



香港商学院

Hong Kong Academy of Commerce

在职工商管理硕士 MBA/EMBA

课程简介

MBA/EMBA Course Introduction

香港商学院在香港德明书院和德明财经科技大学支持下，以孙中山（德明）先生“笃信好学，兴学育才、教育兴国”理念为宗旨，与海内外名校合作培养国际高端人才。

目前、香港商学院总部和上海教学中心是中国拥有国际合作项目比较多的商学院之一，我们的合作交流院校包含法国格布诺布尔大学商学院、法国巴黎第九大学商学院、美国圣.约瑟夫大学商学院、上海交通大学安泰学院、上海大学管理学院、香港大学工商管理学院、台湾大学管理学院等全球知名商学院合作培养 MBA/EMBA 项目，进一步拓展了本院国际合作领域。

With the support of Hong Kong Deming College and Deming University of Finance and Science and Technology, the Hong Kong business School aims to cultivate international high-end talents in cooperation with famous schools domestic and abroad with Dr. Sun Zhong Shan (De Ming)' s philosophy of “devotion to learning, fostering talents and rejuvenating the country through education.”

At present, the headquarter of Hong Kong Business School and the Shanghai Teaching Center are the business schools with majority international cooperation projects in China. Our Cooperation and exchange institutions include the University of Guebrouble Business School of France, the University of Paris IX Business School of France , and the Business School of Saint Joseph University, USA and Shanghai Jiaotong University Antai College , The Shanghai University Shool of Management, Hong Kong University School of Business Administration, Taiwan University School of Management etc global well-known business school for MBA/EMBA projects, further expanded the field of international

cooperation.



国际 MBA 项目

International MBA

一、MBA 学科发展

20 世纪 70-80 年代是世界 MBA 黄金时代。以美国为首的西方国家经济状况良好。企业需要大量的管理人才，尤其是名牌大学的商学院毕业生。因此，MBA 学位的供给是供不应求。世界上许多知名和不知名的大学都开设了 MBA 课程。

在美国，MBA 课程太多了，以至于泛滥。公平地说，由于教师、图书设备、学员自身基础薄弱，部分高校 MBA 课程质量存在一些问题。MBA 的高峰期是在 20 世纪 80 年代末，到 1991 年之后，攻读 MBA 课程的人数开始略有下降。

1、MBA Development

The 1970s-1980s is the golden age of MBA in the world. The western countries led by United States are in good economic condition. Companies need a large amount of management talents, especially the business school graduates from the well-known top universities. As a result, the supply of MBA degree graduates is in short supply. Therefore, many Universities start to offer MBA courses.

In the United States, there are numerous MBA courses that they are rampant. Fairly speaking, due to the weak foundation of teachers, library equipment and the students, themselves, there are some problems in terms of the quality of the MBA curriculums in

some universities. The peak of MBA was in late 1980s, since 1991, the number of MBA graduates began to decline slightly.



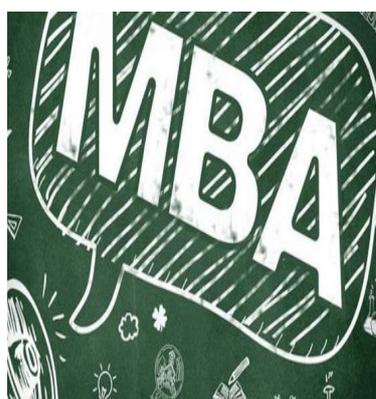
二、MBA 学科起源

MBA 学位起源于美国，经过百年的探索和努力，它培养了为数众多的优秀工商管理人才，创造了美国经济发展的神话和奇迹。获得 MBA 学位的人曾被誉为“天之骄子”和“管理人才”，成为企业界乃至社会敬重和羡慕的特殊人物，甚至在公众心目中被视为“商界英雄”。

2、The Origin of MBA

The MBA originated in the USA. After one hundred years of exploration, it educated a large amount of outstanding business management personnel, created the myths and miracles in America's economic development. MBA degree holders have been praised as “Son of Heaven” and “The Business talents”, becoming the unique figures respected and even envied by the business community and the society, and has been regarded as Business Heroes in the eyes of the public.

三、MBA 中国之路 3、MBA in China



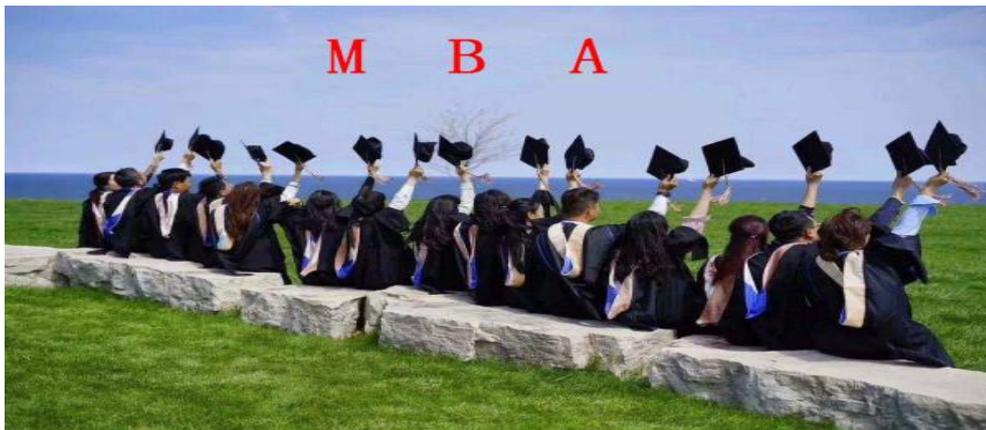
中国的 MBA 教育起步很晚，是改革开放的产物。80 年代开始学习和引进美国 MBA 教育，1988 年来自清华大学、人民大学 9 校商学院、教授与教育部、学位办的领导在清华开了两天会，讨论在中国开展 MBA 教育必要性及相关政策。

1990 年，国务院学位办正式批准试办 MBA 教育，1994 年 10 月，全国 MBA 教学指导委员会正式成立，中国开始了面向国有大中型企业管理人员的在职 MBA 学位招生，并实施了 MBA 入学全国联考。

China's MBA education started very late, developed with the reform and opening up of China. In 1988, professors from Qing Hua University and Renmin University held a two-day meeting with leaders from the Ministry of Education and the Degree office to discuss the necessity of developing MBA education in China and the related policies.

In 1990, the academic degree office of the state council officially approved the MBA education in test, and in Oct 1994, the national MBA committee was formally established. China began to recruit MBA degree candidates from managers of large and medium sized state owned enterprises. And implemented the national unified examination for MBA enrollment.

中国明确规定了全日制和非全日制 MBA 均可获得学历证和学位证。香港商学院 MBA 教育有全日制和非全日制两种主要的学习形式。China clearly stipulates that both full time and part time MBA programs can obtain academic certificate and degree certificate. There are two main forms of MBA education in Kong Hong business school too, that is full time MBA and part time MBA.



EMBA 发展史

EMBA 起源于芝加哥, 1943 年芝加哥大学企业管理在职研究生系创办了高级管理工商管理专业, 也就是 EMBA。EMBA 教育项目在中国已成立 20 多年, 而 EMBA 在世界更是有了近 70 年历史。1995 年 EMBA 以中外合作项目引进。就读 EMBA 学员由公司推荐, 参加 EMBA 培训, 只要通过所在企业的考核和面试, 不需要参加统一考试。考虑到 EMBA 学员都是有经验的著名企业高管, 不能长时间休假学习, 故把课程设在每周双休日开展。

因为 EMBA 学员必须拥有知名企业管理 8 年的工作经验这一前提条件, 导致 EMBA 学员的平均年龄大多在 40 岁左右。EMBA 在教学上采用理论与实战案例相结合, EMBA 教育重心, 从过去“以学术为主”转向“以应用为主”。据统计, 世界 500 强公司高层主管, 绝大多数都是 EMBA。这一惊人的事实, 是对 EMBA 教育的成功业绩是最好说明。EMBA 意味着超群的能力、胆识、品德; 代表着财富、地位、权力、荣誉; 预示着希望、成功和辉煌。

EMBA History

EMBA originated in Chicago. In 1943, the graduate department of Business Administration of the University of Chicago established the major of Business Administration for senior executives which is EMBA. EMBA education program has been established in China for more than 20 years, and EMBA has a history of nearly 70 years in the world. In 1995, EMBA was introduced as a Sino-foreign cooperation project. EMBA students are recommended by the companies to participate in the EMBA training. As long as they pass the assessment and interview of their enterprises, they do not need to take the unified examination. Considering that EMBA students are all experienced and well-known enterprise executives and cannot take a long vacation in order to study, the course is set up on weekends only. EMBA students must have 8 years of managing experience in well-know enterprises, the average age of EMBA students is about 40. In the curriculum of EMBA, the combination of theory and practical cases is adopted, and the focus of EMBA education has changed from academic to case study. According to the statistics, the vast majority of the top executives of the world's top 500 companies are EMBA, this amazing fact is the best illustration of the successful performance of EMBA education. EMBA means outstanding ability, courage and moral character, represents wealth, status, power and honor, and indicates hope, success and brilliance.



列入科技部与上海高端人才培养计划

国家科技部表示，国家技术转移东部中心和上海临港新片区、杨浦园区、张江科技园、漕河

泾科技园、临港枫泾园区欢迎区块链产业、数字经济与国际金融方向 DBA/EMBA/MBA 高端人才入驻园区，并希望香港商学院与世界名校合作培养一大批区块链产业与数字经济方向 DBA/EMBA/MBA 高端人才，包括区块链工程师。科技部与上海市人民政府“列入未来 5-10 年高端人才培养计划”，并出台实实在在奖励政策。

The Ministry of Science and Technology and Shanghai High -end Talents Program

According to the Ministry of Science and Technology of the People's Republic of China, the national technology center is transferring to the east area. Shanghai LinGang New Area, YangPu Park, ZhangJiang Science Park, Caohejing Science Park and Lingang Fengjing Park all welcome the high-end DBA/MBA/EMBA from the block-chain industry, digital economy and international finance major to settle in the park. We also hope that Hong Kong Business School will cooperate with world famous Universities to cultivate a large number of high-end DBA/MBA/EMBA talents in block -chain industry and digital economy, including block-chain engineers. The Ministry of Science and Technology and the Shanghai Municipal People's Government have included the DBA/MBA/EMBA education in the high end talents training plan for the next 5-10 years, and issued relevant incentive policy.

