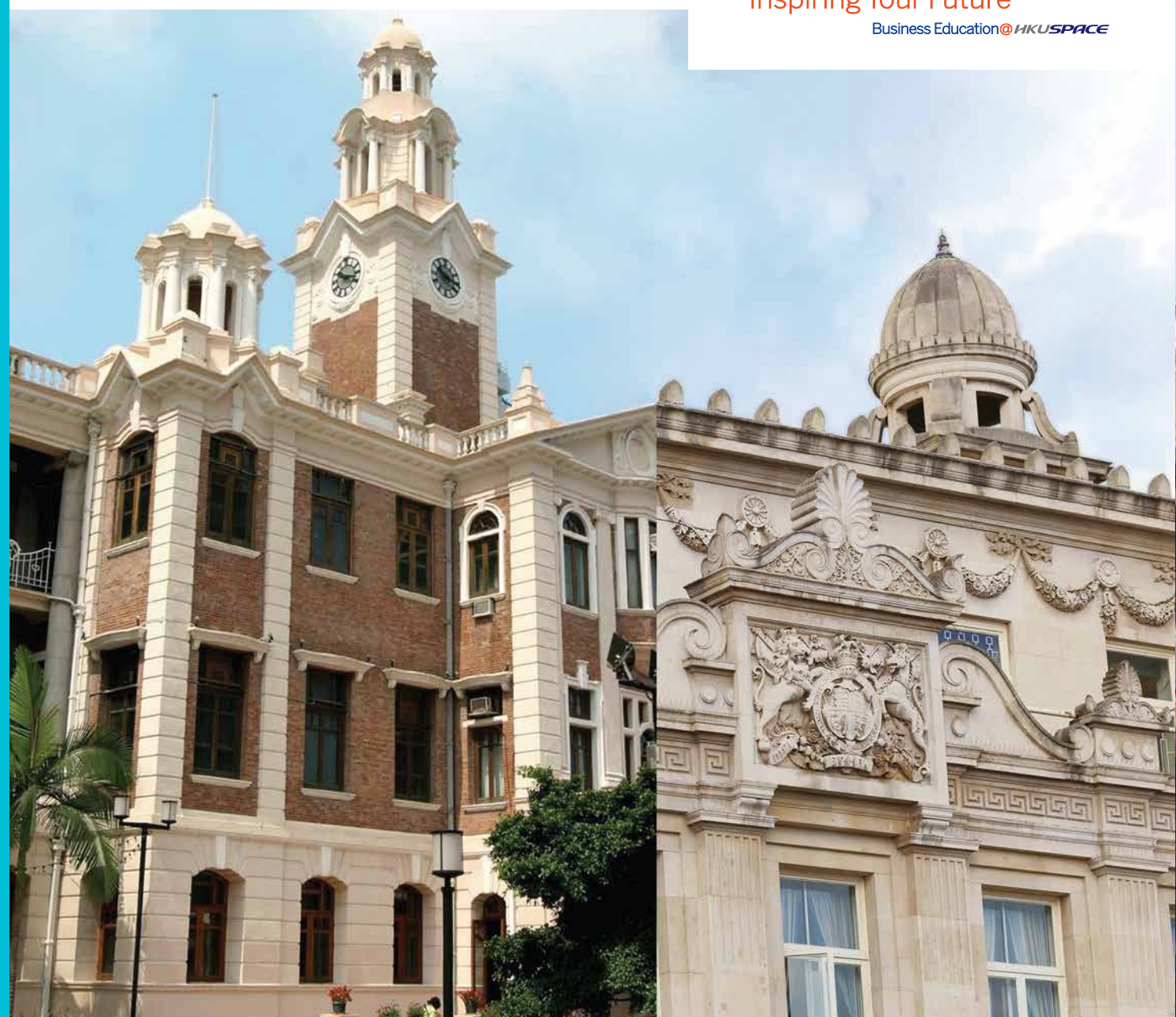


## Preparatory Courses for **Global MBA** University of London

Academic Direction:  
Queen Mary University of London

Inspiring Your Future

Business Education@HKUSPACE





# The School of Professional and Continuing Education

The University of Hong Kong's Department of Extra Mural Studies (DEMS) was established in 1956 as the first continuing education unit in a university in the region. DEMS was renamed as the School of Professional and Continuing Education (HKU SPACE) in 1992. As the continuing education arm of the University, HKU SPACE plays a significant role in the provision of lifelong learning opportunities for the community and it fulfils its mission through providing learning opportunities for personal, professional and career advancement for people from all walks of life.

