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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, UK 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

Average

Undergraduate University

Columbia University
Cornell University
Fudan University
Imperial College London
King's College London
Korea University
McGill University
Monash University
Nanjing 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
The University of Warwick
Tsinghua University
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
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, 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.

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

2023       2024

For reference only, actual duration can vary.

**Quick Facts**

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

**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 coursework
- 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>Experience</td>
<td>Problems &amp; Domain Knowledge</td>
</tr>
<tr>
<td>Observation + Observation + Observation</td>
<td>Data &amp; Models</td>
</tr>
<tr>
<td>Smartness</td>
<td>Interpretation &amp; Insights</td>
</tr>
<tr>
<td>Decision</td>
<td>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 skills 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 scrapping), 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 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 ethics, communication, teamwork and leadership.

Dr. Wei Zhang
Programme Director – Master of Science in Business Analytics
Boot Camp

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

Core Courses (Four Courses)

- Business Intelligence and Analytics
- Operations Analytics
- Business Statistics
- Quantitative Analysis Methods

Elective Courses (Five Courses)

- Accounting Analytics for Managerial Decisions
- Big Data Analytics on the Cloud
- 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


total courses = 10

Master of Science in Business Analytics Electives

- Accounting Analytics for Managerial Decisions
- Big Data Analytics on the Cloud
- 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

Prof. Haipeng Shen

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 first three modules, participation in the extra-curricular activities, recommendation from course instructors, and level of support provided to the programme office. An eligible candidate is automatically considered; no separate application is required.

Tuition Fee

$390,000*

* Subject to change and final approval of the University.

Prof. Zhixi Wan

* Geospatial and Business Analytics

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 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. An eligible candidate is automatically considered; no separate application is required.

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

Can students use their extensive knowledge and skills 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 true preview of what their work life will look like, while still being students.

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 predictive and prescriptive analysis, in order to tackle challenging problems related to locations: the "where" aspect that concerns all kinds of businesses.
Capstone Flow

Business Analytics Capstone

1. Match team with client
2. Case sharing
3. The analytics triangle

Corporate Connections
- AIA
- Beijing Private Fund Management
- Blackpox
- CLP Power Hong Kong
- Dah Chong Hong
- Datago Technology
- DTS Group
- DigiGate.com
- FWD Group
- Hang Seng Bank
- Hashkey Capital
- HKAS Water Supplies Department
- HSBC
- Huadu Hotels Group
- Hutchison Telecomm.
- ICBC (Industrial and Commercial Bank of China)

- KPMG International
- Lane Crawford
- Maxxis
- Micro Connect
- Microsoft
- MuWu Barbeque
- Ping An Technology
- Polymer Capital
- Queen Elizabeth Hospital
- TAL Education Group (also known as "TAL")
- Tencent
- WeChat Pay HK
- Y2 Capital
- YAS Microinsurance
- Yili Group
- Yuzu/Dairy Farm

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. 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.

Academic Backgrounds
- 39% Economics / Finance
- 20% Mathematics / Engineering
- 12% Computer Science / Science
- 11% Accounting / Marketing
- 10% Business / Management
- 4% Art / Language / Sociology
- 1% Others

Previous Employers (Internship)
- Baidu Inc.
- Bank of America
- BNP Paribas
- ByteDance
- Civil Aviation Department
- Deloitte HiTech Ltd.
- DiDi
- Jones Lang LaSalle Incorporated (ILL)
- KPMG International Limited
- Lenovo
- Mercedes-Benz AG
- NetsEase, 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

Mean Age    19     22    32

Working Experience*
- 94%
- 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:

1. Obtain a TOEFL/IELTS score if you are not from an English-medium university.
2. Obtain statements from two references, 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 subtest below 5.5

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

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 MBS Business School TPG Application Hacked system.
5. Remind referees to complete their online references through the system and send their reference letters to the email address.

Apply Here
For more details, please refer to the Masters Programmes website.
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
- 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&VC):**

- 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.*
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.
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
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 / CO</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>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>Investment and Trading Professional</td>
<td>Partner</td>
</tr>
<tr>
<td>Marketing</td>
<td>Regional Head</td>
</tr>
<tr>
<td>Research</td>
<td>Trader</td>
</tr>
<tr>
<td></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.
Contact Us

280,000+ Alumni

> 150 Nationalities

100 Alumni Networks

30,000+ HKU Business School Graduates

Our HKU Alumni Network

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

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

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

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

Master of Global Management
Email: MGAMAdmissions@hku.hk
Phone: (852) 3962 1376

Master of Science in Business Analytics
Email: MSBAdmissions@hku.hk
Phone: (852) 3962 1246

Master of Science in Marketing
Email: MSKAdmissions@hku.hk
Phone: (852) 3962 1255

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Facebook
Instagram
LinkedIn
Twitter
Weibo
WeChat
Xiaohongshu