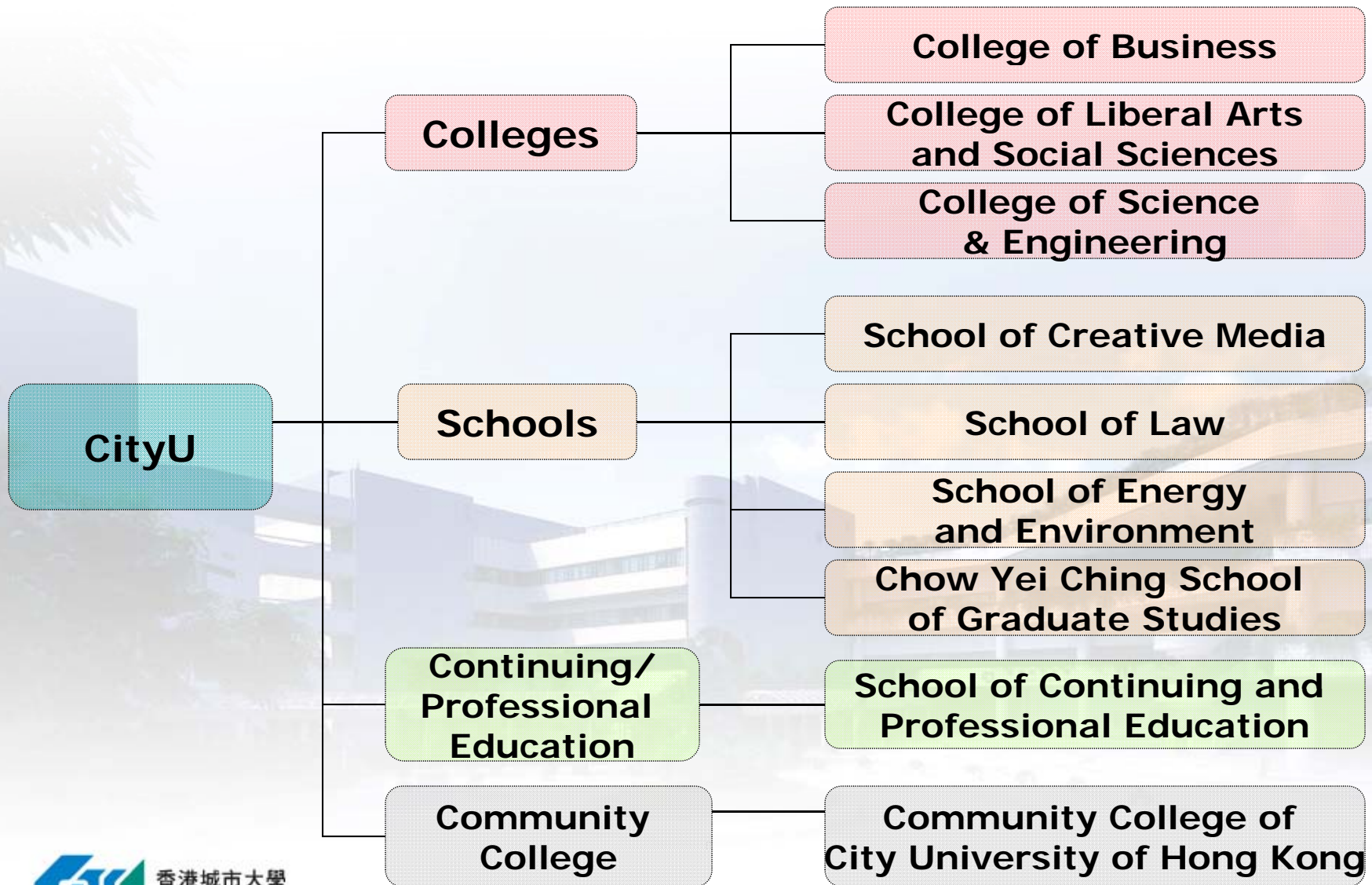




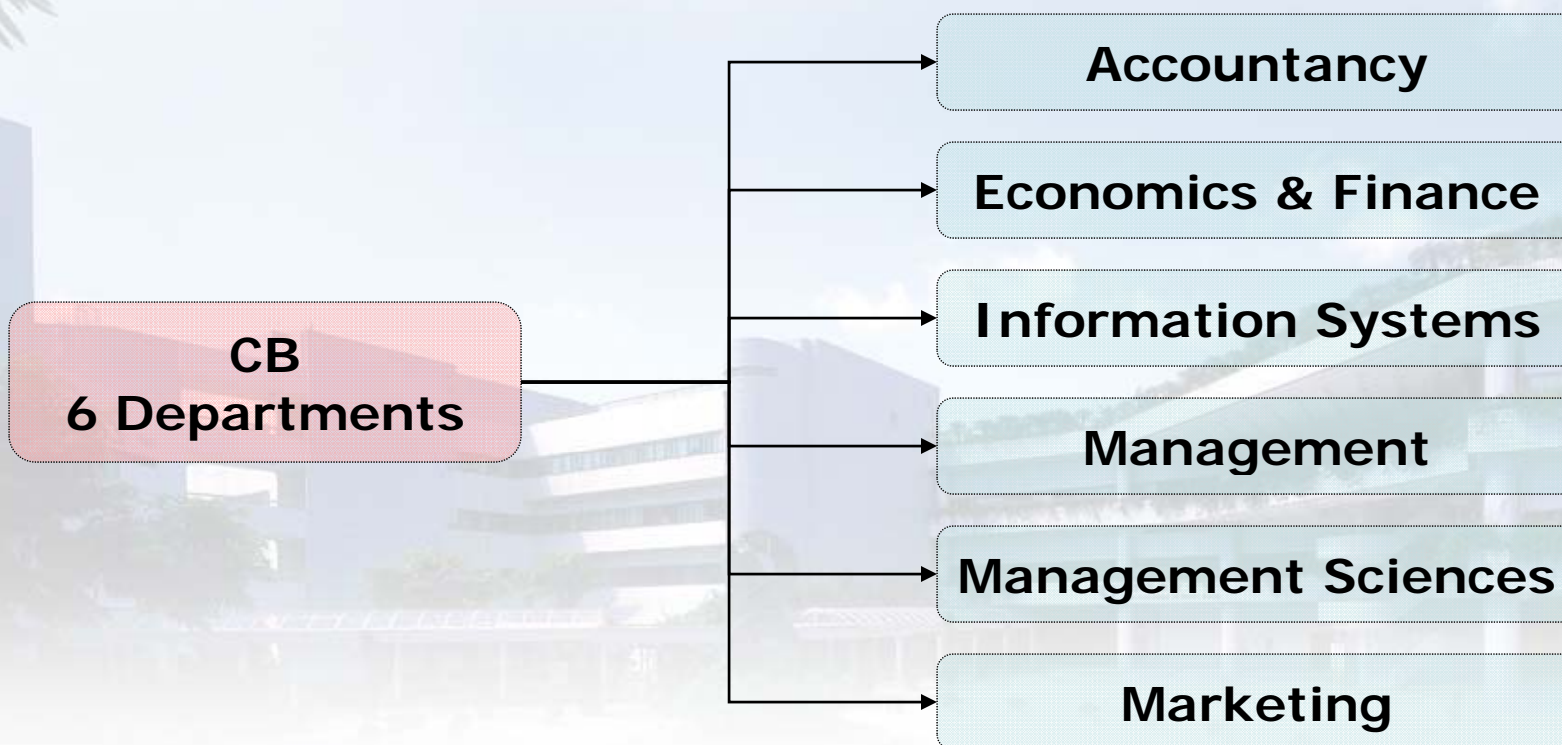
INTRODUCING THE  
**COLLEGE OF BUSINESS**  
CITY UNIVERSITY OF HONG KONG



# CityU Academic Organizational Structure



# College of Business: Our Departments





# Facts about CityU

- Established in **1984** as **City Polytechnic**, became a fully self-accrediting **University in 1994**.
- Ranked **129<sup>th</sup>** in QS World University Rankings 2010
- Ranked **15<sup>th</sup>** Top University in Asia (QS 2011)
- Annual total **student population of over 18,000** enrolled in **130** programmes.
- Medium of instruction is **English**
- Multinational student body from over **25** countries

# College of Business: facts

- Founded in **1990**.
- One of the biggest business education providers in Hong Kong with more than **5,200 students**
- Culturally diverse faculty: **169 core faculty** from **over 20 nationalities**
- **Over 90%** of core faculty (Assistant Professor level and above) have doctoral degrees
- We offer a wide spectrum of business programmes at the **undergraduate, postgraduate and doctoral levels.**

# College of Business - Management Team



**Dean**  
**Prof. Kwok-kee Wei**



**Associate Dean**  
(Research, Postgraduate  
and Executive Education)  
**Prof. Matthew Lee**



**Associate Dean**  
(Undergraduate)  
**Dr. Wenyu Dou**



**Associate Dean**  
(Internationalization &  
Corporate Communication)  
**Dr. Mary Pang**



**Assistant Dean**  
(International Programmes  
& Executive Training)  
**Dr. Gang Hao**



**Assistant Dean**  
(Assurance of  
Learning)  
**Dr. Ron Kwok**



# We are Triple Accredited

*Our College of Business is the first business school in the Greater China Region to be accredited by the 3 leading international accrediting agencies*



