GLOBAL VISION

ASIA FOCUS

THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics

Guanghua School of Management

HKU-PKU EMBA
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION PROGRAMME
The HKU-PKU Executive Master of Business Administration (HKU-PKU EMBA) Programme is a part-time programme jointly offered by the Faculty of Business and Economics of The University of Hong Kong (HKU) and Guanghua School of Management of Peking University (PKU). Adopting an interdisciplinary approach with a global perspective and an Asian focus, the programme provides advanced business education and cutting-edge knowledge in business and finance to leaders from all industries.

Incorporated on March 30, 1911, HKU is the first and oldest tertiary education institution in Hong Kong. It is evolved from the Hong Kong College of Medicine, which was founded in 1887, and Dr. Sun Yat-sen was one of its first graduates. With years of development, HKU has become a comprehensive university oriented to the international community, with equal emphasis on teaching and research. The Chinese motto of the University (明德 “Mingde” 格物 “Gewu”) is taken from the Confucian classic The Great Learning and refers to moral and intellectual enrichment of human lives. For over a century, the University has nurtured over 220,000 alumni. In 2001, Faculty of Business and Economics was established as HKU’s tenth faculty, preparing responsible business leaders for the society.
Founded in 1898, PKU was originally known as the Imperial University of Peking. It was the first national university covering comprehensive disciplines in China and served as the highest administration for education at the beginning of its founding. In 1912, the University adopted its present name after the Xinhai revolution. With its traditional emphasis on patriotism, advancement, democracy and science, and educational standards of diligence, precision, factualism and innovation, PKU has been a leading institution of higher education in China since its establishment. Today, PKU is an important hub for cutting-edge scientific research, innovation and international knowledge exchange. Guanghua School of Management was established after the Reform. With the development of China, it has entered a new era, with its central tenet of “creating management knowledge, cultivating business leaders and promoting social progress.”

Leveraging the strength of the two leading universities and the two highly influential business schools, the HKU-PKU EMBA programme is well-poised to achieve remarkable synergy and offer the best learning experience to its students.
HKU-PKU EMBA Programme is intended for senior executives with substantial managerial experience. Students will be taught by faculty members from The University of Hong Kong and Peking University. The programme emphasizes regional applicability, professional relevance and innovation, equipping students with managerial skills for various dynamic business settings. At the end of the programme, students are expected to be able to conduct strategic analysis with a solid understanding of local needs and global economy for complex and inter-related demands in management from the perspective of various stakeholders of the business enterprise. Upon successful completion of the programme, students will be conferred an Executive Master of Business Administration degree issued by The University of Hong Kong.
Students must complete 108 credits, including 90 credits for core courses and 18 credits for elective courses, a total of 33 courses.

<table>
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<th>Programme</th>
<th>Structure</th>
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<tr>
<td><strong>CLASS STARTS</strong></td>
<td><strong>LENGTH OF STUDY</strong></td>
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<tr>
<td>September</td>
<td>Two years</td>
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Elective courses are updated for each intake. A full list of elective options will be announced at the beginning of each academic year.

**CORE COURSES**

- **Fundamentals**
  - Management Philosophy
  - Business Ethics and Corporate Social Responsibility
  - Communication Strategy
- **Economics**
  - Global Economy
  - Managerial Economics
- **Finance**
  - Corporate Finance
  - Investment and Asset Management
  - Financial Innovation and Credit Market
- **Management**
  - Organizational Leadership
  - Strategic Human Resource Management
  - Cross-cultural Management
- **Accounting**
  - Financial Accounting
  - Managerial Accounting
  - Business Valuation and Investment

**Marketing**

- Marketing Strategy
- Customer Analysis and Insights
- Brand Management

**Strategy**

- Strategic Thinking
- Competitive Strategy
- Mergers, Acquisitions and Corporate Restructuring

**Analytics**

- Business Analytics
- Operations Management
- Strategic Decision Making with Big Data

**Integration and Advancement**

- Integration, Outlook and Advancement
- Industrial Modules: Manufacturing + Finance + Healthcare + Cultural Creativity
- International Capital Markets (HK Trip)
- Capstone Project
How to Apply

**APPLICATION DEADLINE**

Round 1: January 31, 2019  
Round 2: April 3, 2019  
Round 3: May 31, 2019

**TUITION FEE**

The tuition fee for the HKU-PKU EMBA Programme is CNY780,000 (applicable to 2019 intake) to be paid before the commencement of Year 1 study.

**APPLICATION PROCEDURE**

1. Submit required documents  
2. Attend interview and test  
3. Verify submitted documents  
4. Obtain application result

**APPLICATION MATERIALS**

Interested applicants are required to email the following to HKU-PKU EMBA Programme Office at emba.hkupku@hku.hk, or emba@gsm.pku.edu.cn:

1. Application form  
2. Credentials  
3. Two reference letters, and  

*All documents provided should be in English unless otherwise specified.*

**CONTACT US**

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   Faculty of Business and Economics  
   The University of Hong Kong  
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   Peking University  
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