

UNDERGRADUATE
PROSPECTUS



WORLD RECOGNITION

GRADUATE EMPLOYABILITY:
NO. 1 IN HONG KONG, NO. 2 IN ASIA, AND NO. 13 IN THE WORLD
Global Employability University Ranking 2016

EMBA PROGRAM: NO. 1 IN THE WORLD
Financial Times (2007, 2009-2013, 2016), QS (2017)

MBA PROGRAM: NO. 1 IN ASIA AND NO. 14 IN THE WORLD
Financial Times (2016)

RESEARCH: NO. 1 IN ASIA
University of Texas at Dallas (since 2005)

EVERY STUDENT HAS A DIFFERENT PASSION

At HKUST Business School, we respect each student as a unique individual and offer a high degree of program flexibility, autonomy with advising support, and a wide variety of co-curricular activities to complement your classroom learning. We do not dictate what you ought to study or do upon graduation. Instead, we help you identify and develop your talents to the fullest.

Turn your passion into action. Join HKUST Business School and get set to create your own future.



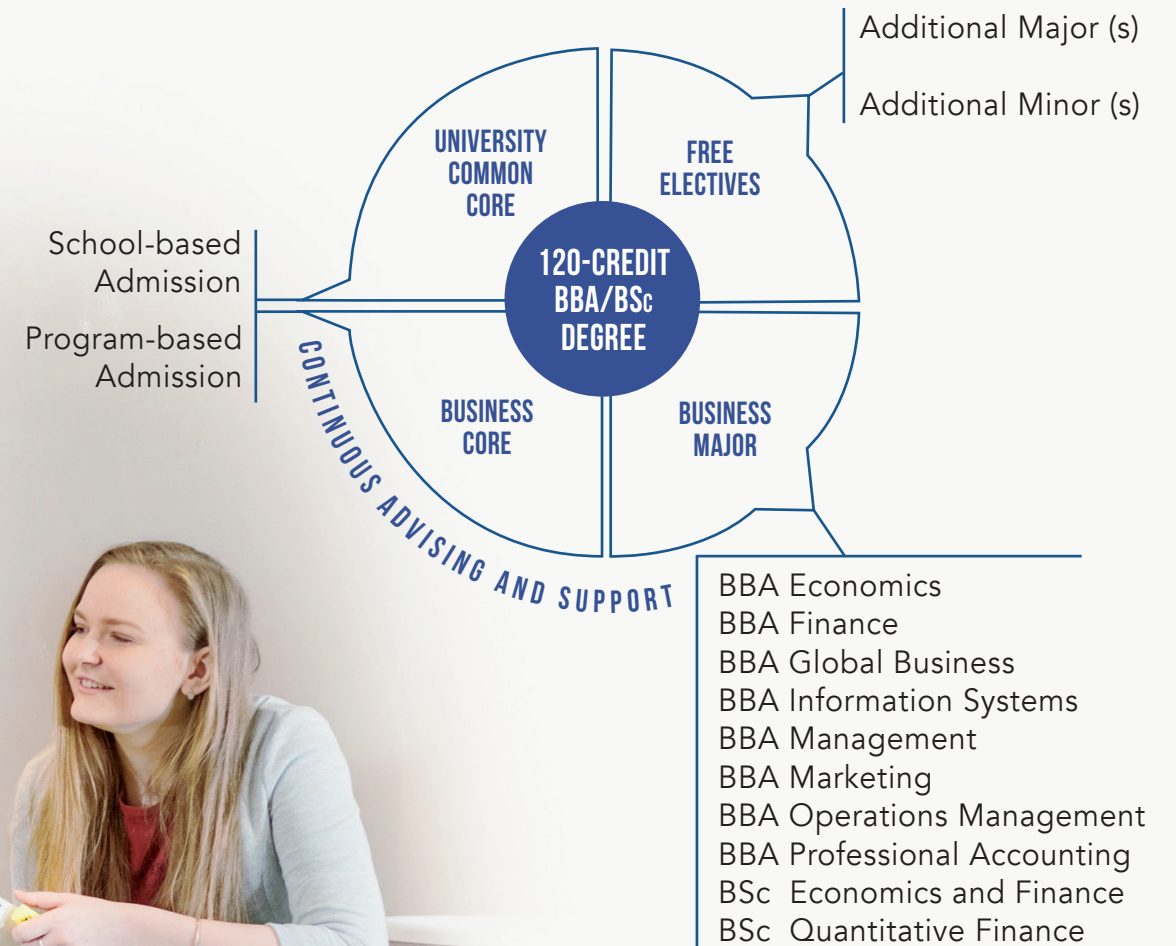
PROGRAMS

~ 90% GET INTO 1ST OR 2ND CHOICE BBA MAJOR

CURRICULUM TAILORED TO YOUR POTENTIAL

The HKUST Business programs are designed to provide students with a broad foundation of knowledge and great flexibility in learning. We ensure students get their right choices and acquire multidisciplinary skills that are in tune with the changing business environments.

40+ SINGLE- OR MULTIPLE-MAJOR BUSINESS PROGRAM CHOICES



Options for choosing Interdisciplinary Programs jointly organized by the Business School, School of Engineering and School of Science

~ 85% GRADUATED WITH MORE THAN A SINGLE MAJOR



DIVERSE PROGRAM CHOICES

Students select and specialize in a Bachelor of Science (BSc) program or a Bachelor of Business Administration (BBA) program with single- or multiple-major in the following business disciplines after completing the common business foundation in Year 1.

BBA GLOBAL BUSINESS

Develop a global mindset with the option of two semester-long exchanges in different continents

Drive social change and become responsible business and community leaders

Share inspirations with extensive GBUS mentorship & alumni network



BBA ECONOMICS

Use of economics for sound business and policy decisions

In-depth knowledge in behavior of firms and markets; economic growth; business cycles; and public policies

