

CONTACT



THE NEWSLETTER OF THE FACULTY OF BUSINESS & ECONOMICS September 2008

Greetings from the Dean



Dean Gary Biddle

I would like to extend a very warm welcome to all new and returning students. This is an exciting time for you and for the Faculty of Business and Economics (FBE), and I want to share my enthusiasm for the many opportunities that lie ahead. You will see that you have made absolutely the right choice in coming here.

Despite challenging economic times, the FBE is moving ahead in all directions, in terms of programmes and facilities, new staff, partnerships with world-class institutions and, most of all, the number and quality of students we have admitted. We are able to offer everyone the hard skills and soft skills that will help them thrive in any kind of economy.

We have a tremendously talented intake of students this year. Two of our programmes are among the top five in Hong Kong in terms of JUPAS entry scores, and we have enrolled 42 Early Admission Scheme (EAS) students. Our MBA recruitment is similarly impressive. The GMAT scores for both the full-time and part-time programmes have risen, even as we have significantly increased enrolment numbers. We have also attracted the largest number of Mainland and overseas students at The University of Hong Kong (HKU).

The fact we can attract such a talented group is a great credit to my colleagues. They are not only great teachers, they are top-flight researchers who will connect you to the latest and most interesting knowledge in their fields. This summer, for example, some of their work was broadcast around the world on the BBC. The Focus Asia: Business Leaders series was based on research by our Asia Case Research Centre. The videos will now become teaching tools in our classrooms. Our BBA(Law) (Accounting major) was also recently awarded accreditation by the Hong Kong Institute of CPAs.

The EMBA-Global Asia will be launched in this new academic year and involves partnerships with Columbia University and London Business School. We will also start offering executive education programmes with Oxford and Cambridge. New facilities at Cyberport have dramatically increased our capabilities in supporting post-graduate programmes and are among the best I have seen anywhere.

Academic studies will take up a large part of your efforts here, but they will not be the sum of your experiences. The mission of HKU, and of this Faculty, is to develop leaders. Leadership requires more than academic and professional knowledge.

I advise each of you to take full advantage of these opportunities. You will not only gain a competitive edge when you graduate, you will have to lay the groundwork to become productive and successful leaders. ■

Mutual Attraction

Early Admission Scheme (EAS) students are among the most highly sought after by universities. A dinner was organised for the cream of EAS students at Loke Yew Hall in March this year, attended also by existing students and staff. The event was an opportunity to meet the people who make the Faculty a success, and find out more about student life.

"There was such great chemistry and feeling," Dean Biddle said. "By 10.30pm the caterer was anxious to get back his tables, but nobody had left. Even though it was a school night, the students wanted to stay and find out more about our Faculty." ■



IMBA 10th Anniversary

The HKU-Fudan IMBA programme celebrates its 10th anniversary this year with a special round of events in Shanghai.

The programme was established in 1998 and has been twice named the best of its kind by the Academic Degree Office of the State Council. It offers English-language teaching materials and bilingual teaching, and awards graduates an MBA from HKU and a certificate from the School of Management of Fudan University.

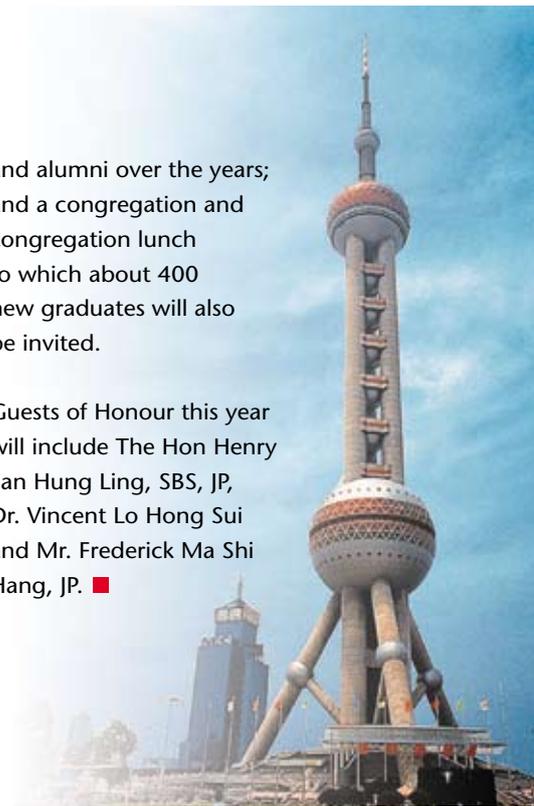
Over the years, the Programme has produced more than 2,000 outstanding graduates, many of

