



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

School of BUSINESS
工商管理學院

*Plan for the Success -
Case of Hong Kong Baptist University*

by
Prof. Stephen Cheung, Dean and Chair Professor
School of Business, Hong Kong Baptist University


AACSB 2010 Asia Regional Conference
Singapore, May 24, 2010

MAKE A DIFFERENCE

1

Presentation Outline

- About HKBU School of Business
- Plan for the Success: HKBU Case
- Our Challenges
- Best Practices



2

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)

3

About the HKBU School of Business

- Academic Programs

Undergraduate Programs	Postgraduate Programs	Research Postgraduate Programs
<ul style="list-style-type: none"> BBA (Honors) BCom (Honors) in Accountancy BCom in Marketing (2009) BCom in HRM (2010) BSoSc (Honors) in China Studies, Economics Option 	<ul style="list-style-type: none"> MBA MSc in Applied Accounting & Finance MSc in CG and Directorship MSc in Strategic HRM MSc in AECON (2010) Master in HRM (2010) DBA (2008) PgD in Professional Accounting 	<ul style="list-style-type: none"> MPhil and PhD

4

About the HKBU School of Business

Our Accreditation Journey:



Accreditation Plan:
• Submission: Aug 2005
• Approval: Dec 2005

Application for Initial Accreditation:
• Mar 2007

Submission of SER:
• Aug 2008

PRT Visit:
• Jan 2010

We are accredited by AACSB International in April 2010

5

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.

6

Plan for the Success: HKBU Case

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

7

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.

8

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



9

Plan for the Success: HKBU Case

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



10

Plan for the Success: HKBU Case

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

Strategic Areas	Relevant Programs
➢ China Business	➢ BBA, BCom in Accountancy/ Marketing/ HRM
➢ HRM	➢ MBA with China Focus
➢ Corporate Governance	➢ MSc in Corporate Governance/ Strategic HRM /Applied Accounting & Finance/ Applied Economics
➢ Applied Accounting & Finance	➢ Master in HRM
➢ Applied Economics	➢ PgD in Professional Accounting

11

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

12

Plan for the Success: HKBU Case

- **Priority on student development activities to further develop the whole person:**
 - Ⓢ **Personal Development Scheme –**
e.g. *Young Executives Development Scheme (YEDS), Service Learning Program*
 - Ⓢ **Mentorship and Internship Scheme –**
e.g. *Metropolitan/ Global Attachment Programs*
 - Ⓢ **International competitions/exchange programs**
e.g. *CFA Institute Global Investment Research Challenge held in New York (Champion, 2008)*
 - Ⓢ **Dialogue with business leaders/government officials**
e.g. *Financial Secretary, the HKSAR Government*



13

Our Challenges

- ? **Develop the AOL System**
- ? **Engage the Staff**
- ? **Establish the AOL Culture**



Our Challenges

- 🔍 **Develop the AOL System**
 - ☞ Align program learning goals and objectives with mission
 - ☞ Direct assessment of learning - rubrics
 - ☞ Evidences of closing the loop



15

Our Challenges

- 🔍 **Staff Engagement**
 - ☞ School level:
 - core group
 - Accreditation and Assessment Committee (AAC)
 - ☞ Program level:
 - program directors
 - instructors
 - program management committees



Our Challenges

- ☞ Training – AACSB seminars/conferences
- ☞ Communication – briefings, information sharing sessions, newsletters, website
- ☞ Administrative support



17

Our Challenges

- 🔍 **Establish the AOL Culture**
 - ☞ School-wide promotion
 - ☞ Promotion to students/stakeholders
 - ☞ Continue with annual assessment
 - ☞ Set up electronic system for data management

18

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**

19

THANK YOU

20