HKU BUSINESS SCHOOL
港大經管學院

Masters Programmes

EQUIS ACCREDITED
AACSB ACCREDITED
BETA GAMMA SIGMA

MASTERS PROGRAMMES
2026 INTAKE

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Why Hong Kong?

1st

Freest economy: World No.1

Since 1996 (Canada-based Fraser Institute)

2nd

World No.2

Business-friendly tax system (PricewaterhouseCoopers LLP and the World Bank Group: Paying Taxes 2020)

3rd

World No.3

Ease of Doing Business (The World Bank Group: Doing Business Report 2020)

4th

World No.4

Global financial centre (The 2023 Global Financial Centres Index 33rd Edition)

3rd

World No.3

World Competitiveness Ranking 2025

HKU Business School

Faculty Members

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.

Members from world-renowned and prestigious universities around the globe

180+
Faculty Members (Full time)

19
Regions

Including: Australia, Canada, France, Singapore, Sweden, U.K and U.S.A etc.

Rankings

The University of Hong Kong

No. 1 in Hong Kong

No. 11 in the World

QS World 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

Our

2025-2026

student community at a glance

Locations Represented

Argentina	Hong Kong	Russia
Australia	Hungary	Taiwan
Austria	India	Thailand
Canada	Korea	U.K.
Chinese Mainland	Macau	U.S.A.
Colombia	Malaysia	Vietnam
France	Mexico	
Georgia	Netherlands	
Germany	Norway	

Gender

Undergraduate University

Australian National University	Shanghai Jiao Tong University	Tsinghua University
Carnegie Mellon University	The London School of Economics and Political Science	University of Oxford
Columbia University		University College London
Cornell University	The University of Amsterdam	University of British Columbia
Fudan University	The University of Auckland	University of California, Berkeley
Imperial College London	The University of Chicago	University of California, Los Angeles
King's College London	The University of Edinburgh	University of Cambridge
Korea University	The University of Hong Kong	University of Michigan-Ann Arbor
McGill University	The University of Manchester	University of Toronto
Monash University	The University of Melbourne	Yonsei University
National University of Singapore	The University of New South Wales	Zhejiang University
New York University	The University of Queensland	
Peking University	The University of Sydney	

Life in HONG KONG

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 Cyberport, HKU Main Campus and Town Centre at Admiralty.

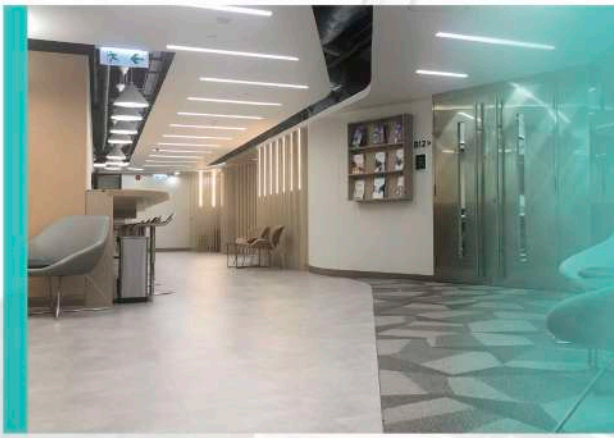
Cyberport Campus

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

Located at the heart of the city, Admiralty Town Centre 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.

Global presence

HKU Beijing Centre

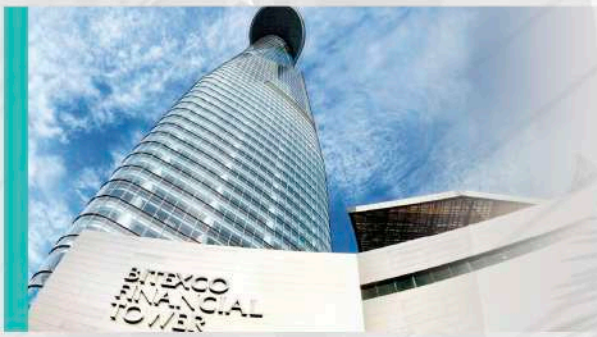
Located in Asia Financial Centre where Asian Infrastructure Investment Bank is headquartered, HKU Beijing Centre mainly serves as a teaching venue for HKU Business School and provides ample space and state-of-the-art facilities for faculties to develop academic programmes, promote alumni entrepreneurial start-ups, and organise alumni events.

