



International MBA – Hong Kong

Accelerate your career

Invest in your future

Maximize your potential

Our Goal:

To provide you with an experience that broadens your expertise, strengthens your leadership abilities, benefits your company, and significantly enriches your personal and professional life.

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Ranked Among the Best...

The University of Iowa Tippie School of Management is one of the top business schools in the world. As a student in the International MBA (IMBA) program in Hong Kong, you will have the advantage of learning from the same internationally recognized faculty who teach in Tippie's on-campus MBA programs in the U.S. plus selected local faculty who are experienced educators and who will enhance the applicability of your studies to the Asian marketplace.

With more than 700 institutions in the U.S. offering an MBA, we are proud to be consistently numbered among the top 50 programs. This places the Tippie's MBA solidly among the top 10% of MBA programs – ensuring our students will receive an extraordinary educational experience.

Business Week, 2008	Top 45 U.S. Top 20 Public U.S.
The Economist, 2008	Top 20 Public U.S.
Financial Times, 2008	33 rd U.S. 54 th World (3 year average) 9 th in Finance
U.S. News & World Report 2008	23 rd Public U.S. Top 50 U.S.
The Wall Street Journal	31 st Regional
Forbes	16 th U.S. 1 st Public Big 10 1 st Fastest Payback

The University of Iowa

The University of Iowa is proud to be an institution whose top priorities are high-quality education, world-class research, and deeply committed service. Since 1847, we have been educating students of all ages who have made positive impacts in their communities – within Iowa and throughout the world. Iowa offers over 100 areas of baccalaureate study plus graduate and



professional programs in over 100 areas, such as medicine, dentistry, law, education, business, engineering, the social sciences, the physical and biological sciences, and the arts and humanities. The University is internationally recognized for its high quality education, research and faculty.

The Henry B. Tippie School of Management

The MBA program, established in 1959, is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the oldest and most widely recognized institution for accrediting business programs. The Tippie MBA has established an outstanding international reputation being consistently ranked among the U.S. top 40 MBA programs.



Tippie faculty are outstanding educators and researchers from both the academic and business sectors. They work diligently to provide students a solid foundation in the functional areas of business, complemented by contributing disciplines and modern management practices. In addition, Tippie students have access to a strong network of alumni and business contacts in the region, across the country, and around the globe.

The IMBA Experience at Tippie

The International MBA program (IMBA) is designed for working professionals. Students represent rising managers with a broad range of experience in a

variety of industries. The instruction facilitated exchange of experiences and ideas is an integral part of the learning process. What you learn on the weekend will positively impact your job performance on Monday. You will be challenged to stretch beyond your boundaries...to work with a diverse group of talented professionals...to interact with exceptional faculty...to think creatively...and to consider the big picture first.

Interactive Enrichment

The value of the IMBA program is the wealth of experience that exists in the classroom. The faculty fosters the exchange of such experiences and encourages sharing best practices and collective learning.

The University of Iowa IMBA program is characterized by educational techniques that are applied to meet the needs of the participants and the subject matter.

- ✧ Application oriented emphasizing practical use of principles
- ✧ Team-based learning
- ✧ Development of problem solving abilities through case studies, business games, and simulations.
- ✧ Limited class size to ensure active participation and interaction among all students.
- ✧ Focus on current business events through guest speakers from renowned companies

Study Group

Study group interactions highlight your IMBA experience. Your study group is a cross-functional team, which meets regularly at a convenient location to tackle projects and review coursework. Your group members represent different backgrounds and experience levels, reflecting a microcosm of the business world. Working closely with one another helps you develop strong partnerships that last long after graduation.

Integrative Approach

The IMBA demands a thoughtful balance between personal, professional, and academic responsibilities. Considerable attention is given to the links between different subject areas. The program highlights the real-world need to integrate the cross-disciplinary nature of business problems and the benefit of integrated strategies and solutions.

The integrative approach stimulates cross-functional competencies and contributes to the development of strong analytical abilities and teamwork skills.

The IMBA Program...