Multi-disciplinary perspective

BSc ECONOMICS AND FINANCE

Strong emphasis on the use of quantitative methods and techniques

In-depth knowledge in both economics and finance

Solid preparation for economics/business research and further studies

BBA FINANCE

Analytical and critical thinking skills in decision making as well as qualitative and quantitative analyses in Finance

In-depth knowledge in corporate finance; investment analysis and portfolio management; derivative securities; financial markets and institutions

Access to and training in industry-standard databases including Bloomberg Analytics

Scholarship nominations for CFA level 1 examination

BSc QUANTITATIVE FINANCE

For high caliber students with a strong desire to become quantitative finance professionals

Further knowledge in quantitative trading and risk management

Enhanced quantitative skills of statistical & mathematical tools and computational programming

BBA INFORMATION SYSTEMS

Integrating technology and business with solid foundation in IS applications and business analytics

Two specialized options in IS Auditing and Business Analytics

Preparation for certification in IS auditing (CISA) and network administration (CCNA)

BBA OPERATIONS MANAGEMENT

Supply chain management to facilitate effective decision making in operations

Alignment of people, process and technology with hands-on application in company projects

Specialized option in Business Analytics

BBA MANAGEMENT

Become effective global managers and entrepreneurs through training in problem solving, decision making, leadership, and teamwork

Two specialized options in Consulting and CSR & Sustainability

BBA MARKETING

Understand market environment and consumer behavior through quantitative and qualitative marketing research

Practical, relevant and interactive learning with extensive use of marketing games and simulations

Develop effective strategies that grow sales and profits

BBA PROFESSIONAL ACCOUNTING

“The Language of Business” that provides a good foundation for a head start in a variety of business careers

International accreditation and partnerships including AACSB, ACCA, CPA Australia, and HKICPA

Professional curriculum and student development through internships and case competitions

