MSc Management

MSc International Business and Management

Postgraduate Programme

Part-time    Year 2013    6th Intake

Programme Code: 133-29370 (MScM)
133-29360 (MScIBM)

www.cityu.edu.hk/ce/dmumsc

These programmes are exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance (reference number 451800 and 451801). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.
De Montfort University

De Montfort University (DMU) is a university of quality and distinctiveness. DMU has a history of offering high quality teaching for well over 100 years and is nationally and internationally recognised as a centre of excellence in disciplines including Accounting, Business, Finance, Management, Marketing, Human Resource Management and Public Policy.

DMU is highly rated by both public and private sector employers and has excellent links with industry. It is a leading research institution and active in pioneering commercial projects and partnerships. It has an established reputation for quality teaching and offers superb student support and facilities on a campus in the heart of the UK.

Students benefit from a supportive environment and state-of-the-art facilities and our exceptional links with industry allow us to shape courses to ensure graduates are equipped with the skills and experience that modern employers need.

Leicester Business School

Leicester Business School, is one of the largest providers of business and management education in the UK, and enjoys close links with major UK professional bodies, industry and the public sector. The School has over 150 academic staff and around 4500 students studying undergraduate, postgraduate, research and professional programmes. The diverse student community includes a growing population of international students from around the world with over 60 nationalities represented in addition to many professionals studying part-time or by distance learning, both in the UK and overseas.

The Business School offers a comprehensive portfolio of undergraduate, postgraduate and professional qualifications through its Departments of Accounting and Finance, Corporate Development, Human Resource Management, Strategic Management and Marketing, and Politics and Public Policy. The School also engages in consultancy, delivering bespoke management courses for public and private sector organisations, and other professional services for external clients.

Recent achievements of the Leicester Business School:

• DMU’s management courses were ranked 5th for overall student satisfaction in the latest National Student Survey 2012. Finance and Politics programmes were also ranked in the top 10 nationally in the survey.
• Marketing programmes were ranked 1st for student satisfaction in the 2011 National Student Survey, as were Human Resource Management programmes in 2010.
• Rated “excellent” for teaching and student support by the Government’s Quality Assurance Agency (QAA).
• Research of international excellence in the most recent national Research Assessment Exercise (RAE).

For the latest Leicester Business School news and further information about all our courses, our research and activities, visit www.dmu.ac.uk/business

Programme Introduction

De Montfort University, through the School of Continuing and Professional Education, City University of Hong Kong (CityU SCOPE) is offering two part-time Master’s Degrees, namely MSc Management, and MSc International Business and Management. These programmes are designed, not only to provide an efficient model to cope with the rapid market demand, but also to offer a natural progression for degree graduates with an advanced and applied understanding of Business and Management issues in an international context or in private or public sectors.

Programme Features

• **Intensive blocks teaching**: enables students to concentrate on a module at one time
• **A mixture of teaching expertise**: UK academics and HK practitioners
• **Student experiences be enriched by the international learning environment**
• **Students are guided along their Personal Development Planning (PDP) in the course of their study**

Welcome Message

De Montfort University is proud to have a long-standing collaborative relationship with CityU SCOPE, for the provision of educational programmes stretching back to 1995. We have established a strong local reputation based on our commitment to quality and student satisfaction.

Two Master’s programmes, namely **MSc International Business and Management**, and **MSc Management** are offered through flexible weekend block delivery. The programme team has a wealth of commercial and International experience, and will consist of an experienced and highly qualified academic team drawn from both the UK and Hong Kong.

Martyn Kendrick
Head of Postgraduate Studies
Department of Strategy Management and Marketing
Leicester Business School
MSc Management

Providing a fast-track route for holders of professional qualifications to attain a Master’s degree

About the Programme

This programme provides a fast-track route for holders of selected professional qualifications to attain a Master’s qualification. It aims to help students to meet the demand for global competition coupled with continuous development in Business Management in today’s business world.

Upon successful completion of the programme, graduates will be able to show the ability to employ advanced skills to conduct research, and to evaluate such research in a critical and analytical manner. They will also be able to deal with complex issues of management both systematically and creatively.

Programme Structure

Students are required to study 90 credits, including 2 taught modules and a dissertation, in 12 to 18 months on a part-time basis.

