Why Hong Kong?

Premier business hub in Asia, the bridge connecting Mainland China and the rest of the world


2nd Freest Economy in the World (2020 Index of Economic Freedom)

Asia’s 2nd largest private equity centre managing about 20% of the total capital pool in the region


5th in Worldwide Economic Performance (IMD World Competitiveness Ranking 2020)
HKU Business School

Faculty Members

**Rankings**

The University of Hong Kong

- *No. 1* in Hong Kong
- *No. 4* in Asia
- *No. 22* in the World
- *No. 9* in the World

QS World University Rankings 2021

- *No. 1* in the World
- *No. 1* in Hong Kong
- *No. 35* in the World


- *No. 1* in Asia

Times Higher Education (THE) World Universities Ranking 2020

**HKU MBA Programme**

- *No. 1* in Asia
- *No. 1* Worldwide
- *No. 13* International School

The Economist – Full-time MBA Ranking (2010-2018)


Forbes – The Best International MBAs: One-Year Programs 2019

**Unique Proposition**

The School is deeply rooted in Hong Kong, fully engaged with China, and truly internationally.

**Vision**

To be a leading, globally impactful academic institution of business and economics.

**130+ Faculty Members (full time)**

Including: Australia, Canada, France, Singapore, Sweden, UK and US etc.

**14 Nationalities/Region**

Members from world-renowned and prestigious universities around the globe

Our 2020-2021 student community at a glance

**Regions Represented**

- Australia
- Canada
- China
- France
- Germany
- Hong Kong
- Italy
- Japan
- Korea
- Spain
- United Kingdom

**Undergraduate University**

- Australian National University
- Columbia University
- Cornell University
- Fudan University
- Imperial College London
- Korea University
- Nanjing University
- National Taiwan University
- New York University
- Northwestern University
- Peking University
- Shanghai Jiao Tong University
- Singapore Management University
- The London School of Economics and Political Science
- The University of Chicago
- The University of Edinburgh
- The University of Hong Kong
- The University of Manchester
- The University of Melbourne
- The University of Sydney
- Tsinghua University
- University of British Columbia
- University of California, Berkeley
- University of California, Los Angeles
- University of Michigan
- University of Mumbai
- University of Pennsylvania
- University of Toronto
- Xi’an Jiaotong University
- Zhejiang University
Our Campuses

The HKU Business School provides a dynamic and conducive environment for learning, teaching and research. Advanced facilities are provided on the three campuses located in the HKU Main Campus, Cyberport and Admiralty Town Centre.

Cyberport Campus

Located at the flagship of Hong Kong’s digital industry-Cyberport. The School’s facilities at Cyberport include state-of-the-art classrooms, group meeting rooms and social areas for postgraduate students and learning partners from corporates that collaborate with the School. This is a place where university and business communities can come together and inspire innovations.

HKU Main Campus

The Headquarters of the HKU Business School is located at J.K. Leung Building in the HKU Main Campus. In addition to facilities such as lecture theatres, classrooms, computer laboratories and other areas for academic activities, the campus is also home to many research centres and institutes under the School. The Main Campus also features other learning facilities, resources and services needed in university life.

Town Centre Campus

Located at the heart of the city. Admiralty Town Centre Campus brings the resources of the School to one of the financial districts in Hong Kong. Apart from featuring cutting-edge facilities such as executive classrooms, meeting rooms and comfortable lounges, this downtown campus is a convenient location for hosting events and seminars, and connecting students, alumni and partners from all over the world.
Modular Calendar

Courses are offered on a modular basis to allow students to focus on 1-2 courses at a time. Normally, each module consists of six to eight weeks including the examination week.

<table>
<thead>
<tr>
<th>Aug 2021</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan 2022</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
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<th>Jul</th>
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<tbody>
<tr>
<td>Module 1</td>
<td>Module 2</td>
<td>Module 3</td>
<td>Module 4</td>
<td>Module 5</td>
<td>Module 6</td>
<td></td>
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For reference only, actual duration can vary.

Quick Facts

<table>
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<tr>
<th>TYPE</th>
<th>INTAKE</th>
<th>FORMAT</th>
<th>MEDIUM</th>
<th>DURATION</th>
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</thead>
<tbody>
<tr>
<td>Master Degree</td>
<td>September</td>
<td>Full-Time</td>
<td>English</td>
<td>12 months</td>
</tr>
</tbody>
</table>

Class Days

Normally 4 sessions of teaching per week

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturdays

- Morning Session
- Afternoon Session
- Evening Session

Course Assessments

- Assignments
- Mid-term Examinations
- Project Papers
- Presentations
- Other courseworks
- Final Examination
Master of Accounting Overview

More than a Professional Accountant

The Master of Accounting programme at the HKU Business School combines a rigorous academic core with tailored practical skills and knowledge. It is accredited by the ACCA, CPA Australia, CIMA and HKICPA, and students on this programme benefit from our professional partnership with the ACCA and KPMG. Our comprehensive curriculum structure covers accounting, finance, management and business analytics, and explores theories that explain the important roles of accounting in economic decisions, all of these help prepare you to be professional accountants, financial experts and future business leaders. Through exploring data analytics students will learn how to take insights and information and convert this into executable actions.

Programme Structure

01 A comprehensive postgraduate curriculum encompassing accounting, finance, management, and business analytics

03 Professional training in business leadership, strategic management reporting, and advanced financial and performance management benefited from the partnership with ACCA and KPMG

02 Theories that explicate the important roles of accounting in economic decisions

04 Accounting data analytics that convert information into executable actions

05 A capstone course to tie the various elements of the study together through real-world business projects

Q&A Programme Director

Top 5 questions about the Master of Accounting programme, answered by our Programme Director Prof. Kai Wai Hui.

1. What is the most important element of learning for an accounting professional nowadays?

   It depends on the interests of the student. We cover several in-depth areas. In particular, our programme values leadership and analytic skills, as well as critical thinking. We would like students to become the future leaders of the profession.

2. What type of student is suitable to study the Master of Accounting Programme?

   Anyone who is interested in the accounting profession. We look for qualified students with intellect, a good command of English, a career vision in accounting and finance and the confidence and dedication to achieve excellence.

3. I already have a bachelor degree or background in accounting. Is it beneficial for me to study the Master of Accounting Programme?

   Another purpose of the programme is to establish cutting-edge knowledge at an advanced level. Elective courses cover leading-edge areas of accounting and information technology and business analytics that bring you up to the graduate level. Accounting students will have course waivers and exemptions that allow them to leap to the advanced level. They may also take electives from other graduate programmes to enrich their knowledge.

4. I do not come from a business or commerce background, can I study the Master of Accounting Programme?

   The programme covers elements of basic accounting knowledge, making it suitable for non-business major students. The curriculum will be challenging for them, but well manageable given the guidance we give them.

5. Does the programme allow me to get practical insights from the industry?

   Our curriculum design is based on the most recent developments in the industry. There are also guest speakers and industry and career talks that bring about the latest developments. The curriculum has been updated over time to keep up with the latest global standards.

Professional Partnerships

ACCA
The Association of Chartered Certified Accountants (ACCA)

KPMG

Accreditation

ACCA
Think Ahead

KPMG

CIMA

CPA Australia

ACCREDITED PROGRAM

CPA

ACCREDITED PROGRAM
Scholarship

Entrance Scholarship

We offer merit-based scholarships to qualified students, who may receive a scholarship ranging from 10% to 50% in most cases. A full tuition waiver may be offered to outstanding cases. All eligible candidates are automatically considered; no separate application is required.

Fargo Wealth Excellence Scholarship

Up to 10 scholarships shall be awarded, starting from the academic year 2021-22. To Year One students available to all masters programmes offered by the HKU Business School on the basis of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee

$318,000*

A deposit of HK$80,000* is required to confirm the admission offer, the balance shall be payable in two installments over one academic year.

* Subject to change and final approval by The University of Hong Kong.

Course Exemption

Up to two core courses (except for the capstone course) may be granted subject to the approval of the Programme Director and the school, if you:

A. Can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained; or

B. Are holding relevant professional qualifications which were obtained before admission to the programme.

No credits will be given for the exempted course and you will be required to take an approved alternative elective course of the same credit value.