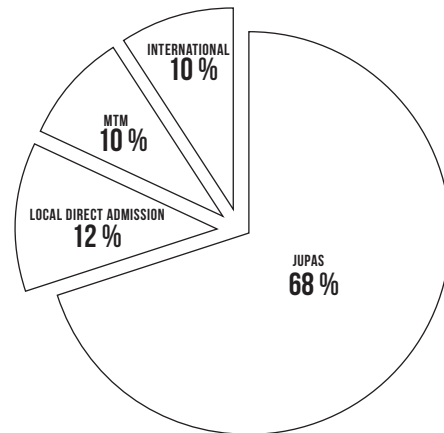


A D M I S S I O N S

ADMISSION ROUTES

Our undergraduate students are drawn from a wide range of academic, cultural and social backgrounds. We select candidates from the following:

- Local applicants applying via **JUPAS** on the basis of Hong Kong Diploma of Secondary Education (HKDSE) results
- Local applicants applying on the basis of non-HKDSE qualifications (**Local Direct Admission**)
- International** applicants
- Mainland China, Taiwan and Macau (**MTM**) applicants



FIRST YEAR STUDENT INTAKE ~ 800



SCHOOL-BASED VS PROGRAM-BASED ADMISSION

Students interested in any business discipline may include both their preferred business program(s) and Business and Management in the program choices. Those who would like to take time to explore their program interest may choose Business and Management to enter the School first and select their desired major(s) via the major selection exercise. More than 50% seats in each program are reserved for students entering via School-based admission. Students admitted to School or to Program follow the same Year 1 curriculum.



APPLICATION CHOICES#

School-based admission
• Business and Management

Program-based admission

- BBA Economics
- BBA Finance
- BBA Global Business
- BBA Information Systems
- BBA Management
- BBA Marketing
- BBA Operations Management
- BBA Professional Accounting
- BSc Economics and Finance
- BSc Quantitative Finance

#Quota for Program-based admission are limited. Applicants interested in specific program are strongly encouraged to include Business and Management in their program choices as well for concurrent School-based admission consideration.

SCHOLARSHIPS

Admission scholarships will be awarded to top students from all backgrounds based on academic merits and non-academic achievements. For details, please refer to: http://undergrad.bm.ust.hk/eng/admissions/scholarship/scholarships_aid

ADMISSION REQUIREMENTS (JUPAS)

MINIMUM ENTRANCE REQUIREMENTS FOR BUSINESS PROGRAMS

Applicants must achieve the following minimum grades in four core subjects and two electives:

English Level 4	Chinese Level 3	Mathematics Level 3	Liberal Studies Level 2	X1 Level 3	X2/ M1/ M2* Level 3
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*Remarks: Extended modules in Mathematics (M1/M2) can be counted as Elective

ADMISSION SCORE CALCULATION AND SUBJECT WEIGHTING

JUPAS CODES	PROGRAMS	SCORE FORMULAE	WEIGHTING
JS5300	BUSINESS AND MANAGEMENT	ENGLISH	X2 +
JS5311	BBA ECONOMICS	MATH (COMPULSORY MODULE)	X2 +
JS5313	BBA GLOBAL BUSINESS	BEST 4 OTHER SUBJECTS#	X1
JS5314	BBA INFORMATION SYSTEMS		
JS5315	BBA MANAGEMENT		
JS5316	BBA MARKETING		
JS5317	BBA OPERATIONS MANAGEMENT		
JS5318	BBA PROFESSIONAL ACCOUNTING		
JS5312	BBA FINANCE	ENGLISH	X2
JS5331	BSc ECONOMICS AND FINANCE	MATH (COMPULSORY MODULE)	X2
JS5332	BSc QUANTITATIVE FINANCE	BETTER OF BEST 4 OTHER SUBJECTS#	X1
		OR BEST OF M1/ M2 / ECON/ CHEM/ PHYS AND BEST 3 OTHER SUBJECTS#	X1.5 X1

Remarks: Best 3/ Best 4 other subjects include core subjects, category A electives and M1/ M2

INTERVIEW

Interview is compulsory for **Global Business (JS5313)** and **Quantitative Finance (JS5332)**. The Interview performance will be incorporated in the final admission score.

For other Business programs, interview is not a must. Students invited for interview will be assessed for bonus consideration.

