



HKU
BUSINESS
SCHOOL
港大經管學院

Masters
Programmes

EQUIS
ACCREDITED

AACSB
ACCREDITED

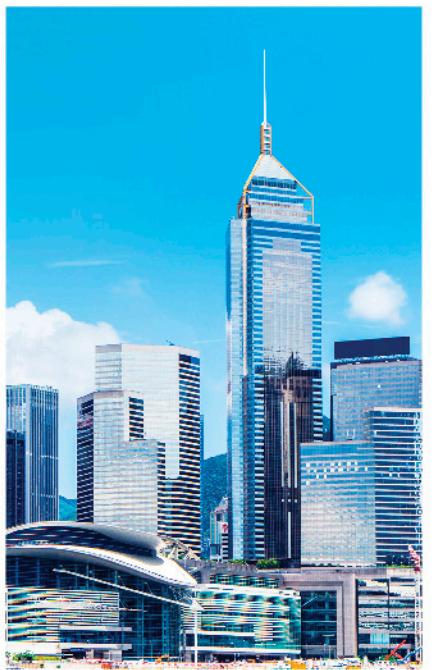
BETA
GAMMA
SIGMA
THE INTERNATIONAL
BUSINESS SOCIETY



2024 INTAKE

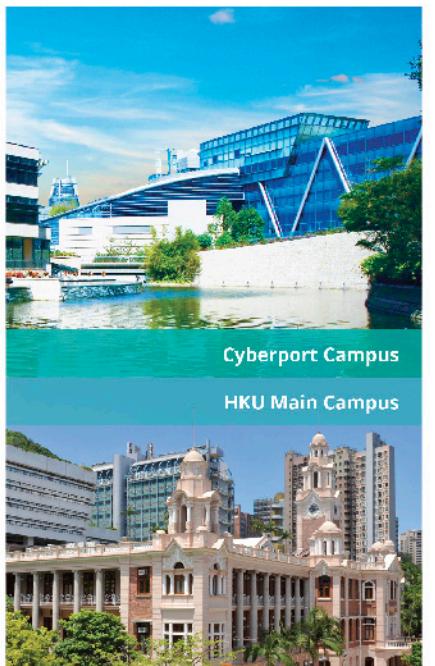
MASTERS PROGRAMMES

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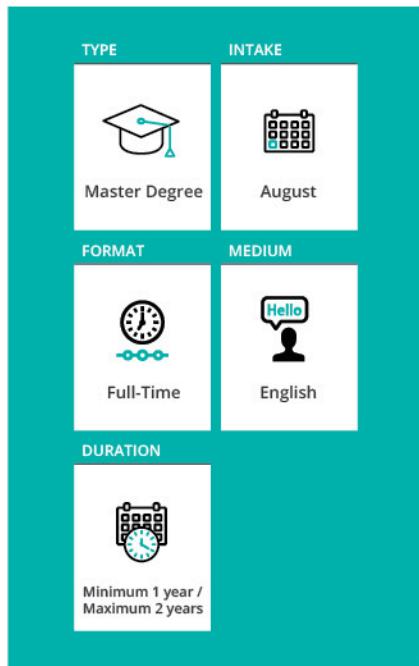


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**The Student
Enrichment Team**

The Student Enrichment Team organises a wide range of events and activities for students and alumni of the seven specific master programmes. They are categorized into five areas including Personal Development and Wellness, Professional Training Seminar, Networking and Team Building, Communication and Hard skills training. Students can able to have an enjoyable and fruitful journey as well as having the opportunity to explore different areas and meet different people.

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)

5th

World No.5
World Competitiveness
Ranking 2022



Life in Hong Kong

HKU Business School

Faculty Members

Rankings

The University of Hong Kong

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.



180+
Faculty Members
(Full time)

19
Regions

Members from world-renowned and prestigious universities around the globe

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

No. 1
in Hong Kong

No. 26
in the World

No. 10
in the World

QS World University Rankings 2024

QS Graduate Employability Ranking 2022

No. 1
in the World

No. 1
in Hong Kong

No. 35
in the World

Times Higher Education (THE)
World's Most International Universities
Ranking 2022-23

Times Higher Education (THE)
World Universities Ranking 2024

HKU MBA Programme

No. 1
in Hong Kong

Poets&Quants:
International MBA
Rankings 2022-2023

No. 1
in Hong Kong

Financial Times Global MBA
Ranking 2023

No. 1
in Asia

The Economist World
MBA Rankings 2022 & 2010-2018

Our 2023-2024 student community at a glance

Regions Represented

Australia	Indonesia	Russia
Canada	Jamaica	Singapore
Chile	Japan	Taiwan
China	Korea	Thailand
France	Kyrgyzstan	Trinidad
Germany	Macau	U.K
Hong Kong	New Zealand	U.S.A
India	Portugal	Vietnam

