高级管理人员工商管理学硕士课程

香港大学 EMBA
香港大学·经济及工商管理学院

香港大学（港大）创立于1911年3月30日，是香港的首间大学，历史悠久。港大一百多年来，桃李芬芳，人才辈出，校友总数逾22万人。香港大学经济及工商管理学院（港大经管学院）成立于2001年，获得AACSB和EQUIS两项国际认证，在现今亚洲商业及经济教育界中手执牛耳，很多创新的教育以及商业研究皆集中于此，是亚洲地区研习工商管理及经济的权威之选。

港大经管学院提供香港及亚太地区首屈一指的商业及经济教育，以迎接大中华区经济发展带来的挑战，引领粤港澳大湾区成为全球最具竞争力的湾区。

泰晤士高等教育2022全球国际化大学排名 – 香港大学位居全球第1
2023QS世界大学排名 – 香港大学位居香港第1，全球第21
北京大学·光华管理学院

北京大学（北大）创办于1898年，初名京师大学堂，是中国第一所国立综合性大学，也是当时中国最高教育行政机关。辛亥革命后，于1912年改为现名。秉承爱国、进步、民主和科学的办学传统，勤奋、严谨、求实和创新的优良学风，今天的北京大学已经成为国家培养高素质、创造性人才的摇篮、科学研究的前沿、知识创新的重要基地和国际交流的重要桥梁和窗口。北大光华管理学院（北大光华）成立于1988年，通过AACSB和EQUIS两项国际认证，是亚太地区最优秀的商学院之一。学院因改革开放大势而生，再逢国家发展进入新时期，不忘初心，矢志“创造管理知识，培养商界领袖，推动社会进步”。

泰晤士高等教育2022世界大学排名 – 北京大学位居亚洲第2
2023QS世界大学排名 – 北京大学位居亚洲第2，全球第12

香港大学高级管理人工商管理学硕士课程是由港大经管学院创办的兼读制课程。课程融入北大元素，结合内地和香港的学术思想精华，以国际视野聚焦亚太区域，并采用跨学科的教学方式，为各界领军人士提供优秀的商业教育和前沿的商业及金融知识。凭借港大顶尖学府和两岸极具影响力的商学院的领先优势，香港大学高级管理人工商管理学硕士课程将为学员们带来强大的协同效应，并提供卓越的学习体验。
课程概述

前沿的商业和金融教学

香港大学高级管理人员工商管理硕士学位课程为具有丰富管理经验的高级管理人员而设，由香港大学和北京大学的教授授课，传授专业的管理知识，提升在不同商业环境下的管理技巧。本课程强调区域适用性、专业相关性和创新力。在课程结束时，学员能在考虑自身需求和全球经济的前提下，以不同利益相关者的角度对复杂和相互关联的管理需求进行战略性分析。在成功完成课程后，学员认可由香港大学颁发的高级管理人员工商管理硕士学位。
课程设置·国际前沿

<table>
<thead>
<tr>
<th>开学时间</th>
<th>学制</th>
<th>上课方式</th>
<th>上课地点</th>
</tr>
</thead>
<tbody>
<tr>
<td>9月</td>
<td>两年</td>
<td>每月集中授课四天，通常为周四至周日</td>
<td>香港大学、北京大学</td>
</tr>
</tbody>
</table>

学员须完成33门课程共108学分，当中包括90学分的必修课程和18学分的选修课程。

必修课程

基础知识
- 管理哲学
- 商业道德和企业社会责任
- 沟通策略

经济
- 全球经济
- 管理经济学

金融
- 公司财务
- 投资与资产管理
- 金融创新与信贷市场

管理
- 组织领导力
- 战略人力资源管理
- 跨文化管理

会计
- 财务会计
- 管理会计
- 商业估值和投资

市场营销
- 市场营销策略
- 客户分析和洞察
- 品牌管理

战略
- 战略思维
- 竞争性战略
- 兼并、收购和公司重组

分析
- 商业分析
- 运营管理
- 基于大数据的战略决策

整合及提升
- 融合、展望和进阶
- 行业模块：制造业 + 金融业 + 医疗行业 + 文化创意行业
- 国际资本市场
- 顶点项目

选修课程

每年的选修课程依总体课程设置与需要及时更新。
完整清单将在每学年初公布。
卓越师资

香港大学经济学及工商管理学院师资汇聚全球精英，学者均来自世界一流学府。港大经管学院目前有130多位教职人员，包括逾十个国籍，其中92%具备海外职业背景或学习经历。

北京大学光华管理学院秉承悠久的人文传统、深厚的学术思想和深厚的文化底蕴，拥有不同学术背景和经历的老师。目前共有111位教职人员，其中8位被评为教育部“长江学者”。

