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Department of Decision Analytics and Operations

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Department of Information Systems

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Department of Management

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Master's Programmes 2025/26

Admissions Requirements

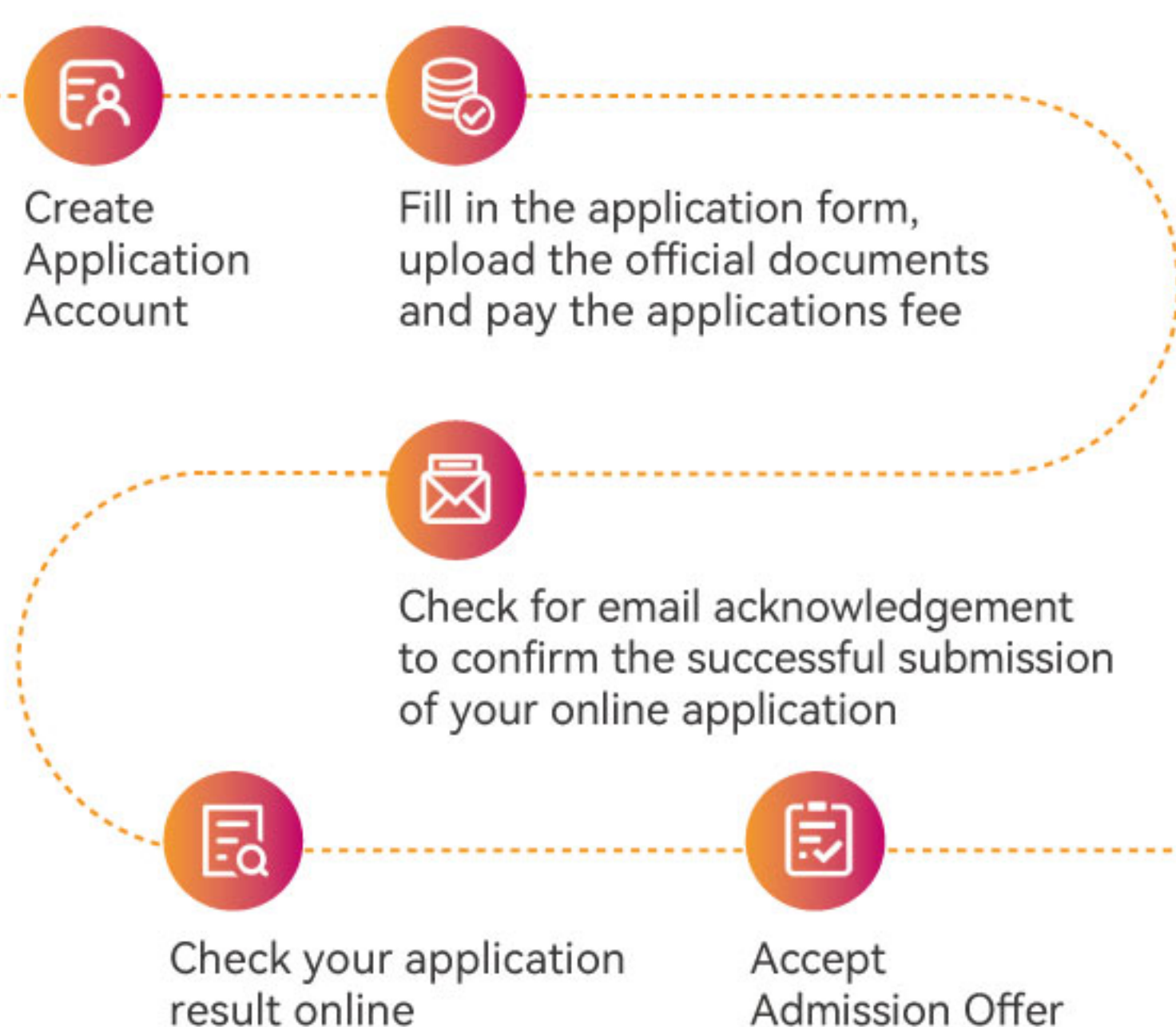
General Entrance Requirements

- Applicants for admission to the Master's programmes must:
- Hold a bachelor's degree from one of the universities in Hong Kong or from an overseas institution recognised for this purpose by the University; or
 - Hold such other qualifications as deemed acceptable by the University as equivalent to the above

English Proficiency Requirements

- Applicants whose entrance qualification is obtained from an institution where the medium of instruction is NOT English should also fulfill the following minimum English proficiency requirement:
- A score of 79 (Internet-based test) in the Test of English as a Foreign Language (TOEFL); or
 - An overall band score of 6.5 in International English Language Testing System (IELTS); or
 - Band 6 in the Chinese mainland's College English Test; or
 - Other equivalent qualifications

Application Process



Application Process
Please scan the QR code to learn more

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OUR CAMPUS & LOCATION

CityUHK is located in the vibrant heart of Hong Kong, a global financial hub and a melting pot of cultures. This prime location offers students unparalleled access to a dynamic business environment, fostering connections with leading industries and multinational corporations. Being situated in such a bustling metropolis provides students with numerous opportunities for internships, networking, and collaboration on real-world projects, enhancing their educational experience.



RANKINGS

CityUHK - College of Business Five Master's Programmes QS RANKINGS 2025



	HK	Asia	Worldwide
MSc in Operations & Supply Chain Management	2 nd	2 nd	11 th
MSc in Marketing	1 st	1 st	34 th
MSc in Business and Data Analytics	2 nd	4 th	51 st - 60 th
MSc in Finance	3 rd	5 th	46 th
MA in Global Business Management	2 nd	5 th	52 nd

CITYUHK AT A GLANCE


	#1 Worldwide Most International Universities in the World 2024	#4 Worldwide Young University Rankings 2024
	#3 Hong Kong Asia University Rankings 2025	#10 Asia Asia University Rankings 2025
	#2 Hong Kong Hong Kong Academic Ranking of World Universities 2024	#62 Worldwide World University Rankings 2025

香港城市大學

 City University of Hong Kong

6 ACADEMICS DEPARTMENTS

15 Master's Programmes

Department of Accountancy		<ul style="list-style-type: none"> MA International Accounting MSc Professional Accounting and Corporate Governance
Department of Decision Analytics and Operations		<ul style="list-style-type: none"> MSc Operations and Supply Chain Management MSc Business and Data Analytics (Quantitative Analysis for Business Stream)
Department of Economics and Finance		<ul style="list-style-type: none"> MSc Finance MSc Applied Economics MSc Financial Engineering
Department of Information Systems		<ul style="list-style-type: none"> MSc Business Information Systems (Management of Intelligent Systems Stream) MSc Business Information Systems (Financial and Intelligent Technology Stream) MSc Digital Transformation and Technological Innovation MSc Electronic Commerce MSc Business and Data Analytics (Information Analytics Management Stream)
Department of Management		<ul style="list-style-type: none"> MA Global Business Management MSc Management and Innovation
Department of Marketing		<ul style="list-style-type: none"> MSc Marketing

Department of Accountancy



Master of Arts in International Accounting

Programme Introduction

The programme aims to provide accounting or finance major graduates an opportunity to enhance their skills by developing an expertise in international accounting as well as further understanding in Hong Kong accounting and related arena of knowledge. Students will be provided with specialised knowledge in international and Hong Kong accounting as well as related fields of information management, international business and investment so that graduates can make a significant contribution to the functioning and development of their employing organisations – particularly organisations such as multinational enterprises, joint ventures, Hong Kong companies and government agencies engaged in foreign trade and investment, and Certified Public Accountant (CPA) or consulting firms with multinational corporate clients and networks.