Gender



Undergraduate University

Columbia University	Shanghai Jiaotong University	University College London
Cornell University	Sun Yat-Sen University	University of British Columbia
Fudan University	The Australian National University	University of California, Berkeley
Imperial College London	The London School of Economics and Political Science	University of Cambridge
King's College London	The University of Hong Kong	University of Michigan-Ann Arbor
Korea University	The University of Manchester	University of Oxford
McGill University	The University of Melbourne	University of Pennsylvania
Monash University	The University of New South Wales	University of Toronto
Nanjing University	The University of Queensland	University of Warwick
Nankai University	The University of Sydney	University of Washington
New York University	The University of Warwick	Xiamen University
Peking University	Tsinghua University	Yonsei University
Renmin University of China		Zhejiang University



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 HKU Main Campus, Cyberport and Admiralty Town Centre.

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.

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.

OTHER CAMPUSES

HKU Beijing Centre

Located in Asia Financial Centre where Asian Infrastructure Investment Bank is headquartered, HKU Beijing Centre mainly serves as a teaching venue for HKU Business School and provides ample space and state-of-the-art facilities for faculties to develop academic programmes, promote alumni entrepreneurial start-ups, and organise alumni events.

HKU-Tel Aviv Innovation Hub

The HKU-Tel Aviv Innovation Hub combines the academic excellence of HKU and the innovative, entrepreneurial energy of Israel. The Hub will foster deep engagements between the academic, business and technology communities of Israel, Hong Kong, and the Greater Bay Area, promoting cross-border collaborations and partnerships.

Shenzhen Campus

Located at the heart of Futian District in Shenzhen, the Shenzhen Campus is the School's latest development to promote knowledge exchange, technology transfer and talent collaboration in the Greater Bay Area and Mainland China.

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.

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.

Modular Calendar

Courses are offered on a modular basis to allow students to focus on 1-3 courses at a time. Normally, each module consists of six to eight weeks including the examination week.

M1	Sep 1 to Oct 18
M2	Oct 19 to Dec 3
M3	Dec 4 to Jan 28
M4	Jan 29 to Mar 20
M5	Mar 21 to May 8
M6	May 9 to Jun 23

2023

2024

For reference only, actual duration can vary.

Quick Facts

TYPE	INTAKE	FORMAT	MEDIUM	DURATION
Master Degree	August	Full-Time	English	Minimum 1 year / Maximum 2 years

Class Days

Normally 2 sessions of teaching per course per week

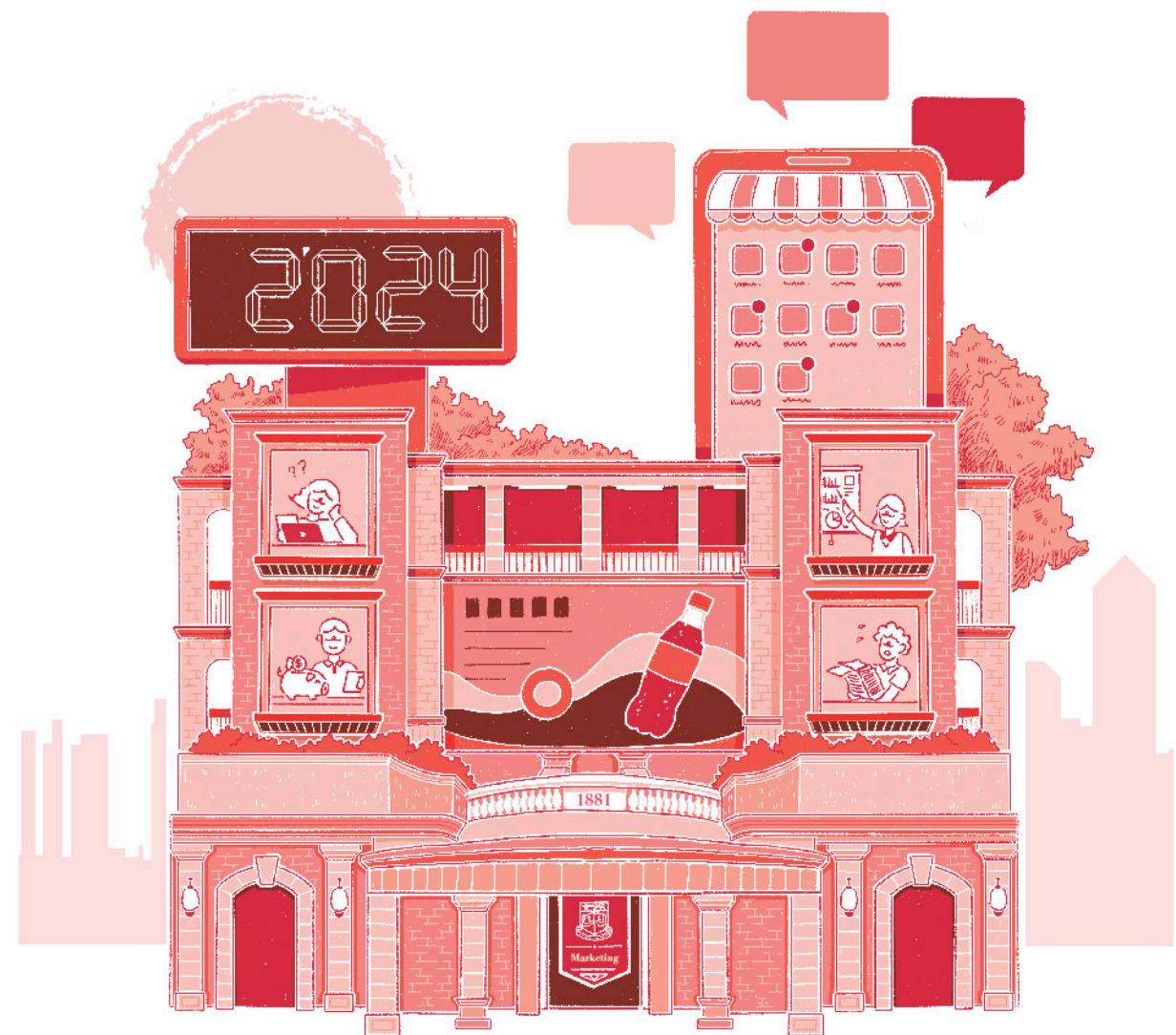
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
sun sun moon	sun sun				