蔡洪滨 教授
港大经管学院院长
经济学讲座教授

林晨 教授
港大经管学院副院长
宝光基金教授（金融学）

沈海鹏 教授
港大经管学院副院长
潘燊昌基金教授（科技创新）

陶志刚 教授
港大经管学院副院长
汇丰基金教授（环球经济与企业策略）

刘俏 教授
北大光华院长
金融系教授
教育部长江学者特聘教授

金李 教授
金融系讲座教授
北京大学管理案例研究中心主任
北京大学国家金融研究中心主任

张影 教授
北大光华副院长
市场营销学系教授
数字经济中心主任

马力 教授
北大光华副院长
组织与战略管理系教授
高层管理教育中心主任
作为学员，我们在自己的行业和职业生涯中经历过成功和挫折，我们既带着经验去，也带着问题去，为着一个共同的目标，通过与老师和同学的积极互动，丰富我们的知识，开阔我们的视野，提高我们的管理和经营水平，在将来的生活和职业生涯中取得最大的幸福和成功！

从已经历经的29年的经历中，我充分体会到这一点：只有勇于奋斗，敢于接受挑战，才能实现自身的持续成长。我报名入读HKU EMBA项目，就是要挑战自己的学习潜能和奋斗精神，通过与敢于创新和胸怀大志的人并肩同行，相互激励和启发，在一个充满激情和信息的绝佳平台上，使自己不断进步和提升，让自己变得更强和更成功！

在航空行业工作多年，我渴望能够跳出现有的框架和固有的思维模式，以学生的心态回到校园获取新知。HKU EMBA的课程设置，从管理、金融、科技、建筑、房地产、法律、媒体等多方面，能够与我所从事的行业结合，不仅有系统性的理论知识，还有丰富的内容和案例，让我在未来的经营中，能够更加从容应对各类挑战。
学员构成·领袖摇篮

学生概况
- 平均年龄：37岁
- 男女比例：1:0.4

分布职业
- 金融投资/银行/保险：26%
- 商业贸易：12%
- 制造业：12%
- 地产/建筑：12%
- 资讯科技：11%
- 教育/文化/咨询服务：8%
- 法律事务：6%
- 医药/生物科学：5%
- 其他：8%

职位/职衔
- 副总裁/总经理/执行董事：41%
- 主席/总裁/首席执行官/董事长/总经理/
  董事/合伙人/创办人：30%
- 副总经理/部门主管：20%
- 高级经理/经理/其他人：9%

教育背景
- 学士/本科：68%
- 硕士/研究生：21%
- 其他：11%
申请要求
1. 持有香港大学认可之本科学士学位，或同等学历；
2. 拥有8年管理工作经验；
3. 若申请人之前所获学位并非以英语授课，申请人必须通过一个英语资格考试。

申请流程
提交所需文件 → 参加面试及测试 → 资料审核 → 获得录取结果

申请材料
有兴趣报读的申请人必须递交下列文件至香港大学高级管理人员工商管理学硕士课程办公室的电邮embaadm@hku.hk:
1. 申请表；
2. 学历及工作履历证明；
3. 履历表。
* 除特别说明外，所有提供的文件均应为英文。

联络地址
香港大学EMBA课程
香港数码港道100号
数码港4座B区2楼204室

咨询及申请
电邮：embaadm@hku.hk
电话：+852 3962 1219 / +852 3962 1247
官网：www.fbe.hku.hk/hku_emba/
微信：hku-EMBA
HKU EMBA
Executive Master of Business Administration
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 220,000 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 2022 – HKU ranked at World #1
QS World Universities Rankings 2023 – HKU ranked at Hong Kong #1, World #21
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 2022 – PKU ranked at Asia #2
QS World University Rankings 2023 – PKU ranked at Asia #2, World #12

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

<table>
<thead>
<tr>
<th>Class Starts</th>
<th>Length of Study</th>
<th>Class Arrangement</th>
<th>Class Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Two years</td>
<td>Block mode with 4-day classes per month, usually from Thursday to Sunday</td>
<td>The University of Hong Kong, Peking University</td>
</tr>
</tbody>
</table>

Students must complete 108 credits, including 90 credits for core courses, and 18 credits for elective courses, a total of 33 courses.

Core Courses

Fundamentals
- Management Philosophy
- Business Ethics and Corporate Social Responsibility
- Communication Strategy

Economics
- Global Economy
- Managerial Economics

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
- Managerial Accounting
- Business Valuation and Investment

Marketing
- Marketing Strategy
- Customer Analysis and Insights
- Brand Management

Strategy
- Strategic Thinking
- Competitive Strategy
- Mergers, Acquisitions and Corporate Restructuring

Analytics
- Business Analytics
- Operations Management
- Strategic Decision Making with Big Data

Integration and Advancement
- Integration, Outlook and Advancement
- Industrial Modules: Manufacturing + Finance + Healthcare + Cultural Creativity
- International Capital Markets
- Capstone Project

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 130 faculty members with over 10 nationalities, 92% 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 111 faculty members, of which 8 have been awarded as the “Changjiang Scholars” by the Ministry of Education.

