



FALL 2020
**MASTER OF
BUSINESS
ADMINISTRATION**
Reg. No. 262818



Coherency

In worldview formation

Creativity

By making culture

Commitment

To love God and our neighbors

Lumina College

Lumina College is a Christian institute of higher learning in Hong Kong, established in 2015 as an intellectual hub to rally a dynamic, global learning community rooted firmly in Christian worldviews. The talks, seminars, symposia, workshops and international conferences organized have converged the talents of Christian scholars and speakers from regions as diverse as US, UK, Hong Kong, Taiwan, S. Korea, India, and The Philippines. The College has become a vibrant platform for macro-perspective as well as deep-structure thinking on faith and intellectual matters.

Through collaboration with well-reputed global Christian universities, Lumina College aims to provide quality Christian higher education that closely integrates faith with life and learning, and nurture future leaders with the mind, heart and strength to create culture in service to our society and country.

Cairn University

Established in 1913 initially as a Bible college, Cairn University has been faithfully providing rigorous Christian education for more than 100 years. With C.I. Scofield, writer of the century-old Scofield Reference Bible as one of its co-founders, Cairn has a strong Christian heritage and was among the first few Bible colleges in the US that received accreditation to offer degree study in the 1960's. The University now has more than 50 academic programs and specializations on offer; and growing in a metropolitan area with a history as dynamic as Philadelphia, Cairn knows well to bring up men and women of character who are biblically-minded, well-educated, and professionally competent to serve the needs of modern-day society. In this, the University lives out the vision of its name: "Cairns are piles of stones used as a memorial or a trailmarker; they bear witness and point the way. This is who we are. This is what we do."

“ Cairn University invites students to walk a different path. A path that will **challenge** them, **inspire** them, and **prepare** them for life and work. One that is **centered** on Jesus Christ and the Word of God, one that will give them a broad perspective on the world that is engaging and purposeful ... ”



Program Highlights

Flexible hybrid format, where face-to-face teaching is blended with online delivery to maximize students' learning experiences while fitting into their busy work schedules that place variable demands on their time

Experienced local faculty co-teach in the program with fly-in faculty from Cairn University to enrich and situate student learning in contemporary Hong Kong and Asian contexts in balance with global perspectives

Students can complete the program part-time in two years at a moderate pace

and obtain Master qualifications through a curriculum that is at once both professional and biblical.

The emphasis on "international entrepreneurship" features specialized coursework on entrepreneurial initiatives and operations, as well as first-hand international exposure for enhancing global vision and partnering capacity.

Program Structure

All programs in Cairn University are fully accredited by The Middle States Commission on Higher Education (MSCHE) in the US.

The program is offered on a part-time basis, consisting of a total of **14 courses**. Each student takes not more than two courses (or equivalent of 6 credit hours) in each of the three semesters in a year (fall, spring, summer).^{*} The period required for completion of the program is typically 2 years, up to a maximum of 8 years.

Courses are primarily conducted in a hybrid mode. Face-to-face teaching, whether in the form of an intensive lecture block or regular tutorials, is blended with online course delivery, where students will keep engaging with the learning material as well as interacting with the instructor and one another via readings and responses, task-based exercises, or forum discussions on an e-learning platform until the course is completed.

^{*} In Spring, students also take the "Residency Course", which is a one-week overseas field trip.



Year 1

- Market Discovery & Analysis
- Innovation & Entrepreneurship
- Creating & Leading Effective Organizations
- International Opportunities (Week-long residency: in Europe/Asia)
- Global Business & Economics
- Overview of Christian Theology
- Financial Management

Year 2

- Business Economics & Metrics
- Strategy & Operations Implementation
- Entrepreneurial Sales & Communications
- Industry Disruptors & Startups (Week-long residency: in US)
- Capstone: International Entrepreneurship
- Theology of Business and Leadership
- Legal Environment of Business

TOTAL: 42 credits

The above program schedule is intended to be used as reference only for prospective students. Cairn University and Lumina College reserve the right to vary the schedule as circumstances may require.

