Ponts ParisTech is ranked #9 globally by The Economist in their best small universities ranking
- Proud member of EDBAC, Executive Doctorate of Business Administration Council
- Nobel prize winner in economics, Jean Tirole, is an alumnus
- Four residential sessions in Paris
- Complete in 3-4 years

Commencement: Nov

Programme Fee: €47,000

Enquiry: 2774 8579 Vincent Lei
2774 8552 Diana Li

www.hkma.org.hk/ponts/edba



Seminars and Workshops

- Be a Certified Behavioral Consultant - DISC Certification by the Institute for Motivational Living, USA
- Click with People through Smart EQ
- Dealing Effectively with Uncertainty
- Embracing Growth Mindset in Today's Volatile Economy
- How to Be a Good Team Leader
- Leading Through Tough Times
- Negotiation and Implementation - Managing Tactics, Concessions and Overcome Implementation Hurdles to Succeed
- Preparing your Business for the Rising Trend of New Economy
- Surviving Changes in a Post Pandemic World
- Team Leadership Competencies - Coaching Skills for Effective Leadership
- The Making of a Successful Manager
- The Motivational Manager for Business Success
- Workplace Big Five Profile Certification - Talent Development Management Focused on the Five-Factor Model of Personality
- Workplace Values Profile™ Certification

Enquiry: 2774 8500/ 2774 8501 Patrick Law/ Stephanie Chue



More Seminars and Workshops:
www.hkma.org.hk/seminar



More Doctoral Degree Programmes:
www.hkma.org.hk/doctor