



HKU  
BUSINESS  
SCHOOL  
港大經管學院

EMBA  
INTERNATIONAL



香港大学EMBA环球班

高级管理人员工商管理学硕士课程

HKU EMBA-INTERNATIONAL STREAM

Executive Master of Business Administration

# 香港大学高级管理人员工商管理学 硕士课程环球班

## 简称“EMBA环球班”

**“做国际人，成世界事”**，香港大学EMBA环球班为具有丰富管理经验的高级管理人员，特别是有国际化需求的企业家、高管而设，课程为两年（共18个月）兼读制项目，2026年3月开班。

环球班课程除传统EMBA的经济趋势、管理策略、商业通识等课程之外，**还涵盖了：**

金融  
创新

科技  
创新

出海  
战略

数字化和  
人工智能

家族财富  
管理

ESG  
可持续发展

等国际前沿领域，**更特别设置多个海外模块**，让学员亲身体验，站在国际视角看真实的国际商业环境，汲取全球精英智慧。

环球班是企业家出海的桥梁，旨在培养具有国际视野与前瞻思维的环球商业领袖，为企业家们进军海外市场提供全面知识补给与战略指导，助力企业稳步实现国际拓展落地和过渡，使企业家成为国际人才，成就世界级事业。







# Executive Master of Business Administration-International Stream

## EMBA-International Stream

**"Global Thinker, World Changer"**, is the motto of the HKU EMBA-International Stream, tailored for senior executives with substantial management experience, particularly entrepreneurs and senior executives seeking internationalisation. The 2 years (in 18 months) part-time programme is scheduled to start in March 2026.

Beyond traditional EMBA courses covering economic trends, management and strategies, and business fundamentals, the EMBA-International Stream also includes **cutting-edge topics** such as



**Financial Innovation**



**Innovation Technology**



**Overseas Strategy**



**Data Modelling  
and Artificial Intelligence**



**Family Wealth  
Management**



**ESG  
Sustainable Development**

and **various overseas modules**. These modules offer participants hands-on experiences and enable them to gain global insights into the authentic international business environment, drawing wisdom from global elites.

EMBA-International Stream serves as a bridge for entrepreneurs venturing into international markets, aiming to cultivate global business leaders with an international vision and forward-thinking mindset. It provides comprehensive knowledge and strategic guidance to support entrepreneurs in expanding internationally, enabling them to successfully establish and transition their businesses overseas, become international talents, and achieve world-class success.



# 百年基石 明德格物

*The University's Motto  
- Wisdom and Virtue*



“

我有如游子归家，因为  
香港与香港大学乃我知  
识之诞生地。

I feel as though I have returned  
home, because Hong Kong and  
The University of Hong Kong  
are my intellectual birthplace.

孙中山1923年于香港大学  
Public address by Dr Sun Yat-sen  
at HKU on February 20, 1923

”

## 香港大学

香港大学(港大)创立于1911年，至今逾114年历史，是香港历史最悠久的高等教育院校。香港大学作为亚洲顶尖的国际化大学，藉国际化、创新性及跨范畴发挥其影响力；凭卓越研究、优秀教学、知识与技术之交流传播，吸引及培育全球英才；并透过参与环球事务、其地区影响力及与中国内地之紧密联系，为促进社会进步作出贡献。百年以来，港大凭借一流的教学质量和学术水准，已经发展成为全球首屈一指的研究型综合性大学，成就卓越，蜚声国际。

## The University of Hong Kong

Established in 1911, The University of Hong Kong (HKU) is the first and oldest higher education institution in Hong Kong. For over a century, HKU has evolved into a globally renowned research-intensive comprehensive university known for its exceptional teaching standards and academic excellence. The University is situated in a geographically and culturally unique part of China and has historically sat at the gateway between East and West, pursuing teaching and research which enhance the understanding of Asia in a comparative way. With world-class research capabilities and teaching quality covering a wide range of academic disciplines for outstanding students, HKU is at the forefront of higher education.



2025年QS世界大学排名  
QS World Universities Rankings 2025



泰晤士高等教育 - 2025年  
世界大学声誉排名  
Times Higher Education (THE)  
World Reputation Rankings 2025





# 港大经管学院

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,是港大最年轻的学院,24年来迅速以创新教学及顶尖研究,在商业及经济学教育中占据领先地位,成为世界顶尖的商学院之一。生根香港,融彻中国,并臻国际,港大经管学院逐渐成为全球企业家交流融通的顶级平台,并培养了大量优秀的经济与工商管理人才。

## HKU Business School

The Faculty of Business and Economics at HKU (HKU Business School) was established in 2001. Accredited by AACSB and EQUIS, HKU Business School takes a leading position in business and economics education. With its innovative teaching and top-notch research, it has become one of the top business schools in the world. Rooted in Hong Kong, deeply integrated with China, and reaching out to the world, HKU Business School has evolved into a platform for the interaction and knowledge exchange of global entrepreneurs. It has cultivated numerous outstanding talents in economics and business management.



2024年《金融时报》  
全球商学院综合研究排名  
Financial Times  
Aggregated Research Ranking 2024



2020-2024 UTD  
全球商学院科研排名百强榜  
The UTD Top100 Business School  
Research Rankings 2020-2024



Global Thinker · World Changer

Executive Master of Business Administration-International Stream

05

生 根 香 港

融 彻 中 国

并 臻 国 际

Inspire · Empower · Lead



HKU EMBA-International Stream is delivered by world-class scholars from The University of Hong Kong. The curriculum comprehensively covers the essence of innovative technologies. It aims to provide students with profound insights into the diverse demands of the global market and accurately grasp the dynamic changes in the global economic and business environment.

