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 P09
General Facts P09
Master of Science in Marketing P10

Admission Requirements P18
Living in Hong Kong P19
Career Development & Training P21
Contact Us P25
Why Hong Kong?

1st
World No. 1 Financial System
(World Economic Forum's
Global Competitiveness
Report 2019)

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
3rd Most Competitive Place
Globally (World Economic
Forum’s Global Competitiveness
Report 2019)

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

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

**Unique Proposition**
The School is deeply rooted in Hong Kong, fully engaged with China, and truly international.

**Rankings**

- **The University of Hong Kong**
  - #1 in Hong Kong
  - #4 in Asia
  - #22 in the World (QS World University Rankings 2021)
  - #9 in the World (QS Graduate Employability Rankings 2020)

- **Times Higher Education (THE)**
  - #1 in the World (World’s Most International Universities Ranking 2019)
  - #1 in Hong Kong
  - #35 in the World (THE World University Rankings 2020)

**HKU MBA Programme**
- #1 in Asia by THE (2010-2018)
- #1 Worldwide (The Economist – Full-time MBA Ranking 2010-2018)
- #1 in the World (Forbes – The Best International MBAs: One-Year Programs 2019)

**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 2020-2021 student community at a glance**

**Regions Represented**
- Canada
- China
- India
- Japan
- Korea
- Mexico
- Singapore
- United Kingdom
- United States
- Vietnam

**Our 2020-2021 student community at a glance**

**Members from world-renowned and prestigious universities around the globe**

**Including:** Australia, Canada, France, Singapore, Sweden, UK and US etc.
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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<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>
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For reference only, actual duration can vary.

### Quick Facts

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<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

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

- Morning Session
- Afternoon Session
- Evening Session

### Course Assessments

A combination of:
- Assignments
- Mid-term Examinations
- Project Papers
- Presentations
- Other coursework
- Final Examination
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

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**Q&A PROGRAMME DIRECTOR**

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

1. Is the programme based on theory and concepts only? What practical aspects are there?

   The programme combines both practice and theory. Plenty of real-world business examples will be used to illustrate the marketing concepts and theories using up-to-date cases and students will be required to apply the learned theories and concepts in exercises and projects.

2. What type of student is most suitable to study marketing?

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

3. With technology advancements and the change of habit towards online activities, how can the Master of Science in Marketing help match the trend?

   Our faculty stays at the forefront of the latest marketing tech and digital-cultural trends by providing multiple courses on technology and online consumer behaviours. Beyond this, we give students a firm grounding in the scientific theory and thinking behind marketing (e.g., statistical analyses and social science theory), which once mastered, provide students with a lifetime of value.

4. How will taking other Master Programmes’ electives benefit my career in Marketing?

   Students can take electives from other programmes, such as Business Analytics, where they can learn in depth about the most cutting-edge tools such as Python, Deep Learning, and Big Data analysis. Students can also learn about technology, entrepreneurship, and launching new innovations.

5. Marketing is very culture specific. After studying the programme, would I be able to apply the knowledge and skills learned outside of Hong Kong?

   The programme is designed to cover marketing knowledge at both a global level and a local adaptation (Hong Kong and Mainland China). The programme provides an understanding on how business models must transform and adapt to the local market.
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 16 scholarships shall be awarded, starting from the academic year 2021-22. To apply for this scholarship, you must meet the eligibility criteria and submit your application by the deadline.

Tuition Fee
$318,000*
A deposit of HK$80,000* is required to confirm the admission, the balance shall be payable in two instalments over one year.

Flexible curriculum allowing you to focus in different business industry

Master of Accounting
+ Financial Accounting Theory
+ Corporate Governance and Social Responsibility
+ Principles of Management

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

Master of Economics
+ Economics of Organization and Strategy
+ Mechanism Design
+ Money and Banking

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

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

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

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

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.
Student Experience Sharing

The year of my schooling in HKU Business School was also a year which I harvested spectacularly. Apart from the necessary schoolwork, the university also provided some selective courses of other departments and a series of beneficial workshops, like programming workshops, statistics courses, python application courses, courses of a series of software including, Stata, R, etc., which made us strongly competitive. I not only learned the latest cutting-edge knowledge but also felt much support and care from the university, professors, and faculties. Whenever I had any trouble or problem, they helped solve it patiently and timely, which benefited me the most this year. I would like to extend my greatest 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 class and let the programme management team know the class feedback in various aspects of the programme.

