Rise to the Challenges of Big Data

Our programme is designed for individuals who are interested in theories and methods of analysing large volumes of data to gain competitive advantages and strategic insights in today’s business world.

The HKU Brand

You will study at the oldest and most prestigious university in Hong Kong, globally recognised around the world, and join a family of influential alumni who hold prominent positions in various sectors across the region.

Apply your Learning

We offer a wide range of courses in statistics, decision models, business intelligence and analytics, featuring applications in finance, marketing, social media and supply-chain management. You will learn how to prepare and analyse data to help businesses make informed decisions.

Connect with Real-World Business

You will gain an in-depth knowledge of tools such as R and Python in applying data science and analytics in the business context. In addition to individual assignments and exams, some courses also require students to work on project presentations in a team setting. Case studies will be used to illustrate the application of business analytics skills in real-world situations as well.

Unprecedented Industry Demand

The market has a major shortage of talents with both business and analytics expertise. Graduates in this field are highly sought after by companies from a wide range of industries, such as banking, retail, supply chain management and healthcare.

Jeffery CHAN
Class of 2018
Data Analyst
Global Data
Bloomberg L.P.

Studying MSc(BA) at HKU is one of the best decisions I have ever made. From its one-year coursework, I obtained plenteous knowledge on applying statistics, data analytics and machine learning techniques to solve complex business analytics problems. The capstone project provided valuable opportunity for me to utilize what I have learnt to tackle real business challenges. With my MSc(BA) degree, I successfully switched my career from engineering to business analytics profession.

John FU
Class of 2019
Assistant Manager, HCM-Reward Analytics
Global Reward & Mobility
DFS Group Limited

In 2017, I decided to take a career break to pursue a master course outside Brazil. Since I had some working experience at that time, I decided to choose a course that would help me improve my technical skills and at the same time would give me the proper sense of application with a business-oriented approach. This is exactly what I found during my studies at the Master of Science in Business Analytics at the HKU. The professors are very skilled and have a lot of experience with analytics and know how to guide the students through the learning journey. Another high point of this course is the Capstone Project, when we have the opportunity to apply all knowledge acquired during the course in a real business problem. Besides that, the cultural exchange with the classmates from all over the world and the opportunity to live in Asia is priceless. I can say that the overall course experience worth each minute!

Gabriela MOURAO
Class of 2019
Associate Director, Risk Analytics
Credit Risk Management
Standard Chartered at Virtual bank

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The University of Hong Kong

 Founded in 1911, HKU is the oldest and most well-known tertiary institution in Hong Kong. While embracing its rich heritage and traditions, HKU endeavours to drive pioneering research and develop the next generation of world-class leaders.

**A Distinguished Heritage**

Since its founding in the past century, HKU has sought to transcend cultural and linguistic boundaries and has evolved from a minor institution in a far-flung colonial outpost to one of the top universities in the world with a strategic location at the heart of Asia’s financial capital.

Over its century-long history, HKU has accrued one of the most powerful alumni networks in the region. Dr Sun Yat-sen, the founding father of modern China and one of the most well-known figures of the 20th century, was among its first graduates.

The HKU motto has two parts, one Chinese and one Latin, reflecting its scholarly blending of East and West. “Sapientia et virtus” translates as “wisdom and virtue”, while “mingde gewu” (明德格物) means “to manifest virtue and to investigate things”.

Together, the two phrases reflect the vision of HKU, which is not simply to inculcate knowledge, but also to train students to become responsible members of society.

<table>
<thead>
<tr>
<th>The University of Hong Kong</th>
<th>HKU MBA Programme</th>
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<tbody>
<tr>
<td><strong>No. 1 in Hong Kong</strong></td>
<td><strong>No. 1 in Asia for 9 consecutive years</strong></td>
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<tr>
<td><strong>No. 25 in the world</strong></td>
<td><strong>No. 1 Worldwide</strong></td>
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<tr>
<td><strong>No. 1 in the world</strong></td>
<td><strong>No. 7 International School</strong></td>
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**Q5 World University Rankings 2020**  
**Times Higher Education (THE) World Universities Ranking 2019**

**The Economist - Full-time MBA Ranking**  
**The Economist - Full-time MBA Ranking**  
**The Economist - Full-time MBA Ranking**

**Forbes – The Best International MBAs: One-Year Programs 2017**
Curriculum
You will master the use of quantitative techniques and tools essential to the application of big data analytics in strategic decision making for business and management.