Boot Camp

Purpose: To ensure that everyone has the foundational knowledge and skills required to fulfill the requirements for professional accounting accreditations.

Effective communication of relevant financial information to important stakeholders such as investors and creditors is a key driver for corporate success.

We will develop students with such crucial ability and prepare them to play a strategic role in organisations with their knowledge in financial reporting.

Dr. Winnie S.C. Leung

- Financial Accounting Foundation
- Advanced Financial Accounting
Accreditation

The Association of Chartered Certified Accountants (ACCA) and with the completion of the required subjects (including elective course: MACC7016 Corporate Finance), exemptions will be granted to ACCA graduates for the following papers:

- Accountant in Business
- Corporate and Business Law
- Financial Reporting
- Management Accounting
- Performance Management
- Audit and Assurance
- Financial Accounting
- Taxation
- Financial Management

For further details, please visit ACCA's website at: http://www.accaglobal.com

Alumni

The course design fascinates me because we can learn the fundamental theory and get practical insights into accounting, analytics and management. It also contains cutting-edge knowledge such as accounting data analysis and CSR report evaluation, so students can master a broad range of skills.

Yjie Wang,
Master of Accounting,
Class of 2020

CPA

CPA Australia

The MAcc programme is accredited by CPA Australia, upon successful completion of all the required courses (including elective course: MACC7016 Corporate Finance), you will be granted exemptions from all 8 segments at the foundation level.

For further details, please visit CPA Australia's website at https://www.cpaaustralia.com.au/

CIMA

The Chartered Institute of Management Accountants

The MAcc programme is accredited by CIMA, upon successful completion of all the required courses (including elective course: MACC7014 Advanced Management Control), you will be granted 12 exemptions.

- BA1 Fundamentals of Business Economics
- BA2 Fundamentals of Management Accounting
- BA3 Fundamentals of Financial Accounting
- BA4 Fundamentals of Ethics, Corporate Governance and Business Law
- E1 Organisational Management
- P1 Management Accounting
- F1 Financial Reporting and Taxation
- Operational Case Study Exam
- E2 Project and Relationship Management
- P2 Advanced Management Accounting
- F2 Advanced Financial Reporting
- E3 Strategic Management

For more details, please visit CIMA's website at https://www.cimaglobal.com

HKICPA

The Hong Kong Institute of Certified Public Accountants

The MAcc programme is an accredited programme of the HKICPA's Qualification Programme (QP). Graduates of the Programme who passed certain courses (including elective courses: MACC7015 Principles of Management and MACC7016 Corporate Finance) will qualify for student registration and enrolment in the four core modules (current QP) OR exemption of the 10 Associate Level Modules (new QP) of the Institute's Qualification Programme.

- M1 Accounting
- M2 Management Accounting
- M3 Business Economics
- M4 Business Management
- M5 Information Management
- M6 Financial Accounting
- M7 Financial Management
- M8 Principles of Auditing
- M9 Principles of Taxation
- M10 Business & Company Law

For more details, please visit HKICPA's website at https://www.hkicpa.org.hk

As my undergraduate major is accounting, I was in touch with many accounting related topics, such as management accounting, financial accounting, and auditing. In addition, I acquired the ACCA in my undergraduate time, so my knowledge base is very solid. However, I felt I lacked the ability to put the knowledge into practice, so I chose to study the Master of Accounting. I hope to have more opportunities to use the knowledge I learned in practical cases.

Emma Xu,
Master of Accounting,
Class of 2020
Master of Economics Overview

Bridging the gap between technicality and applicability

The Master of Economics programme at the HKU Business School aims to introduce students to frontier developments in economics and to equip them with state-of-the-art analytical tools. Our comprehensive curriculum has multiple learning streams and helps students connect economic theory with real world business. The school boasts a top-class teaching faculty with strong economists, outstanding alumni and mentors, and an active research environment, with long-term collaborative research opportunities available both within and outside the faculty. The theory and advanced research streams provide a strong foundation for PhD study, should students choose to continue their studies in academic research.

Multiple Streams for different interest to help achieve career aspirations

- **Policy Analysis**: Using economic perspective to understand and evaluate public policies
- **Data Analysis**: In-depth data analysis training
- **Theory**: Stepping stone
- **Advanced Research**: Cultivation of research capacities

<table>
<thead>
<tr>
<th>Government Officials</th>
<th>Economist</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhD</td>
<td>Equities Research Analyst</td>
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<tr>
<td></td>
<td>Derivatives Trader</td>
</tr>
<tr>
<td></td>
<td>Data operations</td>
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</tbody>
</table>

Non-Econ Track Boot Camp

Candidates who are required to complete a boot camp would be identified when reviewers make the admission decision and notified in the offer letter as part of the conditions.

**Purpose**: To ensure that students with non-economics background has the foundational knowledge and skills required to succeed in the Master of Economics programme.

**Time**: 3 Preparatory Courses

- Summer
  - Microeconomics (Online)
  - Macroeconomics (Online)
  - Computation and Analysis of Economic Data* (Face-to-Face in late August)

**Assessment**: Students are required to pass all the test at the end of each subject.

*Only contains first half of the course (ECON0977 Computation and Analysis of Economic Data), students can take the course for 6 credits if they also complete the second half of the course.

Q&A PROGRAMME DIRECTOR

Top 5 questions about the Master of Economics programme, answered by our Programme Director Dr. Heng Chen.

1. **What are the differences between the 4 streams: Data Analysis, Policy Analysis, Theory and Advanced Research?**
   - The Theory and Advanced Research streams provide a stepping stone for doctoral studies in economics, whilst Data Analysis offers rigorous training in data analysis for our students. The Policy Analysis stream is an ideal curriculum for understanding the making of economic policies, with a special emphasis on Mainland China.

2. **Why is an understanding of Economics important in today's complex economy?**
   - Economics studies the workings of our economy, interactions of individuals and the impacts of institutions, which lays the foundation for understanding the fast-changing business environment. It provides us with a rigorous and coherent framework to understand human behaviour at the individual and aggregate levels.

3. **For PhD studies, can I proceed in other institutes as well?**
   - Yes, it is totally possible. Students who choose further academic pursuit will find themselves well-prepared for PhD study at the institute of their choice afterwards.

4. **Are the courses focused in evaluating the economy in Hong Kong only?**
   - Whilst our graduates are well trained to meet the challenges of the emergence of Greater China and the ongoing evolution of Hong Kong as an international finance centre, our courses also blend theory with empirical learning and case studies in the context of the U.S. and European economies.

5. **What research opportunities are there for graduate students?**
   - Our economists conduct both basic and applied research and publish regularly in leading academic journals. There are many opportunities to get involved in our faculty members’ research agendas and get real research exposure.
### I. Core Courses (Three Courses)

<table>
<thead>
<tr>
<th>Courses</th>
<th>Microeconomics</th>
<th>Microeconomic Analysis</th>
<th>Microeconomic Theory^</th>
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</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Macroeconomics (Choose one)</td>
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<td></td>
</tr>
<tr>
<td>Macroeconomic Analysis</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Macroeconomic Theory^</td>
<td>Microeconomics</td>
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</tr>
</tbody>
</table>

### II. Stream Core Courses (Three Courses)

<table>
<thead>
<tr>
<th>Courses</th>
<th>Data Analysis Stream (Choose Three)</th>
<th>Policy Analysis Stream (Choose Three)</th>
<th>Theory Stream (Choose Three)</th>
<th>Advanced Research Stream (Choose Three)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Applied Financial Econometrics</td>
<td>Competencies, Regulation and Business Strategy</td>
<td>Econometric Theory II</td>
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<tr>
<td></td>
<td>Causal Inference</td>
<td>Economic Policy I</td>
<td>Game Theory and Applications</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Computation and Analysis of Economic Data</td>
<td>Economic Policy II</td>
<td>Monetary Policy: Theory and Practice</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Economic Forecasting</td>
<td>International Macroeconomics</td>
<td>Topics in Economic Research^</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>International Trade and Multinationals</td>
<td>Topics in Economic Research I^</td>
<td></td>
</tr>
</tbody>
</table>

### III. Elective Courses** (Three Courses)

Candidates can choose electives from a list of courses from Master of Economics and other HKU Business School masters programmes.

