



Master of Business Administration

工商管理碩士

Programme Objectives

The MBA program of UITM provides a well balanced combination of academic and practical business oriented content. The program design delivers a solid understanding of the complexity of the different areas in a business organization and gives practical tools for resolving the often conflicting interests of the different departments of the company. The course contents provide a challenging intellectual level, combining an unparalleled wealth of academic material with a wide range of video materials, cases, research projects and other tools aimed to enhance your understanding of the business reality and your problem-solving skills. This program is ideal for managers who need to lead, and oversee operations, as well as for individuals who run their own business and need to have a thorough understanding of the tasks executed by employees in different departments.

課程目標

波蘭熱舒夫信息技術與管理大學的工商管理碩士(MBA)課程是一個學術和實用業務內容兼備的課程。課程設計包括對商業機構內部不同範疇之間相互複雜性的理解，並提供實用方法來解決公司不同部門之間的利益衝突。課程內容富有挑戰性，結合豐富的教學資源，包括視頻材料、案例分析、研究專案和其他工具，旨在提高學員對業務的理解和解決問題的能力。通過學習本課程，需要擔當領導角色的公司管理人員或企業老闆，都能透徹地領導和監督公司業務運作，提升業務效益。

Programme Structure and Credits 課程結構及學分

Course Code 課程編號	Course 學科	Credit 學分
MBA501	Marketing Management 市場管理	6
MBA502	Managerial Finance and Accounting 管理財務和會計	6
MBA503	Business Research 商業研究	6
MBA504	Project Management 項目管理	6
MBA505	Managerial Economics 管理經濟學	6
MBA506	Human Resources Management 人力資源管理	6
MBA507	International Business and Trade 國際商業和貿易	6
MBA508	Management 管理學	6
MBA509	Business Development Management 業務發展管理	6
MBA510	Operations Management 營運管理	6
MBA511	Strategic Management 策略管理	6
MBA512	Leadership and Organizational Behaviour 領導和組織行為學	6
MBA513	Capstone Project 碩士論文	48
	Total 總計	120

Mode of Study

The programme will be delivered via on-line mode.

修讀方式

本課程以網上遙距模式修讀。

Duration

Total recommended duration is 12 months and maximum is 3 years.

修讀年期

修讀期一般為 12 個月，最長可延至 3 年。

Medium of Instruction

The programme is conducted in English or Chinese. Candidates should write and submit their capstone project by English or Chinese.

Assessment Methods

Assessment for the UITM MBA program for all courses will use a combination of:

- **Summative assessment:** test students on what was covered in the syllabus
 - will be an Online Test (30 multiple choice questions)
- **Formative assessment:** test students on practical application of theory
 - will be a business report of 4,000 (+/-10%) words

Admission Requirements

1. Undergraduate degree from an internationally recognized academic institution or possess a recognized Diploma with at least 2 years working experience and be at least 22 years old
2. Minimum 3 years of work experience in middle management (or equivalent, respective to the profession)
3. Proficiency in English

Application Procedures

Candidates should send the following:

1. A completed Admission form (in English).
2. Two passport sized photos.
3. Passport / HKID card copy.
4. Official academic certificates and transcripts from graduated schools attended.
5. A detailed resume.
6. An academic or professional reference letters.
7. Application fee.

修讀語言

本課程採用中英雙語學習。學員亦可選擇以英文或中文撰寫碩士論文。

評核方法

本課程所有學科的評核方法包括：

- **總結性評估：**測試學員對所學習的課程的理解；
 - 網上測試 (30 條單項選擇題)
- **形成性評估：**測試學員對實際應用理論的掌握。
 - 課題作業，提交約 4000 字 (+/-10%) 的報告

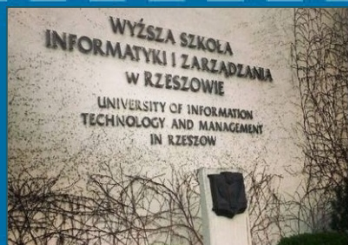
入學資格

1. 持有認可院校的學士學位或同等學歷；或 22 歲以上持有認可院校的文憑並具至少 2 年工作經驗
2. 具至少 3 年中層管理或相等於專業人士職務的工作經驗
3. 英語水平良好

申請辦法

申請人須遞交以下資料：

1. 填妥之入學申請表(以英文填寫)
2. 兩張證件相
3. 護照/身份證影印本
4. 學歷證明，包括證書及成績單
5. 一份詳細履歷表
6. 一份學術或專業人士的推薦信
7. 繳交報名費



Program Enquiries 課程查詢

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Tel: (852) 2177 2655

Website: www.hktnesc.com.hk

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Email: info@hktnesc.com.hk



Notes 附註 1. The programme is conducted through purely distance learning mode. 此課程是純遙距學習課程。

2. It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。