7

Core Courses

+

3

Elective Courses

10 Courses

Programme Intended Learning Outcomes

Apply accounting principles and practices to problem solving of mainstream accounting and business issues.	Apply legal and ethical concepts and the code of ethics issued by the International Federation of Accountants (IFAC) and HKICPA, and their application in accounting practices.
Critically analyse and interpret accounting and financial reporting issues under the framework set by the International Accounting Standards Board (IASB), Hong Kong Institute of Certified Public Accountants (HKICPA) and professional bodies of selected countries.	Demonstrate mastery of knowledge in the area of accounting from an international perspective.

Tuition Fees

HKD 309,000
(Subject to the University's approval)

Study Period

Full-time	1 - 2.5 years
Part-time	2 - 5 years

Entrance Requirements

- Applicants must:
- Hold an accounting or finance degree from a recognised university; or
 - Hold an equivalent qualification acceptable to CityUHK; and
 - Preferably possess 2 years of experience in accounting or business disciplines

Professional Accreditation

- Association of Chartered Certified Accountants (ACCA)
- Association of International Accountants (AIA)
- Hong Kong Institute of Certified Public Accountants (HKICPA)

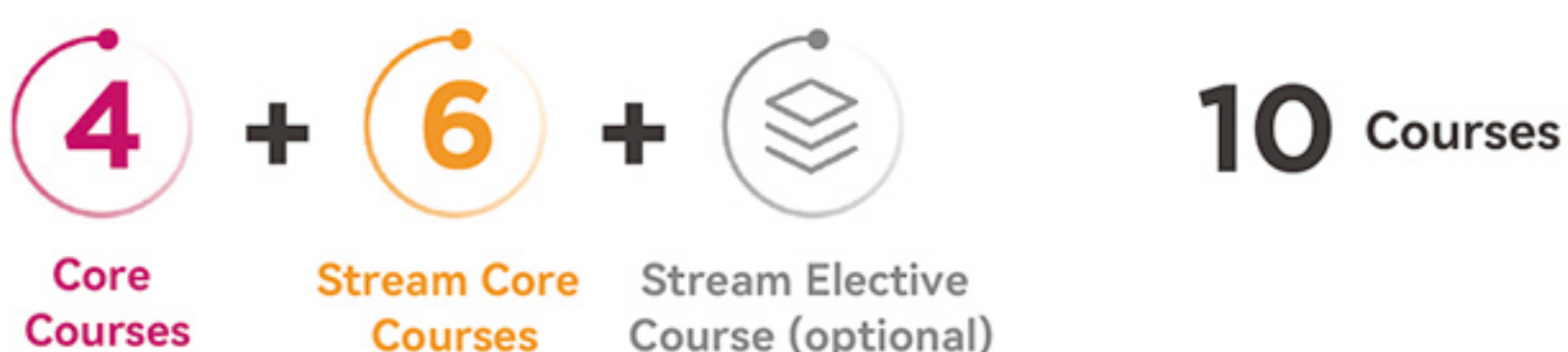


Scholarships
Please scan the QR code to learn more

Master of Science in Professional Accounting and Corporate Governance

Programme Introduction

The programme aims to provide an active learning environment to develop students for leadership positions in the professional accounting and corporate governance area in Hong Kong and the Greater China region.



Programme Intended Learning Outcomes

- Demonstrate mastery of advanced knowledge and techniques in the areas of accounting and corporate governance.
- Critically analyse and resolve accounting and corporate governance issues with reference to professional standards and guidelines.
- Formulate professional solutions to ethical, legal, regulatory, or compliance issues in accounting and corporate governance practices.

Two Specialised Streams

The programme offers two specialised streams: Professional Accounting Stream and Corporate Governance Stream. These streams equip students with advanced accounting skills and corporate governance knowledge, enhancing their career prospects in a globalised business environment.

Professional Accounting Stream

Topics covered include:

Auditing, corporate accounting, cost and management accounting, financial and management accounting, financial management and financial reporting

Corporate Governance Stream

Topics covered include:

Boardroom dynamics, companies and securities regulations and practice, corporate finance and policies, corporate financial reporting, risk management, strategic management and business policy

Non-Accounting Track Boot Camp

Purpose: To ensure that students with non-accounting background has the foundational knowledge and skills required to succeed in the programme.



Tuition Fees

HKD 309,000

(Subject to the University's approval)

Study Period

Full-time 1 – 2.5 years

Part-time 2 – 5 years

Entrance Requirements

For **Professional Accounting Stream**, applicants must:

- Hold a non-accounting degree from a recognised university; or
- Hold an equivalent qualification acceptable to CityUHK

For **Corporate Governance Stream**, applicants must:

- Hold a degree from recognised universities or professional membership from recognised institutions; or
- Hold an equivalent qualification acceptable to CityUHK

Professional Accreditation

- Association of Chartered Certified Accountants (ACCA)
- Association of International Accountants (AIA)
- CPA Australia
- Hong Kong Chartered Governance Institute (HKCGI)
- Hong Kong Institute of Certified Public Accountants (HKICPA)