### IV. Capstone Course (One Course)

<table>
<thead>
<tr>
<th>Courses</th>
<th>Data Analysis Stream</th>
<th>Policy Analysis Stream</th>
<th>Theory Stream (Choose One)</th>
<th>Advanced Research Stream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Topics in Applied Econometrics</td>
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<td></td>
<td>Topics in Economic Research I</td>
<td></td>
</tr>
<tr>
<td>Advanced Topics in Economic Policy</td>
<td></td>
<td></td>
<td>Topics in Economic Research II</td>
<td></td>
</tr>
</tbody>
</table>

^ for candidates with strong undergraduate training in economics and mathematics.
^ It can also be used to satisfy the Capstone requirement under Item IV.

### Scholarship

**Entrance Scholarship**

We offer merit-based scholarships to qualified students, who may receive a scholarship ranging from 10% to 50% in most cases. All eligible candidates are automatically considered; no separate application is required.

**Fargo Wealth Excellence Scholarship**

Up to 10 scholarships shall be awarded, starting from the academic year 2021-22, to Year One students, available to all masters programmes offered by the HKU Business School on the basis of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

### Dr. Yanhui Wu

**Economics of Organization and Strategy**

What is the nature of the firm as opposed to the market? Why do some firms delegate power while others keep power at the top of the hierarchy? How to design incentive structures to motivate and coordinate workers? Where does innovation come from? In Economics of Organization and Strategy, we employ rigorous economics methodology to answer these fundamental business questions. Based on our answers, we draw far-reaching business implications with particular attention to knowledge-intensive production and the digital economy.

### Master of Economics Electives

+ Labour Economics
+ Economics of Organization and Strategy
+ Public Economics
+ Health Economics
+ China in the Global Economy
+ Development Economics
+ Money and Banking
+ Economic Analysis of Aging Societies
+ Behavioral Economics

**Remark:** Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustment. Subject to change and final approval by The University of Hong Kong.
The Advanced Research Stream is research focused and students are expected to produce one research paper of reasonable quality which can further be developed into one of his/her PhD thesis chapters. Students will take courses with PhD students and can work on their thesis under the supervision of faculty members in the economics area. They will also provide research assistance to their supervisors and other members of this area. Students would also be matched with faculty members on supervision as well as research assistantships.

**Scholarship / Financial Aid**

1. Full scholarship will be awarded to truly outstanding candidates admitted to the Advanced Research Stream.
2. Research support, HK$10,000/month for the first 6 months of Year 2.
3. Research assistantship, HK$10,000/month for the second 6 months of Year 2.

*Subject to the final approval of the University*

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**Active Research Environment**

HKU Business School maintains an active research environment. Its economists conduct both basic and applied research and publish regularly in leading academics journals. In addition, research institutes and centres have been established to foster-scale and long-term collaborative research within and outside the Faculty. These include:

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**Research Institutes and Centres**

1. Asia Case Research Centre
2. The Centre for Asian Entrepreneurship and Business Values
3. The Centre for China Financial Research
4. The Centre for Financial Innovation and Development
5. The Contemporary Marketing Centre
6. Institute for China and Global Development
7. The Hong Kong Institute of Economics and Business Strategy

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"I studied finance in my undergraduate degree, but I'm truly interested in macroeconomics and development issues, which was why I chose to study the Master of Economics programme. The data analysis stream gave me solid training on data combined with economics knowledge, helping me to acquire the most useful skills required in the future job market.

Russels Xu, Strategy Analyst, Bytedance (Class of 2020)"

---

Selina Sun, Project Assistant, China Huaying International Holdings Limited (Class of 2020)

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My undergraduate major was in Information Management and Information Systems, however, I didn't enjoy coding, so I took the Policy stream for the Master of Economics, which is more theoretical. The professors in Macroeconomics, Analysis and Policy 1 courses had many unique ideas and I learned about how they were able to draw their conclusions. They were able to provide us with valuable knowledge which cannot be found in textbooks, especially when combining theory and practice together in real action."
Class Profile
We recruit students from diverse backgrounds each year to enrich your learning experience.

Academic Backgrounds

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
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<tr>
<td>Economics</td>
<td>39%</td>
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<tr>
<td>Finance</td>
<td>29%</td>
</tr>
<tr>
<td>Accounting</td>
<td>14%</td>
</tr>
<tr>
<td>Business / Management / Marketing</td>
<td>8%</td>
</tr>
<tr>
<td>Mathematics / Science / Statistics</td>
<td>5%</td>
</tr>
<tr>
<td>Others</td>
<td>4%</td>
</tr>
<tr>
<td>IT / Engineering</td>
<td>1%</td>
</tr>
</tbody>
</table>

Previous Employers

- AIA International Limited
- Bank of China
- China Citic Bank
- China Construction Bank Corporation
- China Merchants Bank
- China Securities Co Ltd
- Dah Sing Bank
- Deloitte
- Ernst & Young
- Everbright Sun Hung Kai Co. Ltd
- Guotai Junan International
- Hang Seng Bank (China) Limited
- HKSAR Government
- HSBC
- KPMG
- Mckinsey & Company
- Ping An
- PricewaterhouseCoopers (PwC)
- SF Express

Gender + Age

- Female: 61%
- Male: 39%

Age Distribution

- Average Age: 23 years
- Age Range: 20-33 years

Working Experience*

- With prior working experience: 23%
- Average work duration: 2 years 2 months

*Among students with prior work experience (internship inclusive)
Master of Finance Overview

A springboard for career ambitions in a centre of world finance.

The HKU Business School Master of Finance programme is a one-year full-time interdisciplinary programme. Our comprehensive and quantitative curriculum offers students multiple learning streams, as well as the option of double concentration, which they can select according to their interests and career aspirations. Students will be equipped with competitive and diverse financial knowledge and skill sets to succeed in the financial domain. They will have access to a first-class teaching faculty, outstanding alumni and mentors, and will also benefit from our professional partnerships with the CFA Institute - widely considered the investment profession’s most rigorous credentialed programme - and GARP.

Multiple Streams
for different interest to help achieve career aspirations

We also offer the opportunity to broaden your expertise by taking double concentration.

Preparing for your CFA

The Fundamental Core Courses is designed to allow students gain a solid knowledge base to prepare for all levels of the CFA examination on:

- Quantitative Analysis
- Financial Statement Analysis
- Economics and Fundamentals of Asset Valuation

Academic Partnerships

University Affiliation Program  CFA Institute  GARP

Dr. Rujing Meng
Programme Director - Master of Finance

5 Q&A

DIRECTOR

Top 5 questions about the Master of Finance programme, answered by our Programme Director Dr. Rujing Meng.

1. The programme offers three streams. What are they and how can I choose them?

The HKU Master of Finance (MFin) Programme offers three streams: corporate finance, financial engineering and risk management. Students can choose to concentrate in one of the streams or take double concentration, according to their interests and career aspirations.

2. What are the benefits of choosing double concentration?

The main benefit of choosing double concentration is that it enriches student learning and training experiences by allowing them to focus on two areas of expertise and hence a wider choice in their career.

3. Would there be any practical skills linking back to the industry?

MFin Programme is an interdisciplinary programme aiming to provide motivated individuals with not only cutting-edge training in financial theory, but also the necessary STEM training, allowing them to apply the knowledge in a multitude of financial disciplines: asset and wealth management, corporate finance, financial engineering, and risk management. Students apply the techniques and knowledge to analyse business cases and conduct group projects. The cutting-edge curriculum balances quantitative skills and visionary thinking, and is further enriched by alumni and student activities, mentorship programmes, student clubs and professional seminars.

4. How close is the course to the current financial world, in terms of the curriculum and training?

Our curriculum is closely tied to professional practices and adapts to the changes of the global financial markets. We are a University Affiliation Program of CFA Institute and have been added to the GARP Partnership for Risk Education. Guest lectures and professional seminars from practitioners have brought up-to-date market information to the curriculum. Training workshops on Bloomberg, WIND and Python programming are also available to well-equip students with the skill sets necessary to thrive in the workplace.