## 真正看中国，真正看世界

### Truly Understanding China, Truly Understanding the World



环球班为学员搭建了一个客观了解中国和世界变革的桥梁。课程不但提供工商管理的通识教育，还会拓展学员的国际视野，为学员深入分析全球商业格局，增强对复杂的国际商业环境的理解，并有效把握全球市场蕴藏的机遇，从而培养学员在瞬息万变的全球经济环境中，所需的战略思维和远见卓识。

HKU EMBA-International Stream serves as a bridge for students to look into the transformations in China and the world. For overseas entrepreneurs, a deep understanding of China is fundamental to comprehending the operational methodologies employed by Chinese counterparts, enabling them to capitalise on optimal collaborative prospects within China's expanding global footprint. For Chinese entrepreneurs aiming for global expansion, only by truly understanding the world can they effectively seize the opportunities latent in the global market. Through examining both the Chinese and global contexts, individuals can develop advanced capabilities in risk management and navigate the swiftly evolving global economic terrain.







## 紧贴国际商业趋势，注重实践应用

### Fostering Global-China Synergies and Emphasising Practical Applications



课程紧密围绕全球商业最新趋势，通过深度剖析真实商业案例，让学员们直接掌握行业核心知识与技能。课程内容强调实战应用，确保学员能够迅速将所学转化为解决实际问题的能力。在环球班，学员们将接触到最新的商业工具和策略，理解其背后的逻辑与适用场景，从而在全球市场中占据先机。

Amid the complex US-China dynamics and the concurrent rise of Chinese entrepreneurs expanding globally and returning to start businesses in China, the programme offers a strong integration with practical applications. The curriculum revolves around the latest global business trends, providing students with direct access to core industry knowledge and skills through meticulous analysis of real business cases. The curriculum ensures that students can swiftly apply their learning to solve real-world problems. The curriculum is designed to empower students with practical knowledge and skills that can be immediately applied to address real-world challenges. Through the HKU EMBA-International Stream, participants will explore cutting-edge business tools and strategies, gaining a deep understanding of their underlying principles and practical applications. This equips students with the insights and capabilities needed to achieve a competitive advantage in the global business landscape.

## 深度了解香港：历史·优势·未来

### In-depth Understanding of Hong Kong History and Prospects



香港，出海桥梁，机遇之城。本课程将为学员提供绝佳平台，探索这座充满生机的城市，了解香港从一个小渔村蜕变至国际大都会的辉煌历程。通过课程学习、实地考察和交流活动，学员将沉浸于本地丰富的文化底蕴，全面掌握香港作为全球金融中心的独特地位、科技创新的蓬勃发展以及商业环境持续优化的优势。同时，学员还能深入了解香港独特的法律体系、监管环境、税收政策以及如何吸引全球资本与人才的奥秘，为全球商业征程奠定坚实基础。

Hong Kong is a stage teeming with limitless opportunities. HKU EMBA-International Stream offers a superb platform for exploring this vibrant city in depth and delving into the glorious journey of Hong Kong from a small fishing village into an international metropolis. Through course study, field trips and exchange activities, students will immerse themselves in its rich cultural tapestry and grasp the essence of Hong Kong's unique position as a global financial centre. Students will gain an in-depth understanding of Hong Kong's key factors for success, including its legal system, regulatory framework, and tax policies, and explore how these elements entice global capital, talent, and enterprises. By analysing the dynamics of world politics and economics, the impact of technological innovations, and Hong Kong's strategic planning, the curriculum will highlight Hong Kong's emerging opportunities and challenges in the global competitive landscape.





## 向国际市场发展的第一步

### Bridging International and Chinese Entrepreneurial Frontiers

全球化是所有优秀企业的必然选择，踏准第一步更是增强信心的关键。课程将协助学员深入了解国际商业环境，掌握跨文化交流的密钥，通过与来自不同国家和背景的学者和商业精英交流互动，促进跨文化沟通与合作能力，旨在为学员奠定坚实的基础，在有准备、有前瞻的情况下，尽量降低海外拓展的风险。不仅只打开看世界的窗口，更提供真正过渡的桥梁。

Venturing into global markets is an essential step for corporate growth and strategic advancement. HKU EMBA-International Stream serves as an excellent launching pad for both Chinese entrepreneurs looking to expand overseas and foreign entrepreneurs seeking collaboration with Chinese businesses. It equips them with comprehensive business knowledge and skills to develop a profound understanding of the global business landscape, master cross-cultural communication skills, and forge a worldwide business network. Through this international stream, students will lay a solid foundation for their companies' expansion into foreign markets and strengthen their relationship with Chinese partners, enabling them to seize opportunities in emerging markets, as well as consolidate and expand their competitive advantage in existing ones.



## 海外模块与国际顶尖商学院联动

### Overseas Modules: Partnership with Top International Business Schools

港大经管学院将携手全球顶尖商学院，打造独具特色的海外课程模块。此模块不仅引领学员跨越国界，亲身体验异国商业环境和文化，更提供了与世界各地杰出学者和行业翘楚面对面交流的平台，深化学习，启迪智慧。在多次旅程中，学员将淬炼出全球化视野和跨文化沟通之道，并练就解决复杂国际商业难题的卓越能力，从而在商业竞技场中脱颖而出，竞争优势显著提升。

HKU EMBA-International Stream collaborates with other world top business schools and offers exceptional overseas modules. These modules provide students with the unique opportunity to experience diverse cultural business environments and to engage with distinguished professors from around the world. This exposure cultivates students' global perspectives, enhances their cross-cultural communication skills, and equips them with the skills to tackle complex international business challenges, thus augmenting their competitive advantage in the business domain. By choosing this programme, students will embark on a transformative learning journey replete with both challenges and opportunities, unlocking a world of boundless possibilities.