Designed for working professionals

The IMBA program is designed for working professionals. Classes are held at a convenient location right in the heart of Hong Kong and on a schedule that permits busy managers the opportunity to learn and to continue their career uninterrupted.

The IMBA consists of 15 courses, offered in sequence, with a new class starting approximately every 6 weeks. A typical class meets 30 hours in-class, preceded and followed by web-based tutorials

Week 1 – 2 On-line reading and assignment
Week 3 in class: Saturday 7 hours; Sunday 8 hours
Week 4 in class: Saturday 7 hours; Sunday 8 hours
Week 5 - 6 On-line assignments

The IMBA program broadens your expertise and enhances your leadership abilities. You and your employer benefit immediately as you become a more knowledgeable professional and stronger contributor to your firm's success.

The Participants... Richness through Diversity

The IMBA program attracts outstanding students who bring many years of management experience and judgment to the classroom. The program structure is designed to accommodate the busy schedules of successful business professionals and has attracted a wide array of managers from multinational, regional and local businesses in Hong Kong, China, and Taiwan. Since much of the learning experience results from peers sharing their experiences and perspectives in small groups and in the classroom, the diversity of participants adds a unique richness to the Tippie experience.

Our students are internationally-minded and eager to enrich their experience and share practices. They are high achievers with solid academic credentials and strong track records as managers. They have been identified in their company as having high potential to reach the very top in their career. In addition to strong analytical skills, they also demonstrate emotional maturity and interpersonal skills. Students remain in frequent contact throughout the program, learning with and from one another, building a lasting community through the exchange of ideas and experience.

Age Range	27 – 46
Average age	34
Average work experience:	10 years
Undergraduate degrees:	
Business, Management and Economics	44%
Law, Politics and Humanities	23%
Science, and Engineering	33%

The Curriculum...

Achieving Excellence in Education

Designed for experienced managers, the IMBA is a general management program that gives you in-depth knowledge of business fundamentals, sharpens analytical skills, teaches creative problem-solving techniques, and extends your vision beyond your current job, region and industry. All participants complete the same core and select six elective courses to meet the degree requirements.

The curriculum is designed to provide you state-of-the-art business tools and the ability to apply them to all business issues, today and in the future. Our faculty continually updates their courses to reflect the latest thinking in the field and the latest issues in the marketplace.

International Study Option

IMBA students who wish to do so may join one of the international trips offered through the Tippie MBA program for Professionals and Managers. These optional study trips offer the opportunity to gain a greater understanding of the international business environment and the role of culture in world trade through an intensive study abroad experience. The Iowa MBA-PM International Programs normally consist of a two-week study trip and include a seminar and academic excursions to international business and cultural centers.

Typically offered bi-annually in early January and mid-May, MBA-PM International Programs are designed and taught by Iowa faculty supplemented by guest lecturers from the host country. Participants earn 3 semester hours of credit. Course offerings vary with each trip. Past trips include China, Germany, Greece, and Italy.

Core Courses

Data and Decisions

Introduction to techniques of quantitative modeling, and statistical analysis for management decision-making. A unifying element of the course is the use of Excel to perform various kinds of analysis in a spreadsheet environment. Major topics include decision analysis, statistical inference, regression, and linear programming. The course also develops required background material in probability.

Operations Management

Planning and decision-making activities associated with the management of an organization's operations. Operations management, planning and decision-making activities, insights into the basic trade-offs associated with operation's management decisions, tools and techniques for helping operations' managers implement their decisions and reach their goals. Topics include: production and service delivery strategy, capacity planning, product and process design, total quality management, demand management, production and service planning, scheduling, materials control, emerging production and service technologies.

Managerial Economics

Teaches the basic principles of modern microeconomics and their usefulness in marketing business decision. Begins with a brief overview of the supply and demand model and its insight into market behavior. Analyzes models of consumer and firm behavior with applications; market equilibrium and structure; pricing decisions and strategy. Examines the economic determinants of individuals' consumption, savings and labor behavior. Provides a foundation for understanding firms' pricing and output decision in both competitive and monopolistic settings.

