

一帶一路

國家國際工商管理

Programme Director: Prof. Chan Man Hung, Thomas

社會科學碩士

MASTER OF SOCIAL SCIENCES IN
INTERNATIONAL BUSINESS
MANAGEMENT FOR
BELT AND ROAD COUNTRIES

課程主任：陳文鴻教授

課程綜述

一帶一路國家國際工商管理碩士課程是兼綜合性但亦專注國際理論與實踐的工商管理課程。課程是基於英美體制，但近年國際體系的區域與地區性條件變化巨大，課程的重心會是這些地區新的工商管理變化、制度、與模式。目的是使學生具備必要的知識、技能與能力，從而勝任新時代下的國際商務工作的要求，無論面對新興或傳統市場都能游刃有餘。

Programme Overview

The MSocSc in International Business Management for Belt and Road Countries is a comprehensive but also focused business learning grounded on both international theory and practices of business, but adapted to recent changes in the basic assumptions of the more restrictive Anglo-American systems, and concrete regional and local conditions and situations that are evolving under the new international regime. It aims to equip students with the essential knowledge, skill and capability to engage in international business in new and old markets in the new age.

一帶一路國家國際工商管理社會科學碩士

Master of Social Sciences in
International Business Management for
Belt and Road Countries

課程修讀模式

課程編號：601702
全日制課程：一年

課程編號：611702
兼讀制課程：二年
(只適用於本地生)

授課語言
英語

學費

港幣 \$120,000

本地生及非本地生學費相同，如修讀超過課程所需學分，則須另繳費用。

截止報名日期

2022/23 學年
秋季入學

本地生：
2022 年 6 月 30 日
非本地生：
2022 年 5 月 31 日

2022/23 學年
春季入學

本地生：
2022 年 11 月 30 日
非本地生：
2022 年 10 月 17 日

Mode of Study

Programme Code: 601702
One-year Full-time Programme

Programme Code: 611702
Two-year Part-time Programme
(local students only)

Medium of Instruction
English

Tuition Fee
HK\$120,000

Tuition fees are the same for local students and non-local students. Students taking more than the minimum credits required for graduation will be charged on a per-credit basis.

Application Deadlines

Fall Intake,
2022/23 Academic Year

Local applicants:
30 June 2022
Non-local applicants:
31 May 2022

Spring Intake,
2022/23 Academic Year

Local applicants:
30 November 2022
Non-local applicants:
17 October 2022



課程目標

- ❖ 令學生掌握從事與一帶一路國家進行生意往來的能力，包括必要的關鍵知識，以及商務管理與市場營銷的手段；
- ❖ 令學生深入及全面地了解一帶一路國家的文化歷史以幫助其日後文化交流與跨文化工商業務；
- ❖ 令學生了解推動中國貿易及投資發展因素及趨勢；
- ❖ 使學生在日後的跨文化工作環境中具備敏銳的商業觸覺與同理能力，掌握實踐技能及自信去應對一帶一路國家中不同區域的交往（包括與當地人以不同形式進行合作）；
- ❖ 令學生從跨學科的學習中獲取必要及專業知識，以善用一帶一路國家不同地區中不同的環境與制度中所產生的商貿機會。

課程結構

課程共 30 個學分，分為五門必修科目（每門 3 個學分共計 15 個學分），和可供學生選擇的選修科目（每門 3 個學分最少要修畢 15 個學分方能畢業）。

Programme Aims

- ❖ To equip students with the essential knowledge and advanced skills and tools of business management and marketing that will equip them with the capabilities to engage in business with Belt and Road countries;
- ❖ To create in students an in-depth and comprehensive understanding of history and culture of Belt and Road countries as a base for their cross cultural and transcultural appreciation;
- ❖ To give students a critical understanding of the development experiences of China that drive China in both inbound and outbound trade and investment;
- ❖ To develop in students special business senses and empathy for their work in cross-cultural and transcultural settings, and to equip them with practical skills and confidence to do business (including cooperation with the locals in various forms) in various regions of Belt and Road countries;
- ❖ For students to acquire essential and specialised knowledge from an interdisciplinary approach to understand and utilise business opportunities arising from different socio-politico-economic environments and institutional regimes in different regions of the Belt and Road countries.

Programme Structure

The programme will comprise 30 credits dividing into core courses (3 credits each with a total of 15 credits), which are compulsory, and elective courses (3 credits each with a minimum of 15 credits for graduation), which the students could choose from.