Morning Session	Afternoon Session	Evening Session
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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
- Big Data Consumer Analytics
- ESG and Marketing for Social Impact
- Technology Innovations in Retail Banking and Consumer Finance

Fundamentals Subjects

- Advertising and Integrated Marketing Communication
- Branding Strategy
- Consumer Insights

Top 5 Q&A PROGRAMME DIRECTOR

Top 5 questions about the Master of Science in Marketing programme, answered by our Programme Director

Dr. 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.



Dr. Tak Zhongqiang Huang

Programme Director - Master of Science in Marketing



Core Courses (Four Courses)

Applied Marketing Research and Metrics	Marketing Management
Consumer Insights	Digital Marketing

Elective Courses (Five Courses)

Master of Science in Marketing Electives Minimum 3

Advertising and Integrated Marketing Communication	Foundational Quantitative Skills in Marketing
Algorithms, Big Data and Online Marketplaces	Global Marketing
Big Data Consumer Analytics	International Business Environment
Branding Strategy	International Study Field Trip
Business Simulation	Platform Business Models and the Sharing Economy
Customer Management	Pricing Strategies and Tactics
Entrepreneurial Marketing	Service Marketing and Management
ESG and Marketing for Social Impact	Technology Innovations in Retail Banking and Consumer Finance

Other Masters Programmes **

Master of Accounting	Master of Finance	Master of Global Management
Master of Economics	Master of Finance in Financial Technology	Master of Science in Business Analytics

Capstone Course (One Course)

Marketing Strategy Simulation

Remarks: Not all the courses listed above will necessarily be offered each year and the above list is subject to further adjustment.
** 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 10% 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 extra-curricular activities, recommendation from course instructors, and level of support provided to the programme office. All eligible candidates are automatically considered; no separate application is required.

Fargo Wealth Excellence Scholarship

Up to 14 scholarships shall be awarded, starting from the academic year 2022-2023, to Year One students, available to all masters programmes offered by the HKU Business School on the bases of academic performance in the respective programmes and their contributions to the community of masters programmes. The Scholarship shall be of the value of HK\$10,000 each.

Tuition Fee

\$360,000*

A deposit of HK\$120,000* is required to confirm the admission offer. The balance shall be payable in two equal instalments in one year, irrespective of the number of courses taken in each module.

* Subject to change and final approval of the University.



Dr. 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

PAVITHRA PERERA

Master of Science in Marketing (Class 2022)

I chose the Master of Science in Marketing at HKU Business School because it's a well-reputed ranking university in Asia. I have been passionate about this field for a long time because I am fascinated by how the market is driven by marketing and social media. As someone from a generation of people with extremely high social media usage, I was captivated by how analytics were derived from something people use daily. And, these analytics are used to create virtual personas to know how people would react to a particular product. Nowadays, marketing is the tool that makes or breaks a company, and I wanted to understand it better to create something people would like. After researching the curriculum of the Marketing programme, I was excited to pursue my higher studies at HKU Business School, which has built such a great programme. In addition to this highly regarded programme, I was excited about studying on the beautiful campus and participating in the rich student life offered here.