HKU-Tel Aviv Innovation Hub

The HKU-Tel Aviv Innovation Hub combines the academic excellence of HKU and the innovative, entrepreneurial energy of Israel. The Hub will foster deep engagements between the academic, business and technology communities of Israel, Hong Kong, and the Greater Bay Area, promoting cross-border collaborations and partnerships.

Shenzhen Campus

Located at the heart of Futian District in Shenzhen, the Shenzhen Campus is the School's latest development to promote knowledge exchange, technology transfer and talent collaboration in the Greater Bay Area and Mainland China.



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.

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.

Quick Facts

TYPE	INTAKE	FORMAT	MEDIUM	DURATION
Master Degree	August	Full-Time	English	Minimum 1 year / Maximum 2 years

Class Days

Normally 2 sessions of teaching per course per week

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Morning Session	Afternoon Session	Evening Session

Course Assessments a combination of

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

Master of Accounting Analytics

Master of Accounting Analytics Overview

Exploring the Evolving Role of Accountants - Embracing Technology and Shaping the Future

The Master of Accounting Analytics programme offered by the HKU Business School aims to develop accounting professionals equipped with data analytics skills and is specifically designed to foster talents capable of transforming raw and intricate accounting data into actionable intelligence for addressing general accounting-related questions.

The primary focus of the programme is therefore to equip students with specialised tools used in the accounting industry to cope with the increasing market demand. The programme trains accounting professionals with both technical and accounting expertise. This is achieved through a focus on the utilisation of data, information technology, statistical analysis, quantitative methods, and mathematical or computer-based models within the programme, as well as a series of foundational accounting courses to meet the requirement of professional bodies.

Programme Structure

01 A comprehensive curriculum fostering talents capability of transforming raw and intricate accounting data into actionable intelligence

02 Specialized tools used in the accounting industry to cope with the increasing market demand

03 Utilization of data, information technology, statistical analysis, quantitative methods, and mathematical or computer-based models

04 A series of foundational accounting courses to meet the requirement of professional bodies

05 A capstone course to link classroom knowledge to real-world projects and gives students hands-on experience

Career Prospects

The programme is designed to shape future leaders in accounting with a robust skill set in data analytics. Graduates will be professionals who thrive in diverse fields such as quantitative methods, artificial intelligence, information technologies, and cutting-edge mathematical or computer-based models. They will be well-prepared to excel in various roles, from strategic management to innovative technology-driven positions across multiple industries.

- Banking
- Consultation
- Cost Control and Operation Optimization
- Data-driven Decision Making
- Financial Management
- Forecasting and Budgeting
- Fraud Detection and Prevention
- Internal Auditing
- Investment Analysis
- Performance Evaluation
- Public Accountancy
- Regulatory Compliance
- Risk Management
- Taxation

Top 4 Q&A

PROGRAMME DIRECTOR

Top 4 questions about the Master of Accounting Analytics Programme, answered by our Programme Director