With some 900 full-time staff members and over 1,900 part-time teachers, HKU SPACE is the leading local provider in continuing education. Enrolments since 1956 have exceeded two million and annual enrolment now exceeds 77,000.





# The University of London

The University of London (UoL), one of the oldest and largest universities in U.K., was established in 1836 by Royal Charter. The University is a federation of 18 self-governing Colleges together with a range of central academic activities. University of London's online, blended and flexible learning allows students to undertake their studies outside London. The University stresses that the standard of the degree to ALL of its students, wherever they are studying, is the same. Over 60 years ago, HKU SPACE has been working with University of London and HKU SPACE is an Affiliate Centre of the University of London in Hong Kong. This is to recognize that HKU SPACE has demonstrated a sustained commitment to developing high standard in respect of teaching, support and administration.

# Academic Direction Queen Mary University of London

One of the UK's leading universities, Queen Mary University of London (QMUL), provides academic direction and study support for the Global MBA. Queen Mary is responsible for the assessment of your degree.

Queen Mary is one of the largest constituent colleges of the University of London, with 20,260 students from more than 150 countries.

A member of the prestigious Russell Group, QMUL works across the humanities and social sciences, medicine and dentistry, and science and engineering, with inspirational teaching directly informed by its research.



# Accreditation

The University of London Global MBA is recognised by Chartered Management Institute (CMI), ensuring that your qualification adds significant value to your career prospects.



## Chartered Management Institute (CMI)

CMI (Chartered Management Institute) promotes the highest standards in management and leadership excellence. It is the only organisation that awards Chartered Manager status, the hallmark of any professional manager.

The core modules and project of the Global MBA meet the requirements of the CMI's Level 7 Diploma in Strategic Management and Leadership. Upon successful completion of the MBA, you will also receive this Diploma.

## Chartered Manager (CMgr)

If you have at least three years of relevant work experience, you can even gain Chartered Manager status through the MBA.

# Programme Administration

University of London: Director of the Online Global MBA Programmes

**Dr Dimitrios Koufopoulos**  
**MBA, PhD Cardiff**

"This Global MBA provides you with the necessary knowledge, skills and capabilities to reach your goals and meet your aspirations. Your study will empower you and reshape your career. We offer a well-structured programme with specialisations that will shape the leaders, successful executives and ambitious entrepreneurs of tomorrow. "



# Programme Structure

The Global MBA equips you with a well-informed understanding of the pressures and challenges facing today's global business leaders, whilst enabling you to implement cutting-edge approaches to management that will ensure success in your future roles.







## Overview

To complete the MBA, you will need:

- Six core modules
- Four elective modules
- A Strategic Project



## The Core Modules

1. Accounting and Finance
2. Economics for Managers
3. Marketing for Managers
4. Organisational Behaviour and Human Resource Management
5. Strategic Management
6. Successful Leadership

To achieve the general MBA, you will have to pass these six modules, any four elective modules, and the Strategic Project.



## Specialist Pathways

- MBA (Entrepreneurship & Innovation)
- MBA (Leadership)
- MBA (Accountancy)



## Elective Specialism ("Entrepreneurship & Innovation")

1. Venture Capital and Entrepreneurship
2. Entrepreneurial Finance and Private Equity
3. Entrepreneurial Marketing
4. Innovation and Change
5. Strategic Project: "Entrepreneurship and Innovation" Specialism



## Elective Specialism ("Leadership")

1. Leadership and Management Models
2. Leadership, Transformation, and Organizational Change
3. Negotiation and Conflict Management
4. Leadership and Ethical Decision-Making
5. Strategic Project: "Leadership" Specialism



## Elective Specialism ("Accountancy")

1. Financial Reporting and Analysis
2. International Accounting
3. Accounting for Managers
4. Advanced Management Accounting
5. Strategic Project "Accountancy" Specialism

To gain a specialist MBA, you will need to complete the six core modules, plus four elective modules, at least three of which must be from your chosen specialist area, plus the Strategic Project (also in your chosen specialist area).

