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Beta Gamma Sigma HKU Chapter to be Launched

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Beta Gamma Sigma HKU Chapter to be Launched

The Beta Gamma Sigma HKU Chapter will be installed this spring, providing another marker for the high quality of the FBE’s programmes.

Beta Gamma Sigma (BGS) is an international selective honour society for business programmes accredited by the Association to Advance Collegiate Schools of Business (AACSB International), and membership is the highest recognition that students can achieve.

Students can only join the HKU Chapter by recommendation. Those studying in penultimate and graduating years, scoring G.P.A. of 3.50 or above and are within the top 10% in their respective FBE undergraduate programmes, will be invited to join the newly established Chapter.

They gain access to the BGS Society’s career and other resources, as well as valuable professional networking and development opportunities, and they are expected to uphold the values of the Society and support the advancement of business thought and practice.

The HKU Chapter Installation and First Induction Ceremony will be held on 25 April 2012 in Rayson Huang Theatre and will be presided over by two honorees with distinguished achievements in business: Mrs. Margaret Leung, Vice-Chairman and Chief Executive of Hang Seng Bank Ltd, and Mr. Benjamin Hung, Executive Director and Chief Executive Officer of Standard Chartered Bank (Hong Kong) Ltd.

BGS has inducted more than 650,000 students since it was founded in 1913. Members currently reside in more than 160 countries around the world.

The Faculty has been conferred AACSB International recognition for its business and accounting degrees. This is the highest recognition given to education institutions that award business degrees.

For more details, please visit http://www.fbe.hku.hk/bgs/.
Expert Guidance for Budding Bankers

Students with a keen interest in banking are getting an exceptional opportunity to learn from seasoned bankers through a partnership between the FBE and Citibank.

The University of Hong Kong-Citibank University Banking Course, launched in January, is a three-month programme that exposes second-year students to the knowledge and essential skill sets required in the banking world.

Citibank’s senior executives in Hong Kong give 13 lectures and lead students in discussions. The course covers such topics as SME banking, the treasury cycle, investment products and advisory services, credit cards, secured and unsecured lending, branch operations, bank marketing and branding, corporate social responsibility, and careers in banking.

44 students are participating in the programme, which also includes a site visit to a Citibank branch, and they will have the opportunity to be considered for internships with Citibank in future.

The inauguration ceremony for the course was held in January, officiated by HKU’s Vice Chancellor, Professor Lap-chee Tsui. Citibanks’ Citi Country Officer, Hong Kong, Mr. Shengman Zhang, and the FBE Dean, Professor Eric C. Chang.

Citibank previously participated in a similar course at HKU from 2004-07 and 2010-11.
EVENTS

SCHOOL OF BUSINESS

The Latest Knowledge

The FBE brings scholars from around the world to share their latest research findings with our faculty members and students, and in January and February we had more than 10 speakers visit our campus.

The scholars came from universities in the US, Canada, Singapore and Hong Kong, such as the University of Michigan, Purdue University, University of Toronto, National University of Singapore and City University of Hong Kong.

They spoke on such subjects as emerging trends in information systems development, corporate social performance, executive pay, accounting standards and reporting quality, and organizational constraints to adaptation, to more than 140 postgraduate students and faculty members.

SCHOOL OF ECONOMICS AND FINANCE

Market Exposure in the World of Finance

Finance students will enter a highly dynamic field and as such need early exposure to conditions on the ground.

The Financial Trading Workshop, offered as part of the Bloomberg Lab in February, was attended by about 50 undergraduate and postgraduate students who learned practical market knowledge and analytical skills.

The workshop was led by Mr. Don Tang, Market Specialist for Bloomberg, and covered basic knowledge in market analytical tools, applications of market analysis, portfolio construction and management, and financial product structuring and trading platforms.

A separate course on the role of investment banks in financial markets was also offered in February, led by Mr. Willy Liu, retired Managing Director and Head of Greater China Equity Capital Markets for Citigroup.

About 60 undergraduate students were given a detailed walk-through of an IPO transaction so they could see how a deal was brought to market and better understand the work of investment banks and of professionals at the analyst or associate level.
SCHOOL OF ECONOMICS AND FINANCE

Lessons from the World of i-Banking

A top-ranked investment analyst reflected on his career and the investment banking industry with about 100 students in February, providing special insights into this highly sought-after field.

Mr. Roy Ramos is former Managing Director, Asia-Pacific Investment Research, for Goldman Sachs (Asia) and he has been consistently ranked a top analyst by Institutional Investor Magazine, Asiamoney, Reuters and other market polls.

Mr. Ramos worked with Goldman Sachs from 1994-2011, during which time he was actively involved in groundbreaking IPOs, M&A transactions, capital raisings and private investments. Previously he was Vice President of Mellon Bank.