whom now hold key positions in the business and public sectors in China.

Commemorative events will be held on November 8-9 at the Shanghai International Convention Centre. They include a luncheon seminar themed "A tale of two cities: Shanghai & Hong Kong" and a gala dinner for senior management from The University of Hong Kong and Fudan University, key industry leaders from Shanghai and Hong Kong,

and alumni over the years; and a congregation and congregation lunch to which about 400 new graduates will also be invited.

Guests of Honour this year will include The Hon Henry Fan Hung Ling, SBS, JP, Dr. Vincent Lo Hong Sui and Mr. Frederick Ma Shi Hang, JP. ■



Study under the Power of Three

Applications are invited for the prestigious EMBA-Global Asia programme, a unique initiative that links The University of Hong Kong with London Business School and Columbia Business School in New York.

Applications for the May 2009 intake will open from September 2008 and are completed online at <http://www.emba-global.com/asia/admissions.html>. The early stage application deadline is 10 November 2008 and final stage deadline is 09 February 2009. Admission decisions are on a rolling basis.



The three-way programme provides students with an opportunity to learn in the world's three leading financial centres, from scholars who are the leading experts in their fields.

Graduates receive an internationally recognised MBA degree jointly conferred by all three institutions and they are plugged into each university's highly regarded alumni networks.

The part-time programme is aimed at globally focused executives and lasts 20 months, with the option of completing it in 16 months.

For further information, please contact asia@emba-global.com. ■



Stretching their World

Sixty-three postgraduate MBA students experienced an “intense, but fun” two-day orientation at Hong Kong Disneyland, in early August.

Assistant Dean (MBA), Dr. Chris Chan who led the sessions said, “The purpose of the orientation was to bring students up to date with what they’re getting into, which is an intensive 14 month programme, that involves spending time in China throughout the year, and also spending about three and a half months in either London or New York.”

This year’s student cohort is diverse. They come from as far afield as Brazil, Saudi Arabia, North America, India, Europe, and Japan. “They are looking to get into the booming market in Asia, in particular,” said Dr. Chan.

The first day of the orientation involved briefings and presentations from invited speakers.

As part of their learning experience at the HKU MBA, students are expected to form teams to work with well-known companies in the region on “live” consulting projects that focus on innovation and commercialization of new products and ideas in the China context.

After the formality and structure of the first day, the second day was devoted to build and cultivate team spirit among the new students. It came as quite a surprise to many students. “It was a very physical, ice-breaking session with an African theme – lots of African dancing and drumming that required teamwork, creativity, pro-active collaboration of different culture and ideas,” said Dr. Chan.

James Kaylin, who formerly worked in healthcare information technology in the US, said he had arrived with no expectations for what was going to happen “and I wasn’t prepared to see the level of diversity among the students. On the second day we really got a chance to get to know each other.”

Omang Narang, from India, added, “It was just amazing to see people from 15 different countries getting together as one and enjoying and having a ball. I didn’t expect this to happen at a business school, but on the second day we were dancing and singing.”

Polly Tang, who has returned to Hong Kong from Canada to pursue her studies, credited the music and arts

with getting people from different cultures to mix together. “I think they did very well with the orientation this year because the first day was very formal whereas the next day was much more fun and there was a chance to network and communicate with each other. After the drums we probably knew half the class by name, which is amazing,” she said.