Our programme delivers a rigorous learning experience across a wide spectrum of fields, such as big data techniques, business statistics, simulation and forecasting models, operations and supply chain management and financial and marketing analytics. The curriculum is structured as follows:

- Information Analytics to understand the basis of data
- General Analytics to transform data into information
- Operations Analytics to convert information into executable actions
- Capstone Course to tie the above three areas together through real-world business projects

Boot Camp
We recruit students from diverse backgrounds each year to enrich your learning experience. To ensure that everyone has the foundational knowledge and skills required to tackle the academic challenges ahead, the Boot Camp covers basic knowledge of mathematical techniques, programming and statistics in areas related to business analytics.

Programme Design
To graduate from our programme, you need to complete a total of 10 six-credit courses (60 credits), comprising five core courses (30 credits) and five elective courses (30 credits).
Duration of Study & Class Schedule

The curriculum extends over a minimum of one academic year to a maximum of two academic years for full-time study. Students normally finish the programme in one academic year.

Classes are conducted on weekdays (morning/afternoon/evening) and Saturdays (morning/afternoon) at the HKU Cyberport Campus, Admiralty Town Centre or other venues.

Modular Structure

Our courses are offered on a modular basis. You are only required to take at most two courses at a time to enable you to focus your efforts on those courses before moving on to new subjects. All courses are taught in English.

Capstone Course

This core course, held at the end of the programme, allows you to integrate and apply the knowledge and techniques that you have learned in previous courses. You work with a team of classmates using real-world cases and contribute to every stage of the project.

Graduation Requirements

Students are required to successfully complete 10 six-credit courses (60 credits). Those who have failed a core course are required to retake it. If the failed course is an elective, another elective can be chosen as a substitute. To graduate from our programme, the number of failed courses over the entire period of study cannot exceed two, and a cumulative GPA of 2.0 or above must be achieved.

Immigration Arrangements for Non-local Graduates (IANG)

Hong Kong SAR Government has implemented an immigration policy since 2009 for non-local graduates, the purpose of which is to encourage non-local graduates to stay and work in Hong Kong.

The IANG Advantages:

- Under the IANG, non-local students who satisfy all graduation requirements may apply to stay and work in Hong Kong right after graduation
- A stay of up to 12 months in Hong Kong without other conditions of stay (i.e. with or without a job offer upon application)
- Extension of stay may be considered along with flexibility on employment
- A simplified and streamlined application procedure

For further information, please refer to Hong Kong Immigration Department.
Career Prospects

There is an unprecedented demand for business professionals who can apply the right quantitative analysis and computing techniques to gather and make sense of large volumes of data in the digital era.

The phenomenon of “big data” has already drawn a lot of attention and action from both academics and industry practitioners. These data are generated from various sources, such as business transactions, healthcare, mobile applications and social media, and are arriving at a scale of terabytes or even petabytes.

The HKU MSc in Business Analytics will give you the core analytics and quantitative competencies required to succeed in modern business and meet the booming demand for business analytics specialists.

The following are job roles you could hold after graduation:

- For those with several years of work experience: business analytics managers or directors, market intelligence managers, senior consultants, data scientists, chief digital officers.

- For those without any prior work experience: business analytics specialists, business consultants, social media analysts, market researchers, decision analysts.

“Data Scientist: The Sexiest Job of the 21st Century”

“...the range of applications and opportunities [for big data] has grown and will continue to expand.”

Harvard Business Review

McKinsey Global Institute
Our Campus

HKU’s location on Hong Kong Island ensures that you are at the heart of all local business and networking action.

With its tranquil ambiance, our Cyberport campus located just 20 minutes from the business hub of the city, provides world-class facilities in which for you both to wind down and to focus on your studies. Our Admiralty Town Centre located at the Admiralty Centre, which is right above the MTR Admiralty Station, brings the resources of the University to the heart of business in Hong Kong.
Student Profile

In the latest intake, we have recruited a class of global talents representing a wide range of backgrounds, who seek to master the business analytics skill required to succeed in today’s data-driven world.

