



珠海學院
CHU HAI COLLEGE
OF HIGHER EDUCATION



2021-2022

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

Programme Director: Prof. Chan Man Hung, Thomas (陳文鴻)

1 Preamble

The current international politico-economic system together with the post-World War II institutions have been an outcome of the developments since the last two and three centuries. They had changed the millennia old Silk Road regime with the rise of the maritime nations of Northwestern Europe and the trans-Atlantic trade. However with the spread of industrialisation and political waves of political independence and resurgence of old nations, there has recently emerged a tendency towards restoration of the old Silk Road Regime. Asian and European countries and regional organisations have been active in rebuilding the groundwork of the restoration, and China's Belt and Road Initiative of late 2013 represents the summation of such efforts. In recent decades, the age of trans-Atlantic trade had been replaced by trans-Pacific trade, which in turn has been replaced by Asia-Europe trade. It is projected that in 10 years' time, Asia would contribute 40% of world trade, and Europe 20%, while the share of the Americas would drop to below 20%. The historical linkage between Europe and Asia would once again dominate the world scene.

The Chinese Belt and Road Initiative is changing the landscape of Eurasia, and reverting the inter-continental trade flow back to the direct route of the Silk Road through Eastern Europe from the less effective and more expensive circumventing route terminating at Northwestern maritime seaboard in Europe. The China-Europe Express trains, the Balkan Silk Road, the China-Pakistan Economic Corridor, the China- Myanmar Economic Corridor, the upgrading of the trans-Siberian railways under the Chinese initiative, as well as the non-China initiated Russia-Europe pipelines of the Nord Stream I and II and Turk stream, will definitely transform the pattern of flows and the terms of geopolitics and geoeconomics in Eurasia with implications directly and indirectly for Africa and Americas. This will be the beginning of a radical shift in global politics and economics. International rules and practices under Pax Britannica and Pax Americana would no longer apply in toto as in the previous centuries.

2 Programme Overview and Aims

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.

Aims of the programme:

- 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.



Accreditation in July 19

3 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 a pool of elective courses (3 credits each with a minimum of 15 credits required for graduation), which the students can choose from:

	Five Core Courses	Credits
1	International Business Management – Theory and Practices	3 credits each with a total of 15 credits
2	International Marketing	
3	History and Culture of the Belt and Road Countries and Regions	
4	China’s Development Experiences in the Context of the Belt and Road Initiative	
5	Research Methods and Methodology	

	Five Elective Courses	Credits
1	Comparative Legal Systems – International Business Management	3 credits each with a minimum of 15 credits for graduation
2	A Practitioner’s Guide to International Finance	
3	International Trade and Investment	
4	10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea	
5	Trade and Investment in Russia and East European Countries	
6	China-Pakistan Economic Corridor – Institutional Barriers and Business Opportunities	
7	Europe’s Trade and Investment with Asia and China	
8	Cross-cultural Management – Regional Context	
9	Risk Management in International Business Transactions	
10	Multinational Enterprises	
11	Research Thesis – International Business Management (6 credits)	
12	Study Tours to Selected Belt and Road Countries	

not every elective course will be offered every year.

4 Medium of Instruction

English

5 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.

6 Mode of Study

Courses are offered for full-time and part-time study.

- For full-time study, students can finish within one academic year.
- For part-time study, students can finish within two academic years.

7 Career Prospects for Graduates

Graduates should be able to compete with advantages in local and overseas job markets and in international business 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.

8 Admissions Requirements

An applicant seeking admission to this programme shall:

- 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 score of 79 in internet-based test or 550 in paper-based test of TOEFL;
 - an overall score of 6.5 in IELTS; or equivalent.

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Application Procedures

Applicants may apply online or submit the following documents to the Admissions Unit of the College.

Please bring along the original or a certified copy from the issuing authority of the following documents to your admissions interview for verification.

1. A completed application form duly signed by the applicant;
2. One recent photo (photo size: 1.5 inch);
3. Photocopy of Identity Card / Passport;
4. 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 (*MSocSc in International Business Management 2021*)
Chu Hai College of Higher Education,
E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong.

5. Photocopy of **Degree Certificates**[^];

[^]Applicants who obtained 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
 - an **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. The College may request for an Assessment Report from the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ) on the level of qualification obtained, if necessary;
 7. Photocopy of English Proficiency Certificate for qualifications obtained from an institution of which the medium of instruction is not English, if applicable.



10 Application Fee

A non-refundable application fee of HK\$300 for local applicants or HK\$600 for non-local applicants is required for each programme (For payment methods, please refer to the Finance Office webpage).

11 Tuition Fee

Full-time: The tuition fee of HK\$120,000 is payable in two instalments.

Part-time: The tuition fee of HK\$120,000 is payable in four instalments over two years.

12 Application Deadline

Admissions for Semester 1 of 2021/22 Academic Year:

Local applicants: 30 June 2021; Non-local applicants: 31 May 2021

Admissions for Semester 2 of 2021/22 Academic Year:

Local applicants: 30 November 2021; Non-local applicants: 30 October 2021

13 Enquiry

Admissions Unit

Tel.: 2972 7200

Email: info@chuhai.edu.hk







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