Scholarships

Please scan the QR code to learn more

Department of Decision Analytics and Operations

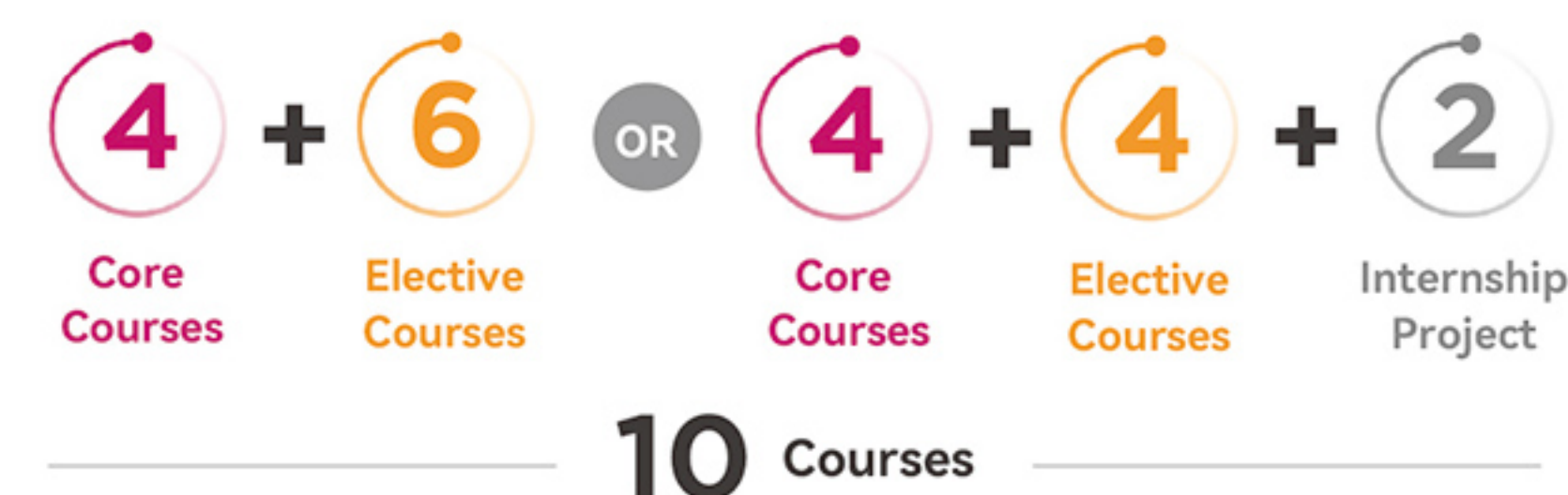


Master of Science in Operations and Supply Chain Management

Programme Introduction

Managing operations and supply chain management refers to the art of managing the flow of materials and products from source to user. In order to build up your quantitative and qualitative skills, you will learn what operations management of an individual organisation is all about and then how the operations management of an individual organisation fits within a larger supply chain.

With this learning process, the knowledge you will be equipped with includes: the activities of sourcing and purchasing; conversion including capacity planning, technology solution, production scheduling, and materials planning; inventory management and inbound and outbound transportation; the linkage with the customer service, sales, promotion, and marketing activities; information technology for efficient supply chain and logistics management; and managing the information flow to support efficient trade and customer-supplier relationship by taking advantage of various electronic commerce enabling technologies, such as electronic data interchange (EDI) and the Internet.



Programme Highlights

The programme benefits from the use of relevant technology and software packages (such as SAP, SAS, SPSS, and Service Models) to reinforce students' understanding of the concepts, methods, and processes introduced.

The most established master degree programme in Hong Kong focusing on the modern quantitative analytical skills.



A comprehensive coverage of operations management and supply chain management.



Benefits from the use of relevant software packages to reinforce your understanding of the concepts.



Fosters a close link between the theory and practice.



Entered into partnership with similar programmes overseas (Vienna University of Economics and Business (WU) and ISM International School of Management GmbH) that allow our students to go for exchange.



Internship Project

Students have the option to select an internship project as one of their electives. Most of the companies involved are well-known, providing a significant advantage for job hunting.

Previous company list:

- Cai Niao
- China Merchants Logistics
- China Mobile
- COSCO Shipping Logistics (North America) Inc.
- Hana-musubi
- Hutchisonports
- Kerry Logistics
- New World Development
- Pricerite
- Starbucks
- Hospital Authority
- YF Capital

Master of Science in Business and Data Analytics
(Quantitative Analysis for Business)

Programme Introduction

The programme has a history of nearly 30 years and it has been developed to provide the modern quantitative skills that will facilitate business problem identification, analytical framework formulation, and statistical analysis in a wide range of areas in the finance industry, technology firms, and public sectors. The programme offers comprehensive quantitative methods, including courses on applied regression analysis, data mining, predictive modeling in marketing, economic forecasting, and financial econometrics. The programme benefits from training students through statistical program-mings, such as SAS, R, and Python, and provides hands-on experience for data analytics. All the courses are self-contained and do not require previous programming experience from students.



Credit Transfer

Students with postgraduate training from a recognised university (including mainland institutions) can shorten their study via credit transfer. Credit transfer will be considered on a course-to-course basis and only for the core courses of the program. A maximum of 6 credit units can be transferred to the programme.

Accreditation from RSS

The programme achieved accreditation from the Royal Statistical Society (RSS), U.K., in December 2023. This accreditation recognises that the programme meets the established standards in the fields of statistics and data analytics. Upon completion of their studies at CityUHK, our students are granted the status of Graduate Statistician (RSS).



The Career Prospects of Our Graduates

Many of our graduates have held managerial positions in business and industrial sectors in Hong Kong. Recent graduate placements include many top compa-nies in mainland China, including:

Previous Company List:

- ByteDance
 - Deloitte
- EY
 - Nielsen
- Ping An
 - Tencent

Tuition Fees

HKD 300,000

(Subject to the University's approval)

Study Period

Full-time 1 – 2.5 years

Part-time 2 – 5 years

Entrance Requirements

Applicants must:

Hold a recognised Bachelor’s degree in any disciplines with the curricula covering appropriate mathematical knowledge

Potential students of the programme are college graduates of:

- Business majors (accounting, marketing, management, etc.)
- Social science majors
- Engineering majors
- Science majors

Department of Economics and Finance



Master of Science in Finance

Programme Introduction

The financial market is a rapidly changing world. The swift pace of financial innovations in the last decade and the recent financial turmoil have changed the landscape of the financial sector. These changes will call for novel ways of risk management and new financial regulations. Professionals in the finan-cial sector need to continuously update their knowledge lest their expertise will become obsolete. The MSF programme aims at providing students with advanced knowledge in financial management including financing & investment strategies and risk management.



Programme Intended Learning Outcomes

Discover and evaluate the financing, investment and risk management needs of corporations (financial or non-financial).

Describe the nature and properties of the most popular financial instruments in the real-world financial market; and evaluate quantitatively the risk and the value of the most basic ones.

Design sound and innovative financing, investment and risk management strategies for corporations (financial or non-financial).

Critically assess recent developments in the financial sector and their implications for financial management.

Credit Transfer & Course Exemption¹

Credit Transfer

Students may earn credit units of a core course without taking it if they have taken an equivalent course in a completed postgraduate programme from a recognised university. Hence, students granted credit transfer may be able to shorten the duration of their studies.

Eligibility

In general, the equivalent course has to be taken within a reasonable time frame.

Restrictions

- A maximum of 9 credit units from postgraduate programmes
- completed at CityUHK or any other recognised universities; and
- At least 21 credit units have to be completed from the postgradu-ate courses offered by the Department of Economics and Finance.

Remarks 1: Credit transfer and course exemption are applicable to core courses only. Elective courses will not be considered.

Course Exemption

Students may be exempted from taking a core course; however, no credit unit is transferred. Hence, students will have to take another course to satisfy the 30-credit-units requirement of the programme. In addition, choice of course substitution is subject to the approval of the Programme Leader/Director.