CASON YI

Assistant Manager of Operations and Marketing Projects, The Peninsula Hotels (Class 2022)

After five years of working, it was quite an exciting journey for me to go back to school. The programme and curriculum at HKU Business School provided a good balance between academic theories and practices in the real-life business context, which allowed me to reflect on and re-look at everything that I have done in the past five years. All the projects that I did at work became my own case studies.

The empowerment, the group dynamic, and the teamwork culture were a few other highlights that I enjoyed and appreciated a lot. Together with the team, we were able to apply theories into practice along with our imaginative and innovative ideas. We also received constant feedback from our experienced professors throughout the programme.

Apart from traditional exams, we were also put "on stage" and under the spotlight to pitch our business proposals and analyses not only in front of our classmates but also "clients" from various industries. It was indeed a fun and memorable experience.

“ Hear what our Master of Science in Marketing students have to say about their experience. ”



WILLIAM ZHAO

Associate, Manager Development Program, AlphaSights (Class 2021)

The overall experience was great, I met a lot of new friends from around the globe. The culture is amazing, people love to party and go hiking in their spare time. Although, the living pace is really fast, people can still find ways to enjoy themselves. I love the blend of western and eastern culture in Hong Kong. The most challenging aspect of Hong Kong life may be the living cost. However, it is fairly easy to find a part-time or full-time job in Hong Kong, so the high cost may not be a huge issue. The time spent in Hong Kong was really enjoyable, and I will surely recommend friends to visit here.

My favourite course is Consumer Insights, it was very inspiring and interesting, the course allowed me to understand how to draw assumptions and conclusions from the data. That being said, actually all the professors from the programme were very reachable and helpful. On top, they value our suggestions a lot! The programme is always looking to improve and provide courses that are not only relevant to the industry but also allows us to apply it in our future career. Courses like Big Data, Social Network and FinTech equips us to succeed better and be more competitive in the upcoming trend.

LEXY CHEN

Management Trainee, L'OREAL (Class 2021)

Since our courses are carried out on a module basis, they required us to learn and apply at the same time, so it's really demanding and informative. For example, the Branding, Integrated Mass Communication and Business Capstone courses all require you to prepare and do a mini presentation during the class using the knowledge just learned so that you can integrate the theory and actual business cases immediately. And it's quite similar to the group interview we would encounter during campus recruitment so we could better prepare ourselves for it. All the courses involve group projects or stimulate business game to actually help a company or brand to grow, which is practical compared to simply thesis writing. The programme is rather practical. All the skillsets and theories we learned could be applied to business contests, job interviews, projects and they range from big data to branding, so it opens up lots of opportunities for our future careers.

Class Profile

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

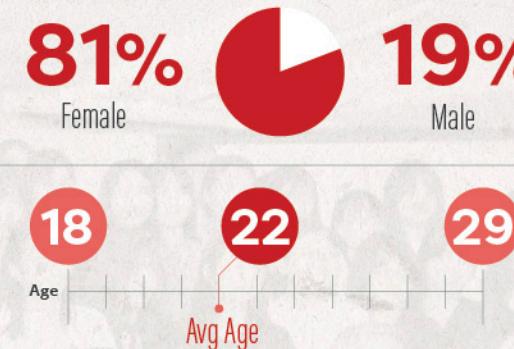
Academic Backgrounds



Previous Employers (Internship)

- + Alexander McQueen
- + Audi China
- + Bilibili
- + BMW (China) Automotive Trading Co., Ltd.
- + Christian Dior
- + Johnson & Johnson (J&J)
- + Longfor Properties
- + Marriott International, Inc.
- + McDonald's
- + Mercer
- + Nike
- + Porsche (China) Motors Ltd.
- + PricewaterhouseCoopers (PwC)
- + Publicis Groupe
- + Savills plc
- + Sinopharm Group
- + The Arnott's Group
- + Volkswagen Group China
- + WeBank Co., Ltd.
- + Zara

Gender + Age



Working Experience*

With Prior Working Experience

96%

Avg Work Duration

6
months

*Among students with prior work experience (Internship inclusive)

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:

TOEFL Internet-based
80

or
TOEFL Paper-based
550

or
IELTS
6
with no subtest below 5.5

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: 2482



Apply Here



For more details, please refer to the Masters Programmes website

Remarks:

- 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.

