BGS INDUCTION: JOINING A HALLOWED CIRCLE

The first batch of HKU students to be inducted into the prestigious Beta Gamma Sigma (BGS) Society was honoured at a special ceremony that also formally installed the HKU Chapter.

BGS is the highest international honour that a business student can achieve. It is a selective society for business programmes accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Some 118 outstanding senior undergraduate students were inducted, as well as two Chapter honourees with distinguished achievements in business: Mrs. Margaret Leung, the then 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.

Professor John Wholihan of Loyola-Marymount University, who is President Emeritus of Beta Gamma Sigma, was the Installing Officer and he underscored the selectivity of the BGS honour.

“Only 649 universities have achieved AACSB accreditation and there are about 525 chapters of BGS throughout the world. But there are over 12,000 schools or colleges of business in the world. So you are special,” he told the inductees.
Academic performance was not the only thing that these students excelled at, said the Dean of the FBE, Professor Eric C. Chang.

“[Our inductees] possess exceptional strengths in extracurricular commitment. They have diverse experience in internship, exchange tours and participation in local and international competitions,” he said. “They care about the society and they are enthusiastic about the global community. They are very alert to the importance of the world’s sustainable development.”

The principles of BGS embody honour (signified by Beta), wisdom (Gamma) and earnestness (Sigma) and each inductee was presented with a lapel pin that symbolised these principles. The inductees are expected to uphold these values and support the advancement of business thought and practice.

Members of the BGS HKU Chapter are also invited to join the BGS HK Alumni Chapter where they can meet BGS members from other local universities.
Professor David Tse has been named the Stelux Professor in Marketing, an Endowed Professorship which provides ongoing financial support for academic excellence in the field.

Professor Tse is Chair Professor of International Marketing and has been rated the world’s most prolific and cited scholar on China marketing, and among the top one per cent of marketing scholars in the world. Professor Tse received best MBA teaching awards and best postgraduate teaching award. He has also received research awards twice.

His findings on consumer satisfaction, cross-cultural consumer research, cross-cultural marketing and market entry strategy are particularly well-regarded and have been cited more than 2,500 times according to the Social Science Citation Index and over 5,500 on the web on Google Scholar.

But his impact is not limited to the academic world – his findings have practical implications that are of deep interest to business practitioners.

“Part of my research outcome comes from databases and things that firms and other companies can use in [their] exploration and understanding of China that would help them formulate their strategies,” he said.

Professor Tse’s views are highly sought after and he is a board member and fellow of a number of international institutes, such as the Marketing Science Institute and the Sheth Foundation, as well as a non-executive board member for several firms in China and Hong Kong. He is also actively involved in the academic community, holding past and present roles as consulting editor, department editor, advisor and reviewer for leading academic journals.

He consults for companies in Hong Kong, Canada and Mainland China, including Time Medical, BASF, HSBC, SmarTone, All China Market Research, ChinaVest, Swire Properties, Elec & Eltec, Nomura Research International, and the Hong Kong S.A.R. Government. He served as non-executive director/consultants for two firms. Professor Tse spoke at international professional conferences including World Knowledge Forum, World Marketing Conference, USC’s Asia Pacific Business Outlook Conference, Beijing Stock Commission CEO Conference, China Professional Marketers' Conference, and AMCHAM talks.

Professor Tse thanked Mr. Joseph Wong, Group Chairman and CEO of Stelux Holdings International Ltd. for helping to fund the Endowed Professorship which will support his on-going research.

“There are projects that need continuous funding and it is very crucial to build up the momentum and databases for future work,” he said.

Endowed Professorships are created by donations of HK$10 million, which are matched by the University. The interest generated by the total $20 million endowment is used to support research in the earmarked area.
LEARNING THAT YOU CAN BANK ON

Citibank teamed up with the Faculty to offer second-year students an invaluable opportunity to learn about finance from those at the heart of the industry.

Some 44 students graduated from The University of Hong Kong-Citibank University Banking Course in April after completing a three-month programme in which they attended lectures by senior bankers, visited Citibank’s flagship branch in Mongkok and completed a group project.

The top four students received the “Outstanding Achievement Award” and were offered summer internship opportunities at Citibank. They were Johnny Chan Shing Ho, Huang Jing, Pang Yiu Wai and Tao Jiali.

The course aims to equip students with the fundamentals of banking and finance and an understanding of the complexity of the issues involved.

Mr. Weber Lo, Chief Executive Officer and Country Business Manager, Citibank Global Consumer Group, said the course also aimed to provide students with “the knowledge that will be beneficial to their lifelong financial wellbeing.”

The Vice-Chancellor, Professor Lap-Chee Tsui, attended the graduation ceremony and noted that the students had been particularly fortunate to learn from experienced professionals in the banking industry.
CHINA STUDY PROGRAM

Employers have a high regard for FBE graduates but like the rest of the world, their thirst for staff who are knowledgeable about China is unquenchable. To address this demand, FBE has launched the new China Business & Economics Program for undergraduates.