必修科目（15 學分） Core Courses (15 credits)

| | |
|----------------|--|
| 國際工商管理 — 理論與實踐 | International Business Management – Theory and Practices |
| 國際市場營銷 | International Marketing |
| 一帶一路國家與地區歷史文化 | History and Culture of the Belt and Road Countries and Regions |
| 一帶一路倡議下中國的發展經驗 | China's Development Experiences in the Context of the Belt and Road Initiative |
| 研究方法與方法論 | Research Methods and Methodology |

選修科目（每門 3 個學分最少要修畢 15 個學分方能畢業）

Elective Courses (3 credits each with a minimum of 15 credits for graduation)

| | |
|--------------------------|--|
| 法律體系比較 — 國際工商管理 | Comparative Legal Systems - International Business Management |
| 業界的國際金融導讀 | A Practitioner's Guide to International Finance |
| 國際貿易與投資 | International Trade and Investment |
| 10+3 — 東盟與中國、日本與韓國的經濟及政治 | 10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea |
| 俄羅斯與東歐國家的貿易與投資 | Trade and Investment in Russia and East European Countries |
| 中巴經濟走廊 — 制度性障礙與商業機遇 | China-Pakistan Economic Corridor – Institutional Barriers and Business Opportunities |
| 歐洲與亞洲和中國的貿易與投資 | Europe's Trade and Investment with Asia and China |
| 區域性背景下的跨文化管理 | Cross-cultural Management – Regional Context |
| 國際商貿交易中的風險管理 | Risk Management in International Business Transactions |
| 跨國企業 | Multinational Enterprises |
| 研究論文 — 國際工商管理（6 個學分） | Research Thesis – International Business Management (6 credits) |
| 一帶一路部分國家遊學 | Study Tours to Selected Belt and Road Countries |

選修課程並非每年開辦

not every elective course will be offered every year.

入學條件

- ❖ 持有社會科學、人文科學、商科或法律的本科學位或同等學位者優先；
- ❖ 若非從英語授課的大學畢業，需符合以下其中一項基本的英文水平要求：
 - TOEFL：網絡考試不低於 79 分或筆試不低於 550 分；
 - IELTS（綜合）：總評分不低於 6.5 分；
 - 中華人民共和國之大學英語六級考試（CET-6）；或
 - 其他同等的英文水平測試成績。

Entry Requirements

- ❖ hold a bachelor degree preferably in social sciences, humanities, business or law, or equivalent;
- ❖ satisfy one of the following minimum English language requirements if the qualification obtained is from a university or institution of which the language of teaching and/or examination is not English:
 - a minimum TOEFL score of 79 in internet-based test or 550 in paper-based test;
 - a minimum overall score of 6.5 in IELTS; or
 - level 6 of the College English Test (CET-6); or
 - equivalent.

師資

在課程主任兼珠海學院一帶一路研究所所長陳文鴻教授的帶領下，由一班本地及海外教授組成的教學團隊擔任。海外訪問學者包括倫敦大學亞非學院及人民大學的盧荻教授，法國里昂商學院的陸定光教授，以及來自烏克蘭基輔大學國際關係研究所的著名教授 — Oleksandr Rogach, Kseniia Smyrnova, Svitlana Andrushchenko 和 Oleksandr Pidchosa。

Teaching Staff

Teaching will be provided by a team of local and international professors led by the programme director, Professor Thomas Chan, Director of One Belt One Road Research Institute of the Chu Hai College of Higher Education. Overseas visiting teaching staff will include Professor Lo Dic of the School of Oriental and African Studies, University of London and Renmin University, China, Professor Sherriff Luk of Emlyon Business School, France, and distinguished professors from the Institute of International Relations, Tara Shevchenko National University of Kyiv of Ukraine including among others, Professors Oleksandr Rogach, Kseniia Smyrnova, Svitlana Andrushchenko and Oleksandr Pidchosa.

職業前景

畢業生將在本地或海外就業市場及國際場所中具有競爭優勢。中國的一帶一路倡議現正發展成為一個由跨國及中國企業領導下的國際性事業，許多國家正啟用新舊絲綢之路作為貿易路線。這將會在絲綢之路內外的國家產生出大量有關一帶一路專業職位和對國際關係知識與技術的需求。政府、公司、甚至非政府組織以及媒體和教育行業都將急需了解地緣政治與地緣經濟趨勢及轉向的分析人員與專才。本課程正是香港及海外學術機構中第一個提供此類課程之所在。

Career Prospects for Graduates

Graduates should be able to compete with advantages in local and overseas job markets and in international ventures. The Belt and Road Initiative of China is now evolving into an international enterprise led by multinational and Chinese enterprises as well as many national governments along the various trade routes of the old and new Silk Road. There will be a huge demand for managers and professionals with adequate knowledge and skill background in China and non-China, and Anglo-American and non-Anglo-American business practices. This programme is the first of its kind offered in Hong Kong and overseas.

課程查詢 Programme Enquiry

電話 Tel: (852) 2972 7200

電郵 Email: obor@chuhai.edu.hk

網站 Website: <https://obor.chuhai.edu.hk>



報名及查詢 ADMISSIONS AND ENQUIRIES

申請手續 Application Procedures

申請入學途徑 How to Apply

- 1 珠海學院網上申請系統；或
CHC Online Application System ; OR
<https://apply.chuhai.edu.hk/>
- 2 郵寄
By Post



報名費用 Application Fee

每項課程報名費：

本地生：港幣 300 元

非本地生：港幣 600 元

錄取與否概不退還（有關繳費方法，可參閱財務處網頁）

Non-refundable application fee of HK\$300 for local applicants or HK\$600 for non-local applicants for each programme.
For payment methods, please visit the Finance Office webpage.