# HKU SPACE Preparatory Courses for Global MBA



Each preparatory course is of 16 hours with an aim to provide tuition support for each module for the Global MBA. Comprehensive online learning material is provided by University of London and the preparatory courses will provide the essential face-to-face tuition teaching support.

Availability of each preparatory course is subject to sufficient enrolment and is solely at the discretion of the School.

Study Mode:	Part-time
Start Date:	October and April each year
Duration:	2 years
Language:	English
Exam Date:	March and August each year

Non-Local Higher and Professional Education (Regulation) Ordinance

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

[hkuspace.hku.hk/global-mba](https://hkuspace.hku.hk/global-mba)



# Entry Requirements

HKU SPACE Preparatory Courses Requirements:

No specific requirement. Students are welcome to enroll.

University of London Global MBA Requirements:

To apply for Global MBA Preparatory Courses, applicants must first apply and register with University of London as students of the Global MBA programme and enroll in the relevant module(s).

## Entry Requirements of this Global MBA Programme

### 1. Academic Requirements

For direct access (Entry Route 1), applicant will need the following:

- A second-class honours bachelor degree or equivalent from an acceptable institution.
- Three years' work experience in a managerial role (within the past five years).

UoL accepts qualifications from around the world. If you have an appropriate professional award rather than a degree, UoL will consider this on an individual basis.

If applicant meets only one of these requirements, applicant can apply to join the programme via Entry Route 2.

Under this route, you complete our MBA Preparation Course (about 125 hours of study), complete your registration, and then take two set core modules before progressing to the main programme.

### 2. English Language Requirements

You need a high standard of English to study this programme. You will meet UoL language requirements if you have achieved one of the following within the past three years:

- IELTS: at least 6.5 overall, with 6.0 in the written test.
- TOEFL iBT: at least 92 overall, with 22+ in reading and writing and 20+ in speaking and listening.
- Pearson Test (Academic): at least 59 overall, with 59+ in reading and writing and 54+ in speaking and listening.
- Cambridge Certificate of Proficiency in English.
- Cambridge Certificate of Advanced English (grade C or above).

Alternatively, you may satisfy the language requirements if you have at least 18 months of education or work experience conducted in English.

## Course Fees

Preparatory Courses Tuition Fees for HKU SPACE :

HK\$8,800 per Module

HK\$17,600 for Strategic Project

(Fees are reviewed annually and subject to change without prior notice. Mounting of each course is subject to sufficient enrolment and solely at the discretion of the School.)

Global MBA Programme - You will also need to budget for:

1. Course Fee for University of London: For details please visit <https://london.ac.uk/courses/global-mba#fees>
2. Exams: Exam centres charge a fee for hosting your exams.





# Global MBA Syllabus

## Core Modules

Module

1

### Accounting and Finance

#### Topics:

- Introduction
- Financial Accounting: Measuring and Reporting
- Financial Position and Financial Performance
- Accounting for Limited Companies and Partnerships
- Measuring and Reporting Cash Flows
- Introduction to Management Accounting & Cost-Volume Profit Analysis
- Full Costing vs. Activity Based Costing
- Performance Measurement Systems and Budgeting and Control
- Capital Investment Decisions
- Sources of Finance
- Managing Working Capital

**Assessment:** Written examination (70%) and written assignment (30%).

Module

2

### Economics for Managers

#### Topics:

- Introduction
- Supply and Demand
- Diminishing Marginal Returns
- Production Function and Competitive Markets
- Market Equilibrium and the Government
- Oligopolistic Markets
- Game Theory and Strategic Decision Making
- GDP Measures
- Comparative Advantage and International Trade
- Inflation and Price Indices
- Taxation and Budget Deficits.

