



MASTERS PROGRAMMES 2026 INTAKE



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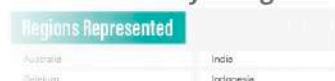
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Why Hong Kong?





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.



Members from world-renowned and prestigious universities around the globe

Unique Proposition

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

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



QS World University
Rankings 2026



QS Asia University
Rankings 2026



QS Graduate Employability
Ranking 2022



Times Higher Education (THE)
World's Most International Universities
Ranking 2025



Times Higher Education (THE)
World Universities Ranking 2026



Our

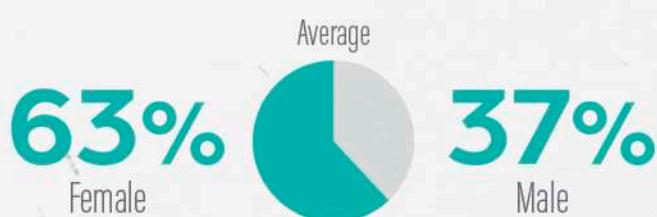
2025-2026

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	The University of Amsterdam	University College London
Cornell University	The University of Auckland	University of British Columbia
Fudan University	The University of Chicago	University of California, Berkeley
Imperial College London	The University of Edinburgh	University of California, Los Angeles
King's College London	The University of Hong Kong	University of Cambridge
Korea University	The University of Manchester	University of Michigan-Ann Arbor
McGill University	The University of Melbourne	University of Toronto
Monash University	The University of New South Wales	Yonsei University
National University of Singapore	The University of Queensland	Zhejiang University
New York University	The University of Sydney	
Peking University		



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



Master of Accounting

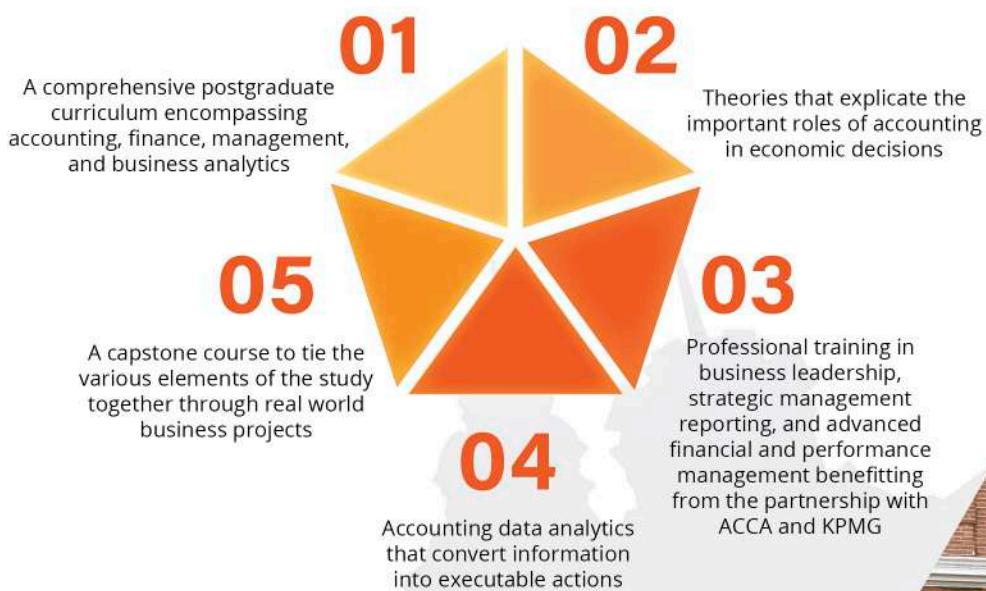
Overview

More than a Professional Accountant

The Master of Accounting programme at HKU Business School offers three streams: Accounting Analytics and Big Data, Financial Reporting and Valuation; and ESG and Strategic Management which provide students the option to choose according to their interests and career aspirations. They may also consider double concentrating if there are any two they are particularly passionate about. Our

comprehensive curriculum is accredited by ACCA, CPA Australia, CIMA and HKICPA, and students on this programme benefit from our partnership with professional bodies and industry leaders. The programme explores theories on the importance of accounting roles in executive decisions, preparing you to be professional accountants, financial experts and future business leaders.

Programme Structure



Accreditation



ACCREDITED
PROGRAM



1 What is the most important element of learning for an accounting professional nowadays?

It depends on the interests of the student. We cover several in-depth areas. In particular, our programme values leadership and analytic skills, as well as critical thinking. We would like students to become the future leaders of the profession.

2 What type of student is suitable to study the Master of Accounting Programme?

Anyone who is interested in the accounting profession. We look for qualified students with intellect, a good command of English, a career vision in accounting and finance and the confidence and dedication to achieve excellence.

3 I already have a bachelor degree or background in accounting, is it beneficial for me to study the Master of Accounting Programme?

Another purpose of the programme is to establish cutting edge knowledge at an advanced level. Elective courses cover numerous accounting fields that bring you up to the graduate level. Accounting students will have course waivers and exemptions that allow them to leap to the advanced level. They may also take electives from other postgraduate programmes to enrich their knowledge.

4 I do not come from a business or commerce background, can I study the Master of Accounting Programme?

The programme covers elements of basic accounting knowledge, making it suitable for non-business major students. The curriculum will be challenging for them, but well manageable given the guidance we give them.

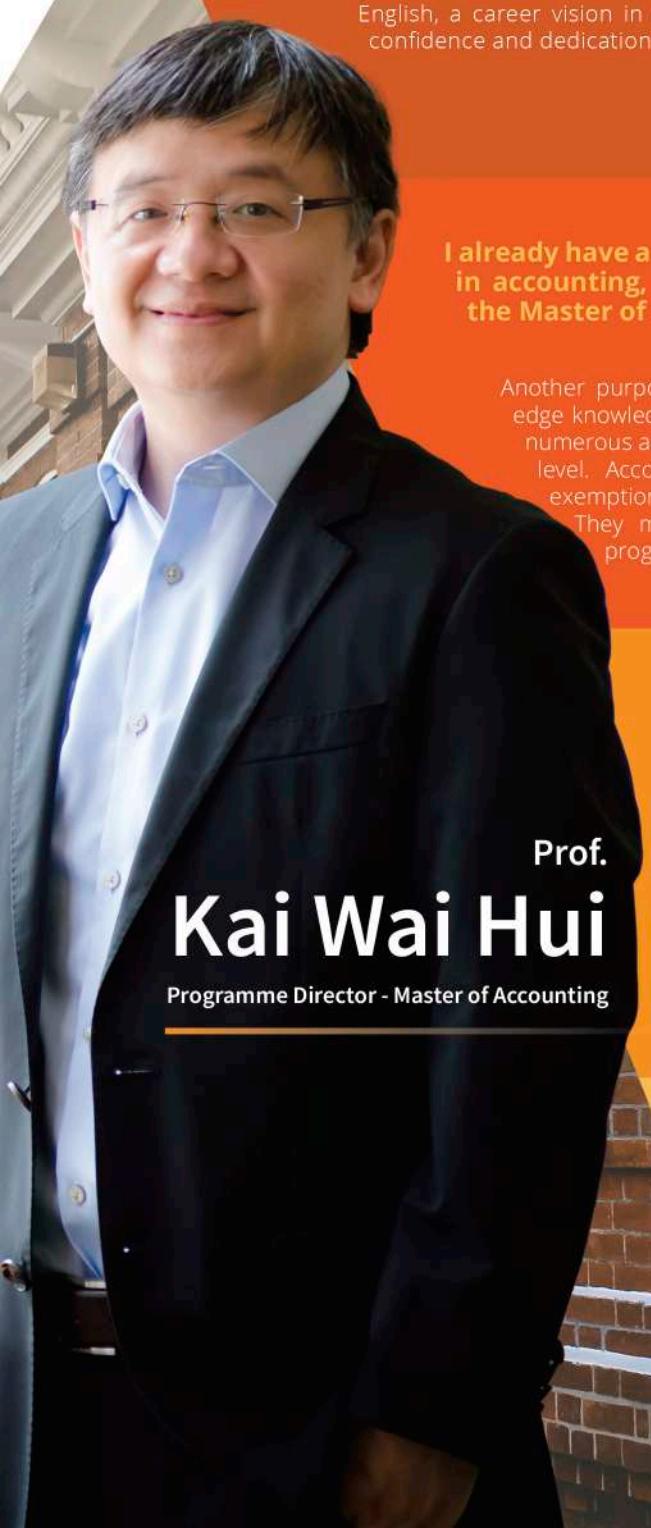
5 Does the programme allow me to get practical insights from the industry?

Our curriculum design is based on the most recent developments in the industry. There are also guest speakers and industry and career talks that bring about the latest developments. The curriculum has been updated over time to keep up with the latest global standards.

Top 5 Q&A PROGRAMME DIRECTOR

Top 5 questions about the Master of Accounting programme, answered by our Programme Director

Prof. Kai Wai Hui.



**Prof.
Kai Wai Hui**

Programme Director - Master of Accounting



Accounting Analytics and Big Data Stream

Financial Reporting and Valuation Stream

ESG and Strategic Management Stream

Pre-programme boot camp

Economics

Preparatory Course for Accounting Fundamentals

Statistical Analysis

Fundamental Core Courses (Seven Courses)

Accounting Data and Analytics

Advanced Financial Accounting

Auditing and Corporate Services

Financial Accounting Foundation

Legal and Ethical Environment of Business

Management Accounting

Taxation Framework and Planning

Stream Core Course (One Course)

Accounting for Business Valuation and Contracting*

Advanced Analytics and Big Data in Accounting*

ESG Reporting: Concepts and Practices*

Electives (Three Courses)

Master of Accounting Electives (Minimum 1)

Corporate Finance

Corporate Governance and Social Responsibility

Database Design and Management

ESG and Capital Markets

Forensic Accounting, Fraud and Corruption

Fundamentals of Banking Institutions

International Study Field Trip

Principles of Management

Social Media and Digital Marketing Analytics

Special Topics in Financial Reporting

Taxes and Business Strategy

Capstone Course (Choose One)

Accounting, FinTech and Innovation*

Valuation and Fundamental Analysis*

ESG, Risk Management and Advanced Corporate Control*

OR
Business Case Analysis Capstone

OR
Business Case Analysis Capstone

OR
Business Case Analysis Capstone

Students may choose not to concentrate in a stream provided that they complete the eight core courses (inclusive of any one of the capstone courses) and four electives.

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

* Can be taken as an elective course provided that it is not chosen as a core/capstone course.

** 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 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.

Fargo Wealth Excellence Scholarship

Up to fourteen scholarships shall be awarded each year to full-time Year One students of Master of Accounting, Master of Economics, Master of Finance, Master of Finance in Financial Technology, Master of Global Management, Master of Science in Business Analytics and Master of Science in Marketing, on the basis of academic performance in the respective programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$10,000 each.

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.

Course Exemption

Up to two required courses (except for the capstone course) may be granted subject to the approval of the Programme Director and the School, if you:

A

Can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained; or

B

Are holding relevant professional qualifications which were obtained before admission to the programme.

No credits will be given for the exempted course and you will be required to take an approved alternative elective course of the same credit value.

How does Double Concentration Work?

Students are required to complete a total of 14 courses including:
(Additional course fee from HKD30,000 to HKD35,500* required per course)



Boot Camp

Duration	Mode	Assessment
~2 weeks	Interactive lectures	Pass 2 Subjects* Economics Statistical Analysis

Purpose:

To ensure that everyone has the foundational knowledge and skills required to fulfil the requirements for professional accounting accreditations

A preparatory course on fundamental financial accounting concepts, **Preparatory Course for Accounting Fundamentals**, will also be provided to brush up students' accounting skills.

*Exam required at the end of each subject. Students are required to attend all classes, prepare and pass both boot camp subjects.

Student Experience Sharing

Alumni Yining Wang

Assistant Manager, CMB Wing Lung (Class of 2023)

Enrolling in the Master of Accounting programme was one of the best decisions I have ever made. The curriculum is well-designed to equip students with both a solid foundation and progressive knowledge in the field. As a student with an accounting background, I was very pleased with the programme's flexibility, which allowed me to pursue my academic interests by selecting two concentration streams and even courses from other HKU Business School programmes.

More importantly, the professors are highly qualified and dedicated during classes and office hours. I really appreciated their efforts to make the classes interactive, engaging, and easy to understand. One of my favorite courses was "Forensic Accounting and Earnings Management", taught by Professor Olivia Leung. It was fascinating to study a niche yet intriguing area, gain hands-on experience investigating fraud cases, and communicate face-to-face with professionals from the ICAC Operation Department.

It is still hard to believe that I could experience and accomplish so much in one year! If you get the chance to pursue your degree here, I strongly encourage you to do so.



Alumni Chloe Li

Master of Accounting (Class of 2023)

I really appreciate all of the professors in the programme. They are the experts in both academic and industrial areas. No matter what type of questions you have, like how to choose your future career path, or how can you apply certain academic theories in reality, they are always willing and being patient to provide you with some professional insights.

Besides, I also want to mention that HKU is a very excellent platform for studying. It provides many opportunities to learn more knowledge and practical skills, which are not only limited to the field of accounting. It hammers at helping students to discover more future potential.



Prof. Winnie S.C. Leung

Financial Accounting Foundation

Effective communication of relevant financial information to important stakeholders such as investors and creditors is a key driver for corporate success.

We will develop students with such crucial ability and prepare them to play a strategic role in organisations with their knowledge in financial reporting.



Accreditation

ACCA



The Association of Chartered Certified Accountants

The MACct programme has been accredited by the Association of Chartered Certified Accountants (ACCA) and with the completion of the required subjects (including elective course: MACC7016 Corporate Finance) exemptions will be granted to MACct graduates for the following papers:

For further details, please visit ACCA's website at <http://www.accaglobal.com>

Business and Technology	Audit and Assurance
Corporate and Business Law	Financial Accounting
Financial Reporting	Taxation
Management Accounting	Financial Management
Performance Management	

CIMA



The Chartered Institute of Management Accountants

The MACct programme is accredited by CIMA. Upon successful completion of all the required courses, you will be granted 11 exemptions.

For more details, please visit CIMA's website at <https://www.cimaglobal.com>

BA1 Fundamentals of Business Economics	E1 Managing Finance in a Digital World
BA2 Fundamentals of Management Accounting	F1 Financial Reporting Operational Case Study Exam
BA3 Fundamentals of Financial Accounting	E2 Manging Performance P2 Advanced Management Accounting
BA4 Fundamentals of Ethics, Corporate Governance and Business Law	F2 Advanced Financial Reporting P1 Management Accounting

CPA



CPA Australia

Our Master of Accounting programme is accredited by CPA Australia. Upon successful completion of the required courses (including elective course: MACC7016 Corporate Finance), you will be granted exemptions from all the following 6 courses at the foundation level and gain direct entry to the CPA Program (Professional Exams) as an CPA Australia Associate Member:

For further details, please visit CPA Australia's website at <https://www.cpaustralia.com.au/>

Economics and Markets	Business Finance
Foundations of Accounting	Financial Accounting and Reporting
Fundamentals of Business Law	Management Accounting

HKICPA



The Hong Kong Institute of Certified Public Accountants

The MACct programme is an accredited programme of the HKICPA's Qualification Programme (QP). Graduates of the Programme who passed certain courses (including elective courses: MACC7015 Principles of Management and MACC7016 Corporate Finance) will qualify for student registration and enrolment in the four core modules (current QP) OR exemption of the 10 Associate Level Modules (new QP) of the Institute's Qualification Programme.

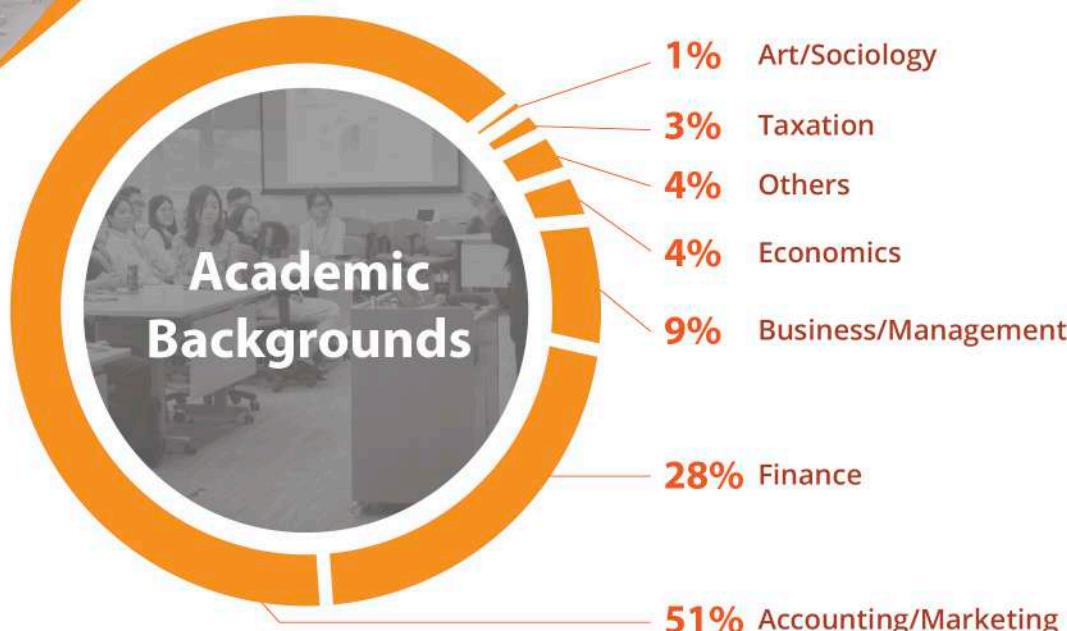
For more details, please visit HKICPA's website at <https://www.hkicpa.org.hk>

M1 Accounting	M6 Financial Accounting
M2 Management Accounting	M7 Financial Management
M3 Business Economics	M8 Principles of Auditing
M4 Business Management	M9 Principles of Taxation
M5 Information Management	M10 Business & Company Law

As the exemption list is subject to periodic review, the above information is for reference only and may change without prior notice.

