An Overview of Undergraduate Programmes
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About Our Faculty

The Faculty of Business and Economics (FBE), comprising the School of Business and the School of Economics and Finance, offers a full range of high-quality degree programmes and serves different needs of businesses and the community.

Vision
The Faculty of Business and Economics aims to be a leading institution in Asia for business and economics education and research.

Mission
- Attract bright, intellectually curious and motivated students.
- Provide the highest quality education in business and economics.
- Advance the frontiers of business and economics knowledge by fostering innovative research that addresses significant global and regional issues.
- Cultivate the principles of ethics and social responsibility.
- Develop capable business and community leaders.

Our Faculty prides itself on a tradition of academic excellence and innovation and has unrivalled capacity to develop our students into innovative entrepreneurs and visionary leaders of the future.

To achieve our vision and mission, we provide our students with ample opportunities to participate in innovative programmes that emphasise an interdisciplinary approach to knowledge and problem solving, and to acquaint themselves with the business community and outside world through various enrichment programmes. These include overseas exchange programmes, internship programmes, academic advisor-advisee programmes, and opportunities to participate in various competitions, seminars, conferences and workshops.

Dean's Message

As Dean of the Faculty of Business and Economics at The University of Hong Kong, I am proud of the enormous talents, capabilities, achievements, and potential of our faculty, staff, students and alumni. Our faculty members are world-renowned scholars, exceptional teachers and experts in Asia’s vibrant economies. Our talented staff members expertly manage a range of quality degree programmes serving virtually every business education need. Our students are among the best in Hong Kong, and our alumni are the “who’s who” in the region.

Consistently ranked amongst the top universities, The University of Hong Kong has a rich heritage and a more than 100-year history that ensure programmes of the highest quality, taught in English by faculty from top-ranked universities to exceptional students from around the world.

Our curricula combine international excellence with regional relevance and a focus on China. Cutting-edge content, international exchanges, internships, active student organisations, and a highly internationalised student base cultivate communication and leadership, in addition to the pursuit of academic excellence.

I sincerely invite you to learn more about us and our undergraduate programmes. I also look forward to the opportunity of welcoming you to our family — where the future generations of leaders are nurtured.

Warm regards,

Professor Eric C. Chang
Dean
Guan Professor in Finance
Chair Professor of Finance
Faculty of Business and Economics
Greetings from Assistant Dean (Undergraduate)

Business education today is an evolving area that builds upon learning from all academic disciplines and draws inspiration from the successes and failures of business practices. Our undergraduate curricula provide a rich learning environment that builds a solid framework in the areas of accounting, economics, finance, strategy, marketing, organisational behaviour, information systems and operations.

Our undergraduate degree programmes provide students with comprehensive training and, simultaneously, require students to examine business issues from the three perspectives of why, how and where. This multi-faceted approach thoroughly prepares our students to be the visionary and creative managers of tomorrow. A hallmark of our Faculty that separates us from the others is our truly multi-disciplinary approach: it is both broad and focused at the same time. Our Faculty’s tremendous wealth of resources provides students with ample opportunities to choose to combine studies in economics and finance, accounting and finance, business and law, business and computer studies, and last but not least, international business and global management.

Our renowned faculty engage you with their teaching and bring their research into the classroom. They open your mind, sharpen your curiosity, and instil in you an appetite for acquiring new knowledge and new experiences throughout your career. Our students are among the brightest and most creative of their peers and form a global network of alumni that you will join for the rest of your life. Our alumni have gone on to forge brilliant careers in all sectors of the local, regional and international business community and take an active role in defining the Faculty’s teaching priorities.

I hope that you will share my enthusiasm for the programmes and my admiration for the people who have contributed to their development. Finally, I would like to thank you for your interest in our undergraduate programmes.

Dr. Sammy Fung
Assistant Dean (Undergraduate)
Faculty of Business and Economics
The University of Hong Kong

A Wide Selection of Programmes

6781 Bachelor of Business Administration [BBA] / Bachelor of Business Administration in Accounting and Finance [BBA(Acc&Fin)]

The BBA and BBA(Acc&Fin) programmes share the same Joint University Programmes Admissions System (JUPAS) code. Students are required to enrol in either one of the two programmes upon admission.

