

# TEACHING & LEARNING

## Newsletter for EF Students, Alumni, Teachers, and Friends

Department of Economics and Finance (EF), City University of Hong Kong

Website: <http://www.cityu.edu.hk/ef/>

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If you have any questions or comments related to the newsletter, please contact EF General Office [efgo@cityu.edu.hk](mailto:efgo@cityu.edu.hk).

### *How Should You Prepare for a Banking Career? Be Well-Rounded!*

After completion of my bachelor's degree in Business Economics in 2019, I spent two years at Société Générale as a Sales and Marketing Trainee in their asset management arm, and recently joined J.P. Morgan as a Third-Year Markets Analyst in Prime Brokerage.

Société Générale is a French bank hiring numerous trainees every year, providing vacancies in various divisions, such as global markets, corporate banking, risk management, and trade support, which would be an excellent opportunity for graduates to gain some banking experience. Interestingly, I joined the bank's asset management arm, Lyxor, as a Sales and Marketing Trainee right after my graduation. Lyxor offers both hedge funds and ETFs to intermediary and institutional clients, despite my coverage being mainly hedge funds. As a junior member, I was responsible for preparing fund performance reports, handling client



Sarah Chan

enquiries and requests, and completing due diligence questionnaires on the products for clients. Within the two years, I learnt how most hedge fund strategies worked, how to interpret wordings in fund materials, as well as how to make good use of Bloomberg Terminal, from the tasks in the firm.

The experience in Société Générale did not only offer me an opportunity to gain technical knowledge about hedge funds, but

also soft skills and international exposure, thanks to the bank's culture and global presence. I often worked with colleagues from the Paris and Tokyo teams to achieve business results together, and locally with colleagues from Hong Kong, China, France, Korea, and Germany. The international exposure helped me understand how to work with people coming from different cultural backgrounds and even how to communicate effectively with

them. I was also impressed by the bank's culture as co-workers were inclusive and friendly, and often organized activities across teams, offering me opportunities to know people not only from my division but also from many other functions.

My two-year trainee contract with Société Générale came to an end in June this year. I left the bank for a Markets Analyst position in Prime Brokerage in J.P. Morgan.

Prime brokers of investment banks provide services to hedge funds, such as execution, financing, clearing, as well as capital introduction and consulting. My position in J.P. Morgan primarily focuses on capital introduction and consulting, which requires prior knowledge about hedge fund investors and strategies. Thanks to my experience in Société Générale, I was well-prepared enough for my interviews with J.P. Morgan as a young professional.

J.P. Morgan is a US bank actively hiring not only graduate analysts but also experienced professionals across different functions. As an analyst, I am responsible for both capital introduction and consulting efforts in Asia-Pacific (APAC). For capital introduction, the team regularly has conversations with hedge fund managers and investors and makes an introduction between the two parties. For consulting, the team focuses on non-investment topics and works closely with Chief Operations Officers of hedge funds. Sitting within a team providing these two capabilities, I have a holistic picture of how a hedge fund starts from the very beginning, what their needs would be when becoming more sizeable and the investment criteria of different types of investors.

In J.P. Morgan, I also work with colleagues from the Europe, the Middle East and Africa (EMEA) and US teams and locally with those from all over the world, e.g. China, India, Korea, Hong Kong, the UK, and the US. Thanks to my experience in Société Générale, I am comfortable with working with

international colleagues and speaking regularly with global teams. The culture is also inclusive in J.P. Morgan – I have only been in the firm for half a year but already experienced Thanksgiving and Diwali parties on the floor. The firm also encourages employees to give back to society through volunteer work, such as beach cleanup and secondary school student mentoring.

My two cents: when I first entered university back in 2015, I chose to prioritize academic results and internships, with a belief that satisfactory academic results would help secure more internship interviews. I spent my first semester learning how to look for internships through external portals, such as some major job boards and career sections of major financial institutions and sizeable property developers.