Class Profile

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



Previous Employers (Internship)

- Accenture
- Baker Tilly China Certified Public Accountants
- Bank of China
- Bank of Montreal
- ByteDance
- China Construction Bank
- China Galaxy Securities
- China Post
- CITIC Bank
- Deloitte
- EY
- Guotai Junan Securities
- Haitong Securities
- Industrial and Commercial Bank of China
- KPMG
- PwC
- Tencent
- Xiaomi

Gender + Age

75%
Female

25%
Male

20 22 Avg Age 34
Age

Internship Experience

99%
With Prior Internship Experience

3 months
Avg Internship Duration

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

03

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

05

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

02

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

04

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

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

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

Top 4 Q&A

PROGRAMME DIRECTOR

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

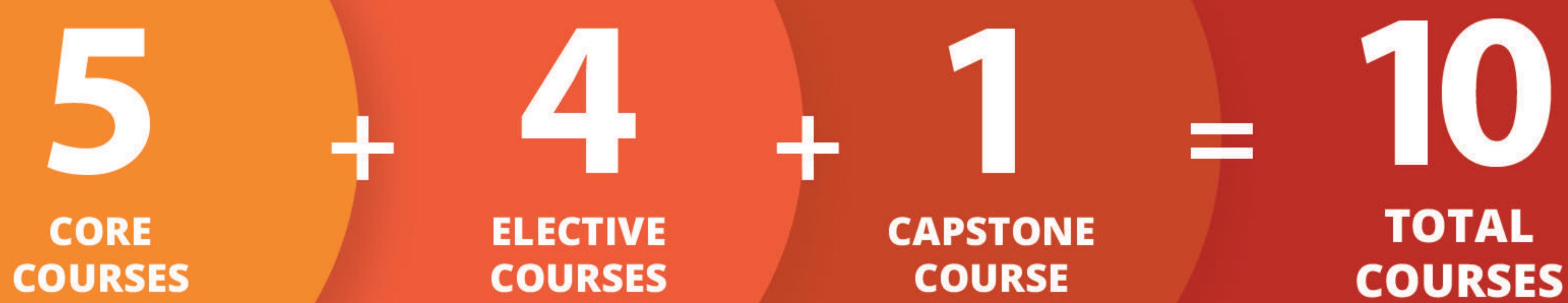
Prof. Kai Wai Hui.

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.



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

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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.

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Generous Scholarship

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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



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

Class Profile

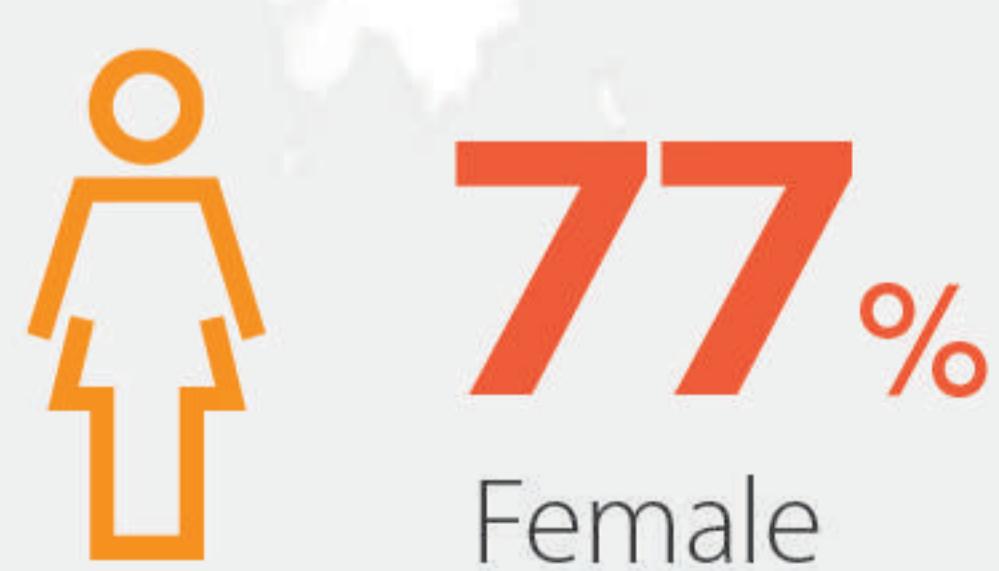
We recruit students from diverse backgrounds each year to enrich students' learning experience



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
- Smoorettech
- Tencent

Gender + Age



Age

34

Internship Experience



With Prior Internship Experience

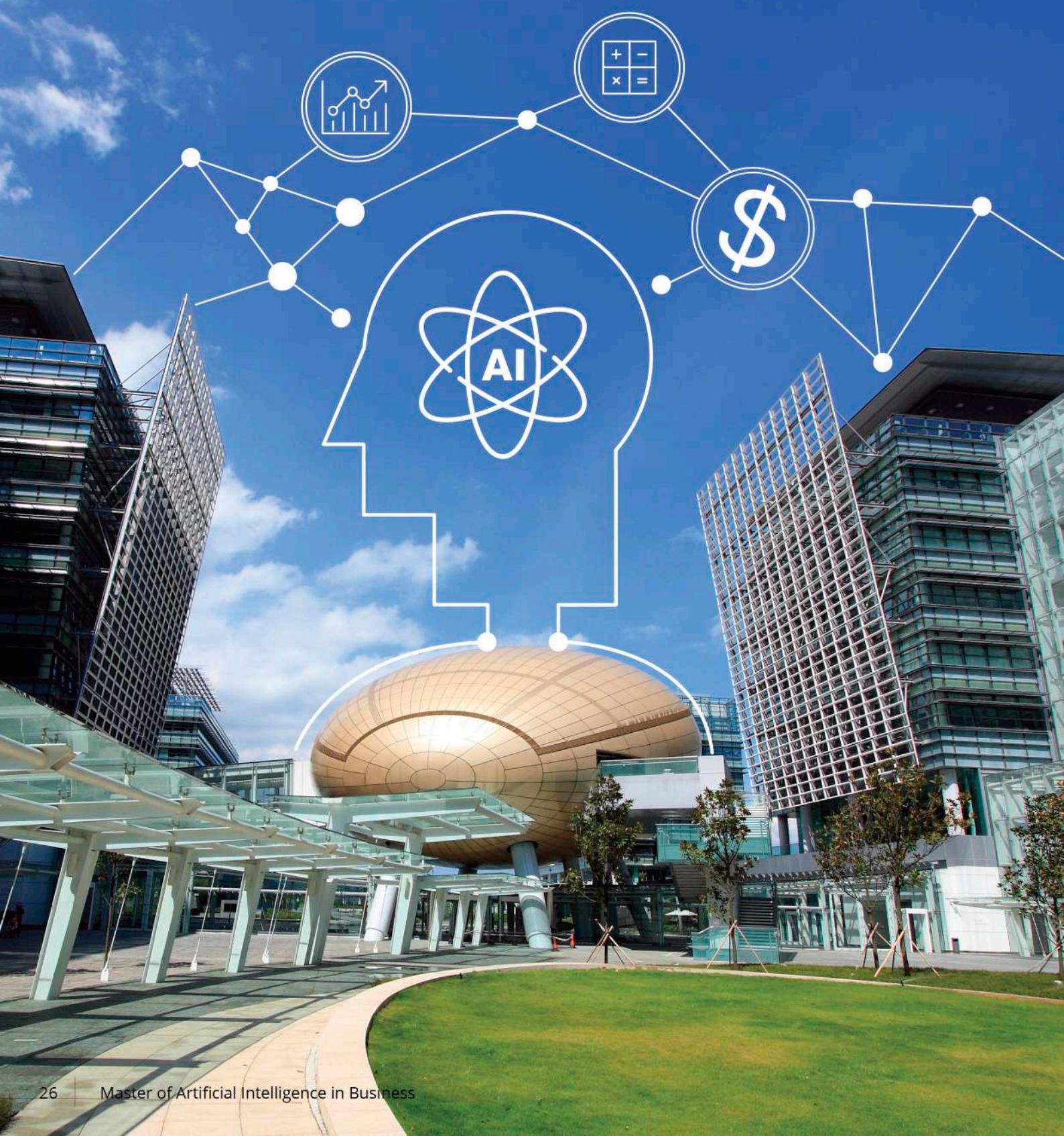
98%



Avg Internship Duration

2 months

Master of Artificial Intelligence in Business



Master of Artificial Intelligence in Business Overview

Strategise, Innovate and Lead in the Age of AI

The Master of Artificial Intelligence in Business Programme is designed to equip students with specialised knowledge and skills to develop strategies and manage the planning, design, and implementation of artificial intelligence in organisations. The programme explores the opportunities and challenges AI brings to businesses and the responsible management of AI in a corporate setting.

Interdisciplinary Programme

01 HKU Business School

02 School of Computing and Data Science

03 Faculty of Law

Career Prospects of Graduates

Opportunities for graduates include positions in marketing agencies, retailers, financial institutions, IT and AI companies, with roles such as:

- + AI managers
- + Project managers
- + Management consultants
- + AI consultants
- + Product specialists
- + Compliance specialists

Prof.

**Michael
Chau**

Programme Director -
Master of Artificial Intelligence in Business (MAIB)

1

Why should I choose Artificial Intelligence in Business as a master's degree?

Artificial intelligence (AI) has advanced substantially in recent years, with an ever-growing number of techniques and models offering immense potential for real-world business applications. However, organisations often struggle to fully harness these opportunities and manage them effectively. While many programmes focus on core AI technologies and models, few address the business and management challenges related to this rapidly evolving field. The Master of Artificial Intelligence in Business Programme provides students with cutting-edge knowledge through lectures, case studies and projects. Students will have the opportunity to engage with industry professionals, gain insights into new developments, and build the expertise needed to drive innovation and manage its impact effectively.

Top 4 Q&A

PROGRAMME DIRECTOR

Four frequently asked questions about the Master of Artificial Intelligence in Business Programme, answered by our Programme Director

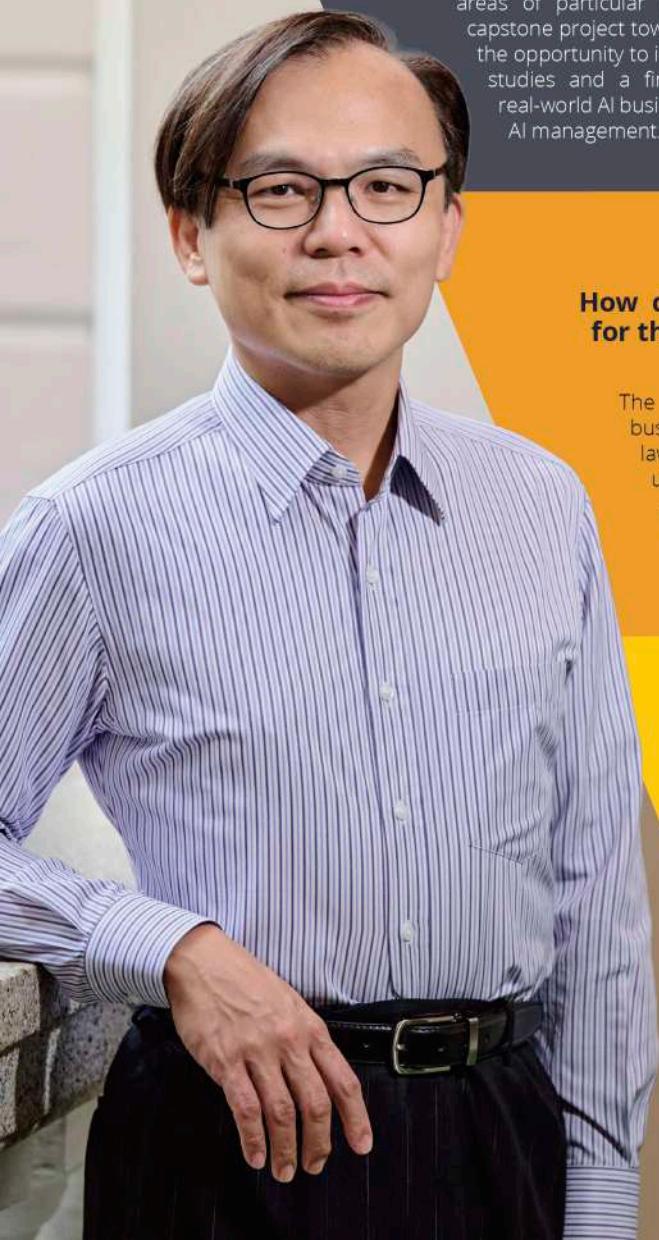
Prof. Michael Chau

2

What is the academic focus of this programme?

The Master of Artificial Intelligence in Business Programme aims to offer a comprehensive curriculum that equips students with the essential knowledge, practical skills and industry-specific expertise required for a successful career in artificial intelligence (AI) management.

The curriculum focuses on cutting-edge research and practices in AI management. The core courses provide students with the foundation required for managing AI effectively. Meanwhile, the elective courses offer students the opportunity to specialise in areas of particular interest. The curriculum also includes a capstone project towards the end of the study. Students will have the opportunity to integrate and apply their learning through case studies and a final project. This trains students to address real-world AI business challenges and prepares them for careers in AI management.



3

How does the programme prepare students for the complexities of AI management?

The programme combines multiple disciplines, including business, finance, information systems, management, strategy, law and ethics, to equip students with a well-rounded understanding of AI management. This interdisciplinary approach enables students to devise innovative AI management solutions and strategies while incorporating diverse perspectives and expertise.

4

What is the professional development from this programme?

Graduates of the Master of Artificial Intelligence in Business programme can anticipate promising career prospects in various business and management positions. These opportunities include managing and overseeing AI projects in local and multinational organisations, such as marketing agencies, retailers, financial institutions, IT and AI companies, and accounting firms. Roles include AI managers, project managers, management consultants, AI consultants, product specialists and compliance specialists.

Graduates may also pursue opportunities in related fields such as healthcare, legal services, insurance, consulting services, business analytics, accounting services and financial technology. Their specialised knowledge enables them to smoothly transition between subsectors, fostering growth and success in their careers.



Fundamental Core Courses (Five Courses)

Advanced Machine Learning and Deep Learning	AI Transformation and Organizational Change	Artificial Intelligence in Business
Fundamentals of AI Models and Technologies	Responsible AI: Regulations, Safety, and Ethics	

Elective Courses** (Five Courses)

Accounting and Audit Automation	Advanced Python Programming for AI	AI Marketing Strategy
Algorithmic Trading, Blockchains, and Cryptocurrencies	Economic Forecasting with Machine Learning	Generative Artificial Intelligence and Prompt Engineering
Human-AI Interaction and Collaboration	International Study Field Trip	Management Consulting
Managing AI Projects and Products	Smart Manufacturing and Operations Management	Strategic Management and Leadership in the AI Era

Capstone Course (One Course)

AI Entrepreneurship

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 Artificial Intelligence in Business 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
\$462,000***

A deposit of HK\$154,000* is required to confirm the admission offer. The balance shall be payable in two equal 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.

Course Exemption

Up to two required courses, except the capstone course, may be granted (normally by examination) if candidates:

A

can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere in which a satisfactory grade has been obtained; or

B

are holding relevant professional qualifications which were obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

Master of Economics



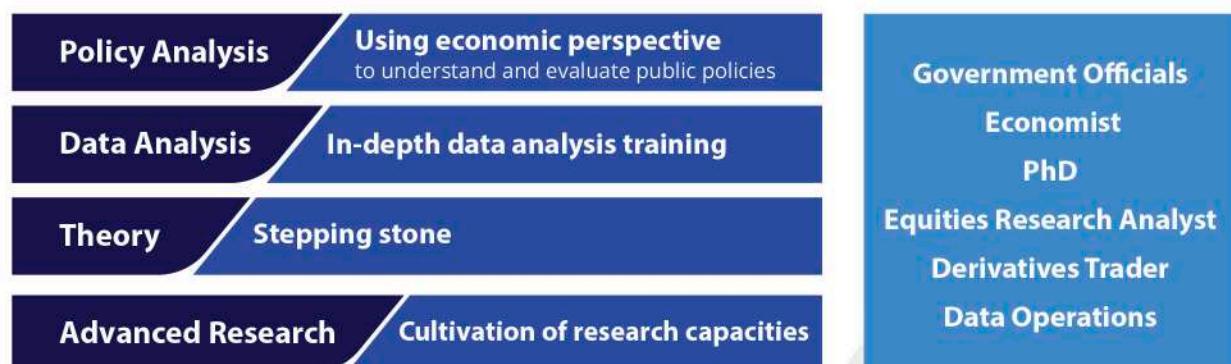
Master of Economics Overview

Bridging the gap between technicality and applicability

The Master of Economics programme at the HKU Business School aims to introduce students to frontier developments in economics and to equip them with state-of-the-art analytical tools. Our comprehensive curriculum has multiple learning streams and helps students connect economic theory with real world business. The School boasts a top-class teaching faculty

with strong economists, outstanding alumni and mentors, and an active research environment, with long-term collaborative research opportunities available both within and outside the School. The advanced research and theory stream provide a strong foundation for PhD study, should students choose to continue their studies in academic research.

Multiple Streams for different interests to help achieve career aspirations



Non-Econ Track Boot Camp

Candidates who are required to complete a boot camp would be identified when reviewers make the admission decision and notified in the offer letter as part of the conditions.

Purpose: To ensure that students with non-economics background has the foundational knowledge and skills required to succeed in the Master of Economics programme.

Time	3 Preparatory Courses	Assessment
Summer	<ul style="list-style-type: none">• Microeconomics (Online)• Macroeconomics (Online)• Computation and Analysis of Economic Data*	Students are required to pass all the tests at the end of each subject

*Only contains first half of the course (ECON6067 Computation and Analysis of Economic Data), students can take the course for 6 credits if they also complete the second half of the course

5 Top Q&A PROGRAMME DIRECTOR

Top 5 questions about the
Master of Economics
programme, answered by our
Programme Director

Prof. Heng Chen.

1 What are the differences between the 3 streams: Data Analysis, policy Analysis and Theory?

The Theory stream provide a stepping stone for doctoral studies in economics, whilst Data Analysis offers rigorous training of data analysis for our students. The Policy Analysis stream is an ideal curriculum for understanding the making of economic policies, with a special emphasis on Mainland China.

2 Why is an understanding of Economics important in today's complex economy?

Economics studies the workings of our economy, interactions of individuals and the impacts of institutions, which lays the foundation for understanding the fast-changing business environment. It provides us with a rigorous and coherent framework to understand human behaviour at the individual and aggregate levels.

3 For PhD studies, can I proceed in other institutes as well?

Yes, it is totally possible. Students who choose further academic pursuit will find themselves well-prepared for PhD study at the institute of their choice afterwards.