#### 北美地区大学

##### North American Universities

如：哈佛大学、麻省理工学院、宾夕法尼亚大学、斯坦福大学 .....

e.g., Harvard University,  
Massachusetts Institute of Technology,  
University of Pennsylvania, Stanford University

#### 欧洲地区大学

##### European Universities

如：法国巴黎高等商业研究学院、  
葡萄牙新里斯本大学、EHL酒店管理商学院、  
西班牙纳瓦拉大学IESE商学院 .....

e.g., HEC Paris Business School,  
Universidade NOVA de Lisboa,  
EHL Hospitality Business School, IESE Business School

#### 亚洲地区大学

##### Asian Universities

如：新加坡国立大学、东京大学、大阪大学、早稻田大学 .....

e.g., National University of Singapore, University of Tokyo,  
Osaka University, Waseda University







## International Alumni Network

The global network of 290,000+ HKU alumni serves as an invaluable asset for our students. By joining the programme, they become part of an international family comprising tens of thousands of alumni. These alumni are spread across numerous countries and regions, representing diverse industries such as finance, technology, and consultancy. By participating in alumni events such as academic forums and industry exchanges, students have the opportunity to forge lasting friendships with peers from various cultural backgrounds, growing together and exploring the business world, while establishing an extensive network that is uniquely theirs. The alumni network unites generations of HKU students, serving as an invisible bridge that connects the past and present, as well as local and international realms, paving the way for students to access the stage of global business.

290,000+名校友  
来自 150+ 个国家  
Alumni of 150+ Nationalities



# 课程设置 | Programme Structure

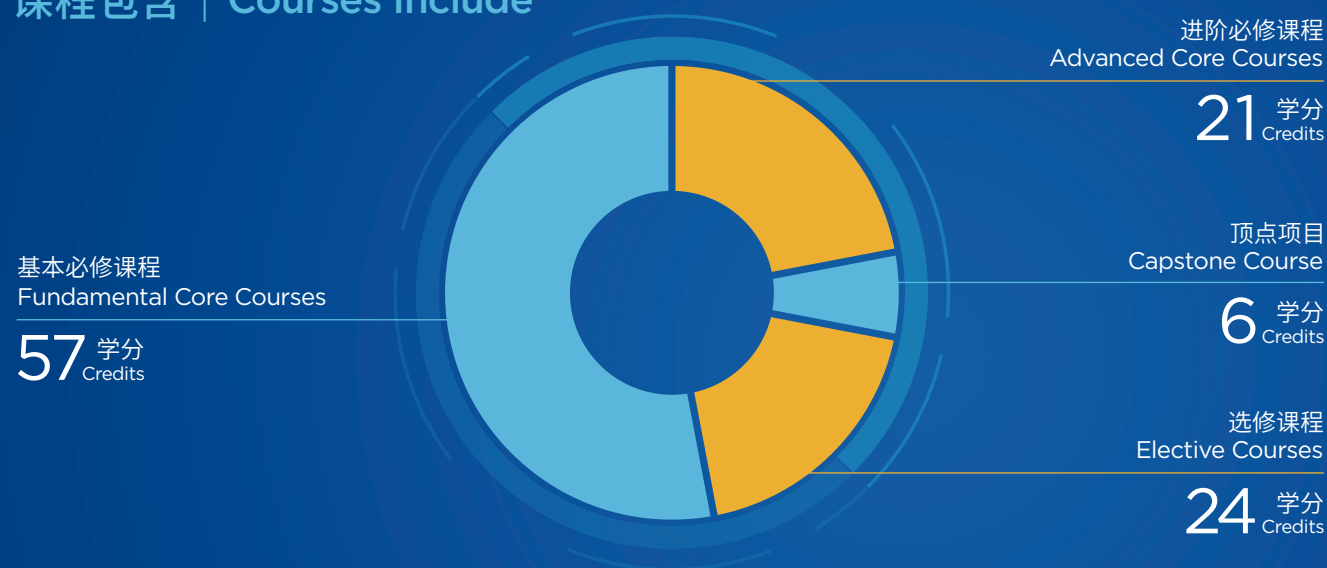
学员须完成**18**个模块共**108**学分。

每模块课程必须完成指定课时并完成作业、活动及课程相关考核。

Students must complete **18** modules, with a total of **108** credits.

They must achieve a designated attendance rate in all courses and must complete relevant assignments, activities and course-related assessments.

## 课程包含 | Courses Include



## 开学时间 2026年3月

### 学习模式

在职课程 (非全日制)

### 学制时长

两年 (共18个月)授课, 最长4年

### 课程安排

每月集中授课一次, 一般为周四至周日

### 授课地点

香港大学、香港大学全球各中心及海外商学院

### 海外模块

与全球顶尖商学院合作多个海外课程

## Class Commences in March 2026

### Study Mode

Part-time

### Length of Study

2 years (in 18 months)  
with a maximum of 4 years

### Course Schedule

Block mode with 4-day classes per month,  
usually from Thursday to Sunday

### Location

HKU (HK Campuses and other centres)  
and partner business school  
campuses abroad