MBA/EMBA 课程特征与培养模式

依托香港商学院雄厚的 EMBA 和 MBA 课程的主讲教授，为工作繁忙，没有足够时间参加脱产学习的企业界高层管理者提供了一个系统学习现代企业管理知识平台，从而帮助他们优化管理知识结构，更新管理理念，开拓视野，自我超越。

精选的教学案例力求实用且有代表性，让学员在有限的时间内，学习和掌握课程中精华的内容，得到最大的收益，广泛的交流活动。研修课程采取国际通用的案例教学法，并注重师生间的有效互动和学员知识与经验的共享。除了 MBA/EMBA 课程研修之外，组织形式多样的交流与沟通，使学员通过在观点、思维方面的零距离碰撞，激发思路，分享经验。

以香港商学院 MBA/EMBA 核心课程为基础，融合香港人文底蕴，汇聚香港资源，着重培养学员的系统管理知识，加深学员对现代管理的认知，培养具有国际视野和管理能力的企业精英和领袖人才。详见：香港商学院官网 www.hkac.edu.hk

Characteristics and Training Mode of MBA/EMBA Courses

Relying on the strong EMBA and MBA courses of Hong Kong Business School, we provide a platform for senior managers whom are busy and do not have enough time to participate in the off-the job full time learning to learn modern enterprise management knowledge systematically, so as to help them optimize their management knowledge structure, update their management concepts, broaden their horizons and self- surpass themselves.

The selected teaching cases are practical and typical, allowing students to learn and master the essence of the course in a limited time, and get maximum benefits and extensive exchange activates, the course adopts the international case teaching method, and pays attention to the effective interaction between teachers and students and the sharing of students' knowledge and communication are organized to enable students to stimulate ideas and share experience through zero distance collision in views and thinking.

Based on the MBA/EMBA core courses of Hong Kong Business School, integrating Hong Kong' s culture heritage, gathering Hong Kong' s resources, focusing on cultivating students' systematic management knowledge, deepening students' understanding of modern management, and cultivating enterprise elites and leaders with international vision and ability. Please refer to the official web site of Hong Kong Business School for details www.hkac.edu.hk

MBA 和 EMBA 的区别在哪里？

The difference between MBA and EMBA

一、MBA 和 EMBA 的区别一：工作经验不同

MBA 同学一般都有 3-5 年工作经验，是企业中下层深造首选。EMBA 同学则都是企业高层，对整个企业的对指挥、决策、用人和制定政策很熟悉。EMBA 特别适合于那些实际管理经验丰富但离开应试环境多年的企业和政府高层人士。

1. Different working experience

MBA students generally have 3-5 years of working experience which is the first choice of the middle and lower level managers of the enterprises. EMBA students are all high level managers in the enterprises. And they are familiar with the strategy, decision making, personnel and policy establishment of the whole enterprise. EMBA is especially

suitable for those enterprises and government executives whom have rich practical management experience but have been away from the examination environment for many years.

二、MBA 和 EMBA 的区别二：进入门槛不同

MBA 入学需要考外语、数学等，这就给那些有丰富管理经验，但离开应试环境多年的企业高管设置了门槛。而 EMBA 相对来说比较灵活，没有严格的外语、数学等统一入学考试。

2. Different Entry level

The enrollment of MBA requires foreign languages, Mathematics tests etc, which sets a threshold for those executives whom have rich management experience but have left the exam environment for many years. EMBA is relatively flexible, and there is no strict entrance examination for foreign languages and mathematics.



三、MBA 和 EMBA 的区别三：教学方式不同

MBA 为全日制学习，而 EMBA 是周末上课。MBA 教学往往注重功能，然后在最后的阶段把这些功能组合起来，重战术。往往采用更为传统的授课方法。EMBA 则在战略层面要精；MBA 大多在教室上课，EMBA 授课地点可能会选在学校里环境最优雅的报告厅甚至星级宾馆。EMBA 项目学员拥有丰富经历，在多元背景碰撞与交互中，分享对管理理论及其应用价值的见解。

3. Different teaching methods

MBA is a full time course and the EMBA is studying on weekends. MBA teaching often focuses on functions and then combines these functions in the final stages, focusing on tactics. EMBA should be refined at the strategic level, most MBA courses are conducted in

classrooms, while the EMBA courses may be conducted in lecture halls of the school or even at conference rooms of Star Hotels with the most elegant environment. EMBA program students have rich experience, sharing their views on management theories and its application values in the multi background collision and interaction.

四、MBA 和 EMBA 的区别四：学费不同

据了解，EMBA 指导价格为 12-18 万元，前几年名校 EMBA 学位，高达 50 万。MBA 价格较低，指导价 4-5 万元左右。外地 EMBA 学员，一般都飞到上海或香港面授，国外企业实地考察等费用。

4. Different Tuition Fees

The average tuition fee of EMBA is around CNY 120,000 to 180,000. And the number of EMBA degrees of some famous Universities in the past few years has reached to CNY 500,000. The tuition fee for MBA is relatively low, around CNY 40,000 to 50,000. EMBA students from other cities usually fly to Shanghai or Hong Kong for face to face teaching and they are willing to pay for the on the spot learning of visiting the foreign enterprises.



五、MBA 和 EMBA 的区别五：学习目的不同

MBA 关心的是谁是我的老师？对学校名气更看重。EMBA 更关心的是谁是我的同学？更在意商业人脉关系，希望寻找更多的战略伙伴。EMBA 项目的学习更具有实效性，与实际的管理工作联系更紧密，因此更多的在职高管选择 EMBA 项目。

5. Different Learning Purpose

MBA students are concerned about whom is the professors, they care about the reputation of the Business School. While EMBA students are more concerned about whom are the classmates. They wanted to make more business contacts and to build up the business network, hoping to find more strategic partners. The study of EMBA project is more

effective and closely related to the actual management work, so more executives would choose the EMBA projects.

六、MBA 和 EMBA 的区别六：核心课程大致相同

尽管 EMBA 与 MBA 的核心课程大致相同，但在培养模式与学习方式上大相径庭。根据澳大利亚托伦斯大学要求，重点介绍《香港商学院 EMBA 与 MBA 核心课程与双方合作架构建议方案》。

6. Different training mode and learning style

The core courses of EMBA and MBA are almost the same, they are quite different in the training mode and learning style. According to the requirements of Torrance University in Australia, this paper is focusing on the core courses of EMBA and MBA of Hong Kong Business School and the proposed framework for cooperation between the two sides.



EMBA 与 MBA 学历学位核心课程介绍

在职人员工商管理硕士 EMBA 与 MBA 学历学位课程采用学分制，学员必须完成以下课程：

Introduction to the Core Courses of EMBA and MBA

The credit system is adopted in the MBA and EMBA courses for those on- the- job students whom must complete the following courses:

| — | EMBA 与 MBA 科目（必修课程） EMBA 与 MBA Compulsory Courses | 学 分 Credit |
|---|------------------------------------------------------|---------------|
|---|------------------------------------------------------|---------------|

| | | |
|----------|-------------------------|-----------|
| 1 | 宏观经济学与管理经济学 | 3 |
| 2 | 企业变革管理与市场研究 | 3 |
| 3 | 商业分析与决策科学 | 3 |
| 4 | 财务管理与公司金融 | 3 |
| 5 | 人力资源开发与管理 | 3 |
| 6 | 国际商法 | 3 |
| 7 | 战略管理与公司治理 | 3 |
| 8 | 市场营销与消费者行为 | 3 |
| 9 | 国际金融市场与投融资 | 3 |
| 10 | 商业模式设计与创新 | 3 |
| 11 | 硕士学位论文撰写与答辩 | 12 |
| 二 | EMBA 综合选修课程（必读） | |
| 12 | 区块链技术原理与运用 | 4 |
| 13 | 数字经济理论与证券市场 | 4 |
| 三 | 专业方向选修课程（选修 1 门） | 学分 |
| 1 | 区块链与数字经济 | 4（下同） |
| 2 | 企业决策与领导力 | |

| | | |
|----------|-----------------------|--------------|
| 3 | 财务金融方向 | |
| 4 | 电子商务与大数据方向 | |
| 5 | 创新转型与创业方向 | |
| 6 | 产业分析与投资管理方向 | |
| 7 | 资本市场与证券投资 | |
| 8 | 供应链管理 | |
| 四 | 综合选修课程（自选 1 门） | 学分 |
| 1 | 管理信息系统 | 2（下同） |
| 2 | 数据模型决策 | |
| 3 | 博弈论与经营策略 | |
| 4 | 系统思考与商业预测 | |
| 5 | 私募股权投资与实务 | |
| 6 | 财务报表分析与有效管理 | |
| 7 | 股票价值分析 | |
| 8 | 项目管理实践 | |
| 各门课 | EMBA 总学分： | 56 学分 |
| 各门课 | MBA 总学分： | 48 学分 |

| | | |
|----------|--------------------------------------|---------------|
| A | EMBA 与 MBA Compulsory Courses | Credit |
| 1 | Macroeconomics and Management | 3 |

| | | |
|----------|--------------------------------------------------------------|---------------|
| | Economics | |
| 2 | Enterprise Reform Management and Marketing Research | 3 |
| 3 | Business Analysis and Decision Making | 3 |
| 4 | Financial Management and Cooperate Finance | 3 |
| 5 | Human Resource Development and Management | 3 |
| 6 | International Commercial Law | 3 |
| 7 | Strategic Management and Cooperate Governance | 3 |
| 8 | Marketing and Consumer Behaviour | 3 |
| 9 | International Financial market and Investment and Financing | 3 |
| 10 | Business Model Design and Innovation | 3 |
| 11 | Graduation Essay | 12 |
| B | EMBA Comprehensive elective courses | |
| 12 | Principle and Application of Block chain Technology | 4 |
| 13 | Theory of Digital Economics and Stock Market | 4 |
| C | Professional Elective course (1 elective course) | Credit |
| 1 | Block chain and Digital Economy | 4 |

| | | |
|---|---------------------------------------------|---|
| 2 | Enterprise Decision making and Leadership | 4 |
| 3 | Financial Direction | 4 |
| 4 | E-commerce and Big Data | 4 |
| 5 | Innovation and Business Opportunities | 4 |
| 6 | Industry Analysis and Investment Management | 4 |
| 7 | Capital Market and Securities Investment | 4 |
| 8 | Supply Chain Management | 4 |

| D | Comprehensive elective courses (1 elective course) | Credit |
|---|--------------------------------------------------------|--------|
| 1 | Management of Information System | 2 |
| 2 | Data Model Decision Making | 2 |
| 3 | Game Theory Management Strategy | 2 |
| 4 | System Thinking and Business Forecast | 2 |
| 5 | Private Equity Investment and Practice | 2 |
| 6 | Financial Statement Analysis and Effective Management | 2 |
| 7 | Stock Value Analysis | 2 |
| 8 | Project Management Practice | 2 |

| | | |
|----------------|---------------------------|-----------|
| Courses | EMBA Total Credit: | 56 |
| Courses | MBA Total Credit : | 48 |

【说明】

- 1、适当更改：每学年，必要时，香港商学院有权对课程结构作适当更改；
- 2、学制：在职 EMBA（国内班）学制 1.5 年；在职 MBA（留学班）学制 2 年。
- 3、课程：在职 EMBA（国内班）修完专业课程 14 门+EMBA 完成毕业论文答辩；在职 MBA（留学班）国内修完专业课程 12 门+境外留学一年。
- 4、教学方式：面授为主；网络授课为辅；案例教学；游学考察；自修计划。
- 5、学分换算：每 1 学分，以 15 课时计算；例如：3 学分课程，实施 45 学时面授教学。

【P. S.】

- 1、Modification: HK Academy of Commerce reserves the right to make appropriate changes to the curriculum structure every academic year wherever necessary.
- 2、Length of schooling: 1.5 years for EMBA (domestic class);
2 years for MBA (overseas class).
- 3、Curriculum: EMBA (domestic class) complete 14 major courses+ graduation essay; MBA (overseas class) complete 12 major courses +overseas study for one year.
- 4、Teaching methods: Face to face teaching as the major teaching methods, supported by online learning, case study, overseas tour and self- study etc.
- 5、Credit conversion: 15 class hours equals to one credit, for example, 45 face to face class teaching hours is equivalent to 3 credit.

