The Faculty of Business and Economics (FBE) takes an entrepreneurial approach to meeting the challenges of a rapidly changing economic and business environment by drawing together the strengths of six academic areas including Accounting and Law, Economics, Finance, Innovation and Information Management, Management and Strategy, and Marketing.

About Our Faculty

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

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 globalisation to improve efficiency and effectiveness of individuals and organisations.
- Cultivate the principles of ethics and social responsibility.
- Develop leaders in business, society and scholarship.

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 endeavour to leverage globalisation for benefits of society.

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

Since I joined the Faculty of Business and Economics at the University of Hong Kong, the enormous talents, capabilities, achievements and potentials of our faculty, staff, students and alumni have never stopped to amaze me. Our faculty members are world-leading scholars, best teachers and experts in Hong Kong’s and Asia’s vibrant economies. Our dedicated staff members expertly manage a wide range of quality degree programmes that are tailor-made to suit every business education need. Our students are among the brightest in Hong Kong, and our alumni are some of the most powerful and influential in their own professions.

Consistently ranked amongst the world’s top universities, the University of Hong Kong has always been highly regarded as the city’s flagship university since its foundation over a century ago. Our rich heritage and knowledge ensure our programmes, which taught in English by faculty from top-notch universities to extraordinary students from around the world, are of the finest quality.

Our curricula put together the strengths of global excellence with regional relevance and a focus on China. Innovative content, market-oriented enrichment programmes, international exchanges, internships, mentorship programme, active student organisations, and a highly globalised student base nurture communication and leadership, on top of the pursuit of academic excellence.

You are sincerely invited to get to know more about us and our undergraduate programmes. I look forward to the opportunity of welcoming you to join our family — where successful leaders of the future are nurtured.

With warm regards,

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**Professor Hongbin Cai**  
Dean  
Chair of Economics  
Faculty of Business and Economics  
The University of Hong Kong

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**GREETINGS FROM ASSOCIATE DEAN**  
**(UNDERGRADUATE)**

Business education today is an evolving core that builds upon learning from all academic disciplines and draws inspiration from the successes and failures of business practices. Our undergraduate curricula equip students with diverse knowledge in many different areas of business and economics, and prepare them to be the visionary and creative business leaders of tomorrow. A hallmark of our Faculty that separates us from the others is our truly multi-disciplinary approach. Our Faculty’s tremendous wealth of resources offers students with a wide array of choices to combine studies in economics and finance, accounting and finance, business and law, business and computer studies, and international business and global management.

Our renowned Faculty engages 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. Our alumni have gone on to forge brilliant careers in all sectors of the local, regional and international business community, and formed a global network that you will join for the rest of your life.**

I hope that you will share my enthusiasm for the programmes and my admiration for the people who have contributed to their development. I look forward to having you as a member of the Faculty and a future leader in the world of business.

Warm regards,

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**Dr. Derek Chan**  
Associate Dean (Undergraduate)  
Faculty of Business and Economics  
The University of Hong Kong

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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. 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)
- CPA Australia.

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

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. 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)
- CPA Australia.

Bachelor of Business Administration (Information Systems) [BBA(IS)] (in conjunction with BEng(CompSc))

The BBA(IS)/BEng(CompSc) programme is designed to give students a unique edge in the IT world by providing training in both business administration and information technology. It is jointly offered by the Faculty of Business and Economics and the Department of Computer Science, and comprises courses in business and computer science. In the first four years, students pursue a BBA(IS) degree with double-major in Information Systems and Computer Science. After getting the BBA(IS) degree in four years, students can choose to pursue a BEng(CompSc) degree in the fifth year. The programme is suitable for students seeking a broad education that provides flexibility in their choice of career.

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

Jointly offered by the Faculty of Business and Economics 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. 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, offering accounting stream to students in their business studies, is also accredited by:

- The Hong Kong Institute of Certified Public Accountants (HKICPA)
- The Association of Chartered Certified Accountants (ACCA)
- CPA Australia

Bachelor of Business Administration in 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 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.
Bachelor of Economics (BEcon) / Bachelor of Economics and Finance (BEcon&Fin)

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 interaction.

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.

