

商學院獲三重認證 確立國際學府地位 College of Business receives triple accreditation

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香港城市大學(城大)商學院最近獲得工商管理碩士課程協會(Association of MBAs, 簡稱AMBA)頒發認可資格, 連同先後於2005年及2007年取得國際管理教育協會(AACSB International)及歐洲評審組織(EQUIS)的認可資格, 成為大中華地區唯一獲得三項認可資格的商學院, 再次確認商學院以及城大作為國際級學府的地位。

城大商學院院長魏國基教授表示, 商學院獲得全球三大工商學府的認可資格, 不僅奠定學院在亞洲區的領先地位, 也凸顯了城大國際化的形象, 是商學院和城大的極大榮譽, 證明學院卓越的教學及研究水準已獲得國際認同, 更代表商學院在推動國際化進程中又邁出了一大步。

由城大商學院提供的所有工商管理碩士課程, 均獲得AMBA的認可資格。現時全球能夠獲得三重認證的商學院都是國際知名的頂尖學府, 例如以法國及新加坡為基地的INSEAD商學院及英國倫敦商學院等。

魏教授說:「取得歐洲評審組織、國際管理教育協會及工商管理碩士課程協會認可資格, 代表城大商學院頒發的學位更具認受性, 我們的畢業生能夠得到更多國際學府的認可。此外, 認可資格亦吸引很多國際級學府和我們商討合作計劃, 我們的學生將直接受惠於此。」

城大商學院透過與海外著名學府合作, 擴闊國際網絡, 並將結合本身和夥伴的優勢, 為學生提供國際化教育。魏教授舉例說, 最近城大商學院和加州大學柏克萊分校簽訂

合作協議, 成為該校新成立的亞洲商業中心在香港的首家合作夥伴。這種合作將為學生提供高級商業管理行政培訓, 加強學生交流計劃和教學上的交流。

另外, 城大商學院亦與一些國際知名學府組成聯盟, 合辦課程, 既向來自世界各地的學生授課, 亦為學院的學生安排交流機會, 其中包括與印度班加羅爾管理學院、意大利薄康妮大學以及美國洛杉磯加州大學組成聯盟, 合辦國際行政工商管理碩士課程, 以及應加拿大多倫多大學及瑞士聖加蘭大學邀請, 合辦國際行政工商管理課程等。

魏教授表示, 商學院十分重視培育具國際視野的學生, 透過交流計劃、海外實習計劃、義工服務計劃或安排合作夥伴的學者到學院任教等, 協助學生建立全球觀、拓寬視野及提升語文能力。

商學院的交換生名額多年來不斷上升, 和城大合辦交換生計劃的學府亦不斷增多。魏教授表示, 為了進一步加強學生的全球觀, 商學院計劃增加交換生名額, 由去年約180個增至今年約230個, 並希望在未來三年內增至400個, 屆時學院內半數本科生可望有機會到海外交流。

AMBA於1967年創立, 其頒發的認可資格被喻為工商管理碩士課程的國際水平指標。該機構旨在促進世界各地高質素工商管理教育, 並成為世界各地的工商學府、僱主和會員的溝通橋樑。現時全球超過60個國家約140所學院獲得AMBA的認可資格。

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The College of Business of City University of Hong Kong (CityU) has become the only business school in the Greater China region to be triple accredited. The recent accreditation by the Association of MBAs (AMBA), together with those received from AACSB International in 2005 and EQUIS in 2007, reinforce the reputation of the College, as well as CityU as an international institution.

Professor Wei Kwok-kee, Dean of the College of Business, said that by securing the top three business school accreditations, the College had assumed a leading position in Asian business education. The triple accreditation represented a great honour for the College and CityU, he added.

The accreditations are recognition of CityU's outstanding teaching and research standards. They highlight the giant strides forward made by the College in promoting internationalisation within its curriculum.

All MBA programmes offered at the College of Business are accredited by AMBA. Among the other triple accredited institutions in the world are renowned business schools such as INSEAD, based in France and Singapore, and London Business School, UK.

"The EQUIS, AACSB International and AMBA accreditations mean our students, and the qualifications conferred by CityU, will be widely accepted by global institutions," Professor Wei said. "Our accreditation status has also attracted a number of overseas schools to work with us and our students will benefit directly."

Through joint initiatives with universities overseas, the College is able to expand its global network, combine its strengths with that of its partners and offer internationalised education to the students. The College has, for example, formed a partnership with the University of California, Berkeley and recently became the first Hong Kong partner of their Asia Business Centre. The partnership will offer advanced management executive programmes to CityU students and encourage an exchange of students and academics between the two schools.

CityU has also formed alliances with other internationally renowned universities to co-organise programmes. Such partnerships have been forged with the Indian Institute of Management Bangalore, SDA Bocconi-School of Management in Milan, Italy, and University of California, Los Angeles' Anderson School of Management. CityU has also accepted invitations from the University of Toronto and Switzerland's University of St Gallen to co-organise similar global EMBA programmes.

According to Professor Wei, the College values the grooming of students' global mindset. It aims to broaden their horizons and enhance their language abilities through exchange programmes, overseas internships, voluntary service or through scholars visiting from overseas partner institutions.

The College's population of exchange students has been increasing steadily, as has the number of collaborating universities. In order to bolster the students' global outlook, the College plans to increase the quota of exchange students to 400 over the next two to three years, giving half of the undergraduates the opportunity to undertake overseas exchange. The quota increased to 230 this year, from 180 last year.

AMBA was established in 1967. Their accreditation service is internationally recognised as the global standard for Masters of Business Administration programmes. One of its objectives is to ensure the quality of masters level business education. The association is working to establish a tripartite network to improve the lines of communication between members, employers and leading business schools. AMBA now accredits more than 140 business schools in more than 60 countries.

Other media coverage :

Newspapers

- 13-3-2008 *Sing Tao Daily* 《星島日報》, *Ta Kung Pao* 《大公報》
- 18-3-2008 *The Standard*
- 10-4-2008 *Hong Kong Economic Journal* 《信報》