An Overview of
Undergraduate Programmes
(For Non-JUPAS Students)
The information presented in this brochure was accurate as of November 2014 and may be revised when necessary.
Faculty Vision, Mission and Core Values

The Faculty of Business and Economics was created through the amalgamation of two schools – the School of Business and the School of Economics and Finance. Forming an alliance of excellence, the Faculty of Business and Economics takes an entrepreneurial approach to meeting the challenges of a rapidly changing economic and business environment by drawing together the strengths of the two schools.

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

Core Values
Excellence
We strive to hone knowledge and skills that are distinctive and purposeful to make an impact.

Innovation
We engage in innovative activities that advance businesses to create value for society.

Global Orientation
We broaden our horizons and endeavor to leverage globalization for benefits of society.

Social Responsibility
We promote a culture of integrity, ethicality and professionalism to contribute meaningfully as citizens of our communities.

Mission
• Recruit 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.
• Promote understanding and acceptance of diversities in cultures and values.
• Build and utilize knowledge of globalization to improve efficiency and effectiveness of individuals and organizations.
• Cultivate the principles of ethics and social responsibility.
• Develop leaders in business, society and scholarship.
A Wide Selection of Programmes

**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 second 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 (AACSB). 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 (QP) 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.
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.

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.

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

The BEcon 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 BEcon&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.

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 Information

Eligibility
Applicants who wish to apply for admission on qualifications other than Hong Kong Diploma of Secondary Education (HKDSE) examination should submit their applications via the Non-JUPAS Admissions Scheme.

Application Procedures
All non-JUPAS applications should be submitted via the online application system by December 30, 2014.

Scanned copies of the following documents should be uploaded to the online document upload system once available:

1. Official prediction of grades or scores from your current high school (if available);
2. All internal and public examination results during your senior secondary education (Grade 9 onwards); and
3. At least one academic reference letter.

Shortlisted applicants for the BBA(IBGM) programme will be interviewed via Skype. Optional interviews for other programmes will be arranged if necessary.

University Entrance Requirements
All non-JUPAS applicants are required to fulfill the below University Entrance Requirements:

1. International Qualifications or National Qualifications;
2. English Language Requirement; and
3. Second Language Requirement (i.e. any language other than English).

Faculty Entrance Requirements
Due to the complex combination of education background of applicants, each application will be assessed individually on its own merits.

For the 2014 intake, majority of the students admitted to our programmes with IB or GCE qualifications achieved an overall score of at least 34 (include bonus points) or AAB in three advanced level subjects (excluding Chinese and English language), respectively.

Announcement of Result
Offer results will be released from January 2015 onwards. All application status will be updated in the online application system. Applicants are encouraged to check their application status regularly.

For further information about the entrance requirements and application procedures, please visit: www.hku.hk/intl
Overseas Exchanges

Theories and concepts can be taught in lectures and classes. But cultural sensitivity and networking ability cannot. Since 2001, over 2,500 students have been placed at our overseas partner institutions, and the number is anticipated to further increase in the coming years. In 2013-14, 286 students have represented our Faculty as out-going 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.

Some of our exchange partners include:

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<td>New York University</td>
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I had a wonderful exchange at the University of Virginia, which is situated in a small town of less than 50,000 people, and whose beautiful campus is a UNESCO World Heritage Site. It was very rewarding to experience America’s open culture and the totally different style of education. Living in the International Residential College, I made friends over free bagel breakfast and ping pong games. I was truly able to immerse in the American college culture. By the end of my exchange study, I have become much more independent and able to express my views more confidently. It is a precious opportunity for me to embark on a journey of personal growth and learn to appreciate diverse perspectives.

Chng Wen Ting, BSc(QFin) Year 3

For further information, please visit: [http://www.fbe.hku.hk/go/exchange](http://www.fbe.hku.hk/go/exchange)
Business Consulting Practicum (BCP)

The HKU “Business Consulting Practicum” aims to offer business and economics students the hands-on experience of working with business clients in solving “real-life” problems related to their studies. 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 the faculty teacher, Consultant-in-Residence and professional mentors, to work on projects such as feasibility studies, business plans, market research, branding strategies, information systems design and implementation, etc. Business clients will be mostly, if not all, small and medium enterprises (SMEs) or social enterprises in Hong Kong.

Benefits to Participating Students

- Practical internship experience in a business organization
- Experience in applying learned business knowledge to solve specific real-life business problems
- Experience in preparing and presenting business consultancy reports
- Ability for critical thinking, analysis, and problem solving in a business setting
- Enhanced service leadership and communication skills
- Experience and appreciation for teamwork and collaboration
- Enhanced employment potential
- Opportunity to provide a valuable service to the business community by supporting the development and growth of businesses or social enterprises in Hong Kong

For further information, please visit: [http://www.fbe.hku.hk/bcp/](http://www.fbe.hku.hk/bcp/)

Cheng Tak Wai, BBA(IBGM) Year 2

The Business Consulting Practicum provides not only solid consulting essentials but also real-life consulting training. Upon completion of the programme, I am equipped with both hard and soft skills like customer need gauge, business operations evaluation, recommendation consolidation. The inclusion of SMEs in the programme also enhanced my understanding of their operations and the challenges which they are facing. All in all, BCP is a very practical business course not only for consulting, but also entrepreneurship.
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 first-hand 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!