I am very determined in going 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.

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 rose to the challenges, since we can learn a lot from business school cases and from brainstorming with our peers to train our business senses and develop marketing logic.

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

I 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.

I also benefited a lot from the Career Development and Training team established by many professional managers from various occupations. The services they provide include; CV & Cover Letter Review, Job Search Strategies, Personal Branding, Basic Interview Prep, Career Direction & Interests, Industry Trends & Mock Interview (Industry Specific).

Apart from those, numerous and regular internships and work opportunities are provided every week, which makes me feel the power of the HKU platform deeply. Moreover, HKU also offers thoughtful kindness to help students like us realise dreams and grow into better ones.

We also studied 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 in different kinds of industries, including FMCG, electronic products, fast fashion, and internet applications, etc.

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.

Hear what our Master of Science in Marketing students have to say about their experience.
Class Profile
We recruit students from diverse backgrounds each year to enrich your learning experience.

Academic Backgrounds

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Field</th>
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<tbody>
<tr>
<td>30%</td>
<td>Business / Management / Marketing</td>
</tr>
<tr>
<td>18%</td>
<td>Language / Communication</td>
</tr>
<tr>
<td>16%</td>
<td>Economics</td>
</tr>
<tr>
<td>13%</td>
<td>Others</td>
</tr>
<tr>
<td>4%</td>
<td>Mathematics / Science / Statistics</td>
</tr>
<tr>
<td>3%</td>
<td>Media / Journalism</td>
</tr>
<tr>
<td>2%</td>
<td>IT / Engineering</td>
</tr>
</tbody>
</table>

Gender + Age

- Female: 82%
- Male: 18%
- Average Age: 22
- Age Range: 19 to 31

Working Experience*

- 31% with prior working experience
- Average work duration: 1 year and 5 months

*Among students with prior work experience (Internship inclusive)

Previous Employers

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

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 Requirements:

- TOEFL: 80
- IELTS: 6

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 HK$300 non-refundable application fee
4. Upload documents to the system
5. Send reference from template to your 2 referees

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 MCT 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/verified true copy of the documents.
- Due to the large volume of applications received by MCT, your application account will only be valid for four weeks. You should submit your application within this period, otherwise, your application will be lost.
- Admission process normally takes 8 weeks after application deadline. For a more detailed steps, please refer back to the Master Programme website.

Apply Here

- Graduate transcript / interim transcript
- Graduate Certificate, if available
- Award certificate/diploma 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 scores report, if applicable
- Certificates for professional qualifications (e.g., ACCA, CPA), if applicable
- Proof of internship experience of all positions, or most recent full-time employment, whichever is applicable
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.

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

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90% secured employment within three months after course completion

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**Partial Employers List**

- **Technology**
  - Alibaba
  - DiDi
  - Huawei
  - IBM
  - NetEase
  - Tencent

- **Banking**
  - Bank of America
  - Bank of China
  - Bank of Communications
  - BNP Paribas
  - HSBC
  - J. P. Morgan
  - Ping An Bank
  - Société Générale
  - Standard Chartered

- **Financial Services (Auditing/Asset Management/Investment Banking/PE&VC)**
  - BlackRock
  - Bloomberg
  - China International Capital Corporation (CICC)
  - China Merchants Finance
  - CITIC Securities
  - Goldman Sachs
  - Guotai Junan International
  - Moody’s Analytics

- **Professional Services and Consulting**
  - Accenture
  - Deloitte
  - Ernst & Young
  - KPMG
  - PricewaterhouseCoopers (PwC)

- **Others**
  - DFS Group
  - Hong Kong Monetary Authority
  - Securities and Future Commission

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*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.*
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

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

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

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

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

Career Development & Training
We offer a diverse range of career development activities
Contact Us

Master of Accounting
- Email: MACctadmissions@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: MFITadmissions@hku.hk
- Phone: (852) 3962 1487

Master of Global Management
- Email: MGMTadmissions@hku.hk
- Phone: (852) 3962 1291

Master of Science in Business Analytics
- Email: MSBAadmissions@hku.hk
- Phone: (852) 3962 1246

Master of Science in Marketing
- Email: MSKTMadmissions@hku.hk
- Phone: (852) 3962 1249

Our HKU Alumni Network

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