5. What will my future career path look like in the financial domain?

Our graduates will enjoy a competitive advantage in a wide range of career opportunities across commercial and investment banks, broker/dealer and investment firms, private equity and venture capital firms, insurance companies, treasury departments of non-financial corporations, regulatory agencies, and also consulting and accounting firms.
Scholarship

Entrance Scholarship
We offer merit-based scholarships to qualified students, who may receive a scholarship ranging from 10% to 50% in most cases. All eligible candidates are automatically considered; no separate application is required.

Fargo Wealth Excellence Scholarship
Up to 10 scholarships shall be awarded, starting from the academic year 2021-22, to Year One students, available to all masters programmes offered by the HKU Business School on the basis of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee
$396,000*
A deposit of HK$95,000* is required to confirm the admission offer. The balance shall be payable in two instalments over one academic year, irrespective of the number of courses taken in each module.

How does Double Concentration Works?
Requires 14 courses to be taken to complete.

Course Exemption
Up to four required courses, except capstone course, may be granted (normally by examination) if candidates
A can produce evidence, such as transcript and course syllabus, that a course is equivalent in content or another course taken elsewhere for which a satisfactory grade has been obtained; or
B are holding relevant professional qualifications which are obtained before admission to the curriculum
No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value

Advanced Standing
Advanced standing of up to two required courses, except for capstone course, may be granted if
A the course is completed at a graduate, postgraduate or master level from a recognized curriculum elsewhere within the last 4 years before admission to the Master of Finance curriculum and a good grade in the course was achieved; or
B the candidate possesses a relevant professional qualification which are obtained before admission to the curriculum.

Advanced standing may be granted and the tuition fee would be adjusted downward by HK$38,000** per course.

* Subject to change and final approval by The University of Hong Kong.
** Subject to change and final approval by The University of Hong Kong.
If one compares the World’s 10 most valuable companies in both 2009 and 2019, 6 out of the 10 companies on today’s list were not there ten years ago. According to a recent academic research, less than 5 percent of all public firms that ever appeared in U.S. stock market account for all of the net wealth earned by investors. So it is essential to use corporate finance tools to understand the agency costs, growth potentials and intrinsic value of firms and make more informed investment decisions.

Suri Hu
Assistant Professor,
Guangdong University of Finance (Class 2013)

I got my bachelor degree in physics from Sun Yat-Sen University. I therefore had very little financial basis before I started to study at HKU. Literally speaking, the Master of Finance Programme helped me build my systematic framework of finance from scratch. Thanks to the programme, I passed CFA level I and II smoothly during the academic year, and passed level III after graduation. Furthermore, the learning experience at HKU also contributed to my pursuit of a PhD degree in finance later, and made me both a CFA charted holder and a certified FRM holder.

Bryan Xiao

I took the Corporate Finance stream because I want to do investment banking. Since my bachelor degree was in journalism, it took a lot of effort to get a good grade. At times, it felt that even though I had been through the concepts, I was still not familiar with them. However, if you’re from a business background, it would be easier for you. The most challenging thing is to balance the internship with studying. As a career changer, both were important to me. So, after the first module when I felt comfortable with most aspects of student life at HKU, I took an internship at a PE firm. Our office was really supportive. They helped me arrange all my courses in the evening sessions, so that I could work full-time during the day and attend lectures after work. It was really challenging living on such a tight schedule and both my work and studies required my brain resources.

Academic Partnerships

The University of Hong Kong has been added to the Global Association of Risk Professional (GARP) Partnership for Risk Education with Master of Finance curriculum. GARP is a globally recognized organization dedicated to preparing professionals and organizations to make better-informed risk decisions. The academic partnership with GARP proves that the efforts in providing the best financial education are highly recognized. The alignment with GARP signals to students and their potential employers that our Master of Finance curriculum is closely tied to the market and is well-suited to prepare students for the demand of the global financial industry.

GARP is very pleased to announce the addition of the University of Hong Kong to the GARP Partnership for Risk Education. The Master of Finance offered by the University of Hong Kong is rigorous, well-regarded program. The interdisciplinary nature of the curriculum offered provides a solid theoretical as well as practical foundation for its students, ensuring they will be well positioned to pursue the FRM designation and to assume strategic roles within the global risk management profession.

Dr. Chris D’Arcy, Managing Director – Head of Research & Educational Programs, GARP

HKU Master of Finance is a University Affiliation Program of CFA Institute, a global association of investment professionals that sets the standard for professional excellence and credentials. The CFA Program sets a standard for developing the skills, standards, competence, and integrity of financial analysts, portfolio managers, investment advisers, and other investment professionals worldwide. It is widely considered the investment profession’s most rigorous credentialing program. Status as an Affiliated University signals to potential students, employers, and the marketplace that the university curriculum is closely tied to professional practice and is well-suited to prepare students to sit for the CFA examinations. Scholarships from CFA Institute will be offered to HKU MFin students.
Class Profile
We recruit students from diverse backgrounds each year to enrich your learning experience.

**Academic Backgrounds**

- **Finance**: 42%
- **Accounting**: 16%
- **Economics**: 16%
- **Business / Management / Marketing**: 13%
- **Mathematics / Science / Statistics**: 6%
- **Others**: 4%
- **IT / Engineering**: 3%

**Previous Employers**

- Agricultural Bank of China
- AIA
- Bank of China
- China Construction Bank
- China Development Bank
- China Merchants Bank
- China Railway (Shanghai) Investment Management Co., Ltd
- CITIC Securities
- DBS Bank
- Deloitte
- Ernst & Young
- GF Securities
- Guotai Junan Securities
- HSBC
- Industrial and Commercial Bank of China (ICBC)
- KPMG
- PricewaterhouseCoopers (PwC)
- The Palace Museum
- Tsinghua University

**Gender + Age**

- **Female**: 55%
- **Male**: 45%

**Age**

- Avg Age: 22
- Age Range: 20 - 35

**Working Experience**

- **22%** with prior working experience

**Avg work duration**

- 1 year
- 11 months

*Among students with prior work experience (internship inclusive)
Master of Finance in Financial Technology Overview

The financial sector is evolving rapidly in the digital era.

The HKU Business School Master of Finance in Financial Technology programme is jointly offered by three faculties: HKU Business School, the Faculty of Law, and the Faculty of Engineering. Our cutting-edge curriculum balances quantitative skills and visionary thinking, and applies techniques of big data, AI and natural language processing to analyse real-world financial projects. Students will also cover the legal aspects of FinTech, from cyber-security to data protection and smart contracts. There is a strong industry demand for MFinTech graduates, with career opportunities in commercial and investment banks, brokerage and investment firms, private equity and venture capital firms, FinTech startups, insurance companies, treasury departments of non-financial corporations, regulatory agencies, and consulting and accounting firms.

Interdisciplinary Programme

HKU Business School  Faculty of Engineering  Faculty of Law

Career Industry Opportunities

Commercial and Investment Banks  Insurance Companies
Brokerage and Investment Firms  Treasury Departments of non-financial corporations
Private Equity and Venture Capital Firms  Regulatory Agencies
FinTech startups  Consulting and Accounting Firms

Dr. Rujing Meng
Programme Director - Master of Finance in Financial Technology

1. **Why did we revamp the FinTech Stream under the Master of Finance to Master of Finance in Financial Technology?**

   Due to the increasing importance of FinTech in the industry, we wanted to provide a more comprehensive structure to our students. With our faculty’s rich experience in delivering the FinTech education through the previous Master of Finance FinTech stream and collaborating with the Faculty of Engineering and Faculty of Law, the curriculum of the new Master Programme enhances the learning experience, allowing our graduates to be more well-rounded in skills and expertise.

2. **What are the job opportunities?**

   The financial sector is evolving rapidly in the digital era. The onslaught of data and powerful computing power demands new thinking and continuous innovation. FinTech startups and established companies have to adopt new ways of thinking and anticipate what will come next in response to this technology evolution. FinTech jobs are in high demand.

