HKU-PKU EMBA
Executive Master of Business Administration
百年名校
巅峰携手

香港大学·经济及工商管理学院
香港大学（港大）创立于1911年3月30日，是香港的首间大学，历史悠久，港大一百多年来，培养出数以万计的优秀人才。香港大学经济及工商管理学院（港大经管学院）成立于2001年，获得AACSB和EQUIS两项国际认证，在现有亚洲商业及经济发展中扮演重要角色。港大经管学院在商学院领域享有盛名，在全球商学院中排名前列。学院致力于培养具有国际视野和卓越领导能力的精英人才，引领香港及大湾区经济发展。

EQUIS和AACSB认证

北京大学·光华管理学院
北京大学（北大）创办于1898年，其名原为京师大学堂，是中国第一所国立综合性大学，也是当时中国最高教育行政机构。辛亥革命后，于1922年改为现名。秉承爱国、进步、民主和科学的办学理念，北大以严谨、求实和创新的优良学风，今天的北京大学已经成为国家培养高素质、创新型人才的摇篮、科学研究的前沿、知识创新的重要基地和国际交流的重要窗口。

EQUIS和AACSB认证

泰晤士高等教育2020世界大学排名 – 香港大学第全球第2
Qs 2020世界大学排名 – 香港大学位居香港第1，全球第25

泰晤士高等教育2020世界大学排名 – 北京大学位居亚洲第1
Qs 2020世界大学排名 – 北京大学并列位于亚洲第4，全球第22

香港大学–北京大学高级管理人员工商管理学博士课程是由香港大学经济及工商管理学院与北京大学光华管理学院联合创办的双学位课程。课程融合内地和香港的学术思想精华，以国际视野聚焦亚太区域，并采用跨学科的教学方式，为各界领军人士提供优秀的商业教育和前沿的商业及金融知识。凭借两校顶尖的学术和国际极具影响力商学院的领先优势，香港大学–北京大学高级管理人员工商管理学博士课程为学员们带来强大的协同效应，并提供卓越的学习体验。
课程设置·国际前沿

<table>
<thead>
<tr>
<th>开学时间</th>
<th>学制</th>
<th>上课方式</th>
<th>上课地点</th>
</tr>
</thead>
<tbody>
<tr>
<td>9月</td>
<td>两年</td>
<td>每月集中授课四天，通常为周四至周日</td>
<td>香港大学、北京大学</td>
</tr>
</tbody>
</table>

学员须完成33门课程共108学分，当中包括90学分的必修课程和18学分的选修课程。

课程概述

课程设置：前沿的商业和金融教学

香港大学-北京大经管人员工商管理学硕士课程为具有丰富管理经验的高级管理人员而设，由香港大学和北京大学的教师授课，传授专业的管理知识，提升于商业环境下的管理技巧，本课程强调区域适用性、专业相关性和创新力。在课程结束时，学员将掌握交叉和经济的前沿以面对复杂和相互关联的管理需求进行战略性分析。在完成课程后，学员将获得香港大学颁发的高级管理人员工商管理学硕士学位。

必修课程

- **基础知识**
  - 营销学
  - 商业道德与企业社会责任
  - 财务管理

- **经济**
  - 全球经济
  - 管理经济学

- **金融**
  - 公司财务
  - 投资与资产管理
  - 金融创新与信贷市场

- **管理**
  - 组织领导力
  - 战略人力资源管理
  - 跨文化管理

- **整合及提升**
  - 财务会计
  - 管理会计
  - 商业估值与投资

- **选修课程**

每学年的选修课程由总体课程设置与需要及时更新。完整清单将在每学年初公布。
卓越师资

香港大学经济与工商管理学院师资汇聚全球精英，学者均来自世界一流学府。港大经管学院目前有130多位教职人员，包括超过十个国家，其中92%具备海外职业背景或学习经历。

北京大学光华管理学院秉承悠久的人文传统、深邃的学术思想和深厚的文化底蕴，拥有不同学术背景和经历的老师。目前拥有111位教职人员，其中8位被评为“长江学者”。

学员分享

符文静 董事会主席
中国生命科学控股集团有限公司

作为学员，我们都在自己的行业和职业中经过成功和挫折，我们既有着经验，也带着问题。对于一个共同的目标，通过与来自不同公司的精英互动，对于我们的认识、对于我们的视角，都在这样的经验中受到启迪，使我们能够从中获得更大的幸福和成功。

陶志刚 教授
港大经管学院院长
汇丰基金教授（环球经济与发展政策）

我从在企事业单位工作，到转行做房地产，真是一路的艰辛和挫折。后来我认识了HOKI-PKU EMBA的项目，我开始尝试用我的工作去改变自己的生活状态，通过学习和交流，我从过去的挫败中找到了新的方向，也收获了更多的机会和可能。

丁拥政 董事长
天津航空

在航空行业工作多年，我深深感受到源自自由的灵感和创意的重要性。在HOKI-PKU EMBA的学习过程中，我接触到了世界上最顶尖的学者和企业家，他们的思维方式和管理理念给了我很大的启发和激励。我开始尝试用新的理念和方法来运营航空事业，取得了非常显著的效果。