BONUS

SUBJECT BONUS	INTERVIEW / OEA BONUS	SPN BONUS
Bonus points will be awarded to the 7th best subject	Final Band A applicants may receive bonus points from the higher score obtained from: <ul style="list-style-type: none"> OEA/500-word personal statement Interview 	Bonus points will be awarded to eligible applicants under School Principal's Nominations (SPN) scheme



ADMISSION REQUIREMENTS (DIRECT ADMISSION)

HKUST Business School considers the following in making admission decisions:

- Public examination results and academic performance
- Non-academic achievements
- Personal statement
- Referees' reports
- Interview performance (if applicable)

SUBJECT REQUIREMENTS

Students from all subject areas are welcome to apply. The following subjects are normally expected for the quantitative-oriented programs:

BBA FINANCE	BSc ECONOMICS AND FINANCE	BSc QUANTITATIVE FINANCE
<ul style="list-style-type: none"> • IBDP: HL or SL Mathematics • GCEAL: Mathematics • SAT / AP: SAT MATH II or AP Calculus AB or Calculus BC • Other qualifications: Mathematics 	<ul style="list-style-type: none"> • IBDP: HL Mathematics • GCEAL: Further Mathematics • SAT / AP: SAT MATH II or AP Calculus AB or Calculus BC • Other qualifications: Senior Level Mathematics 	<ul style="list-style-type: none"> • IBDP: HL Mathematics • GCEAL: Further Mathematics • SAT / AP: SAT MATH II or AP Calculus BC • Other qualifications: Senior Level Mathematics

2017 COMPETITIVE SCORES

Competitive scores of some popular qualifications for admission to HKUST Business School are given for reference:

IBDP	≥ 35
GCEAL	≥ AAA
SAT Reasoning	≥ 1350

APPLICATION TIMELINE



Online Application: <http://join.ust.hk>

PRE-UNIVERSITY CONNECTIONS

Get to know us earlier and explore the options and opportunities! Join us for the following programs tailored for senior secondary students:

BUSINESS YOUNGSTARS

A year-long weekend program with mini-lectures and practical workshops that allows you to explore different business disciplines.

<http://undergrad.bm.ust.hk/eng/stars>

BUSINESS SUMMER CAMP

A four-day residential program on campus featuring business workshops, simulations and social activities that lets you experience U-life with student leaders.

<http://undergrad.bm.ust.hk/eng/summercamp>

HKUST SUMMER INSTITUTE

A selection of two-week introductory courses that allow you to get a taste of university education and earn university credits.

<http://summer.ust.hk>



Scholarships and Financial Aid
<http://sfao.ust.hk>

Student Housing and Residential Life
<http://shrl.ust.hk>

Credit Transfer
<http://arr.ust.hk/entry-credit>

HKUST Business School
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong
(852) 2358 6005 | (852) 2358 3805

bmadmit@ust.hk | <http://facebook.com/sbmug.hkust>

FIND OUT MORE



HKUST Business School's Undergraduate Programs Office
<http://undergrad.bm.ust.hk>

CONTINUE TO PEOPLE AND EXPERIENCE

UNDERGRADUATE
PROSPECTUS





PEOPLE

WORLD-CLASS FACULTY

At HKUST Business School, students learn from 140+ leading global academics from diverse backgrounds who hold PhDs from the best universities in the world.



A FRESH AND INNOVATIVE APPROACH TO BUSINESS EDUCATION

"We are in the business of educating future leaders. It is most gratifying to see students working in teams to deliver professional and well-analyzed recommendations to address real business problems."

Prof. Emily NASON

Associate Dean (Undergraduate Student Affairs)
Associate Professor of Business Education (Management)
Director of Global Business Program
Director of Karen Lee Student Mentoring Center

COMMITMENT TO RESEARCH AND THOUGHT LEADERSHIP

"When I joined HKUST as a fresh PhD graduate, a senior professor at my home institution had said to me, 'If you can't be research productive at HKUST, you won't be productive anywhere.' I now know for sure – he was right!"

