

**FOR THE DEGREE OF
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION [EMBA]
in collaboration with Peking University Guanghua School of Management**

Alignment of Learning Outcomes at Different Levels

With the University's educational aims in mind, the proposed EMBA curriculum is designed to impart practical knowledge in all areas of management, and enhance the competitiveness of domestic enterprises and to strengthen the real economy of China.

Programme learning outcomes (PLOs) are summarized as follows:

PLO 1: Acquisition of knowledge and understanding of various business concepts and skills

The core courses cover fundamentals in business (ethics, corporate social responsibility, philosophy, and communication), economics, finance, management, accounting, marketing, strategy, analytics so that students can possess knowledge and skills in various business disciplines. The integration and advancement courses allow students to understand and experience how such knowledge and skills can be applied in various business settings. The elective courses enable students to broaden and deepen in particular areas of interest.

PLO 2: Application of business knowledge to analyze and solve real business situations

Courses utilize real business cases to teach students how to apply knowledge and skills in various functional areas in business through critical thinking, problem solving, and professional judgmental skills. The integration and advancement courses allow students to consolidate basic knowledge and skills learned and relate them to real business settings.

PLO 3: Inculcating professional ethics and competency in business

Exposure to fundamentals and general principles in business, such as management philosophy, business ethics, and corporate social responsibility, allow students to apply these principles in real business world.

PLO 4: Developing global outlook

Courses delivered by first-class instructors from Hong Kong, Mainland China, and the rest of the world give students plenty exposure to develop global outlook and awareness of global business and contemporary issues. International field trips offer students first-hand experience to develop an appreciation for diversity and cultural differences and be able to function in multi-cultural settings.

PLO 5: Mastering communications and interpersonal skills in business settings

Business case discussion, course project presentation, class discussion, and field trips allow students to learn and practice efficient and clear communication, convincing and coherent presentation delivery, effective business writing, ability to work productively in a team setting to accomplish group goals.

PLO 6: Developing managerial leadership

Exposure to real case discussions, course projects, integration and advancement experience, and international field trips enable students to develop leadership in real business settings.

PLOs	Alignment with the University's Educational Aims (UEAs) (Pl. refer to http://tl.hku.hk/docs/qm/Appendix-1.2-.pdf)					
	UEA 1	UEA 2	UEA 3	UEA 4	UEA 5	UEA 6
PLO 1	✓					
PLO 2		✓	✓			
PLO 3					✓	
PLO 4				✓		
PLO 5				✓		
PLO 6						✓