MBA/EMBA 学期安排

*一、在职 EMBA 国内班：全程三学期

第一学期：开学典礼，必修课程。

第二学期：必修课程，方向选修课程，案例研修课程。

第三学期：论文开题，学习考察，学位论文撰写及答辩，毕业典礼及毕业酒会。

***二、1+1 MBA 留学班：全程 4 个学期**

第一年，国内在职 MBA 班完成第一学期和第二学期学习；

第二年，赴澳大利亚托伦斯大学 MBA 班留学 2 学期，在澳毕业典礼。

*具体课程安排，以当年排课为准！

MBA/EMBA Semester Arrangement

***A. EMBA Domestic Class: 3 semester in total**

The First semester: Opening ceremony of the semester, compulsory courses.

The Second semester: Compulsory courses, elective courses and case study courses.

The third semester: Complete the graduation essay, on site tour, thesis writing and defense, graduation ceremony and graduation reception.

***B. 1+1 MBA Overseas Class: 4 semester in total**

First academic year, completed the first and second semester study domestically.

Second academic year, complete the last two semesters at MBA class of Torrens University in Australia and the graduation ceremony is held in Australia.

*The specific course arrangement subject to the actual academic year

工商管理硕士 MBA/EMBA 课程介绍

MBA/EMBA Program Introduction

【必修课】 通过必修课专业理论学习与案例分析讨论，深刻理解该专业理论与管理的内涵和基本问题，并深入掌握该专业理论架构、管理内涵及规律，管理精髓、过程和方式。

[Compulsory Courses] Through the study of professional theory and case study and discussion in the compulsory Courses, students will gain a deep understanding of the connotation and basic issues of the theory and management of the profession, and gain an in-depth grasp of the theoretical structure of the profession, the connotation and laws of management, the essence of management, processes and methods.

第 1 模块：宏观经济与管理经济学

Module 1: Macroeconomics and Managerial Economics

【模块释义】 宏观经济学与管理经济学模块，重点将宏观经济学与管理经济学两个部分相近的专业学科组合学习。学生通过对宏观经济学分析工具的掌握，重点解读国内外经济运行现状与国内经济政策，推理和分析其对行业和企业经营的影响。同时，对政府可能采取的宏观经济政策进行预测，帮助学生把握未来经济走向。在从事企业管理时，能应对宏观经济环境变化，做出清晰的商业决策。

[Module definition] The macroeconomics and managerial economics module focuses on the combination of two partially similar professional disciplines, macroeconomics and managerial economics. Through the mastery of macroeconomics analysis tools, students focus on the interpretation of the current situation of domestic and foreign economic operation. Students will be able to analyze and reason about the impact of macroeconomics and domestic economic policies on industry and business operations. At the same time, students will be able to forecast the macroeconomic policies that the government may adopt to help them grasp the future direction of the economy. When engaging in business management, they will be able to respond to changes in the macroeconomic environment and make clear business decisions.

【课程设置要点】：

宏观经济学模块课程将以开放的经济视角，从宏观经济政策、短期经济波动、长期经济增长等方面讲述经济学基本原理和最新前沿理论。管理经济学是微观经济学与管理实践相结合的一门学科，管理经济学模块课程将从管理经济视角，针对企业决策问题，从经济学角度将这些决策问题纳入到一个课程系统的分析框架中，课程涉及微观经济学、博弈论、企业组织等方面知识，并帮助学生熟悉和掌握相关经济学原理在商业决策和政策中的应用过程。通过大量经济现象和企业案例的实证剖析，树立经济理论和经济分析的思维框架，正确认识、了解、解决企业中出现的实际经济问题，使企业的决策能够更好地适应于市场体系。

[Highlights of the curriculum]:

The macroeconomics module course will cover the basic principles of economics and the latest frontier theories in terms of macroeconomic policies, short-term economic fluctuations and long-term economic growth with an open economic

perspective. Managerial economics is a discipline that combines microeconomics and management practice. The managerial economics module course will address business decision problems from a managerial economic perspective and integrate these decision problems into a systematic analytical framework from an economic perspective in a course that involves knowledge of microeconomics, game theory, and business organization, and helps students become familiar with and master relevant economic principles in business decision making and policy. Through the empirical analysis of a large number of economic phenomena and enterprise cases, the thinking framework of economic theory and economic analysis will be established, and the actual economic problems arising in enterprises will be correctly recognized, understood and solved, so that the enterprises' decisions can be better adapted to the market system.

第2模块：企业管理变革与企业市场研究

Module 2: Corporate Management Change and Corporate Market Research

【模块释义】企业管理变革与市场研究：当组织成长迟缓，内部问题频频产生，无法适应经营环境变化，企业必须做出组织变革策略，将内部层级、工作流程以及企业文化，进行必要的调整与改善管理，以达企业顺利转型。

企业变革的核心是管理变革，而管理变革的成功来自于市场研究。但是市场竞争的压力，技术更新的频繁和自身成长的需要，“变革可能失败，但不变肯定失败”。企业变革管理，最重要的是在组织高管层面有完善计划与有清醒认识。

[Module definition] Management Change and Market Research: When an organization grows slowly, internal problems frequently arise and it is unable to adapt to the changes in the operating environment. Therefore, the enterprise must make organizational reform strategies, adjust and improve the internal hierarchy, working process and corporate culture, so as to achieve a smooth transformation.

The core of corporate change is management change, and the success of management change comes from market research. But the pressure of market competition, frequent technological updates and the need for their own growth, "Change may fail, but without change one is bound to fail". The most important thing

for enterprise change management is to have a perfect plan and a clear understanding at the organization's senior management level.

【课程设置要点】：

企业管理变革定义是：包括适应变革，控制变革和影响变革，主动地处理变革方法处于所有三个方面的核心地位。变革管理意味着定义和实现程序或者在商业环境中处理变革的技术，和从变化的机会中获利。越有效的处理变动，就越有可能茁壮成长。换句话说，不要与变动作对。

企业市场研究，就是靠扎实的市场调查研究，依托丰富、翔实、权威的调查资料，运用先进科学的方法和技术，及时反映各细分市场现状、动态及趋势，深入分析其中的热点、难点和疑点，以研究市场、开发市场为主线，展示行业前瞻性动态，准确捕捉有新意、有价值的市场信息。

她将融政策性、权威性、指导性、实用性为一体，成为展示研究成果的窗口具体从事市场管理的决策者、实施者的工作参考，各类市场精英工作交流的平台。市场调研数据是帮助企业决策者，及时做出准确决策的坚实依据。

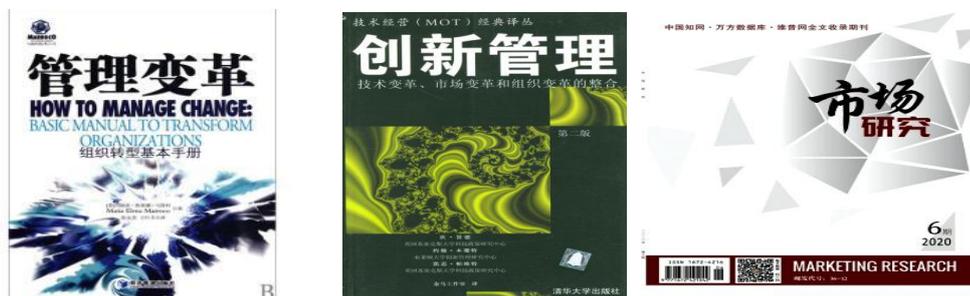
[Highlights of the curriculum]:

Business management change is defined as: including adapting to change, controlling change and influencing change, and proactively dealing with change methods are at the heart of all three aspects. Change management means defining and implementing procedures or techniques for handling change in a business environment, and profiting from the opportunities of change. The more effectively you handle change, the more likely you are to thrive. In other words, don't work against change.

Enterprise market research is to rely on solid market research and study, on rich, informative and authoritative survey data, using advanced scientific methods and technologies, timely reflecting the current situation, dynamics and trends of each market segment, in-depth analysis of the hot spots, difficulties and doubts, to study the market, develop the market as the main line, show industry forward-looking dynamics, and accurately capture new and valuable market information.

It will integrate policy, authority, guidance, practicality as a whole, become a window to show the results of research specifically engaged in market management of decision makers, implementation of the work of reference, all kinds of market elite

work exchange platform. Market research data is a solid basis to help enterprise decision makers make accurate and timely decisions.



第3模块: 商业分析与决策科学

Module 3: Commercial Analysis and Science of Decision-Making

【模块释义】该课程主要是培养学员通过对商业分析提高商业决策的科学性，以及如何提供证据以支持管理决策的知识和理解，帮助学员学习如何使用不同方法来做出有效的决策，并提高定量分析的技能。学员将通过学习使用预测，预测建模，聚类和优化等高级分析技术，同时有机会将决策技巧应用于现实的商业企业的各类业务和管理场景。该 MBA 课程主要是培养学员在数据分析，定量咨询这方面的能力，这个课程将会帮助你了解商业（企业）组织中商业分析的作用，提高你的商业敏锐度和沟通技巧。所以该 MBA 课程毕业的学员可以从事商业分析，市场分析，商业决策，商业管理方向的高级 CEO 职业。

[Module definition] this course aims to train students to improve the science of business decision-making through conducting business analysis, as well as to provide the evidence to support the knowledge and understanding of management decision-making, so as to help students learn how to use different methods to make effective decisions, and improve the skills of quantitative analysis. Students will learn to use the advanced analysis techniques such as prediction, predictive modeling, clustering, and optimization, and they will have the opportunity to apply decision-making skills to various business and management scenarios of real commercial enterprises. This MBA course aims to cultivate students' abilities in data analysis and quantitative consulting. This course will help you understand the role of business analysis in business (enterprise) organizations, and improve your business sensitivity and communication skills. Therefore, the MBA graduates can act as the senior CEO in terms of business analysis, market analysis, business decision-making, and business management.