The BBA programme combines strong functional training with intensive exposure to communication skills, computer applications, and other social science and/or science subjects. Students can choose to major in the following areas:
- Business Design and Innovation
- Human Resource Management
- Information Systems
- Marketing
- Wealth Management

Students may also declare a minor or a second major if they are able to meet the respective requirements.

The BBA(Acc&Fin) programme prepares students for a professional qualification in accounting and provides the broad-based education necessary to progress toward a leadership role in the financial sector.

The BBA(Acc&Fin) programme is one of the three local accounting programmes accredited by the Association to Advance Collegiate Schools of Business (AASCB). It is also accredited as an approved accountancy programme by the Hong Kong Institute of Certified Public Accountants (HKICPA), the Association of Chartered Certified Accountants (ACCA) and CPA Australia. Graduates are recognised by the HKICPA as accountancy degree holders who have fulfilled the stipulated pre-entry educational requirements. They will be qualified as professional accountants by successfully completing the HKICPA Qualification Programme (QIP) and obtaining the relevant work experience. They are also eligible to obtain maximum exemptions from professional examinations and will be qualified as members of the ACCA by successfully completing the required examinations and obtaining the relevant work experience.
6793 Bachelor of Business Administration (Information Systems) [BBA(IS)]
[in conjunction with BEng(CompSc)]

Jointly offered by the School of Business and the Department of Computer Science, the BBA(IS)/BEng(CompSc) double-degree programme blends two strategic disciplines into a single programme for the ambitious and highly motivated. Students enrolled in the BBA(IS) programme may pursue two degrees over five years. The programme is suitable for students seeking a broader education with special focus on the synergy between business studies and information systems.

6808 Bachelor of Business Administration (Law) and Bachelor of Laws [BBA(Law)&LLB]

Jointly offered by the School of Business and the Faculty of Law, the BBA(Law)&LLB integrated double-degree programme blends two strategic disciplines into a single programme for the bright and highly motivated. It is an excellent choice for students seeking a broader education with parallel concentration on legal and business studies. Graduates of the programme will be awarded two degrees—BBA(Law) by the Faculty of Business and Economics, and LLB by the Faculty of Law. The LLB degree is a basic requirement needed to pursue a legal career. After successful completion of the LLB programme, students may apply for admission to the Postgraduate Certificate in Laws (PCLL) programme provided that they meet the relevant admission requirements.

The programme has also been accredited by the Hong Kong Institute of Certified Public Accountants (HKICPA). Students may declare a professional core in accounting and would thus be eligible to qualify as professional accountants by successfully completing the HKICPA Qualification Programme (QP) and obtaining the relevant work experience.

6896 Bachelor of Business Administration (International Business and Global Management) [BBA(IBGM)]

The BBA(IBGM) is an intensive, premier programme in international business and global management featuring a unique curriculum designed to evolve with and reflect the ever-changing demands of a globalised world. Exclusive elements such as overseas exchange studies, international field trips and global enrichment opportunities are strategically integrated into the curriculum, whilst students are given the flexibility to pursue an in-depth inquiry into another specialised area of study as a second major. This cross-functional and personalised approach aims to foster a selected group of outstanding students to become the world’s future leaders equipped with global perspectives, cultural sensitivity, social responsibility and key competencies to succeed in the international business environment.

6767 Bachelor of Economics [B Econ] / Bachelor of Economics and Finance [B Econ&Fin]

The B Econ and B Econ&Fin programmes share the same JUPAS code. Students are required to enrol in either one of these programmes upon admission.

The B Econ programme trains students in economic theory, statistical tools, and the application of theory to solve practical economic problems in trade, banking and the labour market. Students will also learn to evaluate the regional economic performance of China, Hong Kong and other economies. Students will be furnished with solid theoretical and empirical economic knowledge to analyse and understand human behaviour and social interactions. The programme allows students a high degree of flexibility in planning their future career specialisation. Students may also declare a minor or a second major if they are able to meet the respective requirements.

The B Econ&Fin is a double-major programme designed to meet the interests of students who are seeking a balanced study of both economics and finance. The programme recognises the significance of economics both in its own right and as a foundation for the study of finance, and the significance of finance as a career path for students who are keen on joining this profession. Students will receive solid training in theory and applications of economics and finance. They will be equipped with skills in analysing human behaviour and social interaction, as well as solving problems in the financial sphere.