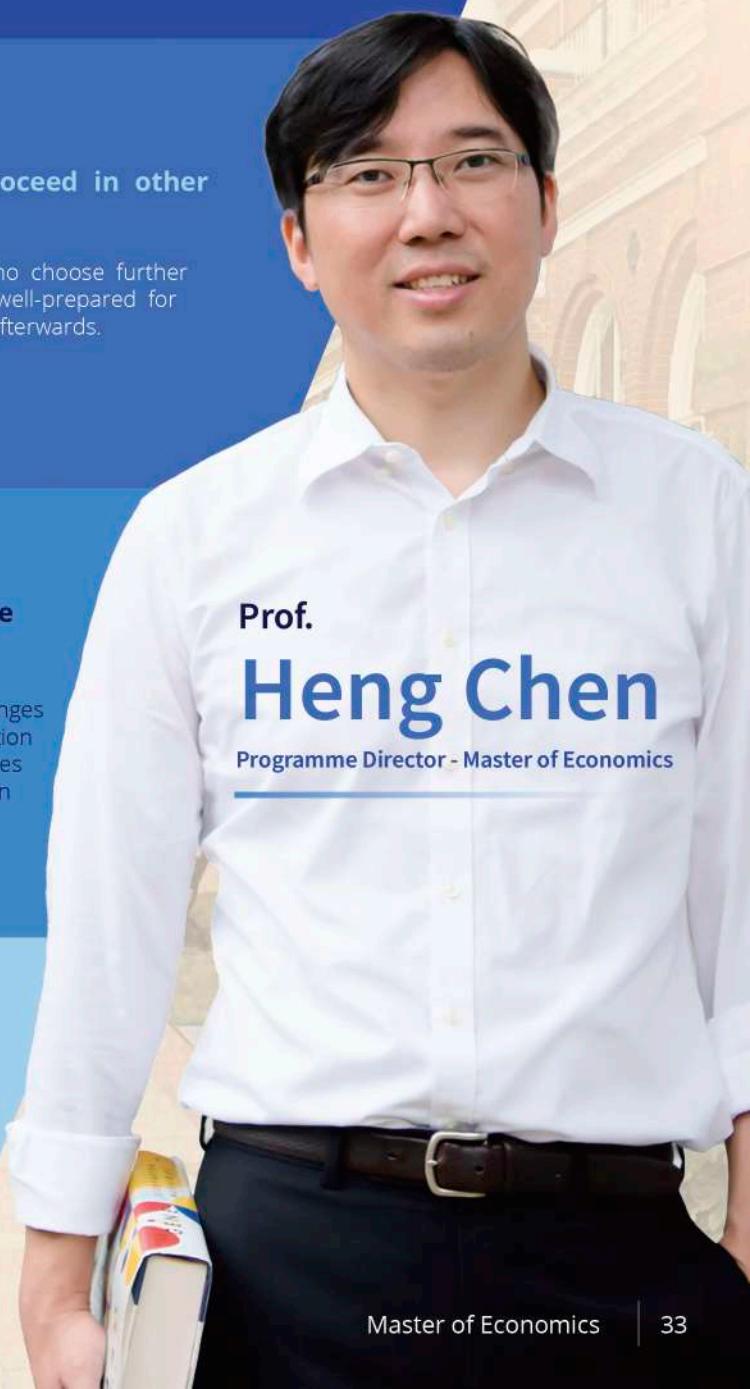
4 Are the courses focused in evaluating the economy in Hong Kong only?

Whilst our graduates are well-trained to meet the challenges of the emergence of Greater China and the ongoing evolution of Hong Kong as an international finance centre, our courses also blend theory with empirical learning and case studies in the context of the U.S. and European economies.

5 What research opportunities are there for graduate students?

Our economists conduct both basic and applied research and publish regularly in leading academics journals. There are many opportunities to get involved in our faculty members' research agendas and get real research exposure.

**Prof.
Heng Chen**
Programme Director - Master of Economics





Data Analysis Stream

Policy Analysis Stream

Advanced Research Stream

Theory Stream

Core Courses (Three Courses)

Microeconomic Analysis

Advanced Microeconomics

Macroeconomic Analysis

Advanced Macroeconomics

Applied Econometrics

Advanced Econometrics

Stream Core Courses (Three Courses)

Data Analysis Stream (Choose Three)

Applied Machine Learning

Causal Inference

Computation and Analysis of Economic Data

Data-driven Decision Making in Business

Digital Economy and Big Data Analysis

Textual Analysis for Economists

Policy Analysis Stream (Choose Three)

Economic Growth and Development

Economic Policy I

Economic Policy II

International Macroeconomics and Finance

Introduction to Housing Markets

Programme Evaluation for Policy Makers

Advanced Research Stream | Theory Stream (Choose Three)

Advanced Topics in Labor Economics

Game Theory and Applications

Quantitative Macroeconomics: Data, Model and Policy

Selected Topics in Macroeconomics I

Selected Topics in Macroeconomics II

Selected Topics in Microeconomics I

Topics in Economic Research II#

Elective Courses ** (Three Courses)

Candidates can choose electives from a list of courses from Master of Economics and other HKU Business School Masters Programmes

Capstone Course (Choose One)

Data Analysis Stream

Policy Analysis Stream

Theory Stream

Advanced Research Stream

Advanced Topics in Applied Econometrics
OR
Business Case Analysis Capstone

Advanced Topics in Economic Policy
OR
Business Case Analysis Capstone

Topics in Economic Research II#
OR
Business Case Analysis Capstone

Research Thesis

Remarks: Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustment.
^ For candidates with strong undergraduate training in economics and mathematics.

This course can be used to satisfy the Stream Core requirement and Capstone requirement for candidates in the Theory Stream.

** 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 Economics 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.

Fargo Wealth Excellence Scholarship

Up to fourteen scholarships shall be awarded each year to full-time Year One students of Master of Accounting, Master of Economics, Master of Finance, Master of Finance in Financial Technology, Master of Global Management, Master of Science in Business Analytics and Master of Science in Marketing, on the basis of academic performance in the respective programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$10,000 each.

Tuition Fee \$398,000*

A deposit of HK\$133,000* 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.



Prof. Yanhui Wu

Economics of Organization and Strategy

What is the nature of the firm as opposed to the market? Why do some firms delegate power while others keep power at the top of the hierarchy? How to design incentive structures to motivate and coordinate workers? Where does innovation come from? In Economics of Organization and Strategy, we employ rigorous economics methodology to answer these fundamental business questions. Based on our answers, we draw far-reaching business implications with particular attention to knowledge-intensive production and the digital economy.

Master of Economics Electives

Around
20
Electives

The Master of Economics programme has a wide range of electives available to allow students to seek interest in various fields.

- Behavioral Economics
- China in Global Economy
- Corporate Finance
- Development Economics
- Financial Economics and Investment
- Environmental Economics
- Introduction to Nudging and A/B Testing
- Money and Banking
- The Economics of Law
- Modern Econometrics for Business Strategy
- Artificial Intelligence in Financial Economics
- Transnational and Shared History of China and World

Advanced Research Stream

The Advanced Research Stream, is research focused and students are expected to produce one research paper of reasonable quality which can further be developed into one of their PhD thesis chapters. Students will take courses with PhD students and can work on their thesis under the supervision of faculty members in the economics area. They will also provide research assistance to their supervisors and other members of this area. Students would also be matched with faculty members on supervision as well as research assistantship.

Scholarship / Financial Aid *

1

Scholarship:

50%-100%

will be awarded to truly outstanding candidates admitted to the Advanced Research Stream.

2

Scholarship of

HK\$ 60,000

will be awarded in the second year.

3

Potential paid research assistantship in the second year.

* Subject to the final approval of the University

Recommended Duration

1st
Year

Research paper and elective courses

2nd
Year

Core courses and stream core courses

Admission Requirements

- 1 Hold a recognised Bachelor's degree or equivalent, with strong academic background
- 2 Two referees' statements regarding the suitability for the programme from academic professors
- 3 2-page research statement, expressing your field of interest and skill

- 4 Previous research work
- 5 Obtain an English test score if you are not from an English-medium university, minimum score requirement: TOEFL (internet-based 80; paper-based 550) or IELTS (6)

Active Research Environment

HKU Business School maintains an active research environment. Its economists conduct both basic and applied research and publish regularly in leading academic journals. In addition, research institutes and centres have been established to foster scale and long-term collaborative research within and outside the Faculty. These include:

“Heidi Fung

*Consultant for Greater China, Odgers Berndtson
(Class of 2009)*

HKU Business School is a world-class and prestigious academic institution with excellent professors and great campuses. The programme prepared me to develop critical and strategic thinking by looking at business from a different perspective, not only focusing on individuals or firms, but also on the entire economy. I gained an understanding of how the economic cycle, along with fiscal and monetary policy implementation, affects both the country and businesses. Through the development of skills in analysis, writing, and problem-solving, I am able to identify emerging industries where I can develop the most valuable businesses in the market. Choosing HKU Business School is definitely the key to success!



“Leon Gronbach

*Consultant, SMP Strategy Consulting (Düsseldorf, Germany)
(Class of 2023)*

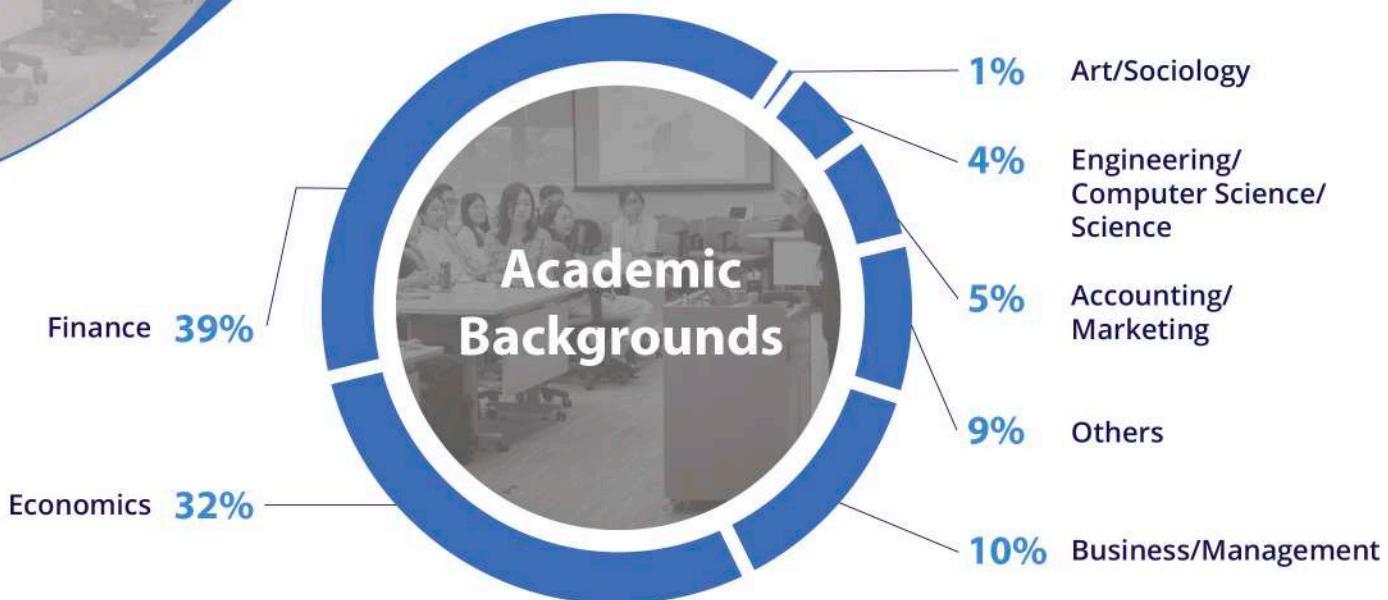
Doing the MEcon programme at HKU Business School was not just about academics, but also about discovering what I want to do after my studies and being exposed to ambitious and intelligent people. I found it all here - exciting new knowledge, valuable career guidance, and highly motivated classmates! Studying Economics at HKU Business School is also a perfect way to enhance your understanding of markets and economic interactions between people, while at the same time preparing you for a job as a full-scale participant in the economy, rather than just an observer.

8 research institutes and centres

- 1 Asia Case Research Centre
- 2 Centre for Financial Innovation and Development
- 3 Centre for Innovation and Entrepreneurship
- 4 Centre for Quantitative History
- 5 Hong Kong Institute of Economics and Business Strategy
- 6 Institute of Behavioural and Decision Science
- 7 Institute of China Economy
- 8 Institute of Digital Economy and Innovation

Class Profile

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



Previous Employers (Internship)

- Agricultural Bank of China
- Baidu
- ByteDance
- China Galaxy Securities
- China International Capital Corporation Limited
- China Mobile
- China Securities
- CPP Investments
- Deloitte
- EY
- Frost & Sullivan
- Gree Electric Appliances
- Guotai Junan Securities
- HSBC
- Huatai United Securities
- Huawei
- Industrial and Commercial Bank of China
- KPMG
- PwC
- Siemens
- Xiaohongshu

Gender + Age

 **64%**
Female

 **36%**
Male

19 22.5 Avg Age 35
Age

Internship Experience

 **94%**
With Prior Internship Experience

 **3** months
Avg Internship Duration

Master of Family Wealth Management



Master of Family Wealth Management Overview

Cultivating Experts in the Dynamic World of Family Wealth

Led by an outstanding team of visionaries and experts, the Master of Family Wealth Management programme offered by HKU Business School and the Hong Kong Institute for the Humanities and Social Sciences (IHSS) dives deep into the historical roots, cultural dimensions, and cutting-edge strategies of family wealth.

As the first of its kind in Hong Kong, this degree is your gateway to a thriving career in the dynamic world of family wealth management. The programme offers an interdisciplinary mix of skills and knowledge which will help students develop the soft and hard competencies required for a successful career in this rising industry. Graduates will be well-equipped to embark on a successful career as family wealth managers, whether as professionals in the field or as integral members of their own family legacy.

Interdisciplinary Academic Focus

HKU Business School

Hong Kong Institute for the Humanities and Social Sciences (IHSS)

The interdisciplinary approach of the programme helps students understand the multifaceted nature of the family office and wealth management landscape. Key topics include:

- **Asset allocation**
- **Family office management**
- **History of wealth and financial markets**
- **Estate planning**
- **History of family and family business**
- **Psychology and inter-generational dynamics**

1 Why does history matter in family wealth management?

Family wealth management is a multifaceted endeavor that extends beyond financial transactions and balance sheets. It involves a comprehensive understanding of familial dynamics, values, and the intricate tapestry of history woven through generations. History plays a pivotal role in shaping the approach to wealth management within families, influencing decision-making processes, values transmission, and the preservation of legacy. Therefore, historical lessons enable family managers today to understand the present and plan for the future.

2 Why a taught master's programme dedicated to family wealth management?

The wealth management industry saw strong growth in recent decades, and despite greater market uncertainty in the last few years, demand for professionals to manage wealth continues to grow. In particular, families are increasingly seeking advice on how to holistically manage their wealth, business and legacy. While there are many finance and accounting postgraduate programmes in Hong Kong and the region, the Master of Family Wealth Management degree at HKU fills a gap in specialized knowledge that caters to the unique needs of family offices, high-net-worth families and private wealth management.

3 Who should apply Master of Family Wealth Management?

The Master of FWM programme is suitable for a wide range of prospective students. Potential student profiles may include, but not limited to recent university graduates looking to complement their undergraduate majors with more well-rounded post-graduate studies; early career professionals looking to expand horizons or upgrade skills; and younger members of families seeking insights on family wealth management, succession planning, family business development, and governance. At the heart, the programme caters to those who are passionate about managing family wealth and family office, regardless of their prior education and work.

Ms. Bonnie Leung

Programme Director -
Master of Family Wealth Management

4 What is the intake size for the programme and how does it benefit the students' learning experience and professional network development?

Annual intake for the Master of Family Wealth Management programme is limited, and further organised into smaller pods for class discussions and collaboration. This will enable the class to foster a strong sense of fellowship, enriching the graduates' life-long experience and enhancing their future professional network. The curriculum prioritises teamwork through a compulsory retreat at the start of the programme and coursework throughout the year, building a strong bond amongst students. Students will also be encouraged to self-organise other extracurricular activities to further class camaraderie.



Core Courses (Six Courses)

Asset Allocation and Investment Management	Corporate Finance and Business Models	Current Issues in Family Office Management
Estate Planning and Legal Issues	History of the Family and Family Business Dynasties	History of Wealth and Financial Markets

Elective Courses** (Four Courses^)

Business History and Best Practices	Cross-cultural Communication and Management	Economic and Quantitative History
Emerging Markets and Global Investment Opportunities	Hedge Funds and Private Market Investments	Introduction to Accounting, Economics and Finance
Psychology, Group Dynamics and Management	Religion and Wealth	Sustainable Investing, Impact, and Philanthropy

Capstone Course (One Course)

Family Wealth Management Capstone Project

*The curriculum structure is subject to review and adjustments by the University.

**Not all of the elective courses listed above will necessarily be offered each year, and the above list is subject to further adjustments.

[^]MFWM students may take up to two elective courses outside the MFWM programme, subject to university approval:

- A maximum of two 6-credit electives from the taught postgraduate curricula offered by the Faculty of Business and Economics may be allowed under the advice and approval of the Programme Directors concerned.
- Alternatively, MFWM students may take one of the two outside electives from the Master of Social Sciences in the field of Nonprofit Management. The selection of cross-listed courses shall be subject to the approval of the Programme Director/Chair of the two respective programmes.

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. Candidates who would like to be considered for a scholarship shall submit an additional statement in the admissions portal.

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
\$462,000***

A deposit of HK\$154,000* 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

Candidates*** applying to the MFWM programme who wish to be considered for a scholarship should submit a statement outlining the rationale on why he/she is most qualified for the scholarship.

***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.

Course Exemption

Courses exemption for MFWM7003 and MFWM7004, may be granted (normally - by examination) if candidates:

A

can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained; or

B

are holding relevant professional qualifications which were obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

Who should choose Master of Family Wealth Management programme?

The programme welcomes committed individuals who exhibit a propensity to become well-rounded family wealth managers.

- + Demonstrate ability to succeed academically
- + Are intellectually curious across a wide range of topics
- + Have a passion for family wealth management
- + Have potential to make an impact in his or her future work

Student Experience Sharing



Hairou Li

Master of Family Wealth Management
(Class of 2025)

Coming from a non-finance background, I was initially quite nervous about joining the Master of Family Wealth Management Programme. Some of the concepts were unfamiliar at first, and there were moments when I had to work extra hard to keep up. However, it always felt like I was just one small step away from understanding. With the steadfast support of my professors and classmates, I was able to 'stand on my tiptoes' and reach further than I thought I could!

What surprised me most was how welcoming and helpful everyone was. The professors were approachable, patient, and truly invested in our growth. I also made some genuine friendships with people I can rely on, as well as learn and laugh with. Last but not least, I was given the chance to explore internships in the finance industry, which gave me a completely new perspective on the business world. Ultimately, this programme has been an eye-opening experience I'll carry with me for life - both personally and professionally.



Hanry Ng

Master of Family Wealth Management (Class of 2025)

The Master of Family Wealth Management Programme equips students with the specialised knowledge and skills required to excel as family office practitioners. The curriculum is designed to address the unique needs of ultra-high-net-worth families, focusing on advanced financial strategies and products tailored for complex portfolios. Industry experts guide us through financial modeling, ensuring we are prepared to serve 'super-family' investors with precision and expertise.