<table>
<thead>
<tr>
<th>Tentative Schedule</th>
<th>Modules</th>
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<tbody>
<tr>
<td>Sept to Nov 2013</td>
<td>Critical Perspectives in Global Management</td>
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<tr>
<td>Mar to May 2014</td>
<td>Research Methodology</td>
</tr>
<tr>
<td></td>
<td>Dissertation (equivalent to 4 modules)</td>
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</table>

CEF reimbursable module

Teaching Staff Profile

Martyn Kendrick

Dr. Natalia Vershinina
Dr. Natalia Vershinina is a Principal Lecturer in Strategic Management at Leicester Business School. Her research interests lie in technology strategy, management of innovation, corporate entrepreneurship, organisational vs. corporate cultures, use of grounded theory research method and qualitative data analysis in general. She is a Fellow of the Higher Education Academy.

Dr. Hulya Oztel
Dr. Hulya Oztel is the new Programme Leader for MSc Management Programme and the module leader for the Research Methodology module and the Dissertation module. She specialises in teaching research methodology and preparing students for their dissertations at postgraduate level. Her research interests include student learning, organisational learning and knowledge management (specifically in the creative sector context). She is a Fellow of the Higher Education Academy and a University Teacher Fellow.

David Orton
David Orton is a Principal Lecturer in the Department of Strategic Management and Marketing. His teaching and research specialisms are in both Strategic Management and Crisis and Business Continuity Management. He has taught extensively internationally at both undergraduate and postgraduate level and also to a wide range of corporate clients. He is also the Programme Leader for the BSc Business Studies degree and Subject Leader for Undergraduate Strategy and Management programmes at Leicester Business School.

Phil Wilson
Phil Wilson is currently the Programme Leader for the full-time MBA Programme and is the Business School Postgraduate Curriculum Development Manager. His major topic areas are management accounting and financial management and his current research interests are within the area of risk management. He is a Fellow of the Higher Education Academy and received the Vice Chancellor’s Distinguished Teachers Award in 2009.

Peter McHardy
Peter is a Principal Lecturer in the Department of Strategic Management and marketing specialising in enterprise, creativity and innovation at undergraduate and post graduate levels. He is Academic Lead for the BA Business Administration and Management, and a member of the MSc Team. Peter has held three company directorships with multinationals in construction, electrical and shoe industries, in international sales and marketing, product development and as Managing Director respectively. He has also delivered corporate programmes on leadership and strategic management.
MSc International Business and Management

Acquiring the knowledge to manage tomorrow's global economy

About the Programme
This programme aims to provide graduates who would like to give themselves a competitive edge in today's international market with an advanced knowledge of business and management principles, through both practical application and theory.

Upon successful completion of the programme, graduates will be able to demonstrate the ability to deal with complex issues in business and management both systematically and creatively. They will also be able to undertake a detailed research project into an area of international business.

Programme Structure
Students are required to study 180 credits, including 8 taught modules and a dissertation, in 24 to 30 months on a part-time basis.

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<tr>
<th>Tentative Schedule</th>
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<tr>
<td>Sept to Nov 2013</td>
<td>Critical Perspectives in Global Management</td>
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<tr>
<td>Dec 2013 to Feb 2014</td>
<td>Operations and Human Resource Management</td>
</tr>
<tr>
<td>Mar to May 2014</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>May to July 2014</td>
<td>International Marketing and Ethics*</td>
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<tr>
<td>July to Oct 2014</td>
<td>International Strategic Management, Markets and Resources</td>
</tr>
<tr>
<td>Oct to Dec 2014</td>
<td>Managing the Client Experience and Expectations*</td>
</tr>
<tr>
<td>Jan to Mar 2015</td>
<td>Accounting for Managers</td>
</tr>
<tr>
<td>Mar to May 2015</td>
<td>Strategic and Financial Decision Making*</td>
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Dissertation (equivalent to 4 modules)

* The above modules are subject to review

CEF reimbursable modules

Graduate’s Sharing
The programme design and content were practical and comprehensive. Let's take the “Critical Perspectives in Global Management” module as an example, it enabled the students to analyze the pros and cons of corporate management strategies among different multi-national corporations. Besides, my ability in statistical data handling was greatly enhanced through the “Research Methodology” module. The knowledge gained in the programme could be applied fully to my daily work.

