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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
Life in Hong Kong
HKU Business School

Faculty Members

Members from world-renowned and prestigious universities around the globe

Rankings

The University of Hong Kong

QS World University Rankings 2024

QS Graduate Employability Ranking 2022


HKU MBA Programme

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
- Cornell University
- Fudan University
- Imperial College London
- King’s College London
- Korea University
- McGill University
- Monash University
- Nankai University
- New York University
- Peking University
- Renmin University of China
- Shanghai Jiaotong University
- Sun Yat-Sen University
- The Australian National University
- The London School of Economics and Political Science
- The University of Hong Kong
- The University of Manchester
- The University of Melbourne
- The University of New South Wales
- The University of Queensland
- The University of Sydney
- University College London
- University of British Columbia
- University of California, Berkeley
- University of Cambridge
- University of Michigan-Ann Arbor
- University of Oxford
- University of Pennsylvania
- University of Toronto
- University of Warwick
- University of Washington
- Xiamen University
- Yonsei University
- Zhejiang University
 OUR CAMPUSES

The HKU Business School provides a dynamic and conducive environment for learning, teaching and research. Advanced facilities are provided on the three campuses located in the HKU Main Campus, Cyberport and Admixture Town Centre.

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

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.

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 HKUUS 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>Start Date</th>
<th>End Date</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></td>
</tr>
<tr>
<td>M3</td>
<td>Dec 4 to Jan 28</td>
<td>Jan 29 to Mar 20</td>
</tr>
<tr>
<td>M4</td>
<td>Mar 21 to May 8</td>
<td>May 9 to Jun 23</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>Day</th>
<th>Morning Session</th>
<th>Afternoon Session</th>
<th>Evening Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Tuesday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
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<tr>
<td>Wednesday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
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<tr>
<td>Thursday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
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<tr>
<td>Friday</td>
<td>☀</td>
<td>☀</td>
<td>☀</td>
</tr>
<tr>
<td>Saturday</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 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 data-driven decision 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.

<table>
<thead>
<tr>
<th>Trend Subjects</th>
<th>Fundamentals Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algorithms, Big Data and Online Marketplaces</td>
<td>Advertising and Integrated Marketing Communication</td>
</tr>
<tr>
<td>Big Data Consumer Analytics</td>
<td>Branding Strategy</td>
</tr>
<tr>
<td>ESG and Marketing for Social Impact</td>
<td>Consumer Insights</td>
</tr>
<tr>
<td>Technology Innovations in Retail Banking and Consumer Finance</td>
<td></td>
</tr>
</tbody>
</table>

Dr. Tak Zhongqiang Huang
Programme Director - Master of Science in Marketing

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

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

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

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

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

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

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

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

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

The programme is designed to cover marketing knowledge at both a global level and a local adaptation. Students will be equipped with skills and knowledge to adapt to local markets.
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 admission. A full tuition fee waiver may be offered in outstanding cases. All eligible candidates are automatically considered; no separate application is required.

Merit-Based Scholarship
We offer merit-based scholarships to qualified students, with half of scholarships being 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, recommendations 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 Master’s programmes offered by the HKU Business School on the basis of academic performance in the respective programmes and their contributions to the community of the relevant programmes. The Scholarship shall be of the value of HK$100,000 each.

Tuition Fee
$360,000*
A deposit of HK$120,000 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.

Dr. 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 digests. 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

Core Courses (Four Courses)
- Applied Marketing Research and Metrics
- Consumer Insights
- Marketing Management
- Digital Marketing

Elective Courses (Five Courses)
- Master of Science in Marketing Electives
  - Minimum 3
  - Advertising and Integrated Marketing Communication
  - Algorithms, Big Data and Online Marketplaces
  - Big Data Consumer Analytics
  - Branding Strategy
  - Business Simulation
- Master of Management
  - Global Marketing
  - International Business Environment
  - International Study Field Trip
- Master of Data Science
  - Platform Business Models and the Sharing Economy
  - Pricing Strategies and Tactics
  - Service Marketing and Management
- Master of Science in Business Analytics
  - Technology Innovations in Retail Banking and Consumer Finance