### Overseas Modules

Collaborate with other  
top business schools in the world





# 课程全方面涵盖国际前沿商业议题

The programme covers all aspects of cutting-edge international business issues



## • 科技创新

金融创新与信贷市场  
Web 3 生态系统与投资

## • 数字化战略及人工智能

战略思维  
商业分析  
生成式AI

## • 出海战略

新兴产业领域  
海外课程模块

## • 金融与会计

财务会计  
商业估值和投资  
管理经济学  
公司财务  
国际资本市场

## • 环境社会和治理

投资与资产管理  
可持续发展体验课程

## • 家族财富管理

家族财富管理和传承

## • 市场营销

客户分析和洞察品牌战略  
社交网络与战略领导力  
数字化战略  
营销战略管理

## • 管理及战略

组织领导力  
运营管理  
竞争性战略  
战略思维及创新

## • Innovation Technology

Financial Innovation and Credit Market  
Web 3 Ecosystem and Investments

## • Data Modelling and Artificial Intelligence

Strategic Thinking and Innovation  
Business Analytics  
Leading the Generative AI Revolution:  
Strategic Insights from Development to Deployment

## • Overseas Strategy

Emerging Business Sectors  
Overseas Modules

## • Accounting and Finance

Financial Accounting  
Business Valuation and Investment  
Managerial Economics  
Corporate Finance  
International Capital Markets

## • Environmental, Social and Governance (ESG)

Investment and Asset Management  
Experiencing Sustainable Development

## • Family Wealth Management

Family Wealth Management and Succession

## • Marketing

Customer Analysis and Insights  
Social Networks and Strategic Leadership  
Digital Strategy  
Strategic Marketing Management

## • Management & Strategy

Organizational Leadership  
Operations Management  
Competitive Strategy  
Strategic Thinking



# 卓越师资 | Renowned Faculty

港大经管学院汇聚全球精英，教授学者均毕业于全球顶尖商学院；环球班师资队伍更加得天独厚，云集华人世界声名卓著的经济学家、业界翘楚和商界领袖。

港大经管学院目前有超过190位教职人员，包括逾19个国籍，其中90%具备海外职业背景或学习经历。

The Faculty of HKU Business School is composed of distinguished scholars trained in world-class universities and elites from around the world. It currently has more than 190 faculty members, including more than 19 nationalities, of whom 90% have overseas professional backgrounds or study experiences.

## 顶尖学者 Distinguished Scholars



**王于渐 教授**

**Prof. Richard WONG**

香港大学首席副校长  
经济学讲座教授  
黄乾亨黄英豪基金教授(政治经济学)  
Provost and Deputy Vice-Chancellor  
Chair of Economics  
Director, Hong Kong Institute of Economics and Business Strategy  
Philip Wong Kennedy Wong Professor in Political Economy



**蔡洪滨 教授**

**Prof. Hongbin CAI**

港大经管学院院长  
经济学讲座教授  
中国经济研究所所长  
Dean  
Chair of Economics  
Director, Institute of China Economy



**陈志武 教授**

**Prof. Zhiwu CHEN**

校务委员会委员  
港大经管学院金融学讲座教授  
量化历史研究中心主任  
香港人文社会研究所所长  
HKU Council Member  
Chair Professor of Finance  
Cheng Yu-Tung Professor in Finance  
Director, Centre for Quantitative History  
Director, Hong Kong Institute for Humanities and Social Sciences



**申作军 教授**

**Prof. Max SHEN**

香港大学副校长(研究)  
工程学院及经济及工商管理学院的双聘讲座教授  
研究学院院长  
技术转移处署理处长  
知识交流办公室署理总监  
Vice-President and Pro-Vice-Chancellor (Research)  
Chair Professor jointly in the Faculty of Engineering and HKU Business School  
Dean of Graduate School  
Acting Director of Technology Transfer Office and Knowledge Exchange Office  
Founding Director of HKU Musketeers Foundation  
Institute of Data Science



**林晨 教授**

**Prof. Chen LIN**

香港大学协理副校长  
港大经管学院副院长(研究与知识交流)  
宝光基金教授席(金融学)教授  
Associate Vice-President  
Associate Dean (Research and Knowledge Exchange)  
Stelux Professor in Finance





# 顶尖学者 Distinguished Scholars



**沈海鹏 教授**

**Prof. Haipeng SHEN**

港大经管学院副院长 (EMBA/IMBA 课程)

潘崇昌基金数据科学与创新教授

商业分析与创新讲座教授

Associate Dean (EMBA / IMBA Programme)

Patrick S C Poon Professor in Analytics and Innovation

Chair of Business Analytics and Innovation



**万雯 教授**

**Prof. Echo Wen WAN**

港大经管学院副院长 (工商管理学硕士课程)

行为与决策科学研究所总监

Associate Dean (MBA)

Director, Institute of

Behavioural and Decision Science



**高平阳 教授**

**Prof. Pingyang GAO**

港大经管学院副院长 (授课型研究生课程)

张永红基金教授 (会计学)

Associate Dean (Taught Postgraduate)

Zhang Yonghong Professor in Accounting



**楚军红 教授**

**Prof. Junhong CHU**

港大EMBA环球班项目主任

港大经管学院市场学教授

创新与创业研究中心副主任

香港大学赛马会环球企业可持续发展研究所副所长

HKU EMBA Programme Director

(International Stream)

Professor of Marketing

Associate Director, Centre for

Innovation and Entrepreneurship

Associate Director, HKU Jockey Club

Enterprise Sustainability Global Research Institute



**李晋 教授**

**Prof. Jin LI**

港大经管学院管理及商业策略学术领域主任

张永红基金教授 (经济学及商业策略)

