MASTERS PROGRAMMES
2021 INTAKE
Table of Content

Why Hong Kong? P03
HKU Business School | Ranking P05
Our 2020 – 2021 Masters Programmes P06
Community at a glance P07
Our Campuses P08
General Facts P09
Master of Science in Business Analytics P10
Admission Requirements P18
Living in Hong Kong P19
Career Development & Training P21
Contact Us P25
HKU Business School

Faculty Members

Members from world-renowned and prestigious universities around the globe

130+ Faculty Members (full time)

14 Nationalities/Region

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

Rankings

The University of Hong Kong

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

QS World University Rankings 2021
QS Graduate Employability Rankings 2020

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

Times Higher Education (THE) World University Rankings 2020

HKU MBA Programme

No. 1 in Asia for Executive MBA programmes
No. 1 Worldwide
No. 13 International School

The Economist – Full-time MBA Ranking (2010-2018)
Fortes – The Best International MBAs: One-Year Programs 2019

Our 2020-2021 student community at a glance

Regions Represented

Australia
Canada
China
Europe
India
Japan
South Korea
US

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 centers 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.
Master of Science in Business Analytics

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

<table>
<thead>
<tr>
<th>Aug 2021</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan 2022</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1</td>
<td>Module 2</td>
<td>Module 3</td>
<td>Module 4</td>
<td>Module 5</td>
<td>Module 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For reference only, actual duration can vary.

Quick Facts

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

Class Days

Normally 4 sessions of teaching per week

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturdays</th>
</tr>
</thead>
<tbody>
<tr>
<td>☀️</td>
<td>☀️</td>
<td>☀️</td>
<td>☀️</td>
<td>☀️</td>
<td>☀️</td>
</tr>
<tr>
<td>Morning Session</td>
<td>Afternoon Session</td>
<td>Evening Session</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Assessments

- Assignments
- Mid-term Examinations
- Project Papers
- Presentations
- Other courseworks
- Final Examination
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?

![Decision Making Process with Business Analytics]

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

**Decision Making Process with Business Analytics**
- Problems
- Data
- Understand (statistics)
- Decide (optimization)
- 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 collaborated with over 30 companies or government agencies in the past three years' capstone projects. Students will have an opportunity to gain valuable project experiences through analysing the internal data provided by our project sponsors and external data collected by students themselves. Working in a team environment also allows students to develop key soft skills such as work ethics, communication, teamwork and leadership.

Q&A Programme Director

Top 4 questions about the Master of Science in Business Analytics programme, answered by our Programme Director Dr. Hailiang Chen.

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 does the programme offer?

   Our programme offers courses focusing on all types of data analytics including descriptive analytics, predictive analytics and prescriptive analytics.

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 a real-life business problem facing our project sponsors. We have collaborated with over 30 companies or government agencies in the past three years' capstone projects. Students will have an opportunity to gain valuable project experiences through analysing the internal data provided by our project sponsors and external data collected by students themselves. Working in a team environment also allows students to develop key soft skills such as work ethics, communication, teamwork and leadership.
**Pre-Programme Boot Camp**

### Four Core Courses
- Business Intelligence and Analytics
- Business Statistics
- Quantitative Analysis Methods
- Operations Analytics

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

### Other Masters Programmes Elective Courses
- Master of Accounting
- Master of Economics
- Master of Finance
- Master of Finance in Financial Technology
- Master of Global Management
- Master of Science in Marketing

**Capstone Course**
- Business Analytics Capstone

---

**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 five full-time students, available to all masters programmes offered by the HKBU 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.

---

**Prof. Haipeng Shen**

- Business Statistics
- Business Analytics Capstone

Can students get connected with business clients and work on their analytics projects in a team 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.

---

**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 in 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 location, the “where” aspect that concerns all kinds of businesses.

---

**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.

---

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

---

Remarks: Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustments. Up to two elective courses may be taken from the list above. The decision of which courses are offered to students will be made by the Programme Director, subject to availability and the Programme Director's discretion.
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 studied 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 insights, 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 rely 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 breadth 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 MockingBox (a user interface software programme). To step up our game, we utilized Essozky 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

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

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
- Lacoste
- Lalamove
- Louis Vuitton
- Shanghai Analytics Center of Excellence
- Shangri-La Hotel
- The Social Investment Consultancy (Hong Kong) Limited
- X Social Group Limited

Gender + Age

- 63% Female
- 37% Male

Working Experience*

- 29% with prior working experience

*Among students with prior work experience (Internship inclusive)

Admission Requirements

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

1. Obtain a TOEFL/IELTS score if you are not from an English-medium university
2. Obtain statements from two referees, regarding suitability for the programme
3. Hold a recognised Bachelor’s degree or equivalent

Minimum score requirement:

- TOEFL 80
- IELTS 6

GMAT/GRE scores are not required, but candidates with a good GMAT/ GRE score or possessing a business-related work experience will be favourably considered.