3. **What is the difference between the Master of Finance and the Master of Finance in FinTech Programme?**

   The Master of Finance in FinTech aims to nurture FinTech talents with quantitative and analytical skills as well as practical experience, by employing technological innovations in financial practices.

4. **This new master programme is very interdisciplinary. What are the other faculties involved?**

   Led by the HKU Business School, the Master of Finance in FinTech programme features a strong multidisciplinary training, with courses jointly offered by the Faculties of Engineering and Law. Students are able to acquire cutting-edge technical skills and a broad understanding of potential legal, economic and societal impacts of FinTech and digitalisation.

5. **What type of student is suitable to study the Master of Finance in FinTech?**

   The programme is designed for those who are interested in the financial technology sector, as they would learn new competencies in new technologies such as big data, artificial intelligence and blockchain, etc. Students with computer science, engineering, mathematics, physics, statistics or science and technology related disciplines are highly preferred. Graduates are expected to be technologically adept, business savvy and able to offer innovative solutions to finance-related industries.
Scholarship

Entrance Scholarship
We offer merit-based scholarships to new students at the time of admission. The amount of each scholarship is subject to the performance of the candidate. All eligible candidates will automatically be considered and no separate application for the scholarship is required.

Fargo Wealth Excellence Scholarship
Up to 10 scholarships shall be awarded starting from the academic year 2021-22, to Year One students, available to all masters programmes offered by the HKU Business School on the basis of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee
$396,000*
The deposit of HK$95,000* is required to confirm the admission offer, the balance shall be payable in two instalments over one academic year.

DR. ALAN P. KWAN
- Quantitative Trading - Big Data in Finance

Finance, like many industries, is undergoing its unique transformation toward using data and algorithms to create higher value-added services and reduce costs. As data and algorithms become more freely available to end users, it is those people with both technical familiarity but also an understanding of the big picture that will help organizations capture value. We will study how each financial service has certain economics, which necessitate different statistical models and data inputs.

Course Exemption
Up to two required courses, except capstone course, may be granted (normally by examination) if candidates can produce evidence, such as transcript and course syllabus, that a course is equivalent in content or another course taken elsewhere for which a satisfactory grade has been obtained or are holding relevant professional qualifications which are obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

Advanced Standing
Advanced standing of up to two required courses, except for capstone course, may be granted if

A
the course is completed at a graduate, postgraduate or master level from a recognized curriculum elsewhere within the last 4 years before admission to the Master of Finance curriculum and a good grade in the course was achieved or

B
the candidate possesses a relevant professional qualification which are obtained before admission to the curriculum.

- Subject to change and final approval by The University of Hong Kong.
Hong Kong Fintech Landscape

Top 10
Hong Kong is among the world’s top two fintech hubs. In 2018, Hong Kong ranked 5th in digitalisation of the traditional financial sector, and the percentage of its fintech users in Hong Kong reached 35.1%. In 2019, the consumer fintech adoption rate reached 67% in Hong Kong.

Top 10
The Hong Kong Monetary Authority (HKMA) granted 8 virtual bank licenses since March 2019. Virtual banking will spur innovation and development of Hong Kong fintech, enhance customer experience and financial inclusion.

5th
In 2018, Hong Kong ranked 5th in EY’s Open Banking Opportunity Index

Hong Kong Fintech Week, the annual flagship fintech event in Asia hosted by InvestHK, drew more than

12,000
attendees

50
exhibitors

18
trade delegations
in 2019

Source: Fact Sheet- Hong Kong Fintech Landscape, InvestHK, Feb 2020

Master of Global Management
Master of Global Management Overview

Developing future leaders is a need for most global organisations

The Master of Global Management programme at the HKU Business School offers a comprehensive curriculum that incorporates individual, organisational and national knowledge pertinent to effective management of global issues. The programme is designed to help students develop global management problem solving skills and enhance their ability to manage and work with people from a widening spread of backgrounds in a global context. There is a strong industry demand for global management skills, due to rapid globalisation, and these skills are becoming an important competence for future leaders.

Globalisation and Threats to Globalisation are Continuing

<table>
<thead>
<tr>
<th>Progress</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information technology</td>
<td>Became reality in 2018</td>
</tr>
<tr>
<td>Capital</td>
<td>Tariff increases between trade partners (e.g., USA and China)</td>
</tr>
<tr>
<td>Trade</td>
<td>Tightened screening of foreign corporate takeovers</td>
</tr>
<tr>
<td>Transportation</td>
<td>Advanced data localization policies</td>
</tr>
<tr>
<td>People</td>
<td>Tightened immigration policies</td>
</tr>
</tbody>
</table>

Individual Careers

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>More opportunities</td>
<td>Require knowledge of individuals, organisations and nations</td>
</tr>
<tr>
<td>Fewer boundaries</td>
<td>Require abilities to resolve arising problems – apply knowledge and creativity to resolving problems</td>
</tr>
<tr>
<td>Migration across boundaries: jobs, employers, geographical, national, cultural</td>
<td></td>
</tr>
</tbody>
</table>

Q&A

1. The difference between global management and just management?

The study of management draws on management research and practices, whereas the study of global management focuses on applying these management skills and knowledge to managing in global contexts. The understanding of the complexities inherent in individuals, teams and organisations across nations has become increasingly important in recent years.

2. I’m a fresh graduate, by taking the Master of Global Management what skills can I obtain in being a manager?

On this programme you will learn problem solving skills, learn to look at the world from multiple perspectives and also enjoy working as a team with other classmates. The ability to deal with people of diverse backgrounds and nationalities both internally and externally to an organisation is key for career advancement and success.

3. How can I obtain the required soft skills to deal with people of diverse backgrounds throughout the programme?

The Master of Global Management programme is taught through various teaching methods. You will attend lectures, cases and workshops with renowned professors and guest lecturers, as well as involve yourselves in student engagement.

4. Does the programme focus on soft skills only?

No. There are specific knowledge and skills regarding organisational practices such as those provided in International Human Resource Management, but also foundational skills such as that provided in Creative Global Management Problem Solving.

5. Are there any opportunities for us to have more practical industry experiences?

The programme will facilitate but not provide, internships. There will be ample opportunities to learn about industries and real-world organisations, as many instructors use business cases and share their practical experiences and insights.
Scholarship

Entrance Scholarship
We offer merit-based scholarships to qualified students who may receive a scholarship ranging from 10% to 50% in most cases. All eligible candidates are automatically considered; no separate application is required.

Fargo Wealth Excellence Scholarship
Up to 10 scholarships shall be awarded, starting from the academic year 2021-22, to Year One students who demonstrate exceptional academic performance in the respective programmes and contributions to the community of master’s programmes. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee
$330,000
A deposit of HK$105,000* is required to confirm the admission offer, the balance shall be payable in two instalments over one academic year.

*Subject to change and final approval by the University of Hong Kong.

Prof. Simon S.K. Lam
Entrepreneurship in Multinational Corporations

The concept of entrepreneurship in multinational corporations (MNCs) refers to the development of new opportunities and business models within large international firms, leading to the enhancement of their global competitive position and the organisational profitability of the company. Students will learn to build business models, people, and structures that enable the successful business creation processes within the MNCs.

Prof. Christine Man-Kuen Chan
Dynamics of Multinational Corporations

Multinational corporations encounter increasing complexity in the fast changing global business environment which affects their ways of doing business in different countries. We will learn how multinational corporations adapt to these dynamics in order to succeed and survive in the global markets.

Dr. Yi Tang
China Business Environment

This China Business Environment course examines the challenges and opportunities that a rapidly changing China has provided for various business corporations, such as multinational corporations, domestic state-owned enterprises and entrepreneurial firms. It delineates the complexity of contemporary China with respect to economic, technological, political, social and cultural environments and how it influences corporations in a wide range of industries. Based on in-depth discussions of extensive business cases such as Alibaba, Baidu, Google, Tencent, Huawei, Xiaomi and so on, it aims to provide students with analytical frameworks of how managers navigate in the China business environment and address the challenges and threats.