Bachelor of Science in Quantitative Finance (BSc(QFin))

The BSc(QFin) is an advanced finance programme. Besides offering a solid foundation in economics, corporate finance, investment and portfolio theory, and derivatives, BSc(QFin) also equips students with the essential quantitative skills needed in financial analysis such as multivariable calculus, statistical analysis, and computer programming. The programme broadens students’ horizon by introducing them to advanced areas in finance, including financial, risk management, financial engineering, and big data. It also lays a strong foundation for students aspiring to pursue master and PhD study in quantitative finance. Graduates can pursue a wide range of career choices such as risk managers, hedge fund managers, traders, quantitative analysts, and compliance officers.

Bachelor of Finance in Asset Management and Private Banking (BFin(AMPB))

The BFin(AMPB) programme aims to prepare students to enter the rapidly growing fields of asset management and private banking in Hong Kong and Asia Pacific. The curriculum covers (i) the management of money for institutions and individuals in different asset classes; and (ii) the provision of advice and services in private banking according to the specific needs of High Net-Worth Individual (HNWI) clients. It contains practical-oriented courses taught by teachers with solid experience in AMPB industry and offers different enrichment activities relevant to the studies and frequent networking activities with market practitioners in its career-oriented components.

Our curricula put together the strengths of global excellence with regional relevance and a focus on China.
The Faculty of Business and Economics encourages students to initiate and act upon ideas, both within the campus and beyond; and it is this real world interaction that makes us unique. Through a wide array of enrichment programmes, students are exposed to valuable experiences beyond the realm of academia. By complementing their studies, the outside classroom learning experience helps students gain appreciation for social interaction, cultural diversity and intellectual collaboration. This, of course, contributes to their personal, interpersonal and social development as lifelong learners as well as leaders.

Overseas Enrichment Experiences

Being the youngest faculty in the University, our exchange activities are phenomenal. Each year more than 350 students are sent out to top-notch universities.

Students can broaden their horizons through participation in the Faculty Student Exchange Programme or the HKUWW Undergraduate Student Exchange Programme.

Overseas Internship Opportunities

Overseas internship provides students with another form of irreplaceable learning experience where they can explore the world and at the same time acquire crucial skills to navigate in different business segments. The Walt Disney Cultural Exchange Summer Programme in Orlando, Florida, the U.S., gives students an once-in-a-lifetime opportunity to learn from one of the world’s most innovative entertainment companies. Through the Cross-border Study Tour for Post-secondary Financial Talents, our students, along with those from other local institutions, spend their summer in Shanghai to work at financial institutions including the Bank of East Asia (China) Limited, and Guotai Asset Management Company Limited. Such experience well prepares students to venture into one of the biggest economies in the world.

Beta Gamma Sigma Global Leadership Summit

The Faculty is committed to its mission of developing leaders in the business sector as well as the society. Beta Gamma Sigma is the international honour society serving business programmes accredited by AACSB International — The Association to Advance Collegiate Schools of Business. With the establishment of The University of Hong Kong Chapter of Beta Gamma Sigma (BGS), the Faculty registers students annually for the BGS Global Leadership Summit held in the U.S.. Students have a chance to meet and bond with many other fellow students who share similar dreams, core values and goals. Through a series of activities, students can get perspectives from genuine and remarkable individuals who are able to offer insights in their personal and professional plans. The Leadership Summit is eye-opening and challenging which leads to a great journey of self-discovery. The impact is everlasting and fruitful.
“The crux of a liberal arts education is about the expansion of the mind.” I do not believe there is any other phrase that can better describe my liberal arts-college experience at Yale. The education philosophy of Yale is to encourage students to think critically and master new skills quickly, which is the foundation for all professions.

As encouraged by my advisor at Yale, I took classes in philosophy, politics, computer science and astrophysics, which was one of the most challenging academic experience I have encountered since entering college. Looking back, I benefited greatly from exploring fields that I was not familiar with as it gave me a more comprehensive intellectual experience. I also had the opportunity to take classes in MBA curriculum with prominent professors, such as Professor Rakesh Mohan, who was the former deputy Governor of Reserve Bank of India, and Professor Stephen Roach, who was the former Chairman of Morgan Stanley Asia, in a small class setting. Professors at Yale are eager to meet with students outside of classroom for chats and to give advice. I am extremely grateful for the time they were willing to spend with me.

