



HKU
BUSINESS
SCHOOL
港大經管學院

Masters
Programmes



MASTERS PROGRAMMES 2027 INTAKE



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Why Hong Kong?



1st

**Freest economy:
World No.1**

Since 1996 (Canada-based
Fraser Institute)

2nd

World No.2

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

3rd

World No.3

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

4th

World No.4

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

3rd

World No.3

World Competitiveness
Ranking 2025

HKU Business School

Faculty Members

Vision

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

Unique Proposition

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



Members from world-renowned and prestigious universities around the globe

180+
Faculty Members
(Full time)

19
Regions

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

Rankings

HKU Business School

No. 1
in Asia

Financial Times Aggregated Research Ranking

No. 1
in Asia

UTD Research Rankings

The University of Hong Kong

No. 1
in Hong Kong

QS World University Rankings 2027

No. 11
in the World

No. 1
in Asia

QS Asia University Rankings 2026

No. 10
in the World

QS Graduate Employability Ranking 2022

No. 4
in the World

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

No. 1
in Hong Kong

Times Higher Education (THE) World Universities Ranking 2026

No. 33
in the World

MSc 2.0 Transformation



Interdisciplinary Tracks

The interdisciplinary tracks help students transcend the boundaries of a single discipline by selecting courses from other Masters Programmes within the school, based on their interests and career goals.



Study Modules at Global Centres

Students may undertake a three-month study period at Global Centres in Beijing, Shanghai, Shenzhen and Barcelona. These modules will feature locally tailored courses and Capstone Projects developed in collaboration with regional partners, providing hands-on, cross-cultural experience.



Capstone Projects

The school has expanded Capstone Projects to 11 Masters Programmes, encouraging more students to work with organisations and apply classroom learning to real life scenarios. Nearly 100 projects are currently underway, with past partners including HSBC, Tencent and Microsoft.



A Two-year Curriculum

Our Masters Programmes will offer a two-year standard curriculum structure, with tuition fees remaining unchanged, providing students with more time for academic exploration, career preparation, deeper campus engagement, and building stronger connections with faculty and peers.

Our

2026-2027

student community at a glance

Regions Represented

Argentina	India	Russia
Australia	Italy	Singapore
Belgium	Japan	Spain
Canada	Republic of Korea	Taiwan
China	Macau (SAR) of PRC	U.S.A.
Czech Republic	Malaysia	Vietnam
France	Netherlands	
Germany	New Zealand	
Hong Kong (SAR) of PRC	Norway	

Gender



Undergraduate University

Columbia University	Seoul National University	University College London (UCL)
Cornell University	Shanghai Jiao Tong University	University of British Columbia (UBC)
Fudan University	Sun Yat-sen University	University of California, Berkeley (UCB)
Harbin Institute of Technology (HIT)	Technical University of Munich	University of California, Los Angeles (UCLA)
Imperial College London	The Australian National University	University of Cambridge
Johns Hopkins University	The Chinese University of Hong Kong (CUHK)	University of Chicago
King's College London	The Hong Kong University of Science and Technology	University of Edinburgh
McGill University	The University of Hong Kong	University of Michigan
Monash University	The University of Melbourne	University of Oxford
Nanjing University	The University of New South Wales (UNSW Sydney)	University of Science and Technology of China (USTC)
Nankai University	The University of Queensland	University of Toronto
Nanyang Technological University	The University of Sydney	Wuhan University
National University of Singapore (NUS)	Tongji University	Xi'an Jiaotong University
Peking University	Tsinghua University	Yonsei University
Princeton University		Zhejiang University
Renmin University of China		



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



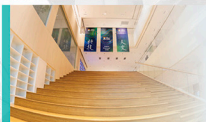
HKU iCube

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.



HKU Beijing Centre

HKU Beijing Centre aims to strengthen academic exchanges and cooperation between Mainland China and Hong Kong, contributing to the cultivation of high-caliber talent and the provision of international education services as a lifelong learning platform.



HKU Business School Shanghai Centre

The HKU Business School Shanghai Centre is dedicated to fostering a collaborative environment where technology and human-centric values intersect. Serving as a pivotal platform, it facilitates partnerships among government entities, industry leaders, academic institutions, and research organizations across East China. By bringing together diverse stakeholders, the Centre aims to promote innovative research, business initiatives, and knowledge exchange that address regional and global challenges.



HKU Business School Shenzhen Campus

HKU Business School Shenzhen Campus has been established with the model of "One School, Two Campuses" and focuses on teaching, research, innovation and entrepreneurship, striving to facilitate resource-sharing.



HKU-Tel Aviv Innovation Hub

HKU-TLV Innovation Hub combines HKU's academic excellence with Israel's entrepreneurial energy and promotes cross-border collaborations and partnerships between the academic, business and technology communities of Israel and Hong-kong.



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.

Quick Facts

TYPE	INTAKE	FORMAT	MEDIUM	NORMATIVE DURATION
 Master Degree	 August	 Full-Time	 English	 2 Years

Class Days

Normally 2 sessions of teaching per course per week

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
  	  	  	  	  	 	 
 Morning Session		 Afternoon Session		 Evening Session		

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 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.

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 (Hong Kong and Mainland China). The programme provides an understanding on how business models must transform and adapt to the local markets.

Prof.

