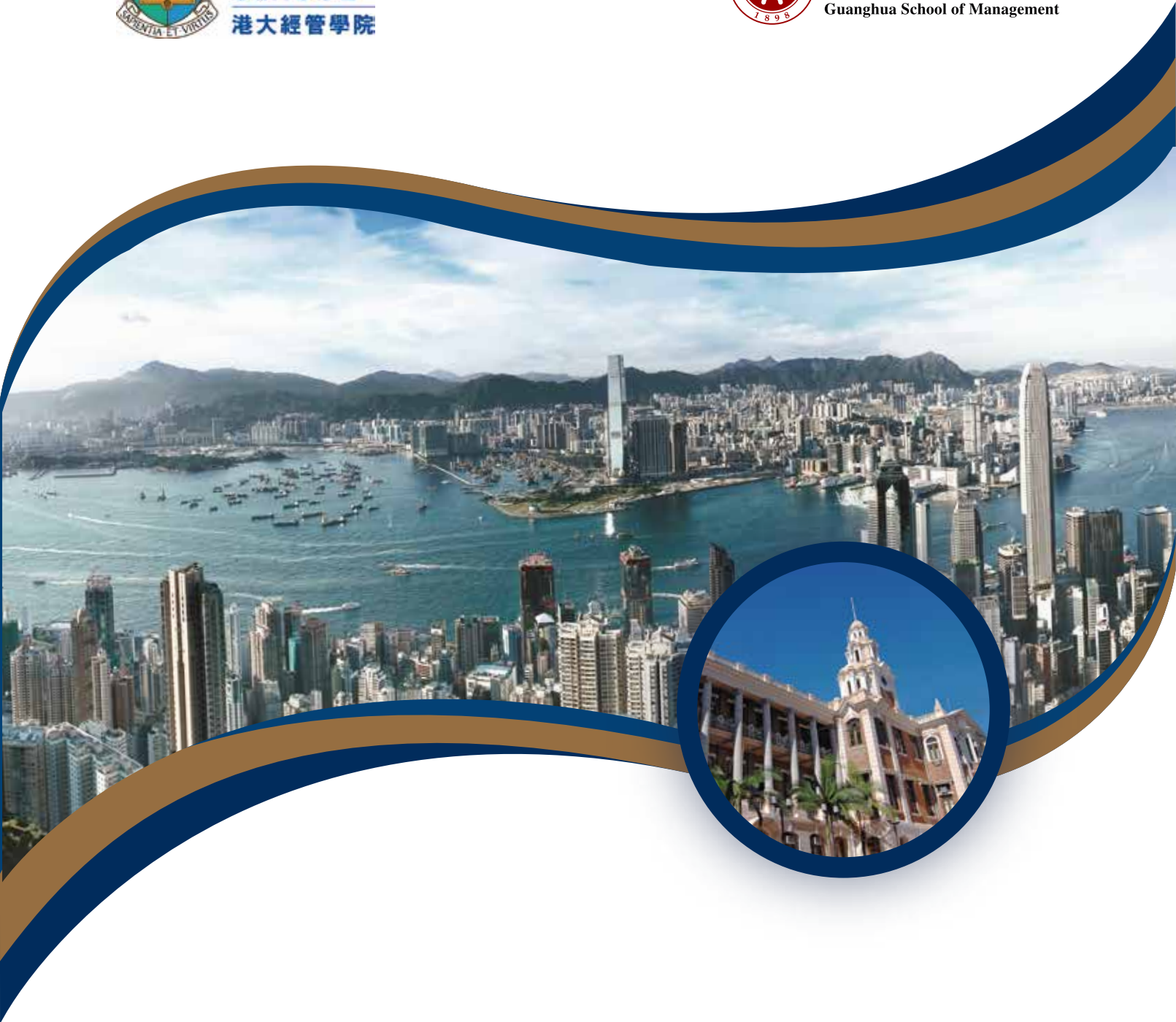




**HKU  
BUSINESS  
SCHOOL**  
港大經管學院



**光华管理学院**  
Guanghua School of Management



# **HKU-PKU 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 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 2020 – HKU ranked at World #2  
QS World Universities Rankings 2020 – HKU ranked at Hong Kong #1, World #25







## 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 2020 – PKU ranked at Asia #2

QS World University Rankings 2020 – PKU ranked at Asia #4, World #22

The HKU-PKU Executive Master of Business Administration (HKU-PKU EMBA) Programme is a part-time programme jointly offered by HKU Business School and Guanghua School of Management of Peking University (PKU). 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-PKU 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-PKU 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 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



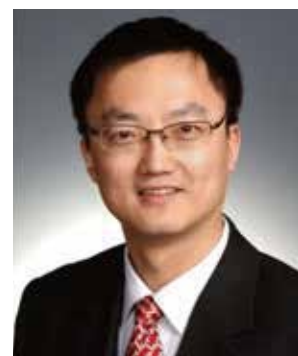
**Prof. Li JIN**

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



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-PKU 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.



I have been working in real estate development, marketing management and brand management in central enterprises. In September 2019 I joined the HKU-PKU 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.



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-PKU 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.



Switching from working as a public servant to being a lawyer, I am motivated to keep learning and broadening my horizons. And this HKU-PKU 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.

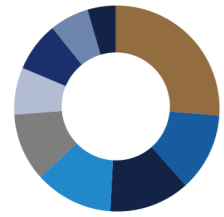


# Student Profile



## 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/Director/Partner/Co-Founder: 30%
- Vice General Manager/Department Head: 20%
- Senior Manager/Manager/Others: 9%



## Education Background

- Bachelor's Degree/Undergraduate Diploma: 68%
- Master's Degree/Postgraduate Diploma: 21%
- Others: 11%





# 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-PKU EMBA Programme 2021 - HKD 498,000 to be paid to HKU; CNY 439,000 to be paid to PKU.

Application Fee: CNY 800 (or HKD 900)

## Application Procedure



## Application Materials

Interested applicants are required to email the followings to HKU-PKU EMBA Programme Office of The University of Hong Kong at [hkupkuemba@hku.hk](mailto:hkupkuemba@hku.hk):

- a) Application form;
- b) Credentials;
- c) Curriculum Vitae.

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

## Address

**HKU-PKU EMBA Programme**

Room 204, Block B, Cyberport 4,  
100 Cyberport Road, Hong Kong

## Contact Us

Email: [hkupkuemba@hku.hk](mailto:hkupkuemba@hku.hk)  
Phone: +852 3962 1247 / +852 3962 1219  
Website: [www.fbe.hku.hk/hku\\_emba/](http://www.fbe.hku.hk/hku_emba/)  
Wechat: hkupkuemba

## Wechat