Mr. Ramos spoke on “Financials and Investment Research in Asia – Thoughts, Lessons, Paths to Success” and shared his experiences in the i-banking industry with the students, who came from the undergraduate, taught postgraduate and research postgraduate programmes.

He was speaking as part of the Professional Seminar Series organised by the School of Economics and Finance.
IMBA and MBA

IMBA Graduates Attract a Crowd

The IMBA 2011 Graduation attracted 289 IMBA graduates and their families as well as senior staff and teachers from HKU and Fudan University to a special ceremony and event in Shanghai.

Mr. Peter Wong, Chief Executive of The Hongkong and Shanghai Banking Corp Ltd., spoke at the graduation ceremony. And in the afternoon, internationally renowned economist, Professor Steven Cheung gave a distinguished lecture on the topic “Does the Persistent Recession in the West Attest to the Failure of Economic Science?”

Among the other dignitaries at the ceremony were HKU’s Vice-Chancellor, Professor Lap-Chee Tsui, and the Vice President of Fudan University, Professor Fang Lu.

A Visit to the Hubs

Our MBA programme encourages students to get out of the classroom and see the worlds of finance and business in action. Two recent visits gave them a first-hand glimpse of two key operators in Hong Kong.

The Hong Kong Monetary Authority (HKMA) is responsible for maintaining the stability and integrity of Hong Kong’s financial system, including the banks. Two groups of Full-time MBA students visited the HKMA in January to learn about its operations and about the history of Hong Kong’s monetary and banking systems.

As one of the world’s leading carriers, Cathay Pacific has a strong reputation for quality and service and Full-time students were given an overview of the company’s business development and operations by Mr. Gabriel Lee, Manager of Planning and Performance. They also toured the Cathay Pacific Museum, the Flight Training Centre and the In-flight Service Training Centre.
FACULTY ACHIEVEMENTS

MBA is Best in Asia

The HKU MBA programme has been ranked No. 1 in Asia for the second year in a row in The Economist’s World MBA Rankings, and No. 36 in the world, up 12 places from the previous year. The programme has also been ranked for the first time by Financial Times at No. 37.

The rankings look at factors considered to be essential to an MBA education, such as gaining new career opportunities and/or furthering one’s current career, personal development and educational experience, increased salary and the potential to network.

Besides, the branding of the HKU MBA has received a prestigious Capital CEO Supreme Service Award 2011 from the regional business magazine Capital CEO.

The award is given to brands and companies that are innovators or leaders in building brand image and is judged on such criteria as product, management and leadership, innovation and improvement, responsiveness and customer satisfaction.
Investing in Art & Antiques

Chairman of Sotheby’s Asia Mr. Kevin Ching shared with over 80 HKU Management Alumni Society (UMA) members and MBA candidates the seven factors that would affect the value of art investment. His talk held on November 2011 was filled with vivid examples and illustrations. Mr Ching broke the record of having the longest Q & A session.

A Beautiful Date

Chairman of Sau San Tong Ms. Shirley Cheung shared with the audience, not only beauty tips, but also her enthusiasm and perseverance in setting up her beauty business in a talk held in January 2012. The company won the ‘Successful Hong Kong Brand in China’ in December 2011. The audience went home with a copy of Ms. Cheung’s new book: “Beauty University II”.

Masters Debate Issues of the Day

The 2012 Masters Debate Championship offered heated discussion on some of the most important issues in Hong Kong and the region and provided students with an opportunity to improve their understanding of wider socio-economic affairs.

The debate, organised by the HKU Economics and Finance Postgraduates Association (HKUEFPA) involved four teams, one each from the MEcon and MBA programmes at HKU and two from the MFin at Beijing University/ HKU.

The preliminary round covered two topics: “Hong Kong will continue to be China’s top financial centre after 20 years” and “HKD should be pegged to RMB instead of USD”. The winning teams were the MEcon team and one of the MFin teams, respectively.

The two winning teams advanced to the final round held at the end of February to debate “RMB becoming a world reserve currency will do more harm than good for China.”. The MFin team won and its team member Xinlu Fan was named the best debater.

The HKUEFPA also organises career talks, company visits and a boat cruise for students, as well as the 5th High Table Dinner to be held in mid-April at the Hong Kong Jockey Club in Happy Valley.
A Win for Tomorrow

Society is undergoing rapid change in all areas, from technologies to systems to everyday items, creating challenges for businesses who have to try to keep up and overcome obstacles if they are to grow and develop sustainably. This situation provided the inspiration for the 26th KPMG Business Administration Paper Competition, in which FBE students emerged as Champions.