6884 Bachelor of Science in Quantitative Finance [BSc(QFin)]

The BSc(QFin) is a specialised programme that emphasises the application of mathematics, computer programming, and statistics to financial problems such as asset pricing and trading, portfolio management, financial engineering and risk management. The training from this programme not only prepares graduates to pursue challenging careers in the financial sector as financial engineers, risk managers, structured product designers and hedge fund managers, but also provides a strong foundation for them to pursue further studies in finance and economics. Despite its technical nature, the programme is designed to strike a balance between quantitative knowledge and broad-based education.
Admission Criteria (HKDSE)

For B(Comm)/B(Comm&Fin), BBA/BBA(Act&Fin) and BBA(IBGM) programmes:
Candidates applying on the strength of the Hong Kong Diploma of Secondary Education (HKDSE) are required to fulfill the Faculty Entrance Requirements as shown below:

(A) Level 4 or above in English Language;
(B) Level 3 or above in Chinese Language;
(C) Level 3 or above in Mathematics;
(D) Level 2 or above in Liberal Studies; and
(E) Level 3 or above in two Elective Subjects.

For BBA(IS) programme:
In addition to satisfying the Faculty Entrance Requirements as listed above, candidates with an HKDSE qualification shall obtain:
(A) Level 3 or above in one of the following subjects:
  - Biology, Physics, Chemistry, Combined Science, Integrated Science, or ICT; and
(B) Level 3 or above in Extended Module 1 or 2 of Mathematics.

For BBA(Law)L&LLB programme:
In addition to satisfying the Faculty Entrance Requirements as listed above, candidates with an HKDSE qualification shall obtain:
(A) Level 5 or above in English Language; and
(B) Level 4 or above in Chinese Language.

For BSc(QFin) programme:
In addition to satisfying the Faculty Entrance Requirements as listed above, candidates with an HKDSE qualification shall obtain Level 3 or above in Extended Module 1 or 2 of Mathematics.

Some of our exchange partners include:

Australia
- Monash University
- University of Sydney

Canada
- McGill University
- University of British Columbia
- University of Toronto

China
- Fudan University
- Xi'an University

UK
- King’s College London
- University of Edinburgh
- University of Manchester

USA
- Boston College
- New York University
- Purdue University
- University of Connecticut
- University of Southern California

Overseas Exchanges

Theories and concepts can be taught in lectures and classes. But cultural sensitivity and networking ability cannot. Since 2001, over 1,800 students have been placed at our overseas partner institutions, and the number is anticipated to further increase in the coming years. In 2012-13, 263 students have represented our Faculty as outgoing exchange students through the Faculty’s Student Exchange Programme and the University’s Worldwide Exchange Programme. With prior approval, courses taken during exchange studies are transferable towards the requirements for graduation. Scholarships are also available to selected students to cover their daily expenses.

For further information, please visit: http://www.lbe.hku.hk/go/exchange

LEUNG Ming Sum, BBA(IBGM) 2012 Graduate
On exchange to King’s College London, U.K., 2011-12
My overseas exchange to the U.K. has been a truly rewarding and memorable experience. It has inspired me intellectually through academic exchange, expanded my cultural horizons and helped me to achieve personal growth by developing into a more mature and independent person. I sincerely value the exposure this overseas exchange has offered me and I look forward to more international education opportunities.
Business Consulting Practicum (BCP)

The HKU Business Consulting Practicum (BCP) aims to offer business and economics students hands-on experience of working with business clients in solving real-life problems related to their studies and future career. Students who have completed the Practicum will gain valuable business experience to complement their academic learning and enhance their employability. Students will participate as teams of independent consultants. Under the guidance of faculty members and professional mentors, student consultants will work on projects such as feasibility studies, business plans, market research, branding strategies, accounting and information systems design and implementation, etc. The business clients are executives or owners of small and medium enterprises (SMEs) and social enterprises in Hong Kong.

Benefits to Participating Students

By the end of the Practicum, students will:

• gain practical internship experience within a business setting,
• acquire the skills in applying business knowledge to solve specific real-life business problems,
• be equipped with the techniques for preparing and presenting business consultancy reports,
• further enhance their ability in critical and analytical thinking, problem solving, communications and teamwork,
• have a thorough understanding of service leadership,
• improve their competitiveness on the job market,
• have contributed to the business community by providing valuable service that supports the development and growth of small and medium enterprises (SMEs) and social enterprises in Hong Kong.

