



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS

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

The strategic value of Human Resources Management (HRM) continues to receive increasing recognition as a key source of corporate sustainability and innovation. As a pioneering institution offering postgraduate programmes in HRM, Hong Kong Baptist University is known for its commitment to providing high-quality education and promoting life-long learning. This Master of Science in Strategic Human Resources Management (MScSHRM) programme shows our dedication to developing the HR leaders of tomorrow.

The MScSHRM programme aims to transform HR professionals into strategic partners and business leaders. As you can see from the courses we offer, the range of topics span from understanding workplace behaviour, mastering HR strategic processes for talent management, developing governance capabilities and ethical cultures within organisations, to conducting HR inquiries using analytics and consultancy skills. The strategic mindset and HR competencies gained from these courses enable our students to practise evidence-based HRM with humanistic values.

To provide high-quality instruction, our teaching team includes both full-time faculty members of the Department of Management and visiting scholars who publish and consult extensively in the HRM field. With a strong academic team and a unique curriculum, the MScSHRM programme is accredited by a number of local and international academic associations as well as HR professional associations. I believe your learning journey with us will be a rewarding and inspiring one.

Dr. Jamie Cheung

MScSHRM Programme Director
Associate Head and Senior Lecturer
Department of Management
School of Business
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

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



International Recognition

The programme is mapped to the Chartered Institute of Personnel and Development (CIPD) Level 7 Diploma in Human Resources Management. As the CIPD Approved Centre, students who enrolled as CIPD student members during their study and have successfully completed the required CIPD courses in the programme will automatically gain Associate professional membership of the CIPD upon graduation. Graduates with Associate Membership may also choose to upgrade to either Chartered Member or Chartered Fellow of the CIPD depending on their experience and qualifications.

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

The Programme aims to prepare graduates to:

- exhibiting an understanding of strategic and global management as they pertain to human resource management;
- demonstrating state-of-the-art knowledge of human capital management including HR and succession planning, talent management, performance management, and HR analytics;
- developing strategies for managing and developing human resources competency;
- acting as a change agent to manage innovation and human capital;
- designing ethical practices that clarify behavioural / professional standards and creating an organisational culture that upholds high corporate governance standards;
- creating a cultural bridge between local managers and their counterparts in other parts of the world.



The HKBU Business School Department of Management has been the leading provider serving the needs of HR professionals and advancing HR practices. The programme involves the following distinctive features.

Engage in
Action Learning

Empower Aspired HR
Professionals to Become
HR Business Partner

Emphasise
the Practice of
Evidence-based HR

Cultivate Agility
and Global Vision

Weekend Classes

Offered on a two-year, part-time basis with classes on weekends. Classes are scheduled on both Saturdays and Sundays, from 9:00 am – 6:00 pm.

HKBU Scholarship

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

Graduation Academic Award

HK\$10,000 is available to
top 3 students

HKBU Alumni Entrance Award

HK\$10,000 is available to
top 2 alumni students with
highest accumulative GPA

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

Core Courses (27 credits required)

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) *

This course is designed to apply psychological theories to build effective HR systems and deploy strategies to recruit, select, hire, train and develop an organisation's human assets. Special emphasis is placed on creating a work environment that enhances the quality of work life.

Skills for Managing Human Resources (3 credits) *

This course promotes self-awareness through numerous readings, cases, and exercises that lead students to become more effective in the workplace. Students will acquire strategic managerial skills, such as time and stress management, negotiation, interviewing, coaching and counselling, in dealing with various personal, interpersonal and group situations.

Strategic Human Resources Management in Practice (3 credits) *

This course focuses on examining human resources as a strategic competitive advantage for companies. It covers a wide range of topics such as talent management, manpower and succession planning, and performance management, which help students understand the links between business strategy and strategic HRM, and explore the relationships between achieving strategic goals and the implementation of relevant HR strategies.

Human Resources Research and Consultancy (3 credits) *

This course introduces the fundamental concepts essential for designing applied research studies and using quantitative and qualitative data analytical techniques to address issues or problems in the context of strategic human resources management. Students will equip with the technical knowledge and knowhow to conduct practical research studies and consultancy projects.

Analytics for Talent Management (3 credits)

This course aims to strengthen students' diagnostic and analytical skills necessary to support a data-driven approach to talent management. Talent management involves attracting, identifying, developing, engaging, retaining, and deploying employees who drive organisational success. By learning how to formulate inquiries and apply statistical techniques to conduct diagnostic analyses and predictive analyses, students will be able to provide evidence-based recommendations for talent management issues and connect talent management initiatives to organisational effectiveness. Knowledge and skills in communicating quantitative evidence to support talent management initiatives and decisions will also be included in this course.

