



THE UNIVERSITY OF HONG KONG  
Faculty of Business and Economics



# Doctor of Business Administration

2019/2020



Professional Doctorate Programme

*Rigorous Curriculum*

*World-class Scholars*

*Global Perspectives*



# The University of Hong Kong

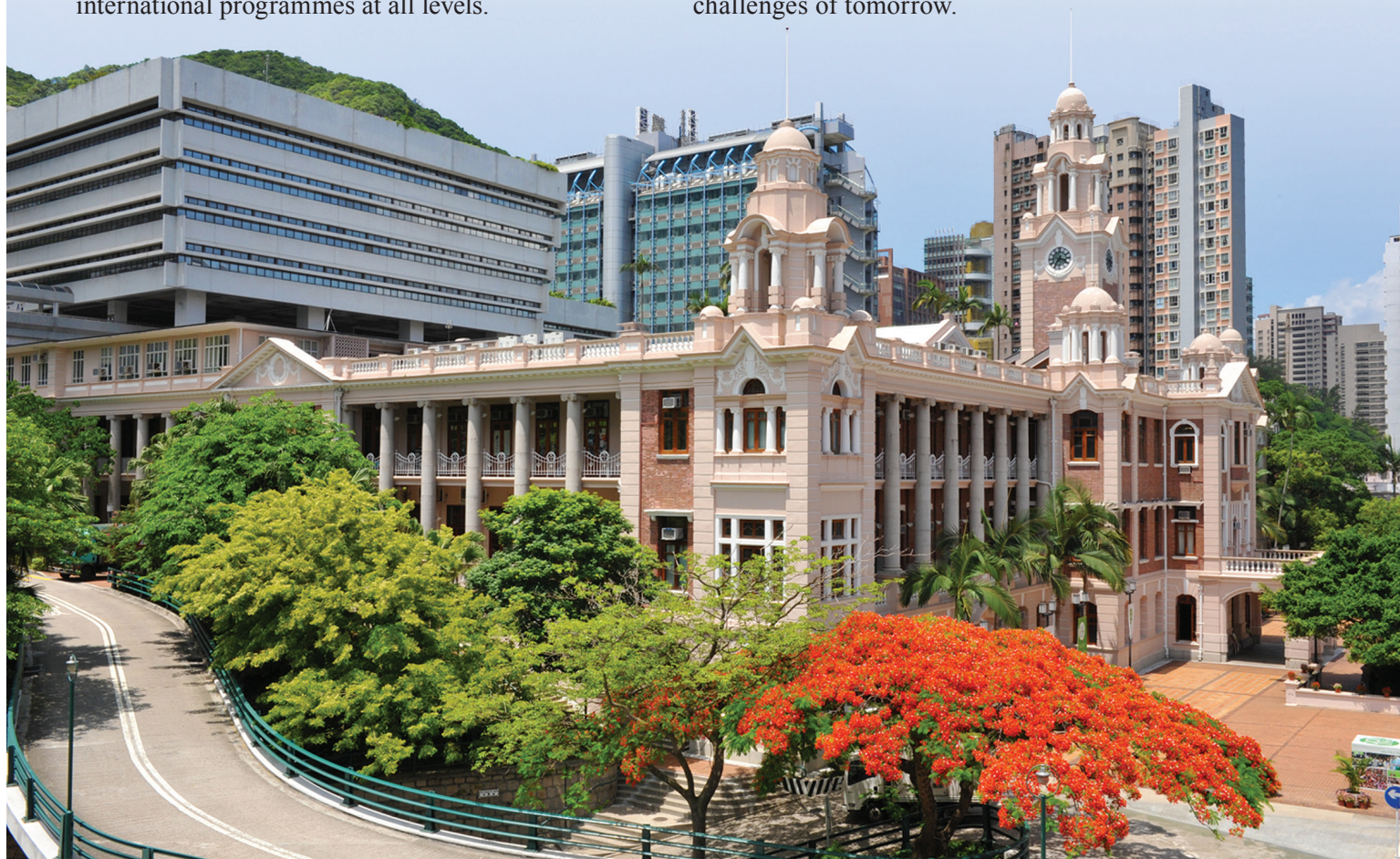
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**The University of Hong Kong** was founded in 1911, but its history began 1887 with the establishment of the Hong Kong College of Medicine. One of the most well-known international figures of the 20<sup>th</sup> century, Dr. Sun Yat-sen, the founding father of modern China, was among the college's first graduates. In 1911, the foundation stone was laid to commemorate the establishment of The University of Hong Kong, or HKU, as its students and alumni fondly call it. Since then, the University has built upon a century of dedication and commitment to teaching and research excellence to become one of the leading comprehensive universities in Asia. In addition to its 11,687 academic and non-academic staff, HKU has a diverse body of over 16,809 undergraduates and 11,935 postgraduate students in 2016/2017 academic year. HKU has been taking an active role in strategic international alliance with universities and research institutions worldwide. It has academic links with many universities in the world and plays host to 9,215 international students. The University is committed in cultivating internationalism on campus and to supporting staff and student mobility projects and international programmes at all levels.