Leveraging our networks and resources, we aim to provide top-notch career services that

01

guide students to explore their career direction by assisting them to unlock their potentials and identifying their own interest;

help students explore and understand the industry sectors they are most interested in, and evaluate options based on their profile and aspirations;

03

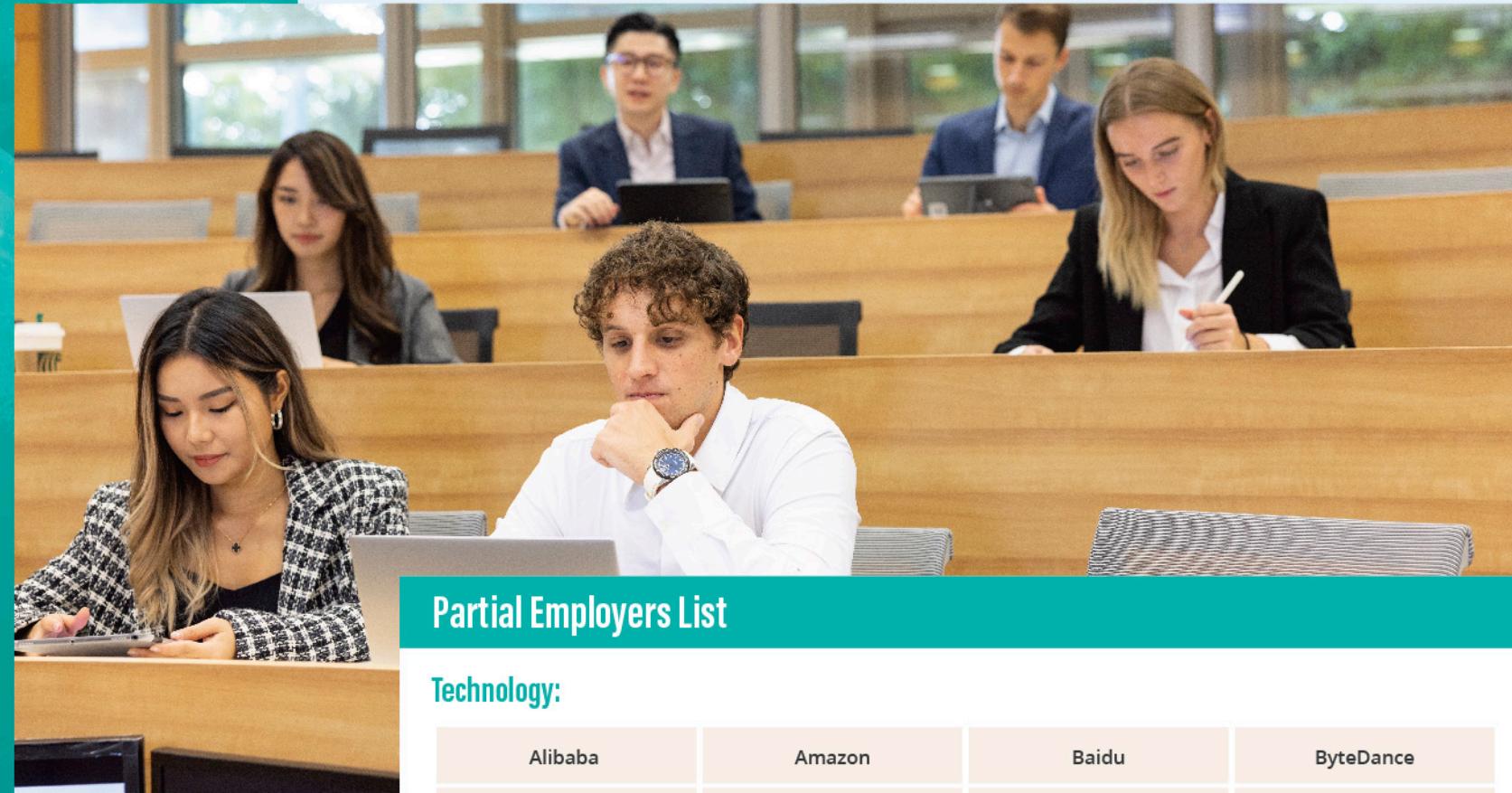
help students develop a realistic career plan by facilitating the planning and execution of their personal career exploration and strategies; and

help students enhance their skills, competencies and confidence necessary in the world of business.

02

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 and job opportunities are exclusive to HKU Business School masters students.



Partial Employers List

Technology:

Alibaba	Amazon	Baidu	ByteDance
Huawei	IBM	Meituan	Tencent

Banking:

Bank of America	Bank of China	BNP Paribas	Citibank
HSBC	Morgan Stanley	Standard Chartered	

Financial Services (Auditing/Asset Management/Investment Banking/PE&AC):

Bloomberg	China International Capital Corporation (CICC)	CITIC Securities	E Fund Management
Guotai Junan International	Huatai Financial Holdings	J.P. Morgan	

Professional Services and Consulting:

Deloitte	Ernst & Young	KPMG
McKinsey & Company	Mercer	PricewaterhouseCoopers (PwC)

Others:

BYD	LVMH	Procter & Gamble (P&G)	Hong Kong Monetary Authority
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^ Data based on graduate surveys which was launched in 2022.