【课程设置要点】：

商业分析与决策科学这两个课程组合，一个是属于商业范畴，一个是属于信息技术范畴；前一模块的研究基础是在后一模块课程信息技术构架上完成的。前者是对大量的商业数据进行分析，指导经济和社会发展需要；两个课程的目标设置是一致的。该课程的核心板块主要是：数据管理（Data Management）、项目技巧（Project Skills）、商业数据学（Business Statistics）、分析实践（Analytics in Practice）、优化板块（Optimisation Models）等。

该课程是本院联合香港大学、上海交通大学建设的商业创业类课程之一商业分析与决策科学设计，是商业企业创业成功与否的关键性因素之一。本课程是商业企业创新创业类课程的核心模块。融入大量的实际案例，从商业分析入手，运用信息科学技术，逐步深入到商业企业模块主要构成要素、主要类型及其特点分析，进而深入商业分析模块设计与评价，最后提出了商业数据与决策创新路径，信息技术的应用与思考，使学习者能够较为全面掌握有关科学理论和知识技能。还将结合数年教学研究经验与多家企业经营实践，使学员领略最新原创性课程精华。学员毕业后可从事：商业和金融项目管理；首席执行官和高级官员；经济学家，估算师，估值师和评估师，金融和投资分析师和顾问，投资/商人银行家和税务专家。

[Highlights of the curriculum]:

The combination of two courses: business analysis and decision science is part of the commercial category, and also of the information technology category. The research basis of the former module shall be completed on the information technology structure of the latter module. The former is to analyze a large number of business data to provide guidance to the needs of economic and social development; the objectives of the two courses are consistent. The core modules of the courses are: Data Management, Project Skills, Business Statistics, Analysis in Practice, Optimization Models, etc.

This course is one of the courses of business entrepreneurship, which is jointly constructed by our institute, the University of Hong Kong and Shanghai Jiaotong University. The design of business analysis and science of decision-making is one of the key factors for the success of business entrepreneurship. This course is the core module of business enterprise innovation and entrepreneurship courses. With integrating a large number of practical cases, starting from business analysis, and using information science and technology, it gradually goes deep into the analysis of the main elements, main types, and characteristics of business enterprise module, and then goes deep into the design method and evaluation of business analysis module. Finally, it puts forward the innovation path of business data and decision-making, and the application and thinking of information technology, so that the learners can grasp the relevant scientific theory and knowledge skills in a comprehensive way. It also combines years of teaching research experience with the practices made by lots of enterprises so as to enable students to appreciate the essence of the latest original courses. After graduation, the students can engage in or act as the business and financial project management; CEO and senior officials; economist, estimator, valuer and appraiser, financial and investment analyst and consultant, as well as investment / businessman, banker and tax expert.

第 4 模块：财务管理与公司金融

Module 4: Financial management and corporate finance

【模块释义】要使 EMBA/MBA 学员通过学习，熟悉掌握运用好《财务管理与公司金融学》这门课模块。公司金融先从资本结构理论讲起，讲到短期营运资本结构问题和长期资产负债问题。从短期营运资本结构问题出发讲到营运风险，从而到现金流管理。由长期资产负债问题讲到财务风险，从而到资本成本。

[Module Definition] It is important to make EMBA/MBA students familiar with the application of the class module "Financial Management and Corporate Finance" through their studies. Corporate Finance starts with capital structure theory, and moves on to short-term working capital structure issues and long-term asset and liability issues. From the short-term working capital structure to operational risk and then cash flow management. From long term asset and liability issues to financial risk and thus to cost of capital.

【课程设置要点】：

财务管理就是倒过来的，先讲现金流，讲资本成本，再讲项目投资管理，再讲整个企业的资本结构问题。要使学员熟悉理解四方面问题：

一、财务管理学与公司金融学之间是什么关系？公司金融学又称公司财务管理，公司理财等；是金融学分支学科，用于考察各种融资渠道，获得最低成本的资金来源，并形成合适的资本结构。会计是金融基础，金融是会计灵魂，会计核心是财务管理和风险控制，也就是保值，而金融的核心是资金融通与资产投资，也就是增值，会计和金融都有保值增值和风险控制的业务。

二、公司财务管理：公司财务管理课程，是以企业经营的根本—盈利为主线，将原先复杂的专业财务报表结合企业管理演变成 MBA/EMBA 学员的实用管理工具，深度分析企业背后的经营问题。指导学员正确解读本公司的财务管理报表，有效进行成本控制，使得学生能够从财务角度，将企业整体战略与自身财务管理相结合，提升企业管理水平。



三、公司金融学：主要学习和分析现代公司金融相关理论及现代公司金融应用。以金融课程概述、公司金融课题为基础，重点分析公司金融决策，及风险和价值方面影响，资本预算、业务成本、分红政策、股票分拆、股份回购、公司重组、企业并购、公司风险管理与财务困境知识。

四、**财务管理和公司金融有什么差别？**这两者是看同一个问题的两个视角，公司金融是从宏观到微观，财务管理是从微观到宏观。具体讲，公司金融理论核心是资本结构理论，财务管理理论核心是现金流量理论；最后是殊途同归的。

[Highlights of the curriculum]:

Financial management is the reverse, first on cash flow, on cost of capital, then on project investment management, and then on the capital structure issues of the whole enterprise. To make students familiar with four aspects of the issues:

First, what is the relationship between financial management and corporate finance?

Corporate finance, also known as corporate financial management, etc.; is a sub-discipline of finance, used to examine various financing channels, to obtain the lowest cost source of funds, and to form a suitable capital structure. Accounting is the foundation of finance, finance is the soul of accounting, accounting core is financial management and risk control, that is, preservation of value, while the core of finance is capital financing and asset investment, that is, value-added, accounting and finance have the business of value preservation and risk control.

Second, Corporate Financial Management: Corporate Financial Management course is based on the fundamentals of business operation - profitability, the original complex professional financial statements combined with corporate management into practical management tools for MBA/EMBA students, in-depth analysis of the business issues behind the enterprise. Students are guided to correctly interpret the company's financial management statements and effectively control costs, so that they can combine the overall corporate strategy with their own financial management from the financial perspective and improve corporate management.

Third, Corporate Finance: The main study and analysis of modern corporate finance related theories and modern corporate finance applications. Based on the overview of finance courses, corporate finance topics, focus on the analysis of corporate finance decisions, and the impact of risk and value aspects, capital budgeting, cost of operations, dividend policies, stock splits, share repurchases, corporate restructuring, corporate mergers and acquisitions, corporate risk

management and financial distress knowledge.

Fourth, What is the difference between financial management and corporate finance?

Corporate finance is from macro to micro, while financial management is from micro to macro. Specifically, the core of corporate finance theory is capital structure theory, and the core of financial management theory is cash flow theory; in the end, they go in the same direction.

第 5 模块：人力资源开发与管理

Module 5: Human resource development and management

【模块释义】本模块，向 MBA 学员强调一个非常重要的观念：“人，是现代社会与一切机构最宝贵的第一资源”！人力资源管理是研究如何最充分的调动员工的积极性，开发员工能力，提高劳动生产率与促进社会经济发展的一门科学。主要包括：如何招聘、人员沟通、员工激励、绩效考核、薪酬管理，以及员工培训等方面的内容。本课程从 MBA/EMBA 高级管理人员的视角出发，结合未来组织的网络化、国际化、多元化和全球化趋势，探讨全球化的战略性人力资源管理。

[Module definition] In this module, a very important concept is emphasized to MBA students: "People, the most valuable first resource in modern society and all institutions"! Human resource management is a science that studies how to best motivate employees, develop their capabilities, improve labor productivity and promote social and economic development. It mainly includes: how to recruit, personnel communication, staff motivation, performance appraisal, compensation management, and staff training. This course discusses global strategic human resource management from the perspective of MBA/EMBA senior executives, combined with the future trend of networking, internationalization, diversification and globalization of organizations.

【课程设置要点】：

本课程收进了国内外学者的最新研究成果，突出加强工作分析、职位评价、绩效考核、薪酬管理、人事风险、职业管理等急需充实的新内容。

为适应 MBA/EMBA 案例教学需要，并附适用案例。使教学既有理论上的先进性、创新性，又有实践上的适用性和可操作性；既考虑到教学内容国际上的通用性，又考虑到的适合中国国情。

在案例教学中，同学们提到很多问题，随着科学技术进步，“情感需求”满足成为越来越稀缺资源，香港商学院选择国家级科技园合作培养。例如：上海临港新片区、张江产业园、漕河泾产业园、分别搭建各种平台，就是源于一种接触式平台服务理念，达到资源整合、信息共享目的。



香港商学院 MBA/EMBA 案例教学 · 移动课堂

Hong Kong Academy of Commerce MBA/EMBA Case Teaching · Mobile Classroom

同时、引进《MBA 人力资源管理》与工商管理系列电视片，由中国权威人力资源开发与管
理专家、资深教授主讲。对国内外大量鲜活详实案例进行了深入剖析讲解，并得到世界著名企业
鼎力协助，作为 MBA/EMBA 学员，虽然不是人力资源科班出身，但回到工作岗位以人力资源管
理者视角为各企业贡献自己力量。

[Highlights of the curriculum]:

This course incorporates the latest research results of scholars at home and abroad, and highlights the new contents that need to be enriched such as job analysis, job evaluation, performance assessment, compensation management, personnel risk, and career management.

In order to meet the needs of MBA/EMBA case teaching, and with applicable cases. The teaching is not only theoretically advanced and innovative, but also practically applicable and operable; it takes into account the international universality of the teaching content, but also the suitability for China's national conditions.

In the case teaching, students mentioned many issues, with the progress of science and technology, "emotional needs" are becoming an increasingly scarce resource, the Hong Kong Academy of Commerce choose national science and technology park for cooperation training. For example, Shanghai Lingang New Area, Zhangjiang Industrial Park, Caohejing Industrial Park, and various platforms were set up respectively, which is from a contact platform service concept to achieve the purpose of resource integration and information sharing.

At the same time, the introduction of "MBA Human Resource Management" and business administration series of television films, lectured by China's authoritative human resource development and management experts, senior professors. A large number of vivid and detailed cases at home and abroad have been analyzed and explained in depth, and the world-famous enterprises have given their full assistance. As MBA/EMBA students, although they do not have a degree in human resources, they return to work to contribute their own strength to each enterprise from the perspective of human resources managers.

第6模块：国际商法

Module 6: International business law

【模块释义】《国际商法》MBA/EMBA课程通过系统介绍世界主要法律体系，理解合同法、商事组织法、票据法、对外贸易法、反不正当竞争法、劳动法等重要法律制度的主要内容，帮助MBA/EMBA学员拓宽国际视野，具备一定的法律意识和框架，提升MBA/EMBA学员运用国际商法理论知识处理国际商事活动的的能力。

[Module definition] By systematically introducing the world's major legal systems and understanding the main contents of contract law, commercial organization law, bill law, foreign trade law, anti-unfair competition law, labor law, and other important legal systems, the MBA/EMBA course on "International Business Law" will help MBA/EMBA students to broaden their international perspective, to have a certain legal awareness and framework, and to enhance their ability to apply theoretical knowledge of international business law to deal with international commercial activities.

