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Why Hong Kong?

1st
Freest economy: World No.1 since 1996 (Canada-based Fraser Institute)

2nd

3rd

4th
World No.4 global financial centre (The 2023 Global Financial Centres Index 33rd Edition)

5th
World No.5 World Competitiveness Ranking 2022
HKU Business School

Faculty Members

Rankings

The University of Hong Kong

HKU MBA Programme

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

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

180+ Faculty Members (Full-time)
Members from world-renowned and prestigious universities around the globe

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

Our 2023-2024 student community at a glance

Regions Represented
- Australia
- Canada
- Chile
- China
- France
- Germany
- Hong Kong
- India
- Indonesia
- Jamaica
- Japan
- Korea
- Kyrgyzstan
- Macau
- New Zealand
- Portugal
- Russia
- Singapore
- Taiwan
- Thailand
- Trinidad
- U.K
- U.S.A
- Vietnam

Gender
62% Female
38% Male

Undergraduate University
- Columbia University
- Shanghai Jiaotong University
- University of British Columbia
- Cornell University
- Sun Yat-Sen University
- University of California, Berkeley
- Fudan University
- Imperial College London
- The Australian National University
- University of Cambridge
- Imperial College London
- The London School of Economics and Political Science
- University of Manchester
- King's College London
- The University of Hong Kong
- University of Oxford
- Korea University
- University of Melbourne
- University of Michigan-Ann Arbor
- McGill University
- The University of Manchester
- University of Pennsylvania
- Monash University
- The University of Melbourne
- University of Toronto
- Nankai University
- The University of New South Wales
- University of Warwick
- New York University
- The University of Queensland
- University of Washington
- Peking University
- The University of Sydney
- Xiamen University
- Renmin University of China
- The University of Warwick
- Yonsei University
- Tsinghua University
- Zhejiang University
Life in Hong Kong
The HKU Business School provides a dynamic and conducive environment for learning, teaching and research. Advanced facilities are provided on the three campuses located in the HKU Main Campus, Cyberport and Admiralty Town Centre.

**Town Centre**
Located at the heart of the city, AdmiraltyTown Centre Campus brings the resources of the School to one of the financial districts in Hong Kong. Apart from featuring cutting-edge facilities such as executive classrooms, meeting rooms and 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.

**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 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, its youth, talent, and key location. We strengthen connections with Vietnam by providing market-oriented research, superior learning experience, and instrumental resources.

**HKU iCube**
HKU Cube is in the prestigious Two Exchange Square featuring a magnificent harbour view. It serves as a place to facilitate knowledge exchange for HKUB’s associates, as well as a bridge to connect business leaders in and outside the school.
Modular Calendar
Courses are offered on a modular basis to allow students to focus on 1-3 courses at a time. Normally, each module consists of six to eight weeks including the examination week.

<table>
<thead>
<tr>
<th>Module</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1</td>
<td>Sep 1 to Oct 18</td>
<td></td>
</tr>
<tr>
<td>M2</td>
<td>Oct 19 to Dec 3</td>
<td>Dec 4 to Jan 28</td>
</tr>
<tr>
<td>M3</td>
<td>Oct 19 to Dec 3</td>
<td>Dec 4 to Jan 28</td>
</tr>
<tr>
<td>M4</td>
<td>Jan 29 to Mar 20</td>
<td>Mar 21 to May 9</td>
</tr>
<tr>
<td>M5</td>
<td>Mar 21 to May 9</td>
<td>May 9 to Jun 23</td>
</tr>
<tr>
<td>M6</td>
<td>May 9 to Jun 23</td>
<td></td>
</tr>
</tbody>
</table>

For reference only, actual duration can vary.

Quick Facts

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INTAKE</th>
<th>FORMAT</th>
<th>MEDIUM</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Degree</td>
<td>August</td>
<td>Full-Time</td>
<td>English</td>
<td>Minimum 1 year / Maximum 2 years</td>
</tr>
</tbody>
</table>

Class Days

Normally 2 sessions of teaching per course per week.