Over a period of time the University has transformed into a dynamic meeting place where the world's leading scholars, artists, captains of industry, and political leaders are engaged in an array of exciting intellectual, social and scientific discourses. It is no surprise that

HKU was ranked 26<sup>th</sup> amongst the top 200 universities globally in the Quacquarelli Symonds (QS) World University Ranks 2018.

The University's rich heritage of innovation in education and research continues to contribute to the cultural and intellectual life of Hong Kong and to the world of knowledge and learning. HKU takes pride in the achievements of its students, alumni and faculty and together they stand ready to meet the challenges of tomorrow.







# Faculty of Business and Economics

With the aim of building the finest business and economics education in Hong Kong and the Asia-Pacific region, the School of Business and the School of Economics and Finance amalgamated in 2001 to form the Faculty of Business and Economics (FBE), the 10<sup>th</sup> faculty of The University of Hong Kong. In line with Hong Kong's transformation into a major financial centre, both Schools have evolved over the years to sharpen their focus on business, economics and finance and achieve a reputation for excellence in their respective fields of student and research.

## Vision

To be a leading, globally-impactful academic institution of business and economics.

## Uniqueness

The Faculty is deeply rooted in Hong Kong, fully engaged with China, and truly international.

## Mission

- To provide world-leading business and economics education that nurtures dynamic and responsible leaders.
- To advance the frontiers of knowledge through innovative and globally-significant research.
- To create positive change to the world by partnering with communities.



## Message from the Dean

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Today we are living in extraordinary times as technological advances accelerate in automation, machine learning, artificial intelligence, biomedicine, and the global economy and international political structure are undergoing fundamental changes. Never before do the business landscapes change so rapidly, which present entrepreneurs and business leaders with unprecedented opportunities as well as tremendous challenges.

How do corporations survive and thrive in this complex and dynamic environment? How each of us can help to make the future world more peaceful and prosperous for our children and future generations? Faced with great uncertainty in a fast changing world, it is more imperative than ever that leaders in business and in the general society stay current about the newest developments in technology and global economy, and never stop thinking and learning.

The Faculty of Business and Economics of the University of Hong Kong, together with our partner institution, Guanghua School of Management of Peking University, collaborate strategically to launch the Doctor of Business Administration Programme (“DBA Programme”) in 2017, which is designed to provide a unique learning journey for responsible and ambitious entrepreneurs and business leaders who aim to lead their firms to greater success and to contribute more to building a better future for all.

The strategic partnership of two world-renowned business schools in the region brings together world-class scholars to provide our students a wide array of diverse academic learning opportunities and intellectually stimulating experiences. Synthesizing the strengths of both Schools, the DBA Programme will help students further develop their analytical skills, foster their strategic creativity, cultivate their innovative mind, and enrich their management knowledge.

Graduates of the DBA Programme will become stronger leaders with powerful minds. Over time, the DBA Programme will become a learning platform and community in which students, alumni and faculty members are fully engaged in life-long learning. Together, they will face the uncertain future with great confidence and are prepared to take on the challenges and responsibilities of our time.

I invite you to join us in this exciting learning journey.

**Professor Hongbin CAI**

*Dean  
Chair of Economics  
Faculty of Business and Economics  
The University of Hong Kong*





## Message from Programme Director

One of the contemporary topics in the business world is about Belt and Road, which brings in new international business opportunities to China and the countries around the region. With an ultimate goal to enhance the competitiveness of enterprises and China as a whole, the DBA programme is designed to nurture business leaders with excellent research expertise and strategic global vision. In this professional doctorate programme, we aim at:

- Demonstrating adherence to personal and professional ethics;
- Equipping students with advanced knowledge and research capability in a variety of areas, including corporate governance, investment, international finance, global strategy and managerial innovation;
- Enabling them to apply research outcomes to real-life cases, enhancing their analytical skills, problem-solving abilities and decision-making strategies;
- Broadening the vision and mindset of students, creating synergies from national sentiments and global perspectives; and
- Establishing global leadership and innovative spirits of the DBA students in the business world.