**Assessment:** Written examination (70%) and written assignment (30%).

Module

3

### Marketing for Managers

#### Topics:

- Capturing Customer Value
- Analysing the Marketing Environment
- Managing Marketing Information
- Customer Driven Marketing Strategy
- Products, Services and Brands: Building Customer Value
- Pricing Strategies
- Marketing Channels
- Communicating Customer Value
- Creating Competitive Advantage
- The Global Marketplace

**Assessment:** Written examination (70%) and written assignment (30%).

Module

4

### Organisational Behaviour and Human Resource Management

#### Topics:

- Introducing Organisational Behaviour and Human Resource Management
- Organisational Culture and Structures
- Motivation and Teamwork
- The Changing Nature of Work
- Recruitment and Selection
- Engagement, Commitment and Retention
- Employee Performance
- Attendance and Absence
- Employee Wellbeing
- Redundancy and Dismissal

**Assessment:** Written examination (70%) and written assignment (30%).



Module

5

## Strategic Management

### Topics:

- Introduction
- Vision and Mission
- Internal Analysis
- External Analysis
- Creating Standard Business-Level Strategies
- Creating Business-level Strategies for Dynamic Contexts
- Corporate Strategy
- Network-level Strategy - Mergers and Acquisitions
- Network-level Strategy – Alliances
- Implementing Strategy: Organisational for Success

**Assessment:** Written examination (70%) and written assignment (30%).

Module

6

## Successful Leadership

### Topics:

- Introduction to Leadership
- Leadership Styles
- Leadership Environments
- Developing Networks
- Developing Leaders
- Diversity and Leadership: Cross-Cultural Challenges
- Communication and Leadership Failures
- Leaders Taking Charge
- Leadership & Ethics
- Leadership & Change

**Assessment:** Portfolio (70%) and research essay (30%).

# Elective Modules – Entrepreneurship and Innovation

Module

7

## Venture Capital and Entrepreneurship

### Topics:

- The Venture Capital Circle
- Investment Strategy & Deal Sourcing
- Evaluation & Decision Making Process
- The Entrepreneur's Journey
- Company Valuations
- Deal Structuring
- Post-Investment and Exit
- Return Measurements & Performance Drivers
- The Globalisation of the VC industry
- The Impact of VC on Society.

**Assessment:** Written examination (70%) and written assignment (30%).

Module

8

## Entrepreneurial Finance and Private Equity

### Topics:

- Entrepreneurs and Finance
- Evaluating Entrepreneurial Projects
- Evaluating the Entrepreneurial Firm
- The Value of the Entrepreneurial Firm from the Entrepreneur's Point of View
- How to Finance an Entrepreneurial Firm
- The Informal Sources of Finance: Bootstrap and Crowdfunding
- The Formal Providers of Equity Business Angels and Venture Capitalist
- Debt Finance - Bank Lending Part 1
- Debt Finance - Bank Lending Part 2
- Exit Strategy

**Assessment:** Written examination (70%) and written assignment (30%).



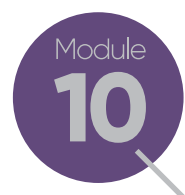


## Entrepreneurship Marketing

### Topics:

- Introduction to Marketing Entrepreneurially
- The Differences Between Marketing and Advertising
- 'New Entrant' Barriers - Overcoming and Exploiting Them
- Relationship Marketing and Pricing Decisions
- Social Enterprise Marketing
- International Marketing for Entrepreneurs
- Digital Enterprises Approach to Marketing
- Social Media Marketing
- Small Business Founders Understanding of Marketing and Entrepreneurship
- Marketing for Entrepreneurs Specifically

**Assessment:** Written examination (70%) and written assignment (30%).



## Innovation and Change

### Topics:

- Introduction
- Managing Innovation as a Process
- Organising for Innovation
- Creating Innovation Strategy
- Sources and Network of Innovation
- Innovation Decision and Planning
- New Product and Service Development
- Open Innovation and Alliances
- Capture and Protect Innovation
- New Venture, Entrepreneurship and Innovation Project Assessment

**Assessment:** Written examination (70%) and written assignment (30%).



## Strategic Project: "Entrepreneurship and Innovation" Specialism

This module is a capstone project involving the development of business research skills and their application to real world business and accounting-related problems. Core to the project is the requirement for students to acquire an underpinning in research methodology, applying research skills to the collection and analysis of data within an entrepreneurship-related scenario. This will involve identifying and analysing data and information in relation to business and accounting challenges, researching alternative solutions, and applying a judgment based on assessment of the evidence.