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

Course Assessments - a combination of
- Assignments
- Mid-term Examinations
- Project Papers
- Presentations
- Other courseworks
- Final Examination
Master of Science in Business Analytics Overview

Rise to the Challenges of Big Data
The Master of Science in Business Analytics programme at the HKU Business School offers a comprehensive curriculum that includes understanding data, transforming data into information and converting information into executable actions. There is currently an unprecedented industry demand for business analytics professionals, and the School offers core analytics and quantitative competencies and skills, along with an extensive range of elective options to allow students to proceed in many specific focus areas. The programme boasts a real-world business analytics project with reputable corporations in the region and offers a summer boot camp for those looking to equip themselves with the quantitative knowledge and skills necessary to excel in this programme.

What is Business Analytics?

Business Analytics: Scientific Decision Making

<table>
<thead>
<tr>
<th>Traditional Decision Making Process</th>
<th>Decision Making Process with Business Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observation + Observation + Observation</td>
<td>Problems Data</td>
</tr>
<tr>
<td>Experience</td>
<td>Understand (statistics)</td>
</tr>
<tr>
<td>Smartness</td>
<td>Decide (optimisation)</td>
</tr>
<tr>
<td>Decision</td>
<td>Interpretation Better Decision</td>
</tr>
</tbody>
</table>

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 skill sets would have an advantage.

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.

What skills will I develop in this programme?
Our curriculum design aims to help students develop both hard and soft skills related to business analytics throughout the programme. Students will develop technical skills such as data acquisition (web scraping), data visualisation (Tableau), data management (SQL), statistical programming (Python and R) and machine learning/deep learning, as well as business skills such as communication, critical thinking, teamwork and leadership. Our programme offers courses focusing on all types of data analytics including descriptive analytics, predictive analytics and prescriptive analytics.

How does the capstone project work?
The capstone project course is one of the most special features of this programme. Students form a team and apply analytics knowledge and skills learnt in previous courses to solve a real-life business problem facing our project sponsors. We have collaborated with over 30 companies and 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.
**SCHOLARSHIP**

**Entrance Scholarship**
We offer scholarships to qualified students, who may receive a scholarship ranging from 10% to 50% in most cases, on the basis of student’s academic merit at the time of submission. 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, performance in class assessments, feedback 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 10 scholarships shall be awarded starting from the academic year 2022-2023, to Year One students, available to all masters programmes offered by the HKU Business School on the basis of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK$10,000 each.

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**Tuition Fee**
$390,000*
* Subject to change and final approval of the University.

A deposit of HK$130,000** 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.

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**Prof. Hai Peng Shen**
- Business Statistics
- Business Analytics Capstone

Can students get connected with business clients and work on analytics projects in a real working environment? Before graduation? This course 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 the true precision of what their work life will look like while still being students.

---

**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

Companies increasingly look for business analysts with a geospatial mindset and toolkit 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 prescriptive and prescriptive analytics, in order to tackle challenging problems related to location—the ‘where’ aspect that concerns all kinds of businesses.

---

**Prof. Zhixi Wan**
- Geospatial and Business Analytics

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**Master of Science in Business Analytics**

<table>
<thead>
<tr>
<th>Core Courses</th>
<th>Elective Courses</th>
<th>Capstone Course</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4</strong></td>
<td><strong>5</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database</td>
<td>3</td>
</tr>
<tr>
<td>Programming</td>
<td>15</td>
</tr>
<tr>
<td>Mathematics</td>
<td>6</td>
</tr>
<tr>
<td>Statistics</td>
<td>6</td>
</tr>
</tbody>
</table>