In addition to academic learning, the DBA Programme is spiced up by a rich selection of activities organised by our professional programme team, including study trip, company visitations, talks and seminars, targeting to maximise the benefits brought to our doctoral students. We trust that, upon completion of this Programme, our students will be successful business leaders who drive the development of the country and the region.

### **Professor Chen LIN**

*Programme Director  
Associate Dean (Research and Knowledge Exchange)  
Chair of Finance  
Stelux Professor in Finance  
Director, Centre for Financial Innovation and Development  
Faculty of Business and Economics  
The University of Hong Kong*



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# Programme Structure

The Doctor of Business Administration Programme requires students to complete 120 credits in 4 years on a part-time basis. Students are required to complete 66 credits from the Coursework Phase in two years' time and to complete 54 credits from the Research Phase.

The coursework component aims at equipping students with advanced business knowledge and comprehensive research skills in various areas. It enables them to apply research outcomes to real-life cases. It benefits to the students in broadening up their visions, mindset and to establish global leadership and innovative spirits. Courses are to be delivered in block mode over four full days from Thursday to Sunday every six to eight weeks.

Students who progress to the research phase are required to attain 54 credits through completion of a thesis (40,000 words in total) under the supervision from the scholars from HKU and/or Peking University.

The degree of Doctor of Business Administration will be awarded by The University of Hong Kong who complete all requirements.





## Coursework Phase *(Year 1 and Year 2 Study)*

Research and Enrichment Module <i>(Credit required: 21 credits)</i>	Core Courses <i>(Credit required: 36 credits)</i>	Elective Course <i>(Credit required: 9 credits)</i> Students can complete the required credits from electing to: a. Take three elective courses; or b. Take the overseas study trip plus one elective course
<ol style="list-style-type: none"> <li>1 Frontiers in Economics and Accounting Research</li> <li>2 Frontiers in Management Research</li> <li>3 Frontiers in Marketing and Business Analytics</li> <li>4 Research Ethics for Graduate Students<sup>#</sup></li> <li>5 Research Methods in Economics and Accounting</li> <li>6 Research Methods in Marketing and Management</li> </ol> <p style="font-size: small; margin-top: 10px;"><sup>#</sup> <i>Research Ethics for Graduate Students is a 6-credit course.</i></p>	<ol style="list-style-type: none"> <li>1 Advanced Financial Management</li> <li>2 Advanced Macroeconomics</li> <li>3 Advanced Microeconomics</li> <li>4 Big Data and Business Analytics</li> <li>5 China and Global Capital Market</li> <li>6 Innovation and Entrepreneurship</li> <li>7 Leadership and Organization</li> <li>8 Marketing in China and Global Market</li> <li>9 Organizing Competitive Advantages</li> <li>10 Political Economy and Economic Policy</li> <li>11 Strategic Marketing Innovation and Model Design</li> <li>12 Supply Chain and Logistics Management</li> </ol>	<ol style="list-style-type: none"> <li>1 Advanced Finance Theory</li> <li>2 Business Creation and Dynamics</li> <li>3 Global Accounting Standards and Practices</li> <li>4 Global Financial Innovation</li> <li>5 Global Wealth Management</li> <li>6 International Enterprise Management*</li> <li>7 Organizational Behavior</li> <li>8 Services Marketing and Management</li> <li>9 Strategic Human Resource Management</li> <li>10 Strategic Information System Management</li> <li>11 Strategic Management</li> </ol> <p style="font-size: small; margin-top: 10px;">* <i>International Enterprise Management is equivalent to two 3-credit electives, an overseas study trip for students. Additional cost from students is required.</i></p> <ul style="list-style-type: none"> <li>• <i>The offering of the elective courses is subject to the number of enrolments and the discretion of both Universities.</i></li> </ul>

- All assessments and medium of instruction are in English.

## Research Phase *(Year 3 and Year 4 Study)*

Research and Enrichment Module <i>(54 credits)</i>	
	<ol style="list-style-type: none"> <li>1 Thesis                             <ul style="list-style-type: none"> <li>- Research Proposal</li> <li>- Thesis (40,000 words)</li> <li>- Oral Defense</li> </ul> </li> </ol>

## Awarding

The degree of Doctor of Business Administration will be awarded by  
The University of Hong Kong to successful candidates.

