The Faculty of Business and Economics values every knowledge exchange opportunity with the community. This is the very purpose that the Faculty offers two modules every summer in around mid-July targeting secondary school students who have an interest to pursue knowledge in the fields of Business and Economics. Through the modules, participants can have a taste of the university life with an active participation in classes lectured by our experienced teachers. They also have opportunities to interact with the current undergraduate students who serve as a role model and an inspiration to the younger generation. Outreach activities such as corporate visits are also arranged for students to gain exposure to the real business world.

**Economics Module – Economics in Our Lives**
Economics in Our Lives endeavors to introduce students to a basic understanding of demand and supply. Learning microeconomic principles will help students understand how externalities could be addressed, for instance. An understanding of how inequality comes about and how poverty is transmitted across generations locally is also sought.

**Comments from 2014 Economics Module’s Participants**
"This programme is pretty meaningful. What’s more important, I can practice my English speaking there."
"The programme broadens my horizons and let me know more about both Hong Kong and HKU. I really hope that the programme had been longer."

**Business Module – Selected Topics in Business**
This Summer Programme aims to introduce some selected business topics to the secondary students through 6 days of intensive class trainings and group presentations. After completing the programme, the participants will be able to acquire fundamental technical skills to analyze various business scenarios. Except traditional class training, the participants will be required to deliver final presentations on the assigned business cases on group basis on the last day of programme. They will be expected to apply the knowledge learnt from the classes and present their analysis in a professional way.

**Comments from 2014 Business Module’s Participants**
"This programme is pretty meaningful. What’s more important, I can practice my English speaking there."
"Helpers are extremely fabulous. Professors are fabulous. Classmates are fabulous. Lectures are fabulous. I definitely trust in the academic power."
"The content of the course is rich and applicable to my study at school."
"The programme broadens my horizons and let me know more about both Hong Kong and HKU. I really hope that the programme had been longer."

Details of the 2015 Summer Programme will be announced in due course. Please stay tuned with us at www.fbe.hku.hk and www.als.hku.hk/summer.
In April 2014, the Faculty of Business and Economics was invited by the Registry to hold an Easter programme for junior secondary school students. Bringing together a fusion of technology, business and language, the programme had a perfect mix of elements to engage participants who are interested in the business and IT fields. Participants utilized their creativity to design a mobile application to promote a newly opened restaurant under the guidance of our BBA(IS) programme student ambassadors. BBA(IS) programme tutors were surprised by their outstanding presentation skills and the stunning drawings!

The Faculty of Business and Economics will send you information related to the Faculty including news, event updates, newsletters and/or promotional information through the personal data which you have provided. The Faculty will keep all personal data strictly confidential and will not provide contacts in any form to a third party. If you do not wish to receive information from the Faculty, please contact Ms. Carol Yuen at carollym@hku.hk.

☐ I have read and understand the above terms and conditions.

Return the completed form to our booth at G/F Concourse of K.K. Leung Building to redeem a special souvenir (while stock last)!!!