CAPSTONE PROJECTS

Partnering with

Master of Accounting

Master of Accounting Analytics

Master of Artificial Intelligence in Business

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

Master of Sustainable Accounting and Finance

Master of Wealth Management

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Rankings

HKU Business School

No. 1 in Asia
Financial Times Aggregated Research Ranking

No. 1 in Asia
UTD Research Rankings

The University of Hong Kong

No. 1 in Hong Kong
No. 11 in the World
QS World University Rankings 2026

No. 1 in Asia
QS Asia University Rankings 2026

No. 10 in the World
QS Graduate Employability Ranking 2022

No. 4 in the World
Times Higher Education (THE) World's Most International Universities Ranking 2025

No. 1 in Hong Kong
No. 33 in the World
Times Higher Education (THE) World Universities Ranking 2026
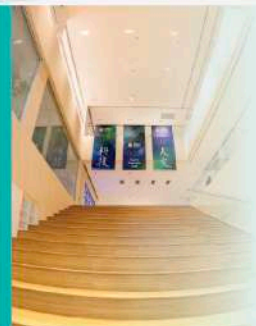
Global Presence

HKU iCube
HKU iCube is in the prestigious Two Exchange Square featuring a magnificent harbour view. It serves as a place to facilitate knowledge exchange for HKUBS associates, as well as a bridge to connect business leaders in and outside the school.

HKU Beijing Centre
HKU Beijing Centre aims to strengthen academic exchanges and cooperation between Mainland China and Hong Kong, contributing to the cultivation of high-caliber talent and the provision of international education services as a lifelong learning platform.

HKU Business School Shanghai Centre
The HKU Business School Shanghai Centre is dedicated to fostering a collaborative environment where technology and human-centric values intersect. Serving as a pivotal platform, it facilitates partnerships among government entities, industry leaders, academic institutions, and research organizations across East China. By bringing together diverse stakeholders, the Centre aims to promote innovative research, business initiatives, and knowledge exchange that address regional and global challenges.
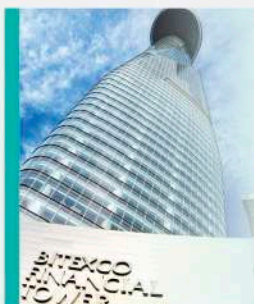
HKU Business School Shenzhen Campus
HKU Business School Shenzhen Campus has been established with the model of "One School, Two Campuses" and focuses on teaching, research, innovation and entrepreneurship, striving to facilitate resource-sharing.

HKU-Tel Aviv Innovation Hub
HKU-TLV Innovation Hub combines HKU's academic excellence with Israel's entrepreneurial energy and promotes cross-border collaborations and partnerships between the academic, business and technology communities of Israel and Hong-Kong.
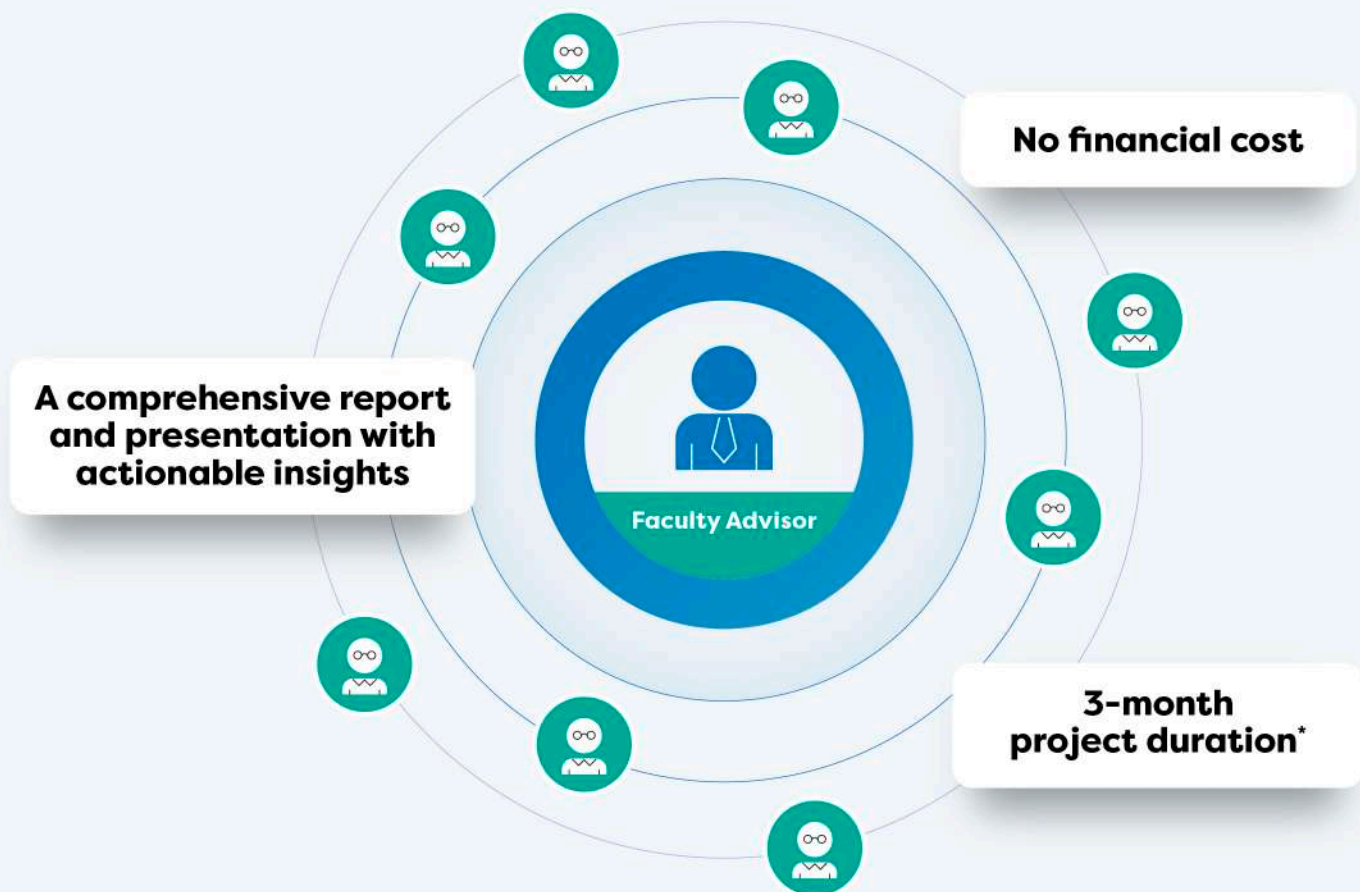
The Representative Office of The University of Hong Kong in Vietnam
HKU in Vietnam signifies the importance of Vietnam as a growing economy, her youth, talent, and key location. We strengthen connections with Vietnam by providing market-oriented research, superior learning experience, and instrumental resources.