Eligibility

Substantial knowledge in a subject area (e.g. major in an under-graduate programme or professional qualifications like CFA) is required for course exemption.

Master of Science in Financial Engineering

Programme Introduction

The programme targets at helping students acquire advanced quantitative skills to analyse sophisticated derivative models, price and evaluate the risk of complex financial instruments, and develop appropriate risk management strategies.

8

Core Courses

+

2

Elective Courses¹

10 Courses

Programme Intended Learning Outcomes

Design innovative financial products and integrated solutions to meet the needs of financial industry.	Apply modern mathematical tools to price complex financial instruments.
Conduct numerical computations to handle modern financial models and explore real-life problem.	Assess the risk of complicated portfolios and develop risk management and investment strategies.

Teaching & Learning

Dynamic and interactive classes with the emphasis on practical knowledge:

High-quality real-world cases (e.g. Harvard Business Review cases) are used extensively to help students acquire current and practical knowledge.

Group works and class discussions are used to facilitate the exchange of expertise knowledge among students.

Professional seminars are organised regularly for students to learn from and interact with experienced practitioners.

Remarks 1: Based on the students' interests and career developments, students can choose subjects in Accounting, Economics and Finance, Information Systems, Management, Management Science, and Marketing.

Tuition Fees

HKD 334,500
(Subject to the University's approval)

Study Period

Full-time	1 – 2.5 years
Part-time	2 – 5 years

Entrance Requirements

- Applicants must:
- Hold a bachelor's degree from a recognised university; and
 - Preferably possess more than 1 year of work experience in the industry; and
 - Have a strong foundation in quantitative analysis

Master of Science in Applied Economics

Programme Introduction

The programme aims to provide a rigorous training in economic analysis, empirical methods, and quantitative techniques for fresh or recent university graduates and young professionals. Graduates should be able to pursue further work at the PhD level or take up positions as analysts, policy researchers, investment strategists and consultants in multinational corporations, investment banks, trade associations, government bodies and policy research institutes.

5

Core Courses

+

5

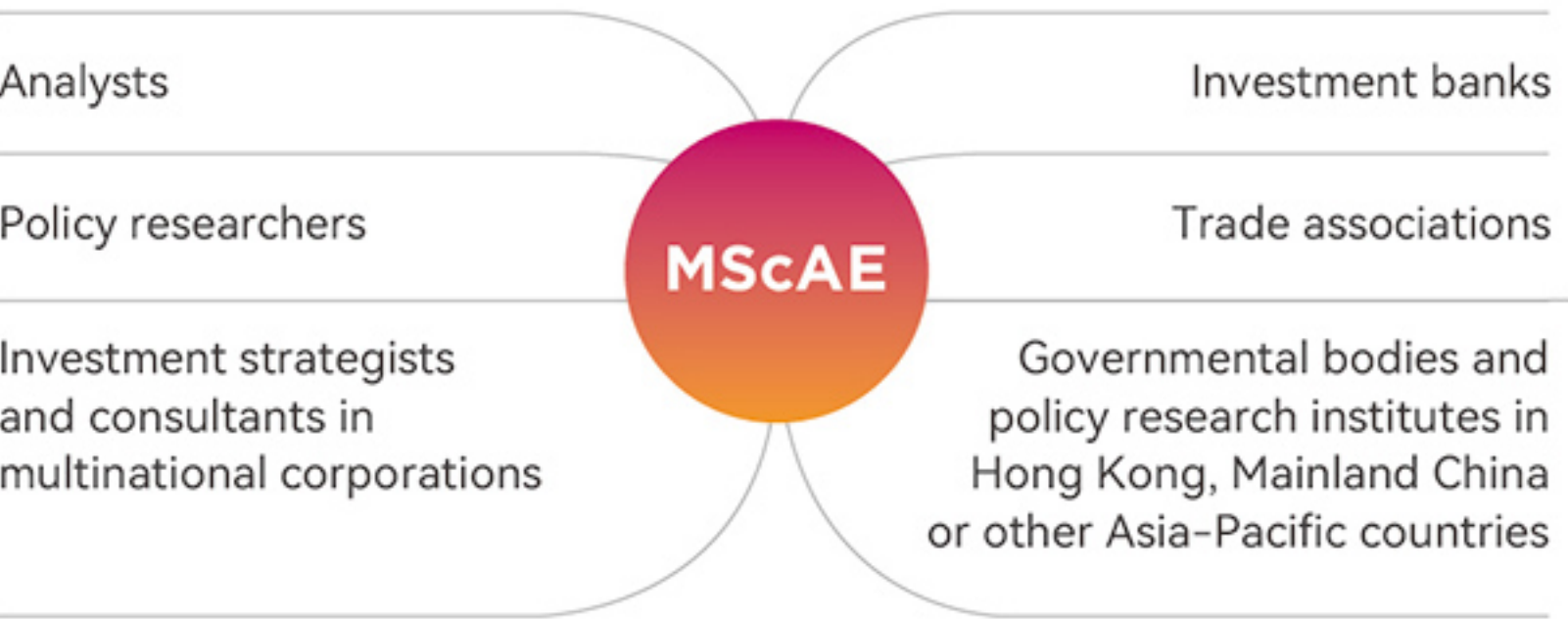
Elective Courses

10 Courses

Programme Intended Learning Outcomes

Evaluate economic issues or policies from a global perspective based on economic theories and empirical evidence and seek for new and creative solutions for existing economic issues.	Locate, extract, and analyse economic data from various sources necessary for decision making.
Conduct economic analysis using theoretical and econometric techniques and search for opportunities to apply innovative techniques to enrich the conventional wisdom.	Interpret results from the existing literature or other researchers and thereby discover new research possibilities.

The Career Prospects of Our Graduates



Tuition Fees

HKD 327,000
(Subject to the University's approval)

Study Period

Full-time	1 – 2.5 years
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Entrance Requirements

- Applicants must:
- Hold a recognised bachelor's degree, or equivalent; and
 - Preferably students with a solid quantitative background



Further Study Opportunities Around the World

After graduation with the Master of Science in Applied Economics, students may wish to further their academic studies by engaging in postgraduate or doctoral studies overseas in their interested and specialised areas.

Department of Information Systems

Master of Science in Business Information Systems (Management of Intelligent Systems Stream)

Programme Introduction

The Management of Intelligent Systems (MIS) Stream aims to train students in the core domains of business and cutting-edge information systems that underpin the contemporary information society, so that graduates can excel in careers with professional positions that require both advanced business knowledge and IT-enabled problem-solving skills. The MIS Stream is offered to applicants with a non-IT background and focuses on developing their competence in evaluating cutting-edge IT, coordinating IT-enabled business initiatives, and managing the operation of business information systems, so as to meet the business needs of organisations. With the growing trend towards Artificial Intelligence, such information systems are increasingly imbued with greater intelligence.



