MASTERS PROGRAMMES
2021 INTAKE
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Why Hong Kong?

1st

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

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

3rd

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

Faculty Members

Members from world-renowned and prestigious universities around the globe

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

Rankings

The University of Hong Kong

QS World University Rankings 2021

No. 1 in Hong Kong
No. 4 in Asia
No. 22 in the World

QS Graduate Employability Rankings 2020

No. 9 in the World


No. 1 in the World

Times Higher Education (THE) World Universities Ranking 2020

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

HKU MBA Programme

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

No. 1 in Asia
No. 1 Worldwide


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

No. 13 International School

Our 2020-2021 student community at a glance

Regions Represented

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 K.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.

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<tr>
<td>Module 1</td>
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<td>Module 4</td>
<td>Module 5</td>
<td>Module 6</td>
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For reference only, actual duration can vary.

Quick Facts

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

Normally 4 sessions of teaching per week

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<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<th>Saturdays</th>
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Course Assessments

A combination of:

- Assignments
- Midterm Examinations
- Project Papers
- Presentations
- Other coursework
- 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.

Prof. Kai Wai Hui
Programme Director - Master of Accounting

Programme Structure

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

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

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

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 Program 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 numerous accounting fields 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.
Seven Core Courses
- Financial Accounting Foundation
- Management Accounting
- Advanced Financial Accounting
- Taxation Framework and Planning
- Legal and Ethical Environment of Business
- Accounting Data and Analytics
- Auditing and Corporate Services

Four Elective Courses

MAct Elective Courses Minimum 2 and Maximum 4
- Corporate Governance and Social Responsibility
- Financial Accounting Theory
- International Tax and Corporate Strategies
- Advanced Management Control
- Principles of Management
- Corporate Finance
- Strategic Business Leader
- Accounting, FinTech and Innovation: Evolving in the midst of change

Other Masters Programmes Elective Courses Maximum 2
- Master of Economics
- Master of Finance
- Master of Finance in Financial Technology
- Master of Global Management
- Master of Science in Business Analytics
- Master of Science in Marketing

One Capstone Course
- Business Valuation and Fundamental Analysis

Remarks: 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 Master of Accounting programme.

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 2023-24. One student, 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

Duration: 2 weeks
Mode: Interactive lectures
Assessment: Pass 3 Courses*
*An online refresher course on fundamental accounting concepts will also be provided to brush up students’ accounting skills. Exam required at the end of each subject. Students are required to attend all classes, prepare and pass all 3 boot camp courses.

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

The MACct programme has been accredited by 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 MACct 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.

Yijie Wang,
Master of Accounting,
Class of 2020

CPA

CPA Australia

Our Master of Accounting programme is accredited by CPA Australia. Upon successful completion of the required courses (including elective course: MACC7016 Corporate Finance), you will be granted exemptions from all the following 6 courses at the foundation level and gain direct entry to the CPA Program (Professional exams) as an CPA Australia Associate Member:

- Economics and Markets
- Business Finance
- Foundations of Accounting
- Financial Accounting and Reporting
- Fundamentals of Business Law
- Management Accounting

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

CIMA

The Chartered Institute of Management Accountants

The MACct 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
- E2 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 MACct 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 hoped to have more opportunities to use the knowledge I learned in practical cases.

Emma Xu,
Master of Accounting,
Class of 2020
We recruit students from diverse backgrounds each year to enrich your learning experience.

### Academic Backgrounds

- 58% Accounting
- 15% Finance
- 9% Economics
- 8% Business / Management / Marketing
- 4% Others
- 3% Language
- 2% Mathematics / Science / Statistics
- 1% IT / Engineering

### Previous Employers

- Accenture
- Asian Resources International Limited
- BOCI Research Limited
- British Embassy Beijing
- Carat Media Services Singapore Pte Ltd
- China Construction Bank
- China Merchants Bank
- DBS Bank Limited
- Deloitte
- Ernst & Young
- Industrial Alliance Financial Group
- Industrial and Commercial Bank of China (ICBC)
- KPMG
- Lehman Brown CPA Hong Kong Limited
- Prudential Hong Kong Limited
- PricewaterhouseCoopers (PWC)
- Richter LLP
- Zhonghui Certified Public Accountants LLP.
- Zhongtai Securities Co., Ltd.