Understanding the Capstone Projects

1 Faculty Advisor + 8 Students

No financial cost

A comprehensive report and presentation with actionable insights

Faculty Advisor

3-month project duration*

*Capstone projects are commonly 3 months long, but this can be customised based on the agreement between the Project Partner and Faculty Advisor.

Capstone projects, which are credit-bearing and integral to the programme requirements for masters students at HKU Business School, represent a flagship initiative that bridges leading organisations with top talent. These collaborations empower students and partners to co-create practical solutions for real-world business challenges. Through this partnership model, high-quality projects are sourced from diverse stakeholders, ensuring both relevance and impact.

Each capstone project team is composed of eight masters students, carefully matched to the project through a structured bidding process that considers students' interests and programme backgrounds. Every project is led by an academic advisor, ensuring strong guidance and quality control throughout the experience. Each project team works intensively on practical problem-solving, delivering

actionable insights and innovative solutions for project partners. The process is streamlined via an online portal for project proposals, matching, and feedback, while a robust quality control system ensures high standards and meaningful outcomes. The normal duration of each project is of three months, but can be customised upon mutual agreement between the Project Partner and the Faculty Advisor. This structure ensures that students have ample time for in-depth problem-solving, stakeholder engagement and the development of impactful solutions.

This comprehensive partnership ensures an enriching educational experience for students while delivering tangible benefits to project partners. Join us in shaping the next generation of business leaders while solving real-world challenges!

What are the benefits of partnering on a capstone project?

Driving Innovation Through Academic Collaboration - Engage with outstanding masters students and esteemed faculty to develop innovative, data-driven solutions for your organisation's most pressing business needs at no cost

Strategic Insights, Expertise, and Credibility - Gain market insights and validate your strategies through academic expertise to enhance credibility and confidence
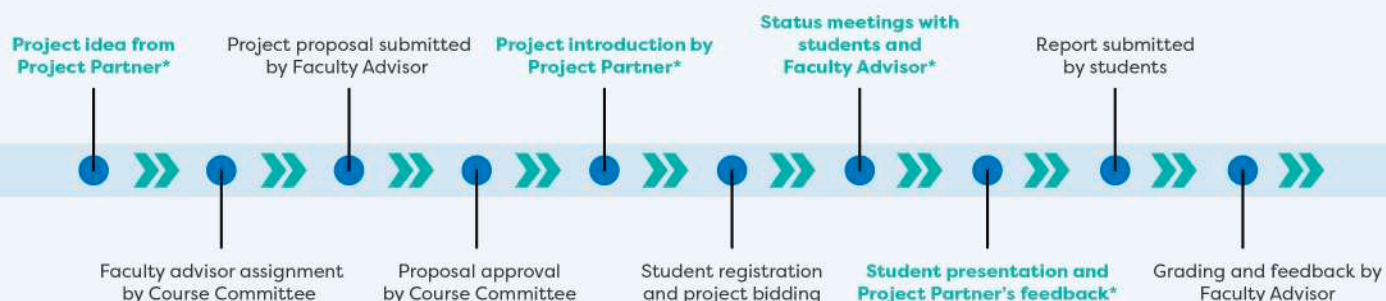
Access to Cutting-Edge Research - Gain early access to emerging technologies, methodologies, and academic research, keeping your organisation at the forefront of innovation