10 Courses

Tuition Fees

HKD 276,000

(Subject to the University's approval)

Study Period

Full-time 1 - 2.5 years

Part-time 2 - 5 years

Entrance Requirements

- Applicants must:
- Hold a recognised Bachelor's degree in any subject, preferably not in Information Systems or Computer Science related disciplines, or equivalent; and
 - Have gained a basic level of computer literacy

Programme Intended Learning Outcomes

Process, analyse and manage business/ accounting data, information, and knowledge.	Elaborate and address the key issues in specific business domains for IS such as finance and accounting.
Demonstrate critical thinking abilities and communication skills in the development and management of cutting-edge information systems and technologies.	Discover opportunities and identify competitive advantages for organisations via information systems management, planning, and strategies.
Cope with emerging IS/ IT issues such as IS risks and security in contemporary information society and Internet-enabled businesses.	

Remarks 1: Students may also take two elective courses as approved by the Programme Leader, one offered by the Information Systems department and one offered by any department within the College of Business including Accountancy, Economics and Finance, Information Systems, Management Sciences, and Marketing.



Master of Science in Business Information Systems (Financial and Intelligent Technology Stream)

Programme Introduction

The Financial and Intelligent Technology (FIT) Stream aims to train students in the domains of intelligent business technology, of which financial technology is the most well-known and representative application. Financial and intelligent technology hold the potential to revolutionise traditional business operations and lead to more innovative products, solutions, and processes, which creates value for business and society.

The FIT Stream is offered to applicants with an intermediate IT/IS or Finance/Accounting knowledge (such as completion of fundamental related courses at the undergraduate level or with relevant working experience); and aims to complement each student's skills to a complete set to face challenges in financial and intelligent technology applications. The FIT Stream focuses on developing their capability to integrate intelligent technology with business domain knowledge. By doing so, graduates can excel in careers in managerial, technical, or innovative architect positions in their specialised business domains, such as in financial industry.



10 Courses

Tuition Fees

HKD 276,000

(Subject to the University's approval)

Study Period

Full-time 1 - 2.5 years

Part-time 2 - 5 years

Entrance Requirements

- Applicants must:
- Hold a recognised Bachelor's degree with intermediate level knowledge on IT/IS or Finance/Accounting (such as completion of fundamental related courses at the undergraduate level or with related working experience)

Programme Highlights

Strong Alumni Support

Students in the programme gain a wide array of support from a community of hundreds of BIS alumni working in or outside Hong Kong through periodical physical gathering and ongoing virtual interactions.



Hands-on Management Consulting Experience

Participants can choose to take Management Consulting in Asia (spaces are limited) elective in the form of a field-based consulting project outside Hong Kong.



The Career Tracks for the Graduates

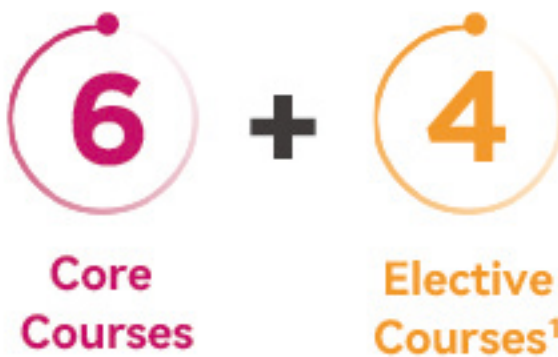
Corporate IT Specialist
Financial Accounting Professional
IT/ Management Consultant
PhD/ University Researcher
Programme Manager/ Officer
Programmer/ App Developer

Master of Science
in Digital Transformation and
Technological Innovation



Programme Introduction

This programme aims to educate and train the digital managers and professionals of the future to understand the opportunity, principles and impact of digital transformation and technological innovation in organisations. The programme does not assume that students have prior knowledge in these areas, but a background in information systems, business or organisation studies will be an advantage. The programme incorporates a special focus on, and the potential for, strategic advantage that digital transformation and technological innovation can bring.



Programme Intended Learning Outcomes

Describe, communicate, and gain insights into the nature and scope of Information Systems in the context of Digital Transformation and Technological Innovation opportunity in organisations.	Critically analyse and evaluate current organisational practices with a view to their potential for Digital Transformation and Technological Innovation.
Identify, develop and plan strategic Digital Transformation and Technological Innovation initiatives that create value for all salient organisational stakeholders.	Draw original supportable conclusions from data collected in the context of a project that involves elements of digital transformation and technological innovation.

Remarks 1: Students may also take up to 6 credits of electives offered by the departments within the College of Business, i.e. Accountancy, Economics and Finance, Information Systems, Management, Marketing, and Management Sciences.

Tuition Fees

HKD 276,000
(Subject to the University's approval)