Leung Wan Yau
Graduate, MSc Management

The programme places high focus on nurturing the analytical ability of the students. For instance, the “Accounting for Managers” module enabled students to analyze the financial status of enterprises through their annual reports. It appeared difficult initially, however, I could master the skills quickly under the dedicated guidance of the tutor. Besides, the knowledge gained in “International Strategic Management, Markets and Resources” and “Operations and Human Resource Management” modules could also be applied to my current job. My capabilities in team work and leadership were greatly enhanced through participating into group projects.

Choi Fei San
Graduate, MSc International Business and Management
Programme Delivery

Modules will be taught by DMU staff as well as local teaching staff by intensive mode through blended learning. Each module will be of approximately 11-week duration comprised of 3 phases:

Phase 1: Well-structured pre-course reading will be provided before classes.

Phase 2: There will be 2 blocks which span of 2 long-weekends. Classes will be delivered on Friday evenings, Saturdays and Sundays.

Phase 3: There will be approximately a revision period of 3 weeks before each assessment. Assessment for taught modules is by coursework and/or examination.

Teaching and Learning

Classes

Classes will be held in CityU SCOPE@CityU (Kowloon Tong) or SCOPE TSTE Learning Centre (Tsim Sha Tsui East) or other designated CityU SCOPE Learning Centres.

Student Support

Students registered in the programme will be issued a CityU SCOPE Student ID Card and a De Montfort University student card. Services provisions include access to CityU’s Run Run Shaw Library, Computing Services Centre, University’s e-Portal, electronic services and student LAN, as well as electronic resources provided by De Montfort University.

Assessment and Award

Assessment for taught modules is by coursework and/or examination. A student will be awarded a MSc Management or MSc International Business and Management conferred by De Montfort University, upon successful completion of the programme. Students registered in the MSc International Business and Management programme may exit for an intermediate award of Postgraduate Certificate and Postgraduate Diploma after completion of the required credits.

Brief Module Descriptions

Critical Perspectives in Global Management
Introduces to students the critical application of theory to the advancement of management practice.

International Strategic Management, Markets and Resources
Provides students an understanding of the role of the strategic leaders and managers in organisations.

Accounting for Managers
Considers how planning, control and performance management information may be provided to both internal and external stakeholders in an increasingly competitive and unstable business environment.

Operations & Human Resource Management
Provides students an understanding of the role of operations and human resource management in organisations, emphasising the links with other key functions and the importance of managing people in operations.

Research Methodology
Presents research as a strategic activity that occurs within the context of limited resources and within a framework of ethical, legal and social constraints.

Strategic and Financial Decision-Making
Considers corporate strategic investment decisions and the underlying financial management issues relevant to these decisions.

International Marketing and Ethics
Offers the opportunity for students to independently identify and appreciate marketing decisions and ethical dilemmas associated with the consequences of such decision making.

Managing the Client Experience and Expectations
Develops a deeper understanding of the relationship between organisations, their customers and clients.
Admission Requirements

- A minimum of a lower second Honours Degree (or equivalent) in any disciplines from a recognized university; or
- A professional qualification deemed to be of equivalent standing; and
- Appropriate work experience at a professional level.

Applicants for MSc Management should hold postgraduate diploma / recognized professional qualifications at postgraduate level, such as CPA, ACCA, AIA, CIMA.

Application whose degree/qualification was not taught and assessed in English may be required to demonstrate an English Proficiency equivalent to IELTS 6.5 or TOEFL of 600.

Other qualifications will also be considered on a case by case basis. Applicants may be required to attend an admission interview.

Application

A completed application form, with copies of required supporting documents (refer to page 1 of the application guide for details) should be sent to CityU SCOPE on or before the deadline.

Applicants will be selected on the basis of academic merits and relevant work experience. Short-listed candidates may be required to attend an interview and will be notified by phone or by mail. All applicants will be informed of the application results by mail.

Applications are processed on a rolling basis. Review of applications will start before the deadline and continue until all places are filled. Early applications are therefore strongly encouraged.

On-line Enquiries of Application Status

An acknowledgement of your application will be sent to you via email.

Enquiries about your application status can also be made by visiting our website: www.cityu.edu.hk/ce/enrol/que seven working days after the submission of your application.

Commencement

September 2013