

2027-2028 : ADMISSION BROCHURE
招 生 简 章

黃廷方·信和
一帶一路研究院
NG TENG FONG · SINO GROUP
BELT AND ROAD
RESEARCH INSTITUTE



MASTER OF SOCIAL SCIENCES IN
INTERNATIONAL BUSINESS MANAGEMENT
FOR BELT AND ROAD COUNTRIES



社会科学硕士
一帶一路国家国际工商管理

一 年 全 日 制
ONE-YEAR FULL-TIME

关于黄廷方·信和一带一路研究院

ABOUT NG TENG FONG · SINO GROUP BELT AND ROAD RESEARCH INSTITUTE



响应习近平主席提出的一带一路倡议, 香港珠海学院黄廷方·信和一带一路研究院(原名“一带一路研究所”)于2017年成立。自成立以来, 它一直是推动香港新丝绸之路发展研究和讨论的先锋, 以多学科为学术方向, 以政策为重点, 并与本地工商界紧密合作, 同时也致力发展与海外研究和政策机构的国际联系。研究院目前开设两个一带一路相关的硕士课程, 分别是一带一路国家国际关系社会科学硕士和一带一路国家国际工商管理社会科学硕士。

In response to the Belt and Road Initiative launched by President Xi, the Ng Teng Fong · Sino Group Belt and Road Research Institute (formerly known as the “One Belt One Road Research Institute”) of the Hong Kong Chu Hai College was established in 2017. It has been the pioneer in promoting the study and discussion of the development of the new Silk Road in Hong Kong. It is multi-disciplinary in academic orientation, policy focused and working closely with local industries and businesses, but also trying hard to develop international connections with overseas research and policy organizations. The Research Institute currently offers two master programmes on Belt and Road studies, namely MSocSci in International Relations for Belt and Road Countries and MSocSci in International Business Management for Belt and Road Countries.

课程简介 PROGRAMME OVERVIEW

一带一路国家国际工商管理社会科学硕士课程是一门综合性课程, 专注国际商务理论与实践。课程基于英美体制, 但随着近年国际体系的区域性与地区性条件发生的巨大变化, 课程内容亦相应调整, 重点关注这些地区在新的国际制度下工商管理制度和模式的新变化。课程旨在让学生具备必要的知识、技能与能力, 从而胜任新时代下的国际商务工作的要求, 无论面对新兴或传统市场都能游刃有余。

The MSocSci in International Business Management for Belt and Road Countries is a comprehensive but also focused business learning grounded on both international theory and practices of business, but adapted to recent changes in the basic assumptions of the more restrictive Anglo-American systems, and concrete regional and local conditions and situations that are evolving under the new international regime. The programme aims to equip students with the essential knowledge, skill and capability to engage in international business in new and old markets in the new age.



师资

Teaching Staff

此课程由香港珠海学院黄廷方·信和一带一路研究院 Oleksandr Rogach 教授担任课程主任,并由院长陈文鸿教授以及多位本地和海外教授组成的教学团队负责教学工作。海外教授除了来自伦敦大学亚非学院(英国)及中山大学(中国)的著名学者卢荻教授外,还有来自里昂商学院(法国)以及一带一路沿线国家(乌克兰、伊朗、巴基斯坦、乌兹别克斯坦等)多所著名大学的教授。

Teaching is provided by a team of local and international professors led by the programme director Prof. Oleksandr Rogach, professor of the Ng Teng Fong•Sino Group Belt and Road Research Institute of Hong Kong Chu Hai College. Teaching staff include Professor Thomas Chan, Director of our Research Institute, Professor Dic Lo from the School of Oriental and African Studies of the University of London (UK) and Sun Yat-sen University (China), as well as distinguished professors from the Emlyon Business School (France) and several prestigious universities along the Belt and Road countries (Ukraine, Iran, Pakistan, Uzbekistan, etc.).





课程宗旨

PROGRAMME AIMS

- 令学生掌握与一带一路国家开展业务的能力,包括企业管理和市场营销的必要知识、先进技能和工具;
- 让学生深入及全面地了解一带一路国家的历史与文化,以助跨文化交流和商务活动;
- 让学生能批判性地了解中国在促进国内外贸易和投资方面的发展经验;
- 培养学生在跨文化工作环境中具有独特的商业触觉和同理心,并具备在一带一路国家各地区经商(包括与当地人以各种形式合作)的实践技能及自信;
- 令学生从跨学科的学习中获取必要及专业的知识,以了解并善用一带一路国家各地区的不同社会政治经济环境和制度所带来的商机。
- To equip students with the essential knowledge and advanced skills and tools of business management and marketing that will equip them with the capabilities to engage in business with Belt and Road countries;
- To create in students an in-depth and comprehensive understanding of history and culture of Belt and Road countries as a base for their cross cultural and transcultural appreciation;
To give students a critical understanding of the development experiences of China that drive China in both inbound and outbound trade and investment;
- To develop in students special business senses and empathy for their work in cross-cultural and transcultural settings, and to equip them with practical skills and confidence to do business (including cooperation with the locals in various forms) in various regions of Belt and Road countries;
- For students to acquire essential and specialised knowledge from an interdisciplinary approach to understand and utilise business opportunities arising from different socio-politico-economic environments and institutional regimes in different regions of the Belt and Road countries.