Leadership and Innovation (3 credits)

This course focuses on major leadership and organisational innovation theories. Students will critically evaluate conventional leadership and innovation theories from global and regional perspectives, and identify specific leadership behaviour and practices which contribute to innovation and change management in organisations. These learning contexts enable students to acknowledge and address the technical and ethical challenges which arise in different countries.

Ethics, Culture and Governance (3 credits)

Ethics, culture and governance are three pillars of corporate sustainability. They are building blocks for improving employee trust, engagement, and commitment. This course aims to promote ethics management with emphasis on the role of HR in shaping organisational culture and reinforcing good corporate governance.

Consultancy Project (3 credits)

This capstone course provides the opportunity to apply the HR knowledge and skills that have acquired in an applied business context. The project aims at the identification of HR and management problems in a client organisation and application of various consulting and research methods to provide effective solutions to the problems diagnosed. The project emphasises the analysis and resolution of strategic issues in real world situations. Students will develop teamwork skills and understand group processes.

Elective Courses (3 credits required)

International Human Resources Management (3 credits) *

This course is designed to provide students with knowledge, issues and skills for developing and maintaining international HRM systems, designing and managing expatriate assignments and managing cultural diversity. Special emphasis is placed on the linkage of international HRM practices and policies with an organisation's global business strategy. This course covers key issues in international employee relations, comparative HRM practices, and multi-national corporate social responsibility as related to HRM.

Current Employment Practices in China (3 credits)

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

Strategic Performance Management (3 credits)

This course aims to link employee performance to organisation effectiveness by examining the role and importance of an effective performance management system (PMS) in facilitating organisations to achieve their strategic goals. Specifically, it examines major concepts, systems, and practices in designing and implementing a PMS and performance management practices. Through rethinking and reinventing PMS, organisations will be able to engage and mobilize employees in the organisational transformation process and achieve sustainable organisation success.

Leadership Communication and Crisis Management (3 credits)

This course aims to equip students with the knowledge and skills to exercise leadership in communication within organisations and in times of crises, to exercise leadership in managing crisis teams and in crisis communication. As a change agent and liaison between organisation and employees, HR professionals need to communicate regularly with organisation members on HR-related issues, advocate organisation's talent management agenda and seek buy-in from employees. HR professionals are called to step up to manage crises and communicate effectively.

Notes for Applicants

1/ **Changes and Modifications:** The Programme reserves the right to change the courses offered and modify the course content from time to time.

2/ **Course Exemption:** Students may apply for a maximum of 20% of the total unit requirement for the purposes of transfer of units and course exemption if they have previously taken relevant and comparable course(s) from HKBU no more than eight years before the date of commencement of their MScSHRM studies. The admission panel will consider each application upon receiving relevant proof.



* These courses have been included in the list of reimbursable courses under the Continuing Education Fund. The Master of Science in Strategic Human Resources Management programme of these courses are recognised under the Qualifications Framework (QF Level 6).

The courses are taught by internationally experienced scholars, many of whom have written books for HR practitioners, offered consulting services and executive training programmes to senior management of multinational companies.

Jamie CHEUNG



PhD (Missouri), is a Senior Lecturer and Associate Head in the Department of Management at HKBU. She has taught in the US, Hong Kong and the Chinese mainland. Her research interests include developmental relationships, career development, and cross-cultural management. She has published articles in journals such as International Journal of Human Resources Management, Journal of Managerial Psychology, Journal of Business Ethics, Journal of Research in Personality and Journal of Career Development. Before becoming a lecturer, she worked for the Hong Kong government for a number of years conducting management research.

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 top management teams, strategic HRM 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 training in China.

Emily HUANG



PhD (HKUST), is an Associate Professor in the Department of Management at HKBU. Her research interests are in the area of organisational behaviour and human resource management, including workplace uncertainties, job insecurity, emotional intelligence, and counterproductive work behaviours at the individual and group levels. Her work has been published in leading international journals such as the Journal of Applied Psychology, Journal of Management, and Human Resource Management.

Wookje SUNG



PhD (Kentucky), is an Assistant Professor in the Department of Management at HKBU. His research revolves around how social relationships within and across group boundaries influence valuable individual, group, and organisational outcomes, such as career success, leadership, power, interfunctional collaboration, group effectiveness, and successful organisational change.