The module provides an opportunity to demonstrate independent academic research skills and apply them in a professional context, which includes the requirement to present an analysis of, and potential solutions and recommendations to, an entrepreneurship-related issue in a business related context.

**Assessment:** Project report (70%) and written assignment (30%).

# Elective Modules – Leadership



## Leadership and Management Models

### Topics:

- Trait-based Leadership
- Behavioural Ideals
- Situational/Contingency Theories Part I
- Situational/Contingency Theories Part II
- Functional Theories
- Integrated Psychological Approach
- How Leaders Should Be
- Nudge Theory
- A Hierarchy of Needs
- Bringing It All Together

**Assessment:** Written examination (70%) and written assignment (30%).



## Leadership, Transformation and Organisational Change

### Topics:

- Leadership and Management in the 21st Century
- Theories of Leadership
- Strategic Leadership and Decision Making in Top Teams
- Challenges and Complexities of Organisational Change
- Implementing Changes
- Organisational Learning
- Transformation through Culture and Vision
- Transformation through Systems and Structure
- Innovation as Driver for Transformation
- Organisational Evolution, Adaptation and Renewal

**Assessment:** Written examination (70%) and written assignment (30%).





## Negotiation and Conflict Management

### Topics:

- Conflict and Alternative Dispute Resolution
- Conflict Styles and Negotiation Strategies and Situations
- Moving towards a Positive Outcome: Distributive Negotiation
- Moving towards a Positive Outcome: Integrative Negotiation
- Effective Communication, Information Collection and Questioning
- Persuading and Influencing Others
- Behavioural Economics in Negotiation and Conflict Management: Heuristics and Biases
- Conflict in the Workplace
- Conflict Management and the Role of the Team Leader
- Theories and Styles of Leadership vis-à-vis Conflict Management

**Assessment:** Written examination (70%) and written assignment (30%).



## Leadership and Ethical Decision Making

### Topics:

- Introduction to Leadership and Ethical Decision-Making
- Philosophical Frameworks, pt. 1
- Philosophical Frameworks, pt. 2
- Decision-Making Ethically
- Institutionalising Business Ethics
- Stakeholder Relationships
- Employee Relationships
- Corporate Social Responsibility
- Globalisation & Ethical Decision
- Higher Education and Ethical Leadership

**Assessment:** Written examination (70%) and written assignment (30%).



## Strategic Project: "Leadership" Specialism

This module is a capstone project involving the development of business research skills and their application to real world business-related problems. Core to the project is the requirement for students to acquire an underpinning in research methodology, applying research skills to the collection and analysis of data within a business-related scenario. This involves identifying and analysing information in relation to leadership challenges in business, researching alternative solutions, and applying a judgement based on assessment of the evidence.

The module provides an opportunity to demonstrate independent academic research skills and apply them in a professional context, which includes the requirement to present an analysis of, and potential solutions and recommendations to, a business-related issue in the area of leadership in a format suitable for a professional.

**Assessment:** Project report (70%) and written assignment (30%).

# Elective Modules – Accountancy



## Financial reporting and analysis

### Topics:

- Introduction to Financial Reporting
- Introduction to Financial Statements and Other Financial Reporting Topics
- The Balance Sheet and the Shareholder Equity
- Income Statements and Reported Income (Earnings) Quality
- Property Plant and Equipment
- Intangible Assets and Fair Value Accounting
- Liquidity of Short-Term Assets Related Debt-Paying Ability
- Financial Ratio Analysis
- The Financial Statements of Special Industries: Banks, Utilities, Oil & Gas, Transportation, Insurance and Real Estate Companies
- Group Accounts and Business Combinations

**Assessment:** Written examination (70%) and written assignment (30%).



## International Accounting

### Topics:

- Introduction to Comparative International Accounting – theory and practice
- Regulation of Accounting
- Conceptual Framework
- Presentation of Financial Statements
- International Accounting Standards Part 1
- International Accounting Standards Part 2
- Consolidated Accounts Part 1
- Consolidated Accounts Part 2
- Statement Analysis
- Comparative Accounting – Europe, Americas and Asia.

