



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

School of
BUSINESS
工商管理學院



博學不倦 豐富人生
Lifetime Learning Lifelong Enrichment

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Message from

the Dean

Located at the crossroads between the emerging countries of Asia and the West, our School is ideally situated to confront the changes impacting our world, be it the economic resurgence of China, the deepening impact of globalisation or the need for new ethical standards as we strive for sustainability and accountability.

Our range of undergraduate and postgraduate programmes has been carefully designed to meet the needs of school leavers, fresh graduates and more seasoned professionals. Most importantly, we strive to ensure that our graduates are equipped with the requisite set of skills needed for a successful business career. While the academic curriculum is a key part of a holistic education, we also offer numerous extracurricular opportunities such as overseas exchanges, internships and service learning / language enhancement programmes, to nurture students as whole-person business leaders and responsible citizens. Academic rigour is necessary to succeed, but personal integrity is vital. Our students benefit from the type of education that will assist them not only in business, but in every aspect of their lives.

Our faculty are renowned for their innovative approach to research. We work in close collaboration with the private sector to address the practical challenges faced by organisations. We also engage with the public sector, helping to assess the business implications of new policies. Faculty members are often retained as consultants, advisors or board members of major organisations, both private and public. This combination of the theoretical with the practical helps explain our reputation as one of Asia's finest business schools.

In the end, this is a place of ideas, for ideas determine destiny. Through constant innovation built upon a foundation of academic excellence and intellectual integrity, we seek to inspire and challenge our students to unearth their better selves and to build a better world. Can you think of a more exciting endeavour?

Professor Ed Snape

Dean, School of Business
Hong Kong Baptist University



Message from the MScSHRM Programme Director

I am pleased that you choose to further your professional and career development at HKBU. We have remained in the forefront in the provision of human resources management education in Hong Kong, and we are dedicated to developing the HR leaders of tomorrow.

Contemporary HR needs to be able to attract, retain and develop human capital resources. However, to go the extra step and be a leader in the field, HR executives need to be able to leverage human capital to contribute to organisational strategy and performance. In this regard, we put particular emphasis on the development of key competencies, such as business acumen and strategic thinking, to teach our participants how to effectively partner with the business. We aim to help transform HR from a "business partner" to a "business leader."

This professional- and executive-level programme is designed to meet the needs of the business world. We provide you with advanced management knowledge as well as practical HR skills. Our courses are designed to help you to: master the new HR strategic processes; apply strategic models to leverage human capital; develop a talent management culture; identify strategies for employee engagement, and use HR metrics to evaluate the impact of HR on business outcomes. Each course explores a critical topic in depth, examining the role of the HR leader and best practices in industry. We also stress practicality with realistic course projects designed to help you to learn and to apply what you have learned. The programme as a whole will help transform you into a strategic partner and business leader.

Investing in education creates a personal asset that will provide a payoff over many years. This programme will provide you with the skills and knowledge to advance in your profession and to enhance your organisation's competitive advantage.

Professor Alicia Leung

MScSHRM Programme Director

Associate Professor

Department of Management

Hong Kong Baptist University

Our Vision

We aspire to be a leader in whole-person business education and a centre of excellence in business research in selected strategic areas in order to inspire business practice, create value for stakeholders, and enhance social and economic growth and development.

Our Mission

Through internationally recognised business education programmes and research achievements, our School seeks to nurture ethical business leaders with global vision, who make a difference to the organisations, industries and communities that they serve, in Hong Kong, Mainland China and the global community.

In keeping with this mission, we strive to:

- cultivate and encourage our students' academic curiosity and integrity, unleash their leadership potential, and prepare the ground for them to become all-rounded, values-conscious business graduates through our high-quality and well-balanced curriculum;
- excel as a leading institution in selected strategic research areas to advance and disseminate business knowledge as well as enhance teaching quality;
- be one of the region's most visible and influential business schools in terms of corporate advisory and public policy impact;
- be a globally engaged business school that embraces faculty and student diversity in an increasingly interdependent and connected world;
- encourage our staff and alumni to commit to nurturing business leaders and professionals with a dual emphasis on knowledge enhancement and business development;
- foster collegiality within the School through adopting a participative governance structure that facilitates wide and frequent interactions among those who learn, teach and work in the School.