Apart from academics, I also participated in a wide range of extra-curricular and social activities. I was heavily involved in a consulting club and participated in intramural sports competitions. Other visiting students participated in activities ranging from dancing to robotics designing to investment. The best part about Y-VISP is the opportunity to be fully immersed into the Yale community. Visiting students are assigned into different colleges, where we live with current Yale students. This gave us the opportunity to interact with Yale students in an intimate setting and to bond over countless late-night chats.

During the semester, the Y-VISP coordinator organised trips for us to New York City, Boston (for the annual Harvard-Yale football game) and Washington D.C. It was also fun to plan our own trips with new friends during breaks to explore new countries and cities we have never been to. Sometimes, we would do a day trip to New York City just to watch a Broadway show or a Jimmy Fallon show. I dare to say that one of the most valuable assets I gained from my year abroad is the friendship I made with people from all over the world. My experience at Yale has enriched my undergraduate experience and I wouldn’t have it any other way.

The exchange opportunity at the University of Manchester realised my dream of studying abroad. I have always wanted to study abroad, especially in the United Kingdom, for I fancy the British culture, and would like to speak and act like a Brit. I am grateful that the Faculty has offered students so many exchange opportunities, in a way that we are sent to different countries, to broaden our horizons, to have cultural exchange with students from all over the world, and to cruise our university life to the fullest extent by experiencing another culture.

During my exchange at the University of Manchester, I took a course named “British Culture Ethnography”, with mostly European students as classmates. This course required us to join one student society in Manchester, so as to observe how the local students would interact with each other. The observations we made could be categorised under different heads, like Gender, Roles within a Group, Group Dynamics etc. I finally decided to join the Acapella Society and made a lot of awesome friends including both local and exchange students. I have also learnt to be open-minded, so that I can accept other people’s culture and perceptions more easily.

Manchester is a lovely city (despite its rain and dampness especially in winter), and I have totally fallen in love with it after the exchange programme. It is more like a student city, as the place is encircled by the Manchester campus and loads of student accommodations. Walking along the Oxford Road makes me feel homey, particularly because of the fact that you can easily run into your friends, stop by and chat with them for a while before you continue to head to lessons. As the saying goes “the sparrow may be small but all its vital organs are there”, Manchester may be smaller and less robust than London, yet you can find all you need within reach — Chinese dimsum restaurants, karaoke, bars, clubs... you name it.

Another thing worthy of mention must be the discounted student tickets for Manchester United / Manchester City clubs… you name it.

Last but not the least, during the semester and vacations, I travelled to cities like Edinburgh, Belfast, Oxford, London, Liverpool etc., as well as around Europe to countries like Prague, Germany, Hungary, Iceland, the Netherlands, and Poland. It was such an invaluable opportunity for me to explore the world. In particular, I had visited some of the historical sites of the WWII, like the largest concentration camp in the world and different museums, which was on my bucket list for long.

All in all, immersion in the local culture and making friends from all over the world are the most remarkable experiences I gained during my exchange.
Corporate Exposure
The Faculty has a strong tie with corporate partners. To nurture students’ business and market acumen, enrichment programmes are organised through the joint efforts of corporate partnerships.

**Enrichment Programmes in collaboration with Corporate Partners**
The Faculty has been collaborating with the corporate partners on initiatives to spice up students’ career exploring journey. The partnership with Accenture enables students to gain insights in the business consulting sector through the HKU-Accenture Business Consulting Programme. Collaborations including the HKU-J.P. Morgan Career Training Workshop are developed to polish students’ job hunting skills.

In addition to the semester-long enrichment programmes, we also organise short trip, namely HKU-Sun Hung Kai China Economic Development Study Tour, with the support of Sun Hung Kai Properties Limited. The Study Tour gives students a comprehensive understanding of the current business environment in Guangzhou.

**Faculty Mentorship Programme**
Leveraging the Faculty’s extensive network in the business and finance industry, we have developed our own mentorship programme. The programme aims to furnish our students with opportunities to enhance their skills and knowledge essential for their future career development through direct and active interaction with seasoned professionals, executives and entrepreneurs. Through this platform, our students are empowered to connect to the real business world.