查詢 Inquiries

入學查詢 Admissions

| | | |
|-----------|--------------------------------------|--|
| 入學組（本地生） | Admissions Unit (Local Students) | admission@chuhai.edu.hk |
| 入學組（非本地生） | Admissions Unit (Non-local Students) | nlstudent@chuhai.edu.hk |

課程查詢 Programmes

| | | |
|----------------------|--|--|
| 應用佛學文學碩士 | Master of Arts in Applied Buddhist Studies | chcbs@chuhai.edu.hk |
| 國學文學碩士 | Master of Arts in Chinese Studies | chi@chuhai.edu.hk |
| 環球傳播文學碩士 | Master of Arts in Global Communication | deptjc@chuhai.edu.hk |
| 社會科學碩士（一帶一路國家國際工商管理） | Master of Social Sciences in International Business Management for Belt and Road Countries | obor@chuhai.edu.hk |
| 社會科學碩士（一帶一路國家國際關係） | Master of Social Sciences in International Relations for Belt and Road Countries | |
| 土木工程理學碩士（基礎建設建造及管理） | Master of Science in Civil Engineering (Infrastructure Construction and Management) | civ@chuhai.edu.hk |
| 建築學碩士 | Master of Architecture | arch@chuhai.edu.hk |

申請文件 Documents Required

申請人可上載或郵寄下列文件至本校入學組：

Applicants should submit the following documents online or by post to the Admissions Unit of the College:

珠海學院入學組 [課程名稱] ,
香港新界屯門青山公路青山灣段 80 號 E102 室
Admissions Unit [Programme Name] ,
Chu Hai College of Higher Education,
E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong

- ① 填妥並簽署的報名表；
A completed application form duly signed by the applicant ;
- ② 最近護照相片一張；
One recent passport-size photo ;
- ③ 身份證／護照副本；
Photocopy of Identity Card / Passport ;
- ④ 成績單正本或經院校註冊處發出的核證副本。文件需由發出院校以密封的形式寄往入學組，地址如下：
An official transcript or a certified copy sent directly to the Admissions Unit in a sealed envelope by the issuing university to the following address
珠海學院入學組 [課程名稱] ,
香港新界屯門青山公路青山灣段 80 號 E102 室
Admissions Unit [Programme Name] ,
Chu Hai College of Higher Education,
E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong
- ⑤ 學歷證明副本
Photocopy of Degree Certificates^;
^ 申請人如持有內地學歷，需提交：
 - 由相關院校發出的「學位證書」及「畢業證書」的核證副本；及
 - 由「學信網」或「學位網」發出的「教育部學歷證書電子註冊備案表」；
^ Applicants with degrees from universities in Mainland China are required to provide:
 - a certified copy of **Degree Certificate (學位證書)** and **Graduation Diploma (畢業證書)** issued by a central unit (e.g. Registry or equivalent) of your home institution; and
 - the latest Online Verification Report of Higher Education Qualification Certificate (教育部學歷證書電子註冊備案表) issued by the CHESICC (學信網) or CDGDC (學位網) ;
- ⑥ 如有需要，學院會要求申請人提交由香港學術及職業資歷評審局發出的學歷評估報告；
The College may request for an Assessment Report issued by the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ) on the level of qualification obtained, if necessary;
- ⑦ 如持有學歷並非以英語授課，申請人須提交英語能力證明副本（如適用）；
Photocopy of English Proficiency Certificate for qualifications obtained from an institution of which the medium of instruction is not English, if applicable.
- ⑧ 兩封推薦信（如適用）；
Two letters of recommendation, if applicable;
- ⑨ 工作經驗證明，如雇主推薦信（如適用）；
Proof of working experience, such as employers' letters, if applicable;
- ⑩ 相關的專業資格證明（如適用）。
Proof of professional membership, such as membership certificate, if applicable.

合適的申請人須接受面試，有關安排會以電郵通知。
Selected applicants will receive an interview invitation by email.

如欲了解詳細課程入學要求及報名所需文件，請瀏覽本校網頁：
Please visit the Taught Postgraduate Programmes webpage for more information.





Enquiries 查詢



珠海學院

Chu Hai College of Higher Education

香港新界屯門青山公路青山灣段 80 號

80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong

www.chuhai.edu.hk

www.facebook.com/chuhai.edu

2972 7200

info@chuhai.edu.hk

本小冊子更新至 2022 年 1 月 10 日。珠海學院保留隨時更改入學安排而毋須另行通知之權利，敬請定期瀏覽珠海學院網頁獲取最新入學資訊。

This pamphlet is updated as of 10 January 2022. Chu Hai College of Higher Education reserves the right to change the admissions arrangements without prior notice. Please check the College's website regularly for up-to-date information.