Area Head of Management and Strategy

Zhang Yonghong Professor

in Economics and Strategy



**Christoph H LOCH 教授**

**Prof. Christoph H LOCH**

港大经管学院客座教授

剑桥大学贾吉商学院前院长

剑桥大学中国管理中心联席主任

Visiting Professor

Co-Director of the Cambridge Centre

for Chinese Management

Former Dean of Cambridge Judge Business School



**David BISHOP 教授**

**Prof. David BISHOP**

港大经管学院会计学及法学教学副教授

香港大学赛马会环球企业

可持续发展研究所副所长

2023 大学教育资助委员会杰出教学奖获得者

Associate Professor of Teaching

Associate Director, HKU Jockey Club

Enterprise Sustainability Global

Research Institute

2023 University Grants Committee (UGC)

Teaching Award Recipient



**邹宏 教授**

**Prof. Hong ZOU**

港大经管学院金融学教授

IMBA项目主任

Professor of Finance

IMBA Programme Director



**Derrald STICE 教授**

**Prof. Derrald STICE**

港大经管学院会计学及法学副教授

工商管理学学士 (会计及财务) /

(会计数据分析)项目副主任兼招生导师

MBA项目主任

Associate Professor of Accounting and Law

Deputy Programme Director and Admissions

Tutor of BBA (Acc&Fin) / BBA (ADA)

MBA Programme Director





**宋志平 教授**

**Prof. Zhiping SONG**

港大经管学院荣誉教授  
中国企业改革与发展研究会首席专家  
前中国建材集团、国药集团董事长  
Honorary Professor  
President of China Enterprise Reform and Development Research Association  
Ex-chairman of China National Building Materials Group and China National Pharmaceutical Group



**洪小源 教授**

**Prof. Xiaoyuan HONG**

港大经管学院金融学实务教授  
中国经济体制改革研究会常务理事  
香港特首政策组专家组成员  
Professor of Practice (Finance)  
Executive Director of China Society of Economic Reform  
Member of Chief Executive's Policy Unit Economic Advancement Expert Group



**巴曙松 教授**

**Prof. Shusong BA**

港大经管学院金融学实务教授  
香港特区政府特首政策组专家组专家  
Professor of Practice (Finance)  
Member of the Chief Executive's Policy Unit Expert Group



**谭亮 教授**

**Prof. Roy Liang TAN**

港大经管学院管理及商业策略实务教授  
前阿里巴巴集团企业大学执行校长  
Professor of Practice (Management and Strategy)  
Ex-Global Executive President of Alibaba Corporate University



**马骏 教授**

**Prof. Jun MA**

港大经管学院管理及商业策略实务教授  
中国金融学会绿色金融专业委员会主任  
香港绿色金融协会主席  
Professor of Practice (Management and Strategy)  
Chairman of Green Finance Committee of China Society for Finance and Banking  
Chairman of Hong Kong Green Finance Association



**Jeffrey SAMPLER 教授**

**Prof. Jeffrey SAMPLER**

港大经管学院管理及商业策略实务教授  
著有分析迪拜经济转型的畅销书  
*Sand to Silicon* 和 *Sand to Silicon - Going Global*  
Professor of Practice (Management and Strategy)  
Author of Best-Selling Book Analysing Dubai's Economic Transformation  
*Sand to Silicon* and *Sand to Silicon - Going Global*



**汪滔 教授**

**Prof. Tao WANG**

港大经管学院金融学实务教授  
曾任职中国国际金融公司商品部及固定收益部  
摩根士丹利固定收益部  
Professor of Practice (Finance)  
Had Been Working in China International Capital Corporation Commodity and Fixed Income Department  
Morgan Stanley Fixed Income Department



**Paula MARQUES 女士**

**Ms. Paula MARQUES**

新里斯本大学商业经济学院商业转型总监  
创意与未来工作专家  
Executive Director for Business Transformation, Executive Education, NOVA School of Business and Economics  
Expert in Future Work Skills



**Stanisław KLUZA 教授**

**Prof. Stanisław KLUZA**

前波兰财政部长  
波兰金融监管局首任主席  
华沙经济学院波兰统计与人口研究所教授  
Former Polish Minister of Finance  
First Chairman of the Polish Financial Supervision Authority  
Faculty member, Institute of Statistics and Demography at the Warsaw School of Economics



**南部靖之 先生**

**Mr. Yasuyuki NAMBU**

保圣那集团创始人、总裁  
Chairman and Group CEO of Pasona Group Inc.





# 港大全球中心资源 I

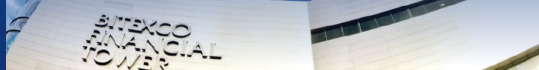
## Global Network I

### 香港大学特拉维夫创新中心 HKU-Tel Aviv Innovation Hub

香港大学特拉维夫创新中心结合香港大学的学术优势与以色列的创新创业文化，积极推动以色列、香港和粤港澳大湾区之间的深度学术、商业和技术交流，促进跨境合作和战略伙伴关系。创新中心提供卓越的体验式课程，将传统教学理念与以色列创业生态系统利益相关者的多元化观点相结合。该中心旨在建立一个充满活力的社区，鼓励教学交流，激发技术创新，探索投资机会。

The HKU-Tel Aviv Innovation Hub synergises the academic brilliance of the university with the innovative entrepreneurial culture of Israel. It actively fosters profound academic, business, and technological exchanges between Israel, Hong Kong, and the Greater Bay Area, promoting cross-border collaboration and strategic partnerships. The Innovation Hub delivers exceptional experiential courses that integrate conventional teaching concepts with diverse perspectives from stakeholders in the Israeli entrepreneurial ecosystem. The centre aims to establish a dynamic community that encourages teaching exchanges, stimulates technological innovation, and explores investment opportunities.