Our Core Values

*Quality • Integrity • Professionalism • Innovation
Global Perspectives • Teamwork • Social Responsibility*

Triple

Accreditation

A Reputation of Excellence

HKBU School of Business is amongst the 1% of business schools worldwide accredited by the three leading international accreditation bodies focused on business education: The Association to Advance Collegiate Schools of Business (AACSB International), The Association of MBAs (AMBA), and The European Quality Improvement System (EQUIS).

Accredited by



MScSHRM Programme

The **Master of Science in Strategic Human Resources Management (MScSHRM)** degree programme is a two-year programme made up of courses revolving around three core elements: **strategies, globalisation and ethics**. On completion of this **Executive-level** Master programme, graduates will be able to operate as part of a senior management team and provide ethical leadership both to those involved in the functional aspects of HRM and to those directly managing HR at all levels.

Our graduates will contribute significantly to critical areas of management by:

- exhibiting an in-depth knowledge of the fundamentals of strategic and global management as they pertain to human resource management;
- demonstrating state-of-the-art knowledge of human capital management including HR planning, talent management, succession planning, and HR measurements;
- developing strategies for human resources which are capable of influencing corporate decision-making;
- speaking the boardroom language on the topics of finance, technology, marketing and operations, and performing the role of strategic business partner;
- acting as skilled change agents, creating transformation programmes and managing intellectual capital and information technology;
- functioning as the conscience of senior managers in terms of ethical behaviour and professionalism;
- creating a cultural bridge between local managers and their counterparts in other parts of the world.



The Department of Management at the HKBU School of Business is the leading provider of human resources undergraduate and postgraduate programmes in Hong Kong.

Global Focus

Participants acquire current information about dynamic business and social environments around the world. Emphasis is placed throughout the programme on various human contexts and international HRM standards.

International Faculty

Our faculty includes internationally renowned HRM experts, many of whom have written outstanding books, consulted and offered executive training programmes to multinational and local companies.

Action Learning Approach

Action research is a workplace-based learning approach that enables participants to investigate issues or problems of concern, create useful information and options and devise plans to deal with the problems identified.

Weekend Classes

The programme is available on a part-time basis and is taught over weekends to meet the needs of busy executives.

Award Scheme

Two awards are set up to encourage our HKBU alumni to pursue advanced professional education and to motivate programme participants to strive for academic excellence:

- (1) The **HKBU Alumni Entrance Award** is HK\$10,000 and two awards are available. Participants need to be HKBU undergraduate alumni and to have attained at least an upper second class honours degree.
- (2) The **Graduation Academic Award** is designed to reward those who have attained excellent scholastic performance in their Master studies. It is worth HK\$10,000 and will be given to three participants who have obtained the highest GPA provided that their CumGPA is no less than 3.40, with no repeated courses and no course grade below B-.

Professional Network

Professional network provides a central location for resources, information, and communication opportunities. Upon completion of the programme, graduates will have built up a network of HR professionals that will enhance both their career development and personal life.

Professional Qualifications

The programmes prepare participants for the HRM certification examination in the PRC (人力資源管理師資格認證考試), and graduates may choose to sit the examination for an additional fee. Graduates also qualify for membership of professional associations including the Hong Kong Institute of Human Resource Management, the Hong Kong People Management Association, the International Institute of Management and the Institute of Training Professionals.



“ The MScSHRM combines not only theory, but also practical tools, such as change management and HR measurement, that allows HR practitioners and managers to deploy strategic HR initiatives in their organisations. In addition to learning from instructors and peers in class, the programme culminates in a challenging, yet rewarding, HR consulting project, where we were able to act as HR consultants to address a real company need. ”

Francis CHAN (MScSHRM Class of 2010)

Director - Projects

Group Human Resources

Esquel Enterprises Limited

Learning Mode

All courses are presented using a combination of methodologies, such as lectures, web-based learning, guest lectures, group discussions, field projects, library research, action learning and case studies. Each course involves 42 study hours, which includes 28 hours in class and 14 hours of other supervised learning activities, such as web-based discussion and exercises or small-group meetings with the instructor.

