

# Reward Strategy and Management Certification Course



**This course covers the fundamentals, key concepts and emerging practices in total rewards, with a strong focus on the design and practical implementation of respective total rewards programs**

Intended Learning Outcomes, ILO

Upon completion of the course, students will be able to:

- 1 Understand the link between Rewards strategy and Business Strategy
- 2 Master the fundamentals of Total Rewards and Market Pricing
- 3 Design effective pay structures and performance-based reward programs
- 4 Design effective benefits and wellbeing strategy
- 5 Understand the factors influencing international compensation and global mobility approaches
- 6 Understand emerging trends in rewards management and their implications

## TRAINER



**DR.  
SUNNY FONG**

Dr. Sunny Fong is a seasoned HR executive with extensive international experience in formulating HR & reward strategies; driving employee engagement; and leading organizational changes.

Prior to embarking his recent journey in university teaching, Sunny was the Senior Director, People Partner for McDonald's

Asia markets and Japan, where he provided strategic guidance to leadership in HR strategy, culture transformation, and talent management. He had also been the Senior Rewards Director of the Asia Pacific, Middle East and Africa region to guide markets to develop reward and recognition programs to attract, energize and retain talents. Before joining McDonald's, Sunny had held senior HR and reward roles in other industries including banking, technology, Petrochemical and Public Transportation.

With a strong passion in education, Sunny has held full-time/Visiting teaching appointments at the HK Baptist University, as well as visiting appointment at the Hong Kong Polytechnic University.

Sunny received his BBA and MBA degree from the Chinese University of Hong Kong and obtained the DBA degree from the HK Polytechnic University.

## COURSE CONTENT

	Topic	Learning Focus
DAY 01	Total Rewards Model & Strategy	<ul style="list-style-type: none"> <li>◆ Elements of Total Rewards Model</li> <li>◆ Factors influencing Total Rewards Strategy</li> </ul>
	Job Evaluation	<ul style="list-style-type: none"> <li>◆ Typical Job Evaluation approaches                             <ul style="list-style-type: none"> <li>• Job-Based</li> <li>• Person-Based</li> <li>• Market Pricing</li> </ul> </li> </ul>
DAY 02	Market Pricing & Benchmarking	<ul style="list-style-type: none"> <li>◆ Fundamental concepts and key steps in Market Pricing</li> <li>◆ Assessment of Pay Competitiveness</li> </ul>
	Pay Structure Design	<ul style="list-style-type: none"> <li>◆ Fundamental concepts and key steps related to pay structure design</li> </ul>
DAY 03	Pay-for-Performance	<ul style="list-style-type: none"> <li>◆ Recognition of individual and group performance via tangible and intangible rewards</li> </ul>
DAY 04	Benefits & Wellbeing Strategy	<ul style="list-style-type: none"> <li>◆ Factors influencing benefits design in organizations</li> <li>◆ Evolving needs in Employee Wellbeing</li> </ul>
	International Compensation	<ul style="list-style-type: none"> <li>◆ Factors leading to differences in Total Rewards across geographies</li> <li>◆ Managing total rewards of a global workforce</li> </ul>
	Global Mobility Management	<ul style="list-style-type: none"> <li>◆ Typical approaches to manage expatriate assignments and compensation (e.g., Balance Sheet Approach)</li> </ul>
DAY 05	Effectiveness of Total Rewards	<ul style="list-style-type: none"> <li>◆ Measuring the effectiveness of Total Rewards programs and impact on business</li> </ul>
	Current Trends & Issues in Total Rewards	<ul style="list-style-type: none"> <li>◆ Discuss the emerging trends in Total Rewards (e.g., Pay Equity; Pay Transparency)</li> </ul>
	Group Project Presentation	<ul style="list-style-type: none"> <li>◆ Student groups present the insights from the assigned group project</li> </ul>

**DATE** 10/1 | 17/1 | 31/1 | 7/2 | 14/2/2026 (All Saturdays)

**TIME** 0930-1630

**VENUE** PolyU Hung Hom Bay Campus | PolyU Main Campus

**MEDIUM OF INSTRUCTION**

Cantonese supplemented with English

**COURSE FEE** \$8,900 > **\$7,900** **Early Bird**

(Enroll on or before 14 Dec. 2025 to enjoy the early bird discounts at HK\$ 7,900)

**TARGET AUDIENCE**

HR professionals or mid-to-senior-level managers from various industries interested in compensation design.

**CERTIFICATION**

Students who have attended at least 80% of the course will be presented with a Certificate awarded by PolyU SPEED. Additionally, students can apply for membership with the Institute of Administrative Management through the Talent Management Development Association.

Apply Now



**ENQUIRY**

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