Dr. Yiwên Zhang
Managing Across Cultures

The trend of globalisation in business requires organisational members, especially managers, to effectively accomplish international assignments, include and manage an increasingly diverse workforce, understand the cultural nuances in cross-border negotiations, and collaborate with and lead global teams. We will learn to acquire these cultural competencies that go beyond traditional managerial responsibilities by focusing on management issues in multinational organisations.
Class Profile
We recruit students from diverse backgrounds each year to enrich your learning experience.

Academic Backgrounds

- Economics / Finance: 29%
- Business Management / Marketing: 27%
- Accounting: 12%
- Arts: 11%
- Others: 10%
- Mathematics / Science / Statistics: 7%
- IT / Engineering: 4%

Previous Employers
- Accenture
- AIA
- Bank of China
- China CITIC Bank
- China Construction Bank
- China Merchants Bank
- Ernst & Young
- Hang Seng Bank
- HK SAR Government
- Hong Kong Institute of Certified Public Accountants
- Hong Kong Trade Development Council
- HSBC
- IBM
- ICBC
- LG International
- PricewaterhouseCoopers (PwC)
- Prudential
- RSI (Hong Kong) Limited
- Shanghai Pudong Development Bank
- Siemens
- Tencent

Gender + Age
- 66% Female
- 34% Male
- Age:
  - Avg Age: 22
  - Age Range: 20 - 31

Working Experience*
- 97% with prior working experience
- Avg work duration:
  - 1 year
  - 4 months

*Among students with prior work experience (Internship inclusive)
Master of Science in Business Analytics Overview

Rise to the Challenges of Big Data

The Master of Science in Business Analytics programme at the HKU Business School offers a comprehensive curriculum that includes understanding data, transforming data into information and converting information into executable actions. There is currently an unprecedented industry demand for business analytics professionals, and the School offers core analytics and quantitative competencies and skills, along with an extensive range of elective options to allow students to proceed in many specific focus areas. The programme boasts a real-world business analytics project with reputable corporations in the region and offers a summer boot camp for those looking to equip themselves with the quantitative knowledge and skills necessary to excel in this programme.

What is Business Analytics?

Business Analytics: Scientific Decision Making

<table>
<thead>
<tr>
<th>Traditional Decision Making Process</th>
<th>Decision Making Process with Business Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observation → Observation → Observation</td>
<td>Problems → Data</td>
</tr>
<tr>
<td>Experience</td>
<td>Understand (statistics)</td>
</tr>
<tr>
<td>Smartness</td>
<td>Decide (optimisation)</td>
</tr>
<tr>
<td>Decision</td>
<td>Interpretation → Better Decision</td>
</tr>
</tbody>
</table>

What prerequisite skills do I need to apply for the Master of Science in Business Analytics programme?

We welcome applicants from all fields. However, applicants with a strong background in both STEM (Science, Technology, Engineering and Mathematics) and business skills would have an advantage.

What is the purpose of the boot camp?

We admit applicants from diverse backgrounds each year to enrich our students’ learning experience. To ensure that every student has the foundational knowledge and skills required to tackle the academic challenges ahead, the boot camp covers basic knowledge of mathematics (calculus and linear algebra), statistics and programming (Python, R and SQL). The boot camp is optional, although almost all students in prior cohorts have participated in it.

What skills will I develop in this programme?

Our curriculum design aims to help students develop both hard and soft skills related to business analytics throughout the programme. Students will develop technical skills such as data acquisition (web scraping), data visualisation (Tableau), data management (SQL), statistical programming (Python and R) and machine learning/deep learning, as well as business skills such as communication, critical thinking, teamwork and leadership. Our programme offers courses focusing on all types of data analytics, including descriptive analytics, predictive analytics and prescriptive analytics.

How does the capstone project work?

The capstone project course is one of the most special features of this programme. Students form a team and apply analytics knowledge and skills learnt in previous courses to solve a real-life business problem facing our project sponsors. We have collaborated with over 30 companies or government agencies in the past three years’ capstone projects. Students will have an opportunity to gain valuable project experiences through analysing the internal data provided by our project sponsors and external data collected by students themselves. Working in a team environment also allows students to develop key soft skills such as work ethic, communication, teamwork and leadership.
Scholarship

Entrance Scholarship
We offer merit-based scholarships to qualified students, who may receive a scholarship ranging from 10% to 50% in most cases. All eligible candidates are automatically considered; no separate application is required.

Fargo Wealth Excellence Scholarship
Up to 10 scholarships shall be awarded, starting from the academic year 2013-14, to MSBA students, available to all masters programmes offered by the MSBA Business School on the basis of academic performance in the respective programmes and their contributions to the community of master’s programmes. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee
$330,000*
A deposit of HK$35,000* is required to confirm the admission offer, the balance shall be payable in two instalments over one academic year.

Pre-Programme Boot Camp

Four Core Courses
- Business Intelligence and Analytics (Information)
- Business Statistics (General)
- Quantitative Analysis Methods (General)
- Operations Analytics (Operations)

Five Elective Courses

MSBA Electives Courses

Minimum 3 and Maximum 5

- Accounting Analytics for Managerial Decisions
- Geospatial & Business Analytics
- Business Simulation
- Entrepreneurial Opportunities in Financial Technology
- Financial Engineering
- Forecasting and Predictive Analytics
- Managing and Mining Big Data
- Database Design and Management
- Prescriptive Analytics
- Service Operations Management
- Social Media and Digital Marketing Analytics
- Supply Chain and Logistics Management

Other Masters Programmes Elective Courses

Maximum 2

- Master of Accounting
- Master of Economics
- Master of Finance
- Master of Global Management
- Master of Science in Marketing

Capstone Course
- Business Analytics Capstone

Remarks: Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustments.

*Up to two elective courses may be taken from other taught postgraduate programmes offered by the School, subject to availability and review by the Programme Director based on your profile, capabilities, and performance in the MSBA programme.
Business Analytics Capstone

Capstone Flow

1. Match team with clients
2. The analytics triangle
3. Case sharing
4. Client problem presentation & project scoping
5. Preliminary project proposal & initial research briefing
6. Final project presentation & client comments

6-8 students in each team

Corporate Connections

- B Securities
- Accenture
- A.S. Watson
- Bank of China
- BAAAF
- Big Data Architect
- China CITIC Bank
- Chow Tai Fook
- CK Hutchinson
- Cyberport
- Duty Free Store
- Electronic and Mechanical Services Department, HKSAR Government
- ESRI
- Escuel
- Hong Kong Stock Exchange
- Hong Kong Jockey Club
- Hong Kong Monetary Authority
- HSBC
- IBM Hong Kong
- Logitech
- Marubi
- Shun Property
- Smart City Consortium
- South China Morning Post
- Tencent
- Zhenai.com

Student Experience Sharing

Oscar Tong
Business Analytics Associate Manager,
HSBC (Class of 2019)

The capstone project allowed me to utilize my skills in real life. I was lucky to be selected for the HSBC capstone project in which we study the trade war impact on a global scale to find the potential benefited and risky companies for HSBC. In addition to doing our own research about the industry, we also had the chance to understand it more in-depth through our biweekly client meetings. With the details we created and ran several models to reveal the potential impact of the companies. I think the most interesting part is getting to face an actual challenge, such as you would in your career. But with a safety net. For example, what to do if you can’t find the right dataset, which methodology you should use, what is the right interpretation, etc. The best thing is you can relay these problems to your professors who will assist you anytime if needed.

Nicole Niu
Department Manager,
Consumer and Market Knowledge, P&G (Class of 2018)

Our group was assigned to handle the project from Tencent HR department’s Vitality Laboratory. We worked at the Tencent Mansion in Shenzhen together with their employees. This was very valuable as not only was I able to experience working life after graduation, but I also used my networking skills to build relationships with their employees.