Study Period

Full-time	1 – 2.5 years
Part-time	2 – 5 years

Entrance Requirements

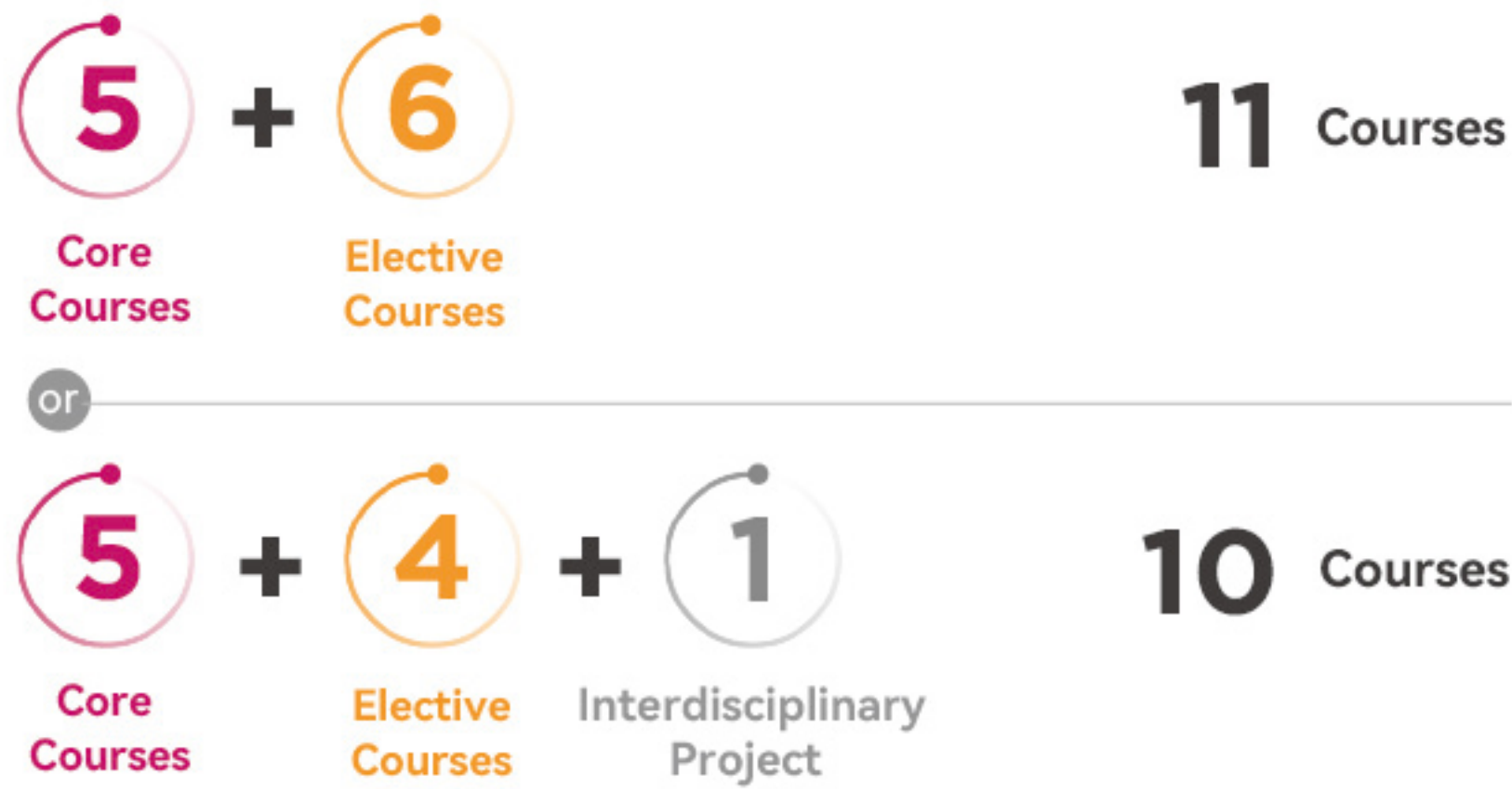
- Applicants must:
- Hold a recognised Bachelor's degree, preferably in a business or management; and
 - Have gained a basic level of computer literacy; and
 - Strong proficiency in English is preferred; and
 - Preferably have two or more years of working experience

Master of Science
in Electronic Commerce

Programme Introduction

Electronic Commerce (eCommerce, or EC) has been a major global trend and a critical factor in competitiveness. Demand for man-power with expertise in eCommerce is very strong. The MSc in Electronic Commerce is positioned to meet such demand from industry.

The programme aims to equip students with the skills necessary to become IT professionals that are competent in evaluating and developing eCommerce systems and services within a business context. Students will gain knowledge and skills in core business and technical related subjects, together with an in-depth understanding of the specific managerial, regulatory, and technical issues involved in the exploitation of eCommerce. Students will also acquire the necessary knowledge and skill to analyse, plan, design, develop, and maintain eCommerce systems.



Interdisciplinary Academic Focus

Support by College of Engineering and College of Business

Jointly offered by:

Department of Computer Science

Department of Information Systems

Programme Intended Learning Outcomes

Understanding of the technologies underpinning the implementation of eCommerce systems.	Ability to help evaluate and develop electronic commerce opportunities for business.
Competence in evaluating and using software and security methodologies and tools in support of electronic commerce operations.	Knowledge and skills to construct a variety of electronic commerce systems in support of service and business goals.
Skills in the use of software technology to support accounting, marketing and analysis of electronic commerce operations.	Understanding of the legal environment surrounding eCommerce, as well as changes in traditional marketing brought about by eCommerce.

Tuition Fees

HKD 204,600
(Subject to the University's approval)

Study Period

Full-time	1 – 2.5 years
Part-time	2 – 5 years

Entrance Requirements

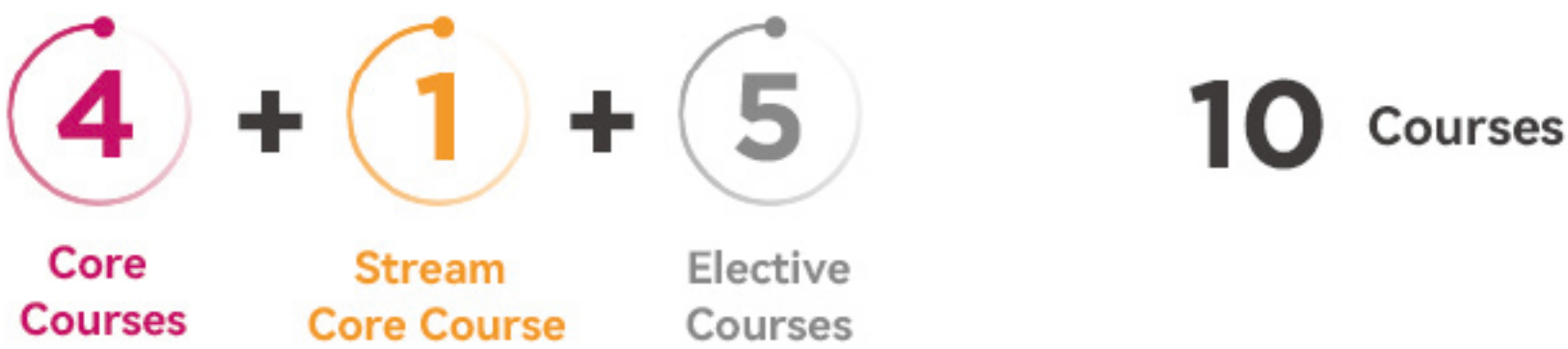
- Applicants must:
- A recognised bachelor's degree in a Computing discipline (e.g., Computer Science, Information Systems, Information Technology); or
 - A recognised bachelor's degree in a related discipline (e.g., Electronic Engineering, Economics and Finance, Applied Mathematics, Manufacturing Engineering, Business Information Technology) preferably with applicable IT experience; or
 - Have obtained a good alternative qualification with substantial IT professional experience acceptable to the University; and
 - Sufficient command of the English language

Master of Science in Business and Data Analytics

(Information Analytics Management Stream)

Programme Introduction

The programme aims to cultivate students with professional knowledge of business data analytics through active learning of the theories, methods, supporting techniques across a wide range of knowledge areas such as big data management, data visualisation, data mining, applied statistics, social media analytics, and analytics management.



Programme Intended Learning Outcomes

Describe theories, methods and techniques for analysis of complex data structures arising from business applications.	Apply data analytics to design and build data-driven solutions to enhance business decision-making.
Understand and competence in the key concepts and techniques in different areas of statistics.	Apply quantitative knowledge to solve business problems and to make decision.
Use appropriate statistical or analytics software to investigate and solve business problems.	



Programme Highlights

Helping Bachelor degree holders of any disciplines to enter the Business Data Analytics profession.		Apart from coursework-based electives, students of the IAM stream can take a 3, 6, or 9 credits practical business data analytics projects.	
Students can join a free exchange programme (one semester - Sem A of Year 2) offered by partnering Northern America, Europe, or Asian universities.		Performance-based student merit scholarships.	