贺达 合伙人兼总经理
上海申华（北京）律师事务所

从我自己的工作经历来看，每一次的挫折和挑战都让我更加坚定和努力。在HOKI-PKU EMBA的学习过程中，我结识了来自各行各业的精英，他们的成功经验和独到的视角让我受益匪浅。我开始尝试用新的理念和方法来管理企业，取得了非常好的效果。
学员构成·领袖摇篮

学生概况
- 平均年龄：39岁
- 男女比例：1:1

分布职业
- 金融投资/银行/保险：39%
- 资讯科技：16%
- 制造业：11%
- 商业贸易：6%
- 地产/建筑：6%
- 医药/生物科学：6%
- 公共事务/NGO：4%
- 广告/媒体：4%
- 教育/咨询服务：4%
- 其他：3%

职位/职衔
- 总经理/执行董事/董事会秘书：33%
- 主席/总裁/首席执行官/董事总经理/董事/合伙人/创办人：30%
- 副总裁/副总经理/助理总经理/助理总裁：17%
- 部门主管/总监：9%
- 其他：11%

教育背景
- 学士/本科：62%
- 硕士/研究生：27%
- 其他：11%
招生计划·成就未来

申请要求
1. 持有香港大学认可之本科学士学位，或同等学历；
2. 拥有6年管理工作经验；
3. 若申请人之前所获学位并非以英语教授，申请人必须通过一个英语资格考试。

学费
2021级课程费用：香港大学 – 498,000元港币；北京大学 – 439,000元人民币
申请费用：800元人民币 (€80元港币)

申请流程
1. 提交所需文件
2. 参加面试及测试
3. 资料审核
4. 获得录取结果

申请材料
有兴趣报读的申请人必须递交下列文件至香港大学–北京大学高级管理人员工商管理学
硕士学位办公室的电邮hkupkuemba@hku.hk：
1. 申请表
2. 学位及工作履历证书
3. 面试表
* 除特别说明外，所有提供的文件均应为英文。

联络地址
香港大学–北京大学EMBA课程
香港九龙塘道100号
数码港4座B区2楼204室

咨询及申请
电邮：hkupkuemba@hku.hk
电话：+852 39621247 / +852 39621219
官网：www.fbe.hku.hk/hku_emba/

微信即时沟通

Admission Requirements
1. Hold a Bachelor’s degree in any discipline or equivalent qualification from a HKU-recognized university or approved institution with satisfactory academic results;
2. Have 8 years of experience at managerial level; and
3. Complete a qualifying examination if applicants’ degree qualifications are gained from a university in which the medium of instruction is non-English.

Tuition Fee
The tuition fee for the HKU-PKU EMBA Programme 2021 – HKD 498,000 to be paid to HKU; CNY 439,000 to be paid to PKU.
Application Fee: CNY 800 (€800)

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 of The University of Hong Kong at hkupkuemba@hku.hk:
   a) Application form;
   b) Credentials; and
   c) Curriculum Vitae.
* All documents provided should be in English unless otherwise specified.

Address
HKU-PKU EMBA Programme
Room 204, Block B, Cyberport 4, 100 Cyberport Road, Hong Kong

Contact Us
Email: hkupkuemba@hku.hk
Phone: +852 3962 1247 / +852 3962 1219
Website: www.fbe.hku.hk/hku_emba/

Wechat
Student Profile

Overview
- Average Age: 39
- Male to Female Ratio: 1:1

Industry Type
- Finance/Banking/Insurance: 39%
- IT: 16%
- Manufacturing: 11%
- Trade/Commerce: 6%
- Real Estate/Construction: 6%
- Pharmaceuticals/Bio-science: 6%
- Public Affairs/NGO: 4%
- Advertising/Media: 4%
- Education/Consultation: 4%
- Others: 3%

Position/Title
- General Manager/Executive Director/Secretary of the board: 33%
- Chairman/President/CEO/Managing Director/Director/Partner/Co-Founder: 30%
- Vice President/Assistant General Manager/Deputy General Manager/Assistant President: 17%
- Department Head/Senior Manager: 9%
- Others: 11%

Education Background
- Bachelor’s Degree/Undergraduate Diploma: 62%
- Master’s Degree/Postgraduate Diploma: 27%
- Others: 11%
Renowned Faculty

HKU Business School brings together global elites and scholars from world-class universities. Currently, it has more than 130 faculty members with over 10 nationalities, 92% of whom have overseas educational or professional backgrounds.

Guanghua School of Management upholds a long history of humanities and deep cultural heritage, bearing teachers with different academic backgrounds and expertise. Currently, it has a total of 111 faculty members, of which it has been awarded as the “Changjiang Scholars” by the Ministry of Education.