WONG Chun Man Alex, BBA(Acc&Fin) Year 3

The Business Consulting Practicum has provided me with vital experiences in offering consultation services to business enterprises. These experiences not only allowed me to gain insights into business operations but also trained my analytical skills through interpreting enterprises’ strengths and opportunities as well as developing strategies to tackle their weaknesses and threats. The Practicum has reinforced the foundation for my future career.

For further information, please visit: http://www.fbe.hku.hk/BCP

Internship Programmes

Internships provide students with professional and real-life business experience during their university years. FBE has established strong connections with the business community for internship opportunities in which students can get firsthand knowledge of how these renowned corporations operate on a day-to-day basis. On-the-job training will be provided so that students can acquire the skills required by their future employers. It is not uncommon for outstanding students to secure full-time post-graduation job offers upon successful completion of their internship.

Besides the “Big Four” accounting firms, top companies sponsoring internships for our students include:

- BlackRock
- Bank of America Merrill Lynch
- Citigroup
- Deutsche Bank
- Goldman Sachs
- IBM China/Hong Kong Limited
- Intel
- Johnson & Johnson
- JPMorgan Chase Bank
- L’Oréal Hong Kong Limited
- Moody’s Asia Pacific Limited
- Morgan Stanley
- MTR Corporation Limited
- Securities and Futures Commission
- Sony Pictures Entertainment
- Standard and Poor’s International LLC
- The Hong Kong and Shanghai Banking Corporation Limited
- UBS
- Walt Disney World
- Yahoo!

LI Hai Fai Dickson, BSc(QFin) Year 2

I worked as a summer intern in the Bank of Tokyo Mitsubishi UFJ in this summer. During these six weeks of training, I visited a lot of departments in the Bank, and I learnt a lot about their functions and daily operations. This internship has also enhanced my interest of joining a bank upon my graduation. I am also grateful that I met new friends in this programme. This internship really made my summer vacation an unforgettable one. I am sure this work experience will be very useful to my future career and personal development.

For further information, please visit: http://www.fbe.hku.hk/go/enrichment
HKU - New World Group Business Elite Students (“BEST”) Programme

New World Development Company Limited is a Hong Kong-based leading conglomerate. Established in 1970, the Group has been listed in Hong Kong since 1972 and is a constituent stock of the benchmark Hang Seng Index. For more than four decades, the Group has expanded from a single focus on property business to four core areas: property, infrastructure and service, department store and hotel. New World Group spares no effort in nurturing outstanding future leaders, and places emphasis on corporate sustainability (CS) by actively contributing to society.

HKU – New World Group Business Elite Students (BEST) Programme is a collaboration between HKU and New World Group which enables students to understand the overall strategic management of a conglomerate not only through experiencing the diverse business operations, but also through witnessing its commitment in promoting corporate sustainability. Comprising a series of structured classroom lectures, corporate visits and interactions with highly experienced executives of New World Group, this programme offers an unparalleled opportunity for students to gain insights into management skills and techniques, and to equip them with knowledge in some of the best business practices essential to their future career development in the commercial world.

HKU - Citibank University Banking Course

The University of Hong Kong – Citibank University Banking Course is a banking and finance education course jointly organised by Citibank and the Faculty of Business and Economics of The University of Hong Kong (HKU). The Banking Course, consisting of a series of lectures and educational activities, is delivered by bankers and executives of Citibank to around 50 competitively selected students studying business and economics at HKU. Upon completion of the course, students are expected to have gained a good understanding of Citibank and the banking industry in Hong Kong and the region. This experience will benefit their career development in the banking and finance industry.

LEUNG Chi Yung, B Econ & Fin Year 3

“Being shortlisted for The University of Hong Kong - Citibank Banking Course and subsequently interning in Citibank (HK) Limited are valuable experiences in my university life. My exposure in the banking industry has not only helped me grasp a better idea of the type of career I would want in life, it has also sharpened my distinct competitive edges along the way.”