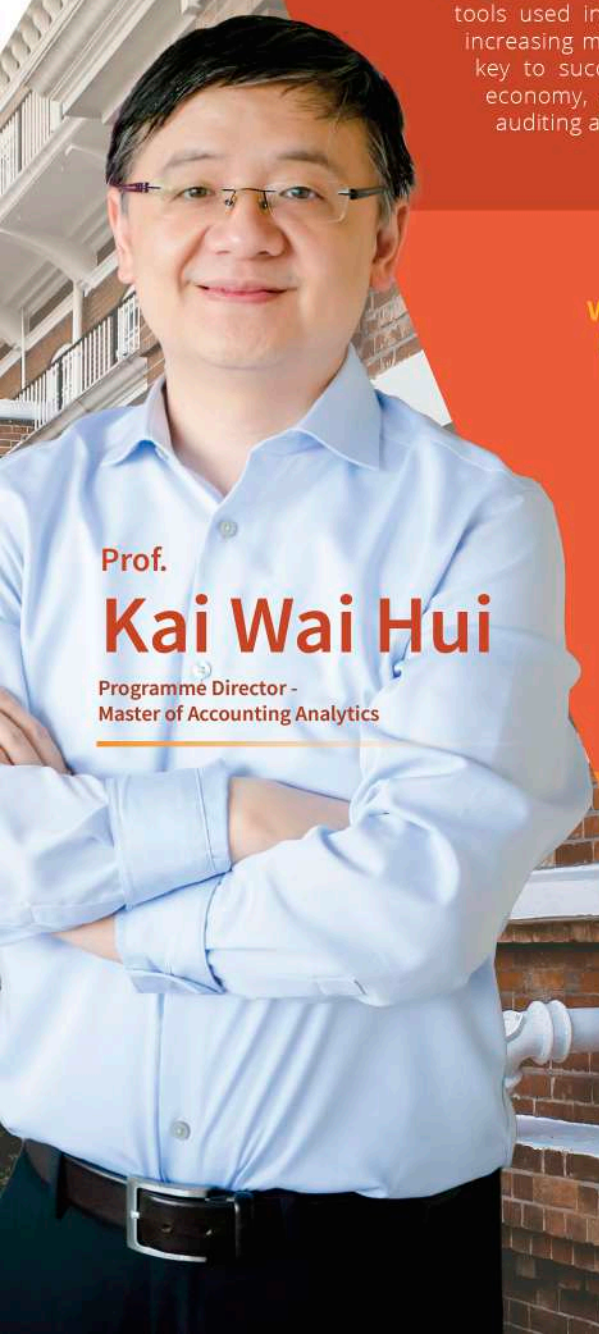
Prof. Kai Wai Hui.

1 What are the foundational knowledge requirements for the Master of Accounting Analytics programme?

The programme aims to train professionals with technical and/or accounting expertise. The training ensures the mastering of accounting knowledge through both preparatory and elective courses. Therefore, incoming students with diverse background through their undergraduate education will be attracted, and experiences in fields of accounting and/or technology can be highly valuable.

2 What are the key skills and knowledge that students will gain from the Master of Accounting Analytics programme?

The programme is specifically designed to foster talents capable of transforming raw and intricate accounting data into actionable intelligence for addressing general accounting-related questions. The primary focus of the programme is therefore to equip students with specialised tools used in the accounting industry to cope with the increasing market demand. The programme serves as the key to success in tackling the challenges of the digital economy, and provides a powerful tool for data driven auditing and financial consulting.



Prof.

Kai Wai Hui

Programme Director - Master of Accounting Analytics

3 Why is there a rising demand for accounting professionals with data analytics expertise in the corporate sector?

The massive amounts of data nowadays have created a high demand for skilled data analytics professionals who can analyse such data and obtain the insight needed for informed decision-making. Corporate leaders are increasingly adopting accounting analytics tools to drive business decisions, which support budgeting, forecasting, planning, and now increasingly revenue generation. The programme acknowledges the fast-paced industry development, which has created a rising demand for accounting professionals with data analytics expertise.

4 What are the career prospects of graduates?

Graduates can anticipate a wide array of analytics-related career opportunities across various levels, from junior to senior positions, in both private and public sectors. These opportunities encompass diverse fields such as data-driven decision making, cost control, fraud detection and prevention, performance evaluation, forecasting and budgeting, compliance, and risk management. Furthermore, graduates will be well-positioned to explore careers in industries that increasingly rely on data analytics, using their expertise to contribute to organisational growth, drive innovation, and navigate the complexities of an ever-evolving business landscape.