My very first internship in my freshman year of university was with the asset management team of Link REIT. It may not be that related to my sales and marketing internship in the second year with an FX trading platform called FXCM. In my penultimate year, I worked in the FX Sales and Trading division of National Australia Bank, partly due to my knowledge about FX gained from FXCM. Right after this summer internship and turning into my final year, I joined Moody's as a part-time rating and research intern for 3 months. Eventually, I interned at the investment team of a multi-family office and learnt some knowledge about hedge funds and mutual funds, helping me tremendously in my job interview with Société Générale.

Students should not be worried about the odds of receiving an interview invitation or even an offer. In all the years after entering university, I applied to more than a hundred jobs in a year but sadly got accepted by only very few of the firms. As a young adult, do not hesitate to try out various sectors even within the same industry, as it would enrich your knowledge and of course resumes. I would like to stress the importance of making a job or an internship relevant to the next job. An example would be

how I used my knowledge gained from the family office internship in my interview with Société Générale.

Apart from internships, students should also develop some other qualities so that you could stand out from other ordinary students in job interviews. Taking a non-business minor such as social sciences could be one (I minored in Psychology). Learning a third language such as French could be helpful if courses are affordable. Familiarity in some other topics such as coffee, wine or cookery could also help leave an impression.

As for academic results, I would encourage you to just try your best and learn how to manage your class schedules well so that you could have some days off for doing revision and

interview preparation. It may be great to spend most of your time in the library for a straight-A transcript, but that may also hamper your non-academic developments. One thing I regret the most is that I spent too much time in the library and on internships!

Job hunting is a journey that helps us grow and become a well-rounded person, as we absorb more hard knowledge and learn some non-academic topics along the way. It also makes us stronger as we learn to deal with adversity when receiving a dozen of rejection emails in a day. I hope to see more CityU graduates in the industry!

**CHAN Hiu Man (Sarah), BBA Business Economics Graduate in 2019**

## *A Sharing of my Career Development in Asset Management*

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After completing my undergraduate degree in BBA Honours (Finance) at City University of Hong Kong in 2009, I have gained over ten years' worth of working experience in asset management and financial sector. Now I am a Head of Operations in Hedge Fund Manager Company overseeing the overall fund operations and risk management. Prior to that, I was fund administrator in HSBC in alternative products. I am a CPA Australia and a CFA Charter holder.

In retrospect, perhaps I luckily graduated just a year after the turmoil of Financial Tsunami in 2008, I got an offer from HSBC Trustee to start my career in Asset Management. A multi-national Corporation definitely gave their employees all-around trainings and resources to equip yourself in fundamental knowledge and skills. In the meantime, the recession at the bottom and global economic depression facilitated a quick and robust recovery in Hong Kong, especially the financial market, giving

credit to QE in last decade. The economy in HK and the development of asset management sector was facing a boom after the trough. HSBC's work experience gave me a steppingstone to Buy-Side asset management.



**Carson Law (on the left)**

Thus, I have engaged in Hedge Fund Operations for over 10 years since then.

Apart from career development, continuing education during time off may also be treated as an effective way to deepen and widen the knowledge and network. Being a Certified Practicing Accountant, CPA (Aust.) and Chartered Financial Analyst (CFA) can establish comprehensive ranges of professional knowledge and

competencies in accounting, financial and economies with robust ethical standards and integrity. These professional designations may make you quite depressed while spent most your spare time in three to four years to pass the exams and finally gain the qualifications. Not only does acquiring these professional qualifications benefit career pathway, but it also builds up the networks with professionals and society. Various events held by Society or interacting with other peers can provide industry updates and potential opportunities for advancement.

I got a chance to contribute the CFA Society Hong Kong in 2018 when they recruited Committee members to support the Candidate Services. It is an interesting and challenging rule to play as Volunteer and share my experience with the candidates who also feel frustrated in their exam preparation. I am glad to contribute my time and efforts serving the Society and candidates. Sometimes, the candidates tell me they are also from CityU, I feel quite excited to meet and chat with fellows.