Cost-Effective R&D and Resource Optimisation - Leverage shared resources, including access to world-class academic facilities and laboratories, to reduce your R&D costs

Talent Pipeline and Leadership Development - Collaborate with future leaders to identify potential hires, foster team development, and promote skill transfer

Enhanced Brand Positioning and Reputation - Strengthen your employer brand within a leading academic institution

Risk Mitigation and Experimentation - Test and validate new ideas in a controlled environment to reduce risk and boost confidence

Timeline

Project idea from Project Partner*

Project proposal submitted by Faculty Advisor

Project introduction by Project Partner*

Status meetings with students and Faculty Advisor*

Report submitted by students

Faculty advisor assignment by Course Committee

Proposal approval by Course Committee

Student registration and project bidding

Student presentation and Project Partner's feedback*

Grading and feedback by Faculty Advisor

*Contribution from Project Partner

Capstone projects are commonly 3 months long, but this can be customised based on the agreement between the Project Partner and Faculty Advisor.

Involvement from Project Partners

Project Partner is expected to

- **Designate at least one representative to actively participate throughout the project**
- **Introduce the project goals and background to students**
- **Attend status meetings**
- **Provide relevant data or information as needed**

Our Commitment to Project Partners

- **Each project is led by a dedicated Faculty Advisor who ensures academic rigor and effective communication**
- **Project Partners will receive:**
  - A comprehensive final report and presentation with actionable insights
  - Opportunities for further collaboration such as internships, case development, and continued engagement after the project's completion

Past **Project Partners**

Our past Project Partners have collaborated with us to develop
innovative solutions and advanced their strategy.

AIA	HKEx	Ping An Technology
Cathay Pacific	HKSAR Water Supplies Department	Queen Elizabeth Hospital
CLP Power Hong Kong	HSBC	Tencent
Dah Chong Hong	Huazhu Hotels Group	WeChat Pay HK
Dairy Farm	Hutchison Telecomm.	YAS Microinsurance
Datago Technology	ICBC	Yili
DFS Group	KPMG International	Yuu
FWD Insurance	Lane Crawford	and more...
Hang Seng Bank	Microsoft	

Testimonials from Past **Project Partners**

Discover how our project partners have benefited from working with
our talented student teams.

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Through theoretical guidance and platform data analysis, the project empirically examined the key factors influencing the effectiveness of Douyin live streaming. This research provided significant practical value for the company in developing its Douyin live streaming business.

Collaborating with the HKU masters students on their capstone project was an enriching experience for us. Their expertise in data analytics provided a fresh perspective on our business challenges. They demonstrated a remarkable ability to quickly grasp complex datasets, identify patterns, and deliver data-driven insights that informed our decision-making process. Their professionalism, analytical skills, and effective communication of findings made them invaluable contributors to our project team. I would highly recommend working with these talented individuals.

In collaboration with our operations team, the HKU Business School Capstone Project team optimized pump operations, reducing energy consumption, lowering electricity costs, and ensuring a reliable, high-quality fresh water supply. Their innovative work delivered multi-million savings and met a tight deadline within just a few months, all at no additional cost to the department, demonstrating their strength and commitment in solving complex challenges.

Our two-year collaboration has been very fruitful. The "8+2 model" of the programme has made significant inroads into corporate environments, demonstrating its practical application in two distinct business management, strategic planning, and product evolution.

Through this project, the innovative algorithm developed by the talented team was successfully implemented across over 100 stores in Shandong Province, resulting in an impressive increase in sales. This achievement not only demonstrated the real-world applicability and scalability of the project's outcomes but also garnered significant attention and recognition within the company. It truly highlighted the value of partnership with top academic institutions like HKU Business School.

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150+ Scholars
22 Nationalities

World Class
Faculty Members

Our faculty members are from world renowned and prestigious universities around the globe, including Harvard University, Stanford University, Massachusetts Institute of Technology and more.

Our Students

Our students are talented and passionate professionals who bring both academic excellence and practical experience to the capstone project.