【课程设置要点】：

国际商法是有代表性MBA/EMBA课程，针对中国企业界最关心的美国基本法律体系相关商业条款、立法与法规制定、联邦政府对私营企业的政策监管、公司与商业组织法、合同法、联邦证券法、银行法、涉及到的商业票据法与担保交易法、地产法、知识产权法、反垄断与不公平竞争法、移民法、以及数据安全与隐私法等都做了研究和专题介绍。

坚持充分体现“以法律为准绳、以商务为背景、以实践为主线”的专业教学思路，实施校企合作、订单培养，建立“专业+企业”特色人才培养模式。在新时代中国企业领导人、各级决策

者都需要了解、认识“美国商业法律制度与环境”。本课程以问答、案例和研讨的形式，向 MBA 学员，生动而又简单明了地介绍各种商业法律理论、基本概念、以及实际运用。

[Highlights of the curriculum]: International Business Law is a representative MBA/EMBA course, which focuses on the research and presentation of the basic legal system of the U.S., legislation and regulation, the federal government's policy regulation of private enterprises, corporate and business law, contract law, federal securities law, banking law, commercial paper law and secured transactions law, real estate law, intellectual property law, anti-monopoly and unfair competition law, immigration law, and data security and privacy law, etc. that are most concerned about by Chinese corporates.

Insist on fully embodying the professional teaching idea of "law as the criterion, business as the background and practice as the main line", implementing school-enterprise cooperation and order training, and establishing the special talent training mode of "professional + enterprise". In the new era, Chinese business leaders and decision makers at all levels need to understand and appreciate the "U.S. business legal system and environment". This course introduces MBA students to various business legal theories, basic concepts, and practical applications in a vivid and simple way through Q&A, cases and seminars.

第 7 模块：战略管理与公司治理

Module 7: Strategic management and corporate governance

【模块释义】 战略管理，非常广泛。MBA/EMBA 的战略管理教学，是指对企业战略的管理，包括企业战略制定与企业战略实施两个部分。战略管理，是一门综合性强的核心课程，是 MBA 的高级阶段，培养学员全局观，战略意识和把握复杂环境的能力，这门课程受到高度期待。

关于《公司治理》课程核心内容，是重点讲关于公司的顶层设计及公司治理的动力结构；企业制度与企业产权关系，剖析企业私人董事会制度；实现公司愿景；以及公司治理的案例教学。

[Module definition] Strategic management is very broad. The teaching of strategic management in MBA/EMBA, which refers to the management of corporate strategy, including two parts: corporate strategy formulation and corporate strategy implementation. Strategic management, a comprehensive core course, is an advanced

stage of MBA, which cultivates students' global view, strategic awareness and ability to cope with complex environment, and this course is highly expected.

Regarding the core content of the course "Corporate Governance", it is focused on the top-level design about the company and the dynamic structure of corporate governance; the relationship between corporate system and corporate property rights, dissecting the corporate private board system; achieving corporate vision; and the case teaching of corporate governance.

【课程设置要点】：

关于战略管理模块：

以真实、前瞻性案例教学为主线，从宏观角度结合基础战略概念，介绍战略贯彻过程中面临的问题，落实战略贯彻手段，包括文化、组织结构以及领导能力等。开拓学生国际化视野，帮助学生树立有效战略思维。

首先，帮助 MBA/EMBA 学员确定企业使命，根据组织外部环境和内部条件设定企业战略目标，并依靠企业内部能力控制动态管理。第二，战略管理涉及战略制定和规划，包含制定战略，是全过程管理。第三，战略管理是一种循环往复的动态管理过程，即重复进行新一轮战略管理过程。



关于公司治理模块：

1、**关于公司顶层设计：**指导学员企业顶层设计包含什么？例如：国企改革顶层设计方案是一个总纲式文件。具体讲，国企改革顶层设计已形成“1+N”顶层设计文件。顶层设计方案中的“1”为《国务院关于国有企业改革指导意见》；“N”为 34 项文件，包括《国有资本投资公司设立的改革方案》等。

2、**企业制度与企业产权关系：**企业制度是企业产权关系、控制方式和决策规则的总体安排它是企业实现有效管理的条件和前提，为企业高级管理人员提供必备知识。

3、**实现企业愿景：**是指企业战略家对企业前景和发展方向一个高度概括的描述。由内部制订、团队讨论，一致共识，形成大家愿意全力以赴的未来方向，并迈向成功。

4、公司治理课程模块的案例研究：首先，从哲学的视角提出解决矛盾要站在高于矛盾的地方，然后从最高的地方下来，抓住主要矛盾把所有矛盾解决。**此外**，香港商学院给大家展示私人董事会案例。面向成长型企业家，以“身份共鸣、非利益冲突、私密性”为基本原则，就彼此信任的 CEO 互相提出极具战略价值的建议，深入探讨问题的核心，分享经验教训和创意，共同寻找解决方案。



[Highlights of the curriculum]:

About Strategic Management Module: Based on real-life, forward-looking case studies, the module introduces the problems faced in implementing strategy from a macro perspective in conjunction with basic strategy concepts, and implements the means of implementing strategy, including culture, organizational structure, and leadership skills. To open up students' international vision and help them establish effective strategic thinking.

First, it helps MBA/EMBA students to define the corporate mission, set the corporate strategic goals according to the external environment and internal conditions of the organization, and control the dynamic management by relying on the internal capabilities of the company. Second, strategic management involves strategy formulation and planning, includes making strategies, and is a whole process management. Third, strategic management is a cyclical dynamic management process, that is, a new round of strategic management process is repeated.

About the corporate governance module: 1.About the top-level design of the company: instruct the participants what the top-level design of the enterprise consists of? For example, the top-level design of SOE reform is a general outline document. Specifically, the top-level design of SOE reform has formed the "1+N" top-level

design document. The "1" in the top-level design program is the "Guidance of the State Council on State-owned Enterprise Reform"; the "N" is 34 documents, including the "Reform Program for the Establishment of State-owned Capital Investment Companies", etc. **2. Enterprise system and enterprise property rights relationship:** Enterprise system is the overall arrangement of property rights relationship, control methods and decision-making rules, it is the condition and prerequisite for enterprises to achieve effective management, providing essential knowledge for senior managers of enterprises. **3. Realization of enterprise vision:** It refers to a highly general description of enterprise prospects and development direction by enterprise strategists. It is formulated internally, discussed by the team, and agreed upon by consensus to form a future direction that everyone is willing to fully commit to and move towards success. **4. Case study of corporate governance course module:** **First,** from a philosophical perspective, it is proposed that to solve conflicts, we should stand above the contradiction, and then come down from the highest place and seize the main contradiction to solve all the contradictions. **In addition,** the Hong Kong Business School presents a case study of a private board of directors. For growing entrepreneurs, with the basic principles of "identity empathy, non-conflict of interest, and privacy", offer strategic advice to each other as trusted CEOs, delve into the core of issues, share lessons and ideas, and find solutions together.

第 8 模块：市场营销与消费者行为

Module 8: Marketing and consumer behavior

【模块释义】：市场营销（Marketing）又称为市场学、市场行销或行销学。简称“市场营销”。市场营销学与消费者行为沟通是非常重要的课题。通过精选案例的分析与讨论，把握营销理论框架，深入认识国内外的营销实践，形成正确的市场营销观念，提升高级营销管理能力。

[Module definition] Marketing is also known as the science of marketing. The abbreviation is "marketing". Marketing and consumer behavior communication is a very important topic. Through the analysis and discussion of selected cases, students will grasp the theoretical framework of marketing, gain a deeper understanding of marketing practices at home and abroad, form a correct marketing concept, and enhance advanced marketing management skills.

【课程设置要点】：

消费者行为分析及营销策略，市场预测与市场导向，产品营销策略，渠道创新与管理，整合营销沟通。课程结合新的经济形势，特别强调营销与品牌的战略高度，为学生提供观察市场活动的全新视野和分析框架。围绕营销计划、市场细分、竞争分析、产品策略、品牌决策与管理、价格策略、常见渠道模式等展开，集萃最佳的企业实践案例和最新的营销智慧。理清三大重点：

1、市场营销与消费者行为关系：市场营销对消费者行为的影响主要表现在通过营销策略影响消费者群体中流行的东西，并促使消费者进行消费。消费者行为对市场营销的影响主要表现在营销决策或策略方面，良好的营销决策是基于对消费者行为了解，并能把握消费者消费偏好。

2、市场需求分析：市场营销管理的任务是分析人们的产品需求，针对目标顾客需求设计产品、订价，作更积极的促销，或改变顾客对某些产品或服务信念等，把负需求变为正需求。

3、产品性质与效用价值：产品性质，是指用来满足顾客需求和欲求的物体。产品包括有形与无形的、可触摸与不可触摸的。有形产品是为顾客提供服务的载体。无形产品或服务是通过其他载体，诸如人、地、活动、组织和观念等来提供的。效用价值，效用是消费者对满足其需要的产品的全部效能的估价。选择出最接近理想产品，它对顾客效用最大，从而更能满足顾客需求。

[Highlights of the curriculum]:

Consumer behavior analysis and marketing strategies, market forecasting and market orientation, product marketing strategies, channel innovation and management, and integrated marketing communication. The course combines the new economic situation with a special emphasis on the strategic height of marketing and branding, providing students with a new vision and analytical framework for observing market activities. It focuses on marketing plan, market segmentation, competitive analysis, product strategy, brand decision and management, pricing strategy, common channel models, etc., gathering the best corporate practice cases and the latest marketing wisdom. Three main points are clarified:

First, the relationship between marketing and consumer behavior: the influence of marketing on consumer behavior is mainly manifested in influencing what is popular among consumer groups through marketing strategies, and prompting consumers to consume. The impact of consumer behavior on marketing is mainly expressed in marketing decisions or strategies, good marketing decisions are based on understanding of consumer behavior and can grasp consumer preferences.

Second, market demand analysis: The task of marketing management is to analyze people's product demand, design products for target customer needs, pricing, more

aggressive promotion, or change customer beliefs about certain products or services, etc., to turn negative demand into positive demand.

Third, product nature and utility value: Product nature refers to the object used to meet customer needs and wants. Products include tangible and intangible, touchable and untouchable. Tangible products are the carrier of services for customers. Intangible products or services are provided through other vehicles, such as people, places, activities, organizations and ideas. Utility value, utility is the consumer's valuation of the full effectiveness of a product that meets his or her needs. The closest to the ideal product is chosen, which has the greatest utility for the customer and thus better meets the customer's needs.

第9模块：国际金融市场与投融资

Module 9: International financial market and the investment and financing

【模块释义】：国际商务系列教材《国际金融市场与投融资》是适应复杂国际经济、政治、文化环境，培养通晓现代商务基础理论，具备完善的国际商务知识体系，熟练掌握现代国际商务实践技能，有较强的外语交流能力、国际商务分析与决策能力的应用型、复合型、职业型的高级商务专门人才具有国际化大视野。邓小平“金融很重要，是现代经济的核心。金融搞好了，一着棋活，全盘皆活”。金融关乎国家的兴衰，金融关乎企业的成败，金融关乎个人财富的保值与增值！企业家的金融思维关乎企业的兴衰。如何提高公司效率，如何实现产业的转型升级，如何插上资本的翅膀：通晓金融！企业家的金融实践，才是实体企业做大做强的出路。

[Module definition] International business textbook series “International Financial Market and the Investment and Financing” is to adapt to the complicated international economic, political, and cultural environment, cultivate knowledge of modern business theory, has perfect international business knowledge, mastering modern international business practice skills, have strong ability of foreign language communication, international business analysis and decision-making ability of applied, compound type, vocational senior business professionals with international view. Deng Xiaoping “Finance is very important. It is the core of the modern economy. If finance is well done, one move will lead to the whole thing.” Finance is related to the

rise and fall of the country, related to the success or failure of enterprises, to the preservation and appreciation of personal wealth. Entrepreneurs' financial thinking is related to the rise and fall of enterprises. How to improve the efficiency of the company, how to realize the transformation and upgrading of the industry, how to insert the wings of capital: to be familiar with finance! Entrepreneurs' financial practice is the way out for entity enterprises to grow bigger and stronger.