The Association to  
Advance Collegiate  
Schools of Business  
(AACSB International)  
(2005)



The European Quality  
Improvement System  
(EQUIS)  
(2007)



The Association of MBAs  
(AMBA)  
(2008)

# Our College of Business Ranking

*Ranked 77<sup>th</sup> among the top 100 B-schools worldwide and 7<sup>th</sup> within the Asia Pacific Region*

According to UTD Top 100 Business Research Rankings conducted by the School of Management at the University of Texas at Dallas (2006-2010).

*Ranked China's top 10 universities in "Academic Ranking of World Universities – 2004"*

by Shanghai Jiaotong University





# Research Centres and Units

## College of Business

- Centre for Applied Knowledge and Innovation Management Research
- Centre for Research on Business Learning

## Accountancy

- China Journal of Accounting Research

## Economics and Finance

- APEC Study Centre
- Research Centre for International Economics
- International Economics and Finance Society
- Asia-Pacific Journal of Accounting & Economics
- Pacific Economic Review

## Management Sciences

- Centre of Cyber Logistics
- Customer Satisfaction Index
- Centa-City Index
- Hong Kong Sustainable Development Index
- Statistical Consulting Unit

## Marketing

- The Unit for Chinese Management Development
- The Unit for Interactive Marketing Communications

# BBA (Hons) offers 17 FT & 1 PT majors

Dept	Major	Dept	Major
AC	Accountancy	MGT	Human Resources Management
	Accountancy and Law		International Business (Japan Studies)
	Accountancy and Management Information Systems	MKT	China Business
EF	Business Economics		Marketing
	Finance	MS	Marketing Information Management <i>(jointly offered with IS)</i>
	Quantitative Finance and Risk Management		Management Science
IS	Electronic Commerce		Managerial Statistics
	Global Business Systems Management		Service Operations Management
	Information Management	CB	Business Management (part-time mode)
	Marketing Information Management <i>(jointly offered with MKT)</i>		

# Taught Postgraduate Programmes

Hosting Department	Programme Title
<b>College of Business</b>	Doctor of Business Administration (DBA)
	Doctor of Business Administration (International) (IDBA)
	Executive MBA (EMBA) <i>(including the <b>EMBA International</b> programme offered as a corporate-based programme in the Mainland.)</i>
	Master of Business Administration (MBA)
<b>Accountancy</b>	MA International Accounting
	MSc Professional Accounting & Corporate Governance
	Postgraduate Certificate in Professional Accounting
<b>Economics &amp; Finance</b>	MSc Applied Economics
	MSc Finance
	MSc Financial Engineering
	MSc Financial Services <i>(to be offered in 2011 subject to University approval)</i>

