MASTER OF SCIENCE

BUSINESS ANALYTICS

DATA INSIGHTS FOR BUSINESS PERFORMANCE
ABOUT HKUST BUSINESS SCHOOL

The School of Business and Management at the Hong Kong University of Science and Technology (HKUST Business School) is one of the youngest and most respected business schools in Asia. Established in 1991, the HKUST Business School has risen to international prominence in a remarkably short period of time, achieving widespread global recognition and a variety of prestigious academic rankings. Always striving for excellence, our strengths lie in our full range of program offerings, the high-quality research conducted by our world-class faculty, and our diverse and high-caliber students.

The HKUST Business School is proud to be at the forefront of educational development and innovation in business thinking. We were the first business school in the region to receive accreditation from both the US-based Association to Advance Collegiate Schools of Business (AACSB International) and the European Quality Improvement System (EQUIS), two of the world’s leading assessment bodies. Our unique Asian and global perspectives are made possible by our 140-strong international faculty. These leading thinkers from diverse national, cultural, and ethnic backgrounds come together to provide our students with a consistently engaging and highly stimulating environment for learning and research. Our graduates strive to exert a positive impact on both the business world and wider society.

NO. 1 IN THE WORLD
HKUST BUSINESS SCHOOL

Times Higher Education Young University Rankings
2018-2020

NO. 1 IN ASIA
HKUST BUSINESS SCHOOL

University of Texas at Dallas - Top 100 Worldwide Business School Research Rankings
2005-2022

TOP 20
HKUST MBA PROGRAM

Financial Times Global MBA Rankings
2010-2020

NO. 27 IN THE WORLD
HKUST BUSINESS SCHOOL

QS World University Rankings
2021

NO. 1 IN THE WORLD
KELLOGG-HKUST EXECUTIVE MBA PROGRAM

Financial Times Executive MBA Rankings
MESSAGE FROM THE ACADEMIC DIRECTOR

The primary objective of the HKUST MSc in Business Analytics program is to ensure the utmost success for our students, prospective employers, and the program as a whole. We embrace technological advancements and are dedicated to providing employers with graduates who can immediately deliver tangible value through strategic insights, leveraging their knowledge of the latest tools and techniques in analytics.

Prof. Lancelot F. JAMES
Academic Director of MSBA,
Chair Professor
Department of Information Systems,
Business Statistics and Operations Management

The program equips students to bridge the gap between data analytic technical teams and business counterparts, with a primary focus on value creation for all stakeholders involved. Our rigorous academic curriculum, taught by world-class faculty, focuses on giving the students clear insights in to all stakeholder perspectives, allowing them to easily navigate between teams to solve problems. We foster the development of lifelong learning skills crucial in this dynamic field, which is heavily impacted by changes in technology.

To facilitate value creation, the program incorporates discussion-based courses that promote deep engagement and critical thinking. Additionally, we integrate mandatory corporate-style training workshops to further cultivate creative and strategic thinking, familiarity with data ecosystems used within corporations, and exposure to cutting-edge data analytics tools. Students have the opportunity to engage in real consulting projects with participating companies, allowing them to apply their skills in practical settings.

Furthermore, the program and students benefit from the active participation and guidance of our Corporate Advisory Board.

PROGRAM

PROGRAM DESIGN

The HKUST MSBA program aims to meet strong demand for business analytics professionals. It provides students with solid knowledge of business analytics by bringing together a wide range of knowledge in applied statistics, modeling, optimization, and information management.

The program focuses on teaching students how to make good use of numerical data, multi-dimensional unstructured information, and business analytics knowledge for building data-driven strategies, enhancing performance, and facilitating evidence-based discussion for problem solving. It develops students’ business analytics competency, and hands-on experience in solving real business problems in various areas such as management, finance, and marketing.

Our expectation is that graduates from the program are able to integrate cross-disciplinary knowledge with analytics to manage complex data structures in a business environment; analyze real business problems using various business analytics techniques, and play leading roles in successful business strategy execution using analytics.
Program Schedule & Curriculum

The HKUST MSBA program is offered in both one-year full-time and two-year part-time study modes. Students will acquire necessary analytics skills in the required courses and focus on their areas of interest in elective courses. Both full-time and part-time students are required to complete a total of 30 credits from required and elective courses to graduate.