Former electrical engineer, Ying Zhang from Guangzhou, said she saw Hong Kong as a perfect platform for forwarding her career. “It has a very international culture, but it’s also Chinese so it’s a good stepping stone for me.”

Dr. Chan added: “These students need the ability to work with people who are very different to them and this is an acquired skill. They already have a lot of knowledge so it’s the attitude that matters. They need to be hungry, curious, imaginative, open minded. They need to stretch their world, to go beyond their comfort zone.”

The team building session, and the MBA Orientation, was nicely concluded with an appearance and an inspirational speech by Professor Gary Biddle, Dean of the Faculty. ■



Asia Institute For Political Economy (AIPE)



Students from across Asia came to The University of Hong Kong this summer for a collaborative international programme on free markets, democracy and the rule of law.

The Asia Institute for Political Economy (AIPE) is a three-week academic programme offered jointly by the School of Economics and Finance, The Fund for American Studies and Georgetown University in Washington, D.C.

The AIPE is targeted at undergraduates with leadership potential and aims to promote cross-cultural and academic exchange.

Sixty-six top students from 13 Asian countries and the US joined the programme this summer, which featured lectures

by leading figures in Hong Kong such as Dr. Joseph Yam, the Chief Executive of the Hong Kong Monetary Authority, Bernard Chan, an Executive Councillor and a Hong Kong deputy to China's National People's Congress, and Mr. James E. Thompson, the Chairman and Chief Executive of The Crown Worldwide Group of Companies, just to name a few. ■



From left: Dr. Y. F. Luk and Dr. Joseph Yam



High Table Dinner



Dr. Y. F. Luk

A high table dinner for Economics and Finance postgraduates was held on September 5 to introduce the School and academic staff, and award winners of the Postgraduate Investment Competition.

The event was held at The Hong Kong Bankers Club and Dr. Y. F. Luk, the Director of the School of Economics and Finance, gave the opening address.

The dinner was hosted by the The University of Hong Kong Economics and Finance Postgraduates Committee. ■



Ice Breaker for Postgraduates

New MEcon and MFin students were invited to orientation days in August to learn more about their programmes and meet their new classmates and teachers.

The orientation days for each programme included programme rundowns and “networking” games, which brought students together into groups so they could get to know each other better.

There was also an evening dinner where new students met teachers, career development officers and members of the students’ committee. ■

New Oxford and Cambridge Partnerships for Executive Education

Two new executive programmes will bring leading scholars from Oxford and Cambridge together with local business leaders to lead intensive workshops for key corporate decision-makers.

The Oxford-HKU Senior Executive Programme in Corporate Leadership will be held on October 27-31 and look at best practices for achieving sustainable competitive advantages, with an emphasis on Asia. The Cambridge-HKU Senior Executive

Programme: Strategic Issues in Corporate Finance aims to build understanding of the interaction between strategic decisions and corporate finance. It will be held on November 10-14.

Professors from the three universities are all experienced in providing strategic advice to multinational corporations.

They will lead the workshops, which will feature interactive lectures, case analysis, discussion and group work.

The programmes are aimed at high-level executives with strategic or finance responsibilities.

For more information, contact ExecEd. info@hku.hk or visit www.fbe.hku.hk ■



Our Olympic Contender

Olympic Hong Kong swimming team representative and 2nd year BEcon&Fin student Elaine Chan Yu Ning has an explosive power that makes her a natural in the swimming sprints – the 50-metre race. But that ability to burst in excitement made for a rather agonising experience in Beijing this summer.

Her race was held on the seventh day of swimming competitions and she had to wait it out as the rest of the Hong Kong team completed their events first.



Elaine Chan Yu Ning in National Stadium, Beijing

“It was very tough for me. Everybody else was finished and I hadn’t started yet. I had to be disciplined and not let myself get too excited or I would get tired and lose interest. I need some excitement to race, I’m a sprinter, but if I get excited too early I won’t have it when I race,” she said.