Our group’s project at Tencent was to help their HR department create a programme with two major goals. One was to increase the efficiency of their recruitment process by creating a user-friendly interface. The second was to help them make better hiring decisions. This was achieved by analysing the interview and assessment test data to predict the percentage rate of hiring, retention, and breadth of contract by employees. Fortunately, we had learned various models in our previous MSBA courses which helped build our foundation for the project. In order to meet Tencent’s requirements, we had to enhance our algorithm skills and learn MockingBot (a user interface software programme). To step up our game, we utilized Hypervise to create our final presentation to Tencent’s leadership. The Capstone course was really a joint team effort from all our group members and we were pleased to get the recognition from our assessors. At the end, Tencent’s leadership invited us to continue to support the project as it enters the implementation stage.
Class Profile

We recruit students from diverse backgrounds each year to enrich your learning experience.

Academic Backgrounds

- Finance: 28%
- Mathematics/Science/Statistics: 21%
- Business/Management/Marketing: 15%
- IT / Engineering: 13%
- Economics: 10%
- Accounting: 7%
- Others: 6%

Previous Employers

- Accenture
- Alibaba
- Alliance Bernstein
- China Life Insurance
- China Railway Construction Real Estate Group Co., Ltd.
- Coleman Research Hong Kong Limited
- Ernst & Young
- GF Securities
- HSBC
- Huatai Securities
- Lactose
- Lalamove
- Louis Noris
- Shanghai Analytics Center of Excellence
- Shangri-La Hotel
- The Social Investment Consultancy (Hong Kong) Limited
- X Social Group Limited

Gender + Age

- Female: 63%
- Male: 37%

Age

- Average Age: 23 years
- Range: 20-33 years

Working Experience*

- With prior working experience: 29%

Avg work duration

- 1 year
- 9 months

*Among students with prior work experience (Internship inclusive)
Master of Science in Marketing Overview

Nothing within a business machine has any impact without Marketing, as it is right at its centre.
The Master of Science in Marketing programme at the HKU Business School combines traditional marketing concepts and strategies with trendy topics related to big data. The programme offers a comprehensive curriculum that combines marketing insights, analytical tools and decisions framework, and students will learn best practices in top global firms, as well as local firms in Hong Kong, Mainland China and beyond. The school boasts a strong teaching faculty, many of whom are at the forefront of the latest marketing technology and digital-cultural trends, and students will have access to senior business practitioners, allowing them to gain an in-depth understanding of real world business.

More than just traditional Marketing theory.

Trend Subjects
- Marketing on the Internet
- Big Data Consumer Analytics
- Technology Innovation in Retail Banking & Consumer Finance

Practical Subjects
- Entrepreneurial Marketing
- Branding Strategy
- Advertising & Integrated Marketing Communication

Dr. Sara Kim
Programme Director - Master of Science in Marketing

Q&A PROGRAMME DIRECTOR
Top 5 questions about the Master of Science in Marketing programme, answered by our Programme Director Dr. Sara Kim.

1. Is the programme based on theory and concepts only? What practical aspects are there?
   The programme combines both practice and theory. Plenty of real-world business examples will be used to illustrate the marketing concepts and theories using up-to-date cases and students will be required to apply the learned theories and concepts in exercises and projects.

2. What type of student is most suitable to study marketing?
   Students who are outgoing, curious, people-oriented and communicative are generally more suitable to study marketing. The programme is designed to help students with a prior business/marketing background to deepen their marketing knowledge and equip non-business students with the necessary marketing knowledge and skills to develop a business career.

3. With technology advancements and the change of habit towards online activities, how can the Master of Science in Marketing help match the trend?
   Our faculty stays at the forefront of the latest marketing tech and digital-cultural trends by providing multiple courses on technology and online consumer behaviours. Beyond this, we give students a firm grounding in the scientific theory and thinking behind marketing (e.g., statistical analyses and social science theory), which once mastered, provide students with a lifetime of value.

4. How will taking other Master Programmes’ electives benefit my career in Marketing?
   Students can take electives from other programmes, such as Business Analytics, where they can learn in depth about the most cutting-edge tools such as Python, Deep Learning, and Big Data analysis. Students can also learn about technology, entrepreneurship, and launching new innovations.

5. Marketing is very culture specific. After studying the programme, would I be able to apply the knowledge and skills learned outside of Hong Kong?
   The programme is designed to cover marketing knowledge at both a global level and a local adaptation (Hong Kong and Mainland China). The programme provides an understanding on how business models must transform and adapt to the local markets.
**Scholarship**

**Entrance Scholarship**
We offer merit-based scholarships to qualified students who may receive a scholarship ranging from 10% to 50% in most cases. All eligible candidates are automatically considered; no separate application is required.

**Fargo Wealth Excellence Scholarship**
Up to 10 scholarships shall be awarded, starting from the academic year 2021-22. To be eligible, students admitted to all masters programmes offered by the HKU Business School on the basis of academic performance and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

**Tuition Fee**

$318,000*

A deposit of HK$80,000* is required to confirm the admission, the balance shall be payable in two instalments over one year.

**Flexible curriculum allowing you to focus in different business industry**

**Master of Accounting**
- Financial Accounting Theory
- Corporate Governance
- Social Responsibility
- Principles of Management

**Master of Finance in Financial Technology**
- Introduction to FinTech and its Impact on the Future of Banking and Finance
- Text Analytics and Natural Language Processing in Finance and FinTech
- Behavioural Finance

**Master of Economics**
- Economics of Organization and Strategy
- Mechanism Design
- Money and Banking

**Master of Finance**
- Equity Valuation and Investment Management
- Financial Services Regulations
- Real Options and Dynamic Corporate Finance

**Master of Global Management**
- Creative Global Management Problem Solving
- Formulation of Global Strategy
- International Human Resource Management

**Master of Science in Business Analytics**
- Business Simulation
- Managing and Mining Big Data
- Service Operations Management

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**Remark:** Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustment.

* Up to two elective courses may be taken from other taught postgraduate programmes offered by the School, subject to availability and review by the Programme Director based on your profile, capabilities, and performance in the MSc (Mktg) programme.

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**Mr. Tuan Q. Phan**
- Big Data Consumer Analytics
- Technology Innovation in Retail Banking & Consumer Finance

Data and technology has become the key sustainable advantage as the world economy digitizes. The MSc Marketing programme empowers students with the tools, strategies and mindset to lead and engage in the dynamic and growing economy.
The year of my schooling in HKU Business School was also a year which I harvested spectacularly. Apart from the necessary schoolwork, the university also provided some selective courses of other departments and a series of beneficial workshops, like programming workshops, statistics courses, python application courses, courses of a series of software including stata, R, etc., which made us strongly competitive.

I not only learned the latest cutting-edge knowledge but also felt much support and care from the university, professors, and faculties. Whenever I had any trouble or problem, they helped solve patiently and timely, which benefitted me the most this year. I would like here to extend my great respect to them. After being elected as Class Representative of the MSC Marketing programme, I decided to help the school and feedback and contribute to our community with a grateful heart. Specifically, I have taken responsibility as a class representative in marketing classes and let the programme management team know the class feedback in various aspects of the programme.

I worked in a marketing agency for two years after my undergraduate study. I gained quite a lot of practical experience in handling marketing inquiries from different types of brands and the more I experienced, the more I found it necessary to learn analytical and managerial skills in marketing. I also want to start my own business in lifestyle products. It is crucial for a start-up to obtain a strong skill set in marketing and management and the curriculum of the HKU Master of Science in Marketing offers just what I want for my future business and career development, including courses about marketing research, integrated marketing communication, brand management and more.

Facilitate communications between the programme office and students in order to accommodate students’ needs, bring the cohort together, and facilitate teaching and learning enhancement.

Where I also benefitted a lot was the Career Development and Training programme of the School, which is an excellent programme established by many professional managers from various occupations. The services they provide include: CV & Cover Letter Review, Job Search Strategies, Personal Branding, Basic Interview Prep, Career Direction & Interests, Industry Trends and Mock Interview (Industry Specific). Apart from these, numerous and regular internships and work opportunities are provided every week, which makes me feel the powerfulness of the platform of HKU deeply. Moreover, HKU also offers thoughtful kindness to help students like us realize dreams and grow into better ones.

Hear what our Master of Science in Marketing students have to say about their experience.

The most challenging thing about the programme is the tight schedule with challenging coursework; we were asked to digest lots of case studies, develop our insights, and generate new ideas for solving business problems in a short period of time. However, we all rise to the challenges. Since we can learn a lot from business school cases and from brainstorming with our peers to train our business senses and develop marketing logic.

