

Continuing and Professional Education



Grooming Management Mindsets For Global Business

The Master of Arts in Global Business programme offered by City University of Hong Kong answers the fervent demand for managerial talents capable of making commercial decisions of international dimensions.

Globalization and technological advancement in communications have transformed the way modern businesses operate. With the need for prompt and judicious decision-making in the new working environment, it is increasingly important for professionals to possess the required base skills.

"The world has shrunk into a global village where people expect immediate responses. However, many factors have come into play in decision-making process," said Dr Reuben Mondejar, Program Leader. "The more Hong Kong becomes 'the New York of China', the more we need sophisticated

professionals who can handle the virtualization of people and places."

The first programme of its kind in Hong Kong, the Master of Arts in Global Business offered by the City University of Hong Kong is strategically designed to equip students with skills to keep abreast of world trends in trade and commerce, and in particular, an integrated understanding of finance, economics and geopolitics.



Programme Leader
Dr Reuben MONDEJAR

International Perspective

With these objectives in mind, all the subjects in the specialized course are globalization-sensitive, and are taught with a combination of theory and practice, according to Dr Mondejar. "Students are trained to work and deal with multiple cultures at the same time, and the course is delivered by an international team coming from a variety of countries and continents, to ensure it is not only global in content, but also in delivery."

And to keep up with the ever-changing nature of the business world, courses from the program are constantly subject to review. Citing an example, Dr Mondejar said that the "International Business and the Global Business Enterprise" course has been changed to "International Business & the Global Geopolitics for Managers", to help students better understand the current market and how decisions are affected by a wide range of economic and political factors.

In the course, students are given the chance to work with peers from eight universities worldwide including notable institutions such as Stanford, Peking University, and others in Europe, and the Middle East.

Further, a summer course conducted by the school's international university partner, the University of California – Berkeley, is specially organized to broaden students' international horizon.

"These unique experiences enable students to really see the world with their own eyes, immerse in a culturally diversified environment, and in doing so, familiarize themselves with different cultures to make them competent future leaders," said Dr Mondejar.

The program is offered in a one-year, full-time mode, or in a two-year, part-time mode. Upon graduation, students will have a solid grounding in global business management with multinational strategies, knowledge of comparative management in various countries including managerial practices in Mainland China. Hence, they are in a position to shoulder higher responsibilities in their respective companies, or to assume more responsible positions.

Current intake is 40 students for every September entry, with a third from Hong Kong, plus China Mainland, and international students. Classes are held on weekday evenings with flexibility to fit around professionals' schedules.

**Master of Arts in Global Business,
City University of Hong Kong**

Tel: 3442 7892

Website: www.sgs.cityu.edu.hk/programme/P07



www.cityu.edu.hk

Master of Arts in Global Business Management

A specialty Master's degree programme which focuses on:

- teaching the unique skills and insights needed to successfully conduct business across political, economic and cultural boundaries; and
- helping students develop a high level of mastery in integrating the global dimensions of key business functions.

The programme consists of core courses in:

- Accounting Issues for the Global Manager
- International Organizational Behaviour
- Financial Management and The International Firm
- Global Human Resources Management
- Managing Innovation and Technology Globally
- MAGBM Research Project Seminar
- Global Information Systems
- International Business & The Global Geopolitics for Managers
- Emerging Issues in Multinational Strategic Management (plus some electives)

Application Deadline: 30 April 2014



Master of Science in Organizational Management

"This program is designed to help managers enhance their ability to achieve their business objectives by providing the knowledge and skills needed to develop, retain, and manage subordinates."

- **A Unique Focus** on bridging the gap between organizational objectives and employee behaviors.
- **Innovative Teaching.** The program employs both traditional and out-of-classroom learning, melding the theoretical with the practical.
- **Learning through Experience Sharing.** Courses emphasize learning through the sharing of experiences with fellow students.

The programme consists of core courses in:

I. Foundation Courses

- Organizational Behavior
- Strategic Management

III. Integrative Courses

- Human Capital Management
- Transforming Organizations
- Organizational Consulting Project

II. Managerial Skills

- Leadership: Managing in Adverse Situations
- High Performance Collaborations
- Strategic Organizational Communications
- Employee Engagement and Performance

IV. Plus Electives

Application Deadline: 30 April 2014

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