Assessment Methods

The assessment and grading of the courses are based on three main elements: class discussion and participation, assignments and projects, and tests and examinations. The relative weighting of each element varies according to the course content and requirements.



“ Through a highly interactive, action-learning approach, the MScSHRM Programme provided me a unique and effective learning experience that allowed me to challenge the status quo, which I believe is important for senior HR executives. The programme is delivered by world-class faculty. Their excellent expertise in teaching and research not only led us to the academic world but also developed our global perspectives on business. Overall, this programme has established a good platform for developing HR professionalism at the strategic level. ”

Aileen YU (MScSHRM Class of 2012)

General Manager – HR Development

HR & Admin Department

CITIC Pacific Limited

To graduate, participants must complete 30 credit units, including nine core courses and one elective course.

Core Courses (Required: 27 credits)

Human Resources Management and Business (3 credits)

This course provides an overview of the fundamental principles of HRM and business administration. It covers all the main functional areas of HRM, the fundamental concepts of strategic management and financial management, and the changing roles of the HRM managers. Best practices are stressed.

Industrial-Organisational Psychology (3 credits)

Participants study psychological theories, principles, concepts and measurement methods to gain an understanding of how this knowledge can be applied to the design and management of global HR systems.

Skills for Managing Human Resources (3 credits)

Participants are equipped with concepts, skills, and techniques that support workplace learning and the motivation and development of organisational members. Participants acquire skills in dealing with various personal, interpersonal and group situations, such as time management, supportive communication and problem solving.

International Human Resources Management (3 credits)

Participants are provided with the knowledge and skills to design and manage HR in global companies with special emphasis on managing international assignees. This course covers key issues in designing global HR systems, international employee relations, and comparative HRM practices.

Strategic Human Resources Management in Practice (3 credits)

This course illustrates and explains how firms may be able to obtain a sustainable competitive advantage. Furthermore, through exercises, case studies and guest speakers we explain how HRM can be a source of competitive advantage and how it can be used to help a firm achieve its strategic objectives. The perspective taken is that of top-level executives.

Human Resources Research and Information (3 credits)

This course introduces participants to the technical knowledge needed to conduct practical research studies that are scientifically valid. It also covers the development and implementation of HR information management systems to ensure that the right

personnel are effectively recruited and retained.

Human Resources Measurement (3 credits)

This course introduces the concepts and techniques required to make decisions to maximise human capital. Participants learn how to audit HR activities and functions through measurement and tests, and to apply relevant techniques to improve organisational effectiveness.

Leadership and Innovation (3 credits)

This course focuses on the major leadership and organisational innovation theories. It will help participants to critically evaluate conventional leadership and innovation theories from global and regional perspectives. It will also help participants to understand specific leadership behaviour and practices, which contribute to innovation and change management in organisations, and facilitate participants to acknowledge and address the technical and ethical challenges which arise in different countries.

Degree Project: Creating and Sustaining the Knowledge-Based Organisation (3 credits)

This capstone course equips participants to deal with current HR issues and to apply the knowledge and concepts that they have acquired during their study in a real-life context. The project involves the use of various consulting and research methods to explore questions that relate to the internal performance of an organisation or the environment in which it operates. It also helps participants to develop transferable skills such as teamwork and project management. The aim of the final output is to provide effective solutions to the problems diagnosed to add true value to the organisation.

Elective Courses (Required: 3 credits)

Current Employment Practices in China (3 credits)

This course focuses on the human resources issues and problems encountered by international companies in the Chinese mainland today and introduces participants to current and practical issues regarding employment and HRM in the mainland.

Ethics in Strategic Human Resources Management (3 credits)

This course aims to enhance participants' ethical awareness and sensitivity, and to facilitate the development of moral judgment and obligation in the workplace. It examines ethical HRM practices and the roles of HR professionals in promoting ethical practices with a view to achieving employee well-being, work engagement and organisational performance. Special emphasis is placed on creating and maintaining an ethical work environment.