Students who will be in Year 2 in September are eligible for the programme which involves spending a semester in Shanghai to study and gain greater exposure to business on the Mainland.

The courses are taught in English, with some taking place at the FBE’s Shanghai Study Center and some at Fudan University alongside Fudan students.

They will be offered three electives: one on the Chinese economy, another one on China’s business environment, and a third on competitiveness in China. The program will include guest lectures, firm visits and in-depth analysis of key issues.

Students from the School of Economics and Finance will travel to Shanghai in September and those from the School of Business in January. They will receive academic credit for their studies, as well as an opportunity to network with the Faculty’s alumni in the city.

PREPARING STUDENTS FOR A CHANGE

This September will be one of the most unusual in HKU’s history when a “double cohort” of first-year students is admitted, with one group entering the three-year programme and the other group the four-year programme.

This will be the final admission for the three-year programme which is being phased out under changes introduced by the Government.

The FBE has aimed to prepare prospective students with information sessions on each of the programmes.

The sessions were held throughout May and led by the Faculty and current students. Sessions on the three-year programme were attended by more than 350 Form 7 secondary school students, while talks on the four-year programme attracted more than 800 Form 6 DSE students.
LECTURE BY SENIOR IMF OFFICIAL

The Deputy Managing Director of the International Monetary Fund, Dr. Min Zhu, spoke to undergraduate and postgraduate students in March on “Capital Flows in a Changing World”.

Capital flows between advanced economies and emerging markets are changing and this has policy implications for both groups, he said. These changes are also happening against a backdrop of intensifying financial interconnectedness, shifts in the economic strengths of advanced economies and emerging markets, and worsening external imbalances.

Dr. Zhu brought insights from his work at the IMF as well as his former post as deputy governor of the People’s Bank of China where he was responsible for international affairs, policy research and credit information. He has also held senior positions at the Bank of China and taught economics at Johns Hopkins University and Fudan University.

His talk was part of the Edward K.Y. Chen Distinguished Lecture Series which is organised regularly by the School of Economics and Finance.
SECRET OF OCEAN PARK

The CEO of Ocean Park Corp., Thomas Mehrmann, sat down with 160 undergraduate students, alumni and faculty members to share his experiences and strategies in managing this popular theme park.

Mr. Mehrmann discussed the thought processes behind many of the Park's innovation strategies, his unique perspective on working in a multicultural environment and his "secrets" to success.

He spoke in an interview format with Professor Bennett Yim and attracted keen questions and an enthusiastic response from the audience.

The April talk was part of the CEO Forum series organised by Business Communication and the Asia Case Research Center (ACRC) to provide opportunities for students and alumni to encounter successful business leaders and learn from their real-life experiences.

EXPLAINING ‘THE NEW LANDSCAPE’ IN CHINA

China may still be the world’s factory, but there is much to be understood about the suppliers who work there. A study by Dr. Neale O’Connor of the School of Business therefore attracted keen interest at a recent industry event hosted by the French Chamber of Commerce.

Dr. O’Connor was invited alongside supply chain management experts to a panel discussion on the “New Landscape” that looked at where China was heading and what challenges it faced.

He presented the initial results of his research on the China Supplier 1000 project, the largest ever face-to-face interview study of Chinese suppliers.

“Suppliers have multiple strategies that confound most economic and management theories. It is only by talking directly to people in the field that you can really find out what is happening,” Dr. O’Connor said, before challenging the industry participants with this question: “Are you lying to your suppliers?”

The conference, titled “Made in Asia: Sourcing in Asia, future trends and models”, was held in May and attracted more than 180 managers from various industries.
MBA & IMBA

MBA

LEARN AND PLAY

Activities outside the classroom are important times for MBA students and alumni to network with each other and enhance their classroom knowledge.

The MBA Happy Hour was started at the Fringe Club for students, alumni and friends to strengthen connections and make new friends. The event was organised on May 3 and will become a regular fixture on the calendar.

An introduction to the Securities and Futures Commission was given by the SFC’s Assistant Manager of External Relations, Vicky Lau, in March. She described to students and alumni how the SFC regulates the securities and futures markets in Hong Kong and works to ensure Hong Kong’s continued success and development as an international financial centre.

Finally, the HKU took the plate at the 2012 Asia MBA Football Tournament which was hosted by HKUST. The HKU team was made up of current students and alumni, who competed against nine other teams from different universities.

IMBA

CROSS-CAMPUS EXPERIENCE FOR IMBA STUDENTS

50 students of the joint IMBA offered by HKU and Fudan University in Shanghai spent a week in Hong Kong in April sampling campus life here and gaining insights into the finance industry.

The students attended lectures at HKU in the morning and went on tours and company visits in the afternoon, including Hong Kong Invest, Hong Kong Exchange & Clearing Ltd., HSBC and the Independent Commission Against Corruption.
Executive MBA-Global Asia Programme Recognition Ceremony 2012

35 of our students from the second cohort of the EMBA-Global Asia Programme, with an average of 34 years of age and 11 years of management experience, have successfully gone through 20 months of intensive and challenging academic learning.