Simultaneously, financial world keeps changing and evolving. Every day, every second have something new.

Continuing learning is inevitable to catch up or get ahead of the development. Crypto, Cloud, Blockchain, ESG, etc. all are something that I never met in the early stage of my career. However, now they are all the hottest issues that the industry engages and handles every day. The investment focus also drives to these areas

generating better alpha and return. KEEP LEARNING and REFRESHING!

Last but not least, I am so luckily that the CityU's Bachelor offered me an entry ticket to my asset management career. Accumulated work experience and professional qualifications are continuously fostering the development. I am happy to share with you here and wish you and your family all the best.

**LAW Siu Chung (Carson), BBA Finance Graduate in 2009**



A discussion held by Carson Law



Experience sharing by Carson Law about CFA Charter information



# My Digital Banking Experience

The Graduate Trainee Programme in Shanghai Commercial Bank has opened up doors for me to work under a fast-paced, continuously challenging banking career and the experience I have gained so far is invaluable. My one and half year rotation experience under Retail Banking team, coupled with placement training, as well as 1-on-1 mentorship arrangement, has helped me to clearly define which specific field I am most passionate about. I have gained in-depth understanding towards banking operations and product knowledge through vigorous job attachments.

I was given plentiful of learning opportunities, particularly engaging with digital transformation projects of the Bank, such as the launch of Remote Account Opening and Faster Payment System platforms. Under Agile project environment, I collected and studied user requirements from branches and operations, designed system workflows and project specifications, then worked with Developers on testing and deploying digital solutions. Such experience has provided me exposure to the areas outside traditional Retail Banking businesses, and



Howie Cheng (second from the left) and his senior colleagues

platforms. This has called for creative-thinking mindsets to design and revamp customer journeys, UI/UX and copywriting on digital channels. In particular, I greatly enjoyed the experience in Chatbot development, with my main contribution in developing dialogues for



Participation in Data Literacy Programme

the Bank has benefited from improved operation efficiency, as customers gradually shifted from manned channels to digital platform. Aside from this, I have also participated as a pilot team member in a bank-wide 'Data Literacy Program' to create data ecosystem via 1.2 million customer base. I was able to directly apply skills I learnt from

instilled me basic understanding towards latest Fintech applications such as Biometrics, Conversational AI, Open API etc.

On top of this, I greatly enjoyed liaising with Product Owners to strategize on initiatives to drive customer engagement and retail sales on digital

account opening and internet banking services. Such dialogues were later used to develop and strengthen Conversational AI abilities, therefore driving digital customer engagement via self-service channels.

Following its deployment on September 2021,

Econometrics and Data Modelling courses during my undergraduate studies, particularly Python, SAS and Financial Data Analysis, in collecting and analysing customer data sets. Being able to participate in achieving different milestones of the Bank has definitely brought me great sense of achievement.

With the banking landscape is evolving to a new era of digital innovation and transformation, I am keen on expanding my knowledge towards project management and programming. As the Bank devotes lots of resources on talent development, I was able to gain sponsorships to attain professional certifications, such as Certified Professional Scrum Master (PSM) in learning DevOps and Agile methodologies, and Certified Data Professional in Open-source Software (CDPOS) in learning the application of Python on predictive analytics and insight discovery.



**Pok Oi Virtual Cycle for Millions 2021**

While my Business Economics major may not lead me to a specific position in the economics or finance field, the application of knowledge and analytical thinking have definitely equipped me to handle my current work effectively. From the guided study of economic concepts and issues, I was familiarized with solving problems systematically and coherently with solid evidence. This is essentially helpful for my current Digital Banking career, as I continuously study and propose solutions to revamp traditional banking practices, and enhance systems to meet new operational needs.