职业前景 Career Prospects

毕业生将能在本地或海外就业市场及国际企业中具有竞争优势。中国的一带一路倡议现正发展成为一个由跨国企业、中国企业以及新旧丝绸之路贸易路线沿线的许多国家政府共同牵头的全球性事业。这将会在丝绸之路沿线和非沿线国家产生出大量一带一路专业职位和对国际关系知识和技能的需求。政府、企业、甚至非政府组织以及媒体和教育行业都将急需了解地缘政治与地缘经济趋势及转向变化的分析人员与专才。本课程是香港及海外学术机构首个开设的同类课程。

Graduates should be able to compete with advantages in local and overseas job markets and in international ventures. The Belt and Road Initiative of China is now evolving into an international enterprise led by multinational and Chinese enterprises as well as many national governments along the various trade routes of the old and new Silk Road. There will be a huge demand for professionals with adequate knowledge and skill background in the international relations of China and other countries in the context of the Chinese Belt and Road Initiative and its reactions from countries along and outside the Silk Road routes. There will also be an urgent need for analysts and experts who are knowledgeable about the trends and shifts in geopolitics and geoeconomics for governments, corporations and even non-government organisations as well as media and education institutions. This Programme is the first of its kind to be offered by an academic institution in Hong Kong and overseas.





课程结构 PROGRAMME STRUCTURE

课程共 30 个学分, 分为必修科目 (共15学分) 和选修科目 (共15学分)。

The Programme comprises 30 credits dividing into core courses (15 credits) and elective courses (15 credits).

必修科目 (必须修满 15 学分) Core Courses (Total: 15 credits)		学分 Credit
国际工商管理 — 理论与实践	International Business Management – Theory and Practices	3
国际市场营销	International Marketing	3
一带一路国家与地区的历史与文化	History and Culture of the Belt and Road Countries and Regions	3
一带一路倡议下中国的发展经验	China's Development Experiences in the Context of the Belt and Road Initiative	3
研究方法与方法论	Research Methods and Methodology	3

选修科目 (共修: 15 学分) Elective Courses (Total: 15 credits)		学分 Credit
法律体系比较 — 国际工商管理	Comparative Legal Systems – International Business Management	3
业界的国际金融导读	A Practitioner's Guide to International Finance	3
国际贸易与投资	International Trade and Investment	3
10+3 — 东盟与中国、日本和韩国的经济及政治	10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea	3
俄罗斯与东欧国家的贸易与投资	Trade and Investment in Russia and East European Countries	3
中巴经济走廊 — 制度性障碍与商业机遇	China-Pakistan Economic Corridor – Institutional Barriers and Business Opportunities	3
欧洲与亚洲和中国的贸易与投资	Europe's Trade and Investment with Asia and China	3
区域性框架下的跨文化管理	Cross-cultural Management – Regional Context	3
国际商贸交易中的风险管理	Risk Management in International Business Transactions	3
跨国企业	Multinational Enterprises	3
研究论文 — 国际工商管理	Research Thesis – International Business Management	6
一带一路部分国家实地调研	Study Tours to Selected Belt and Road Countries	3

注: 选修科目并非每年开办。 Note: Not every elective course will be offered every year.

毕业生分享

Graduates Sharing



梁 涛

大家好

我叫James, 来自深圳, 作为一名商业实践者, 我曾任职于腾讯、京东等企业, 并创立自己的数字营销公司。在企业经营的过程中, 我深刻体会到跨文化商业合作需要更系统的知识体系和更开阔的国际视野, 这促使我选择加入香港珠海学院一带一路专业深造。

在学期间, 来自全球的教授们以前沿的学术视角, 帮助我们深入理解一带一路沿线国家的商业环境与文化差异; 与各国同学的交流合作, 更让我掌握了跨文化沟通的实际技巧。在陈教授关于国际商务管理研究论文的指导和带领下, 我系统性地构建起对新兴市场商业机遇的分析框架。这段学习经历不仅填补了我的知识盲区, 更培养了我以开放包容的心态应对国际商务挑战的能力。

毕业后, 我将运用所学知识, 助力更多中国企业在一带一路沿线国家的数字化转型。期待未来有更多志同道合的伙伴加入这个充满机遇的领域, 共同书写新时代的丝路故事!