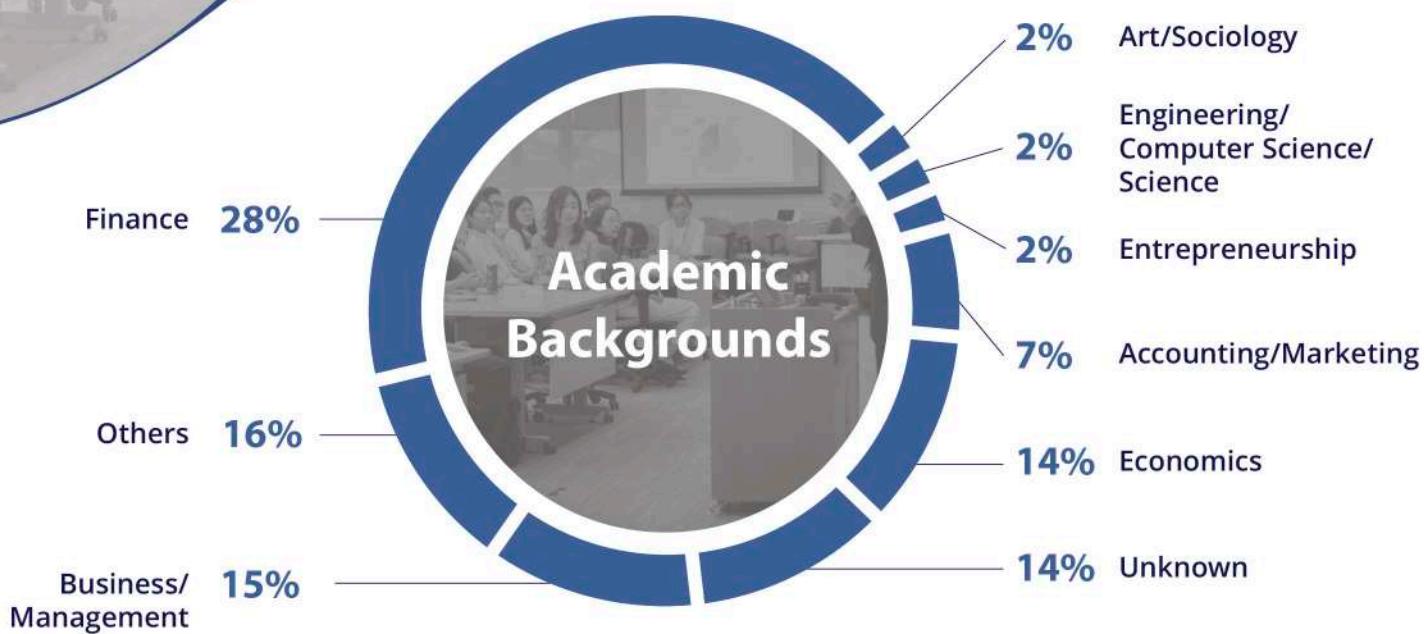
One highlight is the opportunity to collaborate closely with next-generation entrepreneurs and peers who are future stewards of family wealth. Through these interactions, we build meaningful connections and discover valuable insights. Additionally, the programme provides support for families in establishing governance frameworks, such as family charters, and developing initiatives that align with their values and legacy goals.

The learning experience is further enriched by guest speakers from top firms like Ares Management, BlackRock, Citi, and Nomura, who share firsthand industry practices. Whether mastering financial strategies, navigating governance challenges, or building strategic networks, this programme is a vital stepping stone toward becoming a competent family office practitioner.



Class Profile

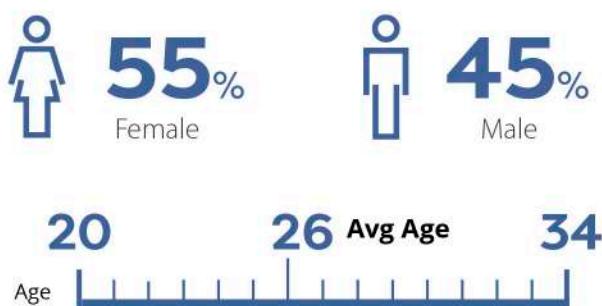
We admit students from diverse backgrounds each year to enrich students' learning experience



Previous Employers (Internship)

- Agricultural Bank of China
- Ansteel Group
- Bank of China
- ByteDance
- EY
- Fosun Wealth
- Frost & Sullivan
- Greentown China
- Guotai Junan Securities
- Haitong Securities
- HSBC
- Huatai Securities
- KDB Bank
- McKinsey & Company
- PwC
- Shenwan Hongyuan Securities
- Tencent
- Tesla

Gender + Age



Internship Experience



Master of Finance



Master of Finance

Overview

A springboard for career ambitions in a centre of world finance.

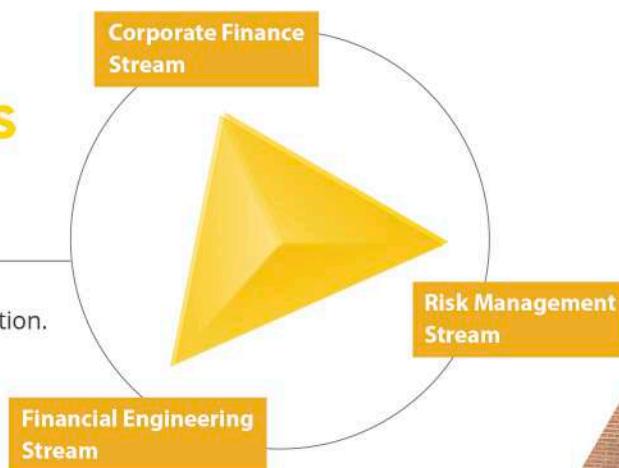
The HKU Business School Master of Finance programme is a one year full-time interdisciplinary programme. Our comprehensive and quantitative curriculum offers students multiple learning streams, as well as the option of double concentration, which they can select according to their interests and career aspirations. Students will be equipped with competitive and diverse financial knowledge

and skill sets to succeed in the financial domain. They will have access to a first-class teaching faculty, outstanding alumni and mentors, and will also benefit from our professional partnerships with the CFA Institute - widely considered the investment profession's most rigorous credentialing programme - and GARP.

Multiple Streams

for different interest to help achieve career aspirations

We also offer the opportunity to broaden students' expertise by taking double concentration.



Preparing for your CFA

The Fundamental Core Courses are designed to allow students to gain a solid knowledge base to prepare for all levels of the CFA Examination on:

Quantitative Analysis

Financial Statement Analysis

Economics and Fundamentals of Asset Valuation

Academic Partnerships

University Affiliation Program  CFA Institute®

 GARP

1. The programme offers three streams. What are they and how can I choose them?

The HKU Master of Finance (MFin) programme offers three streams: corporate finance, financial engineering and risk management. Students can choose to concentrate in one of the streams or take double concentration, according to their interests and career aspirations.

2. What are the benefits of choosing double concentration?

The main benefit of choosing double concentration is that it enriches student learning and training experiences by allowing them to focus on two areas of expertise and hence a wider choice in their career.

3. Would there be any practical skills linking back to the industry?

MFin programme is an interdisciplinary programme aiming to provide motivated individuals with not only cutting-edge training in financial theory, but also the necessary STEM+ training, allowing them to apply the knowledge in a multitude of financial disciplines: asset and wealth management, corporate finance, financial engineering, and risk management. Students apply the techniques and knowledge to analyse business cases and conduct group projects. The cutting-edge curriculum balances quantitative skills and visionary thinking, and is further enriched by alumni and student activities, mentorship programmes, student clubs and professional seminars.

4. How close is the course to the current financial world, in terms of the curriculum and training?

Our curriculum is closely tied to professional practices and adapts to the changes of the global financial markets. We are a University Affiliation Program of CFA Institute and have been added to the GARP Partnership for Risk Education. Guest lectures and professional seminars from practitioners have brought up-to-date market information to the curriculum. Training workshops on Bloomberg, WIND and Python programming are also available, to well equip students with the skill sets necessary to thrive in the workplace.

5. What will my future career path look like in the financial domain?

Our graduates will enjoy a competitive advantage in a wide range of career opportunities across commercial and investment banks, brokerage and investment firms, private equity and venture capital firms, insurance companies, treasury departments of non-financial corporations, regulatory agencies, and also consulting and accounting firms.

**Prof.
Rujing Meng**

Programme Director - Master of Finance

$$4 + 4 + 1 + 2 + 1 = 12$$

FUNDAMENTAL
CORE COURSES

ADVANCED
CORE COURSES

STREAM
CORE
COURSE

ELECTIVE
COURSES

CAPSTONE
COURSE

TOTAL
COURSES

Corporate Finance
Stream

Financial Engineering
Stream

Risk Management
Stream

Fundamental Core Courses (Four Courses)

Corporate Finance and Asset
Valuation

Economics for Financial Analysis

Financial Statement Analysis and
Business Ethical Standards

Investment Analysis and Portfolio
Management

Advanced Core Courses (Four Courses)

Derivative Securities

Fixed Income Securities and Interest
Rate Modelling

Mathematical Techniques in Finance

Spreadsheet Modelling in Finance

Stream Core Course (One Course)

Advanced Option Pricing Models*

Credit Risk*

Mergers, Acquisitions and Corporate
Restructuring*

Elective Courses** (Two Courses)

Candidates can choose electives from a list of courses from Master of Finance
and other HKU Business School Masters Programmes

Capstone Course (Choose One)

Advanced Corporate Finance*
OR
Business Case Analysis Capstone

Financial Engineering*
OR
Business Case Analysis Capstone

Risk Management*
OR
Business Case Analysis Capstone

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

* Can be taken as an elective course provided that it is not chosen as a core course.

** 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 Finance 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.

Fargo Wealth Excellence Scholarship

Up to fourteen scholarships shall be awarded each year to full-time Year One students of Master of Accounting, Master of Economics, Master of Finance, Master of Finance in Financial Technology, Master of Global Management, Master of Science in Business Analytics and Master of Science in Marketing, on the basis of academic performance in the respective programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$10,000 each.

CFA Institute and GARP Scholarship

Students can apply for a scholarship from the CFA Institute for taking CFA exams and also from GARP for taking FRM exams.

Tuition Fee \$462,000*

A deposit of HK\$154,000* 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.

Course Exemption

Up to four required courses, except capstone course, may be granted (normally by examination) if candidates

A

can produce evidence, such as transcript and course syllabus, that a course is equivalent in content or another course taken elsewhere for which a satisfactory grade has been obtained; or

B

are holding relevant professional qualifications which are obtained before admission to the curriculum

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value

How does Double Concentration Work?

Completion of 14 courses required. Additional course fee of HK\$38,500 required per course.



Advanced Standing

Advanced standing of up to two (for single concentration) or three (for double concentration) required courses except for capstone course, maybe be granted if

A

the course is completed at a graduate, postgraduate or master level from a recognised curriculum elsewhere within the last 4 years before admission to the Master of Finance curriculum and a good grade in the course was achieved; or

B

the candidate possesses a relevant professional qualification which are obtained before admission to the curriculum.

Advanced standing may be granted and the tuition fee will be adjusted downward by HK\$38,500* per course.

Experience Sharing

Jiayu Ju

Master of Finance
(Class of 2023)



Martin Szeto

Master of Finance
(Class of 2023)

Stian Andersen

Equities Trading Analyst, Goldman Sachs
(Class of 2022)

Jiayu Ju

Master of Finance
(Class of 2023)

The Master of Finance programme at HKU Business School is designed to provide students with a rigorous and comprehensive training in finance. The programme covers a wide range of topics, including financial theory, financial markets, investments, risk management, and financial regulation. Also, the faculty members of the programme are renowned experts in their fields, with many of them having extensive experience in the finance industry. They bring a wealth of knowledge and expertise to the classroom, and are dedicated to providing students with a top-notch education.

I am truly grateful to HKU for offering me a wonderful experience during my pursuit of a master's degree. Through workshops and discussion with the professors and career service, I have known more about the career development in the financial industry in Hong Kong. I have a clear career direction now that best suits my strengths and interests, instead of blindly pursuing the heated positions that everyone wants.

Martin Szeto

Master of Finance
(Class of 2023)

Thank you for the wonderful experience at HKU. The Master of Finance programme equipped me with academic-literacy skills that I will carry with me throughout my career. I am grateful for the opportunities and enrichment activities that challenged me and prepared me for the real business world. Completing the programme is a significant achievement that demonstrates dedication, hard work, and knowledge in a specific field.

Furthermore, the programme provided a solid foundation in finance and equips them with analytical and problem-solving skills that are highly valued in the industry. The programme also offers networking opportunities and exposure to real-world challenges, making graduates well-prepared for their future careers.

Stian Andersen

Equities Trading Analyst,
Goldman Sachs (Class of 2022)

I enjoyed that many classes in the programme includes project and group work. This helped me to enhance my team working skills, meet new people and learn how students from different cultural and academic backgrounds approach tasks in a different way.

My favourite class was the Investment Analysis and Portfolio Management class taught by the programme director Dr. Meng. The trading challenge, where we managed a portfolio over several weeks, was one of the highlights of the course and gave students a hands-on experience in how to trade in the global financial markets.

I would say the programme can be described as highly focused on technical skills with a few practical insights.

Professional Qualifications	Financial Statement Analysis.	Investment Analysis and Portfolio Management	Corporate Finance and Asset Valuation	Economics for Financial Analysis	Derivative Securities
ACCA	Course Exemption				
CPA					
CFA Level II	Single Concentration: 2 Advanced Standing and 2 Course Exemption Double Concentration: 2 Advanced Standing and 2 Course Exemption				
CFA Level III	Single Concentration: 2 Advanced Standing and 2 Course Exemption Double Concentration: 3 Advanced Standing and 1 Course Exemption				
FRM / PRM					Course Exemption

Academic Partnerships



HKU Master of Finance is a University Affiliation Program of CFA Institute, a global association of investment professionals that sets the standard for professional excellence and credentials. The CFA Program sets a standard for developing the skills, standards, competence, and integrity of financial analysts, portfolio managers, investment advisers, and other investment professionals worldwide. It is widely considered the investment profession's most rigorous credentialing program. Status as an Affiliated University signals to potential students, employers, and the marketplace that the university curriculum is closely tied to professional practice and is well-suited to prepare students to sit for the CFA examinations. Scholarships from CFA Institute will be offered to HKU MFin students.

The University of Hong Kong has been added to the Global Association of Risk Professionals (GARP) Partnership for Risk Education with Master of Finance curriculum. GARP is a globally recognized organization dedicated to preparing professionals and organizations to make better-informed risk decisions. The academic partnership with GARP proves that our efforts in providing the best financial education are highly recognised. The alignment with GARP signals to students and their potential employers that our Master of Finance curriculum is closely tied to the market and is well-suited to prepare students for the demand of the global financial industry.

"GARP is very pleased to announce the addition of The University of Hong Kong to the GARP Partnership for Risk Education. The Master of Finance offered by The University of Hong Kong is a rigorous, well regarded program. The interdisciplinary nature of the curriculum offered provides a solid theoretical as well as practical foundation for its students, ensuring they will be well positioned to pursue the FRM designation and to assume strategic roles within the global risk management profession."

Dr. Chris Donohue, Managing Director – Head of Research & Educational Programs, GARP

Class Profile

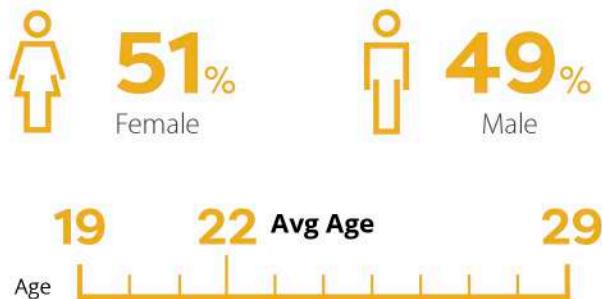
We recruit students from diverse backgrounds each year to enrich students' learning experience



Previous Employers (Internship)

- AIA
- Bank of China
- Bank of Communications
- China Galaxy Securities
- China Securities
- CITIC Securities
- Deloitte
- EY
- Guotai Junan Securities
- Haitong Securities
- Huatai United Securities
- JP Morgan Chase & Co
- KPMG
- Lenovo
- McKinsey & Company
- NIO
- Ping An Bank
- PwC
- Shenwan Hongyuan Securities

Gender + Age



Internship Experience



Master of Finance in Financial Technology



Master of Finance in Financial Technology Overview

The financial sector is evolving rapidly in the digital era.

The HKU Business School Master of Finance in Financial Technology programme is jointly offered by three faculties: HKU Business School, the Faculty of Law and the Faculty of Engineering. Our cutting-edge curriculum balances quantitative skills and visionary thinking, and applies techniques of big data, AI and natural language processing to analyse real-world financial projects. Students will also cover the legal aspects of FinTech,

from cybersecurity to data protection and smart contracts. There is a strong industry demand for MFFinTech graduates, with career opportunities in commercial and investment banks, brokerage and investment firms, private equity and venture capital firms, FinTech startups, insurance companies, treasury departments of non-financial corporations, regulatory agencies, and consulting and accounting firms.

Interdisciplinary Programme

HKU Business School

Faculty of Engineering

Faculty of Law

Career Industry Opportunities

Commercial and Investment Banks	Insurance Companies
Brokerage and Investment Firms	Treasury Departments of non-Financial Corporations
Private Equity and Venture Capital Firms	Regulatory Agencies
FinTech Startups	Consulting and Accounting Firms

This masters programme is very interdisciplinary. What are the other faculties involved?

Led by the HKU Business School, the Master of Finance in FinTech programme features a strong multidisciplinary training, with courses jointly offered by the Faculties of Engineering and Law. Students are able to acquire cutting-edge technical skills and a broad understanding of potential legal, economic and societal impacts of FinTech and digitalisation.

What type of student is suitable to study the Master of Finance in FinTech?

The programme is designed for those who are interested in the financial technology sector, as they would learn new competencies in new technologies such as big data, artificial intelligence and blockchain, etc. Students with computer science, engineering, mathematics, physics, statistics or science and technology related disciplines are preferred, but above all else, a willingness to learn whatever one's initial background. Many students without technical backgrounds are highly successful in the program. Graduates are expected to be technologically adept, business savvy and able to offer innovative solutions to finance-related industries.

Why did we revamp the FinTech Stream under the Master of Finance to Master of Finance in Financial Technology?

Carving out as a standalone program allows us to provide a more comprehensive and tailored program to our students. This new program builds upon our previous Master of Finance FinTech stream, but brings in the expertise of the Faculty of Engineering and Faculty of Law, allowing us to special course offerings. The curriculum of this Master Programme enhances the learning experience, allowing our graduates to be more well-rounded in skills and expertise.

What is the difference between the Master of Finance and the Master of Finance in FinTech Programme?

The Master of Finance in FinTech gives students much of the same holistic knowledge of finance, but in terms of technical skills, focuses on those that FinTech jobs specifically require. The emphasis is on quantitative and analytical skills as well as practical experience, by employing technological innovations in financial practices.

What are the job opportunities?

The financial sector is evolving rapidly in the digital age. We like to think of this program as appropriate for both students who want to enter traditional financial jobs but with extra technical skills as well as the fintech or technology industry. While many of our students do aspire to become quant researchers, data scientists or enter technical roles, many of our students enter traditional finance jobs as well. The onslaught of data and powerful computing power demands new thinking and continuous innovation and affects all financial institutions, both incumbents and entrants. FinTech startups and established companies have to adopt new ways of thinking and anticipate what will come next in response to this technology evolution. FinTech skills are in high demand.

