

香港珠海學院

HONG KONG
CHU HAI COLLEGE



黃廷方·信和一帶一路研究院

Ng Teng Fong · Sino Group
Belt and Road Research Institute

2025-2026 Admissions 招生簡章

社会科学碩士
一帶一路國家
國際工商管理

(一年全日制或兩年兼讀制)

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

(1-year full-time or 2-year part-time)

01

关于黄廷方·信和一带一路研究院

About Ng Teng Fong · Sino Group Belt and Road Research Institute

响应习近平主席提出的一带一路倡议，香港珠海学院黄廷方·信和一带一路研究院（原名“一带一路研究所”）于2017年成立。自成立以来，它一直是推动香港新丝绸之路发展研究和讨论的先锋，以多学科为学术方向，以政策为重点，并与本地工商界紧密合作，同时也致力发展与海外研究和政策机构的国际联系。

研究院目前开设两个一带一路相关的硕士课程，分别是一带一路国家国际关系社会科学硕士和一带一路国家国际工商管理社会科学硕士。

In response to the One Belt One Road Initiative launched by President Xi, the Ng Teng Fong · Sino Group Belt and Road Research Institute (formerly known as the “One Belt One Road Research Institute”) of the Hong Kong Chu Hai College was established in 2017. It has been the pioneer in promoting the study and discussion of the development of the new Silk Road in Hong Kong. It is multi-disciplinary in academic orientation, policy focused and working closely with local industries and businesses, but also trying hard to develop international connections with overseas research and policy organizations. The Research Institute currently offers two master programmes on Belt and Road studies, namely MSocSci in International Relations for Belt and Road Countries and MSocSci in International Business Management for Belt and Road Countries.

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课程简介

Programme Overview

一带一路国家国际工商管理社会科学硕士课程是一门综合性课程，专注国际商务理论与实践。课程基于英美体制，但随着近年国际体系的区域性与地区性条件发生的巨大变化，课程内容亦相应调整，重点关注这些地区在新的国际制度下工商管理制度和模式的新变化。课程旨在让学生具备必要的知识、技能与能力，从而胜任新时代下的国际商务工作的要求，无论面对新兴或传统市场都能游刃有余。

The MSocSci 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. The programme 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.

03

课程宗旨

Programme Aims

- 让学生掌握与一带一路国家开展业务的能力，包括企业管理和市场营销的必要知识、先进技能和工具；
- 让学生深入及全面地了解一带一路国家的历史与文化，以助跨文化交流和商务活动；
- 让学生能批判性地了解中国在促进国内外贸易和投资方面的发展经验；
- 培养学生在跨文化工作环境中具有独特的商业触觉和同理心，并具备在一带一路国家各地区经商（包括与当地人以各种形式合作）的实践技能及自信；
- 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;

- 让学生从跨学科的学习中获取必要及专业的知识，以了解并善用一带一路国家各地区的不同社会政治经济环境和制度所带来的商机。

- For students to acquire essential and specialised knowledge from an interdisciplinary approach to understand and utilise business opportunities arising from different socio-political-economic environments and institutional regimes in different regions of the Belt and Road countries.

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师资

Teaching Staff

此课程由香港珠海学院黄廷方·信和一带一路研究院 Oleksandr Rogach 教授担任课程主任，并由院长陈文鸿教授以及多位本地和海外教授组成的教学团队负责教学工作。海外教授除了来自伦敦大学亚非学院（英国）及中山大学（中国）的著名学者卢荻教授外，还有来自里昂商学院（法国）以及一带一路沿线国家（乌克兰、伊朗、巴基斯坦、乌兹别克斯坦等）多所著名大学的教授。

Teaching is provided by a team of local and international professors led by the programme director Prof. Oleksandr Rogach, professor of the Ng Teng Fong · Sino Group Belt and Road Research Institute of Hong Kong Chu Hai College. Teaching staff include Professor Thomas Chan, Director of our Research Institute, Professor Dic Lo from the School of Oriental and African Studies of the University of London (UK) and Sun Yat-sen University (China), as well as distinguished professors from the Emlyon Business School (France) and several prestigious universities along the Belt and Road countries (Ukraine, Iran, Pakistan, Uzbekistan, etc.).