Hello everyone

My name is James, I am from Shenzhen. As a business practitioner, I have worked for Tencent and Jingdong, and founded my own digital marketing company. In the process of business operation, I deeply understand that cross-cultural business co-operation requires a more systematic knowledge system and a broader international perspective, which prompted me to choose to join the Belt and Road Programme of the Hong Kong Chu Hai College for further study.

During the study period, professors from all over the world helped us to deeply understand the business environment and cultural differences of the countries along the Belt and Road with their cutting-edge academic perspectives; and the exchanges and co-operation with my classmates from different countries helped me to master the practical skills of cross-cultural communication. Under the guidance and leadership of Professor Chan's research paper on international business management, I systematically constructed a framework for analysing business opportunities in emerging markets. This learning experience not only filled my knowledge gap, but also cultivated my ability to deal with international business challenges with an open and tolerant mindset.

After graduation, I will apply my knowledge to help more Chinese enterprises in the digital transformation of countries along the Belt and Road. I look forward to more like-minded partners joining this field full of opportunities in the future, and writing the Silk Road story of the new era together!



徐 芬

毕业心语: 交汇点上, 重塑认知新境

作为资深传统媒体人(就职于深圳广播电影电视集团), 选择重返校园, 于香港珠海学院「一带一路」工商管理课程深造, 一方面源于工作中对于经济和时政的洞察, 另一方面更是被学院创新的课程体系所吸引。

课程聚焦于沿线诸国的文化制度差异与微观管理精粹: 课堂之上, 有来自多国教授授课, 解锁一带一路国家文化深层的宗教习俗密码、剖析问题根源, 更是直击要害, 指出法律衔接之难, 远胜于技术标准的跨越。这些生动鲜活的内容和案例, 正是媒体人讲述丝路故事、中国故事时最为渴求的独特视角。

展望未来, 我心怀愿景: 愿以媒体为舟, 架设「五通」之桥, 贯通东西, 联结梦想。

Graduation Message: At the Crossroads, Rebuilding the New Realm of Cognition

After working over a decade in traditional media at Shenzhen Media Group, I chose to return to academia and pursue the "Belt and Road" Business Administration program at Hong Kong Chu Hai College. This decision was driven by insights into the world economy and politics gained from my work, as well as the innovative and practical curriculum of the program.

The program deeply explores cultural and institutional differences, along with micro management practices within Belt and Road countries. In class, professors from diverse countries illuminated the significance of deeply rooted religious customs in these cultures. When analyzing complex issues, they pinpointed core challenges, noting how legal integration often proves far more difficult than aligning technical standards. These vivid lessons and case studies provided the unique perspectives we media professionals seek when telling Silk Road stories—particularly China's story.

Looking ahead, my vision and mission are to leverage media as a bridge for the "Five Connectivities," linking East and West and connecting shared aspirations.

毕业生分享

Graduates Sharing



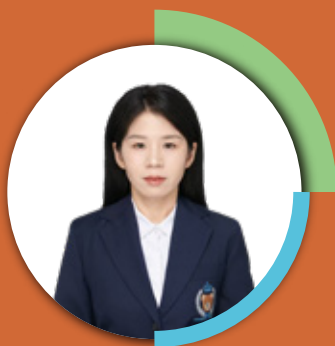
张千园

我是张千园。作为一名深圳律师，希望自己可以具备更多的商业知识以及一带一路国家的历史文化以及法律去服务自己的法律事业。香港珠海学院黄廷方·信和一带一路研究院的教授们非常专业和渊博以及平易近人，非常鼓励学生表达自己的观点，教授们不仅仅传授专业知识给我们，更重要的是教我们如何通过事物之间的联系来看待世界。

香港珠海学院一带一路工商管理的同学们来自不同的背景和行业以及不同的年龄段，尽管如此，同学们都很乐于分享各种经验和知识。香港珠海学院给了我重新认识自己的机会。训练出不害怕上台做英文演讲，小组作业让我认识到挑选团队成员的重要性，各科的论文作业让我有机会去了解中国企业如何在国际市场上立足和发展。我渴望自己可以了解更多，知道更多，更有力量和能力去助力中国企业走向世界。

My name is Zhang Qianyuan. As a lawyer in Shenzhen, I hope to acquire more business knowledge, as well as knowledge of the history, culture, and laws of the Belt and Road countries, to better serve my legal career. The professors in Ng Teng Fong · Sino Group Belt and Road Research Institute are highly professional, knowledgeable and approachable. They encourage students to express their own views. The professors not only teach professional knowledge to us, but also teach us how to view the world through the connections between things.