For further information, please visit: http://www.lbe.hku.hk/go/cubic
Academic Advising is a process in which students are empowered to think critically, explore available options and take personal responsibility for their decision making. Teachers, staff in different supporting services offices, and senior students of the University are here to help students navigate their way through the opportunities and options in their freshman year. Upon entering HKU, each FBE student will be assigned an academic advisor who can provide support to the student in clarifying his or her academic career and goals. Courses on professional development are also available to students of different years so that they can gain first-hand insights on the marketplace from practitioners.

**Academic Advisor-Advisee Programme**

YIM Kwan Lok Henry, BBA(Acc&Fin) Year 4

The Academic Advisor-Advisee Programme is a valuable initiative to connecting students, particularly freshmen, with professors in our faculty. My advisor has shared insights about his expertise with me which helped identify my goals in the university.

**Asia Institute for Political Economy (AIPE)**

Offered by Academic Liaison Section at The University of Hong Kong, George Mason University and The Fund for American Studies, AIPE is a summer programme designed to promote discussion of freemarket economics and political concepts among young leaders. Since its inception in 2002, more than 600 students from 30 countries and regions across several continents have attended AIPE. Topics covered include the rule of law and economic development; the global financial crisis; causes and consequences; media and journalism in Asia; and the economic relationship between the United States and Asia. Aside from classes and guest lectures, formal and informal extra-curricular activities are arranged to encourage cross-cultural awareness and exchange.

Prominent speakers who excel in their respective professions include:

- Hon. Mrs. Anson Chan, former Chief Secretary of HKSAR Government
- Professor Edward K. Y. Chen, Honorary Professor, School of Economics and Finance, The University of Hong Kong and Former President, Lingnan University
- Hon. Mrs. Regina Ip, Member, Legislative Council, HKSAR; Chairperson of Board of Governors, Savantus Policy Institute; former Secretary for Security of HKSAR Government
- Hon. Mr. Alan Kalshik Leong, Member, Legislative Council, HKSAR
- Mr. Joseph Yam, former Chief Executive, Hong Kong Monetary Authority
- Professor Richard Wong, Chair of Economics, School of Economics and Finance, The University of Hong Kong

Liu Jian, B Econ&Fin Year 2

AIPE is an intellectually stimulating programme and also a place to make true friends from all over the world. I can still clearly remember the heated discussions we had in class, the fun time we had bargaining at the night market and the cultural night we spent together, laughing and singing. Every day, we saw ideas sprouting as different cultures mixed with each other, amazed at how different yet open everyone was. Although the programme lasted for only three weeks, views have been broadened, knowledge has been expanded, and most importantly, a loving AIPE family has been created.

For further information, please visit: http://www.sef.hku.hk/aipe
Intensified Learning Opportunity Programme (ILOP)

ILOP is a programme organised by the Centre of Development and Resources for Students (CEDARS) that aims at developing a vanguard of social advocates for improvement of the human condition in the twenty-first century with goals such as sustainable development and universal values. Students take part in an adventure camp, service learning projects in partnership with selected NGOs, overseas internships and a mentoring scheme. They are expected to gain a better understanding of inter-cultural differences and undertake leadership as global citizens.

TONG Lok Hei, BBA(Law) Year 3

Intensive Learning Opportunity Programme (ILOP) offers me an invaluable opportunity to be a social advocate. It equips me with a variety of knowledge on sustainability. My overseas internship experience in Quintessa, a Brazilian sustainability consultancy firm, is one of the many highlights. Not only have I gained more insights on different methodologies and indices on sustainability in the business world, but also a chance to work with colleagues from Brazil. This is indeed an exotic yet challenging experience from which I have learned and grown a lot.

For further information, please visit: http://cedars.bku.hk/ilo

Career Prospects

Upon graduation, over 90% of our students begin their careers in the commerce and industry sector. Others either move on to further studies or explore opportunities with the civil service, education institutions and community/social services. By the end of their final year of study, over 80% have secured degree-level employment with at least one offer in hand.