Sample Schedule

Full-time (One-year)

Fall
SEPT - DEC

Part-time (Two-year)

Year 1 Fall - Spring
SEPT - MAY

Spring
FEB - MAY

Year 2 Fall - Spring
SEPT - MAY

Program Curriculum

Required courses
(9 courses, 18 credits)
- Big Data Analytics
- Business Modeling and Optimization
- Data Analysis
- Decision Analytics
- High Dimensional Statistics with Business Applications
- Introduction to Business Analytics
- Privacy Management in the Digital Age
- Social Media and Network Analysis
- Visual Analytics for Business Decisions
  (2 credits each)

Electives courses
(A selection of 6 courses, 12 credits)
- Big Data Technologies
- Business Analytics in R
- Business Modeling with VBA
- Deep Learning Business Applications with Python
- Digital Business and Web Analytics
- Financial Technology for Business Professionals
- Learning Statistics with Python
- Machine Learning and Prescriptive Business Analytics
- Management Consulting
- Marketing Action Learning Project
- Operations Management
- Simulation for Risk and Operations Analysis
- Special Topics in Business Analytics
- Strategic Analytics
  (2 credits each)

Business Practice for Business Analytics (BPBA)

The workshops provide students with a revision of basic business, statistics, and programming skills to apply to the following MSBA required/elective courses and develop students’ creative mindset, business sense, and communication through training in data management, design thinking and business communication.

List of BPBA workshops:
- Business Statistics*
- Basic Accounting and Financial Modeling*
- Business Communication
- Bootcamp Data Management
- Analytics Tools in Industry
- Design Thinking
- Stakeholders Analysis

BA Enrichment Workshops

The MSBA Program organizes different enrichment activities throughout the academic year to enhance their learning experience.

1. Executive Series:
   Business leaders/executives from different industries will be invited as speakers. Students can get up-to-date business information in the seminars.

2. Company Visits:
   Company visits will be organized from time to time.
REQUIRED COURSES

Big Data Analytics
Data plays an increasingly important role in business decision making. This course introduces the key concepts and applications of business analytics in the world of Big Data. Example business problems to be solved analytically include customer relationship management, financial trading, social media marketing, search engine strategy, etc. Hands-on experience with popular data analytical tools will be included.

Data Analysis
Covers various discrete and continuous probability models and their applications in business problems, estimation and testing of hypotheses, simple and multiple linear regression analysis.

High Dimensional Statistics with Business Applications
This course presents classical and modern approaches for analyzing multivariate and high dimensional data, including principal components, factor analysis, discriminant analysis, clustering, new developments in dimension reduction, large-scale covariance matrix estimation and multiple testing. All of these approaches will be covered in the context of Marketing, Finance and other important business areas. Computational issues for both traditional and new methodologies will also be discussed.

Privacy Management in the Digital Age
This course provides an overview of information privacy and management in the information economy. It covers the fundamental concepts and dimensions of privacy, the impact of Internet marketing, customer relationship management, Web personalization, and data mining on consumer privacy; privacy enhancing technologies; and regulation of business practices.

Business Modeling and Optimization
The science and technology of informed decision making with a focus on optimizing business processes. Spreadsheet decision modeling in Excel is used throughout. Emphasis is on problem formulation, spreadsheet-based solution methods, and managerial insights. Applications relate to managerial decision problems in diverse industries and functional areas including finance and accounting, human resources, marketing, and operations.

Decision Analytics
This course helps students develop better analytical skills in approaching strategic and tactical business decisions. Students will learn to derive solutions or conclusions that require critical thinking, quantitative analysis, and strategic reasoning skills. These skills are essential and indispensable for major business decisions.

Introduction to Business Analytics
This course describes the multiple regression method and its variants as exploratory and predictive models for fact-based management and data-driven decision making. The course adopts a case-based approach.

Social Media and Network Analysis
The course presents concepts of social media and networks, methods and techniques to explore and analyze the data crawled from social media and network, and business application of data mining of social network. All these will be discussed in the context of finance and marketing. Python is the unique programming language for all cases and projects.

Visual Analytics for Business Decisions
This course focuses on various visualization analysis tools for business decisions. Making good use of visual analytics helps summarize and analyze large amounts of data effectively. In this course, the topics like visualization framework, visual analytics for spatial, temporal, network and textual data, and dynamic visualization will be included. Reporting visualization results for business decisions will also be discussed.
SAMPLE ELECTIVES COURSES

**Big Data Technologies**
This course introduces the emerging technological paradigm for managing “big data”. Topics covered include a range of big data technologies, such as HDFS, MapReduce, Spark, Hive, Pig, etc.