【课程设置要点】：

当今市场经济谁主沉浮：金融思维！企业家的金融思维关乎企业的长度、宽度和深度。如何实现传统产业的有效突围，如何提高公司效率，如何实现产业的转型升级，如何插上资本的翅膀：通晓金融！企业家的金融实践，才是实体企业做大做强的出路。

香港商学院顺应中国资本项目的不断开放以及中国资本市场的大力发展态势，设计了“国际金融市场与投融资”为主题的高级 EMBA 课程。企业家的金融思维与决策力，商业模式创新与实战案例解析，以及创业投资操作实务精解和创业企业实操零距离透视是本模块教学核心。

投资行为学主要研究投资者的行为、行为模式以及与市场之间的关系。课程基于金融分析方法，从投资行为学的市场理论和企业理论两个维度，介绍与企业融资和资本运作相关的金融基础知识与各种融资工具的操作流程。通过实践案例对投资行为进行深入剖析和指导。课程内容设置贴近中国经济特殊性的研究成果，帮助学生理解投资时的非理性行为，有效利用各种投资渠道，确定最佳交易时机，提高交易决策和管理水平。

◆ **本模块特色：**一是，高端知识 实战为本，秉承“拳击手训练拳击手”的高端培训理念，汇聚业内实战专家授课，组织高附加值案例研讨，捕获新行业信息。不定期现场教学，分享企业经营之道与管理精髓，名师靶向咨询与痛点分析。二是，高端资本 无缝对接：不定期举办中小企业融资路演，指导学员撰写商业计划书，让学员项目有机会与资本零距离对接，获得企业发展所需要的各类资本。三是，高端人脉 互动共享：搭建平台，共享资源。游学考察，每月一次学员聚会，不定期学员论坛、高端沙龙、大型年会等，滚动开课。组建“企业财富联盟”，为学员企业提供更大的学习交流、互助共赢、项目落地的社会大平台，力助企业家实现腾飞梦想。

[Highlights of the curriculum]:

Who is in charge of today's market economy: financial thinking! The financial thinking of entrepreneurs is about the length, width and depth of the enterprise. How to achieve effective breakout of traditional industries, how to improve the efficiency of the company, how to achieve the transformation and upgrading of industries, how

to insert the wings of capital: understanding finance! The financial practice of entrepreneurs is the way out for real enterprises to become bigger and stronger.

In response to the continuous opening of China's capital projects and the vigorous development of China's capital market, the Hong Kong Academy of Commerce has designed an advanced EMBA course on the theme of "International Financial Markets and Investment and Financing". Financial thinking and decision-making power of entrepreneurs, business model innovation and real-life case analysis, as well as venture capital operation practice understanding and zero-distance perspective of entrepreneurial enterprises are the core of this module.

Investment Behavior focuses on the behavior of investors, their behavior patterns and the relationship with the market. Based on the financial analysis method, the course introduces the financial fundamentals and the operation process of various financing tools related to corporate financing and capital operation from the two dimensions of market theory and enterprise theory of investment behavior. The course provides in-depth analysis and guidance on investment behavior through practical cases. The course content is set close to the research results of China's economic peculiarities to help students understand the irrational behavior when investing, effectively use various investment channels, determine the best time to trade, and improve trading decisions and management.

The module features: *First, high-end knowledge, practise-oriented,* adhering to the high-end training concept of "boxer training boxer", gathering industry experts to teach, organizing high value-added case studies, and capturing new industry information. From time to time, share the essence of business operation and management with on-site teaching, and target consulting and pain point analysis by famous teachers. *Second, high-end capital seamless docking:* from time to time, hold SME financing roadshows and guide students to write business plans, so that students' projects have the opportunity to dock with capital at zero distance and obtain all kinds of capital needed for enterprise development. *Third, high-end contacts& interactive sharing:* build a platform to share resources. Study tours, a monthly gathering of students, occasional student forums, high-end salons, large annual meetings, etc., rolling classes. The "Enterprise Wealth Alliance" is formed to provide a larger social

platform for students' enterprises to learn and exchange, help each other win-win, and land projects, and help entrepreneurs realize their dreams of taking off.

第 10 模块：商业模式设计与创新

Module 10: Business model design and innovation

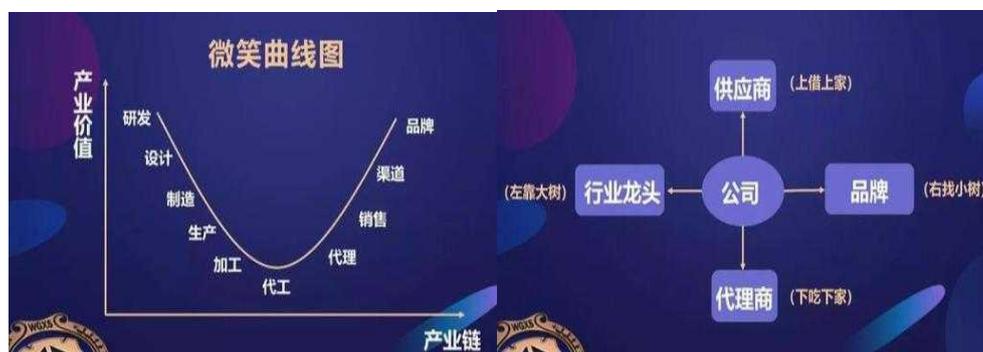
【模块释义】：商业模式是一种包含了一系列要素及其商业关系的概念性工具，用以阐明某个特定实体的商业逻辑。在这个模式制胜的时代，企业该如何设计自己的商业模式呢？商业模式设计一定要有创新：首先发现商机，企业必须先明确锁定一个相对狭窄的市场，进行市场调研和客户消费心理研究，把有限的资源用在刀刃上。如果能把握住客户既重要又迫切的需求，就容易成功。其二、系统思考，要考虑价值链上各个利益相关者如何受益？商业模式设计有三条途径：一是借鉴国外已经成功的商业模式；二是借鉴国外成功模式，根据中国国情和行业特征加以改进和创新；三是自己发明一套商业模式，即在 30 秒内能将产品的价值定位说清楚，让人听了以后产生共鸣、引起兴奋；找到产品创新的源泉，用新思维改变市场游戏规则。

[Module definition] A business model is a conceptual tool that encompasses a set of elements and their business relationships to clarify the business logic of a particular entity. In this era of model winning, how should a company design its business model? Business model design must be innovative: first of all, to discover business opportunities, enterprises must first clearly target a relatively narrow market, conduct market research and customer consumption psychology research, and put limited resources to use. If you can grasp the customer's both important and urgent needs, it is easy to succeed. Second, system thinking, to consider how each stakeholder in the value chain can benefit? There are three ways of business model design: one is to learn from successful foreign business models; the second is to learn from successful foreign models and improve and innovate according to China's national conditions and industry characteristics; the third is to invent a set of business models of your own, that is, you can clearly explain the value positioning of the product in 30 seconds, so that people can resonate and get excited after listening; find the source of product innovation and change the rules of the market game with new thinking.

【课程设置要点】：

财务分析清楚，有了一个好的产品，还需要精密的销售计划。除此之外，还要考虑销售人员和渠道人员的培训，教会他们如何销售、与客户沟通，甚至如何“卖思想”，目的是提高销售成功率。企业要根据销售指标确定资源分配计划，落实人、财、物三方面的资源，所有的参数都可以量化。对于风险投资者来说，在审核一个创业项目时，最关心的问题是实现销量倍增，商业模式是否存在倍增的机制？**简析苹果商业模式：**苹果公司是天下 500 强内里延续 6 年净利润排在第 1 名的公司，最最先产品电脑，2007 年才最先做手机。但在 6 个月内，乔布斯布了一个大大的局，使苹果手机一夜之间卖到了全球 132 个国家。

苹果只做高附加值的产物。有必要注释“微笑曲线图”理论。它的横轴是产业链，纵轴是产业价值，最底端往上依次是代工、加工、生产、制造、设计、研发，越上面位置，附加值越高。



苹果把自己的 iPhone 款款做成了爆款，专注于一个偏向，把它做到最精。除了“微笑曲线图”，另有一个“商业空间结构模子”，所有公司的商业模式都可以用这个模式做出来。用一句形象的话归纳综合这个商业模子是：上借上家，下吃下家，左靠大树，右找小树。看看如何运作？

第一步：上借上家：比利时是钻石聚集地，钻石生意商首先在海内建立了一个品牌运营公司。钻石商跨国去比利时，为的是谈一位供应商。钻石商条件是，分自己运营公司 15% 股份给上游供应商，供应商答应给 500 万货物，等下一次再来进货时，还清上一次货物款。

第二步：下吃下家：钻石商又用了个计谋：代理商每次进 500 万元货物，将免费成为代理商，若是 2 年钻石没卖掉，全额退款，这就解除了代理商担忧。使系统一直有 500 万收益。

第三步：左靠大树：钻石产地非常重要，比利时产地有很大的话语权，钻石商邀请卡地亚品牌设计师，塑造了小姑娘一生都值得拥有一颗钻石纪念故事，由此锁定了消费者终生消费。

第四步：右找小树：钻石有差别的形状，当海内代理商 A 没有来消费客户需要的钻石时，他就在平台系统内查询，知足客户的需求。在利润分配上，47% 是属代理商 A，5% 利润属平台。

[Highlights of the curriculum]:

With a clear financial analysis and a good product, a sophisticated sales plan is needed. In addition, the training of sales and channel personnel should be considered, teaching

them how to sell, communicate with customers, and even how to "sell ideas", with the aim of improving sales success. The company should determine the resource allocation plan according to the sales target and implement the resources in terms of people, money and materials, all parameters can be quantified. For venture capitalists, the most important concern when reviewing a start-up project is how to achieve sales multiplication and whether there is a mechanism for the business model to multiply? **A brief analysis of Apple's business model:** Apple is one of the top 500 companies in the world with a net profit ranking in the top 1 for 6 years, the first product computer, and the first cell phone in 2007. But within 6 months, Steve Jobs made a big game, making Apple's cell phone sold to 132 countries around the world overnight.

Apple only makes high value-added products. It is necessary to annotate the theory of "smile curve diagram". Its horizontal axis is the industrial chain, the vertical axis is the value of the industry, the bottom up is the foundry, processing, production, manufacturing, design, research and development. The higher the position, the higher the added value.