### Gender + Age

- 69% Female
- 31% Male
- Age: 20, 22, 48

### Working Experience

- 26% with prior working experience
- Avg work duration: 1 year, 8 months

*Among students with prior work experience (Internship inclusive)*
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

- **Government Officials**
- **Economist**
- **PhD**
- **Equities Research Analyst**
- **Derivatives Trader**
- **Data operations**

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### 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**
- **Summer**

**3 Preparatory Courses**
- 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

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*Only contains first half of the course (ECON6067 Computation and Analysis of Economic Data), students can take the course for 6 credits if they also complete the second half of the course.

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Dr. Heng Chen

Programme Director - Master of Economics

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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 of 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 economics 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>Microeconomics (Choose one)</th>
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<tr>
<td>Microeconomic Analysis</td>
<td>Microeconomic Theory</td>
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<td>Microeconomic Theory*</td>
<td>Microeconomic Theory</td>
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<table>
<thead>
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<th>Macroeconomics (Choose one)</th>
<th>Macroeconomics</th>
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<tbody>
<tr>
<td>Macroeconomic Analysis</td>
<td>Macroeconomic Theory</td>
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<tr>
<td>Macroeconomic Theory*</td>
<td>Macroeconomic Theory</td>
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<table>
<thead>
<tr>
<th>Econometrics (Choose one)</th>
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<tr>
<td>Applied Econometrics</td>
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<tr>
<td>Econometric Theory I</td>
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</table>

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

<table>
<thead>
<tr>
<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>Applied Financial Econometrics</td>
<td>Competition, Regulation and Business Strategy</td>
<td>Econometric Theory II</td>
<td>Game Theory and Applications</td>
</tr>
<tr>
<td>Causal Inference</td>
<td>Economic Policy I</td>
<td>Monetary Policy: Theory and Practice</td>
<td>Topics in Economic Research I*</td>
</tr>
<tr>
<td>Computation and Analysis of Economic Data</td>
<td>Economic Policy II</td>
<td></td>
<td>Topics in Economic Research II*</td>
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<tr>
<td>Economic Forecasting</td>
<td>International Macroeconomics</td>
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<td>International Trade and Multination</td>
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### 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>
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<tr>
<th>Advanced Topics in Applied Econometrics</th>
<th>Advanced Topics in Economic Policy</th>
<th>Theory Stream (Choose One)</th>
<th>Advanced Research Stream</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Topics in Economic Research I</td>
<td>Topics in Economic Research II</td>
<td>Research Thesis</td>
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* For candidates with strong undergraduate training in economics and mathematics.
* It can also be used to satisfy the Capstone requirement under IV.

**For Master of Economics and other HKU Business School masters programmes.

† 20 Electives

The Master of Economics programme allows for a wide range of electives available to allow students seek the interest in various fields.

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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. * 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 assistantship.

Scholarship / Financial Aid *

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

* Subject to the final approval of the University

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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Russion Sun, Strategy Analyst, Bydiance (Class of 2020)

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 Macroeconomic 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.

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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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Duration

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<td>1st Year</td>
<td>Core courses and stream core courses</td>
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<tr>
<td>2nd Year</td>
<td>Research paper and elective courses</td>
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Admission Requirements

1. Hold a recognized Bachelor’s degree or equivalent, with strong academic background
2. Two referees statements regarding the suitability for the programme from academic professors
3. 2-page Research Statement, expressing your field of interest and skill
4. Obtain an English test score if you are not from an English-medium university, minimum score requirement: TOEFL (80) or IELTS (6)
Finance

Master of
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 credentialing 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 are designed to allow students to 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
- Corporate Finance Stream
- Risk Management Stream
- Financial Engineering Stream

Academic Partnerships

- University Affiliation Program
- CFA Institute
- GARP
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 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

Candidates may 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

* 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, 9 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 the 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.

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 chartered holder and a certified FRM holder.

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.

The University of Hong Kong has been added to the Global Association of Risk Professionals (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 our efforts in providing the best financial education are highly recognised. 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 a 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 assume strategic roles within the global risk management profession."

Dr. Chris Donohue, 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 practices 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

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>42%</td>
</tr>
<tr>
<td>Accounting</td>
<td>16%</td>
</tr>
<tr>
<td>Economics</td>
<td>16%</td>
</tr>
<tr>
<td>Business / Management / Marketing</td>
<td>13%</td>
</tr>
<tr>
<td>Mathematics / Science / Statistics</td>
<td>6%</td>
</tr>
<tr>
<td>Others</td>
<td>4%</td>
</tr>
<tr>
<td>IT / Engineering</td>
<td>3%</td>
</tr>
</tbody>
</table>

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%

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 cybersecurity 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

Q&A PROGRAMME DIRECTOR

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

1. 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.