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**Experiential Learning Programmes**

The HKU “Business Consulting Practicum” (BCP) exemplifies how experiential learning be embedded in the course curriculum. BCP aims to offer business and economics students the hands-on experience of working with business clients in solving “real-life” problems relating to their studies.

The Faculty also offers an intensive academic and cultural exchange experience “Doing Business in China” through which students can interact with the peers from Peking University in Beijing. China Business and Economics (“CBE”) Programme is a credit bearing learning activity in partnership with Fudan University in Shanghai enabling students to witness the rapid economic development of China. Students can also experience the spirit of entrepreneurship and taste a different culture through our collaborative programme “Entrepreneurship in China” with Zhejiang University in Hangzhou.

We also go beyond China to let our students delve into developing economies in Asia-Pacific region. BuSI 2816 Transformative Business Immersion in Developing Economies is a 6-credit course offering students a total immersion experience into unfamiliar geography, economy, sociality and environment. Students travel to a developing country where they partner with some small businesses and work together on projects to improve the local economy. Such experiential learning opportunity allows students to gain a more profound understanding on the development of rural places.

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The trip to Shanghai triggered my interest to dig deeper into China’s current economic and social development. Students may have biased views on the mainland on the ground of different social and cultural backgrounds. Yet, it should not be neglected that there is always an inextricable link between the two places. Hong Kong is now- and has been for years a springboard to the emerging market, China. The prime geographical location gives us an edge in competing with other major financial centres such as New York and London.

The world is ever-changing. In this transformation, China, as a leading economy, irrefutably, plays a vital role. During the Programme, professors elaborated the ‘One Belt One Road’ policy and China’s future economic development in detail. Their sharing enlightened me to contemplate China’s current opportunities and challenges. What made a deep impression on me was the firm visits to foreign companies like Ford.

In addition to academic exchange, we established a deep relationship with each other, especially with Fudan students. They are considerate and kind, never hesitate to lend us a hand. I will never forget the vivid and warm-hearted moments we have had in these 12 days. We were all reluctant to go back to Hong Kong, but eventually, we realised our friendship would never die and every moment we spent would never, ever fade.

Lastly, I want to thank the Faculty of Business and Economics of the University of Hong Kong and Fudan University for granting me the invaluable experience.

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Lee, Ka Wai Stacy  BBA(Law)&LLB Year 2 China Business and Economics Programme 2016-17

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Case Competitions

The Faculty provides ample opportunities to refine students’ presentation and analytical skills through a wide array of local as well as overseas competitions. From training to delicate analysis of business cases, students are equipped with different skillsets to compete with candidates from the world’s leading universities.

Students’ involvement in case competitions

OVERSEAS/MAINLAND

<table>
<thead>
<tr>
<th>Competition</th>
<th>Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotiabank International Case Competition 2017</td>
<td>Champion</td>
</tr>
<tr>
<td>The Point72 Academy 2017 Global Case Competition</td>
<td>Champion</td>
</tr>
<tr>
<td>KPMG Cup Case Competition 2014</td>
<td>Champion</td>
</tr>
<tr>
<td>2017 Asian Chinese FinTech Creative Planning Competition</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>Asian Business Case Competition @ Nanyang 2016</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>Scotiabank International Case Competition 2015</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>NUS International Case Competition 2014</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>FEP-U. Porto International Case Competition 2016</td>
<td>2nd Place</td>
</tr>
<tr>
<td>APEX IT Business Challenge 2014</td>
<td>2nd place</td>
</tr>
<tr>
<td>McDonough Hilltop Business Strategy Challenge 2014 &amp; 2015</td>
<td>Honorable Mention</td>
</tr>
</tbody>
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LOCAL