Apple has made its iPhone models into explosive models, focusing on one bias and making it the most refined. In addition to the "smile curve", there is also a "business space structure model", all companies can use this model to make their business model. This business model can be summarized in an image: borrow from the top, rely on the bottom, lean on the left big tree, find the right small tree. How it works?

The first step: Borrow from the top: Belgium is the diamond gathering place, diamond businessmen first established a brand operating company domestically. The diamond businessman crossed the border to Belgium in order to talk about a supplier. The diamond businessman conditions are, sub own operating company 15% shares to the upstream supplier, the supplier promised to give 5 million goods, and wait for the next time to come back to buy goods, pay off the last goods payment.

The second step: Rely on the bottom: The diamond dealer used another trick: every time the agent bought 5 million yuan of goods, he would become the agent for free. If

the diamond was not sold in 2 years, he would get a full refund, which relieved the agent's worry. Make the system always have 5 million yuan revenue.

The third step: the left to rely on the big tree: diamond origin is very important, Belgium origin has a great say, diamond dealers invited Cartier brand designer, shaped the little girl is worth having a diamond commemorative story in her life, thus locking the consumer lifelong consumption.

The fourth step: right to find a small tree: diamonds have different shapes, when agent A did not have the diamonds needed by customers domestically, he inquired within the platform system to meet the needs of customers. In the profit distribution, 47% belongs to agent A, 5% profit belongs to the platform.

第 11 模块：硕士学位论文撰写与答辩

Module 11: Master's thesis writing and defense

【模块释义】通过 MBA/EMBA 学位论文撰写与答辩辅导课，指导学员如何做好论文课题报告选题与撰写；如何组织论文写作提纲及论文提纲摘要正文撰写精髓；如何学习与设计好论文的数学模型课程，并学会运用数学模型做好论文设计；如何掌握论文答辩原则与技巧，最终顺利通过。

[Module definition] Through MBA/EMBA dissertation writing and defense counseling class, students are instructed how to do a good job in selecting and writing the dissertation topic report; how to organize the dissertation writing outline and the essence of writing the body of the dissertation outline abstract; how to learn and design the mathematical model course of the dissertation and learn to use the mathematical model to do a good job in designing the dissertation; how to master the principles and skills of the dissertation defense and finally pass it successfully.

【课程设置要点】：

硕士论文概念：国际教育在职研究生毕业论文相当于国民教育的硕士学位论文。所谓论文：必须以理服人；所谓学位，即学术地位；指专业性，创新性，特别是原创。所谓学位论文，有一定专业创新，有一定学术地位，以理服人议论文。

论文三论要求：论点鲜明：观点发人深思，震撼人心；论据可靠：事实确凿、资料翔实，原理科学，观点正确；论证有力：鲜明论点、可靠论据。

论文三讲要求：讲逻辑；讲语法；讲修辞：语言生动、有感染力。

论文四写要求：写有价值东西；写自己熟悉东西；写自己有创作东西；写自己能驾驭的东西。

论文五要素：标题醒目、简洁。目录用语简洁，结构合理。内容提要高度概括，立意新颖。

正文：即论文主体；浑然完整、条理清晰、中心突出，字斟句酌。**备忘录：**内容有关都要有准备。

论文三对应、四位一体：三对应：标题与正文，目录与正文，内容提要与正文都要互相对应。

四位一体：标题、目录、内容提要和正文四位一体。

论文一杜两注：杜绝抄袭，不论有意无意。注明出处；注明参考文献。

论文十个注意事项：开头：要找准切入点；腹稿：即拟目录、提纲、框架合理；自圆其说：首先说服自己；换位思考：说服自己才能说服别人；探索写作规律，掌握写作技巧；标题、目录、内容提要在正文完成后再敲定；不怕导师提问题，不怕修改，不惜推倒重来；推陈出新：不断吸收新思想、新技能、新方法；文字要求：不低于50000字；永不放弃：坚持出色完成论文答辩！

[Highlights of the curriculum]:

The concept of master's thesis: the thesis of international education in graduate school is equivalent to the master's thesis of national education. The so-called thesis: it must be convincing with reasoning; the so-called degree, that is, academic status; refers to professionalism, innovation, especially originality. The so-called dissertation, with certain professional innovation, has certain academic status, and convinces people with reasoning.

The three argumentation requirements of the dissertation: *distinctive argument:* thought-provoking and shocking views; *reliable arguments:* solid facts, informative information, scientific principles and correct views; *strong arguments:* distinctive arguments and reliable arguments.

The three requirements of the dissertation: logic; grammar; rhetoric: vivid and infectious language.

The four writing requirements of the paper: write something of value; write something you are familiar with; write something you have created; write something you can master.

The five elements of the paper: the *title* is eye-catching and concise. The *table of contents* is concise and well-structured. The *executive summary* is highly summarized and original in its intention. *The main text:* the main body of the paper; complete, clear, central, and well thought out. *Memo:* the content about all should be prepared.

Three correspondences and four in one of the paper: *Three correspondences:* title and body, table of contents and body, content summary and body should all correspond to each other. *Four in one:* title, table of contents, executive summary and body are all in one.

One forbidden and two notes: eliminate plagiarism, whether intentional or not. Note the source; indicate the reference.

Ten tips: *the beginning:* to find the right entry point; *belly draft:* that is, to prepare a table of contents, outline, reasonable framework; *self-justification:* first convince themselves; *think differently:* from convince oneself to convince others; *explore the laws of writing,* master writing skills; title, table of contents, executive summary in the body after the completion of the finalized; *not afraid of the tutor to raise questions,* not afraid of revision, not afraid to push back; *bring forth the new through the old:* constantly absorb new ideas, new skills, new methods; *text requirements:* no less than 50,000 words; *never give up:* insist on completing the dissertation defense with excellence!

第 12 模块：区块链技术原理与运用

Module 12: Principle and application of blockchain technology

【模块释义】 学员必须深入地理解和掌握区块链技术原理和应用技术。香港商学院要求 EMBA/MBA（区块链与数字经济方向）学员一定要了解和掌握区块链技术原理和应用技术，发展趋势等非常必要。掌握区块链基本理论与应用技术，通俗说区块链（Blockchain）就是一种记账方式，账本（block）通过一条一条记录连起来（chain），这个账本是每个人都有一份。

[Module definition] Students must understand and master the blockchain technology

principle and application technology in depth. Hong Kong Academy of Commerce requires EMBA/MBA (blockchain and digital economy direction) students must understand and master the blockchain technology principle and application technology, the development trend, etc. Mastering the basic theory and application technology of blockchain, commonly speaking, blockchain is a kind of bookkeeping method, the ledger (block) is connected by one record after another (chain), and everyone should have a ledger.

【课程设置要点】：

区块链有什么特点？这个账本最特别是一人都有。这是区块链去中心化的来源，普通账本只有一份，但区块链每人都有账本，一定基数后不可篡改。区块链账本使用了大量的加密技术，主要是为了不可篡改。如果，要求消除区块链的匿名也简单，只要在注册时提供实名制与手机注册 APP 一样要求。目前，比特币就是匿名的。

区块链有哪些问题？一是慢：每人都有完整账本，效率低。试想如支付宝交易记录每个人有一份，手机处理不过来。比特币每秒支持 6 笔交易，故比特币只能炒，不实用。二是去中心化：中心化系统容易监管，去中心化系统相对来说比较游离，一旦发展壮大，控制难度也越来越大。

区块链技术未来是什么？要抓住区块链技术融合、功能拓展、产业细分契机，发挥区块链在促进数据共享、优化流程、降低运营成本、提升效率、建设可信体系等作用。要利用区块链技术探索数字经济模式创新，为打造便捷高效、公平竞争、稳定透明的营商环境提供动力，推动经济高质量的发展提供区块链技术支持。

使学员明白目标很好！区块链技术都是当前非常需要进步的方向，但是推动起来的难度可想而知。如果能借助区块链与大数据技术结合，从一定程度上，就能够解决这些问题。

[Highlights of the curriculum]:

What are the features of the blockchain? The most special feature of this ledger is that each person has a copy. This is the source of the decentralization of blockchain. The ordinary ledger has only one copy, but blockchain has a ledger for each person, which cannot be tampered with after a certain base. Blockchain ledgers use a lot of cryptography, mainly for tamper-evident. If, however, the requirement to eliminate blockchain anonymity is also simple, as long as the real name is provided at the time of registration as required with cell phone registration APP. Currently, Bitcoin is anonymous.

What are the problems with blockchain? First, it is slow: each person has a complete ledger, which is inefficient. Imagine such as Alipay transaction records each person has a copy, the phone can not handle. Bitcoin supports 6 transactions per second, so Bitcoin can only speculate, not practical. **Second, decentralization:** centralized system is easy to regulate, decentralized system is relatively free, once the development and growth, control is increasingly difficult.

What is the future of blockchain technology? Seize the opportunity of blockchain technology integration, function expansion and industry segmentation, and play the role of blockchain in promoting data sharing, optimizing processes, reducing operation costs, improving efficiency and building a credible system. To use blockchain technology to explore digital economy model innovation, provide impetus to create a convenient and efficient, fair and competitive, stable and transparent business environment, and promote high-quality economic development with blockchain technology support.

Make students understand the goal is good! Blockchain technology are the current direction that very much needs to progress, but the difficulty of promoting it can be imagined. If we can combine blockchain with big data technology, to a certain extent, we will be able to solve these problems.

第 13 模块：数字经济理论与证券市场

Module 13: Digital economy theory and securities market

【模块释义】通过对数字经济理论与证券市场课程的研修，能更为熟练地运用数字经济理论和分析方法来深刻剖析现实中的市场竞争与企业的各种经营决策。管理者的角色、心智模式和能力结构，成功企业的管理案例探讨。近几年，证券行业一直在经历变化。从证券经纪商向综合投行转变，从通道业务向资本中介业务转变，从零售交易向财富管理转变，依旧躲不开整个行业收入和利润连续 3 年的持续下滑。综观金融行业零售业务格局，银行、互联网金融、第三方财富管理机构各据一方，从功能、渠道上对券商形成全面挤压。未来 2-3 年，券商经纪与财富管理何以解除困境？数字时代下的真正思考，才刚刚开始。

[Module definition] Through the training of digital economic theory and securities market course, one can be more proficient in using digital economic theory and analysis methods to deeply analyze the real market competition and various business decisions of enterprises. The course will also cover the role of managers, their mental models and competency structures, as well as case studies of successful companies. In recent years, the securities industry has been undergoing changes. From securities brokerage to comprehensive investment banking, from channel business to capital intermediary business, from retail trading to wealth management, still can't avoid the continuous decline of the whole industry revenue and profit for three consecutive years. Looking at the retail business pattern of the financial industry, banks, Internet finance and third-party wealth management institutions are each on one side, forming a comprehensive squeeze on brokerage firms in terms of functions and channels. What can brokerage brokers and wealth management do to lift the dilemma in the next 2-3 years? The real thinking in the digital era has just begun.