Admission Requirements

1. A US-bachelor-equivalent degree, with a minimum of 2.5 cumulative GPA
2. Official transcripts from credit-awarding colleges
3. TOEFL (iBT: 80) or IELTS (6.5)
4. Two academic / professional references
5. An admission interview

Course Descriptions

BUS 603 Financial Management

A course that explores the theory and practice of financial decision-making in the firm, with emphasis on the practical application of financial decisions. This course is based on the principle that a firm should be managed to increase the wealth of the shareholders. Topics presented are financial management, capital investment decisions, financing decisions, and managing for value creation. This course teaches the concept that the value of the firm must be evaluated in terms of the sequencing and amount of cash flow generated.

BUS 606 The Legal Environment of Business

A course that explores and examines effective strategies and management approaches designed to avoid negative implications, minimize liability, and control exposure to legal risk. Discussions include contracts, employment law, mergers and acquisitions, real estate, intellectual property, and the ethical dilemmas facing organizations.

BUS 621 Market Discovery and Analysis

A study and practice of customer development process through market research and data analysis tools and software. The course leads students with a product idea through a process of customer discovery, validation, and creation. The course includes training on data analysis tools and software as well as experiment design. These skills enable the customer development process to be based on researched data.

BUS 622 Innovation and Entrepreneurship

An introduction to the concepts of innovation and entrepreneurship in order to develop an entrepreneurial mindset to identify, evaluate, and act on opportunities. This course introduces methods of innovation, creativity, and idea generation. Students engage in opportunity assessment and identification through the process of rapid prototyping and hypothesis testing of their ideas in the development of a real product idea.

BUS 623 Entrepreneurial Sales and Communications

A practical course on the skills needed to communicate effectively in business transactional scenarios, whether in sales, investor pitches, or negotiations. This course presents the principles of communication in various situations, the problem solving skills needed, and then provides the student with opportunities to practice and develop communication skills through simulations.

BUS 624 Global Business and Economics

A framework for analyzing and understanding the business environment of a nation and an introduction to the economic concepts of international trade and finance. This course studies two dynamics of global business. The first focuses on the interaction between the national policies, regulations, and economy, and their impact on businesses entering a nation whether through FDI or greenfield investments. The goal is to present a framework with which to evaluate any market in today's constantly shifting global environment. The second presents the concepts of macroeconomics and then topics specific to international economics such as currency, international banking systems and the balance of payments, and trade agreements.

BUS 625 Creating and Leading Effective Organizations

An overview of the leadership skills needed in an entrepreneurial organization and the development of a high performance organization. This course investigates the skills of leadership through influence rather than power and the structures and processes that build effective teams and organizations. Using a combination of case studies, texts, and exercises, this course develops leadership and management principles to build the competencies needed to build effective organizations and cultures. This course also addresses ethical analysis and practically examines how to deal with ethical dilemmas and day-to-day decision-making.

BUS 626 Business Economics and Metrics

An overview of the concepts of managerial economics and managerial accounting. This course introduces two streams relevant to strategic decision-making and business management. The first stream covers topics of managerial economics, including the areas of marginal analysis, strategic decision-making, pricing, and organizational design. The second stream covers topics of managerial accounting such as activity-based costing, break-even analysis, and non-financial performance metrics.

BUS 627 Strategy and Operations Implementation

An overview of the concepts of strategy and strategic industry analysis, and the consistent implementation of the strategy through the firm's operations. The course presents tools and

concepts needed to evaluate and identify a strategy to capture a target market based on firm and industry analysis, resources and capabilities, and opportunities in the market. The course focuses on the tools needed for the development of an integrated market strategy for the firm and relates that to the firm's value chain and operational design. The course also covers concepts of operations and how operations enhances organizational performance.

BUS 693 Entrepreneurship Capstone

A final capstone course requiring students to utilize the skills and knowledge gained throughout the program to create a new business venture or new product for an existing company. Students work in teams, using their business knowledge and research skills to work through a framework that validates the economic viability of the venture or product idea. The teams prepare presentations and investor pitches as if they were raising investment capital.

BUS 721 International Opportunities

An international residency that exposes students to international opportunities and the strategies available to enter international markets. The course builds on the understanding of national business environment analysis and international market entry strategies to enable students to understand how to identify or create new business or ministry opportunities. The course also investigates the nature of business ecosystems and its impact on market potential. The course features visits to local ventures to understand the local business environment and see real-world examples of the concepts studied.