2. 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.

3. Why did we revamp the FinTech Stream under the Master of Finance to Master of Finance in Financial Technology?
   Due to the upcoming 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 this new Master Programme enhances the learning experience, allowing our graduates to be more well-rounded in skills and expertise.

4. 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 talent with quantitative and analytical skills as well as practical experience, by employing technological innovations in financial practices.

5. What are the job opportunities?
   The financial sector is evolving rapidly in the digital age. 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.
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 2023-24. Each Year One student, 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. The Scholarship shall be of the value of HK$10,000 each.

Tuition Fee

$396,000* A deposit of HK$35,000* is required to confirm the admission offer. The balance shall be payable in two installments over one academic year.

DR. ALAN P. KWAN

"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."

Elective courses

- Introduction to FinTech and its Impact on the Future of Banking and Finance
- Text Analytics and Natural Language Processing in Finance and FinTech
- Entrepreneurship in Finance: Hedge Funds, Private Equity and Venture Capital
- Asian Financial Markets
- Equity Valuation and Investment Management
- Entrepreneurial Finance and Innovation Strategy

Elective courses

- Deep Learning
- Financial Fraud Analytics

Faculty of Engineering

- Privacy and Data Protection
- E-Finance: Law, Compliance and Technology Challenges
- Law of Anti Money Laundering and Counter-Terrorist Financing and Compliance Issues

Other Masters Programmes

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

Capstone courses

- Big Data in Finance

Remarks: 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 approval by the Programme Director based on your academic programme, and performance in the MFin Tech programme.

** Up to one elective can be taken from the two subjects offered by the Faculty of Engineering.

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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.

Advanced Standing

Advanced standing of up to two required courses, except for capstone course, may be granted if the course is completed at a graduate, postgraduate or master level from a recognized curriculum within the last 4 years before admission to the Master of Finance curriculum and a good grade in the course was achieved, or 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 ten 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, and 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, organizations 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 PROGRAMME DIRECTOR

Top 5 questions about the Master of Global Management programme, answered by our Programme Director, Prof. Chun Hui.

1. **What is the difference between global management and just management?**
   
The study of management draws on management research and practices, whilst 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 preclude, 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.
### Five Core Courses
- Dynamics of Multinational Corporations
- Entrepreneurship in Multinational Corporations
- Global Management from Economics Perspectives
- Human Behaviour in Business Organisations
- Managing Across Cultures

### Four Elective Courses

<table>
<thead>
<tr>
<th>MGM Elective Courses</th>
<th>Minimum 2 and Maximum 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Business Environment</td>
<td>Company Field Trip</td>
</tr>
<tr>
<td>China Business Environment</td>
<td>Creative Global Management Problem Solving</td>
</tr>
<tr>
<td>China Business Environment</td>
<td>Formulation of Global Strategy</td>
</tr>
<tr>
<td>China Business Environment</td>
<td>International Human Resource Management</td>
</tr>
<tr>
<td>China Business Environment</td>
<td>Negotiation and Conflict Management</td>
</tr>
<tr>
<td>China Business Environment</td>
<td>Career Management</td>
</tr>
<tr>
<td>Economics of Strategy and Organization</td>
<td>Knowledge Management in Global Context</td>
</tr>
<tr>
<td>Corporate Governance and Social Responsibility</td>
<td>Other Masters Programmes Elective Courses*</td>
</tr>
</tbody>
</table>

**Other Masters Programmes Elective Courses**

<table>
<thead>
<tr>
<th>Master of Accounting</th>
<th>Master of Economics</th>
<th>Master of Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Finance in Financial Technology</td>
<td>Master of Science in Business Analytics</td>
<td>Master of Science in Marketing</td>
</tr>
</tbody>
</table>

### One Capstone Course
- Strategy for International Business

### Scholarship

**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.

**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.

**Tuition Fee**

$330,000*  
A deposit of HK$85,000* 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.