Apart from academic knowledge and skillsets, what I value the most from my undergraduate experience were the professional network and friendships I have formed throughout my 4-year study. I am astounded to work with batchmates, mentors and even senior management who were graduates from CityU. I was exposed to a nurturing environment with a supportive group of alumni, particularly my mentor Ricky Chan, Chief of Retail Banking (94') who have generously shared with me his valuable experiences and insights as he navigates through his banking career, and greatly helped me to remain steadfast in pursuing my goals and challenged my best at all times.

Aside from my regular work, I was given valuable chances to participate in competitions and CSR activities. In particular, I have participated in Pok Oi Virtual Cycle for Millions 2021 along with senior executives of the Bank as a fund raising event, fostering my growth as an all-rounded individual.

**Cheng Chi Ho (Howie), BBA Business Economics Graduate in 2020**



# *My experience as a HSBC GBA scholarship recipient*

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It is certainly a meaningful and rewarding experience to become one of the recipients of the HSBC GBA Scholarship. Throughout the application process, I learnt a lot about HSBC and the potential of the Greater Bay Area (GBA). 35 students from different local universities have been awarded the scholarship. Besides the scholarship, HSBC has collaborated with Hong Kong Federation of Youth Groups to establish a "Hub for the future" platform to connect all the HSBC scholars.

GBA is undoubtedly the main economic engine in Mainland China, aiming to boost collaboration across jurisdictions and borders. According to the national policy, there will be an incentive to raise green bonds, facilitate cross-border loans, and set up GBA funds. I got the valuable opportunity to share my experience in the HSBC Foundation Closing Ceremony as a HSBC scholar. By sharing my thoughts on future skills, sustainability, and the social services on youth development, I got positive feedback from the representatives of HSBC, the government, and different NGOs.



**Participation in a activity organized by the scholarship programme**



**Tommy Tang**

Throughout this meaningful event, I appreciate what HSBC has done to contribute to society over the years.

Through the scholarship programme, I can meet people with diverse backgrounds. By connecting with like-minded persons, I am confident that we can achieve and solve social issues together. I have joined the Design Thinking workshop to develop logical reasoning and innovative problem-solving techniques. There are also various networking events, including guest speaker seminars, mentoring programmes and social innovation competitions, where I understand what it takes to become a social entrepreneur.



**Discussion with people in diverse backgrounds**

After gaining adequate exposure to financial knowledge and an extensive client network, I would like to establish my asset management firm in GBA. The investment focus of my firm will be mainly on green energy and innovation technology aspects. My priorities are to take the CFA and FRM examinations and contribute back to the HSBC scholar's community, where I can equip myself with the soft and technical

skills to build up a strong financial foundation and actively expand my professional network.

As last, I strongly encourage students from different backgrounds to apply for HSBC GBA Scholarship. It is an treasurable opportunity to understand the growth potential and equip yourselves with the relevant skillsets to develop your future career in GBA.

**TANG Man Chung (Tommy),**  
student in BBA Finance (Cohort 2017)



## JOINT BACHELOR'S DEGREE PROGRAMME

The following students have successfully admitted to the **Joint Bachelor's Degree Programme between City University of Hong Kong and Columbia University** in 2021-22. They will study in Columbia University in United States for 2 years.

Name	Cohort	Major
BAILEY Joshua Luke	2019	Business Economics
LEUNG Ho Lam	2019	Business Economics

## COMPETITION

### Rotman International Trading Competition 2021

A team of undergraduate students from the Department of Economics and Finance (EF) and College of Business has done an excellent job in the Rotman International Trading Competition (RITC) 2021. Our EF team continued to be the best-performing team in Asia, beating prestigious universities including Harvard, UCLA, NYU, and the host, University of Toronto. Prof James BERGIN and Dr. Jintao DU have provided solid supports and advice to the team. A former team member in EF's Computational Finance program, Miss Xichen LIU, also assisted our team with her experience. The name list of the students is shown in the table below:

Name	Major	Program
BA Shanzheng	Computational Finance	BSCCBU4
CHEN Meijia	Computational Finance	BSCCBU4
WIDJAJA Raymond	Computational Finance	BSCCBU4
ZHI Yongzheng	Finance, Global Business (double major)	BBAU4



## Hong Kong Undergraduate Financial Planners of the Year Award 2021

Students from the Department of Economics and Finance and other CB departments have participated in the Hong Kong Undergraduate Financial Planners of the Year Award 2021 and won several awards in the competition. Dr Amy YIP has provided tremendous supports and coaching to the students.