The courses are facilitated by internationally experienced scholars, many of whom have written books in their field and have completed extensive consulting projects in Asia and elsewhere.

Samuel ARYEE



PhD (McMaster), is a Professor of Organisational Behaviour and Human Resource Management in the Surrey Business School, University of Surrey, UK. Prior to his present appointment, Professor Aryee was at the School of Management and Business, King's College London and also held academic positions in Singapore and Hong Kong. He was for nearly ten years an associate editor of Human Relations and serves on the editorial boards of Journal of Applied Psychology, Journal of Management Studies, Journal of Occupational and Organisational Psychology, and Management and Organisation Review. Professor Aryee's areas of research interest include strategic human resource management, organisational justice, work-family interface, and service management. He conducts research in these areas in cross-cultural contexts.

Wayne CASCIO



PhD (Rochester), holds the Robert H. Reynolds Distinguished Chair in Global Leadership at the University of Colorado Denver. He has published 28 books, and more than 185 articles and book chapters. He is an elected fellow of the National Academy of Human Resources, the Academy of Management, the Society for Industrial and Organisational Psychology, and the Australian Human Resources Institute. He received the Distinguished Career award from the HR Division of the Academy of Management in 1999, an honorary doctorate from the University of Geneva in 2004, SHRM's Losey Award for Human Resources Research in 2010, and SIOP's Distinguished Scientific Contributions award in 2013. He currently serves as editor for global talent management at the Journal of International Business Studies.

Sally CHEUNG



PhD (HKUST), is an Assistant Professor in the Department of Management at HKBU. She has taught extensively in HK and also worked overseas. Her primary research interests include creativity and innovation, and employee voice. She has published articles in journals such as Journal of Management, Personnel Psychology, Human Relations, and International Journal of Human Resource Management.

Flora CHIANG



PhD (Cantab), is a Professor in the Department of Management at HKBU. Professor Chiang has taught extensively in Hong Kong and overseas. She has also held senior management and executive level positions in both private and public sectors and has consulted internationally on all facets of business performance and development, compensation and incentive management, and training and development. Her primary research interests include employee behaviour, leadership, human resource management, and cross-cultural management.

Randy CHIU



PhD (Andrews), is a Professor in the Department of Management and Director of the Centre of HR Strategy and Development at HKBU. Before teaching and management consulting, he held a number of managerial positions in the private sector. Professor Chiu has extensive experience in educational administration and is very active in local professional and business communities. He was awarded the Outstanding Human Resource Educational Elite in Greater China Award, Outstanding Contribution to HR Award and the Medal of Honour.

Professor Chiu previously served on more than 30 university committees and is also a subject matter expert in HRM for the Hong Kong Council of Academic Accreditation and Vocational Qualifications. He has published over 100 academic articles and conference papers. As a management consultant, Professor Chiu serves his clients with expert knowledge in organisational restructuring and talent management. Professor Chiu actively promotes the value of sound HR practices and work-life balance in Hong Kong. He has been invited to be a panel judge/adjudicator for various competitions and events and has given more than 70 talks in the local community for groups such as schools, welfare associations, and statutory bodies.

Anne Marie FRANCESCO



PhD (Ohio State), is the CEO of the Hong Kong International Management Consulting Company. She was formerly a Professor of Management at HKBU as well as other universities in Hong Kong, the U.S. and Canada. She is a co-author of the book “International Organisational Behaviour (2005)”, and has written numerous journal articles and conference papers. Her current research interests include cross-cultural management and organisational behaviour, life balance, and culture and feedback processes.

Xu HUANG



PhD (Groningen), is a Professor in the Department of Management at HKBU. Before joining HKBU, he was a Professor of Management at the HK Polytechnic University. Since 2010, he has served as an Adjunct Professor in the Centre for Work, Organisation and Wellbeing, Griffith University. He has also been appointed as a Visiting Chair Professor in Shanghai University of Finance and Economics since 2012.