Marketing Management

Develops an understanding of and skill in formulating and planning marketing strategies. Concepts, principles and models of marketing. The relationship between marketing and other functional areas of business. Emphasis on how the marketing manager can achieve desired outcomes with the target market. Includes analyzing

marketing opportunities; researching and selecting target markets; developing marketing strategies; planning marketing programs; and organizing, implementing and controlling the marketing effort.

Corporate Financial Reporting

Interpretation and analysis of financial information. Framework for understanding contemporary financial reporting practices, the forces that shape those practices, and how those practices influence the usefulness of financial information in applied decision settings. Topics are organized around three modules: (1) measurement rules and bookkeeping procedures for production of corporate financial statements and use of the information for credit decisions; (2) strengths and weaknesses of alternative accounting methods and financial disclosures; and (3) analysis for valuation purposes.

Management in Organizations

Introduction to organizational behavior principles and human resource practices relevant to any new manager. Provides students with practice in using these concepts to solve problems encountered when managing people on the job. The course also encourages the development of analytical and critical thinking skills, ability to work in teams, and oral and written communication.

International Economic Environment of the Firm

Analyzes both short-run fluctuations and long-run growth of the aggregate economy. Basic determinants of aggregate output, employment, wages, unemployment, consumption, investment, international trade flows, interest rates, exchange rates, prices, and inflation in open economies; sources and nature of economic growth; effects of domestic and foreign monetary and fiscal policies; effects of trade and exchange rate policies.

Managerial Finance

Provides an overview of the basic concepts and principles of financial management and insight into the decision making process of financial managers. Topics include: the time value of money, the tradeoff between risk and return valuation techniques, capital budgeting, capital structure, and the role of financial markets. Emphasizes

the mathematical tools of financial decision making and reasoning and concepts in appropriately applying these tools.

Strategic Management and Business Policy

The capstone strategy course for the MBA program. Discussion of strategic business frameworks as applied to a comprehensive computer-based business simulation. In the simulation, students apply concepts and tools from earlier courses to manage their “virtual” company. These companies in turn compete in a common marketplace. Students learn to think, act and communicate strategically.

Electives

Each student must complete 6 elective subjects. A variety of courses are offered through the year to meet the interests of as many students as possible. Typical elective courses include those listed below.

Dynamics of Negotiation

The theory and practice of successful negotiation. Includes analysis of individual conflict handling styles and analysis of negotiation contexts to successfully plan and implement appropriate strategies and tactics. Offers experiential opportunities to practice and develop negotiation skills at the dyadic, team, and group levels across a variety of negotiation contexts.

Entrepreneurship and Innovation

Introduction to the entrepreneurial process from conception to birth of a new venture; the attributes of successful entrepreneurs, innovation and creativity, opportunity recognition, venture screening, identification of resources, and feasibility analysis.

Corporate Finance

Topics to be covered include cost of capital estimation, valuation techniques, advanced capital budgeting, capital structure and dividend policy, and option pricing models applied to corporate finance. Develop ability to apply the models and techniques developed in class in “real-world” settings.

International Finance

Impact of international financial markets on business and financial decisions in foreign environments; global finance, foreign ex-change, Eurocurrency markets, currency derivatives, risk hedging, international bond and equity markets, privatization, joint ventures.

International Management

Management issues encountered in international business settings; assessing international politico-economic and socio-cultural environments; managing a multicultural workforce; forming international structures and alliances; developing international business strategy.

Legal Environment of Business and Ethics

Consider ethical issues that arise in business and in the lives of individuals who participate in business activities. The readings will facilitate thought and discussion about a wide variety of ethical dilemma and substantive legal rules encouraging thought regarding the rationale behind certain laws and the often competing priorities that are reflected by the choice of a specific legal outcome. The purpose of this class is to enhance problem solving skills not to prescribe an ethical code of conduct for you nor convince you that the western way of responding is the only correct or the best way to respond.

Product Management

This course examines the major questions, theory, and research methods that are involved in positioning, developing and pricing products. The course is taught using a blend of lectures, discussions, cases and a project.