Application Process

1. Fill in the application form and provide referee details
2. Access Taught Postgraduate Online Application System and create your application account
3. Pay HKD300 non-refundable application fee
4. Upload all required documents to the system
5. Send reference forms to your 2 referees

Apply Here

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

Remarks:

- Application with missing supporting documentation will be considered incomplete and will not be further processed.
- In 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 or certified true copy of the documents.
- Due to the large volume of applications received by HKU, your application account will only be valid for four weeks. You should submit your application within the period; otherwise, your application will be lost.
- Admission process normally takes 8 weeks after application deadline. For a more detailed steps, please refer back to the Master Programme website.
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

01 help students explore and understand the industry sectors they are most interested in, and evaluate options based on their profile and aspirations;

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

03 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^.

---

<table>
<thead>
<tr>
<th>Partial Employers List</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Technology</strong></td>
</tr>
<tr>
<td>Alibaba</td>
</tr>
<tr>
<td>DiDi</td>
</tr>
<tr>
<td>Huawei</td>
</tr>
<tr>
<td>IBM</td>
</tr>
<tr>
<td>NetEase</td>
</tr>
<tr>
<td>Tencent</td>
</tr>
<tr>
<td><strong>Banking</strong></td>
</tr>
<tr>
<td>Bank of America</td>
</tr>
<tr>
<td>Bank of China</td>
</tr>
<tr>
<td>Bank of Communications</td>
</tr>
<tr>
<td>BNP Paribas</td>
</tr>
<tr>
<td>HSBC</td>
</tr>
<tr>
<td>J. P. Morgan</td>
</tr>
<tr>
<td>Ping An Bank</td>
</tr>
<tr>
<td>Société Générale</td>
</tr>
<tr>
<td>Standard Chartered</td>
</tr>
<tr>
<td><strong>Financial Services (Auditing/Asset Management/Investment Banking/PE&amp;VC)</strong></td>
</tr>
<tr>
<td>BlackRock</td>
</tr>
<tr>
<td>Bloomberg</td>
</tr>
<tr>
<td>China International Capital Corporation (CIC)</td>
</tr>
<tr>
<td>China Merchants Finance</td>
</tr>
<tr>
<td>CITIC Securities</td>
</tr>
<tr>
<td>Goldman Sachs</td>
</tr>
<tr>
<td>Guotai Junan International</td>
</tr>
<tr>
<td>Moody’s Analytics</td>
</tr>
<tr>
<td><strong>Professional Services and Consulting</strong></td>
</tr>
<tr>
<td>Accenture</td>
</tr>
<tr>
<td>Deloitte</td>
</tr>
<tr>
<td>Ernst &amp; Young</td>
</tr>
<tr>
<td>KPMG</td>
</tr>
<tr>
<td>PricewaterhouseCoopers (PwC)</td>
</tr>
<tr>
<td><strong>Others</strong></td>
</tr>
<tr>
<td>DFS Group</td>
</tr>
<tr>
<td>Hong Kong Monetary Authority</td>
</tr>
<tr>
<td>Securities and Future Commission</td>
</tr>
</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
Analyze 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: MAccAdmissions@hku.hk
Phone: (852) 3962 1280

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

MASTER OF FINANCE
Email: MFAdmissions@hku.hk
Phone: (852) 3962 1258

MASTER OF FINANCE IN FINANCIAL TECHNOLOGY
Email: MFFAdmissions@hku.hk
Phone: (852) 3962 1487

MASTER OF GLOBAL MANAGEMENT
Email: MGMAAdmissions@hku.hk
Phone: (852) 3962 1291

MASTER OF SCIENCE IN BUSINESS ANALYTICS
Email: MSBAAdmissions@hku.hk
Phone: (852) 3962 1246

230,000+ Alumni
> 150 Nationalities
133 Alumni Networks
23,000+ HKU Business School Graduates

Our HKU Alumni Network

Facebook | Instagram | LinkedIn | Weibo | Twitter