



**HKU
BUSINESS
SCHOOL**
港大經管學院

EMBA
高級管理人員工商管理學碩士



HKU EMBA

Executive Master of Business Administration

World-Class Collaboration



The University of Hong Kong Faculty of Business and Economics

Incorporated on March 30, 1911, The University of Hong Kong (HKU) is the first and oldest tertiary education institution in Hong Kong. For over a century, the university has nurtured over 260,000 alumni. In 2001, the Faculty of Business and Economics (or HKU Business School) was established as HKU's tenth faculty, preparing responsible business leaders for the society. Accredited by EQUIS and AACSB, HKU Business School takes a leading position in Asia's business and economics education with its innovative teaching and top-notch research. As one of the best schools for studying business management and economics in Asia, HKU Business School meets the challenges and opportunities of the economic development of the Guangdong-Hong Kong-Macau Greater Bay Area, contributing to the collective effort of creating the most competitive bay area in the world.

Times Higher Education: World's Most International Universities 2023 - HKU ranked at World #1

QS World University Rankings 2024 - HKU ranked at Hong Kong #1, Asia #2, World #26

UTD Research Rankings 2022 - HKU Business School ranked at Asia #1 (As of Feb 2023)





Peking University Guanghua School of Management

Founded in 1898, Peking University (PKU) is the first national university covering comprehensive disciplines in China and served as the highest administration for education at the beginning of its founding. In 1912, the University adopted its present name after the Xinhai Revolution. With its traditional emphasis on patriotism, advancement, democracy and science, and educational standards of diligence, precision, factualism and innovation, PKU has been a leading institution of higher education in China since its establishment. Today, PKU is an important hub for cutting-edge scientific research, innovation and international knowledge exchange. Guanghua School of Management (GSM) was established after the Reform in 1980, which is accredited by AACSB and EQUIS. With the development of China, it has entered a new era, with its central tenet of “creating management knowledge, cultivating business leaders and promoting social progress.”

Times Higher Education World University Rankings 2023 – PKU ranked at Asia #2

QS World University Rankings 2024 – PKU ranked at Asia #1, World #17

The HKU Executive Master of Business Administration (HKU EMBA) Programme is a part-time programme offered by HKU Business School. Incorporating PKU elements, and adopting an interdisciplinary approach with a global perspective and an Asian focus, the programme provides advanced business education and cutting-edge knowledge in business and finance to leaders from all industries. Leveraging the strength of the two leading universities and the two highly influential business schools, the HKU EMBA programme is well-poised to achieve remarkable synergy and offer the best learning experience to its students.



Overview

Cutting-edge education in business and finance

HKU EMBA Programme is intended for senior executives with substantial managerial experience. Students will be taught by faculty members from The University of Hong Kong and Peking University. The programme emphasizes regional applicability, professional relevance and innovation, equipping students with managerial skills for various dynamic business settings. At the end of the programme, students are expected to be able to conduct strategic analysis for complex and inter-related demands in management from the perspective of various stakeholders of the business enterprise with a solid understanding of local needs and global economy. Upon successful completion of the programme, students will be conferred an Executive Master of Business Administration degree issued by The University of Hong Kong.

Programme Structure

Class Starts	Length of Study	Class Arrangement	Class Location
September	Two years	Block mode with 4-day classes per month, usually from Thursday to Sunday	The University of Hong Kong, Peking University

Students must complete 108 credits, including 84 credits for core courses, and 24 credits for elective courses.



Core Courses

Fundamentals

- Management Philosophy: Historical and Cultural Perspectives
- Business Ethics and Corporate Social Responsibility
- Communication Strategy

Economics

- Global Economy
- Managerial Economics
- Chinese Economy
- Games and Strategy

Finance

- Corporate Finance
- Investment and Asset Management
- Financial Innovation and Credit Market

Management

- Organizational Leadership
- Strategic Human Resource Management
- Cross-cultural Management

Accounting

- Financial Accounting
- Business Valuation and Investment
- Financial Capacity and Competitive Advantage

Marketing

- Customer Analysis and Insights
- Strategic Marketing Management

Strategy

- Strategic Thinking
- Competitive Strategy
- Strategic Thinking and Innovation
- Social Networks and Strategic Leadership

Analytics

- Business Analytics
- Operations Management

Integration and Advancement

- International Capital Markets
- Capstone Project
- Strategies for Firm Growth



Elective Courses

Elective courses are updated for each intake. A full list of elective options will be announced at the beginning of each academic year.

Renowned Faculty

HKU Business School brings together global elites and scholars from world-class universities. Currently it has more than 181 academic staff members with over 21 nationalities, 90% of whom have overseas educational or professional backgrounds.