Other Masters Programmes **
- 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

Capstone Course (One Course)
- Marketing Strategy Simulation
Student Experience Sharing

PAVITHRA PERERA
Master of Science in Marketing (Class 2022)

I chose the Master of Science in Marketing at HKU Business School because it’s a well-ranked ranking university in Asia. I have been passionate about this field for a long time because I am fascinated by how the market is driven by marketing and social media. As someone from a generation of people with extremely high social media usage, I was captivated by how analytics were derived from something people use daily. And, these analytics are used to create virtual personas to know how people would react to a particular product. Nowadays, marketing is the tool that makes or breaks a company, and I wanted to understand it better to create something people would like. After researching the curriculum of the Marketing programme, I was excited to pursue my higher studies at HKU Business School, which has built such a great programme. In addition to this, highly regarded programmes are exciting about studying on the beautiful campus and participating in the rich student life offered here.

CASON YI
Assistant Manager of Operations and Marketing Projects, The Peninsula Hotels (Class 2022)

After five years of working, it was quite an exciting journey for me to go back to school. The programme and curriculum at HKU Business School yielded a good balance between academic theories and practices in the real-life business context, which allowed me to reflect on and re-look at everything that I have done in the past five years. All the projects that I did at work became my own case studies.

The empowerment, the group dynamic, and the teamwork culture were a few other highlights that I enjoyed and appreciated a lot. Together with the team, we were able to apply the tools, theory, and practice along with our imagination and innovative ideas. We also received constant feedback from our experienced professors throughout the programme.

Apart from traditional exams, we were also put in the “stage” and under the spotlight to pitch our business proposal and analyses not only in front of our classmates but also interns from various industries. It was indeed a fun and memorable experience.

HEAR WHAT OUR MASTER OF SCIENCE IN MARKETING STUDENTS HAVE TO SAY ABOUT THEIR EXPERIENCE.

WILLIAM ZHAO
Associate, Manager Development Program, Alphalights (Class 2021)

The overall experience was great. I met a lot of new friends from around the globe. The culture is amazing, people love to party and go hiking in their spare time. Although, the living pace is really fast, people can still find ways to enjoy themselves. I love the blend of Western and Eastern culture in Hong Kong. The most challenging aspect of Hong Kong life may be the living cost. However, it is fairly easy to find a part-time or full-time job in Hong Kong, so the high cost may not be a huge issue. The time spent in Hong Kong was really enjoyable and I will surely recommend friends to visit here.

My favourite course is Consumer Insights. It was very inspiring and interesting, the course allowed me to understand how to draw assumptions and conclusions from the data. That being said, actually all the professors from the programme were very reachable and helpful. On top, they value our suggestions a lot. The programme is always looking to improve and provide courses that are not only relevant to the industry but also allow us to apply it in our future career.

LEXY CHEN
Management Trainee, L’Oreal (Class 2021)

Since our courses are carried out on a module basis, they required us to learn and apply at the same time, so it’s really demanding and informative. For example, the Branding, Integrated Marketing Communication and Business Case classes all require us to prepare and do a mini presentation during the class using the knowledge just learned so that you can integrate the theory and actual business case immediately. And it’s quite similar to the group interview we would encounter during campus recruitment as we could better prepare ourselves for it. All the courses involve group projects or simulate business game to actually help a company or brand to grow, which is practical compared to simply thesis writing. The programme is rather practical. All the strategies and theories we learned could be applied to business contexts, job interviews, projects and they range from big data to branding, so it opens up lots of opportunities for our future careers.
Class Profile