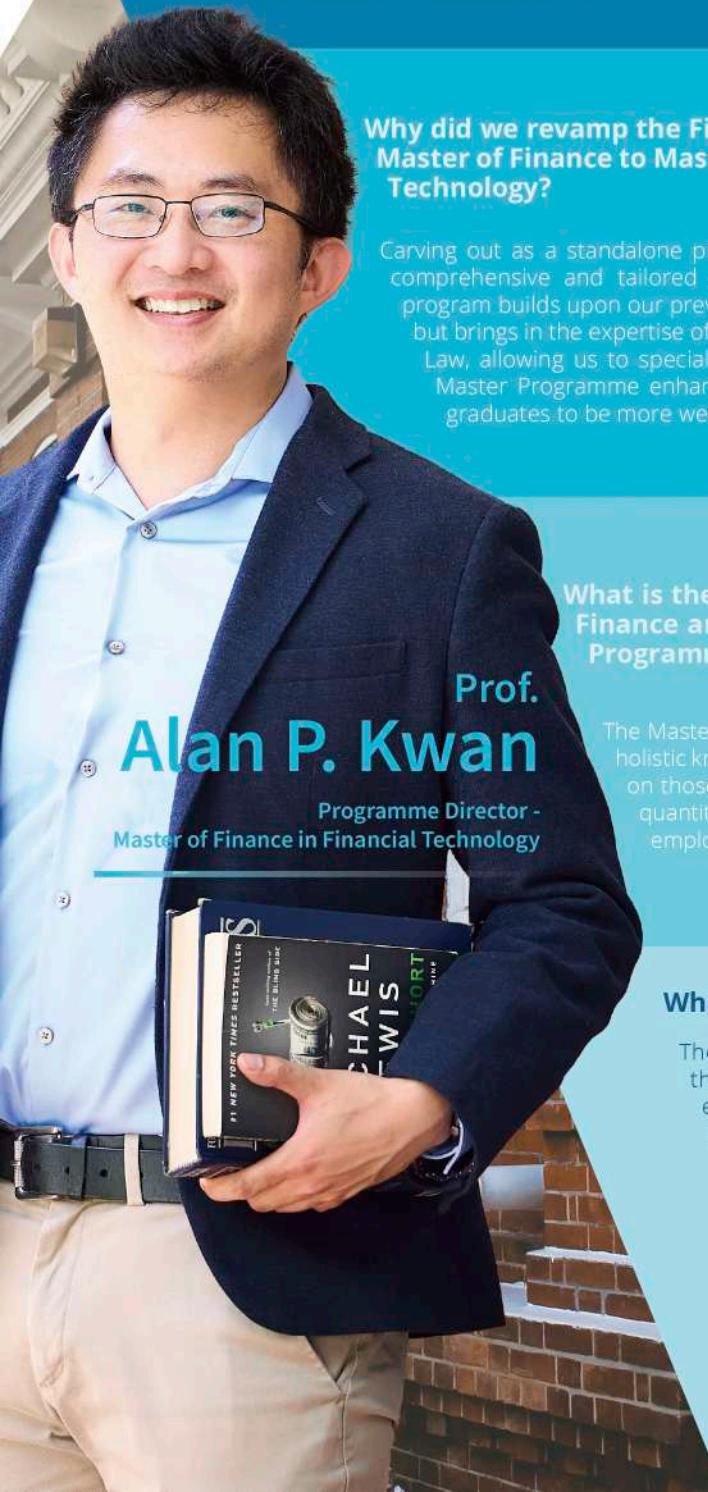
Top 5 Q&A PROGRAMME DIRECTOR

Top 5 questions about the Master of Finance in Financial Technology programme, answered by our Programme Director

Prof. Alan P. Kwan.

**Prof.
Alan P. Kwan**

Programme Director -
Master of Finance in Financial Technology



3

4

5



Fundamental Core Courses (Four Courses)

Blockchain and Cryptocurrency (Faculty of Engineering)	Corporate Finance and Asset Valuation	Investment Analysis and Portfolio Management
Regulation of Financial Markets (Faculty of Law)		

Advanced Core Courses (Five Courses)

Advanced Financial Programming and Databases	Derivative Securities	Machine Learning and Artificial Intelligence in Finance
Mathematical Techniques in Finance	Quantitative Trading	

Electives (Two Courses)

Asian Financial Markets	Behavioral Finance	Current Topics in Finance
Current Topics in Financial Technology	Entrepreneurship in Finance: Hedge Funds, Private Equity and Venture Capital	Entrepreneurial Finance and Innovation Strategy
Equity Valuation and Investment Management	Financial Services Regulations	Fintech Cybersecurity and Risk Management
Fundamentals of Banking Institutions	Fund Management and Alternative Investments	Green Finance and ESG
International Study Field Trip	Introduction to Cryptocurrencies and Digital Assets	Introduction to FinTech and its Impact on the Future of Banking and Finance
Money, Financial Institutions and Markets	Real Options and Dynamic Corporate Finance	Renewable Energy Finance
Seminar in Commercial Banking and Real Estate Financing	Text Analytics and Natural Language Processing in Finance and FinTech	

Offered by Faculty of Engineering (Maximum 1)

Deep Learning	Financial Fraud Analytics
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Offered by Faculty of Law (Maximum 1)

E-Finance: Law, Compliance and Technology Challenges	Privacy and Data Protection	Law of Anti-Money Laundering and Counter-Terrorist Financing and Compliance Issues
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Capstone Course (Choose One)

Big Data in Finance	Business Case Analysis Capstone
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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 Finance in Financial Technology 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.

Fargo Wealth Excellence Scholarship

Up to fourteen scholarships shall be awarded each year to full-time Year One students of Master of Accounting, Master of Economics, Master of Finance, Master of Finance in Financial Technology, Master of Global Management, Master of Science in Business Analytics and Master of Science in Marketing, on the basis of academic performance in the respective programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$10,000 each.

Tuition Fee
\$462,000*

A deposit of HK\$154,000* 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.

Course Exemption

Up to two required courses, except capstone course, may be granted (normally by examination) if candidates

A

can produce evidence, such as transcript and course syllabus, that a course is equivalent in content or another course taken elsewhere for which a satisfactory grade has been obtained; or

B

are holding relevant professional qualifications which are obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.



Prof. Ye LUO

Artificial Intelligence in Finance

Artificial Intelligence is rapidly changing the financial industry today, and business leaders are promoting AI adoption. We study how AI solves problems in practical finance, and will equip you with the latest tech skills and business insight of AI.

Advanced Standing

Advanced standing of up to two required courses, except for capstone course, may be granted if

A

the course is completed at a graduate, postgraduate or master level from a recognised curriculum elsewhere within the last 4 years before admission to the Master of Finance in Financial Technology curriculum and a good grade in the course was achieved; or

B

the candidate possesses a relevant professional qualification which are obtained before admission to the curriculum.

Advanced standing may be granted and the tuition fee will be adjusted downward by HK\$38,500* per course.

Student Experience Sharing



Judy Xing

Master of Finance in Financial Technology
(Class of 2024)

I chose HKU because of its exceptional reputation and academic excellence. The university's commitment to fostering critical thinking and global perspectives resonated with me. The diverse and vibrant campus community, coupled with the opportunity to engage in cutting-edge research, made HKU the perfect choice for my educational journey. The dedicated faculty and state-of-the-art facilities have provided me with the resources and support necessary to thrive academically. HKU has truly exceeded my expectations, and I am grateful for the invaluable experiences and knowledge gained during my time here.



Ralph Fong

Real Estate Analyst, Global Corporate Banking Hong Kong,
MUFG Bank Ltd (Class of 2023)

The MFFinTech programme at HKU Business School does not only comprise essential knowledge and skills in finance, but more importantly, we are exposed to emerging digital technologies including blockchain, AI and big data. While it may seem daunting at first, the professors are more than willing to guide students through the challenging journey of the programme, particularly with complex final projects. Additionally, our professors often gather insights from industry professionals and share with us the latest financial industry trends. Needless to say, HKU Business School provides ample opportunity for us to not only be exposed to such knowledge and theories but more importantly to put them into practice.

Undeniably, undertaking this master's degree has been nothing but fruitful and rewarding. In addition to acquiring cutting-edge technical skills and a broad understanding of upcoming trends, HKU Business School has been extremely encouraging and supportive of students' holistic development through the provision of a wide range of extra-curricular activities and communities like the Student Ambassador Programme. I'm proud of how much I've grown academically, professionally and personally, and I would like to take this opportunity to express my gratitude to all my professors, student enrichment team and career development team for their continuous guidance and support.



Hong Kong FinTech Landscape



Home to over **800 FinTech companies** and over **3,900 start-ups**, Hong Kong is one of the top cities globally for start-ups to rapidly scale-up. It is home to over **10 unicorn companies**.



In 2021, Hong Kong ranked in the top ten of the world's top technology innovation hubs outside Silicon Valley over the next four years.

Many world-renowned innovation laboratories have settled in Hong Kong, including:

- Standard Chartered's eXellerator, DBS Startup Xchange
- Intact Lab Hong Kong
- HSBC's ASTRI Research and Development Innovation Lab
- HKEX Innovation Lab
- Bank for International Settlements (BIS)
- IBM Innovation Center
- Deloitte's Asiapacific Blockchain Lab
- PwC's Emerging Technology Lab

In June 2021, the HKMA announced the "FinTech 2025" strategy to encourage the financial sector to adopt technology by 2025, and to promote the provision of fair and efficient financial services for the benefit of Hong Kong citizens and the economy.

Source: Fact Sheet – Hong Kong Fintech Landscape, InvestHK, May 2023

Class Profile

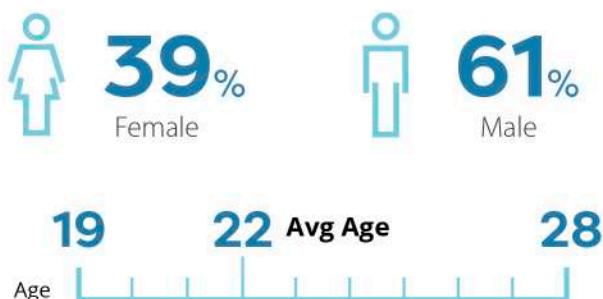
We recruit students from diverse backgrounds each year to enrich students' learning experience



Previous Employers (Internship)

- Agricultural Bank of China
- Amazon
- Baidu
- Bank of China
- Byte Dance (TikTok)
- China International Capital Corporation Limited
- China Securities
- EY
- Fosun Capital
- Guotai Junan Securities
- Haitong Securities
- Huatai Securities
- Industrial and Commercial Bank of China Limited
- J.P. Morgan & Co.
- KPMG
- NETEASE
- PwC
- Shewan Hongyuan Securities
- Xiaomi

Gender + Age



Internship Experience



Master of Global Management



Master of Global Management Overview

Developing future leaders is a need for most global organisations

The Master of Global Management programme at the HKU Business School offers a comprehensive curriculum that incorporates individual, organisational and national knowledge pertinent to effective management of global issues. The programme is designed to help students develop global management problem solving skills and

enhance their ability to manage and work with people from a widening spread of backgrounds in a global context. There is a strong industry demand for global management skills, due to rapid globalisation, and these skills are becoming an important competence for future leaders.

Globalisation and Threats to Globalisation are Continuing

Progress

- + Information technology
- + Capital
- + Trade
- + Transportation
- + People

Barriers

- + Became reality in 2018
- + Tariff increases between trade partners (e.g. USA and China)
- + Tightened screening of foreign corporate takeovers
- + Advanced data localisation policies
- + Tightened immigration policies

Individual Careers

Benefits

- + More opportunities
- + Fewer boundaries
- + Migration across boundaries: jobs, employers, geographical, national, cultural

Challenges

- + Require knowledge of individuals, organisations and nations
- + Require abilities to resolve arising problems – apply knowledge and creativity to resolving problems

5 Top Q&A PROGRAMME DIRECTOR

Top 5 questions about the Master of Global Management programme, answered by our Programme Director

Prof. Chun Hui.

1 The difference between global management and just management?

The study of management draws on management research and practices, whilst the study of global management focuses on applying these management skills and knowledge to managing in global contexts. The understanding of the complexities inherent in individuals, teams and organisations across nations has become increasingly important in recent years.

2 I'm a fresh graduate, by taking the Master of Global Management what skills can I obtain in being a manager?

On this programme you will learn problem solving skills, learn to look at the world from multiple perspectives and also enjoy working as a team with other classmates. The ability to deal with people of diverse backgrounds and nationalities both internally and externally to an organisation is key for career advancement and success.

3 How can I obtain the required soft skills to deal with people of diverse backgrounds throughout the programme?

The Master of Global Management programme is taught through various teaching methods. You will attend lectures, cases and workshops with renowned professors and guest lecturers, as well as involve yourselves in student engagement.

4 Does the programme focus on soft skills only?

No. There are specific knowledge and skills regarding organisational practices such as those provided in International Human Resource Management, but also foundational skills such as that provided in Creative Global Management Problem Solving.

5 Are there any opportunities for us to have more practical industry experiences?

The programme will facilitate, but not provide, internships. There will be ample opportunities to learn about industries and real-world organisations as many instructors use business cases and share their practical experiences and insights.

**Prof.
Chun Hui**

Programme Director -
Master of Global Management



Core Courses (Four Courses)

Entrepreneurship in Multinational Corporations	Fundamentals of Global Management	Global Management from Economics Perspectives
Managing Across Cultures		

Elective Courses (Five Courses)

Master of Global Management Electives (Minimum 2)

Business Lab	China Business Environment	Company Field Trip
Creating an Integrative Perspective on the Understanding of Global Management: Journey to C Suite	Creative Global Management Problem Solving	Cultural and Creative Industry
Dynamics of Multinational Corporations	Economics of AI and Innovation	Economics of Organization and Strategy
Formulation of Global Strategy	Innovation, Business Model and Value Creation	International Business Environment
International Study Field Trip	Knowledge Management in Global Context	Leadership Development in the Chinese Classics
Leadership in Film	Management Analytics	Negotiation and Conflict Management
Serendipitous Forces	Strategy in the Digital World	Strategic Human Resource Management
Storytelling: Global Business Communication		

ESG Electives * (Minimum 3)

Corporate Governance and Social Responsibility	ESG Reporting: Concepts and Practices	Green Finance and ESG (an elective course from the Master of Finance programme)
Impact Investing in Sustainable Technologies	Management of Corporate Sustainability	Social Value and the Humanity of Leadership
Sustainable Capitalism	Sustainable Management and Responsible Investment	Workplace Wellness

Capstone Course (Choose One)

Business Case Analysis Capstone	Innovation and International Strategy
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Remarks: Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustment.

* Students may choose to concentrate in the Environmental, Social and Governance (ESG) Stream according to their interests and career aspirations. To graduate with the ESG stream, students are required to take a minimum of three of the ESG elective courses.

** Up to three 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 Global Management 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.

Fargo Wealth Excellence Scholarship

Up to fourteen scholarships shall be awarded each year to full-time Year One students of Master of Accounting, Master of Economics, Master of Finance, Master of Finance in Financial Technology, Master of Global Management, Master of Science in Business Analytics and Master of Science in Marketing, on the basis of academic performance in the respective programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$10,000 each.



Prof.

Simon S.K. Lam

Entrepreneurship in
Multinational Corporations

The concept of entrepreneurship in multinational corporations (MNCs) refers to the development of new opportunities and business models within large international firms, leading to the enhancement of their global competitive position and the organisational profitability of the companies. Students will learn to build business models, people, and structures that enable the successful business creation processes within the MNCs.

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.

Prof.

Kevin Zhou

Formulation of Global Strategy

The course focuses on three central themes that are critical to the successful formulation of global strategy: (1) What are the new business opportunities and challenges emerged from globalization? (2) How could firms grow in the global market with alternative strategic options? (3) How could firms manage their business portfolio dynamically?



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.

Growing importance of global citizenship: Environmental, social and governance (ESG)

Want to understand sustainable finance?

- + Sustainable Management and Responsible Investment
- + Green Finance and ESG
(an elective course from Master of Finance programme)

Want to understand ESG management for businesses?

- + Corporate Governance and Social Responsibility
- + ESG Reporting: Concepts and Practices
- + Social Value and the Humanity of Leadership
- + Workplace Wellness

What happens in the dynamic global market?

- + Reinventing Management in Global Capitalism

Student Experience Sharing

Marie Dupont

Procurement Coordinator,
Bryan O'Sullivan Studio (Class of 2022)

Despite the fact that I have been studying this field for quite some time, the MGM programme did not fail to expand my understanding and knowledge. It offers a wide variety of modules to choose from, which I thought was impressive as we all have diverse interests, and the programme allows any individual to adapt to their individual needs and interests.

To add to that, I have lived in Hong Kong for over ten years before joining the programme, and despite COVID, my classmates and the International Student Club never failed to help me discover new things, and are always so friendly and welcoming, which is especially important for those who are new to the place. There is so much to see, do and learn, and I know I can count on them to help! Most importantly, I met such a diverse group of people from all over the world, who not only helped me become more open-minded but also introduced me to new and exciting opportunities.



Wenhui Qi

Master of Global Management
(Class of 2025)

While pursuing my Master's degree at HKU, I gained invaluable insights that truly enriched my academic journey and brought me genuine joy along the way. The education at this university extends far beyond traditional classroom learning; I had the privilege of engaging in lively discussions about real-world business cases with classmates from diverse cultural and professional backgrounds. This collaborative environment fostered a rich exchange of ideas, deepening my understanding of different perspectives within the landscape. Many of my peers also shared their fascinating internship experiences, allowing me to learn firsthand about current industry trends and developments.

Additionally, HKU strongly prioritises career preparation, offering extensive guidance designed to help students navigate their professional journeys. The university organised company visits to leading firms across various sectors, providing unique opportunities to engage with industry professionals and learn from their experiences. The dedicated Career Development Team (CDT) greatly supported my transition into professional life by providing personalised career advice tailored to personal aspirations. They helped us formulate clear plans for our futures from the very first month of our programme, ensuring we were well-prepared and focused on our career goals.

As I reflect on my time at HKU, I feel a deep sense of pride in being part of such an esteemed institution. The knowledge, skills, and connections I have gained here will undoubtedly serve as a strong foundation for my future endeavours, making this experience a lasting source of pride.

“

Hear what our Master of Global Management students have to say about their experience.

”



Philip Schurings

Senior Consultant, IBM (Class of 2021)

I love the fact that it is such a diverse city, where you can go see the local side in Kowloon, the 'Western' side on HK island, and go to the beach and go hiking in the mountains. It is a very complete city that has a lot to offer and it is relatively easy for internationals to adapt to the culture and the city, as most of the people speak English. Now I'll come to the University, because if there is one University in HK that is globally well-known, it is HKU. It is a school with a very good reputation, and it definitely lives up to it. It is a place where you can find many internationals, where there is a nice campus vibe and where you have very interesting and engaging classes. Professors, unlike in Europe, know you by name and try to have engaging conversations with you in class. This results in you learning even more and faster!

Pui Him Fung

Master of Global Management (Class of 2025)

As a young entrepreneur, enrolling in the Master of Global Management (MGM) programme at HKU Business School was a truly transformative experience. Since founding my first startup in high school, I have always believed that innovation and global vision are key to sustainable growth. The MGM programme connected me with knowledgeable professors and experienced industry leaders who shared invaluable real-life insights, helping me cultivate a global business mindset and deep understanding of how to scale a venture internationally.