Professor Huang's research interests include leadership, power, proactive and abnormal work behaviors, employee well-being, cross-cultural psychology, and management issues in China. He has published more than 50 papers in international journals including Academy of Management Journal, Journal of Applied Psychology, Journal of International Business Studies, Journal of Management, Leadership Quarterly, Journal of Organisational Behavior, Human Relations and so forth.

Professor Huang has been active in international and regional research communities. He is the Senior Editor of the Asia Pacific Journal of Management, and a member of editorial board for Academy of Management Journal, Management and Organisation Review, and Human Relations. Also, he is now a board member of International Association of Chinese Management Research (IACMR) and is one of the co-chairs of the IACMR research committee.

Alicia LEUNG

PhD (Lancaster), is an Associate Professor in the Department of Management at HKBU. She holds a Ph.D. in Management Learning from the University of Lancaster, U.K. She is active in researching and writing materials on management issues in the Asian context and has published widely in international leading journals. Her research and teaching activities have focused on gender, strategic management, human resource management, company ethics and corporate social responsibility (CSR). She has published more than 50 papers on these topics, including 10 book chapters and over 40 refereed journal articles. She is currently the director of the Master of Science in Strategic Human Resources Management Programme. Her professional activities are extensive. She has provided consulting and training services on ethics, organisational management, and strategic planning to multinational corporations, utilities, NGOs, and various government departments.

Li-qun WEI

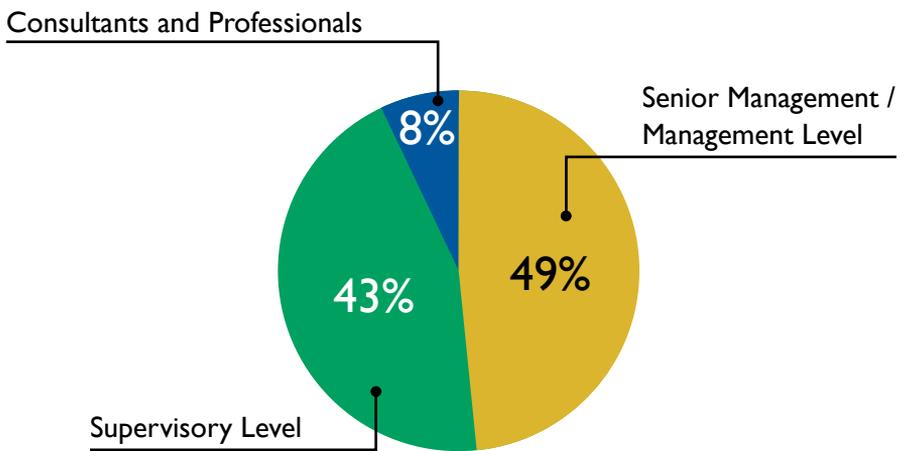
PhD (CUHK), is a Professor in the Department of Management at HKBU. She teaches human resource management, international business, and strategic management for students at various levels. Her research areas include strategic HRM, top management teams and Chinese business strategies. She has published in a number of premier international refereed journals, including the Journal of International Business Studies, Journal of Management Studies, Human Resource Management, Human Relations, Leadership Quarterly and so forth, and is active in executive trainings in China.

MSC SHRM

Participant Profile



Professional Background



Library

The University Library has a comprehensive collection of Chinese and Western books, periodicals, non-print materials and newspaper clippings. An extensive interlibrary loan system is also available.

Computer Rooms

The School of Business has two computer laboratories, a main teaching laboratory with over 70 computers and a practice laboratory that is equipped with 50 computers.

Learning Commons

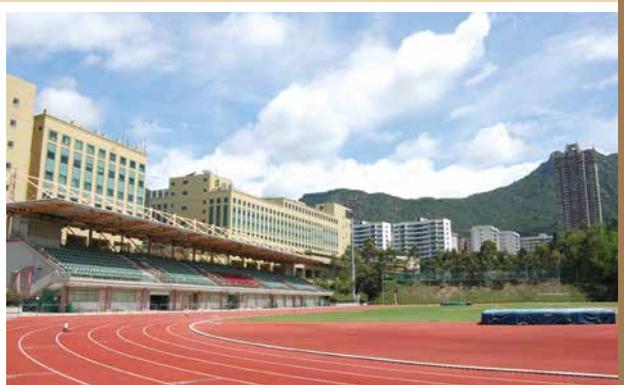
Participants on taught postgraduate programmes at the School are given access to informal meeting and reading areas, and every participant is provided with a mailbox in the campus.