Randy CHIU



PhD (Andrews), is a Professor Emeritus and Teaching Consultant in the Department of Management at HKBU. Before teaching and management consulting, he held a number of managerial positions in the private sector. He 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, he 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.

Alicia LEUNG



PhD (Lancaster), is a Teaching Consultant 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, work 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 was formerly the director of the MSc in Strategic HRM.

Her professional activities are extensive. She has provided consulting and training services on ethics and CSR, corporate culture, and strategic planning to multinational corporations, utilities, and NGOs.

Leo HO



DBA (South Australia), is a Professor of Practice in the Department of Management at HKBU, MBA Adjunct Professor of HKBU and various Business Schools in Hong Kong and China, and also a management consultant with over 30 years of hands-on, executive-level management experience in information communication technology and engineering for industrial global publicly listed organisations (Fortune 500) in Asia. Dr. Ho had been the Head of Operation and Director-level executives heading various key positions in Asia-Pacific operations. He pioneered his IT career based in China since the early 1980s and then built his own software development venture in China. He had extensive experience and was posted overseas many times in China, Singapore, Korea, India, Philippines, Japan and Australia. Dr. Ho is a seasoned business practitioner with academic credentials who has the career aspiration of developing future leaders through teaching and sharing in the corporate and academic worlds.

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

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

Sports Centre

Students 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 students with clean and comfortable accommodation for rest and group project work.



Professional Background



48%

Senior Management / Management Level



46%

Supervisory Level



6%

Consultants and Professionals

“ This Strategic HRM programme at HKBU brought HR practitioners together, helping us become strategic, professional business partners. It differentiates us from other HR professionals with comprehensive training on business analytics, leadership, I-O psychology and other HR skills. Perhaps not all of us will become CEOs one day, but we are changing the traditional perception of HR: an administration expert. This programme equipped me with the skills, knowledge and tools to become a strategic partner, leading to better career prospects. ”

Veronica FUNG (MScSHRM Class of 2018)

HR Business Partner

FMCG Company

Admission Criteria

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

- A good Bachelor's degree in any discipline from a recognised university or comparable institution, or an equivalent professional qualification in Human Resources Management; OR
- A postgraduate diploma in Human Resources Management from a recognised institution; AND
- Applicants should have work experience in a supervisory, managerial or professional role for preferably a minimum of five years.
- Applicants with other post-secondary qualifications (e.g. diploma in HRM) and at least 10 years of work experience, including 3 years in professional and managerial capacity, will also be considered on an individual and exceptional basis.

Language Proficiency Requirement

Applicants graduated from an institution where the medium of instruction is not English must achieve a minimum of the following English proficiency requirement:

- TOEFL iBT : 79; OR
- IELTS (Academic) : Overall band score of 6.5

Class Schedule

A typical course involves 5 class days, from 9 am to 6 pm.

Venue

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

Fees (For September 2021 Intake)

Tuition Fee**	HK\$198,000 (payable in four instalments over two years)
Application Fee	HK\$350 – local applicants
(non-refundable)	HK\$450 – non-local applicants

** Excluding fees for textbooks and other reading materials.

Please refer to "Programme Content" on P.8-10 for Continuing Education Fund reimbursable courses

Application Schedule (For September 2021 Intake)

Starts from 28 September 2020 on a rolling basis until the quota is filled.



Application for Admission

Applications can be submitted **online** at

- <https://gs.hkbu.edu.-hk/admission/taught-postgraduate-programmes/application>

Applicants are required to upload copies of the supporting documents along with their application. For details, please refer to the information listed on the online application system.

Online Application Enquiries 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 : <https://gs.hkbu.edu.hk>



Programme Enquiries

Department of Management
 Programme Office
 Phone : (852) 3411-7531
 Fax : (852) 3411-5583
 Email : mcsghrm@hkbu.edu.hk
 Website : <https://mcsghrm.hkbu.edu.hk>



Postgraduate Programmes of School of Business, HKBU

Master of Accountancy (Full-time/Part-time)

Master of Business Administration (China Class) (Part-time)

Master of Human Resources Management (Full-time/Part-time)

Master of Science in Applied Accounting & Finance (Full-time/Part-time)

Master of Science in Applied Economics (Full-time)

Master of Science in Business Management (Full-time)

Master of Science in Corporate Governance and Compliance (Full-time/Part-time)

Master of Science in Entrepreneurship and Global Marketing (Full-time)

Master of Science in Global Marketing Management (Full-time)

Master of Science in Strategic Human Resources Management (Part-time)

Doctor of Business Administration (Part-time)

Doctor of Philosophy (Full-time/Part-time)



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