**Elective Courses (Five Courses)**

- Accounting Analytics for Managerial Decisions
- Geospatial and Business Analytics
- Big Data Analytics on the Cloud
- Generative Artificial Intelligence
- Blockchain Cybersecurity Risk Analytics
- International Study Field Trip
- Business Simulation
- Machine Learning
- Database Design and Management
- Marketing Analytics
- Deep Learning
- Prescriptive Analytics
- Digital Experimentation Methods
- Quantitative Trading
- Digital Innovation
- Social Media and Digital Marketing Analytics
- Financial Engineering
- Storytelling with Data
- Forecasting and Predictive Analytics
- Supply Chain and Logistics Management

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

**Capstone Course (One Course)**

- Business Analytics Capstone

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**References:** 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 student’s profile, capabilities, and performance in the Master of Science in Business Analytics programme.
Capstone Flow

8 students in each team

Student Experience Sharing

MUSKAN RAJPUT
Master of Science in Business Analytics (Class of 2022)

Coming from an economics background, the challenging courses that focused on tech and coding seemed like hard work for me in the beginning. But the two most important things I have learned from my studies at HKU are that consistency is the key and nothing is impossible. By infusing the right amount of hard work with a correct attitude, I was able to embrace all the difficulties. Now that I’m about to graduate, I am truly thankful to HKU for moulding me into a stronger person both intellectually and emotionally.

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. MSBA covers a wide range of topics, including data mining, machine learning, predictive modeling, and data visualization. It was quite challenging when I first approach to 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.

Academic Backgrounds

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics / Finance</td>
<td>39%</td>
</tr>
<tr>
<td>Mathematics / Engineering</td>
<td>20%</td>
</tr>
<tr>
<td>Computer Science / Science</td>
<td>12%</td>
</tr>
<tr>
<td>Accounting / Marketing</td>
<td>11%</td>
</tr>
<tr>
<td>Business / Management</td>
<td>13%</td>
</tr>
<tr>
<td>Art / Language / Sociology</td>
<td>4%</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
</tr>
</tbody>
</table>

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

Previous Employers (Internship)

- Baidu Inc.
- Bank of America
- BNP Paribas
- Bytedance
- Civil Aviation Department
- Deloitte HiTech Ltd.
- DIDI
- Jones Lang LaSalle Incorporated (JLL)
- KPMG International Limited
- Lenovo
- Mercedes-Benz AG
- NetEase, Inc.
- Securities and Futures Commission
- Sun Hung Kai Properties
- Tencent Holdings Ltd.
- The Hong Kong Jockey Club
- Trip.com Group
- Xiaomi Corporation
- Yum China Holdings, Inc.

Gender + Age

60% Female
40% Male

60%
40%

19 22 32
Age
Avg Age

Working Experience*

94%

with prior working experience

Avg work duration
6 months

*Among students with prior work experience (Internship inclusive)

Admission Requirements

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

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

Minimum score requirement:
- TOEFL: Internet-based 80
- TOEFL: Paper-based 550
- IELTS 6

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.

TOEFL: 9677 ; GRE: 2482

Application Process

1. Fill in the application form and provide referee details
2. Access Tuition ProgramGraduate Online Application System and create your application account
3. Pay HK$300 non-refundable application fee
4. Upload documentation to the HKU Business School TPG Application uploaded system
5. Remind referees to complete formal reference through the HKU Business School TPG Application uploaded system

For more details, please refer to the Masters Programmes website

Remarks:
- Application with missing supporting documentation will be considered incomplete and will not be further processed.
- On the application stages, 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/identical true copy of the documents.
- Due to the large volume of applications, candidates 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.

Leveraging our networks and resources, we aim to provide top-notch career services that
guide students to explore their career direction by assisting them to unlock their potentials and identifying their own interest;
help students explore and understand the industry sectors they are most interested in, and evaluate options based on their profile and aspirations;
help students develop a realistic career plan by facilitating the planning and execution of their personal career exploration and strategies; and
help students enhance their skills, competencies and confidence necessary in the world of business.