In the capstone project, our study is closely connected with what is happening in the real business world. For example, we put what we learnt into practice to generate new marketing plans for Ocean Park Hong Kong, in order to solve its depression situation caused by the COVID-19 pandemic and the traditional business model.

I am very determined I will go back to mainland China to work when I graduate, so honestly speaking, I only considered Hong Kong when I applied for my master programme. HKU has geographical advantages and a strong alumni network, which are very helpful for me when looking for a job, especially in the Greater Bay area.

Hong Kong has tight connections with mainland China, so the MSC Marketing programme at HKU will cover more content about Chinese business and is very suitable for students like me, who want to find a job in mainland. In addition, I like the MSC Marketing programme’s course design very much, which combines creative courses like branding strategy with more analytic courses, such as big data and marketing on the internet.

Syng Qiu

We also study different business models and take lessons from the company’s rise and fall, including how the unicorn entered the market and how old brands went through an under-competitive rough patch. It is helpful to build up a business mindset and understand market trends. We are well-equipped to enter different industries since we study marketing tactics and grow a business sense of different kinds of industries, including FMCG, electronic products, fashion, and internet applications, etc.

Suri Yang

This way to childhood favoutres

Milo

The way I spent my time in the course was in the classroom and using the learning platform. The faculty members were very helpful and always had time for us. I was very satisfied with the curriculum and teaching style.

Susie Hu

I am a student in the Master of Science in Marketing programme at HKU. I came to Hong Kong from mainland China to study business and I really enjoy the experience. The programme is very practical and helps me gain the skills I need for my future career.
Class Profile
We recruit students from diverse backgrounds each year to enrich your learning experience.

Academic Backgrounds

<table>
<thead>
<tr>
<th>Business / Management / Marketing</th>
<th>Finance / Accounting</th>
<th>Economics</th>
<th>Others</th>
<th>Mathematics / Science / Statistics</th>
<th>Media / Journalism</th>
<th>IT / Engineering</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>16%</td>
<td>14%</td>
<td>13%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Previous Employers
- Alphax Partners
- American Express
- China Southern Airlines
- CITIC Trust
- Digi
- Edelman Public Relations Worldwide
- Estee Lauder
- Haier Group Corporation
- Kelly Services
- Lyreco Global
- Mars Wrigley
- Mercedes-Benz
- Microsoft Research Asia
- NetEase Games
- Nielsen Company Ltd
- PepsiCo, Inc.
- PricewaterhouseCoopers (PwC)
- Prudential
- Roland Berger
- Siemens Management Consulting
- Tencent
- Trip.com
- Vivo
- Walmart

Gender + Age

Female: 82%  Male: 18%

Age

19 22 31

Avg Age: 22  Age Range: 19-31

Working Experience*

31% with prior working experience

Avg work duration

1 year

5 months

*Among students with prior work experience (Internship inclusive)

Admission Requirements
To be eligible for admission to our programme, you must:

1. Obtain a TOEFL/IELTS score if you are not from an English-medium university

2. Obtain statements from two referees, regarding suitability for the programme

3. Hold a recognised Bachelor’s degree or equivalent

TOEFL: 80  IELTS: 6

Minimum score requirement: with no subtest below 5.5

Code Number
TOEFL: 9671  IELTS: 2482

Application Process

1. Fill in the application form and provide reference details

2. Access the online Application System and create your application account

3. Pay HK$300 non-refundable application fee

4. Upload your documentation before the expiry of your application account

5. Send references from template to your 2 referees

Remarks:
- Application with missing supporting documentation will be considered incomplete and will not be further processed
- All the application steps, the original copy of supporting documents is NOT required and candidates only need to upload the softcopy to the application website. If you receive an admission offer from our programme, we will ask you to submit the original certified true copy of the documents.
- Due to the large volume of applications received by HKU, your application account will only be valid for four weeks. You should submit your application within this period; otherwise, your application will be lost.
- Admission process normally takes 8 weeks after application deadline. For a more detailed steps, please refer to the Master Programme websites

Graduate transcript / Interim transcript
- if graduate transcript is not available yet
- Graduate Certificate, if available
- Latest CV
- Award certificate/degree certificate, applicable to candidates from Mainland institutions only
- TOEFL or IELTS report that was taken within 2 years before your application submission, if you are not from an English-medium university
- GMAT / GRE score report, if applicable
- Certificate for professional qualifications (e.g., ACCA, CFA, CPA), if applicable
- Proof of internship experience of all positions, or most recent full-time employment, whichever is applicable

Apply Here
The HKU Business School has a dedicated team that prepares our masters students for success in the world of work.

Leveraging our networks and resources, we aim to provide top-notch career services that help students explore and understand the industry sectors they are most interested in, and evaluate options based on their profile and aspirations;

help students develop a realistic career plan by facilitating the planning and execution of their personal career exploration and strategies; and

help students enhance their skills, competencies and confidence necessary in the world of business.

We value partnerships, and work tirelessly in reaching out to the community and corporate, both local and in the region, for all forms of collaboration, particularly that in terms of knowledge sharing and talent acquisition. Many of the related events and job opportunities are exclusive to HKU Business School masters students.

### Partial Employer List

<table>
<thead>
<tr>
<th>Technology</th>
<th>Alibaba</th>
<th>DiDi</th>
<th>Huawei</th>
<th>IBM</th>
<th>NetEase</th>
<th>Tencent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking</td>
<td>Bank of America</td>
<td>Bank of China</td>
<td>Bank of Communications</td>
<td>BNP Paribas</td>
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<tr>
<td></td>
<td>HSBC</td>
<td>J. P. Morgan</td>
<td>Ping An Bank</td>
<td>Société Générale</td>
<td>Standard Chartered</td>
<td></td>
</tr>
<tr>
<td>Financial Services (Auditing/Asset Management/Investment Banking/PE/VC)</td>
<td>BlackRock</td>
<td>Bloomberg</td>
<td>China International Capital Corporation (CICC)</td>
<td>China Merchants Finance</td>
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<tr>
<td></td>
<td>CITIC Securities</td>
<td>Goldman Sachs</td>
<td>Gustai Junan International</td>
<td>Moody’s Analytics</td>
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</tr>
<tr>
<td>Professional Services and Consulting</td>
<td>Accenture</td>
<td>Deloitte</td>
<td>Ernst &amp; Young</td>
<td>KPMG</td>
<td>PricewaterhouseCoopers (PwC)</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>DPS Group</td>
<td>Hong Kong Monetary Authority</td>
<td>Securities and Future Commissions</td>
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</tbody>
</table>

*Data based on graduate surveys administered three months after course completion. Data from Master of Science in Marketing and Master of Global Management, which were launched in 2019 and 2020 respectively, are not yet available.*
We support you along the Journey

**Tools and Resources**

Support your research and job market intelligence with professional tools

- HKU Moodle: Career Exploration Toolkit
- Career Portal
- Skills-based Trainings: Bloomberg, Python, WIND etc.
- Aptitude Test Banks

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**Career Development & Training**

We offer a diverse range of career development activities

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**01**

**Know Yourself and Your Strengths**

Gain awareness of your relationship style, your impact on others, and your personal strengths.

- One-on-one Career Consultation
- Enhancing Your Professional Presence
- Personality and Workplace Communication

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**02**

**Plan Your Career**

Analyze your profile, research the options, and build a realistic career plan

- One-on-one Career Consultation
- CV Clinic
- Industry Overview Series

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**03**

**Tell Your Story**

Present your experience effectively and promote your professional identity.

- CV Writing and Cover Letter
- Personal Branding on Social Media
- Small Group Mock Interviews
- Presentation and Pitching Skills

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**04**

**Discover The Open And Hidden Job Market**

Learn how to look for a job and how employers in the industry source the talents they need

- Recruitment Talks
- Job Fair
- Professional Body Sharing Seminars
- Seminars by Recruitment Experts

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**05**

**Network, Network, Network**

Leverage the HKU Community to expand your network.

- Alumni Sharing
- Fireside Chats with Executives
- Competitions and Challenges