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**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 companies. 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 environments which affect their ways of doing businesses 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 rising and rapidly changing China has provided for various business corporations, such as multinational corporations, domestic state-owned enterprises and entrepreneurial firms. It delves into the complexity of contemporary China with respect to economic, technological, political, social and cultural environments and how it influences multinational corporations in a wide range of industries. Based on in-depth discussions of extensive business cases such as Alibaba, Baidu, Google, Tencent, Huawei, R civil 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. Yiwen Zhang**  
Managing Across Cultures

The trend of globalisation in business requires organisational members, especially managers, to effectively accomplish international assignments, facilitate and manage an increasingly diverse workforce, understand the cultural nuances of cross-border negotiations, and collaborate with and lead global teams. We will learn to acquire these cultural competencies that go beyond traditional management 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

<table>
<thead>
<tr>
<th>Background</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics / Finance</td>
<td>29%</td>
</tr>
<tr>
<td>Business Management / Marketing</td>
<td>27%</td>
</tr>
<tr>
<td>Accounting</td>
<td>12%</td>
</tr>
<tr>
<td>Arts</td>
<td>11%</td>
</tr>
<tr>
<td>Others</td>
<td>10%</td>
</tr>
<tr>
<td>Mathematics / Science / Statistics</td>
<td>7%</td>
</tr>
<tr>
<td>IT / Engineering</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

Gender + Age

- Female: 66%
- Male: 34%

Age Distribution:
- Average Age: 22
- Age Range: 20-31

Working Experience*

- With prior working experience: 97%
- Average 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

Traditional Decision Making Process
- Observation + Observation + Observation
- Experience
- Smartness
- Decision

Decision Making Process with Business Analytics
- Problems
- Data
- Understand (statistics)
- Decide (optimisation)
- Interpretation
- Better Decision

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 collaboratively worked 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.

Q&A

1. 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.

2. 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.

3. What will I learn in this programme?
Our programme focuses on developing both hard and soft skills related to business analytics. Students will learn technical skills such as data acquisition, data visualisation, data management, statistical programming, and machine learning. They will also develop business skills such as communication, critical thinking, teamwork, and leadership.

4. 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 real-life business problems facing our project sponsors. We have collaborated with over 30 companies or government agencies in the past three years’ capstone projects. Students have the 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 2021-22. To Year One students available to all masters programmes offered by the IBS 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

$330,000

A deposit of HK$35,000 is required to confirm the admission offer; the balance shall be payable in two installments over one academic year.

Prof. Haipeng Shen

- Business Statistics
- Business Analytics Capstone

"Can students get connected with business clients and work on their analytics projects in a real working environment before graduation? The answer is YES! The Business Analytics Capstone course matches teams of students with business clients and offers them the opportunity to engage in various stages of a real analytics project, supervised by a faculty advisor and client representatives. They will get their hands dirty and experience a live preview of what their work life will look like while still being students."

Boot Camp

Purpose:
To ensure that everyone has the foundational knowledge and skills required to tackle the academic challenges ahead

Duration
1 week

Mode
Interactive lectures

Prof. Zhixi Wan
- Geospatial & Business Analytics

"Companies increasingly look for business analysts with a geospatial mindset and toolbox to unlock opportunities of growth and better customer services. Our course on Geospatial & Business Analytics introduces the basic knowledge of geospatial data, systems and methods. It helps students develop skills such as data processing, descriptive analysis, and advanced predictive and prescriptive analysis, in order to tackle challenging problems related to locating the "where" aspect that concerns all kinds of businesses."

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

1. Match team with client
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

**Corporate Connections**
- OTP Securities
- Accenture
- AS Watson
- Bank of China
- Chow Tai Fook
- CK Hutchison
- Cyberport
- Duty Free Store
- Electronic and Mechanical Services Department, HKSAR Government
- Esquel
- Hong Kong Stock Exchange
- Hong Kong Jockey Club
- Hong Kong Monetary Authority
- HSBC
- IBM Hong Kong
- Logitech
- Mavri
- Sino Property
- South China Morning Post
- Tencent

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**Business Analytics Capstone**

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**Student Experience Sharing**

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

The capstone project allowed me to utilise 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 discover whether companies would be of potential benefit or risk to HSBC. In addition to doing our own research about the industry, we also had the chance to understand it more in-depth through our bi-weekly 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 2019)

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 breach of contract by employees. Fortunately, we had learned various models in our previous MScBA 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 Mockingbird (a user interface software programme). To step up our game, we utilised PowerPoint 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
- Lixoste
- Lafarrene
- Lexis Nexis
- Shanghai Analytics Center of Excellence
- Shanghai La Hotel
- The Social Investment Consultancy (Hong Kong) Limited
- X Social Group Limited