Tuition Fees

HKD 300,000
(Subject to the University's approval)

Study Period

Full-time	1 - 2.5 years
Part-time	2 - 5 years

Entrance Requirements

Applicants must:
Hold a recognised Bachelor's degree in any disciplines with the curricula covering appropriate mathematical knowledge

Potential applicants of the programme are the graduates of:

- Finance
- Business, Management, Marketing and Administration
- Computer Science and Mathematics
- Engineering
- Education
- Communications and Creative media, and whose career path has led them in the direction where business data analytics or analytics management has a significant role

Are the courses in the programme very technical?

All core courses of this programme do not assume students with IT background. However, students are expected to have basic college-level mathematical knowledge.

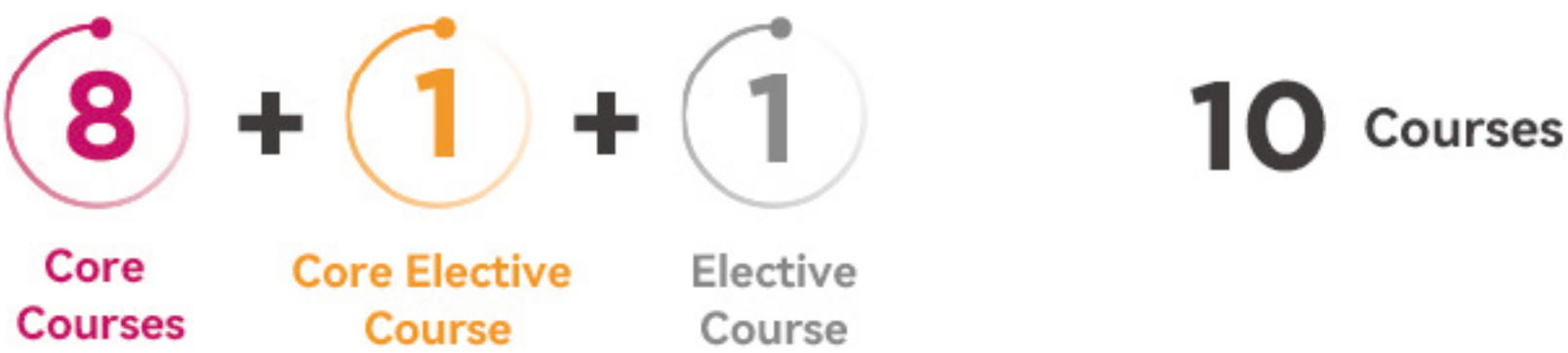
Department of Management



Master of Arts in Global Business Management

Programme Introduction

In recognition of the growing needs for highly developed global management skills, the school offers a Master of Arts degree in Global Business Management. The first of its kind in Hong Kong, this specialist programme helps students learn unique skills and insights which are required for conducting business successfully across political, economic, and cultural boundaries, and to become highly competent in integrating the global dimensions of key business functions.



Programme Intended Learning Outcomes

Appreciate the intricacies of a multi-faceted globalised world that a business organisation operates in.	Evaluate the challenges and complexities faced when making decisions across the various management functions.
Critically analyse a wide range of perspectives on culturally-based working practices as they impinge international operations.	Develop holistic modes of thinking which would include economic, geopolitical, commercial, and cultural aspects of cross-border business operations.
Identify problems in overall management strategy, evaluate alternative courses of actions, and provide appropriate solutions in the face of a constantly changing environment.	

The Major Reasons for Choosing This Programme

- Global Orientation. All subjects are global in nature: they go beyond Hong Kong and China. The vast majority of lecturers in the programme are from across the globe and with significant international experience.
- Innovative Teaching. The programme employs both traditional and out-of-classroom learning; melding the theoretical with the practical through field trips and guided research projects; both virtual (through video-conferencing) and real.
- Learning through Experience Sharing. Average work experience of a typical student in the course is four years. Some students are already holding senior executive positions in their respective organisations.

Tuition Fees

HKD 330,000
(Subject to the University's approval)

Study Period

Full-time	1 - 2.5 years
Part-time	2 - 5 years

Entrance Requirements

Applicants must:
Possess a recognised Bachelor's degree with Second Class Honours or above, or the equivalent.

Those who have at least three years of post-qualification managerial professional experience in international business or China-related activities OR have two years of post-qualification managerial and/or professional experience with a first degree or an equivalent qualification in business or a related discipline, will be given priority for admission.

Student Engagements/Activities

Orientation	Company Visits
Department Seminars	Study Tour
Guest Lectures/ Talks	Cultural Exchange

Participants have the opportunity to interact with their counterparts from a variety of industries and backgrounds. The overseas business discovery offers participants immense opportunities to expand their knowledge.



The faculty members are truly international as they come from different continents.



Master of Science
in Management and Innovation

Programme Introduction

One of the greatest challenges facing executives and senior managers is the development of the organisational capabilities needed to respond to the ever-changing business environment. These organisational capabilities centre around a quality workforce that is agile, adaptive and efficient. The MSMI programme aims to nurture professional managers and executives who want to acquire a broad-based understanding of how to effectively manage people, organisations and innovation to achieve strategic objectives. In order to achieve this ultimate aim, the programme aims to help managers develop the critical thinking, analytical, behavioral, and creative-skills needed to deal with complicated management environments.

4

Core Courses

+

6

Elective Courses

10 Courses

Programme Intended Learning Outcomes

Acquire advanced knowledge of management principles and techniques.	Identify implementation issues in overall management and innovation strategy and evaluate alternative courses of action.
Communicate professionally and effectively with others.	Acquire advanced skills and knowledge of organisational management and innovation.
Apply behavioral and interpersonal knowledge and skills in a way to ensure effective management and innovation.	

Programme Highlights

- The unique focus is on nurturing professional managers and executives who want to acquire a broad-based understanding of effectively managing people in dynamic business environments.
- Offering three types of classes: 1) foundational management practices, 2) skills development for managing employees in dynamic situations, and 3) opportunities to apply knowledge in real business contexts, like overseas discovery.
- Development critical thinking, analytical, behavioural, and creative skills to deal with complicated management environment.

Why Choose MSMI?

Innovative Transformation: MSMI has been recently restructured to align seamlessly with the latest market dynamics and technological advancements.
Diverse Student Body: We embrace a wide range of students—from those with backgrounds in science and technology to business graduates eager to deepen their management acumen.
Diverse Perspectives: Our faculty brings an array of experiences and insights, creating an engaging environment for vibrant and innovative discussions.
Customisable Experience: With the freedom to select 6 electives, MSMI lets you tailor your learning journey to focus on your unique interests and goals.