### 香港大学越南代表办事处 Representative office of The University of Hong Kong in Vietnam



香港大学越南代表办事处致力于扩大香港大学的全球影响力。港大经管学院认识到越南的经济和人才发展潜力，旨在通过以市场为中心的研究、卓越的学习体验和丰富的资源加强两地之间的联系。

The HKU representative office in Vietnam is committed to extending the global presence of HKU. Recognizing Vietnam's dynamic economic growth and vast talent development potential, HKU Business School aims to strengthen ties between the two places through market-driven research, world-class learning opportunities, and extensive resources.



# 港大全球中心资源 II

## Global Network II

### 上海中心(建设中)

#### HKU Shanghai Centre (Under Construction)



### 香港大学北京中心

#### HKU Beijing Centre



香港大学北京中心主要作为港大经管学院的教学设施，也为香港大学各学院的课程发展、创业项目和校友活动提供充足的空间和先进的设施。

HKU Beijing Centre primarily functions as a teaching facility for HKU Business School, providing ample space and advanced amenities to support the development of academic courses, entrepreneurial initiatives, and alumni activities across various faculties of The University of Hong Kong.

### 港大经管学院深圳校区

#### HKU Business School Shenzhen Campus



港大经管学院深圳校区是港大经管学院在粤港澳大湾区及内地发展的重要基地，位于深圳福田中心区，地理位置优越。深圳校区为港大教授、学生、校友、合作伙伴等提供大湾区知识交流及创意培训的平台。校区拥有先进的教学设施和充足的互动空间，设有六大战略研究所及创新基地，面积超过11,000平方米。

HKU Business School Shenzhen campus is a key location for the school's growth and development in the Greater Bay Area and mainland China. Strategically located in the central area of Futian, Shenzhen, the campus boasts an excellent geographical advantage, allowing it to reach Hong Kong, the Greater Bay Area, and other major provinces and cities. The campus serves as a platform for HKU professors, students, alumni, partners, and surrounding communities to exchange knowledge and foster creativity. In addition to state-of-the-art teaching facilities and interactive spaces, the campus houses six major research institutes and an entrepreneurship and innovation centre, over 11,000 square meters.

### 香港大学

#### The University of Hong Kong





# 港大启航 智领未来

HKU EMBA-International Stream  
Inauguration Ceremony

## 环球班首期班开学活动

EMBA-International Stream Orientation - 2024 Intake



## 破冰及拓展活动

Ice-Breaking and Team Building Activities



击剑体验  
Fencing Experience



南丫岛体验  
Lamma Island Experience

## 出海论坛 EMBA Forum



前华为集团常务董事及战略研究院院长、港大DBA 2期校友**徐文伟博士**  
**Dr. Wenwei XU**, Former Executive Director of Huawei Group and Dean of the Strategic Research Institute, HKU DBA Class 2 Alumni



香港大学金融学讲座教授、郑裕彤基金教授(金融学)、量化历史研究中心主任、香港人文社会研究所所长、著名经济学家**陈志武教授**  
**Prof. Zhiwu CHEN**  
Chair Professor of Finance, Cheng Yu-Tung Professor in Finance, the Director of Centre for Quantitative History, the Director of Hong Kong Institute for Humanities and Social Sciences

## 圆桌论坛

Panel Discussion



拓展与契机：出海战略经验分享  
Panel Discussion on "Expansion and Opportunity: Sharing of Overseas Strategies"



共存与融合：出海公司如何有效应对文化冲突？  
Panel Discussion on "Coexistence and Integration: How Can Overseas Companies Effectively Deal with Cultural Differences?"



### 方睿 女士 Ms. Rui FANG

EMBA 环球班2024级 A班  
河南四方达超硬材料股份有限公司 (SZ.300179) 董事会成员  
EMBA-International Stream 2024 Intake Class A  
Board Member of SF Diamond Co., Ltd. (SZ.300179)

港大EMBA环球班让我深刻体会到香港作为国际金融与贸易枢纽的独特优势。课程汇聚全球顶尖师资与多元背景的同学，拓展了我对欧美及新兴市场消费趋势的理解，也让我学会以“香港视角”思考品牌战略。对我们品牌而言，这不仅是打造国际高端形象的关键平台，更是推动品牌全球化布局的重要起点。

The HKU EMBA-International Stream has allowed me to gain an in-depth understanding of the advantages that Hong Kong holds as a preeminent international financial and trade hub. The programme brings together world-class faculty members and classmates with diverse backgrounds, which has broadened my understanding of the consumption trends in Europe, America, and emerging markets, and also taught me to think about brand strategies from a "Hong Kong perspective". This is not only a crucial platform for building an international high-end image for our brand but also an important starting point for promoting the brand's globalisation strategy.

### 刘青 女士 Ms. Qing LIU

EMBA 环球班2024级 A班  
禾联硕股份有限公司 (TW.5283) 董事长特助兼业务处处长  
EMBA-International Stream 2024 Intake Class A  
Business Director of Heran Co., Ltd. (TW.5283)

踏入港大EMBA的旅程，正值全球经济局势多变。透过这个结合理论与实务的环球班课程，让我有机会重新审视商业的本质与未来的方向。其中，“商业分析”课程尤为实用，课堂上所学的数据处理、建模与数据解读技巧，已实际应用于公司内部的销售分析与市场规划，成效立见。“现学现用”的体验，让我对学习充满投入与动力。

展望未来，我期待在后续学习课程中进一步拓展国际视野，培养跨领域整合与应变能力，为企业开创新局，也为自己打造更具前瞻性与全局观的领导力。

Embarking on the HKU EMBA journey comes at a time of significant global economic volatility. Through this programme, which blends theory with practicality, I have the opportunity to re-examine the essence of business and its future direction. Among the courses, Business Analytics has been especially impactful. The skills I acquired—data processing, modeling, and interpretation—have already been applied to sales analysis and marketing planning within my company, yielding tangible results. This “learn-and-apply” experience has greatly enhanced my motivation and engagement.