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职业前景

Career Prospects

毕业生应能在本地或海外就业市场及国际企业中具有竞争优势。中国的一带一路倡议现正发展成为一个由跨国企业、中国企业以及新旧丝绸之路贸易路线沿线的许多国家政府共同牵头的全球性事业。这将会在丝绸之路沿线和非沿线国家产生出大量一带一路专业职位和对国际关系知识和技能的需求。政府、企业、甚至非政府组织以及媒体和教育行业都将急需了解地缘政治与地缘经济趋势及转向变化的分析人员与专才。本课程是香港及海外学术机构首个开设的同类课程。

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 professionals with adequate knowledge and skill background in the international relations of China and other countries in the context of the Chinese Belt and Road Initiative and its reactions from countries along and outside the Silk Road routes. There will also be an urgent need for analysts and experts who are knowledgeable about the trends and shifts in geopolitics and geoeconomics for governments, corporations and even non-government organisations as well as media and education institutions. This Programme is the first of its kind to be offered by an academic institution in Hong Kong and overseas.

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课程修读模式

Mode of Study

全日制课程：一年
兼读制课程：两年（只适用于本地生）

Full-time mode: one year
Part-time mode: two years (for local students only)

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授课语言

Medium of Instruction

英语

English

课程共 30 个学分，分为必修科目（共15 学分）和选修科目（共15学分）。

The Programme comprises 30 credits dividing into core courses (15 credits) and elective courses (15 credits).

必修科目 (共修：15 学分)		Core Courses (Total: 15 credits)	学分 Credit
1.	国际工商管理 — 理论与实践	International Business Management – Theory and Practices	3
2.	国际市场营销	International Marketing	3
3.	一带一路国家与地区的历史与文化	History and Culture of the Belt and Road Countries and Regions	3
4.	一带一路倡议下中国的发展经验	China's Development Experiences in the Context of the Belt and Road Initiative	3
5.	研究方法与方法论	Research Methods and Methodology	3

选修科目 (共修：15 学分)		Elective Courses (Total: 15 credits)	学分 Credit
1.	法律体系比较 — 国际工商管理	Comparative Legal Systems – International Business Management	3
2.	业界的国际金融导读	A Practitioner's Guide to International Finance	3
3.	国际贸易与投资	International Trade and Investment	3
4.	10+3 — 东盟与中国、日本和韩国的经济及政治	10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea	3
5.	俄罗斯与东欧国家的贸易与投资	Trade and Investment in Russia and East European Countries	3
6.	中巴经济走廊 — 制度性障碍与商业机遇	China-Pakistan Economic Corridor – Institutional Barriers and Business Opportunities	3
7.	欧洲与亚洲和中国的贸易与投资	Europe's Trade and Investment with Asia and China	3
8.	区域性框架下的跨文化管理	Cross-cultural Management – Regional Context	3
9.	国际商贸交易中的风险管理	Risk Management in International Business Transactions	3
10.	跨国企业	Multinational Enterprises	3
11.	研究论文 — 国际工商管理	Research Thesis – International Business Management	6
12.	一带一路部分国家实地调研	Study Tours to Selected Belt and Road Countries	3

注：选修科目并非每年开办

Note: Not every elective course will be offered every year.



土耳其实地调研 Study Tour to Turkey

学生需按课程要求修毕 30 学分，并且毕业平均积点 (GGPA) 不低于 2.0。

Students are required to complete 30 credits as required by the curriculum and with a Graduation Grade Point Average (GGPA) of at least 2.0.

