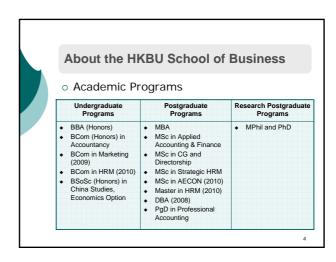




About the HKBU School of Business Hong Kong Baptist University (HKBU) was founded in 1956 School of Business - the 2nd largest academic unit of HKBU 5 Academic Departments Participating Full-time Faculty: 74 Business Student Enrolment: over 1900 (2009-10)





Plan for the Success: HKBU Case Accreditation Plan is part of the School's Strategic Plan. Strategic Plan extends beyond the achievement of accreditation and should connect the greatest amount of resources with the most important goals of the mission.

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Plan for the Success: HKBU Case

- o Mission-driven strategic plan
 - focus on whole-person education
- o Priority on student development activities
 - further develop the whole person
- o Key challenge
 - AOL system

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Plan for the Success: HKBU Case

- Mission-driven Strategic Plan with focus on Whole-Person Education
 - ★ HKBU is committed to the development of whole person.
 - ★ Our School aspires to be a leader in whole-person business education and a centre of excellence in business research in selected strategic areas.

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Plan for the Success: HKBU Case

- ★ Overall School Strategic Theme: Corporate Sustainability
- Strategic Areas:
 - China Business
 - HRM
 - Corporate Governance
 - Applied Accounting and Finance
 - Applied Economics

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Corporate

Plan for the Success: HKBU Case

- Integrated research, teaching and learning activities to achieve wholeperson business education
 - Research activities in support of teaching with emphasis on
 - business ethics
 - corporate social responsibility
 - corporate governance



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Plan for the Success: HKBU Case

 Mission-driven innovative academic programs that capitalizes the School's competitive strengths

Scriol S competitive strengths Strategic Areas China Business HRM Corporate Governance Applied Accounting & Finance Applied Economics BBA, BCom in Accountancy/ Marketing/ HRM MBA with China Focus MSc in Corporate Governance/ Strategic HRM /Applied Accounting & Finance/ Applied Economics Master in HRM PgD in Professional Accounting

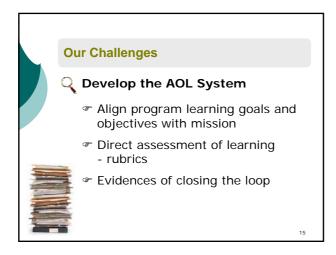
Plan for the Success: HKBU Case

- Rigorous accreditation procedures with inputs from stakeholders (employers and alumni) for new program development
- ☆ Outcomes-based teaching and learning with quality assurance
- Honors project (original research project) as graduation requirement for BBA students

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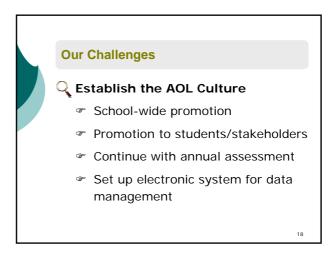












Best Practices (as identified by the AACSB PRT)

- Integrated mission-driven
 extracurricular activities complementing
 the traditional academic curriculum to
 support whole-person focus
- Honors project as a graduation requirement for BBA students
- Well developed structure for assessment of learning process

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