<table>
<thead>
<tr>
<th>Competition</th>
<th>Awards</th>
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</thead>
<tbody>
<tr>
<td>TMA Challenge 2017</td>
<td>Champion</td>
</tr>
<tr>
<td>Classified Post “Young Marketer of Tomorrow” Contest 2017</td>
<td>Champion</td>
</tr>
<tr>
<td>J.P. Morgan 2017 Asset Management Challenge</td>
<td>National Champion</td>
</tr>
<tr>
<td>Hong Kong Shared Good Values Case Competition 2017</td>
<td>Champion</td>
</tr>
<tr>
<td>ACCA Hong Kong Business Competition 2016</td>
<td>Champion</td>
</tr>
<tr>
<td>HKICS Corporate Governance Paper Competition 2016</td>
<td>Champion of Paper Writing</td>
</tr>
<tr>
<td>2016 P&amp;G Asia CEO Challenge (Hong Kong Local Round)</td>
<td>Champion</td>
</tr>
<tr>
<td>HKFBS CSR Challenge 2015</td>
<td>Champion</td>
</tr>
<tr>
<td>2015 Women in the Accounting Profession Competition</td>
<td>Champion</td>
</tr>
<tr>
<td>ACCA Hong Kong Business Competition 2014</td>
<td>Champion</td>
</tr>
<tr>
<td>HSBC Asia Pacific Business Case Competition 2014</td>
<td>Champion</td>
</tr>
<tr>
<td>JOS Innovative IT Project Awards 2016</td>
<td>Platinum Award</td>
</tr>
<tr>
<td>AIA Business Sustainability &amp; Risk Management Case Analysis Competition 2017</td>
<td>Outstanding Award</td>
</tr>
<tr>
<td>AIA Business Sustainability &amp; Risk Management Case Analysis Competition 2016</td>
<td>Outstanding Award</td>
</tr>
<tr>
<td>Cyberport University Partnership Programme 2015</td>
<td>One of the 10 winning teams</td>
</tr>
<tr>
<td>ACCA Hong Kong Business Competition 2015</td>
<td>Merit Award</td>
</tr>
<tr>
<td>Ernst &amp; Young – Young Tax Professional of the Year 2017 (Local Competition)</td>
<td>1st Prize</td>
</tr>
<tr>
<td>ICAP APAC Case Challenge 2017</td>
<td>1st Prize</td>
</tr>
<tr>
<td>QP Case Analysis Competition 2016</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>Tax Debate Competition 2017</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>TMA Challenge 2015</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>QP Case Analysis Competition 2014</td>
<td>1st Runner-up</td>
</tr>
<tr>
<td>SCMP/EFHK Financial Planner Awards 2016</td>
<td>2nd Prize</td>
</tr>
<tr>
<td>CFA Institute Research Challenge</td>
<td>2nd Runner-up</td>
</tr>
<tr>
<td>Hong Kong Local Final 2016-17</td>
<td>2nd Runner-up</td>
</tr>
<tr>
<td>TIHK Tax Debate Competition 2016</td>
<td>2nd Runner-up</td>
</tr>
<tr>
<td>CFA Research Challenge 2015</td>
<td>2nd Runner-up</td>
</tr>
<tr>
<td>YDC E-Challenge 2015</td>
<td>2nd Runner-up</td>
</tr>
</tbody>
</table>

Wang, Fei Ke Philip BBA(Acc&Fin) Year 4
Zhejiang University “Entrepreneurship in China” Winter Programme 2016-17

Hangzhou, famed as the start-up hub in China, home of one of the largest technology giants in the world Alibaba Group, previous hosting city of the G20 summit — and Zhejiang University is right in the midst of all the action. Through this 12-day Programme, we had the chance to visit various leading companies in China and understand the business environment from the top scholars in China. At the end of the Programme, we also had the chance to pitch our own business ideas to the professors and receive their invaluable feedback.

A typical day would look like this: waking up in the four-star, on-campus hotel, we would stroll down for the continental breakfast buffet before heading to class. The three-hour seminar, covering different topics on the start-up environment in China, proved to be insightful per usual. After grabbing lunch in the canteen (or simply ordering food online), we would head out to visit a large corporation based in Hangzhou, network with local entrepreneurs and learn about their companies. Afterwards, we would have time to explore the city with our team while discussing our business ideas. Aside from visiting the beautiful West Lake and the city centre, we also had time to travel to Shanghai for the weekend. At night, we would usually visit the various street food stalls near campus, or try different restaurants recommended by the local students.

All in all, the “Entrepreneurship in China” Programme gave me a great snapshot of doing business in China and I met close friends throughout the trip. It was a memorable experience (and a fun and easy way to get 6 credits transferred)! 
Upon graduation, over 88% 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.