# Academic Team

Faculty of Business and Economics, The University of Hong Kong

## Professor Chen LIN

Associate Dean (Research and Knowledge Exchange)  
Chair of Finance  
Stelux Professor in Finance  
Director, Centre for Financial Innovation and Development  
DBA Programme Director

## Professor Eric CHANG

Chung Hon-Dak Professor in Finance  
Chair of Finance

## Professor Zhiwu CHEN

Director, Asia Global Institute  
Victor and William Fung Professor in Economics

## Professor Chun HUI

Professor

## Professor Kai Wai HUI

Professor  
MAcct Programme Director

## Professor James Kai-Sing KUNG

Professor

## Professor Simon LAM

Professor

## Professor Jin LI

Professor

## Professor Tse-Chun LIN

Professor

## Professor Larry Dongxiao QIU

Associate Dean (Teaching and Learning)  
Chung Hon-Dak Professor in Economic Development

## Professor Haipeng SHEN

Associate Dean (Executive Education)  
Professor

## Professor Dragon Yongjun TANG

Professor

## Professor Zhigang TAO

Associate Dean (Human Resources)  
HSBC Professor in Global Economy and Business Strategy  
Director, Institute for China & Global Development

## Professor Y.C. Richard WONG, SBS, JP

Chair of Economics  
Philip Wong Kennedy Wong Professor in Political Economy

## Professor Guochang ZHANG

Professor

## Dr. Michael Chiu Lung CHAU

Associate Professor

## Dr. Heng CHEN

Associate Professor

## Dr. Jun HAN

BBA Admissions Tutor  
BBA (Accounting & Finance) Admissions Tutor

## Dr. Xu LI

Associate Professor

## Dr. Shuqing LUO

Associate Professor

## Dr. Jingqi WANG

Associate Professor  
MSc(BA) Programme Director

## Dr. Xin WANG

Associate Professor

## Dr. Benjamin YEN

Associate Professor

## Dr. Wen ZHOU

Associate Professor  
IMBA Programme Director

## Dr. Hong ZOU

Associate Professor

## Dr. Yanfeng ZHENG

Associate Professor

## Dr. Yim Fai LUK

Honorary Associate Professor



# Academic Team

Guanghua School of Management, Peking University

## Professor Qiao LIU

Dean

Adjunct Professor, The University of Hong Kong

## Professor Li JIN

DBA Programme Advisor

Chair Professor of Finance

Adjunct Professor, The University of Hong Kong

## Professor Jiangyong LU

DBA Programme Advisor

Department Head, Professor of Strategic Management

Adjunct Professor, The University of Hong Kong

## Professor Ying ZHANG

Associate Dean, Professor of Marketing and Behavioral Science

Adjunct Professor, The University of Hong Kong

## Professor Yuyu CHEN

Professor of Applied Economics

Adjunct Professor, The University of Hong Kong

## Professor Laura Xiaolei LIU

Professor of Finance

Adjunct Professor, The University of Hong Kong

## Professor Li MA

Professor of Organization Management

Adjunct Professor, The University of Hong Kong

## Professor Qiaowei SHEN

Professor

Adjunct Professor, The University of Hong Kong

## Professor Jing XU

Department Head, Professor of Marketing

Adjunct Professor, The University of Hong Kong

## Professor Yunhong YANG

Professor of Finance

Adjunct Professor, The University of Hong Kong

## Professor Zheng ZHANG

Department Vice Chair

Professor of Finance

## Professor Zhixue ZHANG

Professor of Organization and Strategic Management

Adjunct Professor, The University of Hong Kong

## Dr. Juanjuan MENG

Associate Professor of Applied Economics

Adjunct Associate Professor, The University of Hong Kong

## Dr. Hui WANG

Associate Professor of Applied Economics

Adjunct Associate Professor, The University of Hong Kong

## Dr. Mingjin WANG

Professor of Business Statistics and Econometrics

Adjunct Professor, The University of Hong Kong

## Professor Xianping XU

Distinguished Professor

Counsellor of the State Council, Former Vice-Minister

Honorary Professor, The University of Hong Kong



# Admissions

## Admission Requirements

Applicants should:

- Hold a recognized Master's degree (or above) in business or related disciplines, or equivalent qualifications; and
- Possess at least twelve years of managerial experience.
- Applicants in senior management positions who possess a recognized first degree and membership from a recognized professional body may also be considered on a case-by-case basis. The decision of admission is subject to the decision of the Admissions Committee.

The DBA Programme is offered once every academic year. Shortlisted applicants will be invited to an admission interview.

## English Proficiency Requirement

Applicants, who gained their degree qualifications in which the medium of instruction is non-English, s/he is required to complete a qualifying examination offered by The University of Hong Kong.

