

# CUHK Business School Launches Master in Management Program to Equip Young Graduates for the Digital Age

*The Chinese University of Hong Kong (CUHK) Business School is now accepting applications for its new Master in Management (MiM) degree program.*

HONG KONG, NA, CHINA, December 13, 2017 /EINPresswire.com/ -- The Chinese University of Hong Kong (CUHK) Business School is now accepting applications for its new Master of Science in Management (Master in Management) degree program. The program will help high-achieving students excel personally and professionally in today's dynamic marketplace. CUHK Business School expects the first intake in August 2018 to have 50 students including 50 percent international students.



CUHK Business School

CUHK Master in Management (MiM) program is a one-year full-time pre-experience program in Hong Kong. Specifically designed for fresh or recent graduates of all disciplines and early-career professionals with less than two years of work experience, CUHK MiM equips students with the critical understanding of business, the adaptive mindset, practical managerial knowledge and leadership skills to succeed in the digital age. Applicants are required to take the GMAT/GRE examinations or the CUHK MiM Admission Test in order to apply to the postgraduate program.

In sharing the vision in launching the program, Dr. John Lai, Co-director of MiM Program at CUHK Business School, said, "Industry and society are changing. The world needs people who can innovate, create, and disrupt, which is why CUHK Business School decided it's time to develop graduates who can think critically and are flexible and adaptable. In all the MiM's courses, we're going to cover some of the most challenging topics demanded by industry leaders in the current marketplace."

Not only will CUHK MiM students develop knowledge of the major disciplines of management and business foundations, but they will also be prepared for the fast-changing business environment with practical and innovative courses covering cutting-edge topics such as big data, FinTech, digital innovation, entrepreneurship, and Corporate Social Responsibility (CSR).

Prof. Shige Makino, Professor of Department of Management and Co-director of MiM Program at CUHK Business School, said, "Traditionally, business schools teach subjects based on academic

disciplines including marketing, finance, accounting, etc. Now, we're looking at phenomena like big data, and so we've developed many new courses based on phenomena. The digital economy is a critical next-generation topic. Everything will be digitalized in the future, and we need to prepare our students for it."

Leveraging CUHK Business School's extensive global alumni network and strong collaboration with corporations in different industries, CUHK MiM's academically rigorous curriculum will be bolstered by practice-oriented learning opportunities, including company visits, distinguished speaker series, case studies, business field trips and optional internship opportunities. Outside the classroom, international capstone experience consisting of a two-week study trip and in-company projects will engage and challenge students to develop their problem solving and critical thinking skills by applying theories they have acquired in the courses.

CUHK Business School's Career Management Center offers a comprehensive program of support and skill development to help MiM students, who are at the start of their career, to set and achieve their career goals and to ensure that their job search is as effective as it is focused. Through coaching, counselling, skill-building workshops, seminars and mentorship program, students will be ready to take on business positions across different industries such as finance, consulting, IT, marketing, FMCG and real estate upon graduation.

More information about the Master in Management program can be found on the [CUHK MiM website](#).

#### About CUHK Business School

CUHK Business School comprises two schools – Accountancy and Hotel and Tourism Management – and four departments – Decision Sciences and Managerial Economics, Finance, Management and Marketing. Established in Hong Kong in 1963, it is the first business school to offer BBA, MBA and Executive MBA programs in the region. Today, the School offers 8 undergraduate programs and 13 graduate programs including MBA, EMBA, Master, MSc, MPhil and Ph.D.

In the Financial Times Global MBA Ranking 2017, CUHK MBA is ranked 36th. In FT's 2017 EMBA ranking, CUHK EMBA is ranked 32nd in the world. CUHK Business School has the largest number of business alumni (34,000+) worldwide - many of whom are key business leaders. The School currently has about 4,400 undergraduate and postgraduate students and Professor Kalok Chan is the Dean of CUHK Business School.

More information is available at: <http://www.bschool.cuhk.edu.hk> or by connecting with CUHK Business School on Facebook: <http://www.facebook.com/cuhkbschool> and LinkedIn: <https://www.linkedin.com/school/3923680/>.

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