5 CORE COURSES + **4** ELECTIVE COURSES + **1** CAPSTONE COURSE = **10** TOTAL COURSES

Core Courses (Five Courses)

- Accounting Analytics Foundation
- Accounting and Business Intelligence
- Advanced Accounting Analytics
- Data Modelling and Economic Decisions
- Integrated Auditing: Bridging the Gap Between IT Audit and Financial Statement Audit

Elective Courses** (Four Courses)

- Accounting Analytics and Managerial Decisions
- Accounting, Fintech and Innovation
- Advanced Financial Reporting: A Case-Based Approach
- Blockchain, Cryptocurrency and Cybersecurity
- Corporate Finance
- Database Design and Management
- Data Mining and Text Analysis
- Deep Learning and Neural Networks
- ESG Reporting: Concepts and Practices
- Fundamentals of Banking Institutions
- International Study Field Trip
- Legal and Ethical Environment of Business
- Principles of Management
- Social Media and Digital Marketing Analytics
- Taxation Framework and Planning

Capstone Course (Choose One):

- Artificial Intelligence in Accounting
- Current Topics in Accounting Analytics

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 students' profile, capabilities, and performance in the Master of Accounting Analytics programme.

Scholarship

Entrance Scholarship

We offer scholarships to qualified students, who may receive a scholarship ranging from 5% to 50% in most cases, on the basis of student's academic merit at the time of admission. A full tuition fee waiver may be offered to outstanding cases. All eligible candidates are automatically considered; no separate application is required.

Merit-Based Scholarship

We offer merit-based scholarships to qualified students, who shall receive a scholarship of 10%, on the basis of student's performance, including but not limited to, academic performance of the first three modules, participation in the extra-curricular activities, recommendation from course instructors, and level of support provided to the programme office. All eligible candidates are automatically considered; no separate application is required.

Tuition Fee

$426,000*

A deposit of HK$142,000* is required to confirm the admission offer. The balance shall be payable in two instalments in one year, irrespective of the number of courses taken in each module.

* Subject to change and final approval of the University.

HKU Business School Dean's Master Fellowship

The Fellowship shall be awarded to new full-time students admitted to any one of the taught postgraduate programmes offered by the Faculty of Business and Economics based on the following criteria: a. Academic performance; b. Relevance of work experience, if applicable; and, c. Interview performance, if applicable.

Generous Scholarship

The value of the Fellowship ranges from HK$250,000 to the full prevailing composition fee

Top-tier Internship Opportunities

- Opportunities to undertake pre-programme internships
- Gain hands-on experience with leading companies to grow your career

Personalised Mentorship

- Tailored mentorship will be provided throughout your Master's programme
- Networking events will be organised among awardees, faculty and business leaders to build your connections

All eligible candidates*** are automatically considered; no separate application is required.

***Outstanding students will only be awarded either the Entrance Scholarship or the Dean's Master Fellowship. The scholarship and fellowship will not be issued to the same candidate.

Accreditation

ACCREDITED ACCA PROGRAMME

AICPA & CIMA

CPA AUSTRALIA

CPA Hong Kong Institute of Certified Public Accountants 香港會計師公會

For more details, please visit, https://masters.hkubs.hku.hk/articles/masterofaccountinganalytics/accreditation

Class Profile

We recruit students from diverse backgrounds each year to enrich students' learning experience

- 1% Art/Sociology
- 1% Electronic Commerce
- 2% Engineering/Computer Science/Science
- 3% Others
- 6% Business/Management
- 6% Economics
- 37% Finance
- 44% Accounting/Marketing

Previous Employers (Internship)

- 360 Total Security
- Agricultural Bank of China
- Baidu
- Baker Tilly International
- China International Capital Corporation Limited
- China Securities
- China Unicom
- CITIC Securities
- EY
- GuangFa Bank
- Guotai Junan Securities
- HSBC Bank (China)
- Huatai United Securities
- Industrial and Commercial Bank of China
- KPMG
- Li Auto Inc.
- Midea Group
- Smooretech
- Tencent

Gender + Age

77% Female

23% Male

20 22 **Avg Age** 34

Age

Internship Experience

With Prior Internship Experience 98%

Avg Internship Duration 2 months

Admission Requirements

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

Obtain a TOEFL/IELTS score if you are not from an English-medium university

Obtain statements from two referees, regarding suitability for the programme

Hold a recognised Bachelor's degree or equivalent

Minimum score requirement:

TOEFL Internet-based **80**

or

IELTS **6** with no subtest below 5.5

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

Code Number

TOEFL: 9671 ;
GRE for HKU: 2482;
GRE for Master of Family Wealth Management: 1275

Application Process

1 Access Taught Postgraduate Online Application System and create your application account

2 Fill in the application form and provide referee details

3 Pay application fee

4 Upload documentations to the HKU Business School TPG Application Upload system

5 Remind referees to complete form of reference through hyperlinks sent to their official email addresses

For more details, please refer to the Masters Programmes website.