**Business Modeling with VBA**
This course introduces students to business application modeling using Visual Basic Applications (VBA) in Excel. Students will learn to develop applications in different business areas, including finance, marketing, technology operations, etc. Essential features of VBA needed for application development will be introduced as part of the course and hence no prior experience with VBA is needed. Emphasis is on extensive hands-on problem solving.

**Digital Business and Web Analytics**
This course offers essential knowledge and tools for managers of digital business. Topics include e-commerce models, web analytics, internet marketing, internet pricing and strategy, web-based personalization, online-intermediaries, etc.

**Learning Statistics with Python**
This course is about how to preprocess real business data using Python (mainly using pandas), identify and predict the patterns of data and finally explore the real-world application of these patterns.

**Management Consulting**
This course teaches students the key skills that management consultants use to solve business problems. It teaches students how to frame and structure problems, brainstorm solutions, decide recommendations and create a powerful story to communicate them.

**Operations Management**
This course focuses on the critical issues in the design, production and delivery of tangible goods, as well as intangible goods, in the business world. Topics include process analysis, capacity and bottleneck issues, waiting time management, inventory management, quality management, lean systems, supply chain management and e-commerce. Quantitative and qualitative tools will be taught to analyze the problems and create innovative solutions.

**Special Topics in Business Analytics**
This course covers selected topics in business analytics. Topics vary with recent interest, market emphasis and latest advancements.

**Strategic Analytics**
This course teaches students how business analytics and data science fits into the broader strategy and operations of companies in real life, how this presents challenges that business analysts must carefully manage, and how to overcome these challenges. Guest speakers will be invited to share their experiences in succeeding in these roles in large local and overseas companies.

*Offering schedule is subject to availability.*
Faculty

Our professors are internationally respected and hold PhD from world-renowned universities. Their insights and perspectives will inspire you to pursue innovative business ideas.

Faculty Profile

Prof Shaohui ZHENG
Chair Professor and Head of Dept. of ISOM
(PhD, Columbia University)
Research interests: Supply chain management; Interface of marketing and supply chain; production and quality control; applied probability models

Prof Lucy Xia
Assistant Professor
(PhD, Princeton University)
Research Interests: High-dimensional Statistics, Machine Learning and Statistical Applications to Social Science and Biology

Prof Kai Lung HUI
Chair Professor and Deputy Head of Dept. of ISOM
(PhD, The Hong Kong University of Science and Technology)
Research interests: Information Privacy and Security; Economics of Information Systems; Electronic Commerce

Prof Hong XU
Associate Professor
(PhD, The University of Texas at Austin)
Research interests: Online communities; Digital advertising; Online privacy; Online reputation; Game theory

Prof Lancelot JAMES
Chair Professor and MSBA Academic Director
(PhD, The State University of New York at Buffalo)
Research interests: Bayesian nonparametric statistics and machine learning; Combinatorial stochastic processes; Financial econometrics, Latent feature and relational models.

Prof Xuhua WAN
Associate Professor
(PhD, University of Southern California)
Research Interests: Dynamic incentives in contract design; Financial contracts; Financial engineering; Private equity investment.

Prof Ying-Ju CHEN
Chair Professor
(PhD, New York University)
Research Interests: Socially responsible operations; operations-marketing interface; supply chain management analysis

Research and Teaching

Our faculty members are active researchers with high international impact. They serve on the editorial boards of leading operations management journals, including Management Science, Operations Research, Manufacturing and Service Operations Management, and Production and Operations Management etc. They are also frequent contributors to these and other elite academic journals.