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

Tools and Resources

Empowering Your Research and Job Market Intelligence with Professional Tools

- + [HKU Moodle: Career Exploration Toolkit](#)
- + [Career Portal](#)
- + [Skill-based Trainings](#)
- + [Aptitude Test Banks](#)

Career Development & Training

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

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](#)

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:

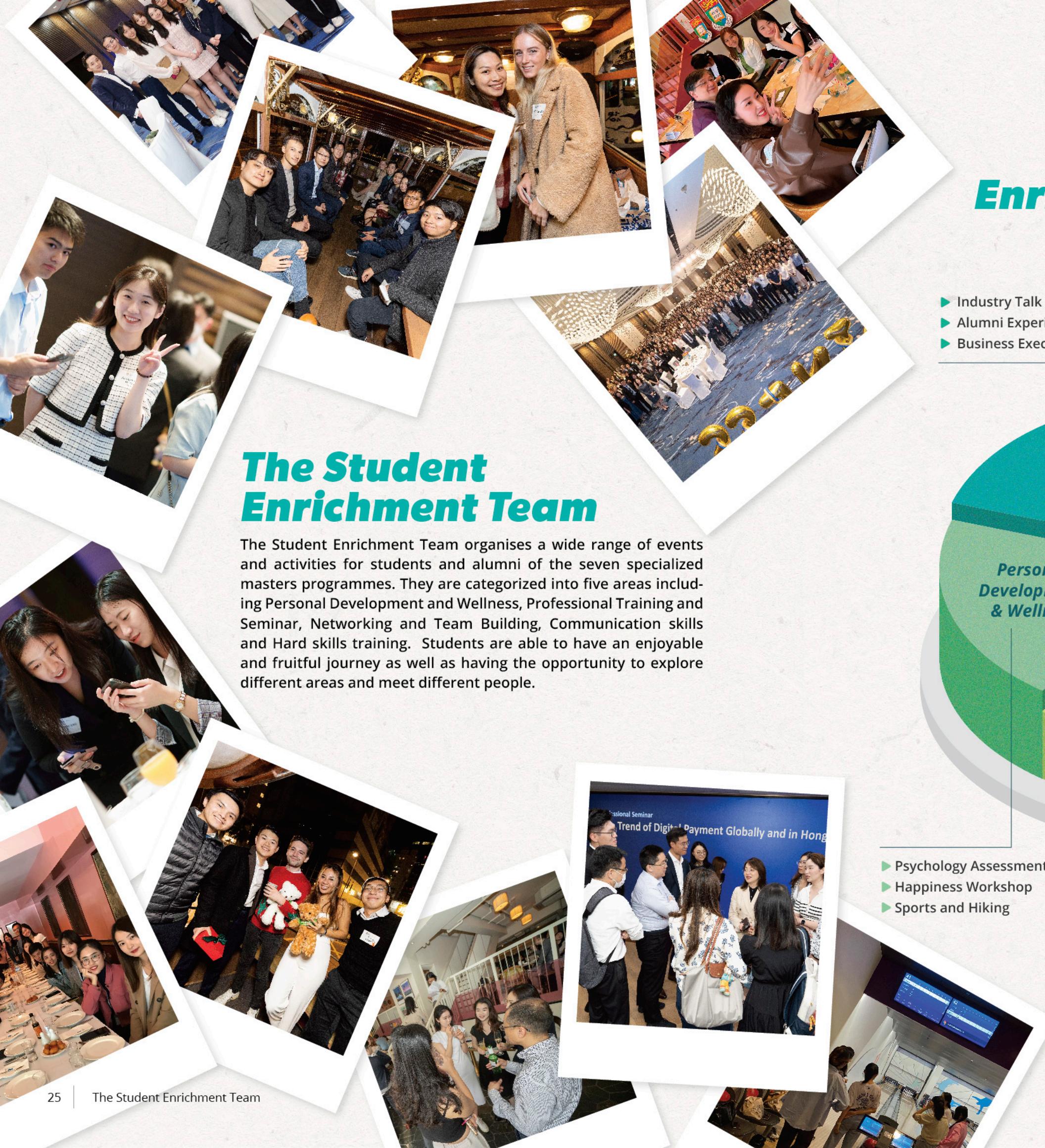
- + [Recruitment Series](#)
- + [Career Fair](#)
- + [Professional Sharing Seminars](#)
- + [Expert Recruitment Seminars](#)

05

Network, Network, Network

Leverage the HKU Community to Expand Your Network, through:

- + [Alumni Sharing](#)
- + [Fireside Chats with Executives](#)
- + [Competitions and Challenges](#)