Sports Centre

Participants on taught postgraduate programmes are eligible to use a variety of sports facilities at the University.

Accommodation

NTT International House, which is located on the university campus, provides participants with clean and comfortable accommodation for rest and group project work.



MSc SHRM

Admissions

Admission Criteria

Applicants seeking admission to the Master of Science in Strategic Human Resources Management degree programme should normally possess:

- a good first degree or equivalent, in any discipline, from a recognised university; OR
- a Postgraduate Diploma in Human Resources Management from a recognised institution; OR
- a qualification deemed to be equivalent; AND
- usually a minimum of five years management or professional work experience.

Class Information

Class Schedule

Each course is conducted over two weekends, both Saturday and Sunday, from 9:00 a.m. – 12:30 p.m. and 2:00 p.m. – 5:30 p.m.

Venue

Hong Kong Baptist University Shaw Campus, Kowloon Tong, Hong Kong

Fees (For September 2017 Intake)

Tuition Fees*	HK\$174,000 (payable in four instalments over two years)
Application Fee	HK\$300 – On-line application
(non-refundable)	HK\$400 – Paper application
	(a paper application form can be obtained in person from the Graduate School Office)

*Excluding fees for textbooks and other reading materials and fees for the PRC HRM certification examination.



Reimbursable courses for CEF purposes



Application Methods and Procedures

Application for Admission

Applications can be submitted as follows.

- **On-line** at <http://gs.hkbu.edu.hk/en/prospective/tpg>; OR
- **In person** at the Graduate School Office (*located at Room AAB904, 9/F, Academic and Administration Building, Baptist University Road Campus*) during office hours or drop the application to the collection box outside the office; OR
- **By mail** to the Graduate School Office.

Application Process

1. **Preliminary Review**
Each completed application is reviewed by the admission committee, and short-listed candidates are invited for an interview on campus.
2. **Selection Interview**
Each candidate will be interviewed by 2 faculty members.
3. **Review and Decision**
The admission committee reviews the completed application and makes a decision.
4. **Tuition Payment**
Accepted applicants must pay the non-refundable first instalment of the tuition fees to confirm their place.
5. **Orientation Day**
Once the application has been accepted and the registration process completed, participants are required to attend an orientation session before the programme commences.

Application Period

14 November to 31 March

(For updated information, please refer to our website)

MSCSHRM

Programme

and Application Enquiries

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Programme Enquiries

Department of Management

Programme Office

Phone : (852) 3411-7531

Fax : (852) 3411-5583

Email : mscshrm@hkbu.edu.hk

Website : www.hkbu.edu.hk/~mscshrm

Paper Application Form and Supporting Documents to be sent directly to:

Graduate School Office

Phone : (852) 3411-5127

Fax : (852) 3411-5133

Email : gs@hkbu.edu.hk

Website : <http://www.hkbu.edu.hk/~gs>

On-line Application: <http://gs.hkbu.edu.hk/en/prospective/tpg>



MScSHRM

Master of Science in Strategic Human Resources Management



Postgraduate Programmes of School of Business, HKBU

Master of Philosophy (MPhil) & Doctor of Philosophy (PhD)

Doctor of Business Administration (DBA)

Master of Business Administration (MBA)

Master of Science in Business Management (MScBM)

Master of Science in Applied Accounting and Finance (MScAAF)

Master of Science in Applied Economics (MScAECON)

Master of Science in Corporate Governance and Directorship (MScCGD)

Master of Science in Global Marketing Management (MScGMM)

Master of Science in Entrepreneurship and Global Marketing (MScEGM)

Master of Science in Strategic Human Resources Management (MScSHRM)

Master of Human Resources Management (MHRM)

Master of Accountancy (MAcc)



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