International Marketing

In this course, students study: the differences between international and domestic marketing and investigate how environmental conditions, especially cultural, affect marketing success beyond US borders. Through readings, lectures, analysis of current business practices, individual cases assignments

and in-class exercises, students will learn about global marketing strategies, including sourcing decisions, segmentation, targeting, positioning, entry strategies and marketing mix tactics.

Web Business Strategy

Develop an understanding of the impact of services on how to add your company's value with services and how to create new customer value propositions using digital technologies. Learn to think systematically about strategic opportunities and challenges created by the emergence of services and new digital technologies. Practice strategic actions in growing your company when competitors are also thinking and acting strategically through a simulation exercise.

The Faculty...Learn from the Best

The University of Iowa Tippie School of Management boasts a distinguished faculty. The faculty for the International MBA is drawn from the same faculty who teach in other Iowa MBA programs in the U.S. Distinguished, dynamic, and great facilitators, all the faculty are experienced educators, internationally recognized scholars, sought-after consultants, and seasoned business professionals. The following list is representative of faculty who are selected to teach in the IMBA-Hong Kong.

 <p>Terry L. Boles Associate Professor, Director of the Institute for International Business, and Henry B. Tippie Research Fellow</p> <p>Academic History PhD, Social Psychology, University of California, Santa Barbara BA, Psychology, University of California, Santa Barbara</p> <p>Expertise Negotiation Process and Strategy Individual Differences in Approaches to Conflict International and Cross-Cultural Negotiations Conflict Management Systems Decision Making under Risk</p>	 <p>Gary Gaeth Professor, Interim Faculty Director of the Consortium of Universities for International Studies, Faculty Director of MBA Strategic Innovation Career Academy, Cedar Rapids Area Business Chair</p> <p>Academic History PhD, Experimental Psychology, Kansas State University MS, Psychology, Kansas State University MS, Mathematics, University of Wyoming BS, Mathematics, Northern Michigan University</p> <p>Expertise Methods of analysis for consumer decision making Impact of marketing information on consumer decisions</p>
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 <p>George R. Neumann George Daly Professor of Economics</p> <p>Academic History PhD, Economics, Northwestern University MA, Economics, Northwestern University BA, LeMoyne College</p> <p>Expertise Stochastic models of labor markets Economics of union activity Using markets to aggregate information with small numbers of traders</p>	 <p>Samuel A. Burer Associate Professor and Martha and Dennis Hesse Research Fellow</p> <p>Academic History PhD, Algorithms, Combinations, and Optimization, Georgia Institute of Technology BS, Mathematics, University of Georgia</p> <p>Expertise Mathematical programming Operations research</p>
 <p>Erik Lie, Professor Henry B. Tippie Research Professor</p> <p>Academic History PhD in Finance, Purdue University, 1996 MBA, University of Oregon, 1991 BS, University of Oregon, 1990</p> <p>Expertise Accounting, Finance and Taxation Stock Repurchase, Stocks Option Backdating Financial Statement Analysis International Financial Management</p> <p>Awards Time 100 – Time Magazine’s list of the 100 most influential people in the world, 2007 Power 30 – SmartMoney Magazine’s list of the 30 most influential people on Wall Stree, 2006</p>	 <p>Dennis M. Schrag Lecturer</p> <p>Academic History EDD in Educational Management, Drake University, 1982 MA in Education/Curriculum, The University of Iowa, 1972 BA in Political Science and Fine Art, Southern Methodist University</p> <p>Expertise Marketing/Sales Management and Human Resource Management for professional services organizations New business formation Recruitment processes for small and meduim sized organization</p>
 <p>Douglas V. DeJong John F. Murray Professor of Accounting</p> <p>Academic History PhD Accounting, University of Michigan CPA, State of Iowa MBA, Finance, University of Iowa BBA, Accounting, University of Iowa</p> <p>Expertise Financial accounting Corporate governance</p>	 <p>Charles H. Whiteman Director, Economic Research Institute and C. Woody Thompson Professor</p> <p>Academic History PhD, Economics, University of Minnesota BA, Economics, University of Kansas</p> <p>Expertise Dynamic macroeconomic theory and financial economics Rational expectations Time series analysis and macroeconomic forecasting Bayesian econometrics</p>
 <p>Lopo L. Rego Assistant Professor, Marketing</p> <p>Academic History PhD, Marketing, University of Michigan MBA, Marketing and Strategy, Universidad Nova de Lisboa, Portugal MA, Economics, Universidad Nova de Lisboa, Portugal</p> <p>Portugal BA, Economics, Universidad Nova de Lisboa, Portugal</p> <p>Expertise Customer satisfaction Marketing metrics Firm performance Shareholder value Marketing actions</p>	 <p>Yinyu Ye Adjunct Professor, University of Iowa Professor, Management Science and Engineering, Stanford University</p> <p>Academic History PhD, Engineering-Economic Systems/Operations Research, Stanford University MS, Engineering-Economic Systems, Stanford University BS, Systems and Control, Huazhong University of Science and Technology, China</p> <p>Expertise Mathematical programming Optimization algorithm design and analysis Mathematics of operations research</p>