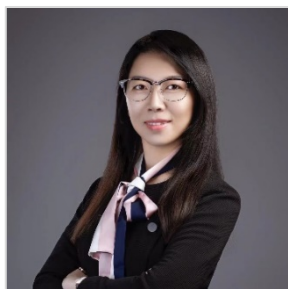


2023年毕业生
莫川川小姐

2020 年我开始作为中国国际电子商务中心特聘专家，为一带一路国家做

“丝路电商”云上大讲堂讲课，授课过程中发现本身的专业知识缺乏系统性，这段缘起让我选择了在 2022 年秋季修读香港珠海学院一带一路课程，在短短十个月，各个科目均使我大开眼界。专业知识的学习充满挑战和机遇，感恩老师们谆谆教诲，同学们友好互助和自己努力精进，我成为了更好的自己。非常荣幸在 2023 年 4 月 14 日参加香港一带一路十周年庆典，期待在下一个十年，二十年能用自己学到的专业知识为更多一带一路国家做分享，讲好中国故事。

2024年毕业生
泥娜小姐



我是 Nina，来自上海。是珠海学院社会科学硕士（一带一路国家国际工商管理）2023 年秋季的研究生。

想要融入一个全新的社会环境，最经济有效的方式就是读书。读书，这也是对未来自己的一种投资。来自全球各地的教授们深厚的学问造诣和严谨的治学态度，激励着我不得不更加努力地在学习研究的道路上不断取得突破。同时，幸运的是，还结识了一群有理想有抱负又有趣的同学，这份同窗情谊将使我倍加珍惜。

我们即将毕业蜕变成全新的自己，希望我们能将所学知识运用到更广阔的领域，带上一带一路教授们赋予我们的力量，为中国企业出海赋能！

期待和欢迎来自五湖四海的更多优秀的同学来这里深造，聆听大师的声音，与大咖对话，遇见最好的自己！

Ms. Vivian MO, Graduate of 2023

In 2020, as a special expert of China International E-commerce Center, I started to deliver "Silk Road E-commerce" lectures on the cloud for the Belt and Road countries. During the period, I have found my professional knowledge to be lacking systematization, and this awareness led me choose the Belt and Road programme of Hong Kong Chu Hai College in the fall of 2022. In just ten months, the courses I took has enlightened me. Professional knowledge learning is full of challenges and opportunities, but thanks to the professors' earnest and persistent teaching, classmates' friendly support and my own efforts to improve, I have become a better version of myself. I am very honored to participate in the 10th anniversary forum of the Belt and Road Initiative in Hong Kong on 14 April 2023. I look forward to using my learned professional knowledge to share with more people in the Belt and Road countries and tell the Chinese story well in the coming decades.

Ms. Nina NI, Graduate of 2024

I am Nina, from Shanghai, and I am a 2023 Fall postgraduate student of the MSocSci in International Business Management for Belt and Road Countries programme at Hong Kong Chu Hai College.

The most practical and effective way to integrate into a new social environment is through studying. Studying is also an investment in one's own future. Through this past year of studying, I believe each of us has gained a lot.

The professors are all from around the world, with profound scholarly attainments and rigorous academic attitudes. They have compelled me to work even harder to make breakthroughs in my academic research journey. At the same time, I have met a group of fellow students with lofty ideals and aspirations. This camaraderie among classmates is something I will cherish forever.

We are about to graduate and transform into new versions of ourselves. We hope that we can apply the knowledge we have learned to broader fields, empowered by the strength instilled in us by the OBOR professors.

I look forward to and welcome more outstanding students from all over the world to come here for further study. Because, when you come here, you can listen to the voices of the masters, engage in dialogues with the experts, and discover the best versions of ourselves!

- (1) 持有学士学位或同等学历，主修社会科学、人文科学、商科或法律优先；
- (2) 若从非英语授课的大学毕业，需符合以下其中一项英语水平要求：
- 托福：网路考试不低于 79 分或笔试不低于 550 分；
 - 雅思（综合）：总评分不低于 6.5 分；
 - 中华人民共和国之大学英语六级考试 (CET-6)：不低于 430 分；或
 - 其他同等的英语水平测试成绩。
- (1) Holding a Bachelor's degree or equivalent, preferably in social sciences, humanities, business or law;
- (2) An applicant seeking admission on the basis of a qualification from a university or institution of which the language of teaching and/or examination is not English, shall satisfy one of the following minimum language requirements:
- TOEFL: a score of 79 in internet-based test or 550 in paper-based test;
 - IELTS: an overall score of 6.5;
 - CET-6: a score of 430; OR
 - Equivalent.