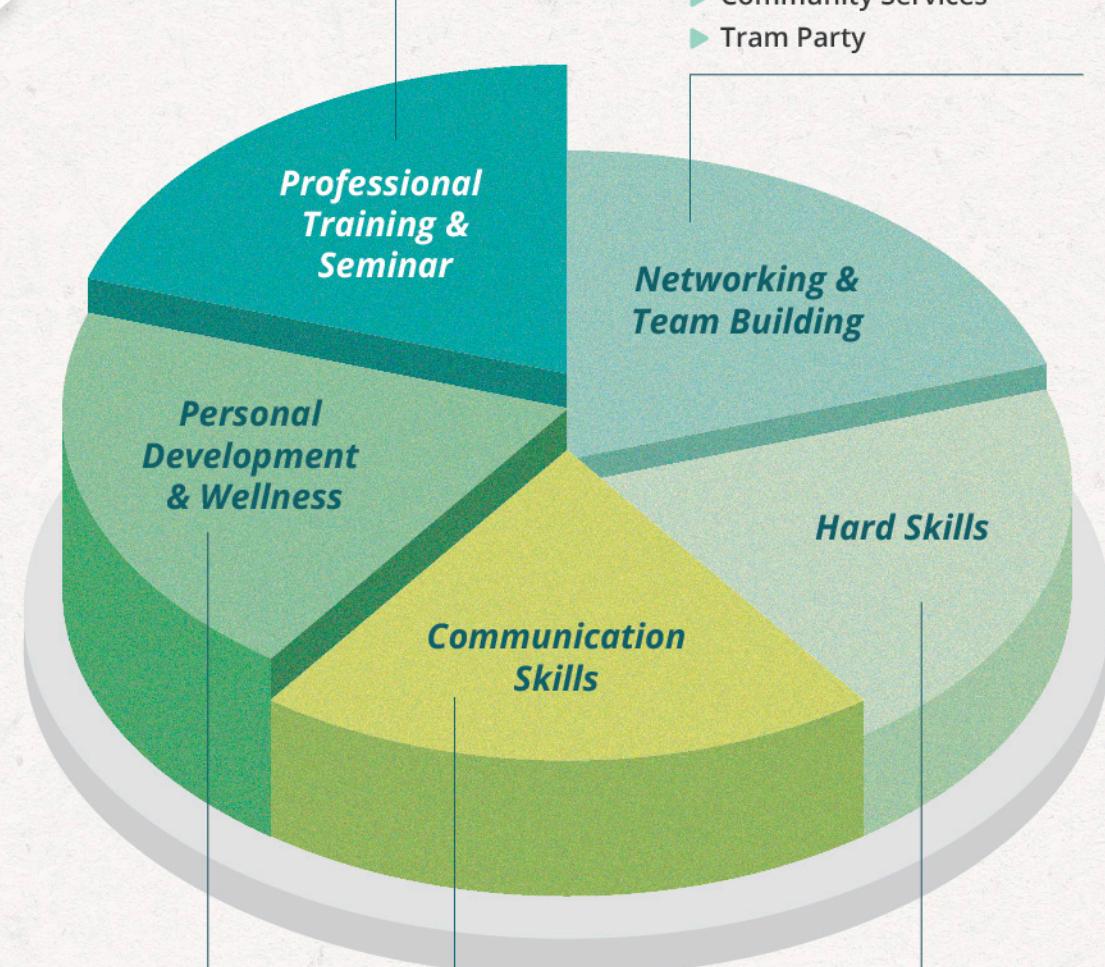


Summary of **Student Enrichment Activities**

(Aug 2022 - June 2023)

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

- ▶ Networking Drinks, Luncheon & Dinner
- ▶ Team Building Activities
- ▶ Cultural Diversity Activities
- ▶ Community Services
- ▶ Tram Party



The Student Enrichment Team

The Student Enrichment Team organises a wide range of events and activities for students and alumni of the seven 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 Hard skills training. Students are able to have an enjoyable and fruitful journey as well as having the opportunity to explore different areas and meet different people.



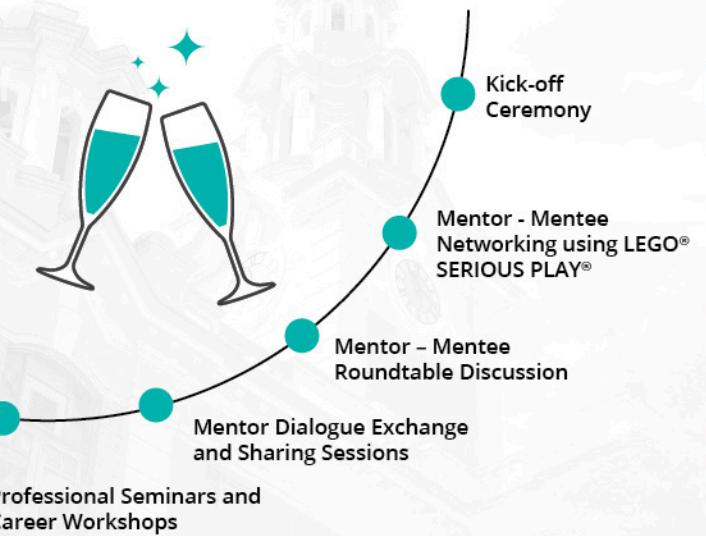
Mentorship Programme

The Mentorship Programme aims to provide a platform for all masters students of HKU Business School to explore beyond the classroom and gain real-world insight about the industry and careers from alumni and experienced practitioners (mentor), in order to foster an engaging Masters' community, as well as to contribute their knowledge and experience to nurture the young generation.