Applicants should note that courses will be held in China and Hong Kong and a good command of Mandarin can facilitate interaction amongst students.

## Application Procedures

Applicants are required to submit the following documents to DBA Programme Office of The University of Hong Kong:

- TWO copies of application form (*original set and one photocopy*);
- Credentials (*two photocopies*);
- Curriculum Vitae; and
- Request for Statement of Reference from THREE referees (*original set and one photocopy*).

The completed application to be sealed in a brown envelope and sent to the address below by mail with marking "Private and Confidential – DBA Admission Application":

*Programme Manager  
Doctor of Business Administration Programme Office,  
Faculty of Business and Economics,  
The University of Hong Kong,  
Room 204, Block B, Cyberport 4,  
100 Cyberport Road,  
Hong Kong.*

Applicant should note that original copy of supporting documents is **NOT REQUIRED** at the application stage. Should a candidate be given an admission offer by the Programme, s/he will receive a notification of the need to submit original / certified true copy of the documents.

Please also provide three Statements of Reference for the application. Applicant please download the Statement of Reference form from the website and invite their referees to complete the form. Completed forms should be emailed to [dbapo@hku.hk](mailto:dbapo@hku.hk) by referee via their valid email accounts before the closing date.

Applicant please also go through our Application Checklist to make sure you have submitted all the required materials for your application.

The seats of DBA Programme are offered on a competitive basis. Shortlisted applicants will be invited for an admission interview subsequently.

## Programme Fees

The composition fee for the Doctor of Business Administration Programme is RMB 1,580,000. RMB 1,300,000 to be paid in two equal instalments before commencement of Year 1 and Year 2 study. RMB 280,000 to be paid upon the DBA candidature is confirmed by the University.





## Privacy Policy

### Disclosure of information

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website and database, or conducting our business as those parties agree to keep this information confidential.

Some of these trusted third parties, including Facebook, may use cookies, web beacons, and other storage technologies to collect or receive information from the website and elsewhere on the internet and use that information to provide measurement services and target ads. You can opt-out of the collection and use of information for ad targeting by referring to the instructions here: [www.aboutads.info/choices](http://www.aboutads.info/choices).

We may also release your information when we believe doing so is appropriate to comply with the law, enforce our site policies, or protect our or others' rights, property or safety. Non-personally identifiable information may be provided to other parties for designing communication campaigns.

### Collection of information

We may collect the following information in our website and other channels including but not limited to:

1. Your personal information such as your name, nationality, country and address;
2. Your contact information such as your email address and telephone number;
3. Your business information such as company names, job titles and associated contact information; and
4. *(For applicants)* Your personal data such as your gender, date of birth, passport or Hong Kong ID number, mailing address, education background, academic performance, and professional background.

### Use of information

We may use your personal information for one or more of the following purposes.

1. To process your registration in our events;
2. *(For applicants)* To process your application to the Doctor of Business Administration Programme;
3. *(For referees)* To process your reference for an Doctor of Business Administration Programme applicant;
4. To respond to, handle and process any enquiries submitted by you; and
5. For communication purposes, such as sending you updates on the latest HKU and Doctor of Business Administration Programme news and inviting you to HKU events.

To fulfill the above purposes, you may be contacted via email, telephone, SMS or other means that are allowed by local authorities.

### Your right to assess and modify your information

You may request to update your personal data held by us by sending an email to [dbapo@hku.hk](mailto:dbapo@hku.hk).

### Notice on direct marketing

Occasionally, we may use your personal data, including your name, contact details and all other information collected during or subsequent to initial registration, to communicate with you by email, telephone and SMS regarding information on HKU and the Doctor of Business Administration Programme.

Categories of the information include:

1. HKU or the Doctor of Business Administration Programme events;
2. HKU or the Doctor of Business Administration Programme updates; and
3. HKU Doctor of Business Administration Programme and admissions related articles.

You may indicate your consent to the above by the following ways:

1. When providing us with your personal data through our website or a form, ticking the box(es) indicating your consent; or
2. When providing us with your personal data through the telephone, telling our staff that you consent.

You may opt-out from receiving marketing communications at any time, free of charge, by:

1. Following the "opt-out" instructions contained in the communications; or
2. Writing to us at [dbapo@hku.hk](mailto:dbapo@hku.hk).

### Storage of information

All personal data that has been collected from you will only be stored for the duration that is relevant to the purpose for which it was processed and for as long as required by applicable law.

### Changes to our privacy policy

Future updates of our privacy policy will be posted on this page.

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