Through comprehensive case studies and practical learning, I gained hands-on experience in tackling complex business challenges. The programme seamlessly blends academia with real-world application, making it the perfect complement to my entrepreneurial journey. It has been a cornerstone of my development as a globally minded entrepreneur, equipping me with the tools, confidence, and network necessary to lead and grow in today's dynamic business landscape.



Class Profile

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



Previous Employers (Internship)

- Agricultural Bank of China
- Alibaba Group
- Bank of China
- China Construction Bank
- China Galaxy Securities
- China United Network Communications Limited
- Citic Securities
- Deloitte
- EY
- Haier Smart Kitchen Appliance Co., LTD.
- Haitong M&A Capital Management (Shanghai) Co., Ltd.
- Industrial and Commercial Bank of China
- LVMH
- M+
- Mercer
- Midea Group
- PwC
- REWE Zentralfinanz eG
- Tesco
- VNET Group
- Wayfair

Gender + Age

66%
Female

34%
Male

19 22 Avg Age 32
Age

Internship Experience

98%
With Prior Internship Experience

3 months
Avg Internship Duration

Master of Science in Business Analytics



Master of Science in Business Analytics

Overview

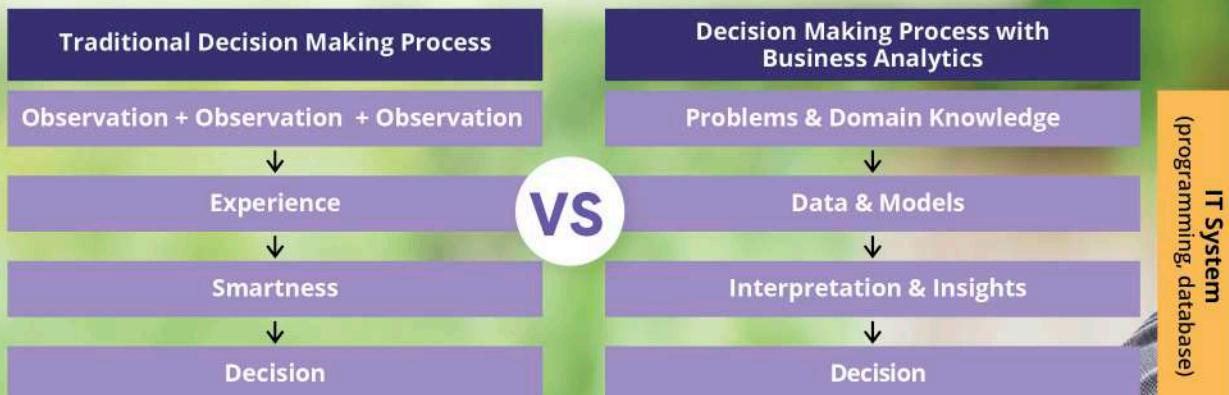
Rise to the Challenges of Big Data

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?

Rise to the Challenge of Big Data and Artificial Intelligence



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.

Top 4 Q&A

PROGRAMME DIRECTOR

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

Prof. Liao Wang

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.



**Prof.
Liao Wang**

Programme Director -
Master of Science in Business Analytics

3

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.

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 ethic, communication, teamwork and leadership.



Artificial Intelligence (AI) Stream*

Management Consulting (MC) Stream*

Boot camp

Consulting Fundamentals 1 & 2	6 hours	Database	3 hours
Mathematics	6 hours	Statistics	6 hours
Programming	15 hours		

Core courses (Four Courses)

Business Statistics	Decision Analytics	Operations Analytics
Python for Data Analytics		

Elective Courses (Five Courses)

Accounting Analytics for Managerial Decisions	International Study Field Trip	Independent Study Projects
Professional Development Programmes		

Students who choose to graduate with the AI stream are required to take a minimum of 6 credits from elective List A and a minimum of 6 credits from elective List B.

List A (AI Methods)	Deep Learning	Forecasting and Predictive Analytics	Machine Learning
	Optimization and Reinforcement Learning		

List B (AI Applications)	Applied Large Language Models	Big Data Analytics on the Cloud	Ethics in Artificial Intelligence
	Generative Artificial Intelligence	Quantitative Trading	

Students who choose to graduate with the MC stream are required to take a minimum of 6 credits from elective List C and a minimum of 6 credits from elective List D.

List C (Analytical Methods)	Business Simulation	Database Design and Management	Digital Experimentation Methods ***
	Geospatial and Business Analytics	Machine Learning	Storytelling with Data

List D (Domain Expertise)	Digital Innovation	Financial Engineering	Supply Chain and Logistics Management
	Social Media and Digital Marketing Analytics		

Candidates who do not choose to concentrate in any of the above streams can take any five elective courses offered during the academic year.

Capstone Course (Choose One)

Business Analytics Capstone	Business Case Analysis Capstone
-----------------------------	---------------------------------

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

* The Programme offers two streams: 1) Artificial Intelligence (AI), 2) Management Consulting (MC). Students may choose to concentrate in one of the two streams according to their interests and career aspirations. Students may also choose to graduate without concentration provided that they complete the four core courses, the capstone course and five electives.

** 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 Science in Business Analytics programme.

*** Note: This course is not open to candidates who have taken or are taking MSBA7037 or MSMK7034.

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.

Fargo Wealth Excellence Scholarship

Up to fourteen scholarships shall be awarded each year to full-time Year One students of Master of Accounting, Master of Economics, Master of Finance, Master of Finance in Financial Technology, Master of Global Management, Master of Science in Business Analytics and Master of Science in Marketing, on the basis of academic performance in the respective programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$10,000 each.

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.

Boot Camp

Purpose

To ensure that everyone has the foundational knowledge and skills required to tackle the academic challenges ahead

Duration
~ 1 Week



Mode
Interactive lectures

Course Exemption

Up to two required courses may be granted, except for the capstone course, if candidates:

A

can provide evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

Prof. Haipeng Shen

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.

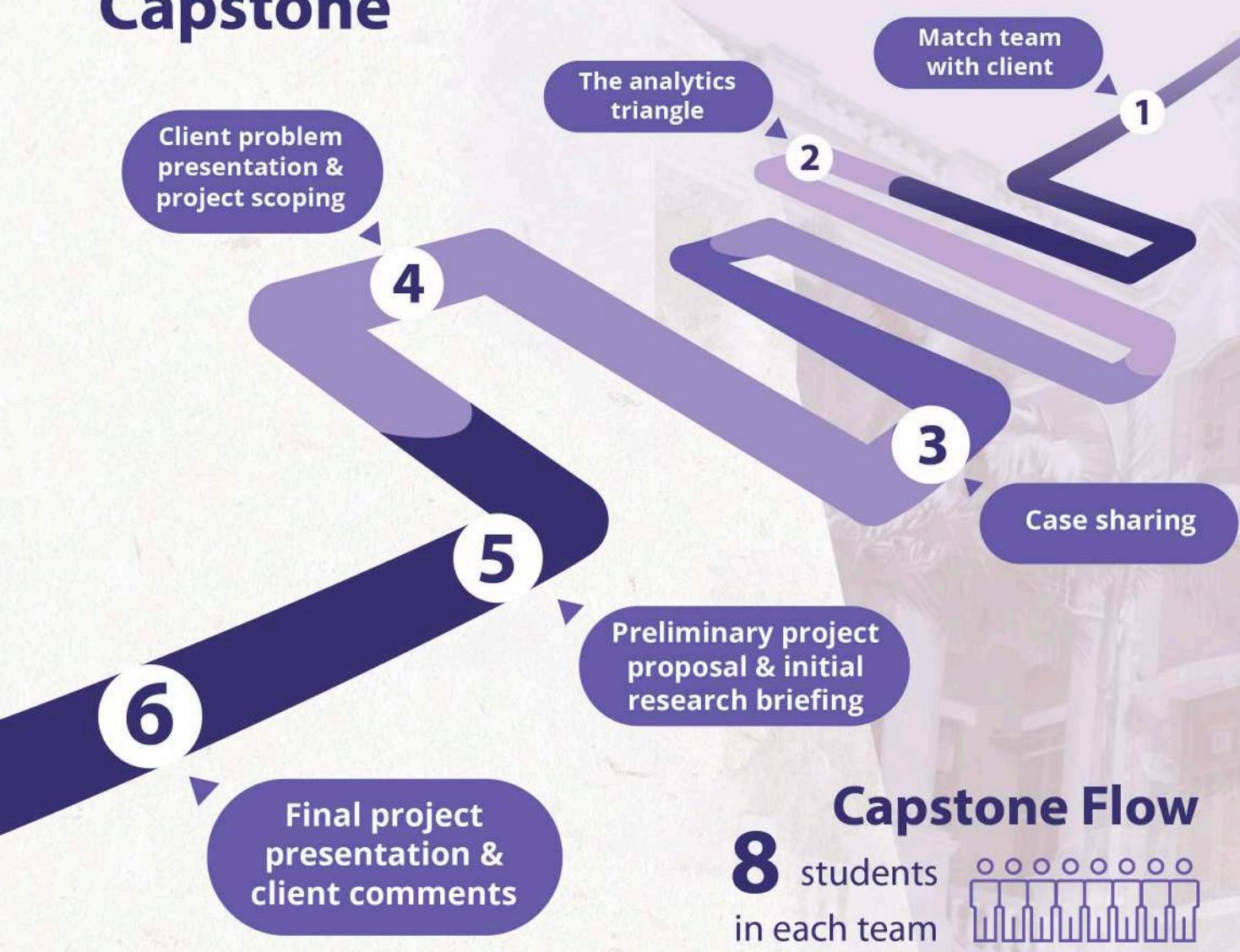
Prof. Zhixi Wan

Geospatial and 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 on Geospatial and 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.

Business Analytics Capstone



Capstone Flow

8 students
in each team



Corporate Connections

- + AIA
- + Beijing Prism Private Fund Management
- + Blockpour
- + Cathay Pacific (CX)
- + CLP Power Hong Kong
- + Dah Chong Hong
- + Datago Technology
- + DFS Group
- + DHgate.com
- + FWD Group
- + Hang Seng Bank
- + Hashkey Capital
- + HKEx
- + HKSAR Water Supplies Department
- + HSBC
- + Huazhu Hotels Group
- + Hutchison Telecomm.
- + ICBC (Industrial and Commercial Bank of China)
- + KPMG International
- + Lane Crawford
- + Mapxus
- + Micro Connect
- + Microsoft
- + MuWu Barbeque
- + Ping An Technology
- + Polymer Capital
- + Queen Elizabeth Hospital
- + TAL Education Group (also known as 学而思)
- + Tencent
- + WeChat Pay HK
- + Y2 Capital
- + YAS Microinsurance
- + Yili Group
- + Yuu/Dairy Farm

Student Experience Sharing



Eddie Cheung

Senior Consultant, Tax and Business Advisory Services, PwC (Class of 2024)

HKU's Master of Science in Business Analytics Programme effectively transformed me from a Tax and Business Consultant into a data-driven strategist. The curriculum's perfect balance of technical rigour (including machine learning and predictive modeling) and business applications enabled me to bridge accounting with cutting-edge analytics.

A key highlight was developing a customer segmentation strategy for a major telecom provider in Hong Kong during my capstone project. By applying clustering algorithms, we delivered actionable acquisition insights that I now use when consulting with clients. The HKU Business School Masters Student Ambassador Programme was equally empowering, enhancing my ability to translate technical concepts for executive audiences through initiatives like HKU's ESG research videos - a skill I apply daily with my clients.

Beyond technical skills, HKU cultivated my strategic, data-first mindset and helped me build an invaluable professional network. For professionals seeking to lead in the digital economy, this programme offers the ideal combination of analytical mastery and business acumen.



Vito Martino

Master of Science in Business Analytics
(Class of 2023)

In today's data-driven business environment, there is a high demand for professionals with strong analytics skills. The programme is designed to prepare students for this demand by providing them with a deep understanding of analytics tools, techniques, and applications. It provides students with practical skills and knowledge that are essential for success in the field of business analytics. MScBA covers a wide range of topics, including data mining, machine learning, predictive modeling, and data visualization. It was quite challenging when I first approached coding combined with the notions of statistics and machine learning. It took some time to practice in the beginning but it was such a great learning experience. I would like to express my gratitude to HKU for not only improving my academic performance but also helping me grow as an individual.

Class Profile

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



Previous Employers (Internship)

- Agricultural Bank of China
- American International Group
- Bank of China
- Bank of East Asia
- Boston Consulting Group
- ByteDance
- China Everbright Bank
- China Post
- CITIC Securities
- Frost & Sullivan
- GF Securities
- Haitong Securities
- Hang Seng Bank Limited
- Hilton Garden Inn
- Huatai Securities
- Huawei
- Industrial and Commercial Bank of China
- Ipsos China
- State Power Investment Corporation Group

Gender + Age



Internship Experience



Master of Science in Marketing



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

Algorithms, Big Data and
Online Marketplaces

ESG and Marketing for Social Impact

Big Data Consumer Analytics

Technology Innovations in Retail
Banking and Consumer Finance

Fundamentals Subjects

Advertising and Integrated
Marketing Communication

Branding Strategy

Consumer Insights

5 Top Q&A PROGRAMME DIRECTOR

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

*Prof.
Tak Zhongqiang
Huang.*

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

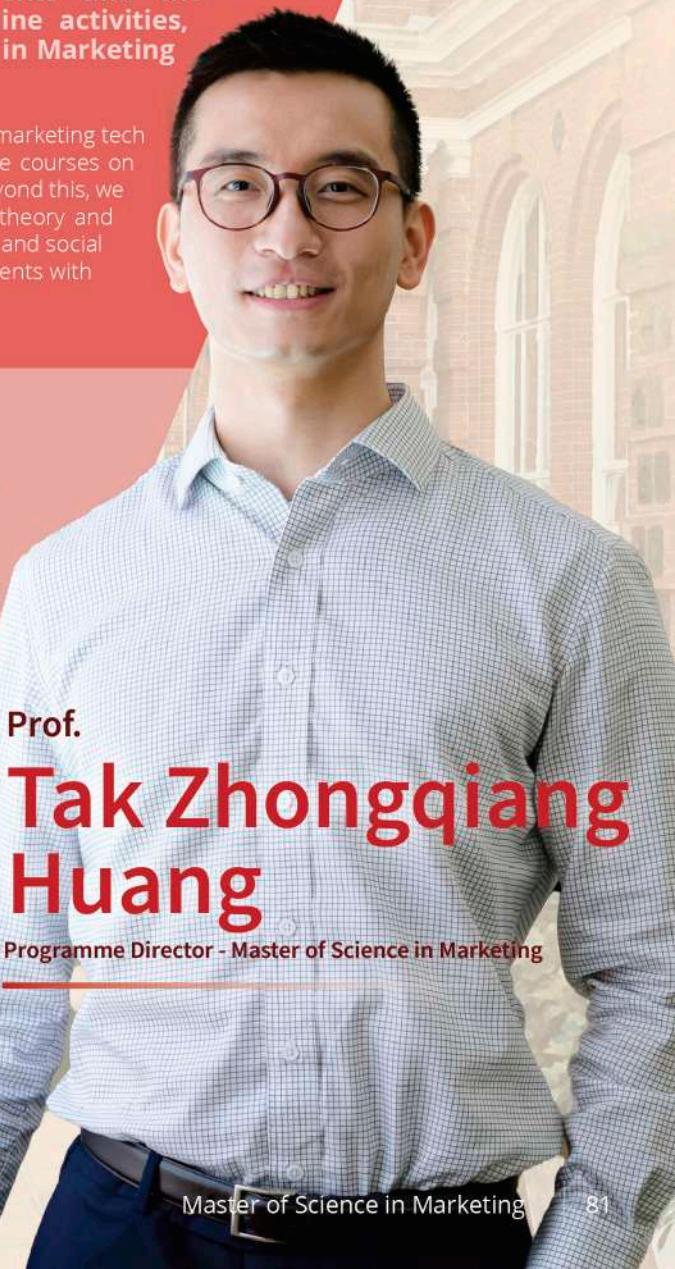
The programme combines both practice and theory. Plenty of real-world business examples will be used to illustrate the marketing concepts and theories using up-to-date cases and students will be required to apply the learned theories and concepts in exercises and projects.

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.



Prof.

Tak Zhongqiang Huang

Programme Director - Master of Science in Marketing

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 markets.



Core Courses (Four Courses)

Applied Marketing Research and Metrics

Digital Marketing

Marketing Management

Consumer Insights

Elective Courses (Five Courses)*

Master of Science in Marketing Electives

Acting on Consumer Insights: Learning Through Case Analysis and Experiential Learning Projects

China Marketing

Digital Transformation for Marketing Organizations

International Study Field Trip

Organizational Leadership

Selective Topic in Marketing Strategy

Strategic Marketing Stream

Advertising and Integrated Marketing Communication

Branding Strategy

Corporate Communications

Customer Management

Entrepreneurial Marketing

ESG and Marketing for Social Impact

Global Marketing

International Business Environment

Marketing in Entertainment Business and Creative Industries

New Product Strategies

Platform Business Models and the Sharing Economy

Public Affairs and Corporate Communications of Public Sector

Service Marketing and Management

Strategic B2B Marketing: From Foundations to Future Trends

Sports Marketing and Business Collaboration

Technology Innovations in Retail Banking and Consumer Finance

Quantitative Marketing Stream

A/B Testing in Product Management

Algorithms, Big Data and Online Marketplaces

Artificial Intelligence Generated Content in Business

Big Data Consumer Analytics

Business Simulation

Foundational Quantitative Skills in Marketing

Pricing Strategies and Tactics

Python for Business Analytics

Social Media Marketing

Capstone Course (Choose One)

Business Case Analysis Capstone

Marketing Strategy Simulation

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

* The Programme offers two streams: 1) Strategic Marketing Stream, and 2) Quantitative Marketing Stream. Students may choose to concentrate in one of the streams by taking a minimum of three of the stream elective courses. Students who do not choose to concentrate in any of the above streams can take any five elective courses offered during the academic year.

** 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 Science in Marketing 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.

Fargo Wealth Excellence Scholarship

Up to fourteen scholarships shall be awarded each year to full-time Year One students of Master of Accounting, Master of Economics, Master of Finance, Master of Finance in Financial Technology, Master of Global Management, Master of Science in Business Analytics and Master of Science in Marketing, on the basis of academic performance in the respective programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$10,000 each.

Tuition Fee \$398,000*

A deposit of HK\$133,000* 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.

Course Exemption

Course exemption of up to two required courses may be granted, except the capstone course, if candidates:

A

can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained; or

B

are holding relevant professional qualifications which were obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.



Prof. Tuan Q. Phan

Big Data Consumer Analytics
Technology Innovation in Retail Banking & Consumer Finance
International Study Field Trip

Data and technology has become the key sustainable advantage as the world economy digitises. The MSc Marketing programme empowers students with the tools, strategies and mindset to lead and engage in the dynamic and growing economy.

