Gaining a Competitive Edge with a BBA in Management (JS 1005)

Department of Management
Diverse International Faculty Members

• Faculty members with PhDs from prestigious universities locally and internationally
  – Penn State, Michigan, NUS, HKUST, HKU, CUHK

• A good mix of faculty members with high-quality research publications, rich teaching experience, and wide industry exposure
Research Accomplishment

• Leading Researchers in
  – Strategic Management
  – International Business
  – Human Resource Management
  – Organizational Behavior
  – Entrepreneurship
  – Leadership
  – Coaching
  – Corporate Governance

• Winners of College Research Excellence Award
  – Prof. Muammer Ozer
  – Dr. Cuili Qian
Teaching Accomplishment

• **Winners of CityU Teaching Excellence Award**
  – Prof. Maris Martinsons (a 3-time winner)
  – Prof. Muammer Ozer
  – Dr. Mary Pang

• **Winners of College Teaching Excellence Award**
  – Prof. Maris Martinsons
  – Prof. Muammer Ozer
  – Dr. Andy Kwan

• **Winner of College of Business First Year Teaching Award**
  – Dr. Chak Fu Lam

• **Winners of Teaching Development Grants from UGC**
  – Dr. Andrew Chan & Dr. Jeanne Fu
  – Dr. Andy Kwan & Dr. Christina Sue-Chan
  – Dr. Andy Kwan
  – Dr. Andrew Chan
BBA MGT Core Courses

• Corporate Social Responsibility
• Developing and Presenting a Business Plan
• International Business
• Introduction to Entrepreneurship
• Organizational Behavior & HRM
One Program, Two Streams

• Strategy and International Management (SIM)

• Human Resources Management (HRM)
Strategy & International Management (SIM) Stream

• Equip students with the knowledge and skills to develop strategies and effectively manage in international business environment, particularly in the Asia Pacific Region
Strategy & International Management (SIM) - Core Courses

• Advanced Strategic Analysis
• Doing Business in Asia Pacific
• Managing Multinationals
• Strategic Entrepreneurship
HRM Stream

• Prepare and develop students for a career in general or human resources management
HRM - Core Courses

- People & HR Analytics
- Performance & Compensation Management
- Staffing
- Talent Management: Learning & Development
Our Value-Added Co-curriculum

- Career Workshops
- Career Mentoring Program
- Entrepreneurship Project
Career Workshop
@Disney conference centre
Guest Speakers

- Starbucks (Coffee Concepts)
- Pricewaterhouse Coopers
- Avery Dennison Corporation
- Credit Suisse
- Thyssen Krupp
- Nike
- McDonalds
- AIA
- Colliers International
- Pricerite Stores Ltd
- Mannings
- PERSOLKELLY Consulting Ltd
- Cogs Agency
- Korn Ferry Hay Group
- Convoy Financial Services
- Milestone Talent Development Centre
- Sunwa Marketing
Career Workshop
Career Mentoring Program

• For Year 3 and Year 4 MGT students

• Business practitioners who are MGT Alumni have been invited to be Career Mentors

• Each Career Mentor will lead a small group of students throughout the academic year

• Self-discovery, career planning, writing CV & networking are likely to be discussed
Career Mentoring Program
Entrepreneurship Project
Entrepreneurship Project

- under the **guidance** of the alumni coaches who have organized the flower market
- **responsible** for the whole process of the flower market including bidding, product design, sourcing, marketing, and HRM.
Summer Internship Partners

Chubb United Technologies

MTR

中国移动通信 CHINA MOBILE

HANG SENG BANK

DAIKIN AIR CONDITIONING

Cigna

醫院管理局 HOSPITAL AUTHORITY

HSBC

JLL

協興建築 HIP HING CONSTRUCTION

仲量聯行

LI & FUNG

CityU
Admission (JUPAS)
JUPAS Minimum Entrance Requirement JS 1005

• English Language  Level 3
• Chinese Language  Level 3
• Math  Level 3
• Liberal Studies  Level 2
• Elective 1  Level 3
• Elective 2  Level 3
Admission Statistics (2019 JUPAS)

- Unweighted JUPAS Score
- Average 25.1 (based on 4 core + 2 electives)

- Qualified applicants = 2,657
- Intake quota = 56

- Over 80% of the students admitted are from Band A
20+ International Students admitted to BBA MGMT in 2018-2019

- Kazakhstan
- Kyrgyzstan
- Indonesia
- India
- Pakistan
- South Korea
- Taiwan
- Thailand
Further Contacts

• MGT Program Leader:
  Dr. Andy Kwan
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Thank you!