Remarks:

- At least one of the referee must be an academic referee from the university that you have graduated or will graduate from.
- To file an application, you must complete the application yourself. You are responsible for the accuracy and authenticity of the information and materials submitted throughout the application and admission process. The School unequivocally condemns any acts of dishonesty and reaffirms our zero-tolerance policy towards any form of academic misconduct. The School reserves the right to take legal actions and/or report any fraudulent documents or falsified information found to law enforcement units. HKU Business School does not authorize any intermediary organizations to recruit or admit students.
- 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/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 this period; otherwise, your application will be lost.
- Admissions decisions are generally available in a month after the application deadline.

The HKU Business School has a dedicated team that prepares our masters students for success in the world of work.

By leveraging our networks and resources, we aim to provide first-rate career services which lead and inspire students to:

01 Define a career path and unlock their full potential

02 Explore and understand the industry sectors they are most interested in and evaluate options based on their profile and aspirations

03 Develop a realistic career plan and execute strategies to achieve it

04 Enhance the skills, competencies and confidence necessary to succeed 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 are exclusive to HKU Business School masters students.

Partial Employers List

Banking and Financial Services:

Bank of China	China Construction Bank	China Merchants Bank	DBS
Futu Securities	Goldman Sachs	Guotai Junan International	HSBC
Huatai International Financial Holdings	ICBC Asia	Ping An	

Professional Services and Consulting:

Deloitte	Ernst & Young	KPMG	Oliver Wyman	PricewaterhouseCoopers

Technology:

Alibaba	Amazon Web Services	ByteDance	Huawei
IBM Consulting	Insta360	JD.com	Kuaishou Technology
Meituan	miHoYo	Tencent	Xiaohongshu	Xiaomi

Others:

BASF	Cainiao	Hong Kong Jockey Club	Hong Kong Monetary Authority	
Marriott International	Midea	OOCL	Pfizer	Trip.com Group

^ Data based on graduate surveys which was launched in 2024.

Your Journey, Our Support: Guiding You Every Step of the Way

Tools and Resources

Empowering Your Research and Job Market Intelligence with Professional Tools

+ Career Portal
+ Skill-based Trainings
+ Aptitude Test Banks

01

Know Yourself and Your Strengths

Gain Insights into Your Relationship Style, Understand Your Impact on Others, and Identify Your Personal Strengths Through:

+ One-on-one Career Consultation
+ Professional Presence Enhancement
+ Personal and Professional Communication

02

Plan Your Career

Profile Analysis, Option Research, and Building Realistic Career Plans: Navigating Your Path to Success, through:

+ One-on-one Career Consultation
+ CV Clinic
+ Industry Overview Series

Career Development & Training

Expanding Horizons: Explore a Range of Career Development Activities with Us

03

Tell Your Story

Master the Art of Effective Experience Presentation: Promote Your Professional Identity through:

- **Crafting Compelling CVs and Cover Letters**
- **Personal Branding: Maximising Social & Professional Media Impact**
- **Small Group Mock Interviews: Enhancing Your Interview Skills**
- **Mastering Presentation and Pitching Skills**

04

Discover The Open And Hidden Job Market

Navigating the Job Market: Insights into Job Search Strategies and Talent Acquisition in Your Industry, through:

- **Recruitment Series**
- **Career Fair**
- **Professional Sharing Seminars**
- **Expert Recruitment Seminars**

05

Network, Network, Network

Leverage the HKU Community to Expand Your Network, through:

- **Alumni Sharing**
- **Fireside Chats with Executives**
- **Competitions and Challenges**