**Assessment:** Written examination (70%) and written assignment (30%).



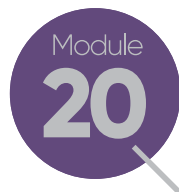


## Accounting for managers

### Topics:

- Management accounting and the business environment: An introduction to cost terms, concepts and classifications;
- Job-costing systems & Process costing systems
- Cost Allocation
- Cost Volume Profit (CVP) Relationships Relevant Information for decision making
- Activity Based Costing (ABC)
- Pricing, target costing and customer profitability analysis
- Motivation, budgets and variance analysis
- Performance Measurement Systems & Strategic Management Accounting (SMA)
- Quality and throughput concerns in managing costs & Accounting for Just-in-time systems
- Management Control Systems.

**Assessment:** Written examination (70%) and written assignment (30%).



## Advanced management Accounting

### Topics:

- Introduction and Context
- Management Accounting and the Contemporary Business World
- Costing Systems and Cost Management
- Costing in Contemporary Business – Some Issues
- Management Accounting and Operational Decision Making
- Management Accounting and Operational Control
- Strategic Financial Analysis of the Business and its Environment
- The Financial Aspects of Strategy Development and Implementation
- Management Accounting and Risk Management
- Strategic Management Control and Performance Management

**Assessment:** Written examination (70%) and written assignment (30%).



## Strategic Project "Accountancy" Specialism

This module is a capstone project involving the development of business research skills and their application to real world business and accounting-related problems. Core to the project is the requirement for students to acquire an underpinning in research methodology, applying research skills to the collection and analysis of data within an entrepreneurship-related scenario. This will involve identifying and analysing data and information in relation to business and accounting challenges, researching alternative solutions, and applying a judgment based on assessment of the evidence. The module provides an opportunity to demonstrate independent academic research skills and apply them in a professional context, which includes the requirement to present an analysis of, and potential solutions and recommendations to, an entrepreneurship-related issue in a business related context.

**Assessment:** Project report (70%) and written assignment (30%).

## Enquiry

Telephone: 2867 8318

Email: [ice@hkuspace.hku.hk](mailto:ice@hkuspace.hku.hk)

Preparatory Courses for Global MBA, HKU SPACE website:

<https://www.hkuspace.hku.hk/global-mba>

Global MBA, University of London website:

<https://london.ac.uk/courses/global-mba>

PgD EIM, HKU SPACE website:

<https://hkuspace.hku.hk/pgdeim>

Global MBA



PgD EIM



## Application

Students who wish to commence their studies in the 2018/19 academic year must submit their application forms as soon as possible.

### How To Apply

The completed application form together with the following documents should be returned to HKU SPACE office in person at the following address during opening hours as below:

University of London (Admissions Office)  
HKU SPACE Admiralty Learning Centre  
Room 313, 3/F, Admiralty Centre  
18 Harcourt Road  
Hong Kong

Opening Hours:  
Monday – Friday: 9:00 am – 7:30 pm  
Saturday: 9:00 am – 1:00 pm  
(Sunday and Public Holiday: Closed)

- original and photocopied evidence of your full name (including any change of name) and date of birth (i.e. Hong Kong identity card, passport, birth certificate, marriage certificate, deed poll or statutory declaration);
- evidence of every qualification listed on your application form, including original certificate(s) and ONE set of photocopies;  
  
(Original certificate(s) will be verified by our Admissions Office and returned to you immediately. If you cannot provide original certificate(s), you should contact the appropriate awarding/examining authority and arrange for them to send us directly a certified statement of results.)
- Curriculum Vitae / Resume and one work reference; and
- verification fee of \$350 (this fee is non-refundable). Fees can be paid by cash, EPS and VISA/MasterCard.

Only registered students may apply to sit for examinations and such applications are handled by the Hong Kong Examinations and Assessment Authority (HKEAA), not by HKU SPACE.

### Enquiries

Telephone: 3761 1122      Email: [londonu@hkuspace.hku.hk](mailto:londonu@hkuspace.hku.hk)

Website: <https://hkuspace.hku.hk/londonu>



A photograph of a young man and woman smiling and laughing, overlaid with a semi-transparent purple filter. The man is in the background, slightly out of focus, wearing a purple t-shirt. The woman is in the foreground, wearing a white top and a Chanel earring, looking towards the right.

**Prestige**  
**Flexibility**  
**Advancement**