As it turned out Elaine swam better than expected, completing the race in 26.54 seconds and placing in the top half of the field of 92 competitors.

“I was swimming against the best in the world and it was the best experience in my swimming life,” she said.

This was Elaine’s second Olympics and the second time she competed while still a student. In 2004 she qualified for Athens, aged 16, having started training when she was 11.

The Athens Olympics opened doors and in 2005 she wrote to coaches at Ohio State University asking for a scholarship. They quickly admitted her and she trained there for 18 months while studying finance.

But as the 2008 Olympics approached, she decided to come home where she could train in a pool measured by metres, not yards as they are in the US. There was also an emotional factor. “These Olympic Games were in Beijing, our country, so it meant much more to me than the previous Games,” she said.

Elaine did not want to give up her studies so she transferred to the Faculty of Business and Economics in September 2007 as a Year Two student. She spent the past year juggling classes, assignments and group projects with a training schedule that required 20 hours a week of swimming, split between early mornings and afternoons.

“It’s been difficult to juggle my busy schedule. I had to do a lot of group work for my studies and sometimes my classmates wanted to work very late but I couldn’t because I had to practice at 5.30 in the morning,” she said. “I only took 24 credits in the last semester and I hope to catch up this semester. Some of the professors have treated me very well and they’ve been really helpful.”

She is looking forward to taking a break from competition to concentrate on her studies and get to know her fellow students better. And the next Olympics?

“Oh, don’t talk about that now! I told people four years ago that I wasn’t doing the Olympics any more, I wasn’t going to Beijing. So who knows?” she said. “If I don’t do the next Olympics, I will feel my career ended in Beijing. This was the best swimming experience in my life so I’m very satisfied.” ■

Students' Achievements

ACCA Job Hunting Competition Winners

Two BBA(Law) students scored highly in the China Grand Final of the ACCA Job Hunting Competition held in July.

Jansy Man Wing Sze, 2nd year BBA(Law) student won the Top Student Award and the Best of Best Presentation Team Award, while Lester Fung Ka Kei, 3rd year BBA(Law) student was awarded 2nd runner-up.

The competition is designed to simulate a real executive recruitment exercise and the winners receive internships, among other prizes. The students competed against other regional winners from Hong Kong, Shanghai, Beijing and Guangzhou. ■



Jansy Man Wing Sze



From left: Ms. Jacqueline Lloyd, Student Advisor (Career), Ms. Irene Szeto, Chief Student Advisor (Career), both from CEDARS; Jansy Man Wing Sze; Lester Fung Ka Kei and Dr. Raymond Wong

Deloitte Tax Championship

The fifth Deloitte Tax Championship brought together 270 students from 50 universities in 24 Chinese cities. A team of four undergraduates from The University of Hong Kong was the only Hong Kong team to win the group competition on August 30 and they will proceed to the national finals in Xiamen, China on October 16.

Louis Lau Ho Kwan, BBA(Acc&Fin); Amas Lee Chuen Fung, BBA(Law) LLB; Tiffany Yan Wing Tung, BBA(Law)/LLB and Cathy Yin Jia Zhen, BBA(Acc&Fin) had to work on a China tax case study to identify key issues and provide solutions. They also went through four rounds of Q and A in order to win the competition.

They will compete against 10 other winning teams in Xiamen, including finalists from China, Taiwan and Macau. ■

Google Challenge

The possibilities of Internet advertising were explored by students who participated in the Google Online Marketing Challenge.

Four final year MBA Full Time students Robbert Jim Bos, Bonnie Lau Ting Ting, Elsa Lai and Arun Jayaraman carried out a Google AdWords campaign for local Italian delicacy shop, Il Bel Paese. They managed to generate 325,000 impressions for the shop in three weeks and identified ways for it to make better use of the Internet to promoting their business.

Robbert Bos said they entered the competition so they could learn more about how AdWords assists companies to generate brand awareness and revenue. "[Business competitions] provide a break from the theoretic academic work and encourage learning by doing," he said. ■



A.