Tuition Fees

HKD 330,000
Scholarship for International
Postgraduate Students
Up to HKD 200,000

(Subject to the University’s Approval)

Study Period

Full-time 1 – 2.5 years

Entrance Requirements

Applicants must:
Hold a recognised bachelor's degree, or equivalent

Entrepreneurial Project

The programme finishes off with an entrepreneurial project in which students are matched with a specific organisational case. This experience will provide students with practical knowledge for addressing realworld management challenges.

Overseas Business Discovery

Some students may also participate in an overseas business study trip. Through this business study trip, students will discover how the knowledge and skills acquired in the classroom apply in real-world business contexts.

Department of
Marketing



Master of Science
in Marketing

Programme Introduction

The programme is designed to nurture marketing professionals and entrepreneurs. After finishing this programme, students should be able to acquire advanced knowledge of marketing philosophy, principles and techniques; develop critical awareness of contemporary strategic marketing issues from international perspectives; apply analytical tools including state-of-the-art software commonly used in marketing to respond operationally on the dynamic, complex marketing environments and to make sound marketing decisions; and develop a keen social conscience, through application of high ethical standards in the field of marketing.

6

Core Courses

+

4

Elective Courses
(minimum)

10 Courses

Programme Intended Learning Outcomes

Acquire advanced knowledge of marketing philosophy, principles and techniques.	Develop critical awareness of contemporary strategic marketing issues especially in China.
Apply analytical tools including state-of-the-art software commonly used in marketing to make management decisions and to respond operationally on the dynamic marketing problems.	
Develop a social conscience and apply high standards of marketing ethics.	

Programme Highlights

In the Marketing Innovation and Practicum course, students will have the opportunity to engage in a hands-on experience by tackling real-world consulting projects.



Core Strengths of the Programme

Hard Skills Development	Soft Skills Development
<ul style="list-style-type: none">Advanced Marketing AnalyticsApplied Marketing ResearchMarketing EngineeringData Strategy in Marketing	<ul style="list-style-type: none">Consumer/Buyer BehaviorManaging Services and ExperiencesMarketing Strategy and PlanningBusiness Case Studies

Tuition Fees

HKD322,500
(Subject to the University's approval)

Study Period

Full-time 1 – 2.5 years
Part-time 2 – 5 years

Entrance Requirements

- Applicants must:
- Hold a recognised bachelor's degree, or equivalent; and
 - Preferably possess over 2 years of working experience in business

What makes you a good
candidate for this programme?
If you are...

- Interested in starting or further developing their business careers in marketing
- Intend to improve their analytical skills in making marketing decision
- Planning to pursue higher academic qualifications such as a PhD programme
- Having a strong background in a professional area (e.g. finance, engineering) but still want to enhance their understanding of customer behaviour and grasp more market opportunities to expand their businesses

The Career Prospects of
Our Graduates

- Marketing Management
- Advertising
- Marketing Research
- Business Consultancy
- Sales Management

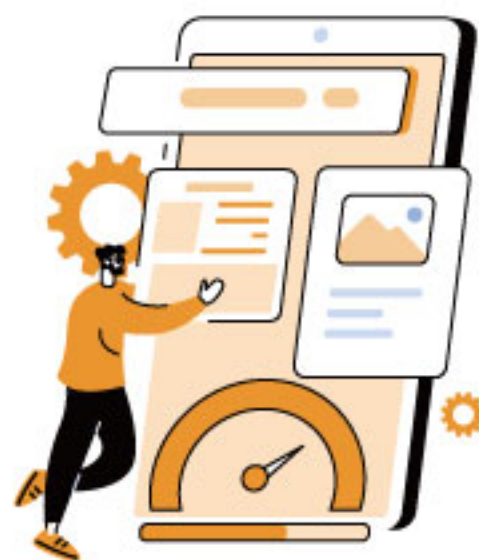
Graduates may also pursue PhD studies.

Professional and Personal Development

We aim to engage, empower, and support MSc/MA programme students as they explore and move towards their career goals and personal pursuits through our integrated personal and professional development programmes and activities. By working with experienced coaches, mentors, and professionals, we can offer training and experiential learning opportunities that foster our students' clarity on their career and lifelong goals.

Personal Development

Elevating soft skills for personal growth



Mentorship & Career Guidance

Guiding career discovery



Industry Insights

Understanding the industry landscape



The Future-Ready Professional Programme

The Future-Ready Professional Programme is tailored for master's students, focusing on six key areas to enhance their experience and prepare them for future careers.

The programme emphasises:

01

02

Workplace Essentials

Building a professional toolkit



03

04

Networking

Building strategic connections for success

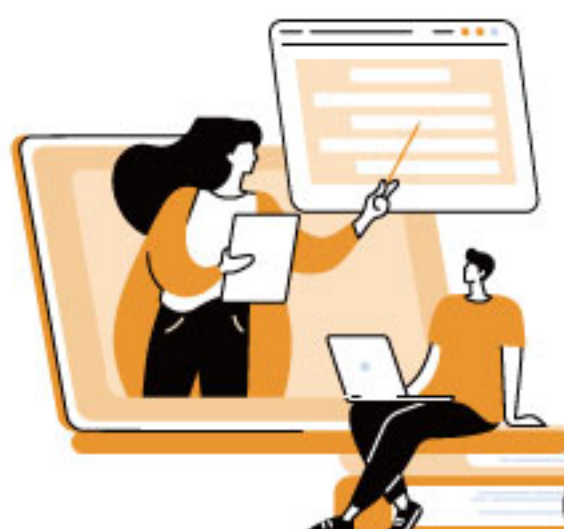


05

06

Supportive Services

Supporting students in their next steps



Unlocking Potentials & Building Skills

- Personal discovery and branding
- Workshops, trainings and language courses

SEP/OCT

NOV/DEC



Industry Insights

- Company visits
- Industry sharing

JAN/FEB

MAR/APR



Inspiration and Path Shaping

- Alumni sharing
- Job shadowing
- Reflection guidance

MAY/JUN

Networking & Mentorship

- Cross-programme/ Alumni/ Industry networking
- Mentoring sessions



Leadership and Innovation

- Leadership talks
- Corporate partnership projects
- Experiential learning



About Career Leadership Centre (CLC) Postgraduate (PG) Career Services

Career and Leadership Centre is dedicated to better preparing students to enhance their employability and to meet the challenges of a global workforce upon graduation. In addition to liaising with employers in providing job opportunities to graduates, the office provides consultation to students to enable them to systematically and continuously plan ahead in their career development. Individual career advisory services are also available to those students who need help in other areas such as job aptitude tests and personality or ability profiling. Aside from these core services, the office also provides a series of other services such as local and overseas internship opportunities; regular workshops and seminars, and individual career advising and consultation services for employability enhancement.

A virtual self-help centre is also available online to prepare students for navigating the confusing labyrinth of job-hunting, career preparation, and self development in the real world. Acting as a bridge, the virtual centre will also be the place where prospective employers can learn about their prospective employees and naturally, vice-versa.