The theme of the competition was “Tomorrow’s Avant-garde” and teams had to suggest a business solution to tackle an existing or upcoming challenge in a particular industry.

The competition was open to all undergraduate students in Hong Kong and the winning team included three BBA(Law) students – Athena Au, Gary Chiu Yu-hin and Patricia Wong Pak-chi – and one BBA(IBGM) student Mimi Mo So-ying.

The competition was organised by the Hong Kong Federation of Business Students and the final event, an oral presentation, was held in late January. The judges included academics and business professionals.
Fashion Sense is a Winner

Two fashion-savvy FBE students put their business skills to work to win the championship of the eBay Young Entrepreneur Challenge 2011.

The students, Vivian Chan Sze-wing and Gordon Li Wai-ho, both in Year 3 BBA(Law), entered the competition on a whim after a friend mentioned it to them. They knew nothing about eBay before they started, but soon learned the ropes as they set up business selling clothing and accessories.

The students sourced items, bargained with suppliers and arranged shipments. Over the course of the competition, they also adjusted their strategy to stay ahead of competitors.

Early on they noticed their closest competitor was selling high-end electronics items, which had a much higher dollar value than their fashion items. Since the competition was based on sales volume, Chan and Li decided to up their game to bring in more money.

“We introduced new and high-quality trendy items at a relatively high price, and improved the layout design of our listings and relevant marketing techniques,” they said.

Within five months they had achieved a sales volume of more than HK$400,000 and emerged as winners. Their prizes included HK$8,000 and an internship opportunity at eBay.
Marketing with a Conscience

A competition that asked HKU students to devise a marketing campaign to promote the work of an organisation working to alleviate poverty in China has seen FBE students scoop up all the prizes.

The Heifer-JETCO Youth Marketing Competition was open to all HKU undergraduates to devise ideas for raising funds and awareness for Heifer International Hong Kong.

Twenty-four entries were received and the eight best teams were selected to give oral presentations in November.

The Champion Team was SYNcere Consultancy, comprising Year 2 BBA(Law) students Lai Tsz-chun and Lau Lai-kang, and Year 2 BBA(IBGM) students Fan Yu-yan and Wong Wai-shan. They won a joint cash prize of $30,000 and a free study trip with Heifer.

The 1st Runner-up Team (Chan Cho-ching, Chan Kwan-hang, Chu Ming-chi and Chan Yee-ting, all BBA(Law) Year 1 students) received a $20,000 cash prize, while the 2nd Runner-up Team (Year 3 BBA(IBGM) student Alan Yam Tsing-chun and Year 3 BBA(Acc&Fin) students Helen Lai Ngai-lan, Lau Wan Qian-tong and Ricky Tsang Yu-hin) received a $10,000 cash prize.

FBE teams also won the Audience Choice award, Best Project, and Best Presenter.
Pleasing Results in Accounting Competition

FBE students performed well in a record field of 264 teams who participated in the Qualification Programme (QP) Case Analysis Competition 2011.

A team of Year 2 students took Second Runner-up in the annual event that is open to undergraduate students in the 10 local universities. The students are given a case in which they apply their classroom knowledge and make recommendations.

The team included Angela Zhang Mengru and Lindsay Li Cheng, both BEcon&Fin students, BSc(ActuaSc) student Oswald Zhang Rongchuan and BBA(Acc&Fin) student Nina Zhao Yue.

Another FBE team received a merit award. The team comprised four Year 2 BEcon&Fin students: Mok Ka-chun, Ko Chung-chak, Wong Man-kei and Wong Wang-yip.

This was the 10th annual QP case competition, which is organised by the Hong Kong Institute of Certified Public Accountants.
NEW APPOINTMENTS

About Professor

Prof. Keith K.P. Wong, Director of the School of Economics and Finance
PhD UBC
Prof. Wong has been appointed for a three-year term to head the SEF. He has a long association with the SEF, having joined in 1996. His research interests include corporate finance, risk management, and decision making under uncertainty.

Prof. Larry Qiu, Associate Dean (Research)
PhD UBC
Prof. Qiu, who is also Director of the MEcon Programme, is the new Associate Dean in charge of research. His own research interests include international trade, innovation and intellectual property rights protection, foreign direct investment, and international mergers and acquisitions.

Prof. Zhigang Tao, Associate Dean (Knowledge Exchange and China Development)
PhD Princeton
Prof. Tao has been appointed to this newly-created post, which recognises the importance of knowledge exchange at HKU and the Faculty’s increasing commitments and presence in Mainland China. Prof. Tao has been part of the HKU Faculty since 1998 and his research interests are China business and economics, and the economics of organisations and strategy.

Share with FBE

Share your whereabouts, activities, achievements and experience with us! Send us a short paragraph with a photo to fbecomm@hku.hk