B.

A From left: Cathy Yin Jia Zhen, Tiffany Yan Wing Tung, Dr. Christina Ng, Senior Teaching Consultant, School of Business, Mr. Alan Tsoi, Chairman of the 2008 Deloitte Tax Championship Organising Committee; Louis Lau Ho Kwan, Amas Lee Chuen Fung

B From left: Amas Lee Chuen Fung, Tiffany Yan Wing Tung, Dr. Christina Ng, Senior Teaching Consultant, School of Business, Mrs. Yvonne Law, Partner In Charge of the Deloitte Tax Championship Southern China Group Competition, Louis Lau Ho Kwan, Cathy Yin Jia Zhen

New Leadership

As the Faculty of Business and Economics continues to expand and enhance its reputation, it has built up a strong academic leadership and management team to carry it forward.

Recently that team was re-vamped to bring in new faces and promote leadership talent within the faculty.

The exceptional academic leadership and management team for 2008-09 include the following members:

- Faculty Board Chair – Chair Professor Eric Chang
- Director, School of Business – Chair Professor Amy Lau
- Director, School of Economics and Finance – Dr. Y. F. Luk
- Associate Dean (Finance) – Dr. Alan Siu
- Associate Dean (Research) – Chair Professor Wing Suen
- Associate Dean (EMBA and Development) – Dr. Maurice Tse
- Associate Dean (Admissions) – Dr. P. S. Tso
- Associate Dean (UG) – Professor Bennett Yim
- Assistant Dean (MBA) – Dr. Chris Chan
- Assistant Dean (EMBA) – Dr. Marcus Schuetz
- MFin Programme Director – Chair Professor Eric Chang
- EMBA & Executive Education Programme Director – Dr. Peter Fong
- MEcon Programme Director – Professor Larry Qiu
- IMBA Programme Director – Dr. Benjamin Yen
- BBA Programme Director – Professor Bennett Yim
- BBA(IS) & BEng(CS) Coordinator – Dr. Michael Chau
- BBA(IBGM) Coordinator – Dr. Derek Man
- BBA(Law) & LLB Coordinator – Dr. Neale O'Connor
- BEF Programme Director – Dr. Y. F. Luk

New Staff

The FBE welcomes the addition of several new academics over the summer months.

The School of Economics and Finance has been joined by:



Dr. Xiaohui Gao *Assistant Professor*
Her research interests include *Initial Public Offerings (IPO), Seasoned Equity Offerings (SEO), and mutual funds.*



Dr. Chun Xia *Assistant Professor*
His research focuses on *asset pricing, market microstructure, behavioural finance, and macroeconomics.*



Dr. Steven Xu *Assistant Professor*
His research interests include *empirical industrial organization, and econometrics.*

The School of Business has been joined by:



Dr. Joseph Cheng *Visiting Professor*
His research interests include *global competition, multinational management, foreign R&D investment, national technology and innovation policies, and Asian economies.*



Dr. Guo Di *Visiting Associate Professor*
Her research interests include *R&D financing, entrepreneurship, corporate finance, corporate governance, and China specific topics.*



Dr. Sammy L.K. Fung *Teaching Consultant*
His research interests include *corporate governance issues in Asia, corporate transparency, and banking industry.*



Professor Gerald Gorn *Professor*
His research focuses on *understanding consumer judgements and attitudes, and the factors that influence them.*



Ms. Jasmine Kwong *Teaching Consultant*
Her research interests include *auditors' specialization, audit pricing, and auditor change.*



Dr. Xiahong Liu *Associate Professor*
Her research interests include *economics of auditing, financial disclosures, and incentives in firms.*



Dr. Feng Tian *Assistant Professor*
His research interests include *earnings management, internal controls, corporate governance, CEO turnover, and executive compensation.*



Dr. Min Wu *Assistant Professor*
Her research interests include *accounting frauds, earnings management and their interaction with capital markets, focusing on US and China markets.*



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