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

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Partial Employers List

**Technology:**
- Alibaba
- Amazon
- Baidu
- ByteDance
- Huawei
- IBM
- Meituan
- Tencent

**Banking:**
- Bank of America
- Bank of China
- BNP Paribas
- Citibank
- HSBC
- Morgan Stanley
- Standard Chartered

**Financial Services (Auditing/Asset Management/Investment Banking/PE&AC):**
- Bloomberg
- China International Capital Corporation (DBCC)
- CITIC Securities
- E Fund Management
- Guotai Junan International
- Huatai Financial Holdings
- J.P. Morgan

**Professional Services and Consulting:**
- Deloitte
- Ernst & Young
- KPMG
- McKinsey & Company
- Mercer
- PricewaterhouseCoopers (PwC)

**Others:**
- BYD
- LVHN
- Proctor & Gamble (P&G)
- Hong Kong Monetary Authority

^ Data based on graduate surveys which was launched in 2022.
Your Journey, Our Support: Guiding You Every Step of the Way

Tools and Resources
- Empowering Your Research and Job Market Intelligence with Professional Tools
  - HKU Moodle: Career Exploration Toolkit
  - 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

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

Career Development & Training
Expanding Horizons: Explore a Range of Career Development Activities with Us
The Student Enrichment Team

The Student Enrichment Team organizes a wide range of events and activities for students and alumni of the seven 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 Hard skills training. Students can have an enjoyable and fruitful journey as well as having the opportunity to explore different areas and meet different people.
Mentorship Programme

The Mentorship Programme aims to provide a platform for all masters students of HKU Business School to explore beyond the classroom and gain real-world insight about the industry and careers from alumni and experienced practitioners (mentor), in order to foster an engaging Masters’ community, as well as to contribute their knowledge and experience to nurture the young generation.

Our Mentors

They are professionals, industry practitioners, middle to senior executives or MSc alumni with 7+ years working experience in Accounting, Marketing, Finance, FinTech Banking, Business Analytics and Management etc. They are passionate about supporting the young generation with their valuable experience, insight and networks, and will serve on a pro-bono basis.

Mentorship Activities

Kick-off Ceremony

Mentor – Mentee Networking using LEGO® SERIOUS PLAY®

Mentor – Mentee Roundtable Discussion

Mentor Dialogue Exchange and Sharing Sessions

Professional Seminars and Career Workshops

Mentors Professional Background

<table>
<thead>
<tr>
<th>Expert Area</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>CEO / COO / CIO</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>Consultant</td>
</tr>
<tr>
<td>Equity Capital Markets</td>
<td>Data Scientist</td>
</tr>
<tr>
<td>Fast Moving Consumer Goods</td>
<td>Department Head</td>
</tr>
<tr>
<td>Finance and Financial Technology</td>
<td>Director</td>
</tr>
<tr>
<td>Financial Services Compliance</td>
<td>General Manager</td>
</tr>
<tr>
<td>Securities</td>
<td>Managing Director</td>
</tr>
<tr>
<td>Integration Broker Technology</td>
<td>Partner</td>
</tr>
<tr>
<td>Investment and Trading</td>
<td>Regional Head</td>
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<tr>
<td>Professional</td>
<td>Trader</td>
</tr>
<tr>
<td>Research</td>
<td>Vice President</td>
</tr>
</tbody>
</table>
Contact Us

Master of Accounting
Email: MAccAdmissions@hku.hk
Phone: (852) 3962 1280

Master of Economics
Email: MEAdmissions@hku.hk
Phone: (852) 3962 1368

Master of Finance
Email: MFAdmissions@hku.hk
Phone: (852) 3962 1271

Master of Finance in Financial Technology
Email: MFFTadmissions@hku.hk
Phone: (852) 3962 1487

Master of Global Management
Email: MGMAAdmissions@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: MSMTAdmissions@hku.hk
Phone: (852) 3962 1256

280,000+ Alumni

> 150 Nationalities

100 Alumni Networks

30,000+ HKU Business School Graduates

Our HKU Alumni Network