Prof. Anirban MUKHOPADHYAY

Associate Dean (Undergraduate Studies)
Professor (Marketing)
Co-Editor of Journal of Consumer Psychology
Prior Associate Editor of Journal of Marketing Research



A WEALTH OF EXPERT INSIGHT FROM THE INDUSTRY

"Bridging the gap between academia and industry is critical to prepare our students to seamlessly enter the business world. Given my banking background, I particularly enjoy supporting student-led initiatives to engage actively with the finance industry."

Prof. Veronique LAFON-VINAIS

Associate Director of Undergraduate Programs
Associate Professor of Business Education (Finance)
Associate Director of World Bachelor in Business Program
Project Director of Master of Science in Global Finance Program
Seasoned professional with over 20 years of banking and capital markets experience



CARING AND SUPPORTIVE ANCHOR FOR INTELLECTUAL AND PERSONAL GROWTH

"I always remember that even though I've answered a question many times, it's the first time this student has ever asked it. Sometimes they just need a little nudge, a little direction, a little support, and the greatest things can happen."

Prof. Kam Wing SIU

Associate Director of Undergraduate Programs
Assistant Professor of Business Education (Economics)
Residence Master of Undergraduate Hall I



VIBRANT STUDENTS

HKUST Business School has more than 3,200 full-time undergraduate students and every year hosts around 400 incoming exchange students from over 40 countries. This great meeting of minds from around the globe offers you an exciting platform for cross-boundary learning.



CONNECTING GLOBALLY — EXCHANGE IN WHARTON

I was immersed in a community with some of the world's brightest minds who share same career goal with me. It definitely motivates me every day to pursue my dream.

Brian CHEUNG

(Hong Kong)
BSc Quantitative Finance, Year 4

LEARNING THROUGH LEADING — BUSINESS COHORT COMMUNITY LEADER

I have gained precious experience on how to lead and motivate people who speak different languages and grow up from different backgrounds. Eventually these networks have also developed into great friendships.



Ruby CHEN

(Taiwan)
BBA Information Systems, Year 3

BRING BUSINESS CASES TO LIFE — CASE COMPETITIONS IN THE NETHERLANDS, CANADA AND THAILAND

Case competitions are not just about solving business problems, but also about truly understanding different cultures, tasting traditional local food and meeting new friends from all around the world.



Tony HUI

(Hong Kong)
BBA Global Business & Finance, Year 3



ADVANCING THROUGH INTERNSHIP — INTERNSHIPS AT HSBC AND STARTUP COMPANY

Stepping out from my comfort zone to apply business knowledge in real-life, I'm empowered with skills that I would never be able to find in classroom setting.

Deby AGATHA

(Indonesia)
BBA Finance & Management, Year 4

GROWING THROUGH SERVING — UNDERWATER ROBOT COMMUNITY ENGAGEMENT PROJECT

We learn the art of knowledge transfer through teaching local students robot building. The project boosted our social awareness, fostered cross-disciplinary friendships and instilled within us a desire to further aid those in need.



Noa NEDERPELT

(Netherlands)
BBA Global Business & Marketing, Year 3

INSPIRING BUSINESS STARTUP — OQTAGON LIMITED SPECIALIZING IN WIRELESS VR TECHNOLOGIES

HKUST is a perfect place to explore and discover my passion. The broad-based and essential business knowledge enables me to refine the business model of my startup. The internships also help me to build social network and learn from professionals.



Galen LAW-KUN

(Hong Kong)
BBA Marketing, Year 4

HIGH-ACHIEVING ALUMNI

Our alumni are regularly invited to share their insights on campus. This is a great way for you to expand professional network and to receive advice from those who have been through similar experience. The mentoring programs also let you learn from experienced business professionals from your desired fields.



Aaron FISHER
BBA Marketing & Operations Management
Geometry Global

Here I learnt the best way to find a good idea is to have lots of ideas... The worst idea is to have no idea at all.



Angel LI
BBA Information Systems
CLSA Capital Partners (HK) Limited

I have made lifelong friendships and learnt to embrace new challenges. Thank you so much, HKUST!



Carrie NG
BBA Global Business & Management
Financial Times 2017 Top 30 Ethnic Minority Future Leaders

HSBC

The many doors it opens will surprise you.