- 一年全日制课程：
港币十五万五千元正，分两期缴交。
 - 两年兼读制课程（只适用于本地生）：
港币十五万五千元正，分四期缴交。
 - 凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制。付款方式详情请参阅财务处网页。
 - 本地生及非本地生学费相同；修读超过毕业所需的最低学分，须另缴学分费用。
 - 修读选修科目“一带一路部分国家实地调研”的学生需要另外支付调研费用，每个国家的调研费用并不相同。
- One-year full-time programme:
HK\$155,000 payable in two installments.
 - Two-year part-time programme (for local students only):
HK\$155,000 payable in four installments.
 - Bank transaction fees incurred through electronic payment channels will be borne by the payer. The paid tuition fees are not refundable or transferable. For payment methods, please visit the Finance Office webpage.
 - 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.
 - Students taking the elective course "Study Tours to Selected Belt and Road Countries" are required to pay a separate tour fee, which varies for each country.

申请费用：本地生港币 300 元，非本地生港币 600 元；凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制。

付款方式详情请参阅财务处网页。

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.



申请人士可网上报名并上传以下文件副本至学院入学申请系统（面试时需缴交下列文件正本或经发出单位发出的核证副本）：

- (1) 最近护照相片一张；
- (2) 身份证/护照副本；
- (3) 成绩单正本或经院校注册处发出的核证副本。成绩单需以密封形式由发出院校直接邮寄至下列地址：

香港珠海学院入学组（一带一路国家国际工商管理硕士）

香港新界屯门青山公路青山湾段80号E102室

- (4) 学历证明副本；

申请人如持有内地学历，需提交：

- 由相关院校发出的「学位证书」及「毕业证书」的核证副本；及
- 由「学信网」或「学位网」发出最新的「教育部学历证书电子注册备案表」；

如有需要，学院会要求申请人提交由香港学术及职业资历评审局发出的「学历评估报告」。

如所持学历并非以英语授课，申请人须提交英语能力证明副本。

合资格的申请人须接受面试，有关安排会以电邮通知。

Applicants should upload the following documents to the online Admissions System (The original documents or certified copies from the issuing authority are required at the admissions interview):

- (1) One recent passport-size photo;
- (2) Photocopy of Identity Card / Passport;
- (3) 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:

Admissions Unit (MSocSci in International Business Management)

Hong Kong Chu Hai College

E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T., Hong Kong.

- (4) Photocopy of Degree Certificates:

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);

The College may request for an Assessment Report issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on the level of qualification obtained, if necessary.

Photocopy of English proficiency certificate for qualifications obtained from an institution of which the medium of instruction is not English, if applicable.

Selected applicants will receive an interview invitation by email.



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报名日期

Application Periods

2025/26 学年秋季入学：

本地生及非本地生

第一轮：2024年11月1日 至 2025年1月24日

第二轮：2025年2月10日 至 2025年5月30日

2025/26 学年春季入学：

本地生及非本地生

2025年8月1日 至 2025年10月10日

(注：所有入学申请额满即止)

For Fall Intake, 2025/26 Academic Year:

Local and Non-local applicants

First Round: 1 November 2024 to 24 January 2025

Second Round: 10 February 2025 to 30 May 2025

For Spring Intake, 2025/26 Academic Year:

Local applicants and Non-local applicants

1 August 2025 to 10 October 2025

(Note: All admissions will be closed when the enrolment is full.)

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查詢

Enquiry

一般/報名查詢

General/Admissions Enquiry:

香港珠海學院

Hong Kong Chu Hai College

電話 Phone: (852) 2972 7200

電郵 Email: chmssibm@chuhai.edu.hk

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

Online application system:



課程查詢

Programme Enquiry:

黃廷方·信和一帶一路研究院

Ng Teng Fong · Sino Group

Belt and Road Research Institute

電話 Phone: (852) 2972 7337

電郵 Email: obor@chuhai.edu.hk

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