Prof Carlos Manuel FERNÁNDEZ LORÍA
Assistant Professor
(PhD, New York University)
Research Interests: Automated decision making; Statistical inference for treatment assignment policies; Causal inference; Explainable Artificial Intelligence

Prof Christopher J.S. DORAN
Adjunct Associate Professor, Department of Management
Former Director of Strategic Planning and Development, A.S. Watsons MBA, INSEAD

Prof Jason Man Wai HO
Senior Lecturer
(PhD, The Hong Kong University of Science and Technology)
Research Interests: Business statistics; Business intelligence modeling; Data analytics; Statistical and quantitative analysis

Prof Joon Nak CHO
Advisor to the MSBA Program, Adjunct Assistant Professor, Department of Management
(PhD, Stanford University)
Research Interests: Organizational theory; Social networks; Strategy; Multinational management; Globalization and world cities; Financial markets; Political economy

Prof Baoqian PAN
Senior Lecturer and MSBA Associate Director
(PhD, The Hong Kong University of Science and Technology)
Research Interests: Bayesian analysis; Cluster Analysis; Nonparametric regression; Data analytics; Survival analysis

Prof Coral PUIG GARRIGO
Adjunct Assistant Professor, Department of Marketing
Over 20 years of innovation and marketing corporate experience, across diverse industries, including FMCG, Personal Care, Pharma, and Hospitality
STUDENTS & ALUMNI

STUDENT PROFILE

Our student body comprises a mix of vibrant cultural backgrounds. The MSBA program admitted around 109 full-time and part-time students in 2023-24 intake. The students from both full- and part-time modes are from diverse educational backgrounds and nationalities. Nearly half of the class has obtained their first degree from Mainland China and Hong Kong while the rest of the class graduated from the universities in the USA, the UK, Australia, Canada, and other countries. The majority of the students possess a degree in business disciplines, such as Accounting & Finance and Economics. About 39% of the students were from non-business backgrounds, with degrees in areas such as Engineering, Information Systems Management, Mathematics and Statistics, etc.

Country of First Degree Institution
(Full-time & Part-time)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainland of China</td>
<td>18(16.5%)</td>
</tr>
<tr>
<td>Hong Kong SAR, China</td>
<td>28(25.7%)</td>
</tr>
<tr>
<td>Germany</td>
<td>1(1%)</td>
</tr>
<tr>
<td>Russia</td>
<td>1(1%)</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>7(6.4%)</td>
</tr>
<tr>
<td>France</td>
<td>1(1%)</td>
</tr>
<tr>
<td>United States</td>
<td>21(19.3%)</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>1(1%)</td>
</tr>
<tr>
<td>Philippines</td>
<td>1(1%)</td>
</tr>
<tr>
<td>Australia</td>
<td>12(11%)</td>
</tr>
<tr>
<td>Macau</td>
<td>3(2.8%)</td>
</tr>
<tr>
<td>Canada</td>
<td>15(13.8%)</td>
</tr>
</tbody>
</table>

ALUMNI PROFILE

Our full-time alumni of the last 3 intakes (2023-2024) have secured their first job after completing the program.

EDUCATION BACKGROUND

Undergraduate Major
(Full-time & Part-time)

<table>
<thead>
<tr>
<th>Major</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting &amp; Finance</td>
<td>4(4%)</td>
</tr>
<tr>
<td>Business</td>
<td>16(15%)</td>
</tr>
<tr>
<td>Mathematics/Statistics</td>
<td>11(10%)</td>
</tr>
<tr>
<td>Economics</td>
<td>16(15%)</td>
</tr>
<tr>
<td>Business</td>
<td>30(28%)</td>
</tr>
<tr>
<td>Physics</td>
<td>1(1%)</td>
</tr>
<tr>
<td>Other</td>
<td>12(11%)</td>
</tr>
</tbody>
</table>

Years of Working Experience
(Part-time)

<table>
<thead>
<tr>
<th>Years of Working</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>36(33%)</td>
</tr>
<tr>
<td>3-5</td>
<td>16(15%)</td>
</tr>
<tr>
<td>6-10</td>
<td>12(11%)</td>
</tr>
<tr>
<td>11-20</td>
<td>3(2.8%)</td>
</tr>
<tr>
<td>21+</td>
<td>2(1.9%)</td>
</tr>
</tbody>
</table>

ALUMNI PROFILE

They have embarked on their career journeys including but not limited to Accounting, Finance and Banking, E-commerce, Marketing, Consulting and Information Technologies. Their job functions also span across Data Analysis, Accounting, Finance and Banking, Research and Consulting.
TESTIMONIAL

Joyce Wu
2017 Intake
Company & location: McKinsey & Company, Hong Kong
Current position: Manager

“Though a fast-paced 12 months with the MSBA program, it was one of the most fruitful periods that I have spent among its enriched curriculum, job hunting process, capstone project, and university events. I appreciated the career service provided by the program, where I received valuable advice and prepared for the job market. I have acquired several hardcore skills in data analytics and modeling. Most importantly, I learned how to break down and synthesize problems in different scenarios which has benefitted me in my career journey in management consulting. I would be proud to say that the days and nights staying at HKUST library with my teammates in debugging hypotheses and testing model suitability has trained my persistence to get the toughest parts down during my engagement with clients.”