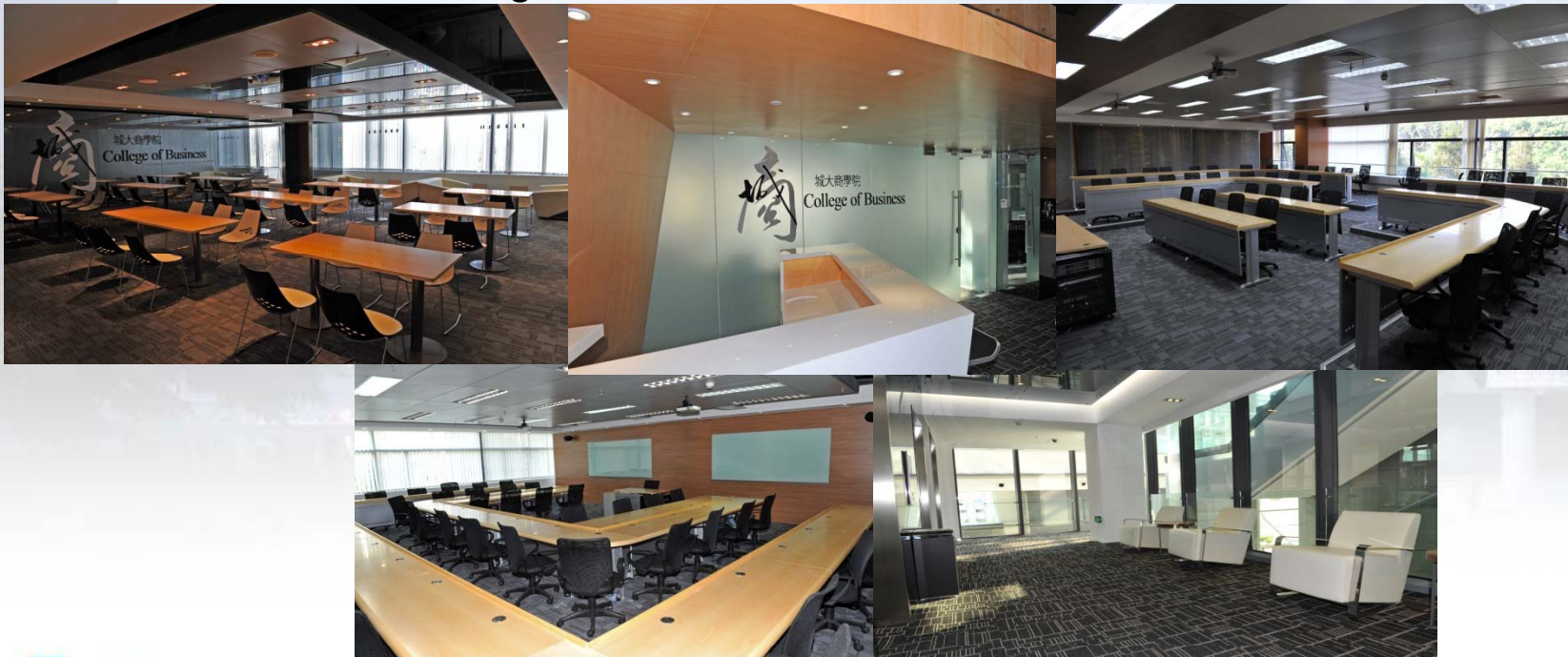
# Taught Postgraduate Programmes

Hosting Department	Programme Title
<b>Information Systems</b>	MSc Business Information Systems
	MSc Electronic Business and Knowledge Management
	MSc Electronic Commerce ( <i>jointly offered with the Computer Science Dept</i> )
	MSc Information Systems Management
<b>Management</b>	MA Global Business Management
	MSc Organizational and Change Management
<b>Management Sciences</b>	MA Operations and Supply Chain Management
	MA Quantitative Analysis for Business
<b>Marketing</b>	MSc Marketing



# Executive Education Centre

The College of Business has recently established an executive education centre of around 1,500 square metres at the newly built CityU (Shenzhen) Research Institute Building. The venue is conveniently accessible and is well constructed with a modern and environmental friendly design providing comprehensive facilities and state-of-the-art technologies:



# Our Partnership

## University of California Berkeley



- CityU's CB is the 1<sup>st</sup> Hong Kong partner of the Asia Business Centre, Haas School of Business at UC Berkeley
- Established the Advanced Management Executive programme at UC Berkeley, US from 2008 and a total of 144 participants from CityU have joined the programme for the past 3 years.



# Some of our Collaborations

## Advanced Masters Program in Management of Global Enterprises (AMPM)

- Indian Institute of Management Bangalore, India
- SDA Bocconi-School of Management, Italy
- Centre for International Business Education and Research, Anderson School of Management, UCLA, USA

## Omnium Global Executive MBA (GEMBA)

- Rotman School of Management, University of Toronto, Canada
- University of St Gallen, Switzerland

## Senior Executive Education Programme

- Beijing Capital International Airport (2004-2006)
- Industrial and Commercial Bank of China (Guangzhou) (2007-2009)
- INVERSCO Great Wall Fund Management Co. Ltd. (2007-2009)
- Jiangsu Office of Hong Kong's Wen Wei Po (2010)
- Treasury Markets Association, a Hong Kong Monetary Authority supported institution, and the Shenzhen Flink Training Centre, under the Shenzhen Financial Electronic Settlement Centre (from 2010)

## Doctor of Business Administration (International) Programme

- Fudan University, China (2010)







## *Recognition of Excellence*

### *International Network of Business Elites*

- BGS is the world's largest organization representing business school alumni in more than 170 countries.
- CityU Collegiate Chapter was established in Nov 2008.
- About 300 elite business students and alumni at Bachelor, Master and Doctoral levels joined as inaugural members.
- Prominent leaders in the community joined as Chapter Honorees.