Guanghua School of Management upholds a long history of humanities and deep cultural heritage, bearing teachers with different academic backgrounds and expertise. Currently it has a total of 116 academic staff members, of which 18 have been awarded as the “Changjiang Scholars” by the Ministry of Education.



Prof. Hongbin CAI

Dean
Chair of Economics
Director, Institute of China Economy
HKU Business School



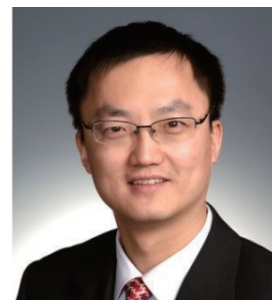
Prof. Christine M.K. CHAN

Associate Dean (Outreach and Global Engagement)
Professor in Management and Strategy
HKU Business School



Prof. Qiao LIU

Dean
Professor in Finance
Guanghua School of Management, PKU
Changjiang Distinguished Professor
Winners of National Science Fund for Distinguished Young Scholars



Prof. Li MA

Associate Dean
Professor in Organizational Behavior
Guanghua School of Management, PKU



Prof. Pingyang GAO

Associate Dean (Taught Postgraduate)
Zhang Yonghong Professor in Accounting
Professor in Accounting and Law
HKU Business School



Prof. Chen LIN

Associate Vice-President
Associate Dean (Research and Knowledge Exchange)
Stelux Professor in Finance
Chair of Finance
Director, Centre for Financial Innovation and Development
DBA Programme Director
HKU Business School



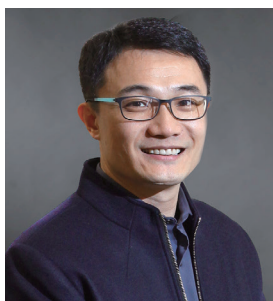
Prof. Yuyu CHEN

Professor in Applied Economics,
Guanghua School of Management, PKU
Director of the Institute of Economic Policy Research, PKU
Changjiang Distinguished Professor
Winners of National Science Fund for Distinguished Young Scholars



Prof. Zhengfei LU

Professor in Accounting
Guanghua School of Management, PKU
Changjiang Distinguished Professor



Prof. Haipeng SHEN

Associate Dean (Executive Education)
Patrick S C Poon Professor in Analytics and Innovation
Chair of Business Analytics and Innovation
HKU Business School



Prof. Echo Wen WAN

Associate Dean (MBA)
Director, Institute of Behavioural and Decision Science
Professor in Marketing
HKU Business School



Prof. Hui WANG

Associate Professor in Applied Economics
Guanghua School of Management, PKU
Associate director of the Institute of Economic Policy Research, PKU
Changjiang Young Scholar



Prof. Zhixue ZHANG

Professor in Organization and Strategic Management
Guanghua School of Management, PKU
Director of Institute of Social Science Survey, PKU
Director of Centre for Research in Behavioral Science
Winners of National Science Fund for Distinguished Young Scholars

Students' Sharing



Dong LI (2020 intake)

Partner, 10Fund

When I think of Hong Kong, the first word that comes to my mind is “Jianghu”, a word that is used to describe the chivalrous spirit. When I made my decision to study at HKU EMBA in 2020, it was the time when COVID-19 pandemic was raging all over the world, plunging people even the whole country into anxiety and confusion. The centennial background, profound knowledge base, international vision and social responsibility of HKU are like the moonlight that brightens my way forward.

Three years and we have graduated. It seems to me that I have been used to spending time with classmates and professors every month on analyzing cases, exchanging ideas on different issues, distinguishing between right and wrong and sharing previous experiences with each other.

One of the wisest choices I have ever made in the past three years was to become a member of HKU EMBA Programme. It is to my belief that the most important investment is always to invest in yourself.

I think no matter what you consider the purpose of studying in the HKU EMBA Programme, you will not return resentfully, because there must be some unexpected surprises. I am looking forward to seeing more intelligent and aspiring people to join me in the journey of HKU and experience “Jianghu” together.



Qian WANG (2020 intake)

President, CCX Green Finance International Limited

It was the right choice for me to study at HKU EMBA in the year of the pandemic and the most turbulent years of the global economy. I not only combed the original knowledge system, supplemented all kinds of unknown industry knowledge, but also opened up a path for myself to create good wishes and achieve good abilities by learning the crisis management of outstanding students.

With the help of the excellent platform of the University of Hong Kong, our class successfully held a series of forums that covers a wide range of topics on economy, business, technology and law, etc. Hope to witness the magnificent transformation of everyone and the great integration of the times.