24 Nationalities

83% Mainland Students from 985/211 Universities

97% With Internship Experience

7-Month Average Internship Experience

Students' Skillsets

Accounting
- Financial Reporting
- Financial Analyst
- Auditing
- Taxation
- Compliance

Accounting Analytics
- Data Analytics
- Information System
- Accounting Principles

Artificial Intelligence in Business
- AI-driven automation
- Design of AI Applications
- Digital Transformation

Business Analytics
- Data Wrangling (SQL/Python)
- Predictive Modelling
- Data Visualisation

Economics
- Econometrics
- Causal Inference
- Economic Modelling

Finance
- Financial Analysis
- Industry/Asset Knowledge
- Risk Assessment

Finance in Financial Technology
- Programming for FinTech (Python)
- Knowledge of Blockchain and Machine Learning

Global Management
- Creative Problem Solving
- Cross-Cultural Analysis
- Strategic Analysis
- ESG Analysis
- Organisational Entrepreneurship

Marketing
- Customer & Market Research
- Digital Marketing Analytics
- Brand Strategy

Sustainability & Accounting Finance
- ESG Reporting & Analysis
- Carbon Accounting
- Sustainable Investment Frameworks

Wealth Management
- Client-Centric Communication
- Portfolio Construction
- Risk Assessment

Sample Project Topics

Accounting
- Cost Reduction Opportunities and Logistic Management through Process Optimisation
- Dashboards for Real-Time Financial Performance Monitoring

Accounting Analytics
- Forecast Cash Flows and Improve Liquidity Management through Analytical Techniques
- Using Analytics to Identify Revenue Opportunities and Drive Business Growth

Artificial Intelligence in Business
- Designing Automated AI Agents for Business Process Optimization and Workflow Automation
- Designing and Evaluating Chatbots for Customer Services

Remark: Capstone projects for the Master of Artificial Intelligence in Business Programme shall be launched in September 2026.

Business Analytics
- Data-Driven Prediction of Electric Vehicle Battery Health Attenuation
- Predicting User Behaviors on Online B2B Platforms

Economics
- Optimising Recruitment Efficiency: Applying Labor Matching Models to Enhance Job Candidate Screening
- Uncovering Industrial Clusters and Policy Preferences: A Textual Analysis of Policy Documents and Municipal Data

Finance

- Comprehensive Financial Modelling and Risk Evaluation of a Target Asset
- Identification and Assessment of Opportunities and Risks in Emerging Financial Market Trends

Finance in Financial Technology

- Backtesting Trading Strategies
- Stress Testing a Generative AI Chatbot for Reliability in Financial Applications

Global Management

- Promotion and Implementation of Self Leadership
- Effectiveness of Teams on Creativity and Innovation

Marketing

- Exploring Consumer Willingness to Pay: A Price Sensitivity Analysis Across Segments
- Cross Channel Marketing: Integrating Online and Offline Strategies for Maximum Impact

Sustainability & Accounting Finance

- Corporate Transition Plan Towards Net Zero Consistent with the Paris Agreement
- Design a System for Corporate ESG Performance Evaluation, Including ESG Rating

Wealth Management

- Intergenerational Wealth Transfer: A Global Study of Family Office Models from Asia Pacific to Middle East and Western Centers
- Digital Transformation in Global Wealth Management: Comparative Analysis of AI and Fintech Adoption Across Regions

Frequently Asked Questions (FAQs)

What does it cost to be a Project Partner?

Participation is **completely free**. All we ask is your active support on sharing data, giving feedback, and staying engaged to help make the project a success.

How do teams and collaboration work?

Each project team consists of **eight students**, carefully matched to your project's needs. Students may come from **different masters programmes**, selected based on the background knowledge and skills required for your project. Every team is guided by a dedicated **Faculty Advisor from HKU Business School**. Collaboration can be **remote**, **onsite**, or **hybrid**, whatever works best for your organization.

How long does a capstone project last?

Most projects run for three months, but the timeline can be adjusted to suit your needs and the Faculty Advisor's guidance.

What is expected from Project Partners?

Designate a representative to introduce your project, join status meetings, and provide data or feedback. Your involvement helps drive meaningful results.

How do I submit a project idea?

Fill out an **interest form** with your project details. After a Faculty Advisor is assigned, you will work together to finalize the proposal for review.

Can I join more than one project?

Yes, you can participate in up to two projects per masters programme. For popular projects, two teams may work on similar topics if you have the capacity.

Is my project guaranteed to be selected?

Project ideas are reviewed and then chosen by students through a bidding process. Only projects with enough student interest will move forward.

Is data privacy protected?

Yes, all teams and advisors follow strict confidentiality agreements. Sensitive data is managed securely and used only for academic purposes. Non-Disclosure Agreements (NDAs) can be arranged if needed.

What will I receive at the end?

You will get a comprehensive written report and a formal presentation, packed with actionable insights and recommendations.

Submit Your Project Idea Now!

✉ General Enquiries: fbe.masterscapstone@hku.hk

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