Kelvin WONG
BBA Professional Accounting

McKinsey & Company

The place where I honed my skills and broadened my horizon in pursuing an international career.



Debbie POON
BBA Finance & Management

Airport Authority Hong Kong

I feel proud of being part of the HKUST family!



Roman Raisuddin KHAN
BBA Management & Finance

Co-founder of LINJER

I love my time at HKUST. I made friends for life who have helped me grow both personally and professionally.



Adam SO
BBA Global Business & Finance

Founder of SmartRetail.co and Health Addiction

HKUST taught me both big picture strategy as well as the practical skills to jump start my career. Many of the lessons and principles I continue to apply daily as I strive to get closer to achieving my dreams.



Sindy LEUNG
BSc Economics and Finance

UBS AG

HKUST has always been nurturing quality talents and developing socially responsible business leaders for the region and the world.



Prashant GALANI
BBA Marketing & Operations Management

McCann Worldgroup

HKUST teaches me to be brave to face my biggest fears. The bigger the leap, the more you reap.

EXPERIENCE

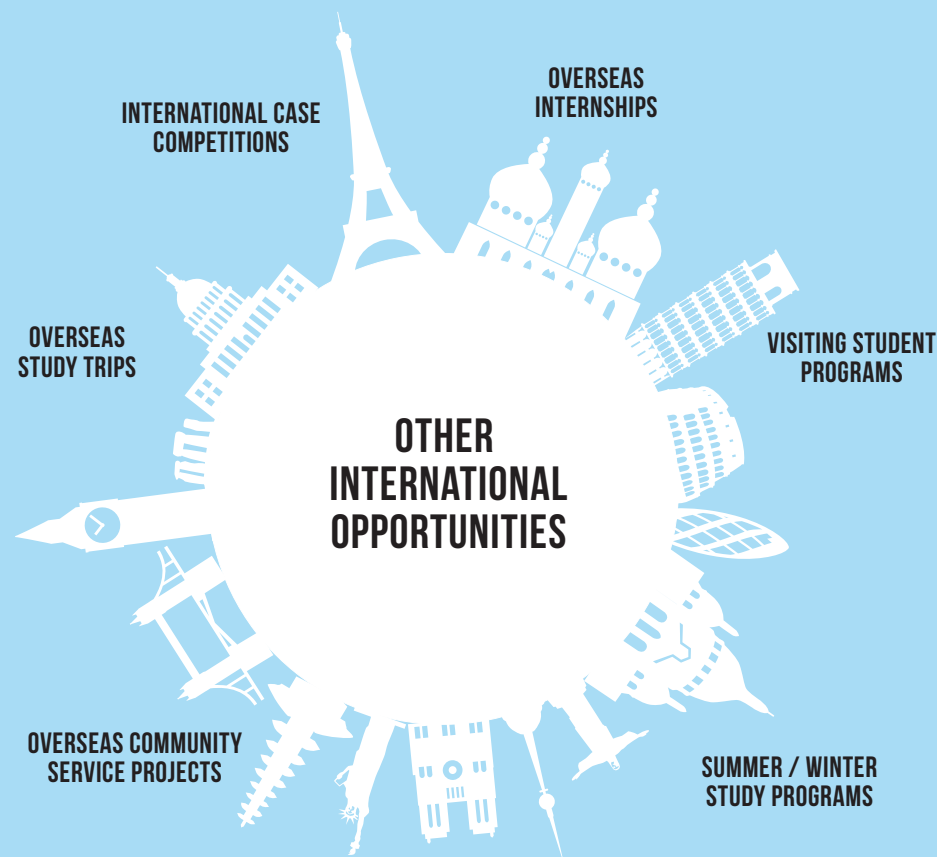
GLOBAL EXPOSURE

Globalize yourself through HKUST Business School's wide-reaching Exchange Program and other international enrichment programs, which provide abundant opportunities for you to gain exposure outside Hong Kong.

