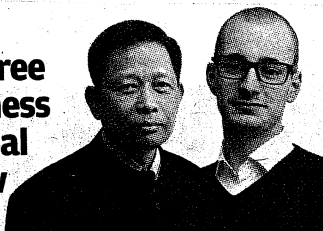


**Course Guide  
CityU MA degree  
teaches business  
students global  
strategic view**



# International minds need cultural insights



**Course Guide**

**MA in Global Business  
Management  
CityU**

Hong Kong's economy relies heavily on international business. To prepare local students with relevant knowledge of the global economy, the City University of Hong Kong (CityU) offers a Master of Arts in Global Business Management degree, which specialises in providing a solid grounding in global business management and multinational strategies.

According to programme director Dr Reuben Mondejar, the course aims to equip students with the skills needed to keep up to date with trends in global commerce.

"Upon completion of the course, students are expected to be competent in the global dimensions of key business functions, especially in having an integrated understanding of finance, economics, geopolitics and, most importantly, their roles as managers across cultural boundaries," he says.

"We have students who are looking to expand their business in an existing field, or trying to venture into a new field. There are also students who want to prepare for high-level jobs in their companies.

Some are responsible for handling international business, but have not received formal training. They want

to consolidate their business experience with academic theories."

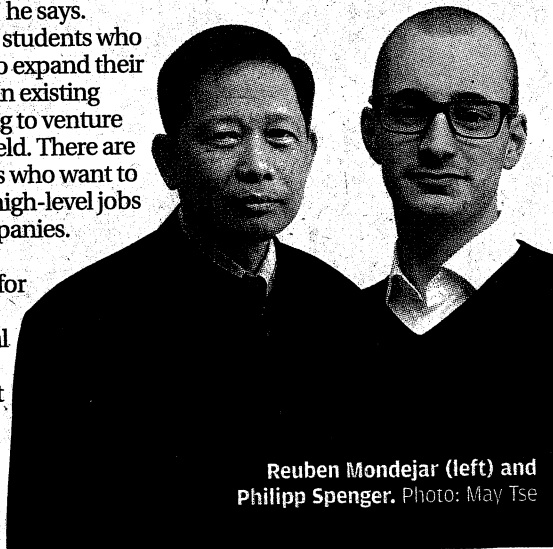
Applicants should have a bachelor's degree with second-class honours and at least two years of work experience.

Philipp Spenger has a legal background and is studying the MA programme full time. "The programme is actually quite unique in Hong Kong because it is very close to an MBA course and covers all the topics one needs to consider when working in a multinational company," he says.

"It focuses on cultural differences and how to manage and negotiate with people from other cultures. We can then apply that theoretical knowledge to the many group projects we do straight away. Now, when examining business issues, I do not just consider legal and business-related aspects, as I have become more aware of the ways that different cultures do business." *Wong Yat-hei*



For the full story, go to [www.educationpost.com.hk/mba](http://www.educationpost.com.hk/mba)



Reuben Mondejar (left) and Philipp Spenger. Photo: May Tse