Timothy J. Lowe
C. Maxwell Stanley Professor of International Operations Management

Academic History

PhD, Operations Research, Northwestern University
 ME, Iowa State University
 BSIE, Iowa State University

Expertise

Production/operations management
 Facility location/design and logistics
 Mathematical programming theory and applications



Jay Sa-Aadu
Professor and Associate Dean, School of Management, Chester A. Phillips Professor of Business Finance and Real Estate

Academic History

PhD, Real Estate and Finance, University of Wisconsin, Madison
 MBA, University of Wisconsin, Madison
 BS, Economics, The University of Science and Technology, Kinshasa, Ghana

Expertise

Mortgage finance
 Asset-backed securitization
 Capital markets
 Housing economics
 Real estate investment and valuation
 Financial markets and institutions



John P. Murry
Associate Professor

Academic History
 PhD, Marketing, University of Kansas
 MBA, Marketing, University of Kansas
 BS, Marketing, Kansas State University

Expertise

Brand development and architecture
 Consumer behavior
 Product and marketing management



Nancy Hauserman
Professor, Management and Organizations and Law, Interim Associate Dean, Undergraduate Program in Business, Williams Teaching Professor

Academic History

JD, The University of Iowa
 BA, English and Political Science, University of Rhode Island

Expertise

Business ethics
 Sexual harassment
 Women and employment law

Be a Part of the Tippie IMBA Experience

Admission Criteria

To succeed in the IMBA, you need strong academic ability and significant experience in the world of business.

The following key areas are reviewed in determining eligibility for the program.

- ✧ **Academic record** — Your academic record should clearly demonstrate your ability to complete a rigorous academic program. We consider the difficulty of your major and the reputation of your previous institution, as well as your grade point average. A bachelor's degree (equivalent to a U.S. bachelor's degree) is required.
- ✧ **Work experience** — To gain the most benefit from the program, our students need to understand life in the business world. We expect you to have at least three years of full-time work experience. We also look for professional experience that demonstrates your ability to succeed in a business environment.
- ✧ **Leadership** — Your leadership potential should be evident through involvement in community and special activities as well as achievements in the workplace.
- ✧ **Communication** — All classes are taught in English. Evidence of ability to communicate in English is required. An official TOEFL score may be requested (unless the bachelor's degree is from an institution in a U.S. or other native-English speaking country). Candidates must also participate in an admission interview with a representative of the Tippie School of Management.
- ✧ **Graduate management Admission Test (GMAT)**
A GMAT score may be requested from an applicant for whom there is any question regarding academic preparation. Early application is strongly encouraged if you have not taken the GMAT to ensure that sufficient

time is available to prepare for the test should you be asked for a score. You may also request that your materials be reviewed by the Tippie School of Management on a preliminary basis before submitting a complete application to determine whether a GMAT score will be required.

To Apply

Application forms are available from the Tippie School of Management.

To be considered for admission to the IMBA in Hong Kong, you must submit a complete portfolio of documents for evaluation. This consists of the following materials:

- ❖ **Completed application form**

Make sure to complete the entire application form, giving accurate and up-to-date information.