Looking ahead, I hope to further expand my global perspective and develop cross-disciplinary integration and adaptability through upcoming courses, paving the way for new breakthroughs in my business and shaping a leadership mindset that is both forward-looking and holistic.

### 王广涛 先生 Mr. Guangtao WANG

EMBA 环球班2024级 B班  
香港美高域集团 (HK.01985) 副总裁  
EMBA-International Stream 2024 Intake Class B  
Vice President of Microware Group Limited (HK.01985)

港大EMBA环球班让我在全球化浪潮中找到了破局之道。课程的国际视野与实战案例，帮助我重新审视企业出海战略，尤其是跨文化管理与资源整合等关键点。同学们的业务分布在60多个国家和地区，与这些精英同窗交流，让我深入理解不同国家市场的商业逻辑，不仅是知识升级，更是企业国际化布局的加速器。

The EMBA-International Stream offered me the key to navigate in globalisation. The international perspective and real-world business cases in the courses have helped me re-examine the strategy of taking my enterprise overseas, especially on critical issues such as cross-cultural management and resource integration. My classmates' businesses are spread across more than 60 countries and regions. Communicating with these elite classmates allows me to have an in-depth understanding of the business logics in different overseas markets, it enhanced my knowledge and serves as an accelerator for the internationalisation of my enterprise.





## 杨亚南 女士 Ms. Yanan YANG

EMBA 环球班2024级 B班

Thailand BEU International Hospital 董事长、Philippines Southyara Skin & Body Solutions Corp. 董事长

EMBA-International Stream 2024 Intake Class B

Chairperson of Thailand BEU International Hospital

Chairperson of Philippines Southyara Skin & Body Solutions Corp.

我觉得开学两天的感受特别棒，和我预期的是一样的，我感受到了学院所有人的用心和真诚，还有同学们之间的友好和同频的互动。

沈海鹏院长的博学儒雅和楚军红教授的热情活力让我印象深刻，他们开学演讲的内容让我非常期待接下来的学习课程和学院用心安排的各种活动和学习交流机会，**用心+专业，这是港大EMBA给我的最真实的感受和期待。**

I truly believe that the experience during the first two days of the semester was absolutely wonderful and aligned perfectly with my expectations. I could vividly feel the wholehearted dedication and sincere warmth from every member of the school. Additionally, the friendliness and engaging interactions among my classmates were quite evident.

Prof. Haipeng Shen, with his profound knowledge and refined demeanor, and Prof. Junhong Chu, exuding enthusiasm and dynamic energy, both made an extremely deep impression on me. Their opening speeches have made me look forward to the upcoming courses with great eagerness. Moreover, I am eagerly anticipating the wide variety of activities and the valuable learning and exchange opportunities that the school has painstakingly arranged. The combination of unwavering commitment and professional excellence is undoubtedly the most genuine sentiment and expectation that the HKU EMBA-International Stream has brought to me.

## 余顺辉 先生 Mr. Shunhui YU

EMBA 环球班2024级 B班

同仁基金有限公司创会会长、同仁基金会长会主席

EMBA-International Stream 2024 Intake Class B

Founding President and Chairman of Tong Yan Fund Limited

57岁的我重新进入到大学攻读EMBA，我一直在做一件事情，就是思索大学是什么？为什么要读大学？如何读大学？怎样读好大学？加入港大之前，我同时也在英国和美国的知名大学的商学院之间做选择，但我认为我做出了最正确的选择。原以为多年实战经验已足够应对行业剧变，加入港大，让我重新理解了所谓“破界生长”的意义。港大是香港历史最悠久的大学，不同的学科领域的学术研究均在全球都有卓越表现。我认为读好一个大学，尤其是EMBA，很重要的是，如何聆听，如何与来自不同领域的精英同窗交流，思维碰撞出耀眼火花。

身为香港同仁基金创会会长，回首半生，家族四代在香港这片土地拼搏奋进，那些或起或伏的过往，平日裡忙碌中无暇细思。课堂之上，教授娓娓道来，犹如一个精准放映香港发展的纪录片，每一个细节、每一处转折，都与我内心深处的记忆严丝合缝。我看到家族如何在香港风云变幻中找准航向，也看到无数同行者的抉择与命运交织。这不仅是对个人经历的重温，更是透过微观视角洞察香港宏大社会变迁的契机。此刻深感，堂课是指引、是沉淀，让我带著更深的眷恋与洞察，开启在EMBA环球班的求学新篇，重塑商业智慧，续写家族荣光。

At 57, I enrolled in the HKU EMBA programme, constantly pondering the essence, value, and path to success at university. Before choosing HKU, I considered business schools at prestigious institutions in the UK and the US. However, I'm confident that enrolling at HKU was the best decision I could have made. Initially, I thought my extensive practical experience would suffice to handle the rapid changes in the industry. But HKU taught me the true meaning of "breaking boundaries and growing beyond limits." As the oldest university in Hong Kong, HKU enjoys a remarkable global reputation, with outstanding academic achievements across diverse disciplines. In my view, to excel in university, especially in an EMBA programme, the key lies in attentive listening and communicating with elite classmates from various fields. Such interactions can ignite brilliant sparks of thought.