Ho Sun Lok
2020 Intake
Company & location: Citi, Hong Kong
Current position: Senior Vice President, Global Lead in Valuation Control Digital and Innovation

“It has been a great experience in the HKUST MSBA program. It brought positive impact to my career progression by transforming myself from a financial specialist into a data analyst with business understanding. MSBA program built a strong foundation of knowledge and equipped me with the skillset to extract insight from data and embed data knowledge into business decision. The program prepares an individual the formula of success.”

Noémie Valentini
2019 Intake
Company & location: Lian Group, Switzerland
Current position: Head of Operations

“It was a fantastic learning experience in the HKUST MSBA program for me. The program combines a high level of teaching and diversified backgrounds. The analytical skills learnt from the program are applied in business case preparations and assessments. Studying at a renowned university of HKUST was an advantage when interviewing for jobs. During my study, I took part in different career activities organized by the MSc Career Team that were very helpful with my preparation for job interviews.”

Ryan Hyong Uk Kim
2020 Intake
Company & location: Ekimetrics, Hong Kong
Current position: Senior Consultant

“Working in the data analytics field, I found it very useful to learn various topics offered by the MSBA program. The knowledge of machine learning models, high-dimensional statistics, and the practice in Excel, Python & R are skills that I apply every day. Not only this, but the program also helped me to develop business analysis skills to understand data in a business mindset.”

CAMPUS LIFE

Study and grow in a relaxing environment

HKUST is more than just a place to learn. We aim to develop our students to their full potential, preparing them to take the next step toward career success. We focus on creating a unique learning experience for each of our students and developing future business leaders who are competitive in both Asia and the global market environment.

Spread over 60 hectares in the beautiful setting of Clear Water Bay, the HKUST campus provides students with a relaxing environment in which to study and grow. Students enjoy all the benefits of a full-scale university campus in a tranquil environment. Student amenities such as banks, medical clinics, a supermarket, a bookstore, postal services, a hair salon, a souvenir shop, and a selection of Asian and Western catering outlets are located on campus. The campus is also home to a five-story library providing wireless Internet access and containing over 700,000 books, as well as periodicals, microfilms, 100 electronic databases, computer labs, a language-learning center, and a user center with multimedia resources. Swimming pools, a fitness center, tennis courts, an athletic track, and a soccer pitch are also available for use on campus.

A wide range of amenities is also provided to encourage the pursuit of extra-curricular activities/hobbies and to generally enhance campus life. These include conference and meeting rooms, common rooms and quiet rooms, workshop spaces, a darkroom, karaoke and music rooms, and a performance stage.

Public transport services are easily accessible, with the city center less than 30 minutes away. HKUST is located near Hang Hau, home to an impressive range of restaurants, malls, major supermarkets, a wet market, and Tsing Kwan-O Public Hospital. Just 10 minutes by bus from the main campus is Sai Kung, which is famous for its seafood restaurants, water sports facilities—including Hong Kong’s two major yacht clubs—and country parks, which offer a wealth of hiking, mountain biking, and camping possibilities.

State-of-the-art campus

The Lee Shau Kee Campus, including the Lee Shau Kee Business Building and the Institute for Advanced Study, was built in 2013. Located on HKUST’s main campus, the Lee Shau Kee Campus occupies about approximately 10 hectares, representing about 15% of the total campus area. Here, students enjoy state-of-the-art teaching and learning facilities, including a dedicated area in which to work on group projects and other assignments.
CAREERS & ENRICHMENT

The HKUST MSBA program prepares students to start or advance their careers. The HKUST Business School’s MSc Career and Professional Development team provides guidance and other dedicated services for all full-time MSc students to help them succeed. This guidance includes:

- Identifying students’ unique career-related interests, values, and capabilities
- Enhancing students’ job search skills, preparing them to meet workplace requirements, and helping them with career management strategies
- Providing access to opportunities for internships and full-time employment with a diverse group of recruiting firms and organizations
- Providing one-on-one career coaching and career-related workshops and other training
- Identifying students’ unique career-related interests, values, and capabilities

The MSc Programs Office also arranges various enrichment activities and networking events for MSc students. These activities enable students to network with industry practitioners, including senior management and alumni, in Hong Kong and Mainland China.