Our Mentors

They are professionals, industry practitioners, middle to senior executives or MSc alumni with 7+ 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.

Mentorship Activities



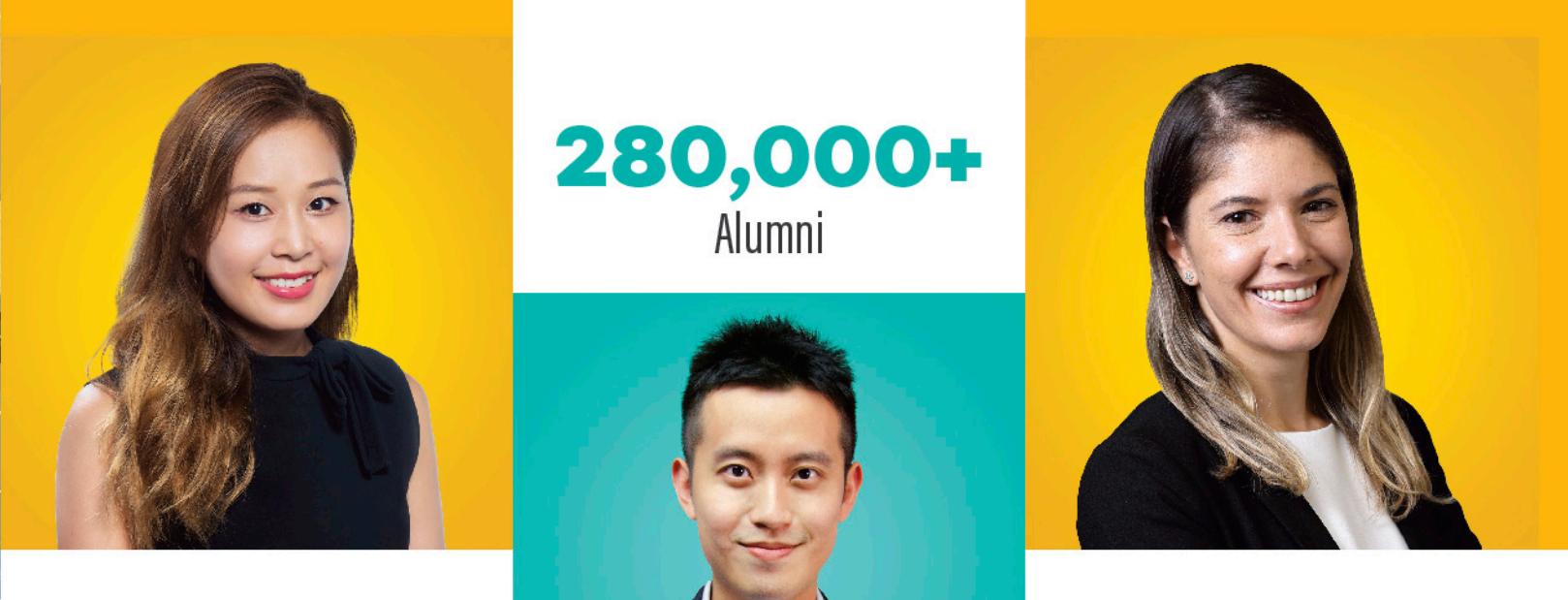
Mentors Professional Background

Expert Area	Position
Accounting	CEO / COO / CIO
Business Analytics	Consultant
Equity Capital Markets	Data Scientist
Fast Moving Consumer Goods	Department Head
Finance and Financial Technology	Director
Financial Services Compliance Securities	General Manager
Integration Broker Technology	Manging Director
Investment and Trading Professional	Partner
Marketing	Regional Head
Research	Trader
	Vice President



Student Ambassador Programme





 MASTER OF ACCOUNTING ✉ Email: MAcctadmissions@hku.hk 📞 Phone: (852) 3962 1280	 MASTER OF ECONOMICS ✉ Email: MEadmissions@hku.hk 📞 Phone: (852) 3962 1368	 MASTER OF FINANCE ✉ Email: MFadmissions@hku.hk 📞 Phone: (852) 3962 1271
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Our HKU Alumni Network



Our HKU Alumni Network



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Masters
Programmes