- ❖ **Official transcripts from all graduate and undergraduate institutions attended.**

Transcripts not in English must be accompanied by certified English translations. Conferral of the degree must be noted on the transcript or a certified copy of the degree certificate/diploma must be provided. All documents must be verified as accurate by the issuing institution. Notarized copies are not acceptable.

- ❖ **Two letters of recommendation**

You are responsible for securing two reference letters from qualified individuals to comment on your professional achievements and your career potential.

- ❖ **Résumé**

Your résumé should outline your education, work experience and professional development as well as summarize your particular achievements.

- ❖ **Personal Statement**

We encourage you to give considerable time and thought to writing your personal statement. It is designed to help us get to know you and your distinctive values, motivations and perspectives. Learning about your academic ability, work experience, personal qualities and aspirations enables us to assess your ability to benefit from and contribute to the IMBA program.

✧ **Non-refundable registration fee of HK \$800.**

Detailed instructions regarding how to apply, required documents and mailing address are provided in the application booklet.

Contact Information

Prospects Immigration & Education Center Limited

<http://iemba.info/uiowa/>

Student Testimonials



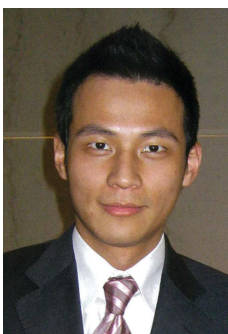
Divesh Gupta
Assistant Vice President
Pre-Sales
PCCW Global, Hong Kong

“With over eleven years of experience in the telecom industry, I felt the need to raise my career to the next level and the Tippie MBA Program offered exactly what I was looking for – an excellent opportunity for learning various aspects of business management with an international flavor. It allowed me to maintain a full-time job while at the same time acquiring a world-class MBA degree.

I quickly realized that the program could be very challenging for working executives.

I was really impressed with the quality and depth of the courses that the Tippie program offered. Courses like “Dynamics of Negotiation” and “New Business Formation” were very useful in attaining first hand experience in tackling real- world problems and at the same time helped me establish valuable contacts in the industry.

The western faculty and a diverse mix of students from the greater-China region fostered healthy in-class discussions on business best practices – the similarities and differences – that made for an enlightening all-round learning experience.”



Bruce Chiang
Key Account Manager
Zenitron Corporation

“Asia and Greater China includes some of the world’s fastest growing economics with great potential for the coming decades. I chose the Tippie IMBA so I can be better prepared for a career in this exciting market. In addition to the excellent education, I have been able to expand my personal and professional network within Asia. Students represent a variety of countries within Asia in addition to Western countries. Classmates work in

different industries and professions providing a rich environment for sharing experiences and expertise in classroom discussions and team assignments. The courses are interesting and challenging and it is with a sense of accomplishment each time a new program challenge is successfully completed. The faculty have high expectations, but give us the tools we need to meet those expectations. The Tippie IMBA has opened new doors for my career and has prepared me to compete successfully in my professional career."



Chris Zee
Assistant Director, Equity Research
BNP Paribas Securities (Asia) Ltd.

"Coming from an investment and finance background, the Tippie IMBA allowed me to broaden my horizon with comprehensive and practical case studies in diverse fields including international marketing and brand management. The program's candidates are professionals from their respective industries, which creates interesting and value-added class discussions."



Kenneth Hung
Consultant
Hudson, Hong Kong

"The Tippie IMBA in Hong Kong is intellectually challenging and I have made friends from many different fields and professions. The Program has provided some new opportunities for me, at least partly due to self discipline and determination needed to complete the course. Moreover, the Tippie IMBA is internationally recognized as one of the most prestigious programs



Chin Lee
Regional Director of Information Technology
Four Season Hotel

“As a student in the world-renowned Tippie IMBA program I found a quality learning experience and a solid alumni network. In the “Marketplace Simulation” course, for example, our team dedicated as much time and effort as if we were working on a real business project. In my job, I am always dealing with unexpected outcomes and tight schedules and this course really helped to develop skills I can use every day. In my position I deal with technical and other business challenges. The knowledge and skills gained from the Tippie IMBA program provides a lifelong value and the new friendships I have built with my classmates will last throughout my career.”