The name list of the students is shown in the table below:

<i>First Runner-up</i>	<i>Second Runner-up</i>	<i>Certificate of Excellent</i>
Team: PCJH FiPlan	Team: Warriors	Team: NASA
LEE Yui Paang Joe (EF)	CHOI Fong Yu Trista (EF)	LIM Yuk Tung Austin (EF)
KAY Wing Tung Chloe (EF)	CHEUNG Wai Kei Leo (MS)	LAI Shuk Ki Suki (MGT)
CHAU Pak Lok Patrick (EF)	WONG Wing Yin Winnie (MS)	CHENG Siu Wai (IS)
LAM Pui Hang Henry (EF)	CHUI Cheuk Kei Katie (MS)	LIANG Ming Hao Nason (CFFT)

More information about the above competitions can be found in our EF departmental website (<https://www.cb.cityu.edu.hk/EF/>).

## CO-CURRICULAR LEARNING ACTIVITIES

### Recent Teaching and Learning Activities

#### **Orientation:**

- EF Orientation, 26 August 2021

#### **Learning Support:**

- Student Exchange Programme 2021/2022
- Peer-Assisted Learning Scheme (PALSI) (CB2400 and CB2402 in Semester A and B, 2021/22)
- Undergraduate Mentoring Programme 2021/22

#### **Career Preparation:**

- Departmental Internship Programme 2020/21
  - ACT Corporate Services
  - AdBeyond (Group)
  - Agricultural Bank of China International Holding
  - AIA Group
  - Asian Tax Advisory
  - AXA Hong Kong
  - Bank of China (HK)
  - CCB International (Holdings)
  - Cheng & Cheng Limited (CPA)
  - China CITIC Bank International
  - China Construction Bank
  - China Mobile Hong Kong
  - Citibank (Hong Kong)
  - Compagnie d'Investissements et de Gestion Privée (CIGP)
  - Deloitte
  - Dove Air
  - Edelman Public Relations Worldwide (HK) Ltd.
  - Eidea Professional Services Company Limited
  - Ernst Young
  - Fonfair Technology
  - FRIDAY Company
  - Fusion Bank
  - GUGU Fintech Inc.
  - Hong Kong Deposit Protection Board
  - Hong Kong Specialty Gases Co Ltd

- HSBC
  - Imergey
  - KPMG Advisory (Hong Kong)
  - Kuehne + Nagel
  - La Perla Far East
  - Louis Lai & Luk CPA
  - Merdeka Financial Group
  - Neural Lab
  - New World Dynamics Holdings
  - ON Semiconductor
  - Ovata Capital
  - Pecutus Technologies
  - Pedder Group
  - Raymond Y. K. Tse & Co. CPA
  - Sellorate (Thailand) Co., Ltd
  - Shanghai Pudong Development Bank Co., Ltd.
  - SHINEWING (HK) CPA Limited
  - Shinhan Bank HK Branch
  - Silverhorn Group
  - Speed Action Technology
  - Summer Capital Management Company
  - Syneron Medical (HK)
  - Thales Transport & Security (HK)
  - The Bank of East Asia
  - UniCredit Bank AG
- Internship Programmes organized by College of Business (CB3800) and Career and Leadership Center

### **External Competition**

- Rotman International Trading Competition (RITC) 2021
- Hong Kong Undergraduate Financial Planners of the Year Award 2021

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