Gender + Age

- Female: 63%
- Male: 37%

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

Working Experience*

- 29% with prior working experience

- Average 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

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.
### Four Core Courses
- Applied Marketing Research and Metrics
- Consumer Insights
- Marketing on the Internet
- Strategic Marketing Management

### Five Elective Courses

**MSc(Mktg) Elective Courses**
- Minimum 3 and Maximum 5

- Advertising and Integrated Marketing Communication
- Branding Strategy
- Entrepreneurial Marketing
- Big Data Consumer Analytics
- Technology Innovations in Retail Banking and Consumer Finance
- Global Technology and New Product Strategies
- Service Marketing and 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 Business Analytics

### Capstone Course
- Business Model Design and Marketing Innovation

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### 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.

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### 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.

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### Dr. Tuan Q. Phan

• Big Data Consumer Analytics
• Technology Innovation in Retail Banking & Consumer Finance

Data and technology has become the key sustainable advantage in the world economy. Mktg. The Mktg. programme empowers students with the tools, strategies and mindset to lead and engage in the dynamic and growing economy.

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### 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 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

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**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

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

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

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* Subject to change and final approval by The University of Hong Kong.
"Student Experience Sharing"

The year of my schooling in HKU Business School was also a year which I harvested spectacularly. Apart from the necessary coursework, the university also provided some elective 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 it 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 am Melo

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 startup 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.

We also study different business models and take lessons from the company's rise and fall, including how the unicorns 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, fast fashion, and Internet applications, etc.

I am Sylvia Qiu

I am Suri Yang

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 our 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 China. 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.
Class Profile

Academic Backgrounds

30% Business / Management / Marketing
18% Language / Communication
16% Finance / Accounting
14% Economics
13% Others
4% Mathematics / Science / Statistics
3% Media / Journalism
2% IT / Engineering

Previous Employers

- AlphaX Partners
- American Express
- China Southern Airlines
- CITIC Trust
- Digi
- Edelman Public Relations Worldwide
- Estee Lauder
- Haier Group Corporation
- Kelly Services
- Lycamobile
- 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

82% Female
18% Male

Average Age
19
22
31

Working Experience*

31% with prior working experience

Average 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. Fill in the application form and provide referee details
2. Access the official Online Application System and create your application account
3. Pay HK$300 non-refundable application fee
4. Upload all required documents before the expiry of your application account
5. Send reference from your 2 referees

Minimum score requirement:

- TOEFL: 80
- IELTS: 6

Requirements:

- Graduate transcript / Interim transcript
- Proof of English language proficiency
- 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

Remarks:

- Application with missing supporting documentation will be considered incomplete and will not be further processed
- The application stage, 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 HKUST, your application account will only be valid for 4 weeks. You should submit your application within this period. Otherwise, your application will be lost.

For more detailed steps, please refer to the Master Programme websites.
Living in Hong Kong
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 Busines School masters students.

90% secured employment within three months after course completion.

Partial Employers 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>
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</thead>
<tbody>
<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>DFS Group</td>
<td>Hong Kong Monetary Authority</td>
<td>Securities and Future Commission</td>
<td></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

Career Development & Training

We offer a diverse range of career development activities

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

02
Plan Your Career
Analyse your profile, research the options, and build a realistic career plan
- One-on-one Career Consultation
- CV Clinic
- Industry Overview Series

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

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

05
Network, Network, Network
Leverage the HKU Community to expand your network.
- Alumni Sharing
- Fireside Chats with Executives
- Competitions and Challenges
Contact Us

MASTER OF ACCOUNTING
Email: MActadmissions@hku.hk
Phone: (852) 3962 1280

MASTER OF ECONOMICS
Email: MfEadmissions@hku.hk
Phone: (852) 3962 1243

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Phone: (852) 3962 1258

MASTER OF FINANCE IN FINANCIAL TECHNOLOGY
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Phone: (852) 3962 1487

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Phone: (852) 3962 1291

MASTER OF SCIENCE IN BUSINESS ANALYTICS
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Phone: (852) 3962 1246

MASTER OF SCIENCE IN MARKETING
Email: MSTMadmissions@hku.hk
Phone: (852) 3962 1249

230,000+
Alumni

> 150
Nationalities

133
Alumni Networks

23,000+
HKU Business School Graduates

Our HKU Alumni Network