The students in the Belt and Road International Business Administration program at Hong Kong Chu Hai College come from diverse backgrounds and all walks of life and different ages. Despite these differences, they are delight to share their experiences and knowledge with one another. Hong Kong Chu Hai College has given me a new outlook on myself. Training me overcome my fear of giving English presentations in the front of class. Group assignments have taught me the importance of selecting the right team members. The essays and assignments across various subjects have allowed me to gain insights into how Chinese enterprises establish and develop themselves in the international market. I am eager to learn more, know more, and gain the strength and capability to support Chinese enterprises in their global expansion.



安静

我是Anjing，来自深圳，是一位在国内银行业从业十年的产品经理，也是今年毕业于香港珠海学院社会科学硕士(一带一路国家国际工商管理)2024年秋季的研究生。

其实是来香港读书，是我人生十字路口一个很临时的决定。在自己参加工作的第十年停下脚步，重新开启一段学生生活，需要很大的勇气和挑战，在香港珠海学院的这一年与十年前的那个学生阶段有了不一样的感悟，我更加珍惜每一分钟可以学习新知识的机会。孔子曾经说，三人行，必有我师。从业以来一直一直在自己行业耕耘，从来没有接触过其他的行业，通过在香港珠海学院学习的这一年，我认识了很多来自各行各业的资深专家，从业者，有跨境电商，有制造业，有保险证券，有律师，医生，让我的人生增加了很多之前获取不到的知识，还有学院里来自全球各地的教授们精彩课堂和学术论坛，让我更觉得受益匪浅，总觉得一年不够，还想收获更多。

今年，我们即将毕业，希望能够通过一年在香港的生活学习，让自己更快的适应在香港的节奏，未来的日子里能够运用自己的知识经验和智慧，为两地贡献自己的力量，期待更多人能加入香港珠海学院黄廷方·信和“一带一路”研究院，并且祝福学院越来越好！

Hello everyone! I'm Anjing from Shenzhen. As a product manager with a decade of experience, I've been dedicated to the domestic banking sector. I graduated from Hong Kong Chu Hai College in a Master of Social Science in International Business Management for the Belt and Road countries.

Actually, my decision to study in Hong Kong was a last-minute choice at a important turning point in my life. It took great courage and determination to pause my career at the ten-year mark and return to student life. My year at Hong Kong Chu Hai College offered me a different perspective compared to my student time a decade ago, every moment became treasurable for me. As Confucius said, "Wherever you go, you will find a teacher." Having focused solely on my own field before, I was excited to meet so many experts and practitioners from various industries at the college, such as cross-border e-commerce, manufacturing, insurance, securities, attorneys and medicine. These connections broadened my horizons. Additionally, the college's professors from all over the world delivered diverse and enriching courses and academic forums, which enriched my common sense. Subjects like the history of the Belt and Road Initiative, international finance, East European trade, and China-Pakistan relations etc. were particularly insightful, making me wish for more time to learn.

I'm confident that my year in Hong Kong has helped me adapt to the local environment. I hope in the near future, I can effectively adopt my knowledge and experience to contribute to the development of both the mainland China and Hong Kong. I also look forward to more excellent students joining the Ng Teng Fong · Sino Group Belt and Road Research Institute at Hong Kong Chu Hai College and wish the our faculty become better with each passing day.



土耳其实地调研 STUDY TOUR TO TURKEY

授课语言
MEDIUM OF INSTRUCTION

- 英语 English

课程修读模式
MODE OF STUDY

- 一年全日制
One-Year Full-Time

毕业要求 GRADUATION REQUIREMENTS

学生需按课程要求修毕 30 学分, 并且毕业平均积点 (GGPA) 不低于 2.0。
Students are required to complete 30 credits as required by the curriculum and with a Graduation Grade Point Average (GGPA) of at least 2.0.

Entry Requirements

入学要求

- 持有认可学士学位或同等学历。
Holding a Bachelor's degree or equivalent, preferably in social sciences, humanities, business or law;
- 若从非英语授课的大学毕业, 需符合以下其中一项英语水平要求:
An applicant seeking admission on the basis of a qualification from a university or institution of which the language of teaching and/or examination is not English, shall satisfy one of the following minimum language requirements:
 - 托福: 网路考试不低于 79 分或笔试不低于 550 分;
 - 雅思 (综合): 总评分不低于 6.0 分;
 - 中华人民共和国之大学英语六级考试 (CET-6): 不低于 430 分; 或
 - 其他同等的英语水平测试成绩。
 - TOEFL: a score of 79 in internet-based test or 550 in paper-based test;
 - IELTS: an overall score of 6.0;
 - CET-6: a score of 430; OR
 - Equivalent.