Career Prospects

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

- Apple Inc.
- Bank of America Merrill Lynch
- Bank of China (Hong Kong) Limited
- BDO International Limited
- Bloomberg L.P. — Analyst
- BNP Paribas
- CitiBank (Hong Kong) Limited
- CLP Power Hong Kong Limited
- Credit Suisse Group AG
- Deutsche Bank
- Ernst & Young
- HKSAR Government
- Hong Kong Exchange & Clearing Limited
- JPMorgan Chase & Co
- KPMG
- Morgan Stanley
- New World Development Company Limited
- PricewaterhouseCoopers
- Securities and Futures Commission
- Standard Chartered Bank (Hong Kong) Limited
- The Hongkong and Shanghai Banking Corporation Limited

Full employment (99.5%) for the 11th consecutive year

$21,934 was the average salary of our 2016 graduates

71.3% of our 2016 graduates have received at least 2 job offers upon graduation
I am the co-founder of Flyday.hk, one of the top travel deals distribution channels in Hong Kong. The website was preliminarily set up in my final year study when I met my current business partner in HKU whom I shared the same interests and thoughts with. Starting up a business is not easy at all, especially in the highly competitive travel industry. It is similar to taking care of a new-born baby, you have to be on call 24/7. It’s challenging but I get high level of satisfaction. Up until now, we have over 652K followers on Facebook.

Looking Back
I chose accounting and finance as my major at HKU as I was interested in devoting my career to this professional field. In addition to learning industry-specific knowledge in my major, the wide array of business courses and enrichment programmes equipped me with entrepreneurial skills and other core competences. Being an executive committee member of Business Association of HKU was also a value-added experience that broadened my horizon. Without all these knowledge, skills, and experience that I gained in FBE, I would not have possessed the necessary capabilities and courage to start my own business.

Looking Ahead
To me, to travel is to live. This is where I gain my career motivation and satisfaction. I will continue to make Flyday a resourceful and useful website for all travellers and tourists, and keep on exploring new business opportunities that can help enrich everybody’s travel experience.

A Piece of Advice
Textbook knowledge is of course very important. However, university life is not only about being a bookworm. You have to grasp every chance to explore your interests and broaden your horizons by actively participating in different extra-curricular activities. It might sound impossible to develop your own interest into a successful career, but my own experience convinces me interest and career can definitely be combined. As long as we have the passion, faith and are persevering, all of us can be successful in pursuing our dreams.

Ng, Yat Nam Alfred  
BBA(Acc&Fin), Class of 2012

“...You have to grasp every chance to explore your interests and broaden your horizons by actively participating in different extra-curricular activities.”
Apart from my full-time middle management role at Citibank, I am also a part-time writer of thirteen story books targeting teenagers.

On one hand, I am a sentimental person. On the other hand, I am also a rational person knowing what career best fits me. That’s why I chose HKU FBE, where I could fully stretch my potential.

At FBE, I gained professional knowledge which provided me a key to get into the financial market, contributing to the multi-national investment bank and granted me satisfaction in career. In addition, the variety of free elective courses offered me a platform to study multiple disciplines. This enriched my social network and also helped me develop my career as a writer. The flexible curriculum made me realize that career and interest can be running at the same time.

There is a list of five must-do at university: Enjoy hall life; Join associate committee; Get someone to date; Find part-time jobs; and Gain exchange experience. Pity that I had not completed all tasks. Instead, I spent a lot of time on writing stories and sharing the stories online. Feedback from all over the world was encouraging and eventually I was invited to publish my first book which I spent nearly a year to complete. Writing is the best way for me to share my feelings and thoughts with others. Being a writer is a big challenge but the time spent on each word makes me feel fulfilled. The writing career will not make you rich, but writing lights up hopes, records our culture and lives, and spreads positive values to the next generation.

Looking Back
It is lovely to recall those old days at FBE. It is always the best fertilizer in my life.

Remember the day we bought the first business suit for the group project to look mature. We practiced presentation somewhere near the main library, cold and hungry, and we finally slept on the floor till sunrise. We ate sweet soup everywhere around the western district at mid-night and put on a lot of weight. We joined the Economics and Finance Society’s academic tour to South Africa during summer holiday, leaving footprints in the Johannesburg Exchange Square. We were “team parent (組爸組媽)” at the Faculty Orientation Camp, giving unforgettable nightmares to freshmen (新鮮組仔組女).