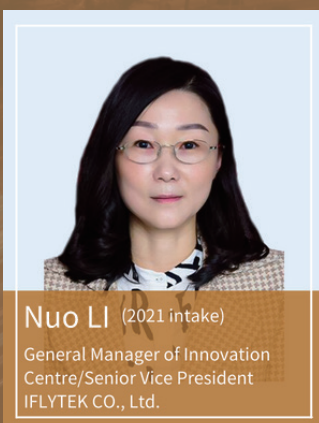


Chi Fai CHOY (2021 intake)

Founder & Chairman, Asupreme International Holdings Limited

The University of Hong Kong has a long history of more than 100 years. This world-renowned higher education institution gathers eminent scholars from all over the world while integrates the essence of Chinese and Western cultures. HKU EMBA alumni are leaders from their own industries. During the HKU EMBA courses and social activities, alumni have great opportunities to communicate with each other and encourage one another, and we all gained a lot.

Studying in the HKU EMBA Programme is like enjoying a rich feast, allowing everyone to enjoy an endless stream of business knowledge, receive accurate market information, explore and analyze Chinese and foreign business cases, and then translate into business, management and life wisdom, which will benefit for life.



Nuo LI (2021 intake)

General Manager of Innovation Centre/Senior Vice President, IFLYTEK CO., Ltd.

Studying at the HKU EMBA Programme, we have not only learned the irreplaceable international vision, but also systematically upgraded our ways of thinking. The tailor-made learning programmes of HKU have enabled us to develop a problem-solving mindset in the frontier of management theory and business studies, which will become the most valuable wealth in our career development.

Meanwhile, I am greatly inspired by the personal experiences shared by a group of passionate elites from various industries! I have not only broadened my vision, but also gained invaluable friendships which is hard to acquire at my age!

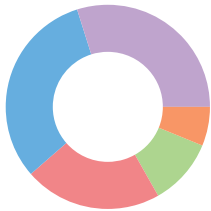
There is an old saying from a Chinese military general, the application of knowledge are the necessities of life. We should give up under no circumstances, and we must maintain a positive attitude to fully discover our own potential, which is perfectly in line with what Sapientia et Virtus, the motto of HKU represents.

Student Profile (2023 intake)



Male to Female Ratio

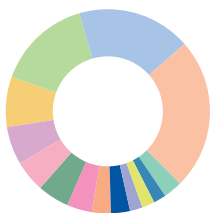
- Male: 58%
- Female: 42%



Age Distribution

Average Age: 39

- Age below 35: 30%
- Age between 36-40: 35%
- Age between 41-45: 24%
- Age between 46-50: 7%
- Age above 50: 4%



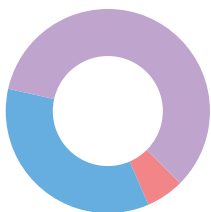
Industry Distribution

- IT and Technology: 24%
- Finance related: 18%
- Manufacturing and Retail: 15%
- Health related: 8%
- Construction: 6%
- Media and culture related: 5%
- Food and Beverage: 5%
- Real estate: 4%
- Energy: 3%
- Consultation: 3%
- Hospitality: 2%
- Education: 2%
- Legal service: 2%
- Others: 3%



Education Background

- Master's Degree/Postgraduate Diploma or above: 20%
- Bachelor's Degree/Undergraduate Diploma: 70%
- Others: 10%



Position/title

- Chairman/President/General Manager /CEO/Partner/Co-Founder: 59%
- Vice President/Vice General Manager /Department Head: 35%
- Senior Manager/Manager/Others: 6%





Apply Now

Admission Requirements

1. Hold a Bachelor's degree in any discipline or equivalent qualification from a HKU-recognized university or approved institution with satisfactory academic results;
2. Have 8 years of experience at managerial level; and
3. Complete a qualifying examination if applicants' degree qualifications are gained from a university in which the medium of instruction is non-English.

Tuition Fee

The tuition fee for the HKU EMBA Programme 2024 (Pending Approvals) - HKD 530,000 to be paid to HKU; CNY 484,000 to be paid to PKU

Application Fee: HKD 900

Application Procedure



Submit required documents



Attend interview and test



Verify submitted documents



Obtain application result

Application Materials

Interested applicants are required to email the followings to HKU EMBA Programme Office of The University of Hong Kong at embaadm@hku.hk:

- a) Copies of ID card(s);
- b) Curriculum Vitae;
- c) Academic Credentials;
- d) Reference letter (Please contact the EMBA Admissions Team for specific requirements).

** All documents provided should be in **English** unless otherwise specified.*

Address

HKU EMBA Admissions Team

Room 405, Block A, Cyberport 4,
100 Cyberport Road, Hong Kong

Contact Us

Email: embaadm@hku.hk

Phone: +852 2255 0806 / +852 3962 1219

Website: <https://emba.hkubs.hku.hk/eng/>



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