Lu Di Tony, BBA(IS) Year 3

In the past summer, I worked as a summer intern at IBM Global Business Services in Beijing, during which I worked with several consultants and engaged in an O2O (online to offline) project. Inspired by the client, our team delivered measurable O2O scenes through intensive iterative development. I believed the project would have profound impact upon client’s online strategy. For me, I dipped a toe in the fast growing area of online business, gained some consulting know-how, and enhanced my interpersonal skills. Working with brilliant minds in an area that has so much potential was genuinely an amazing experience.

For further information, please visit: http://www.fbe.hku.hk/go/internship
China Business and Economics (CBE) Programme

The China Business and Economics (CBE) Programme is a two-week summer programme organized by the Faculty of Business and Economics of The University of Hong Kong (HKU) in one of the cities in mainland China. This programme aims to provide students an opportunity for experiential learning of current business and economic issues related to the Chinese mainland.

CBE is a credit-bearing course consisting eight 3-hour formal classes with 12 hours of guest talks and company visits. The guest talks will be given by leaders in the business community as well as HKU alumni who reside in the mainland. The companies to be visited are from representative industries that would inspire career development of the students. Students will be assessed by examinations and projects as in a regular course. Some cultural tours will also be arranged to enrich students’ experience.

CBE was a truly inspiring and eye-opening programme through which I broadened my horizons and understood much more about China’s role in the current global economic situation. Through interactive lectures and site visits to esteemed companies and organizations, I got the opportunity to gain first-hand knowledge about the business and societal culture in today’s China. The programme was a perfect mixture of experiential learning and enjoyment of leisure. I also made great friends with my fellow classmates from diversified background. This was one of the best exposure in my university life.

Chan Jenny, BBA(IBGM) Year 3

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

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.

Zhang Ankai, BEcon&Fin Year 2

I was fortunate to join the “BEST” programme 2014 jointly offered by Hong-Kong-based conglomerate New World Group and HKU. Each week a two-hour class was lectured by one of the senior executives from New World Group regarding a specific function of the company. I gained many invaluable insights from accomplished corporate leaders. At the same time, the programme is systematic and able to expand students’ exposure to the maximum. Besides mid-term and final presentations, site visits and regular case studies gave students hands-on experiences. I highly recommend this programme.

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

The Citibank University Banking course was very beneficial as it provided me with the basic understanding of all important aspects in banking, which were not yet covered in courses offered by the University. Students were taught about various products offered by the industry and key roles of different departments in a bank. In addition, the course gave participants the opportunity to interact with seasoned bankers who shared about their expertise. This course inspired me further to pursue a professional career in the banking industry.

For further information, please visit: http://www.fbe.hku.hk/cubc
Beta Gamma Sigma HKU Chapter

Beta Gamma Sigma is the international honour society serving business programmes accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business programme accredited by AACSB International. Beta Gamma Sigma has inducted more than 700,000 outstanding students into membership since its founding in 1913. These 700,000 members have served in corporate, government, non-profit, educational, and other management positions at every level of responsibility. Members currently reside in all 50 U.S. states and more than 160 countries around the world.

Echoing the mission and the objectives of Beta Gamma Sigma, FBE nominates top students each year for induction into Beta Gamma Sigma – HKU Chapter. Inducted members are offered exclusive opportunities to join various networking activities, including Beta Gamma Sigma Leadership Forum held in the U.S., and to participate in the Scholarship Programme. Through such platform, our students are able to reach out to future business leaders from around the world.

I found it especially encouraging to know that another young student from miles away around the globe had been sharing a very similar life goal as mine for many years. Meeting all these great students was a mind-opening experience. It was really a pleasure to represent the University in exchanging ideas with them.

Chu Ming Chi, BBA(Law) Year 3

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

The University of Hong Kong (HKU)
- Undergraduate Admissions
  http://www.hku.hk/admission
- Undergraduate Prospectus
  http://www.asa.hku.hk/admissions/ug/prospectus/

HKU – Entrance Requirements
- For Non-JUPAS Students
  http://www.hku.hk/intl

Faculty of Business and Economics (FBE), HKU
- Overview of Undergraduate Programmes
  https://www.fbe.hku.hk/academic-programmes/undergraduate/introduction
- Enrichment Programmes
  http://www.fbe.hku.hk/go/enrichment

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

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

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