Courses which can help support your career aspirations

Digital Marketing

- + Advertising and Integrated Marketing Communication
- + Algorithms, Big Data and Online Marketplaces
- + Big Data Consumer Analytics

Entrepreneur

- + Branding Strategy
- + Business Simulation
- + Entrepreneurial Marketing

Student Experience Sharing



House Yu

**Master of Science in Marketing
(Class of 2023)**

The Master of Science in Marketing programme at the HKU Business School is highly valuable. It not only strengthens our marketing theory foundation but also emphasizes practical skills development. For instance, we are given the opportunity to work with data processing tools and even simulate company operations on the Markstrat platform, experiencing a series of real-life business decision-making processes. The programme strikes a perfect balance between practicality and enjoyment. The well-designed curriculum lays a solid foundation for our career development.

Hannah Qianhan Lu

**Senior Marketing Officer |
FUTU Trust, FUTU Securities (Class of 2023)**

My journey with the Marketing programme at HKU Business School was truly transformative. The curriculum seamlessly blends theory and practice, which honed my skills in marketing strategy analysis, data-driven decision-making, and so on.

The most memorable part of my learning experience was serving as a student ambassador. In this role, I was actively involved in planning and executing many campus events. These experiences not only refined my organisational skills but also connected me with alumni across diverse industries. Through these interactions, I was able to deepen my understanding of different fields.

During my time at HKU, I developed strong teamwork and leadership skills, along with a passion for lifelong learning. These qualities are invaluable in dynamic work environments, proficiently equipping me to take on new challenges.

“

Hear what our Master of Science in Marketing students have to say about their experience.

”

Hoi Ching Lo

Manager, China Construction Bank (Asia)
(Class of 2022)

The Master of Science in Marketing Programme was instrumental in shaping my strategic approach to today's dynamic financial services landscape. The programme's blend of forward-thinking marketing theory - from consumer behaviour analytics to digital brand management - equipped me with the expertise to craft data-driven strategies that resonate across diverse markets. Collaborating with peers from diverse backgrounds enabled me to blend creative thinking with analytical rigour - something I now leverage daily to drive customer engagement and boost competitiveness. Faculty members, like Professor Tak Huang, integrated real-world expertise into the classroom, challenging us to rethink traditional frameworks and embrace agile marketing practices.

The university's career support also played a pivotal role in my positive experience. Leadership workshops and alumni networking accelerated my transition into the professional world. Today, I apply ethical, customer-centric marketing strategies to lead initiatives that bridge traditional banking with digital-first experiences.



Lu Bai

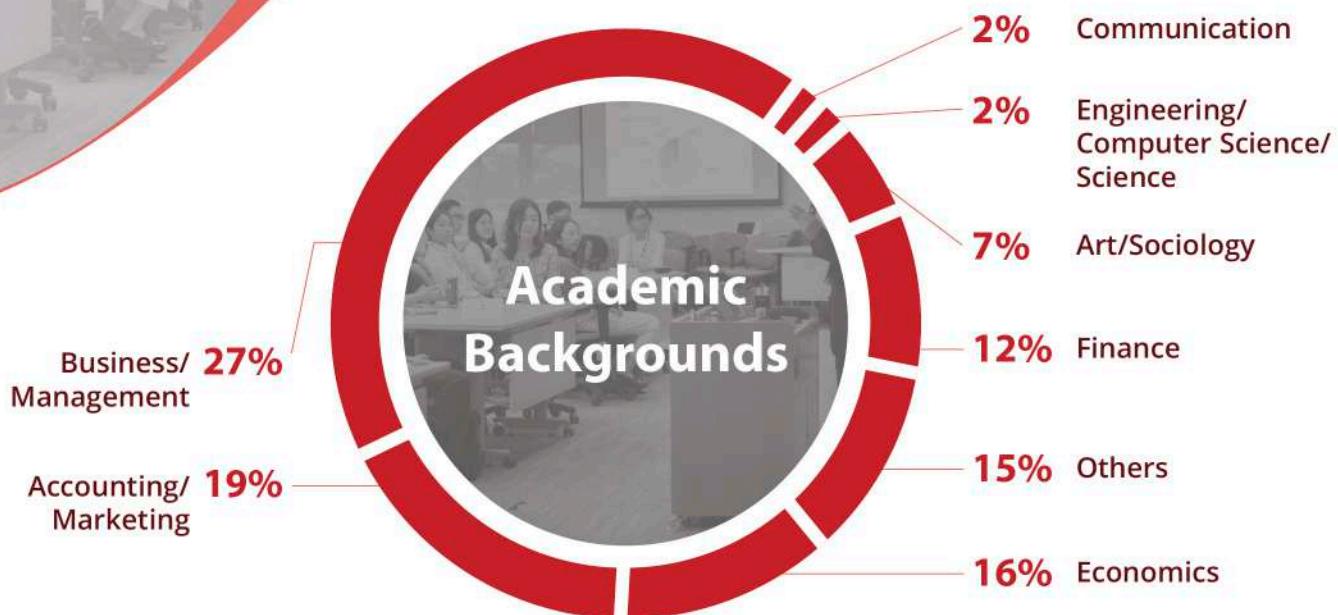
Master of Science in Marketing
(Class of 2025)

My experience at HKU Business School was brief yet incredibly rewarding, filled with surprises and growth. Initially, I didn't have high expectations for studying abroad in Hong Kong, but both the city and the school exceeded them in every way. Hong Kong, with its unique blend of Eastern and Western cultures, provided me with a comforting sense of familiarity while constantly offering new and exciting experiences. At HKU, I was fortunate to meet like-minded peers who made my journey even more fulfilling. As a member of the House Committee, I was amazed by the variety and quality of events organised by the school. In short, this journey has significantly contributed to both my personal development and career readiness. I'm truly grateful for my time here.



Class Profile

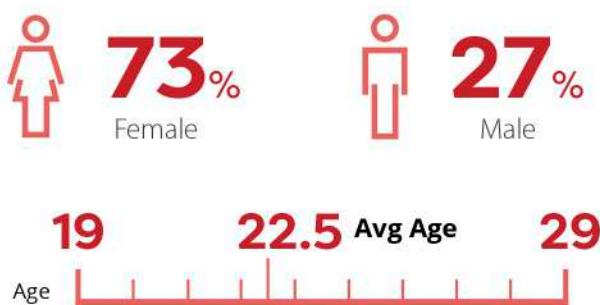
We recruit students from diverse backgrounds each year to enrich students' learning experience



Previous Employers (Internship)

- Beijing Radio & Television Station
- China International Capital Corporation
- Deloitte
- ELLE
- EY
- Ferrari
- Hero Entertainment Co., Ltd.
- Huawei
- Lenovo
- McKinsey & Company
- Ogilvy
- Pfizer Korea
- Publicis Groupe
- Sanhua Holding Group
- SHINE
- Shiseido
- STATE GRID Corporation of China
- Tencent Music Entertainment Technology (Shenzhen) Co., Ltd.
- Vivo Mobile Communication Co., Ltd.
- Wang Lao Ji One Health Industry Co., Ltd.
- YOOZOO Games

Gender + Age



Internship Experience



Master of Sustainable Accounting and Finance



Master of Sustainable Accounting and Finance Overview

Empowering Future Leaders in Sustainable Accounting and Finance: Shape a Greener Tomorrow

The Master of Sustainable Accounting and Finance programme at the HKU Business School is designed to provide a coherent and systematic curriculum to fresh college graduates and young professionals. The focus of the programme is preparing young professionals for jobs tackling important and urgent issues on climate change, responsible corporate behaviour, government policies, and

sustainable accounting and finance. The programme aims to educate students about the theoretical foundations, market practices and tools in the area of sustainable accounting and finance. After a comprehensive study in this programme, they can effectively participate in the marketplace, develop a successful career, and contribute to the betterment of our society globally.

Course Exemption

Up to two required courses, except the capstone course, may be granted (normally by examination) if candidates:

A

can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained; or

B

are holding relevant professional qualifications which were obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

Advanced Standing

Advanced standing of up to two required courses, except the capstone course, may be granted if:

A

the course is completed at a graduate, postgraduate or master level from a recognized curriculum elsewhere within the last four years before admission to the Master of Sustainable Accounting and Finance curriculum and achieved a good grade in the course; or

B

the candidate possesses a relevant professional qualification which was obtained before admission to the curriculum.

Advanced standing may be granted and the tuition fee will be adjusted downward by HK\$38,500[#] per course.

Prof.

**Dragon
Yongjun Tang**

Programme Director -
Master of Sustainable Accounting and Finance

Why do I choose Sustainable Accounting and Finance as a master degree?

Sustainable accounting and finance issues are fast developing all over the world. Investment companies, corporate sectors and government agencies are increasingly concerned of environmental, social and governance problems that need to be solved urgently. After a comprehensive study in this programme, they can effectively participate in the marketplace, develop a successful career, and contribute to the betterment of our society.

Sustainable Accounting and Finance is such a new area, may I know the academic focus?

The programme has interdisciplinary academic focus. Students are required to successfully complete courses on ESG from the perspectives of finance, accounting, economics, management, and so on. Students will grasp the key ideas of climate economics, sustainable investment, ESG ratings, and so on. Some topics will cover the latest technological developments such as the blockchain-based digital green bonds. Students will gain fundamental knowledge and develop critical thinking about sustainable accounting and finance.

What is the proportional allocation of 'E', 'S' and 'G'?

The curriculum does not treat the three components of ESG equally. Instead, the 'E' component is given more weight and focus than the 'S' and 'G' components. Students will learn sustainable and green financial products. They will also study ESG disclosures and reporting. Other topics include carbon market and climate finance.

How does the capstone project work?

The capstone project course is one of the most special features of this programme. It is a good opportunity for students to apply what they have learned in the programme to actual corporate and market situations. Students can work with industrial corporations, investment firms or government agencies to provide effective solutions to practical problems related to ESG issues. Examples include corporate ESG management, sustainability strategies, and building ESG portfolios. Experiential learning and knowledge exchange are encouraged. Students can also work on a research project under the supervision of course instructors.

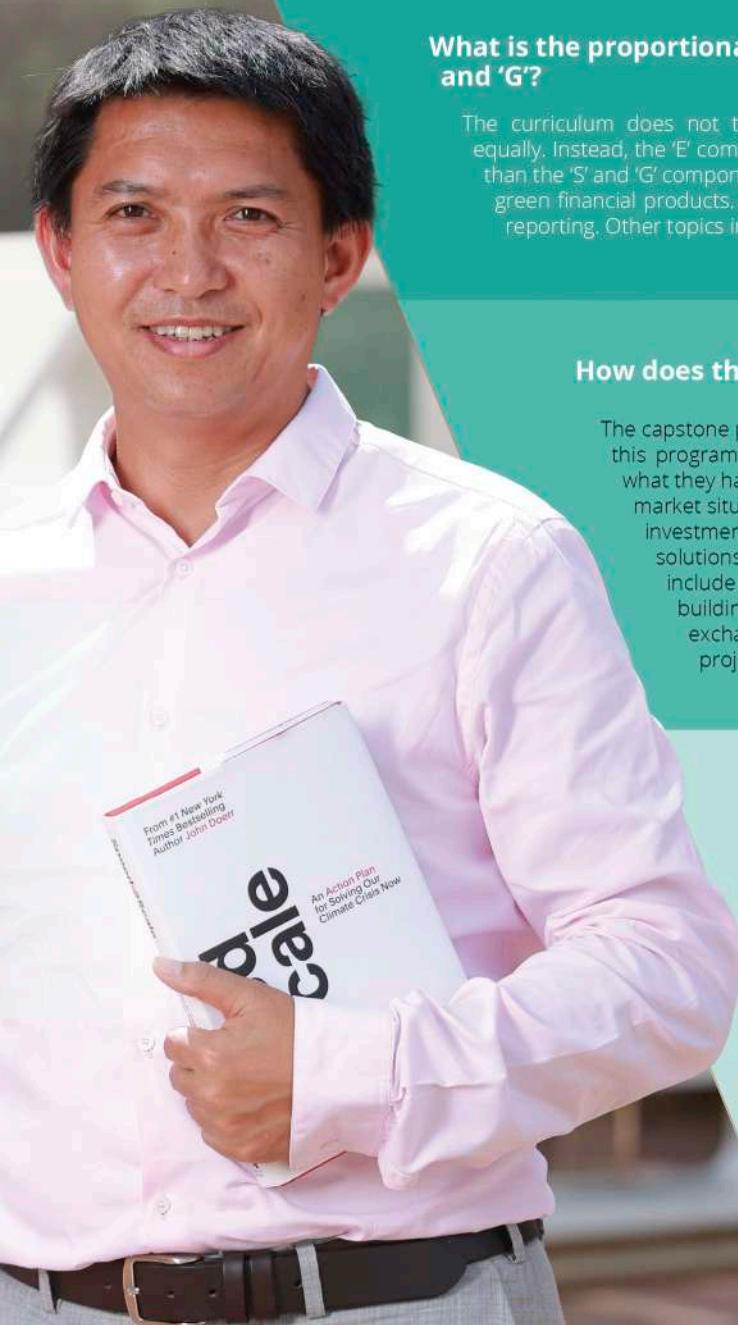
What is the professional development from this programme?

The graduates will play critical roles in achieving the United Nations' Sustainable Development Goals and the two-degree temperature of Paris Agreement in corporations, financial institutions and government agencies. The courses will cover important topics faced by investors, managers, and policy makers, such as science-based target setting. Many ongoing innovations such as green, sustainable, sustainability-linked bonds will be explained in classes. ESG disclosure and reporting standards will also be taught in detail and help students to jump start their career in related areas. Students will engage in debates and address controversies on ESG issues. Some graduates will become chief sustainability officers or other top executives of their organizations.

Top 5 Q&A PROGRAMME DIRECTOR

Top 5 questions about the Master of Sustainable Accounting and Finance programme, answered by our Programme Director

Prof. Dragon Yongjun Tang.





Fundamental Core Courses (Five Courses)

Corporate Finance and Sustainability Valuation	ESG Accounting and Business Ethics	ESG Reporting: Concepts and Practices
Green and Sustainable Finance	Sustainable Investment and Portfolio Management with ESG	

Advanced Core Courses (Three Courses)

Carbon Markets and Climate Finance	Corporate Governance and Social Responsibility	ESG and Impact Investing
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Elective Courses** (Three Courses)

Current Topics in ESG	Environmental and Resource Economics	ESG Regulations and Management
International Study Field Trip	Practicum of Sustainable Accounting and Finance	Sustainable Supply Chain, Production, and Consumption
The Economics and Science of Climate Change		

Capstone Course (Choose One)

Business Case Analysis Capstone	ESG Practical Applications
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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 Sustainable Accounting and Finance 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
\$462,000***

A deposit of HK\$154,000* 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

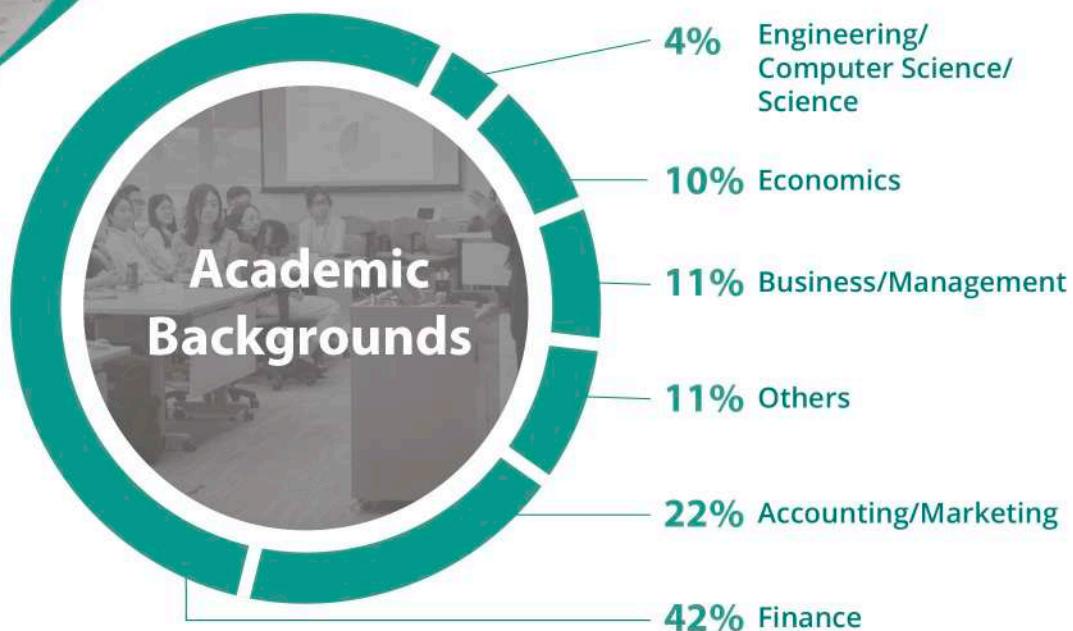
- Tailored mentorship will be provided throughout your Master's programme
- Networking events will be organised among awardees, faculty and business leaders to build your connections

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.