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

Academic Backgrounds

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>Accounting / Economics / Finance</td>
</tr>
<tr>
<td>31%</td>
<td>Business / Management / Marketing</td>
</tr>
<tr>
<td>14%</td>
<td>Advertising / Journalism</td>
</tr>
<tr>
<td>10%</td>
<td>Art / Fashion / Hospitality</td>
</tr>
<tr>
<td>9%</td>
<td>Computer Science / Engineering / Mathematics</td>
</tr>
<tr>
<td>4%</td>
<td>Public Administration / Psychology / Sociology</td>
</tr>
<tr>
<td>2%</td>
<td>Others</td>
</tr>
</tbody>
</table>

Previous Employers (Internship)

- Alexander McQueen
- Audi China
- Billie
- BMW (China) Automotive Trading Co., Ltd.
- Christian Dior
- Johnson & Johnson (J&J)
- Longfor Properties
- Marriott International, Inc.
- McDonald’s
- Mercer
- Nike
- Porsche (China) Motors Ltd.
- PricewaterhouseCoopers (PwC)
- Publicis Group
- Safilo plc
- Singpharm Group
- The Arnott’s Group
- Volkswagen Group China
- WeBank Co., Ltd.
- Zara

Gender + Age

- Female: 81%
- Male: 19%

- Age: 18, 22, 29
- Avg Age: 22

Working Experience

- With Prior Working Experience: 96%
- Avg Work Duration: 6 months

*Among students with prior work experience (Internship included).

Admission Requirements

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

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

Minimum score requirement:

- TOEFL Internet Based: 80
- TOEFL Paper Based: 550
- IELTS: 6 with no subset below 5.5

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

Application Process

1. Fill in the application form and provide referee details
2. Access Taught Postgraduate Online Application System and create your application account
3. Pay HK$300 non-refundable application fee
4. Upload documentation to the HKG Business School TPG Application Helpdesk system
5. Remind referees to complete online reference through the online system and verify their email addresses

Apply Here

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 page, the original copy of supporting documents is NOT required and candidates only need to upload the soft copy 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 high volume of applications received by HKG, 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:

01 guide students to explore their career direction by assisting them to unlock their potentials and identifying their own interest;

02 help students explore and understand the industry sectors they are most interested in, and evaluate options based on their profile and aspirations;

03 help students develop a realistic career plan by facilitating the planning and execution of their personal career exploration and strategies; and

04 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.

Partial Employers List

**Technology:**
- Alibaba
- Amazon
- Baidu
- ByteDance
- Huaweii
- 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 (CICC)
- 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
- LVMH
- Procter & 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

23
Career Development & Training

24
Career Development & Training
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 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 2022 – June 2023)

- Industry Talk & Seminar
- Alumni Experience Sharing
- Business Executive Training
- Networking Drinks, Luncheon & Dinner
- Team Building Activities
- Cultural Diversity Activities
- Community Services
- Tram Party

- Professional Training & Seminar
- Networking & Team Building
- Personal Development & Wellness
- Hard Skills
- Communication Skills
- Psychology Assessments
- Happiness Workshop
- Sports and Hiking
- Languages
- Public Speaking
- Effective Presentation
- Leadership skills
- Machine Learning
- Financial Database
- Programming & Computer Coding
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 / CDO / COO</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>
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<tr>
<td>Integration Broker Technology</td>
<td>Partner</td>
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<tr>
<td>Investment and Trading Professional</td>
<td>Regional Head</td>
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<tr>
<td>Marketing</td>
<td>Trader</td>
</tr>
<tr>
<td>Research</td>
<td>Vice President</td>
</tr>
</tbody>
</table>

Student Ambassador Programme

Our HKU Business School Masters Student Ambassadors are enthusiastic, passionate, outgoing, and knowledgeable. Ambassadors are very much interested in being leaders, while simultaneously working closely with students and the Student Enrichment Team. Ambassadors are responsible for taking the lead to plan and initiate student-led activities. Ambassadors will have a golden opportunity to meet and be inspired by global leaders and senior executives of different industries as well as establish a global mindset and work with students from different cultural backgrounds.