EXCHANGE PROGRAM

~ **50%** AROUND 400 STUDENTS GO ON EXCHANGE EVERY YEAR

~ **130** WORLD-RENOWNED EXCHANGE PARTNERS



LEADERSHIP

Here at HKUST Business School, opportunities for you to take lead abound. In addition to leadership roles in a wide range of student societies on campus, there are exciting leadership opportunities exclusive to business students.

BUSINESS COHORT COMMUNITY (BCC)

Following the motto of "we bridge, we care, we create", the leadership team of BCC connects all business undergraduate students through designing and launching a multitude of engaging activities. It is a great way to hone your leadership and communication skills.

CITI-HKUST INTERNATIONAL CASE COMPETITION (CICC)

Being an organizing committee member of CICC, the premium international case competition in Asia enables you to take on new challenges and expand exposure through interacting with high-flying peers from top-ranked business schools around the world.

STUDENT-LED INITIATIVES

Our passionate students always come up with new ideas to support peers outside classroom learning. The Case Analysis Team (CAT) leads team selection and training for overseas case competitions. The International Consulting Club (ICC) lines up workshops and consulting projects to better prepare students interested in consulting careers. The Investment Circle (IC) reaches out to expert network to actively engage students with the finance industry.



BUSINESS EXPOSURE

With HKUST Business School's professional career support and strong links with corporate partners, you will get a head start in your career development.



CORPORATE PROJECTS

Find out more about the corporate world from the inside. Our credit-bearing Corporate Projects offered in partnership with companies in different sectors open up valuable opportunities for you to serve as consultants on challenging business issues and explore what works in the real business world.

ENRICHMENT SEMINARS

From our Dialogue with Executives and Creative Mind in Business series, you will meet with and learn from business leaders and professionals working in creative industries and high-tech companies. A good chance to sharpen business acumen and stimulate creative thinking in a new business paradigm.

BUSINESS COMPETITIONS

Apply the concepts and principles learned in class through competing in local, regional, and international business competitions. Test your ability to think fast, act decisively, and present confidently, as well as to work as part of a team. An effective way to boost your strategic mind and business sense.



ENTREPRENEURSHIP

Innovation and entrepreneurship is a key focus for HKUST Business School. We provide support in education programs as well as mentoring and networking to help our student entrepreneurs launch their startup ideas.

MINOR IN ENTREPRENEURSHIP

A structured program to help your dream take flight. The courses guide you through identifying innovation opportunities, analyzing industrial landscape and refining business model for your future startup. In partnership with the School of Engineering and the School of Science, the program also lets business students explore High-Tech and IT Entrepreneurship.

ENTREPRENEURIAL COMPETITIONS

Ready to pitch your new business ideas? The HKUST One Million Dollar Entrepreneurship Competition provides you a valuable chance to work on your ideas and to win seed money for your startup. Join our HackUST, the largest university hackathon in Asia, to put your boldest thoughts into action and to learn from peer teams.

THE BASE

A student-driven community to promote entrepreneurial spirit on campus. The BASE provides a co-working space for you to meet like-minded friends. You will also gain first-hand information by meeting with business pioneers in various startup seminars and workshops.



SOCIAL ENGAGEMENT

Recognition of and support for community service is a feature of life at HKUST Business School.

SOCIAL RESPONSIBILITY PROJECTS

Students can take part in credit-bearing Social Responsibility Projects to work with NGOs and serve those in need. You can also put into practice what you have learnt in class and explore your interests and future direction.

SOCIAL ENTERPRISE INTERNSHIP PROGRAM

Through this high-impact internship program, you will get to work full-time during the winter or summer term in a social enterprise, under the guidance of experienced social entrepreneurs. This credit-bearing program provides an excellent foundation for those considering careers in non-profit organizations and social advocacy.

180 DEGREES CONSULTING

Working as a consultant for the HKUST Chapter of the global student-run NGO 180 Degrees Consulting, you have the opportunity to diagnose thoroughly the challenges faced by NGOs and offer practical solutions. A good way for you to serve the community and at the same time, gain hands-on experience in solving real-life problems.



[CONTINUE TO PROGRAMS AND ADMISSIONS](#)