申请人士可网上报名并上传以下文件副本至学院入学申请系统
(面试时需缴交下列文件正本或经发出单位发出的核证副本)：

Applicants should upload the following documents to the online Admissions System
(The original documents or certified copies from the issuing authority are required at the admissions interview)：

1

最近护照相片一张 One recent passport-size photo

2

身份证／护照副本 Photocopy of Identity Card / Passport

3

成绩单正本或经院校注册处发出的核证副本。成绩单需以密封形式由发出院校直接邮寄至下列地址：
An official transcript or a certified copy sent directly to the Admissions Unit in a sealed envelop by the issuing university to the following address：

香港珠海学院入学组(一带一路国家国际工商管理硕士)

香港新界屯门青山公路青山湾段80号E102室

Admissions Unit (MSocSci in International Business Management)

Hong Kong Chu Hai College E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T., Hong Kong.

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学历证明副本 Photocopy of Degree Certificates

申请人如持有内地学历，需提交：

Applicants with degrees from universities in Mainland China are required to provide：

- 由相关院校发出的「学位证书」及「毕业证书」的核证副本；及
- 由「学信网」或「学位网」发出最新的「教育部学历证书电子注册备案表」；
- a certified copy of Degree Certificate (学位证书) and Graduation Diploma (毕业证书) issued by a central unit (e.g. Registry or equivalent) of your home institution; and
- the latest Online Verification Report of Higher Education Qualification Certificate (教育部学历证书电子注册备案表) issued by the CHESICC (学信网) or CDGDC (学位网)；

如有需要，学院会要求申请人提交由香港学术及职业资历评审局发出的「学历评估报告」。如所持学历并非以英语授课，申请人须提交英语能力证明副本。合资格的申请人须接受面试，有关安排会以电邮通知。

The College may request for an Assessment Report issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on the level of qualification obtained, if necessary. Photocopy of English proficiency certificate for qualifications obtained from an institution of which the medium of instruction is not English, if applicable. Selected applicants will receive an interview invitation by email.





申请费用 APPLICATION FEE

申请费用:本地生港币 300 元,非本地生港币 600 元;凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制。付款方式详情请参阅财务处网页。
Non-refundable application fee of HK\$300 for local applicants or HK\$600 for non-local applicants for each programme. For payment methods, please visit the Finance Office webpage.



学费 TUITION FEE

一年全日制课程 One-year full-time programme

港币 \$162,750元,分两期缴交
HK\$162,750 payable in two installments

凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制。付款方式详情请参阅财务处网页。

本地生及非本地生学费相同;修读超过毕业所需的最低学分,须另缴学分费用。

修读选修科目“一带一路部分国家实地调研”的学生需要另外支付调研费用,每个国家的调研费用并不相同。

Bank transaction fees incurred through electronic payment channels will be borne by the payer. The paid tuition fees are not refundable or transferable. For payment methods, please visit the Finance Office webpage.

Tuition fees are the same for local students and non-local students. Students taking more than the minimum credits required for graduation will be charged on a per-credit basis.

Students taking the elective course "Study Tours to Selected Belt and Road Countries" are required to pay a separate tour fee, which varies for each country.

报 名 日 期 Application Periods

秋季入学

2027/2028 学年
[本地生及非本地生]

2026年10月12日至2027年5月31日(额满即止)

春季入学

2027/2028 学年
[本地生及非本地生]

2027年8月2日至2027年9月30日
(如秋季学额已招满,春季暂停招生)

For Fall Intake

2027/2028 Academic Year
[Local applicants and Non-local applicants]

12 October 2026 to 31 May 2027
(The admission will be closed when the enrollment is full)

For Spring Intake

2027/2028 Academic Year
[Local applicants and Non-local applicants]

2 August 2027 to 30 September 2027
(The admission for Spring Intake will be closed when the enrollment is full)

注:所有入学申请额满即止

Note: All admissions will be closed when the enrolment is full.

报名查询 Application Enquiries

香港珠海学院入学组
Admissions Unit

电话 Tel: (852) 2972 7200
电邮 Email: chmssibm@chuhai.edu.hk

课程查询 Programme Enquiries

黄廷方·信和一带一路研究院
Ng Teng Fong · Sino Group Belt
and Road Research Institute

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