**Tak Zhongqiang
Huang**

Programme Director - Master of Science in Marketing

4

CORE
COURSES

+

5

ELECTIVE
COURSES

+

1

CAPSTONE
COURSE

=

10

TOTAL
COURSES

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

Artificial Intelligence: Implications for Business Strategy, Innovation and Entrepreneurship

Business Environment and Capital Markets

Building Successful AI-First Ventures: Spotlight on Product Management

China Marketing

Data and AI Transformation

Global Business Environments Immersion: Institutions, Innovation, and Cross-Cultural Management

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

AI, Algorithms, and Online Markets

Artificial Intelligence Generated Content in Business

AI in Marketing

Big Data Consumer Analytics

Business Simulation

Foundational Quantitative

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 will necessarily be offered each academic year and the listed courses are subject to further adjustments.

* 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 Orientation Week and Career & Enrichment Week, recommendation from course instructors, and level of support provided to the programme office. All eligible candidates are automatically considered; no separate application is required. The scholarship may be awarded only once during a student's period of study.

Fargo Wealth Excellence Scholarship

Up to ten scholarships shall be awarded each year to full-time Year One students of all specialized masters programmes in the Faculty, on the basis of academic performance in the respective masters programme and contributions to the community of the respective masters programme. The Scholarship shall be of the value of HK\$20,000 each.

Composition Fee

\$438,000*

A deposit of HK\$146,000* 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\$275,000 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

Global Centre Study Modules

An additional subsidy for immersive global learning experiences

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.

Applications for course exemption are subject to the approval of the Master of Science in Marketing Programme Director and committees concerned.



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

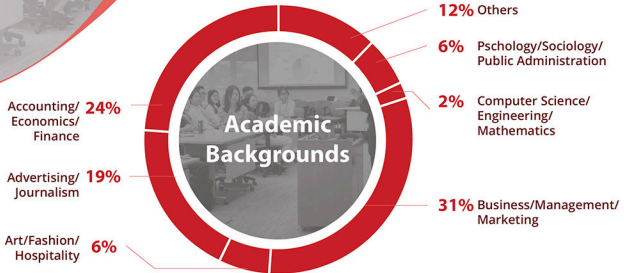
Master of Science in Marketing
(Class of 2025)

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

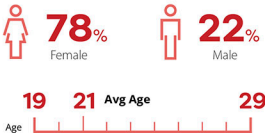
We recruit students from diverse backgrounds each year to enrich students' learning experience.



Sample List of Previous Employers

- Adidas
- Alibaba Group
- Bosch
- ByteDance
- Gucci
- iQIYI
- L'Oréal
- LVMH Beauty
- Mandarin Oriental
- Midea
- Morgan Stanley
- Nestlé
- POP MART
- Procter & Gamble
- Starbucks China
- Swire Coca-Cola
- Tencent
- The Walt Disney Company
- Unilever
- Xiaohongshu

Gender + Age



Internship Experience



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

* A score of 80 or above for tests taken before 21 January 2026; or a score of 4.5 or above for tests taken from 21 January 2026 onwards.



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	Citibank	CITIC Securities
Goldman Sachs	Guotai Junan International	HSBC	
Huatai Securities	JPMorgan Chase & Co.	ICBC Asia	Ping An

Professional Services and Consulting:

Accenture	Deloitte	Ernst & Young	KPMG	PricewaterhouseCoopers
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Technology:

Alibaba	Baidu	ByteDance	Google	
IBM Consulting	Insta360	Ipsos	JD.com	Kuaishou Technology
Meituan	miHoYo	Pinduoduo	Tencent	Xiaohongshu
				Xiaomi

Others:

Cathay Pacific	Colgate	Estée Lauder	Hong Kong Jockey Club
L'Oréal	Nestlé	Procter & Gamble	Trip.com

[^] Data based on graduate surveys which was launched in 2025.



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

Tools and Resources

Empowering Your Research and
Job Market Intelligence with
Professional Tools

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

01

Know Yourself and Your Strengths

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

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

02

Plan Your Career

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

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

Career Development & Training

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



03

Tell Your Story

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

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

04

Discover The Open And Hidden Job Market

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

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

05

Network, Network, Network

Leverage the HKU Community to Expand Your Network, through:

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



The Student Enrichment Team

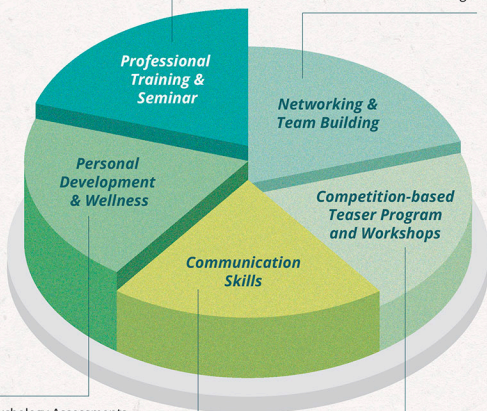
The Student Enrichment Team organises a wide range of events and activities for students and alumni of the specialized masters programmes. They are categorized into five areas including Personal Development and Wellness, Professional Training and Seminar, Networking and Team Building, Communication skills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

Summary of Student Enrichment Activities

(Aug 2024 - June 2025)

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

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



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

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

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

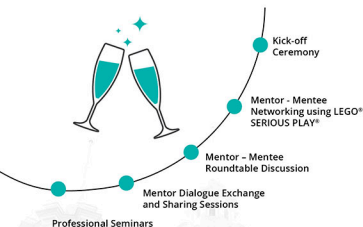


The Student Enrichment Team

Mentorship Programme

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

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

Contact Us

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280,000+

Alumni



> 150

Nationalities

100

Alumni Networks



30,000+

HKU Business School Graduates



**Our HKU Alumni
Network**