Dr. Raymond Ch’ien, Chairman of MTR Corporation Limited and Hang Seng Bank Limited, shared his keys to success with the new batch of graduates at the Ceremony.

The EMBA-Global Asia Programme is the only programme in Hong Kong that is jointly conferred by three world class business schools – The University of Hong Kong, Columbia Business School and London Business School.

The collaboration pulls together the best experience, the latest business information and the most up-to-date teaching methods, enabling career high-flyers to further unleash their potential to succeed in today’s increasingly challenging global economy.

Alumni

HIGHER THINKING AT THE HIGH TABLE

“Embracing Challenges and Shaping the Future” was the theme of this year’s high table dinner organised by the HKU Economics and Finance Postgraduates Association (HKUEFPA), which aimed to encourage members to analyse the world with a global vision in order to better shape the future.

The event, held in April, attracted more than 160 alumni, students and faculty of the MEcon, MFin, MBA and PhD programmes including those from Shenzhen.

Honourable guests included the Dean of the FBE, Professor Eric C. Chang, and the Director of the SEF, Professor Keith K.P. Wong. There was also a prize-giving ceremony for the winners and participants of the HKUEFPA Masters Debate Championship 2012.
GLOBAL WINNERS IN FOSTER COMPETITION

A team of Year 3 students beat out competitors from Asia, Australia, North America, Europe and the Middle East to be named champions in the Global Business Case Competition organised by Foster School of Business at the University of Washington.

The competition required them to work on a real-world case study and develop a business recommendation within 48 hours, then present it to a panel of judges.

The winning team comprised Yiu Wai Yu, BBA(IBGM), Sun Shuo, BBA(IS), Lau Ka Tsun, BBA(Law), and Che Mingyang, BBA(Acc&Fin), and their case concerned Li&Fung, which originated in Hong Kong.

The judges gave enthusiastic feedback on the quality of their work. “It was hard to believe they are undergraduate students. They were outstanding at any level of education,” said one judge.

The competition was held in Seattle in April and the adviser to the team was Dr. Nikhil Celly, Assistant Professor in the School of Business.

PUTTING THEORIES INTO PRACTICE

A team of four Year 3 students, Ricardo Xie Wei Kai, Jimmy Au Ka Chun, Sheung Wing Chit and Li Xin has won the second prize and a cash award of HK$10,000 from The HSBC/ McKinsey Business Case Competition 2012 held on June 7. They were coached by Dr. Nikhil Celly, Assistant Professor of the School of Business, who gave them inspiring inputs.

This year’s competition was very intense with participation not only from the eight local universities but also eight top universities from Asia. The annual competition was organised by HKU Asia Case Research Centre (ACRC) and sponsored by the Hongkong Bank Foundation and McKinsey and Company.

In the final round, each team was given 2.5 hours to analyse an unpublished business strategy case developed by a team of professional researchers at the ACRC, after which they were given 20 minutes to present the case in front of the judges followed by a Q&A session.

“Our conviction is that it is essential to connect business students with the real business world through experiential learning. This intellectually stimulating business case competition is not just about applying business theories students have learnt in the classroom to solve real-life cases. It also provides a valuable networking and sharing platform for elite business students from Asia to meet,” said Dean of the FBE Professor Eric C. Chang.
DOING ASIA PROUD

The first KPMG International Case Competition (KICC) was won by a team from HKU, who came out on top ahead of more than 6,000 competitors from 24 countries and jurisdictions.

The finals of the KICC were held in Hong Kong in April, when the four members of the HKU team competed head on against the other finalists from Spain, Sweden and Vietnam.

The winning team comprised Year 3 students Chui Yu Hin, Au Hoi Ying and Patricia Wong Pak Chi, all BBA(Law), and Mo So Ying, BBA(IBGM). They were tasked with providing solutions for an international airline carrier on how it should strategically address the challenges and competition it faced in its home market and across the region.

The HKU team’s presentation impressed the panel of KPMG leaders from around the world, who praised their professionalism and confidence levels. “They [also] possess excellent presentation and language skill and are able to show in-depth understanding of the business cases,” the panel said.

ETHICAL KNOW-HOW TESTED IN COMPETITION

Ethical behaviour and management have been hot topics in the business and finance worlds since the 2008 financial crisis. It is therefore more imperative than ever for students to understand the issues before they head into the workplace.

The 2012 Accounting Case Competition on Management Control and Ethical Behavior reflected that aim by making it mandatory for all students of the Advanced Financial Accounting Course to take part. Assessment was based on their ability to apply their knowledge, analytical skills and judgment to a complicated business decision-making scenario.

The competition was held in April and attracted 43 entries. These were whittled down to the six best written reports, from which three winners were chosen.

The Championship was awarded to a team consisting of Tang Faat Hing, Li Ho Yin, Jonathan Yau Chi Chung and Sunny Chan Park Sun.

The competition was jointly organised by the School of Business, Asia Case Research Centre and CPA Australia, who also donated cash prizes for the winners.
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• Faxed to 2858-5279

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