Prof. Hougbin CAI
Dean
Chair of Economics
HKU Business School

Prof. Chen LIN
Associate Dean (Research and Knowledge Exchange)
Stulus Professor in Finance
HKU Business School

Prof. Haiping SHEN
Associate Dean [Executive Education]
Patrick S.C. Poon Professor in Analytics and Innovation
HKU Business School

Prof. Zhigang TAO
Associate Dean (Human Resources)
HSBC Professor in Global Economy and Business Strategy
HKU Business School

Prof. Qiao LIU
Dean
Professor in Finance
Changjiang Distinguished Professor
Guanghua School of Management, Peking University (PKU)

Prof. Li JIN
Chair Professor of Finance
Director of the National Centre for Financial Research, PKU

Prof. Ying ZHANG
Associate Dean
Professor in Marketing
Director of Guanghua Digital Education
Guanghua School of Management, PKU

Prof. Li MA
Associate Dean
Professor in Organizational Behavior
Program Director, EMBA & EdD
Guanghua School of Management, PKU

Students’ Sharing

Ms. Wenjing FU
Vice Chairman
China Life Science Holding Group Ltd

As one of the students of HKU EMBA programme, we have all realized the unique value of our experience and problem-solving skills. With our strong educational backgrounds and practical work experience, we have been able to apply our knowledge and skills in various industries, from finance to technology, in both the private and public sectors.

Initially, I was a bit nervous about the new learning environment, but with the support of my classmates and professors, I was able to adapt quickly and thrive in the programme.

One of the highlights of the programme was the opportunity to work on real-world projects and collaborate with other students from diverse backgrounds. This has been incredibly enriching and has helped me grow both personally and professionally.

Mr. Yongzheng DING
Chairman
Tianjin Airlines

Having worked in the aviation industry for many years, I am eager to step out of my comfort zone and return to campus with a student’s mindset to acquire new knowledge. HKU-PRU EMBA 10+2 class consists of over 70 students from various background such as finance, technology, construction, real estate, startups, and media. It is invaluable for me to have this opportunity to study with people who are outstanding leaders in their respective fields.

One of the challenges I face is balancing my professional commitments with academic responsibilities. However, the support and guidance provided by my classmates and professors have made it possible for me to manage my time effectively.

Mr. Da HE
Partner and Executive Director
Symbol Law Firm

Switching from working as a public servant to being a lawyer, I am motivated to keep learning and broadening my horizons. And this HKU-PRU EMBA programme turns out to be exactly what I need. The most appealing feature of the course is the cooperation with two top business schools. These two universities have their own strengths that complement each other, bringing unique experience and unparalleled perspectives to students. Outside of classrooms, there are various exciting activities including study tours and corporate visits, which allow us to learn and absorb knowledge from different perspectives. The diversity in students’ backgrounds is also an advantage. Excellent classmates with positive energy are always willing to provide new insights and interesting experience. Whenever encountering problems or hardship, I can count on my peers who are trustworthy mentors not only academically, but also personally.
Overview

Cutting-edge education in business and finance

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 for complex and inter-related demands in management from the perspective of various stakeholders of the business enterprise with a solid understanding of local needs and global economy. Upon successful completion of the programme, students will be conferred an Executive Master of Business Administration degree issued by The University of Hong Kong.

Programme Structure

<table>
<thead>
<tr>
<th>Class Starts</th>
<th>Length of Study</th>
<th>Class Arrangement</th>
<th>Class Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Two years</td>
<td>Block mode with 4-day classes per month, usually from Thursday to Sunday</td>
<td>The University of Hong Kong, Peking University</td>
</tr>
</tbody>
</table>

Students must complete 108 credits, including 90 credits for core courses, and 18 credits for elective courses, a total of 33 courses.

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-culture 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
  - Internationalisation
  - Manufacturing + Finance + Healthcare + Cultural Creativity
  - International Capital Markets
  - Capstone Project

Elective Courses

Elective courses are updated for each intake. A full list of elective options will be announced at the beginning of each academic year.
The University of Hong Kong
Faculty of Business and Economics

Incorporated on March 30, 1911, The University of Hong Kong (HKU) is the first and oldest tertiary education institution in Hong Kong. For over a century, the university has nurtured over 220,000 alumni. In 2001, the Faculty of Business and Economics (or HKU Business School) was established as HKU’s tenth faculty, preparing responsible business leaders for the society. Accredited by EQUIS and AACSB, HKU Business School takes a leading position in Asia’s business and economics education with its innovative teaching and top-notch research. As one of the best schools for studying business management and economics in Asia, HKU Business School meets the challenges and opportunities of the economic development of the Guangdong-Hong Kong-Macau Greater Bay Area, contributing to the collective effort of creating the most competitive bay area in the world.

Times Higher Education: World’s Most International Universities 2020 – HKU ranked at World #2
QS World Universities Rankings 2020 – HKU ranked at Hong Kong #1, World #25

Peking University
Guanghua School of Management

Founded in 1898, Peking University (PKU) is 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 (GSM) was established after the Reform in 1980, which is accredited by AACSB and EQUIS. 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.”

Times Higher Education World University Rankings 2020 – PKU ranked at Asia #2
QS World University Rankings 2020 – PKU ranked at Asia #4, World #22

The HKU-PKU Executive Master of Business Administration (HKU-PKU EMBA) Programme is a part-time programme jointly offered by HKU Business School 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. Leveraging the strength of the two leading universities and the two highly influential business schools, the HKU-PKU EMBA programme is well-positioned to achieve remarkable synergy and offer the best learning experience to its students.