



CITYU MBA HAS THE EDGE, AND IT IS THE SHARP!

CityU, a fully accredited university founded in 1984, has grown and changed at a fast pace with the vision to becoming a leading global university, excelling in research and professional education. Much like the growth and change of Hong Kong since 1984, CityU's MBA program constantly evolves producing future business leaders and entrepreneurs whose skills, experiences, and contacts are in high demand throughout Asia. Why does a CityU MBA give its graduates the edge? "We are SHARP!" says Professor Kevin Chiang who is the MBA Director at CityU.

Embracing the concepts of Experiential Learning and Diversity in light of today's business needs for management competency that leads technological advancements in communications, supply chain logistics, data analysis and management, CityU's MBA program offers candidates the freedom to tailor their skills from the General MBA curriculum through the flexibility to choose up to two areas of concentration from five functional business areas: Accounting, Finance, Information Management, Marketing and Supply Chain Management giving them the leading edge skill set that is so essential for success in today's business arena.

According to Professor Chiang, CityU's MBA program has a strategic commitment to SHARP, the creation of an exceptional learning and networking environment that consists of world class Software, state of the art Hardware, and well connected

Alumni to boost Recruitment of global talents seeking promising opportunities for career advancement and Placement. It is this commitment and evolution that has landed CityU's MBA full time programme as the 2nd in the Eduniversal Best Masters Ranking in Hong Kong!

Hong Kong is a world business hub attracting companies from all over the world and a fertile bed for creative entrepreneurs. The challenges to manage in a diverse international corporate environment with multicultural considerations are skills that a CityU MBA holder will have been prepared totally for throughout the program. Eighty six percent of full time MBA candidates hail from outside of Hong Kong. CityU's MBA program makes available to students many opportunities on campus, through learning exchanges with partner institutions, and interchanges with international companies to experience directly cross cultural interactions.

Learning by doing

Experiential Learning places a strong focus on leadership skills acquisition and "learning by doing" to create more opportunities for students to gain practical experience through action learning with a global emphasis.

According to Professor Chiang, industry experienced faculty as well as prominent alumni guide and mentor students in their

PHILOSOPHY

The CityU MBA programme is an elite and high profile programme offered by the College of Business at the City University of Hong Kong. CityU MBA is committed to providing students with practical, cutting-edge managerial practice with the leadership skills needed to succeed in the ever-changing business world.



education and future career path.

Professor Chiang states that the preparation work for students who choose the MBA Enterprise Residential Diagnostic Trip begins before the trip is made. This is to ensure that students will have their plan of action ready to their arrival at their "client" site. The CityU MBA program has conducted this real life student consultancy experience in over 16 cities in China with over 43 companies in a broad spectrum of industries.

Alumni's anecdotes

Alumna Locinda Loi, Asia Pacific Manager for US-based Pentasource Inc., shares, "The most precious moment came during the Residential Trip, as we had to apply what we had learnt to tackle a real business issue in a real company. On my trip in 2006, we visited a well-known telecoms company in China. We had the chance to study the company's structure and discuss an enhancement plan with the company's management during the ten day trip. I would say that if we had not been studying on this program, then we wouldn't have had such in-depth communication and open discussion with top management. Tackling their issues really enhanced our learning."

Global Experiential Learning is conducted with the Haas

FAST FACTS

- CityU is ranked 2nd in Asia as the Best Global Universities for Economics and Business by the 'U.S. News' in 2015.
- The College of Business at CityU is ranked 2nd in Asia in the UT Dallas Rankings, based on our research contributions from 2010-2014.
- CityU MBA full-time programme is ranked 2nd in Hong Kong and 18th in Far East Asia by Eduniversal (2014-2015), a global ranking and rating agency specialized in higher education.

This page: MBA students visited Google during the Residential trip in US; The Enterprise Diagnostic Residential Trip in Shanghai

Opposite page: Professor Kevin Chiang, MBA Programme Director, City University of Hong Kong

School of Business at the University of California Berkeley allowing students to focus on Entrepreneurship and Business Plan Development as well as acquiring skills in Innovation Management for Global Business through interactions with companies based in San Francisco and Silicon Valley. Global Experiential Learning provides students with a unique learning experience, career inspiration, and an opportunity to build an international network.

Alumnus Kevin Lee who works at CLP Power Hong Kong states "One of the memorable moments in my CityU MBA life was the study trip to the Haas School of Business at UC Berkeley in the USA. The Innovation and Management program had broadened my vision in the business world. Not to mention that I also had opportunities to learn from business leaders from the EMBA and DBA programs during the trip. I really treasured all the enjoyable moments and time spent with my MBA classmates who have deeply engraved in my heart."

And networking is what it's all about. CityU MBA is a founding member of the International Business School Network, and a participant in TRIANGLE, the most innovative international exchange program available for educating future leaders by providing culturally diverse academics and applied experiences.