The Student Enrichment Team

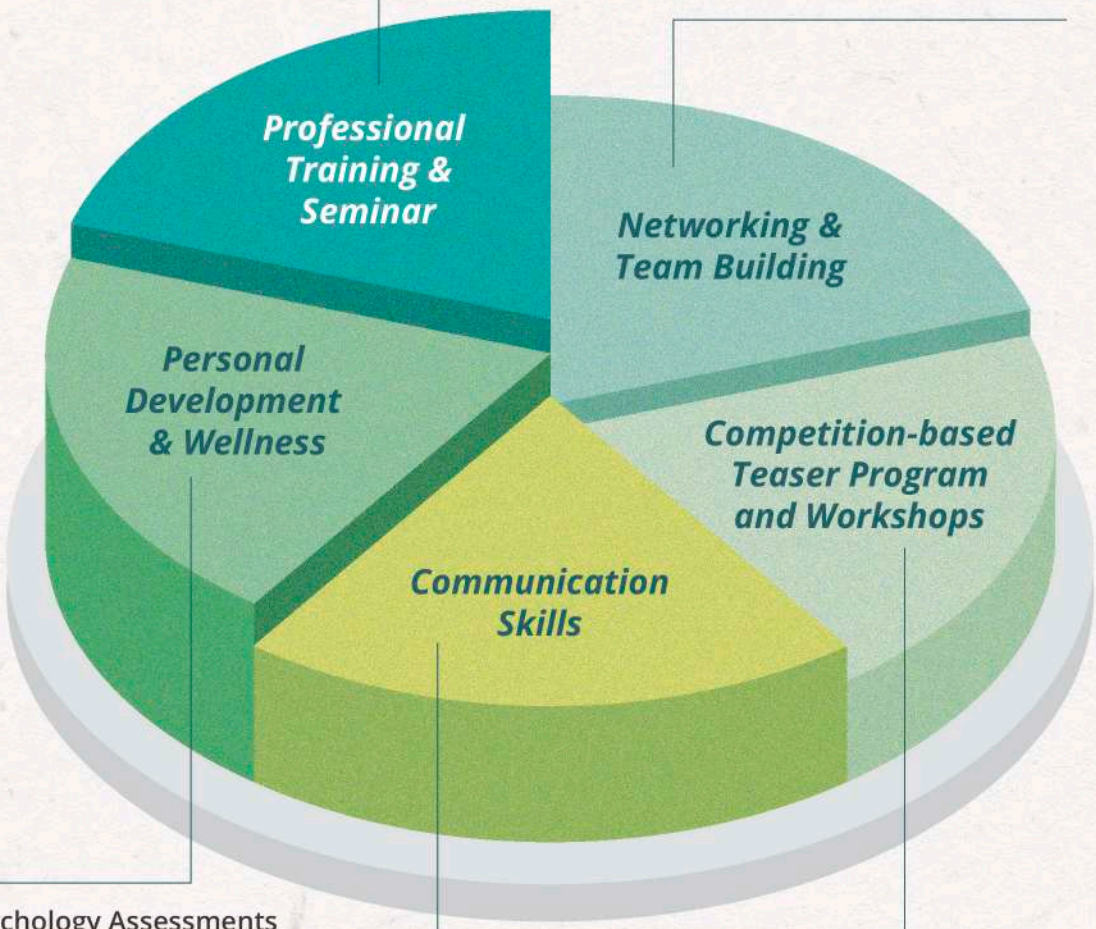
The Student Enrichment Team organises a wide range of events and activities for students and alumni of the specialized masters programmes. They are categorized into five areas including Personal Development and Wellness, Professional Training and Seminar, Networking and Team Building, Communication skills and Competition-based Teaser Program and Workshops. Students are able to have an enjoyable and fruitful journey as well as having the opportunity to explore different areas and meet different people.

Summary of Student Enrichment Activities

(Aug 2024 - June 2025)

- Industry Talk & Seminar
- Alumni Experience Sharing
- Business Executive Training

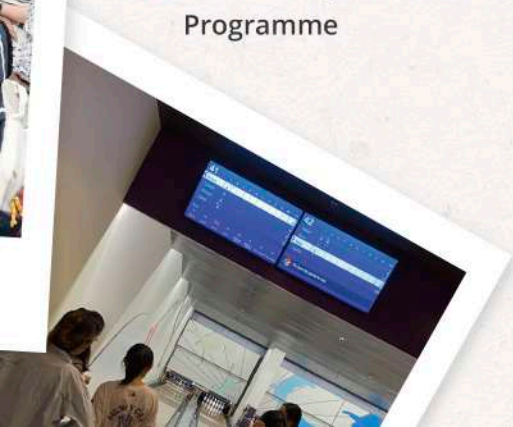
- Networking Drinks
- Cultural Diversity Activities
- Community Services
- Inter-house Teambuilding Activities