ADMISSIONS

ADMISSION REQUIREMENTS

Applicants to the HKUST MSBA are expected to have the following credentials:

**A Relevant First Degree**

Applicants seeking admission to MSBA program should have obtained a bachelor’s degree from a recognized institution, or an approved equivalent qualification.

**Work Experience**

For the full-time program, relevant work or business experience will add weight to the application under consideration. For the part-time program, two years of full-time relevant post-qualification work experience is preferred.

**English Proficiency**

- With TOEFL score in minimum 80 (iBT); 550 (pBT) or 60 (Revised paper-delivered test)
- With IELTS (Academic Module) overall score in minimum 6.5 (and ALL sub-scores in 5.5 or above)

- First language is English

- The bachelor’s degree (or equivalent) was awarded from an institution where the medium of instruction was English

**GMAT/GRE**

Applicants are highly recommended to take the GMAT/GRE test, but it’s NOT a compulsory requirement.
PROGRAM FEE & EXPENSES

The total program fee for 2024-25 intake is HK$355,000. The program fee covers tuition and course materials, excludes books, computer equipment, software licensing, caution money, visa application, travelling and living expenses in Hong Kong, etc.

SCHOLARSHIP

Admissions Scholarship
The Admissions Scholarship is a merit based scholarship to recognize outstanding candidates. All applicants will be considered for Admissions Scholarship and separate application is NOT required.

Dean’s MSc Admissions Scholarship
The HKUST Business School has established the Dean’s MSc Admissions Scholarship for outstanding HKUST UG final year students and graduates in two years admitted to the School’s MSc programs. Successful applicants will be awarded up to HK$100,000 of tuition waiver.

Targeted TPg Programmes Fellowships Scheme
The University Grants Committee (UGC) has awarded the HKUST MSBA Program as one of the eligible programs in the Targeted Taught Postgraduate Programmes Fellowships Scheme for the 2023/24 academic year. All local Hong Kong residents pursuing either full-time or part-time study in MSBA may apply for the fellowships. Successful candidates will be awarded up to HK$120,000 of tuition waiver.

Asian Future Leaders Scholarship Program
The Hong Kong University of Science and Technology (HKUST) is participating in the Asian Future Leaders Scholarship Program (AFLSP) as one of its Anchor Universities. Under the administration of Bai Xian Asia Institute (BXAI), the AFLSP provides scholarships for high-caliber students to study abroad within Asia and a platform for students and educational institutions to cultivate lasting relationships based on mutual trust and understanding essential tools for building bridges across cultures.

APPLICATION DEADLINES

Admissions operate on a rolling basis. We recommend that non-local applicants apply as early as possible to allow sufficient time for student visa, personal preparation and arrival at Hong Kong. Application deadlines for the 2024-25 intake are as follows:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Full-time Program</th>
<th>Part-time Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 Oct 2023</td>
<td>17 Dec 2023</td>
</tr>
<tr>
<td>2</td>
<td>3 Dec 2023</td>
<td>18 Feb 2024</td>
</tr>
<tr>
<td>3</td>
<td>14 Jan 2024</td>
<td>14 Apr 2024</td>
</tr>
<tr>
<td>4</td>
<td>3 Mar 2024</td>
<td>/</td>
</tr>
</tbody>
</table>

APPLICATION MATERIALS

Your application should include the following materials:

- Completed online application form
- Academic transcript(s)
- Degree certificate(s)
- GMAT or GRE score report (if applicable)
- TOEFL or IELTS score report (if applicable)
- Professional qualifications (if applicable)
- Resume / Personal Statement (NOT compulsory)
- Two academic reference letters

Applicant profiles are reviewed upon full completion of online applications and full payment of the application fee. Shortlisted applicants will be invited for admission interview. Candidates, who do not response to the invitation of admission interview, will NOT be further considered for the application.

Apply Online Now!
https://www.ab.ust.hk/applyPG
HKUST BUSINESS SCHOOL

Master of Science in Business Analytics

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Email: msba@ust.hk
Website: https://msba.hkust.edu.hk