Some of the companies/organisations that have offered full-time positions include:

- HK Government
- Bank of China (Hong Kong) Limited
- Barclays Capital
- BlackRock (Hong Kong) Limited
- Bloomberg L.P.
- Citibank (Hong Kong) Limited
- Deloitte Touche Tohmatsu
- Deutsche Bank AG
- Ernst & Young
- Franklin Templeton Investments (Asia) Limited
- Goldman Sachs
- Hong Kong Exchanges and Clearing Limited
- Hong Kong Monetary Authority
- John Swire & Sons
- JPMorgan Chase Bank
- KPMG
- L’Oréal Hong Kong
- Morgan Stanley
- PricewaterhouseCoopers
- Procter & Gamble
- The Royal Bank of Scotland
- Standard Chartered Bank (Hong Kong) Limited
- UBS AG

Gross Income 2012

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<tr>
<th>Programme</th>
<th>BBA</th>
<th>BBA(Acc&amp;Fin)</th>
<th>BBA(IS)</th>
<th>BBA(Law)</th>
<th>BBA(IBGM)</th>
<th>BSc&amp;Fin</th>
<th>BSc(QFin)</th>
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<tr>
<td>Mean</td>
<td>$18,450</td>
<td>$16,711</td>
<td>$18,794</td>
<td>$27,999</td>
<td>$32,961</td>
<td>$18,483</td>
<td>$15,667</td>
</tr>
<tr>
<td>Median</td>
<td>$16,125</td>
<td>$13,000</td>
<td>$17,000</td>
<td>$23,000</td>
<td>$30,333</td>
<td>$15,000</td>
<td>$14,500</td>
</tr>
<tr>
<td>Maximum</td>
<td>$40,667</td>
<td>$63,000</td>
<td>$38,000</td>
<td>$47,000</td>
<td>$48,750</td>
<td>$65,000</td>
<td>$23,000</td>
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Recent Students’ Achievements

1) NUS Case Competition 2013
   - Champion

2) Qualification Programme (QP) Case Analysis Competition 2012
   - Champion
   - 2nd Runner-up
   - Merit Team

3) HSBC YDC Young Entrepreneur Challenge 2013
   - Champion
   - 2nd Runner-up

4) Hong Kong Undergraduate Financial Planners of the Year Award 2012
   - Champion
   - 2nd Runner-up

5) Deloitte Club uShine Case Challenge 2012
   - Champion
   - 2nd Runner-up

6) KPMG Business Administration Paper 2012
   - Champion

7) Maybank GO Ahead Challenge 2013
   - Champion

8) ACCA Hong Kong Business Competition 2012
   - 1st Runner-up
   - Best Budgeting Award

9) The University Fantasy Fund Manager 2012
   - 1st Runner-up
   - Best Sharpe Ratio Award

10) Joint-University Business Management Challenge 2013
    - 1st Runner-up

11) CFA Institute Research Challenge 2012-13
    - 2nd Runner-up

12) KPMG Cup Case Competition 2013
    - Third Prize

For further information, please visit: http://www.fbe.hku.hk/go/achievement
# Useful Websites

## The University of Hong Kong (HKU)
- Undergraduate Admissions
  [http://www.hku.hk/admission](http://www.hku.hk/admission)
- Undergraduate Prospectus

## HKU – Entrance Requirements
- For JUPAS - HKDSE students
  [http://www.als.hku.hk/admission/local](http://www.als.hku.hk/admission/local)
- For non-JUPAS students
  [http://www.als.hku.hk/admission/non-jupas](http://www.als.hku.hk/admission/non-jupas)

## Faculty of Business and Economics (FBE), HKU
- Overview of Undergraduate Programmes
  [http://www.fbe.hku.hk/Programme/Undergraduate](http://www.fbe.hku.hk/Programme/Undergraduate)
- Enrichment Activities
  [http://www.fbe.hku.hk/go/enrichment](http://www.fbe.hku.hk/go/enrichment)

## School of Business (SoB), HKU
[http://www.business.hku.hk](http://www.business.hku.hk)

## School of Economics and Finance (SEF), HKU
[http://www.sef.hku.hk](http://www.sef.hku.hk)

## Other HKU Websites
- Local School Liaison Office (LSLO)
  [http://www.hku.hk/lslo](http://www.hku.hk/lslo)
- Academic Liaison Section (ALS)
  [http://www.als.hku.hk/intl](http://www.als.hku.hk/intl)
- China Affairs Office (CAO)
  [http://www.hku.hk/mainland](http://www.hku.hk/mainland)
- Centre of Development and Resources for Students (CEDARS)
  [http://www.cedars.hku.hk](http://www.cedars.hku.hk)