- Psychology Assessments
- Happiness Workshop
- Sports and Hiking
- Counselling and Wellness Programme

- Languages
- Public Speaking
- Effective Presentation
- Leadership skills
- Soft Skills Training

- Machine Learning
- Financial Database
- Programming & Computer Coding
- Generative AI Course



The Student Enrichment Team

Mentorship Programme

The Mentorship programme offers specialized master's students at HKU Business School (**Mentees**) a platform to go beyond the classroom, gaining real-world insights and career advice from alumni and industry professionals in leadership roles (**Executive Mentors**). Additionally, it fosters a vibrant master's community, strengthening connections with these experienced practitioners, as well as to contribute their knowledge and experience to nurture the young generation.

Our Mentors

They are professionals, industry practitioners, middle to senior executives or MSc alumni with 15+ years working experience in Accounting, Marketing, Finance, FinTech Banking, Business Analytics and Management etc. They are passionate about supporting the young generation with their valuable experience, insight and networks, and will serve on a pro-bono basis.

Mentorship Activities

Mentors Professional Background

Expert Area	Position
Accounting	CEO / COO / CIO
Business Analytics	Consultant
Equity Capital Markets	Department Head
Family Wealth Management	Director
Finance and Financial Technology	General Manager
Financial Services Compliance Securities	Global Strategy Leader
Integration Broker Technology	Managing Director
Investment and Trading Professional	Partner
Marketing	Principal Economist
Research	Regional Head
	Vice President

Student Clubs

Student Clubs have been set up with the aim of equipping students to develop and enhance the industry knowledge and real-world insights through specialized industry tours and talks. Students will learn to apply highly effective steps that cover the key functional areas of every business: operations, marketing, finance, and human resources. Students will be able to develop and practice their skills in the workplace. The Student Clubs also aim to promote activities and careers in related areas among the Masters community. Club officers (The Elite Club) will be offered a series of leadership training to equip them with the necessary skillsets as future leaders.

Student Ambassador Programme

The HKU Business School Masters Student Ambassadors consist of a dynamic group of enthusiastic, passionate, and knowledgeable student leaders representing the twelve specialized Masters Programmes. As Student Ambassadors (SA), they will play a crucial role in planning and organizing student-led activities, taking the lead in creating a vibrant and engaging student community, building connections with business leaders and senior executives across diversified industries as well as establish a global mindset to work with students from different cultural backgrounds.

Virtual House System

The first-ever Virtual House System, in a total of 8 Houses, aims to create a supportive and engaging environment for our Masters Programmes students, specifically designed to foster greater student participation and interaction. The HKU Business School Masters Programmes House Committees will be selected from a group of dynamic and dedicated students representing the 8 Houses. House Committees will be playing pivotal role in building and fostering the sense of belonging of House Community, as well as actively encouraging and motivating students through interactive Inter-House competitions, teambuilding activities, sports and wellness programmes.

Contact Us

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Master of Finance in Financial Technology
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Master of Science in Marketing
Email: MSMKTadmissions@hku.hk
Phone: (852) 3962 1295

Master of Sustainable Accounting and Finance
Email: MSAFadmissions@hku.hk
Phone: (852) 2255 0812

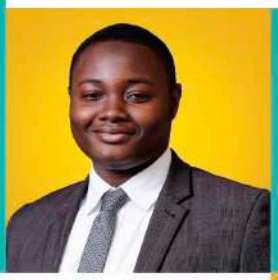
Master of Wealth Management
Email: MWMadmissions@hku.hk
Phone: (852) 2255 0810

Facebook | Instagram | LinkedIn | Twitter | Weibo | Wechat | Xiaohongshu

280,000+
Alumni

> 150
Nationalities

100
Alumni Networks



30,000+
HKU Business School Graduates

Our HKU Alumni Network