【课程设置主体简介】：

依据“数字经济时代的证券市场法治变革与创新”的主题分设五个专题内容，分别为：数字经济背景下的证券监管变革、大数据与证券法治、区块链技术在证券领域中应用的法律问题、互联网金融的法律问题研究以及证券法治与金融服务法治专题。这五个专题紧贴数字经济时代的变革趋势，分别探讨如何在全面深化经济体制改革的背景下兼顾科技创新与证券市场监管；运用大数据、人工智能等信息科技完善资本市场的发行上市、信息披露、投资者保护等制度；深入研究区块链与数字经济技术在个人征信、信息保护及证券市场基础设施建设等领域的应用。

积极探索数字经济进程中资本市场变革的新问题、新挑战、新实践，深入研究数字经济背景下的证券市场变革之术与监管之道，为推进证券市场良好发展及金融资本市场法治建设提供重要理论支撑。数字经济理论与证券市场内外部环境分析，数字经济以数字技术被广泛使用，即信息和商务活动都数字化，并带来整个经济环境和经济活动的根本变化的，给中国证券市场的发展带来新机遇。经过长达数月的实践分析及人工智能、数据中台在金融证券行业的真实案例和应用模式，提出了未来证券行业向以数据为中心驱动运营的变化方向，还总结发布了数字时代、证券行业面临不得不变的挑战和机遇，为提升 EMBA/MBA 研究生学术交流能力和科研能力，香港商学院积极鼓励学生参与各种学术活动，对数字经济理论与证券市场进行全方位、针对性研究。

[Introduction to the main body of the curriculum]

Based on the theme of "Rule of Law Changes and Innovations in the Securities Market in the Era of Digital Economy", five topics are set up, namely: changes in securities regulation in the context of digital economy, big data and securities rule of law, legal issues of blockchain technology application in securities, legal issues of Internet finance, and rule of law of securities and financial services. These five topics follow the trend of change in the era of digital economy, and discuss how to balance technological innovation and securities market regulation in the context of comprehensive deepening of economic system reform; use big data, artificial intelligence and other information technology to improve the capital market issuance and listing, information disclosure, investor protection and other systems; in-depth study of blockchain and digital economy technology in personal credit, information protection and securities market infrastructure construction.

Actively explore the new issues, challenges and practices of capital market transformation in the process of digital economy, and conduct in-depth research on the art of securities market transformation and regulation in the context of digital economy, so as to provide important theoretical support for promoting the sound development of securities market and the construction of rule of law in financial capital market. Analysis of the theory of digital economy and the internal and external environment of the securities market, the digital economy brings new opportunities for the development of China's securities market as digital technology is widely used, i.e., information and business activities are digitized, and brings fundamental changes to the entire economic environment and economic activities. After months of practical analysis and real cases and application patterns of artificial intelligence and data center in the financial securities industry, proposed the direction of change of the securities industry to data-centric driven operation in the future, and also summarized and released the challenges and opportunities that the securities industry has to change in the digital era. In order to enhance the academic communication ability and research ability of EMBA/MBA graduate students, HKBS actively encourages students to participate in various academic activities and conduct comprehensive and targeted research on digital economy theory and securities market.

第 14 模块：管理信息系统

Module 14: Management information system

【模块释义】通过管理信息系统（Management System，简称 MIS）的课程研修，能更为熟练地运用管理信息系统分析方法，来深刻剖析现实中的市场竞争与企业的各种经营决策。管理者的角色、心智模式和能力结构，成功企业的管理案例探讨。MIS 是一个以人为主导，利用计算机硬件、软件、网络通信设备以及其他办公设备，进行信息的收集、传输、加工、储存、更新、拓展和维护的系统。由信息的采集、信息的传递、信息的储存、信息的加工、信息的维护和信息的使用六个方面组成。能否有效管理信息成为企业首要问题。具有统一规划数据库是 MIS 成熟重要标志，它象征着 MIS 是软件工程产物。是交叉性综合性学科，组成部分有：计算机学科（网络通讯、数据库、计算机语言等）、数学（统计学、运筹学、线性规划等）、管理学、仿真等多学科。

[Module definition] Through the Management Information System (MIS) course training, one can more proficiently use the MIS analysis method to deeply analyze the real market competition and various business decisions of enterprises. The role of manager, mental model and capability structure, and the case study of successful enterprise management. MIS is a human-driven system that uses computer hardware, software, network communication equipment and other office equipment to collect, transmit, process, store, update, expand and maintain information. It consists of six aspects: information collection, information transmission, information storage, information processing, information maintenance and information usage. The ability to effectively manage information has become the primary issue for enterprises. Having a unified planning database is an important sign of MIS maturity, which symbolizes that MIS is a product of software engineering. It is an interdisciplinary and comprehensive discipline with the following components: computer science (network communications, databases, computer languages, etc.), mathematics (statistics, operations research, linear programming, etc.), management science, simulation and other multidisciplinary.

【课程设置主体简介】：MIS 是一种建立在各有关业务信息系统(OIS)之一，利用人工过程、数学模型以及数据库等资源为企事业单位的运行、管理、分析和决策等职能提供信息支持的综合性计算机应用系统，是管理人员实现其目标的有效工具。

MIS 课程目的： 在于提高 EMBA/MBA 学员综合信息能力，包括对网络信息进行分析、组织和

加工的能力;分析鉴别和处理信息的能力;在获取、理解信息的基础上将信息转化为知识的能力。

MIS 课程内容: 涉及信息技术、信息系统、信息资源、信息媒介、信息产业、信息环境、信息文化、知识管理及专门信息管理领域等方面。分四篇:

1、基础篇: 以“环境、对象、管理”为主线,科学揭示信息管理基本原理。先从信息环境入手,然后概述信息管理的对象、基本内容与网络信息管理等。重点介绍管理信息资源领域。

2、技术篇: 以“技术、过程方法、系统”为主线,系统介绍信息管理的重要技术与方法,目的在于培养信息管理的核心能力。重点讨论信息采集、信息组织、信息分析、信息计量与评价、信息检索与服务,由此了解信息加工处理过程。这些方法科学、实用,是从事信息管理的钥匙。

3、应用篇: 以“产业、专门应用、人文”为主线,全面反映信息管理的应用领域。信息管理是个人、组织和社会为了有效地开发和利用信息资源,以现代信息技术为手段,对信息资源实施计划、组织、指挥、控制和协调社会活动。对机构信息管理深入探索,令人深思,受到启迪。

4、理论篇: 以“发展、知识管理、理论”为主线,深入讨论 MIS 理论问题。同样是以梳理 MIS 的发展过程为开头,然后讨论了知识管理,提出信息管理学,从学科的角度介绍信息管理学的基础理论和应用技术。向各管理层提供信息,支持决策,建立企业内部 MIS 管理系统。

[Introduction to the main body of the curriculum] MIS is a kind of comprehensive computer application system, which is built on one of the related business information systems (OIS), and provides information support for the operation, management, analysis and decision-making functions of enterprises and public institutions by using artificial process mathematical model and database resources. It is an effective tool for managers to realize their goals.

MIS course purpose: is to improve the EMBA/MBA students comprehensive information capabilities, including the ability to analyze, organize and process network information; the ability to analyze and identify and process information; the ability to convert information into knowledge based on the acquisition and understanding of information.

MIS course content: covering information technology, information systems, information resources, information media, information industry, information environment, information culture, knowledge management and specialized information management fields. Divided into four parts:

1.Bases: "environment, object, management" as the main line, reveal the basic principles of information management scientifically. It starts with information environment, and then outlines the objects, basic contents and network information management of information management. Focus on the management of information resources.

2.Technology: With the main line of "technology, process, method and system", this course systematically introduces the important technologies and methods of information management, aiming to cultivate the core competence of information management. The focus is on information collection, information organization, information analysis, information measurement and evaluation, information retrieval and service, and thus understanding the process of information processing. These methods are scientific and practical, and are the keys to engage in information management.

3.Application: The main line is "industry, specialized application and humanities", which reflects the application field of information management comprehensively. Information management is the planning, organizing, directing, controlling and coordinating social activities of individuals, organizations and society in order to effectively develop and utilize information resources by means of modern information technology. The in-depth exploration of institutional information management makes you think deeply and be enlightened.

4. Theory: The main line is "development, knowledge management, and theory", and the theoretical issues of MIS are discussed in depth. It also begins with the development of MIS, then discusses knowledge management, proposes information management, and introduces the basic theory and application technology of information management from the perspective of the discipline. Information is provided to various management levels to support decision making and to establish an internal MIS management system for enterprises.

【附】精品讲座与案例教学

【Attachment】 Excellent lectures and case studies

采取精品课程讲座,组织 MBA/EMBA 学员,以及当地政府主管部门官员、企业高层等同时听课,

每次课程期间，利用双休日时间，就近安排集中授课，邀请国际知名学者、专家、精英人士为学员安排专场讲座，基于开阔视野、提升修养、增厚底蕴的精品讲座，课题包括但不限于以下内容：

- 1、中国宏观经济预测与分析；
- 2、国际经济与国际贸易；
- 3、区块链基础理论与技术；
- 4、管理者的角色认知与执行；
- 5、资本市场与金融政策；
- 6、企业管理者的教练能力；
- 7、情绪管理与健康心理管理；
- 8、项目评估与项目选择；
- 9、中国企业文化：国学精要等。

Organize MBA/EMBA students as well as officials from local government departments and corporate executives to attend quality lectures. During each course, the lectures will be arranged in the vicinity of the course by taking advantage of the weekend time and inviting international famous scholars, experts and elites to arrange special lectures for the students, based on the fine lectures to broaden their horizons, improve their cultivation and enrich their background. Topics include but are not limited to the following:

1. Chinese macroeconomic forecast and analysis;
2. International economy and international trade;
3. Basic theory and technology of blockchain.
4. Role perception and execution of managers;
5. Capital market and financial policy;
6. Coaching ability of corporate managers
7. Emotion management and healthy psychological management;
8. Project evaluation and project selection;
9. Chinese corporate culture: the essence of Chinese classics, etc.

【游学】除了精品课程之外，还将组织大公司考察游学、案例教学、专题调研等。根据学员学习需求，非疫情期，可以分别组织选择参加赴马来西亚+新加坡+泰国；美国+加拿大；澳洲+新西兰；以及欧洲（法国、德国、比利时、荷兰、意大利）的国际著名企业和世界名校考察游学。

[Study tour] In addition to the high-quality courses, we will also organize study tours to large companies, case studies, and special studies. According to the learning needs of the students, during the non-epidemic period, organize study tours to international famous enterprises and world famous universities in Malaysia+Singapore+Thailand; the United States+Canada; Australia+New Zealand; and Europe (France, Germany, Belgium, the Netherlands, Italy).

【参考教材】以中文 MBA/EMBA 教材为主，含少部分英文原版教材。详见中国香港商学院官网 (www.hkac.edu.hk)：MBA/EMBA 课程设置

[Reference textbooks] Mainly Chinese MBA/EMBA textbooks, including a few English original textbooks. For more details, please refer to the official website of

Hong Kong Academy of Commerce of China (www.hkac.edu.hk): MBA/EMBA Curriculum

[【香港商学院咨询办法】 Consultation Approach of Hong Kong Academy of Commerce](#)



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