# Student Exchange Programme

- Approximately **150 partner institutions** in 36 countries spanning **6 continents**
- **369 inbound students** and **403 outbound students** in academic year 2009/10



Cardiff Business School

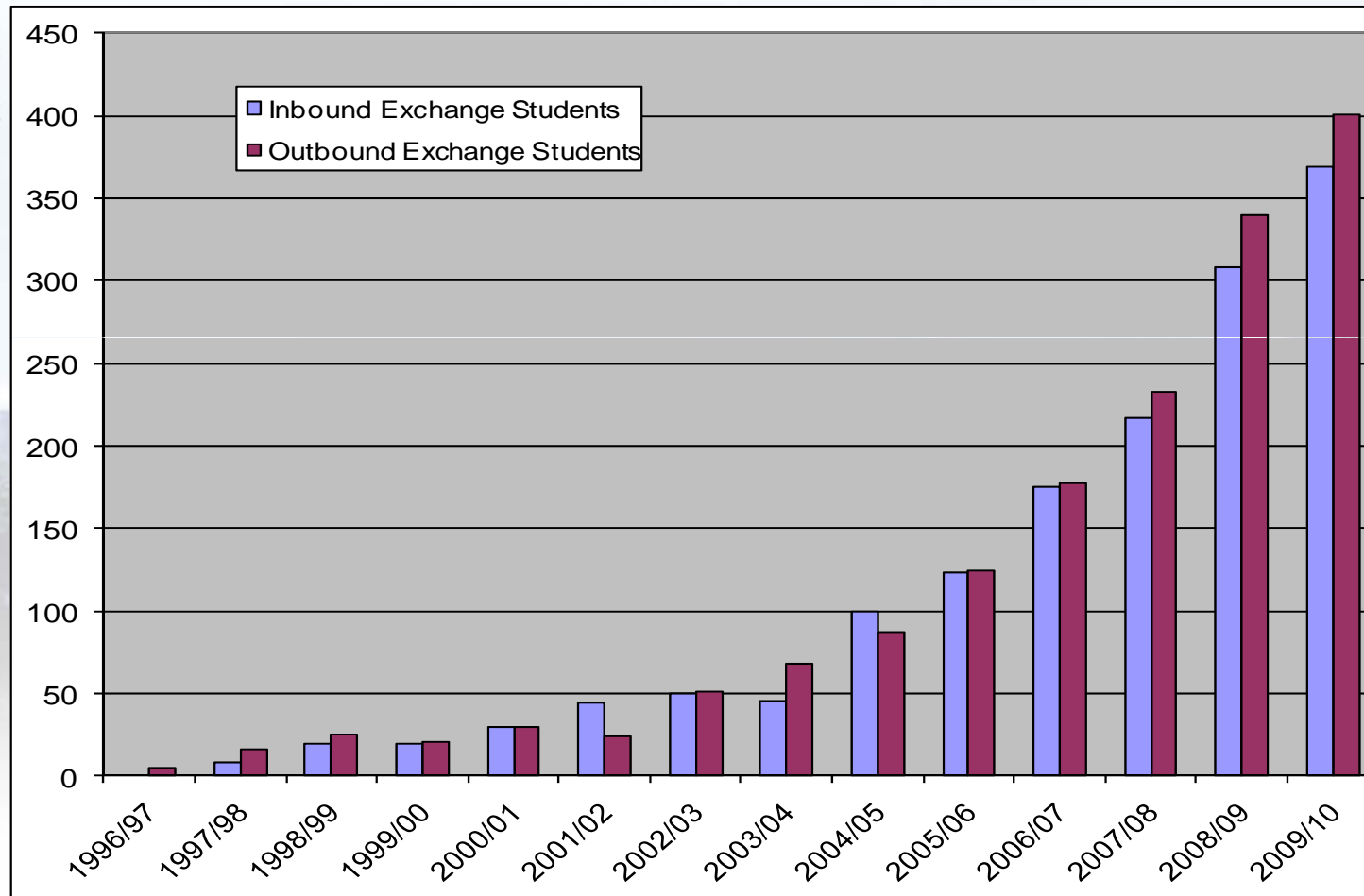


THE UNIVERSITY OF BRITISH COLUMBIA



<http://www.cb.cityu.edu.hk/exchange>

# Student Exchange Opportunities



# CityU Campus





# High Technology Facilities

- ***Advanced Laboratories and Communication Facilities***





# CityU Campus

State-of-the-art facilities



# CityU Campus





# CityU Campus



# CityU Campus





# Student Residence

Available to local and international students at very affordable rates:

- **Undergraduates:** @ HKD4,800 (~USD620) – HKD7,260 (~USD930)/Semester
- **Postgraduates:** @ HKD6,000 (~USD770) – HKD12,500 (~USD1,600)/Semester









# Why CityU?

## Top Reasons for Your Choice

- English as the medium of instruction
- Internationally recognized
- Well-connected with distinguished universities
- State-of-the-art facilities
- A wide range of disciplines
- Flexible studying mode and choice
- Culturally diverse campus
- Located in the heart of Hong Kong