Prof. Hongbin CAI
Dean
Chair of Economics
HKU Business School

Prof. Chen LIN
Associate Dean (Research and Knowledge Exchange)
Stelux Professor in Finance
HKU Business School

Prof. Haipeng SHEN
Associate Dean (Executive Education)
Patrick S C Poon Professor in Analytics and Innovation
HKU Business School

Prof. Zhigang TAO
Associate Dean (Human Resources)
HSBC Professor in Global Economy and Business Strategy
HKU Business School

Prof. Qiao LIU
Dean
Professor in Finance
Changjiang Distinguished Professor
Guanghua School of Management, PKU

Prof. Li JIN
Chair Professor of Finance
Director of the National Centre for Financial Research, PKU
Director of the Management Case Research Centre, PKU

Prof. Ying ZHANG
Associate Dean
Professor in Marketing
Director of Guanghua Digital Education
Guanghua School of Management, PKU

Prof. Li MA
Associate Dean
Professor in Organizational Behavior
Program Director, EMBA & ExEd
Guanghua School of Management, PKU
Students’ Sharing

Ms. Wenjing FU  
Vice Chairman  
China Life Science Holding Group Ltd

As one of the students of this EMBA programme, we have all experienced success and setbacks in our industry and profession. We come with our own experience and problems, for one common goal - to enrich our knowledge and broaden our vision through learning from our renowned professors and outstanding peers. From my 29 years of experience in doing business, I fully realize that, only with the courage to accept challenges can we achieve personal development. I joined the HKU EMBA program to challenge my learning potential and train my fighting spirit, aiming to be inspired by learning with people who are innovative and ambitious and to constantly evolve on this great platform.

Ms. Lijuan LIAO  
Marketing Director  
OCT Northern Group

I have been working in real estate development, marketing management and brand management in central enterprises. In September 2019, I joined the HKU EMBA program and what it brought me are beyond expectation in just a few months’ time. Exceptional lectures and inspiring communication between fellow classmates allow me to see behind the complex economic world and adopt new ways of thinking in a short period of time. In addition, I have learnt to use practical tools and gained fresh perspectives which have greatly enhanced my abilities in many aspects. As the saying goes, “It is better to travel ten thousand miles than to read ten thousand books.” But it is even better to have a guide. The faculty and peers of this programme are just like our guides, leading me to find the truth.

Mr. Yongzheng DING  
Chairman  
Tianjin Airlines

Having worked in the aviation industry for many years, I am eager to step out of my comfort zone and return to campus with a student’s mindset to acquire new knowledge. HKU EMBA 19-class consists of over 70 students from various background such as finance, technology, construction, real estate, lawyers and media. It is invaluable for me to have this opportunity to study with people who are outstanding leaders in their respective fields. What surprise me the most are the incredible resources and teaching quality of the programme. Professors demonstrate great cases and in-depth analysis which are approachable for all. More importantly, they are all happy and open to discuss and exchange opinions with students. In the process, our creativity is constantly being stimulated. This kind of learning experience is in no doubt valuable and meaningful.

Mr. Da HE  
Partner and Executive Director  
Sunhold Law Firm

Switching from working as a public servant to being a lawyer, I am motivated to keep learning and broadening my horizons. And this HKU EMBA programme turns out to be exactly what I need. The most appealing feature of the course is the cooperation with two top business schools. These two universities have their own strengths that complement each other, bringing unique experience and unparalleled perspectives to students. Outside of classrooms, there are various exciting activities including study tours and corporate visits, which allows us to learn and absorb knowledge from different perspectives. The diversity in students’ backgrounds is also an advantage. Excellent classmates with positive energy are always willing to provide new insights and interesting experience. Whenever encountering problems or hardship, I know I can count on my peers who are trustworthy mentors not only academically, but also personally.
Student Profile

Overview
- Average Age: 37
- Male to Female Ratio: 1:0.4

Industry Type
- Finance/Banking/Insurance: 26%
- Trade/Commerce: 12%
- Manufacturing: 12%
- Real Estate/Construction: 12%
- IT: 11%
- Education/Culture/Consultation: 8%
- Legal Services: 6%
- Pharmaceuticals/Bio-science: 5%
- Others: 8%

Position/Title
- Vice President/General Manager/Executive Director: 41%
- Chairman/President/CEO/Managing Director/Partner/Co-Founder: 30%
- Vice General Manager/Department Head: 26%
- Senior Manager/Manager/Others: 9%

Education Background
- Bachelor’s Degree/Undergraduate Diploma: 68%
- Master’s Degree/Postgraduate Diploma: 21%
- Others: 11%
Interested applicants are required to email the followings to HKU EMBA Programme Office of The University of Hong Kong at embaadm@hku.hk:

a) Application form;

b) Credentials;

c) Curriculum Vitae.

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