Class of 2020: Overview

Gender: Male (30%) | Female (70%)
Average Age: 23 (20-29)
With Prior Work Experience: 20%
Average Work Experience*: 1.6 years
GMAT Score*: 610-750

Academic Background

Universities
- Hong Kong University of Science and Technology
- National University of Singapore
- New York University
- Peking University
- Shanghai Jiao Tong University
- The University of Hong Kong
- Tsinghua University
- University of British Columbia
- University of California, Berkeley
- University of Melbourne
- University of Michigan
- University of New South Wales
- University of Sydney
- University of Toronto
- University of Warwick
- Zhejiang University
- and more...

Previous Employers
- Agricultural Bank of China
- Alibaba Group
- Bank of China
- BNP PARIBAS
- China Construction Bank
- Citigroup
- Deloitte
- Ernst & Young
- HSBC
- ICBC
- J.P. Morgan
- KPMG
- McKinsey
- Morgan Stanley
- Nielsen
- PricewaterhouseCoopers
- and more...

*Among students with prior work experience
*Among those who submitted their GMAT results

*Covering both internships and full-time employment
Apply to Our Programme

Admission Requirements

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

- Hold a recognised Bachelor's degree;
- Obtain statements from two referees on your suitability for the programme; and
- Obtain a TOEFL/IELTS score if you are not from an English-medium university.

Minimum score requirement: TOEFL: 85 | IELTS: 6.5 (with no subtest below 6)
GMAT/GRE scores are not required, but candidates with a good GMAT/GRE score will be favorably considered.

Application Procedures

1. Set up your HKU application account through the Taught Postgraduate Online Application System.
2. Download the Reference Form template and send it to your two referees. Ask them to email the completed forms directly to us at MSBAadmissions@hku.hk via their valid email accounts before the closing date.
3. Complete the online application form and prepare an application fee of HK$300. The document upload function will be available on completion.
4. Upload soft copies of the following materials through the application system:
   - Graduation transcript or interim transcript (mandatory)
   - Graduation certificate, if available
   - Latest CV
   - Award certificate/degree certificate, applicable to applicants from Mainland Institutions only
   - TOEFL/IELTS score report, if applicable
   - Proof of internship experience in all positions, or most recent full-time employment, whichever is applicable
   - Certificates for professional qualifications (e.g. ACCA, CFA, CPA), if applicable
   - GMAT / GRE score report, if applicable
5. If you receive an admission offer from us, you will be required to arrange an offer deposit of HK$85,000* to confirm your place, which will be deducted from a future instalment of your tuition fee.

Graduation transcript or interim transcript (mandatory)
Graduation certificate, if available
Latest CV
Award certificate/degree certificate, applicable to applicants from Mainland Institutions only
TOEFL/IELTS score report, if applicable
Proof of internship experience in all positions, or most recent full-time employment, whichever is applicable
Certificates for professional qualifications (e.g. ACCA, CFA, CPA), if applicable
GMAT / GRE score report, if applicable

Tuition Fee and Scholarships

The proposed tuition fee for Intake 2020 is HK$330,000*. The fee shall be payable in two instalments over one year, irrespective of the number of courses taken in each module.

We offer merit-based scholarships, ranging from 10% to 50% of the tuition fee, to new students at the time of admission. All eligible candidates are automatically considered; no separate application is required.

Application Deadlines

Non-local students are highly encouraged to apply in the first two rounds to allow sufficient time to arrange student visas and to prepare to move to Hong Kong.

<table>
<thead>
<tr>
<th>Round</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Round 1</td>
<td>12:00nn (HKT) Oct 22, 2019</td>
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<tr>
<td>Round 2</td>
<td>12:00nn (HKT) Dec 30, 2019</td>
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<tr>
<td>Round 3</td>
<td>12:00nn (HKT) Feb 13, 2020</td>
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Offers will be made on a rolling basis and early applications are preferred in the sense that a large proportion of offers will be allocated to applications in early rounds. Candidates are therefore highly recommended to submit their applications and supporting documents as soon as possible.

Admissions decisions are generally available in eight weeks after the application deadline and successful applicants will be notified by email. The applications of those who have not received an offer will be considered again in the following round(s) until the end of the whole admissions cycle.

Visit our website to start your application today
www.fbe.hku.hk/tpg-forms/msba/apply-now

*Subject to the final approval of the University