Life is full of ups and downs. I never forget everyone wearing masks in classroom during SARS. The memory of the coolest atmosphere can never be erased.

FBE is a big family with students from all walks of life. You can definitely build a great network here. You can definitely build a great network here.

Looking Ahead
Wear more than one hat — my career at Citibank, a writer and a mom of two kids, time management is always the most challenging task for me. I will do the best in every role!

Today’s world is overloaded with internet and electronic devices. I appreciate students who still enjoy reading and writing. I will keep writing stories and visiting schools to share my thoughts and writing experience with students. I do not aim at changing the mindset of any reader but I do wish I can bring some positive energy to teenagers via the stories I create.

A Piece of Advice
Time is limited and life is short, so please work hard and play hard! (You will learn something useful about maximization from economics and management at FBE!) Programmes at FBE deliver diversified skills and knowledge which will make you strong. Do join the big family! Network with other brilliant minds and prepare yourself well for the wonderful business world.

Take every opportunity to colour your life. Do not regret for waiting too long!
Freshmen Sharing

Ho, Aileen Hui Min  
BBA(Acc&Fin)

It is definitely my honour to join the QFin family in FBE! FBE has an excellent academic atmosphere that cultivates my ability to innovate and analyse. The QFin programme also provides students with numerous opportunities to explore their potential through a highly flexible curriculum and wide range of activities. I feel really enthusiastic to attend different lectures and meet other outstanding students from all over the world in FBE. I am confident that I will have a challenging yet fruitful university life in the coming four years!

Chung, Yu  
BSc(QFin)

Studying at HKU have offered me a chance to fully exploit the potential for my own personal growth. I have chosen BFin(AMPB) as it is a new exclusively introduced programme by HKU which can equip me with the repertoire skills to meet the demands of the competitive banking market. FBE gives a lot of supports to students like Mentorship Programme and Academic Advisors. I hope that after 4 years, when I look back from where I stand now, I feel blessed to have had this precious experience to study at HKU.

Fung, Wang Kin Likey  
B Econ&Fin

HKU employs many impressing elements, but what really has brought me in is the Interdisciplinarity and Innovation. You could have a wide range of Major and Minor combinations studying at HKU. I have chosen B Econ and plan to do a second major in Molecular Science and Biotechnology. I believe an interdisciplinary learning path would create a divergent mind and equip me with the knowledge and skills to shift in different working zones. Embracing innovation is another feature I enjoy. Lecturers in HKU welcome critical questions and encourage rational debates, all these guide our thinking out-of-box and contribute to the new idea. In HKU, my dream is no longer my dream, it turns out to be my reachable goal!

Li, Chung Chak  
BFin(AMPB)

Hong Kong is one of the leading financial centers in the world. The place where West and East meet and create a unique culture. HKU has been part of this world since 1912, therefore, I find it as the best place to study Business and Economics. The University gives students vast variety of opportunities such as unique program, worldwide exchange and internship. Moreover, students are able to choose double majors and/or minors, thus, broadening their horizons. FBE students can improve their English, learn new languages, participate in global events and work for international companies.

In this era of constant change, adaptability is a crucial attribute to pursue your aspiration. Disguised as an arduous task, a double-degree programme would definitely be a worthwhile challenge for anyone who would like to dream big, and act bigger.

Talgatkyzy, Togzhan  
BBA(IS)

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Embracing innovation is another feature I enjoy. Lecturers in HKU welcome critical questions and encourage rational debates, all these guide our thinking out-of-box and contribute to the new idea. In HKU, my dream is no longer my dream, it turns out to be my reachable goal!

Chung, Shing Hei Kevin  
BBA(Law) & LLB

Being an undergraduate student in the BBA(IBGM) programme offered by the Faculty of Business and Economics is simply one of the best decisions in my life. This place can give me an exceptional university life with kindred spirits from all around the globe. There are plenty of precious opportunities like international field trips and exchange programmes to world-class universities for you to explore as long as you are willing to experience more. Being here is something I will never regret.