As the chairman of the Tung Yan Foundation, I look back on my life so far. Four generations of my family have toiled tirelessly on this vibrant land of Hong Kong, often caught up in the hustle and bustle of daily life. However, in HKU's classrooms, when professors narrate Hong Kong's development, it's like watching a documentary. Every detail and every pivotal moment resonate deeply with my personal memories. I can clearly see how my family adapted to Hong Kong's ever-evolving landscape and how our paths intertwined with countless others. This isn't just a nostalgic reflection; it's a window through which I understand Hong Kong's broader social evolution from a personal perspective.

EMBA classes have become my guiding compass and a wellspring of profound introspection. They have stoked my passion for learning and deepened my understanding of the city I call home. Now, I'm excited to embark on a new chapter in the EMBA-International Stream, where I aim to refine my business acumen and continue to build on my family's legacy.



# 学员构成·领袖摇篮

## 学生概况 2024级 | Student Profile (2024 Intake)

### 男女比例

Gender Distribution



女性 **49%**  
Female



男性 **51%**  
Male

### 年龄比例

Age Distribution



平均年龄 **Average Age: 40岁**

38-47岁 **50%**  
Age between 38-47

38岁以下 **36%**  
Age below 38

47岁以上 **14%**  
Age above 47

### 行业分布

Industry Distribution



制造业 **22%**  
Manufacturing

金融投资 **19%**  
Finance

资讯科技 **14%**  
IT

商业贸易 / 电子商务 **12%**  
Retail Trade / E-commerce

医药 / 生物科学 **8%**  
Pharmaceuticals / Bio-science

地产 **8%**  
Real Estate

建筑 **4%**  
Construction

能源 **3%**  
Energy

文化 **2%**  
Culture

咨询服务 **1%**  
Consultation

教育 **1%**  
Education

其他 **6%**  
Others





# 学员构成·领袖摇篮

## 学生概况 2024级 | Student Profile (2024 Intake)

### 地域分布

Regional Distribution

**48%**

同学来自海外、港澳台和大湾区  
Students from Abroad,  
Hong Kong / Macau / Taiwan  
and the Greater Bay Area

**60%**

同学开展了海外业务  
Students with Overseas Business

涉及到六大洲的**60**多个国家和地区  
Operates in Over 60 Countries and Regions  
Across Six Continents



### 教育背景

Education Background



学士/本科  
Bachelor's Degree /  
Undergraduate Diploma

**71%**

硕士/研究生及以上  
Master's Degree /  
Postgraduate Diploma or above

**16%**

其他  
Others

**13%**

### 职位 / 职衔

Position / Title



董事长 / 总裁 / 首席执行官 /  
创始人 / 合伙人 / 总经理  
Chairman / President / CEO /  
Co-Founder / Partner / General Manager

**66%**

副总裁 / 副总经理 / 部门负责人  
Vice President /  
Assistant General Manager /  
Department Head

**26%**

其他  
Others

**8%**



## 招生政策 | Admissions

香港大学高级管理人员工商管理学硕士课程环球班学费为 **1,060,000 港币\***。

分两年缴纳，每期学费须于每学年开始前缴付（待最终审批）。

申请费用 **1,800 港币**。

The tuition fee for HKU EMBA-International Stream is **HK\$1,060,000\***.

The payment is expected to be made in two instalments, which are payable before the start of each academic year (subject to final university approval).

Application Fee: **HK\$1,800**.

\* 学费包含一个必修海外模块的课程费用（不含差旅）。

\* The tuition fee includes the course fee of one overseas module (excluding travel & accommodation).

## 申请要求 | Admission Requirements



持有香港大学认可的学士学位，或同等学历

Hold a Bachelor's degree or equivalent qualification from an HKU recognised university



拥有最少 **8** 年管理工作经验

Have at least **8** years of experience at managerial level



若申请人之前所获学位并非以英语教授，申请人必须通过英语资格考试

Complete an English qualifying examination if their degree qualifications are gained from a university in which the medium of instruction is not English

## 申请流程 | Application Procedure



提交所需文件  
Submit required documents



参加面试及英文测试  
Attend interview and English test



资料审核  
Verify submitted documents



获得录取结果  
Obtain application result

## 申请材料 | Application Materials

申请报名请扫描二维码

Interested applicants can submit a pre-registration application via QR code:



通过初步筛选的申请人将收到正式的报名邀请，届时申请人将需要提交以下资料：

Applicants who pass the initial screening will receive a formal application invitation by email, at which point you will be required to submit the following documents<sup>#</sup>

1

个人身份证明文件  
Identity documents

2

个人简历  
Curriculum Vitae

3

学历及工作履历证明  
Educational credentials and employment history proofs

4

两封推荐信  
Two reference letters

\* 除特别说明外，所有提供的文件均应为英文。

<sup>#</sup> All documents provided should be in English unless otherwise specified.







## 立即行动·联络我们 | Register Today



香港数码港道100号数码港4座A区4楼405室  
香港大学经济及工商管理学院  
香港大学高级管理人员工商管理学硕士环球班课程办公室  
HKU EMBA-International Stream,  
Faculty of Business and Economics, The University of Hong Kong,  
Room 405, Block A, Cyberport 4, 100 Cyberport Road, Hong Kong



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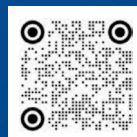
微信服务号  
WeChat Service Account  
hku-emba



微信公众号  
WeChat Official Account  
香港大学EMBA招生



小红书  
Rednote Account  
香港大学EMBA



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