Class Profile

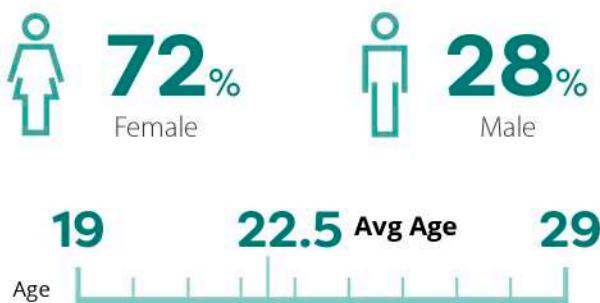
We recruit students from diverse backgrounds each year to enrich students' learning experience



Previous Employers (Internship)

- Bank of China
- ByteDance
- Changjiang Securities
- China Construction Bank
- China International Capital Corporation Limited (CICC)
- China Merchants Bank
- Citibank Hong Kong Branch
- CITIC Securities Co., Ltd.
- Deloitte
- EY
- Haitong Securities
- HSBC Bank (China) Company Limited
- Huatai United Securities
- Industrial and Commercial Bank of China
- NIO Inc.
- PwC
- Shanghai Pudong Development Bank
- Sinochem Commerce

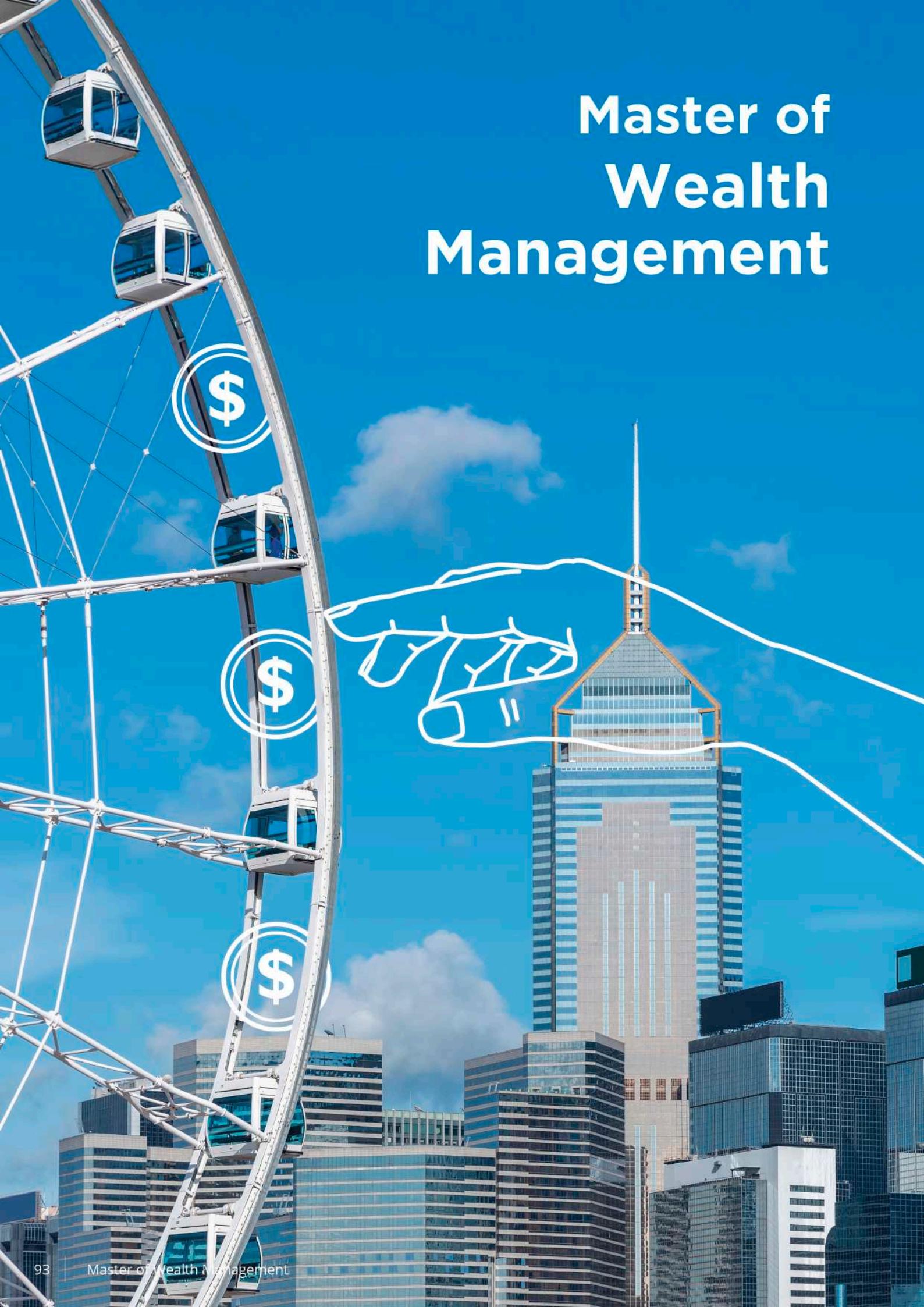
Gender + Age



Internship Experience



Master of Wealth Management



Master of Wealth Management Overview

Mastering Wealth Management in Hong Kong's Financial Landscape

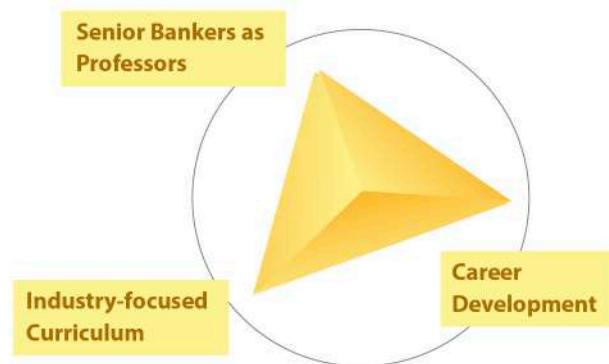
Hong Kong is a leading global wealth management centre. The growing wealth in the region is creating a long-term demand and talent gap for asset and wealth management professionals.

The HKU Business School Master of Wealth Management programme equips students with state-of-the-art knowledge and specialised skills essential to excel in the dynamic field of wealth management.

Our innovative curriculum is designed with a keen focus on industry relevance. The programme is offered by first-class professors, senior private bankers, and seasoned industry veterans.

The programme capitalises on Hong Kong's position as a global financial centre, a hub for growing wealth, and a gateway to the Greater Bay Area and Mainland China, preparing students for successful careers in the wealth management industry.

Position students at the forefront of the wealth management industry



Career Prospects of Graduates

Opportunities for graduates include positions in banks, wealth management firms, family offices, and asset management firms, in roles such as:

Relationship Managers	Investment Advisors
Product Specialists	Financial Planners
Portfolio Managers	Compliance Specialists

Course Exemption

Up to two required courses, except the capstone course, may be granted (normally by examination) if candidates:

A

can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere in which a satisfactory grade has been obtained; or

B

are holding relevant professional qualifications which were obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

Advanced Standing

Advanced standing of up to two required courses, except the capstone course, may be granted if:

A

the course is completed at a graduate, postgraduate or master's level from a recognised curriculum elsewhere within the last 4 years before admission to the Master of Wealth Management curriculum and achieved a good grade in the course; or

B

the candidate possesses a relevant professional qualification which was obtained before admission to the curriculum.

Advanced standing may be granted and the tuition fee will be adjusted downward by HK\$38,500[#] per course.

5 Top Q&A PROGRAMME DIRECTOR

Top 5 questions about the Master of Wealth Management programme, answered by our Programme Director

Prof. Yang Liu.

1 What type of student is suitable to study the Master of Wealth Management?

The programme is less technical and more comprehensive than a traditional master of finance programme. Wealth management professionals come from a diverse range of backgrounds. Therefore, we anticipate students from various undergraduate majors to form a dynamic and diverse learning community. While we certainly welcome students with conventional business backgrounds such as finance, economics, accounting, and marketing, we also embrace those from fields such as law, social sciences, media, and humanities.

2 How does the curriculum prepare students for real-world wealth management?

Our curriculum, in consultation with the Private Wealth Management Association, is designed to cover innovative financial strategies, communication skills, current industry trends, and the regulatory landscape.

The fundamental core courses lay a solid finance foundation for students from diverse undergraduate backgrounds. These courses distinguish themselves from traditional finance courses by adopting a wealth manager's perspective, focusing on areas such as entrepreneurial finance and wealth management over economic cycles. The advanced core courses and electives cover three important pillars: wealth management instruments, interpersonal skills, and law and compliance. Students are guided through the process of creating comprehensive financial plans tailored to the unique needs of each client and developing effective communication skills. The capstone course unifies the entire structure, using case studies to give students the opportunity to apply all the knowledge gained throughout the programme.

3 Who are the professors teaching the programme to ensure its industry relevance?

Recognizing the practical nature of the wealth management field, the curriculum incorporates professors of practice and guest lecturers to introduce students to the latest industry skills and practices. Many of our professors are former senior executives and industry veterans, with a rich history of experience in prominent banks and family offices, such as Credit Suisse, HSBC, JP Morgan, Goldman Sachs, BNP Paribas, LGT, UBP, and more. By learning directly from experts with decades of experience in the field, students gain a deep understanding of real-world challenges and solutions.

4 How does the programme support the career development?

As many of our professors are senior bankers, they offer valuable first-hand industry and career development knowledge throughout courses and career workshops. Students with excellent performance may be referred to internship opportunities. Additionally, students are paired with experienced wealth management practitioners who act as mentors, offering valuable guidance and support throughout their studies and enhancing their career development.

5 What are the job opportunities for graduates?

Master of Wealth Management graduates can anticipate promising career prospects in various roles within the financial services industry. These opportunities include positions in banks, wealth management firms, family offices, and asset management firms, in roles such as relationship managers, financial planners, investment advisors, product specialists, portfolio managers, and compliance specialists. Graduates may also pursue opportunities in related fields like legal services, trusts, insurance, tax advisory, consulting, accountancy services, and financial technology firms. Their specialised knowledge enables them to smoothly transition between subsectors, fostering growth and success in their careers.

**Prof.
Yang Liu**

Programme Director -
Master of Wealth Management

Master of Wealth Management





Fundamental Core Courses (Four Courses)

Entrepreneurial and Corporate Finance

Foundations of Wealth Management

Investment Analysis and Portfolio Management

Wealth Management Over Global Macroeconomic Cycles

Advanced Core Courses (Five Courses)

Communication and Persuasion

Client Relationship Management

Financial Instruments and Strategies in Wealth Management

Law, Regulations, and Compliance in Wealth Management

Wealth Planning, Trusts, and Family Businesses

Elective Courses** (Two Courses)

Alternative Investments

Current Topics in Asset Management

Current Topics in Wealth Management

Initial Public Offering in China

International Study Field Trip

Tax Planning

Capstone Course (Choose One)

Business Case Analysis Capstone

Wealth Management Project

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Class Profile

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



Previous Employers (Internship)

- AIA
- Bank of China
- BCG
- China International Capital Corporation Limited
- CITIC Securities
- Deutsche Bank
- EY
- Frost & Sullivan
- Guotai Junan Securities
- Haitong Securities
- Huatai Securities
- Huatai United Securities
- ICBC Asia Private Banking
- KPMG
- Publicis Groupe
- PwC
- Shenzhen Stock Exchange
- The Investment Association of China

Gender + Age

53%
Female

47%
Male

20 23 Avg Age 34
Age

Internship Experience

With Prior Internship Experience 98%
 Avg Internship Duration 4 months

Admission Requirements

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

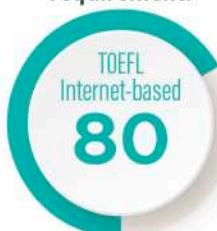


Obtain a TOEFL/IELTS score if you are not from an English-medium university

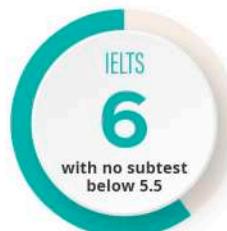
Obtain statements from two referees, regarding suitability for the programme

Hold a recognised Bachelor's degree or equivalent

Minimum score requirement:



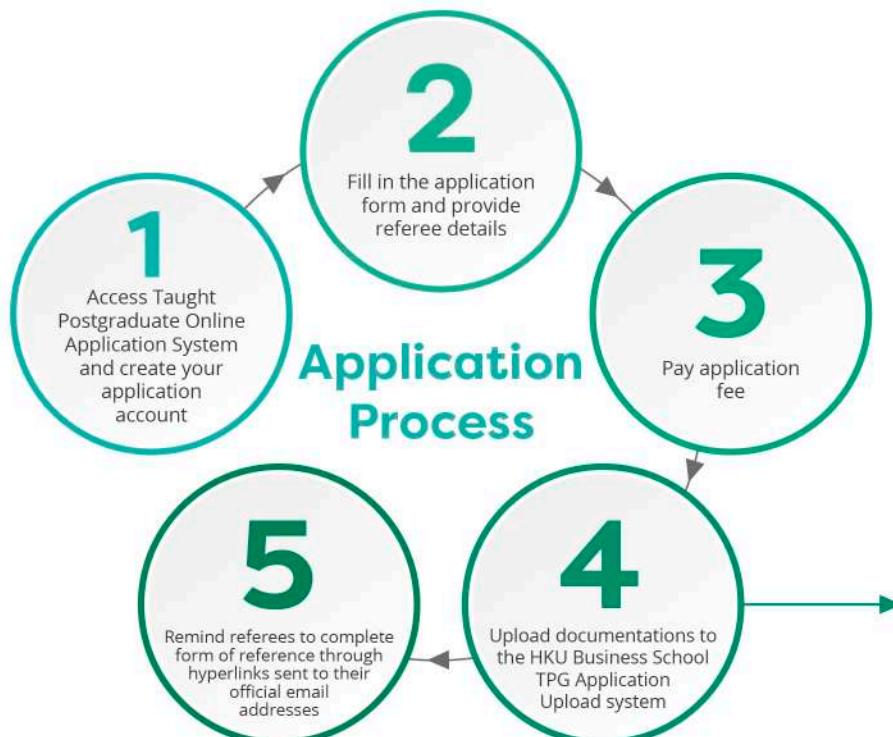
or



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



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

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

02

03

Develop a realistic career plan and execute strategies to achieve it

Enhance the skills, competencies and confidence necessary to succeed in the world of business

04

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

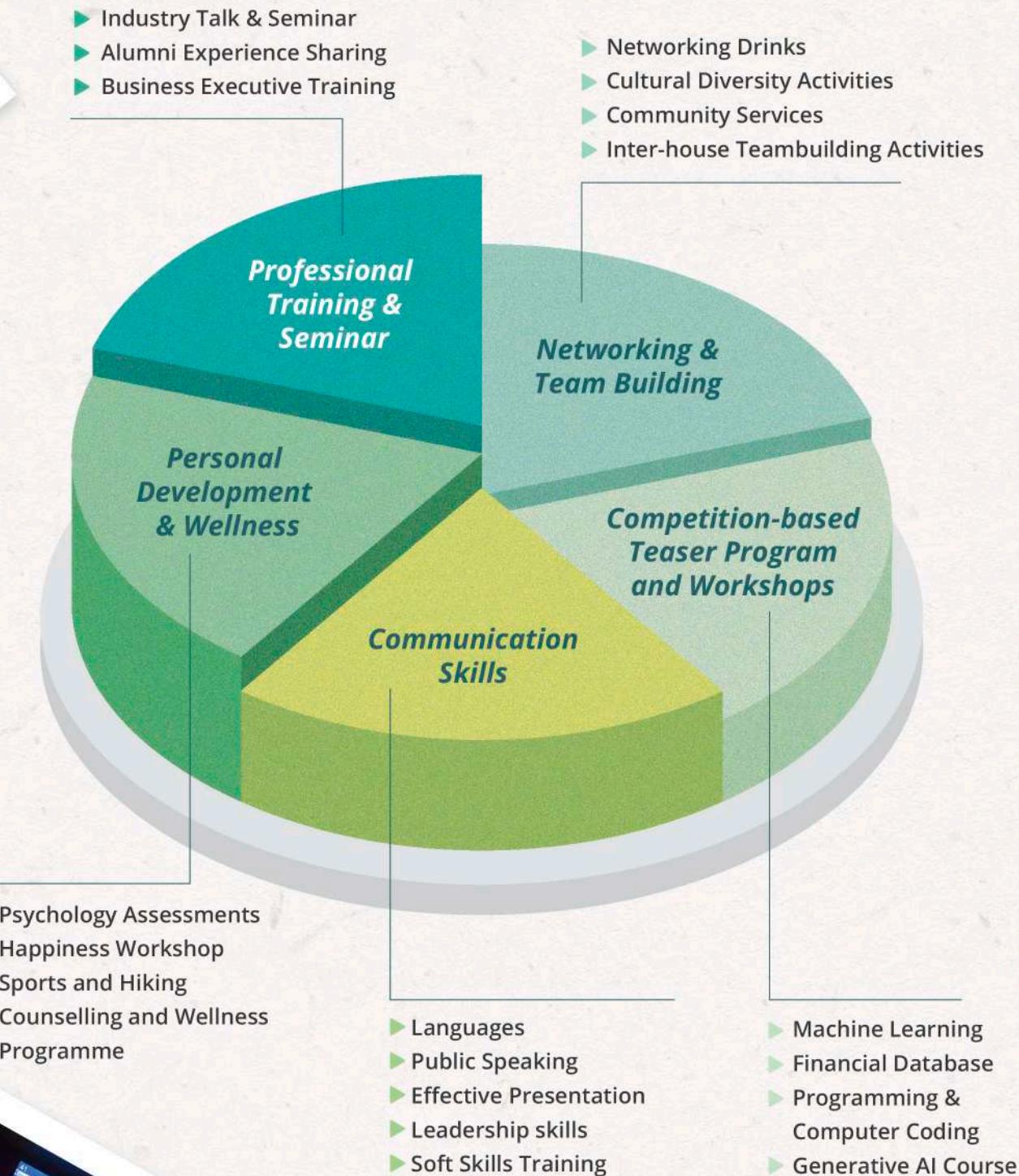


The Student Enrichment Team

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)



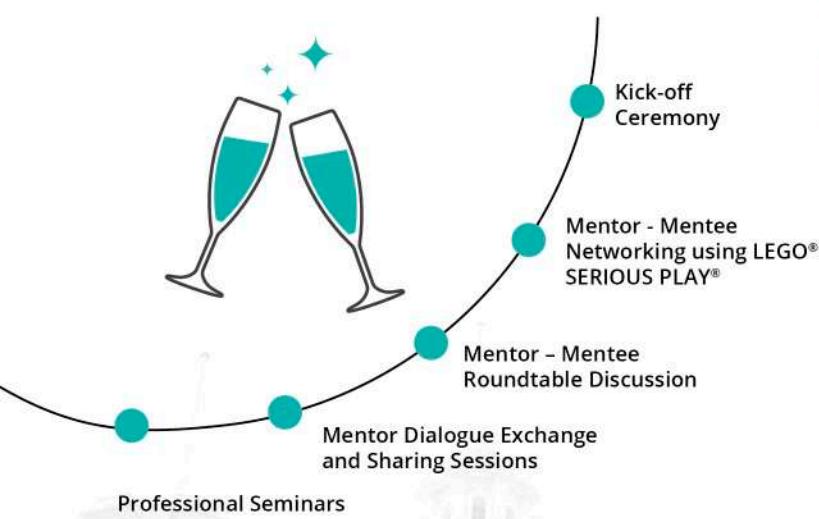


The Student Enrichment Team

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.

Mentorship Activities



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.

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.

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	Global Strategy Leader
Securities	Managing Director
Integration Broker Technology	Partner
Investment and Trading Professional	Principal Economist
Marketing	Regional Head
Research	Vice President





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 HOUSES FOR HKU BUSINESS SCHOOL MASTERS STUDENTS



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



MASTER OF ACCOUNTING

✉ Email: MAcctadmissions@hku.hk
☎ Phone: (852) 3962 1280



MASTER OF ACCOUNTING ANALYTICS

✉ Email: MAAadmissions@hku.hk
☎ Phone: (852) 3917 3495



MASTER OF ARTIFICIAL INTELLIGENCE IN BUSINESS

✉ Email: MAIBadmissions@hku.hk



MASTER OF ECONOMICS

✉ Email: MEadmissions@hku.hk
☎ Phone: (852) 3962 1451



MASTER OF FAMILY WEALTH MANAGEMENT

✉ Email: mfwm@hku.hk
☎ Phone: (852) 3917 2460



MASTER OF FINANCE

✉ Email: MFadmissions@hku.hk
☎ Phone: (852) 3962 1271



MASTER OF FINANCE IN FINANCIAL TECHNOLOGY

✉ Email: MFFTadmissions@hku.hk
☎ Phone: (852) 2255 0821



MASTER OF GLOBAL MANAGEMENT

✉ Email: MGMadmissions@hku.hk
☎ Phone: (852) 3962 1376



MASTER OF SCIENCE IN BUSINESS ANALYTICS

✉ Email: MSBAadmissions@hku.hk
☎ Phone: (852) 3962 1246



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***