BUS 722 Industry Disruptors and Startups

An investigation of the nature of business disruptors and the use of this understanding to develop a strategy for building a successful venture. The residency provides students with the opportunity to visit new entrepreneurial ventures, as well as large corporations, to gain insights into the business complexities of starting a business in a competitive environment and understand the strategies of startup companies. The course also incorporates case studies for discussion and exploration of successful startups, the factors that contributed to their success, and how to lead organizations through challenges a firm may face.

THE 601 Overview of Christian Theology

An introduction to the major doctrines of the Bible.

THE 622 Theology of Business and Leadership

A course which integrates Christian theological reflection with the principles, practices, and theory of business and leadership. The examination of theological truths is specifically applied to situations that arise from the context of the workplace. Special attention is given to business as missions (BAM) and social entrepreneurship.

Assessment

Each course uses multiple assignments to assess students' learning, which may take the form of critiques, reports, case studies, reflective journals, plan or proposal outlines, portfolios, research papers, or exams. A student must pass all courses in order to earn the Master's degree award.

Why This MBA Program?

Christian values and practices –

Not only theory and practice go together in business, but also theology and biblical values. We learn to be faithful servants of Christ in different enterprises by practicing our godly understanding of key business concepts such as ownership, productivity, transaction, profit, employment, and so on.

Biblical leadership –

There is more to business leadership: it is more than skill and power and should be founded on the solid ground of biblical truths; it is driven by an entrepreneurial spirit filled with hope to face the evolving challenges of the time.

Community-building –

Management concerns not mere material or personal gain but rather wise stewardship of social, spiritual and cultural capital for building communities on various scales.

Glocal learning –

The East-West partnership between Cairn and Lumina situates learning in both the global and local contexts, drawing on expertise and experience of business educators with cultural and professional backgrounds that traverse countries and continents.

Program Objectives

The Master of Business Administration program prepares students for excellence in business and leadership by equipping them with the hard and soft skills of the business environment, while shaping the character they need to excel as a Christian leader in the workplace as well as other spheres of life.



Professor Evan Curry
Dean, School of Business
Corporate Outreach Officer

“Cairn University focuses on student's spiritual strengths as well as academic strengths. Businesses seek employees with spiritual strengths such as integrity, wisdom, courage, diligence, respect, obedience and honor. Corporations appreciate Cairn alumni for their positive attitudes, sense of purpose and employee engagement. Cairn alumni see their business positions as an opportunity to serve society and meet the world's needs for food, clothing, housing, products and services. Their work is a ministry to God. They are called by God to the marketplace.”

Program Overview

Awarding Institution	Cairn University, USA
Year of Establishment	1913
Award	Master of Business Administration
Duration of Study	2 years, part-time
Mode of Delivery	Hybrid, face-to-face teaching with self-access online learning
Medium of Instruction	English
Tuition Fee (2019/20)	US\$22,470 for whole program
Application Deadline	1 June 2020
Application Fee	HK\$200 / US\$25
Start Date	August 2020

Tuition Fee

The tuition rate for the MBA program for 2019-20 is US\$535 per credit hour, and US\$22,470 for completing the whole program. Tuition fee is subject to an annual review by Cairn University.

Tuition will be paid in installments before the start of each semester. Students will be required to cover the additional cost if any course needs to be re-taken for completing the program.

Students are eligible to apply for the Extended Non-means-tested Loan Scheme under the Student Finance Office of the HKSAR Government.

Application Procedure

1. Submit a “Student Information Form” for an initial review.
2. Be ready to submit a copy of your Identity Card, as well as originals and copies of transcripts and certificates as part of the review process. Once review is complete, pay a non-refundable application fee of HK\$200 by crossed cheque made payable to “Lumina College Limited”.
3. Receive application instructions from Lumina College to officially apply for entry to the MBA program via Cairn University's online system.
4. Complete the online application procedure by supplying all the required information by deadline, 1 June 2019.
Cheques can be submitted in person or by mail to:
3/F, Breakthrough Centre, 191 Woosung Street, Jordan, Kowloon, Hong Kong

Information in this brochure is subject to revision by Lumina College and Cairn University without prior notice.

It is a matter of discretion for individual employers to recognize any qualification to which this program may lead.

Lumina College

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