



Hong Kong Institute of Business Administration

香港工商管理學會

Postgraduate Diploma in Business Administration

工商管理學研究生深造文憑

Introduction

THE POSTGRADUATE DIPLOMA IN BUSINESS ADMINISTRATION RECOGNISES THE COMPLEXITIES OF STRATEGIC IMPLEMENTATION FOR THE MANAGEMENT PRACTITIONER. ITS STRUCTURE IS DESIGNED TO INTEGRATE THE FUNCTIONAL AND OPERATIONAL ELEMENTS OF MANAGEMENT TOWARDS SUCCESSFUL BUSINESS STRATEGY DEVELOPEMENT.

AT THE HEART OF THE DIPLOMA, SUBJECTS SUCH AS MARKETING, STRATEGY DEVELOPMENT, LEADERSHIP AND CHANGE, SUPPORTED BY INDIVIDUAL CHOICES FOR EITHER SPECIALISATION OR PREPARATION FOR ADVANCEMENT TO THE MASTERS STAGE OF THE MA/MSc/MBA, PROVIDE REAL CHALLENGES FOR THE MANAGER OF THE FUTURE. PARTICIPANTS WILL BE ENCOURAGED TO DEMONSTRATE THE ABILITY TO GENERATE PRACTICAL SOLUTIONS, AND EXERCISE MANAGERIAL AND ETHICAL JUDGEMENT, FOR INCREASINGLY COMPLEX AND INTEGRATED MARKET-LED SCENARIOS.

Programme Objectives

Participants will be able to:

- DEVELOP CONFIDENCE IN THEIR ABILITY TO CONTRIBUTE EFFECTIVELY TO THE FORMULATION, IMPLEMENTATION AND REVIEW OF POLICIES AND PLANS WITHIN THEIR OWN ORGANISATION,
- RECOGNISE THE IMPORTANCE OF USING BOTH QUALITATIVE AND QUANTITATIVE INFORMATION IN A SYSTEMATIC WAY FOR DEALING WITH A WIDE RANGE OF 'REAL WORLD' PROBLEMS,
- UNDERSTAND THE ATTITUDES, ROLES AND BEHAVIOUR OF MANAGERS WHO POSSESS DIFFERENT RESPONSIBILITIES, EACH OF WHICH AFFECTS THE WAY IN WHICH POLICIES AND DECISIONS ARE MADE AND SPECIFIC PROBLEMS TACKLED AND RESOLVED,
- COPE WITH CHANGE MANAGEMENT MORE EFFECTIVELY THROUGH DEVELOPING AN ENHANCED UNDERSTANDING OF THE ROLE AND IMPACT OF PROCESSES AND STRUCTURE,
- IDENTIFY AND ANALYSE THE VALUES THAT UNDERLINE THEIR OWN AND OTHER PEOPLE'S MANAGERIAL ACTIVITY,
- DEMONSTRATE SELF-DIRECTION AND AUTONOMY IN RESEARCH AND SCHOLARSHIP TOWARDS A NEW CONTRIBUTION TO KNOWLEDGE IN A CHOSEN FIELD OF MANAGEMENT.

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Minimum Admission Requirements

- GRADUATES FROM HKIBA'S GRADUATE DIPLOMA
- RECOGNISED DEGREE HOLDER; OR
- AGE OF 26 YEARS OLD AND FIVE YEARS OF WORKING EXPERIENCE; OR
- EQUIVALENT QUALIFICATIONS

Course Structure

BUS551	STRATEGIC HUMAN RESOURCE MANAGEMENT
BUS552	INTERNATIONAL MANAGEMENT
BUS553	STRATEGIC MARKETING
BUS554	FINANCE & STRATEGY
BUS555	ADVANCED BUSINESS STRATEGY
BUS556	MANAGEMENT POLICY & STRATEGY
BUS557	RESEARCH METHODS

Assessment

ASSESSMENTS COMPRISES OF ESSAYS, REPORTS, SEMINAR PRESENTATIONS, GROUP WORK ASSIGNMENTS AND OPEN BOOK EXAMINATIONS.

Advancement & Recognition

UNIVERSITY OF WORCESTER

GRADUATES OF THE HKIBA'S POSTGRADUATE DIPLOMA IN BUSINESS ADMINISTRATION ARE ELIGIBLE APPLY FOLLOWING POSTGRADUATE DEGREE IN UK:

- MSc MANAGEMENT & FINANCE
- MSc MANAGEMENT & HUMAN RESOURCES
- MSc MANAGEMENT & MARKETING
- MSc MANAGEMENT
- MSc INTERNATIONAL MANAGEMENT
- MSc INTERNATIONAL MARKETING MANAGEMENT
- MBA - WITH TWO YEARS MANAGERIAL EXPERIENCES

UNIVERSITY OF SUNDERLAND (WITH RDI MANAGEMENT LEARNING IN HONG KONG)

- MBA (TOP-UP DEGREE) 4 MODULES PLUS DISSERTATION



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地址：九龍達之路78號香港生產力大樓
電話：2688-7567
傳真：2605-8377
網址：www.hkiba.org.hk
電郵：info@hkiba.org.hk