



The City University of Hong Kong (CUHK) is the second largest provider with 128 students in 2018

Why HK's MBA providers are now banking on soft skills

New modules on Artificial Intelligence and more focus on experiential teaching over academic knowledge are changing HK's MBA agendas.

Andrew Chan, executive associate dean, Chinese University of Hong Kong (CUHK) said that their focused curriculum on digitalisation and technology through courses includes AI and machine learning, tech disruptions and innovative business models, and design thinking to help students keep up with changing times.

China's increasing presence in the international business scene has also prompted MBA providers to offer electives around the Chinese business scene and China markets.

"CUHK MBA programme stays ahead of the game by offering globally competitive programme that provides the best of international curriculum with our deep China market knowledge. Our concentration option in finance and technology is a truly focused specialisation for finance professionals whilst the entrepreneurship and innovation concentration is for aspirants to start up in Asia," Chan said.

This year, The University of Hong Kong also introduced an elective on

Students are looking for a quality and innovative programme, one that reacts and looks forward to the rapidly changing world.



artificial intelligence, borne out of a growing interest from the student body not only in the technology itself, but also in its current applications, its ethical dimensions, and its solutions for various business challenges.

"Finance and Technology courses like FinTech 101 and FinTech Analysis cater to the needs of working professionals who want to expand their expertise knowledge around finance, technology, especially on the FinTech front. In 2019, we continue to put a strong focus on China, and we have plans to introduce courses around business models in Greater Bay area-cum-Belt Road initiatives and the China business macro environment," Chan said.

Practice over theory

Another trend that has emerged over the last few years is the application of concepts to real-life situations as MBAs should prepare leaders for action, and as such practice-based learning is now becoming even more critical. Silvia McCallister-Castillo, also from The University of Hong Kong, said that this year, students can look forward to developing not only

the technical hard skills they need to get an interview, but also the soft skills to lead their teams.

For CUHK, students are prepared for the real world through field trips to countries like Chile and Zambia, where they are exposed to different elements of entrepreneurial and startup ecosystems, as well as technological innovation from the other side of the world. CUHK also embarks on outreach activities to Israel and the USA, and delegates their students to lead these activities.

"In the pipeline will be electives in the China markets, digital transformation, digital leadership & breakthrough strategy as well as FinTech & payments. We have also been in touch with some top-notch CEOs in the commercial world that would help deliver courses and talks that are essential to develop our students' skills from different perspectives," Chan said.

Who made it to the list?

The University of Chicago Booth School of Business remains at the top of the rankings with its Executive MBA Programme headed by Richard Johnson. The programme receives 80 students per part-time intake, with each intake lasting 21 months and costing \$1,355,000. The City University of Hong Kong's MBA stands at a close second, with a slight drop in the number of students from 131 in 2018 to 128 in 2019. CityU's full-time intake lasts 12 or 18 months, whilst its part-time intake goes for 24 or 36 months. The General Curriculum for CityU's full-time and part-time intakes cost \$338,000 and \$283,600, respectively.

Meanwhile, CUHK's Executive MBA is ranked third with 98 part-time students under a 24-month part-time intake costing \$635,000. At fourth and fifth places are CUHK's MBA Programme and MBA Programme in Finance, respectively. The MBA Programme hosts 99 full-time students and 155 part-time students, whilst the MBA Programme in Finance (part-time only) has 280 enrollees at present.

MBA PROGRAMMES SURVEY

MBA PROGRAMME	PROVIDER/LOCAL PARTNER	Total Number of Students		HEAD OF HONG KONG OFFICE/DEAN
		2019	2018	
Executive MBA Program (Hong Kong Campus)	The University of Chicago Booth School of Business	80 PER INTAKE	160	Richard Johnson
CityU MBA	City University of Hong Kong	128	131	Kevin Chiang
CUHK Executive MBA	The Chinese University of Hong Kong	98	98	Andrew C. F. Chan
CUHK MBA	The Chinese University of Hong Kong	254	223	Andrew C. F. Chan
CUHK MBA in Finance	The Chinese University of Hong Kong	280	293	Ming LIU
EMBA-Global Asia	Columbia Business School, London Business School, HKU Business School	50**	50	Carol Chan
HKU MBA	The University of Hong Kong	319	310	Sachin Tipnis
HKUST MBA for Professionals (Part-time MBA)	Hong Kong UST Business School	109*	110*	Tai Yuan Chen
HKUST MBA for Professionals Bi-weekly Part Time	Hong Kong UST Business School	69*	64*	Tai Yuan Chen
HKUST Full-time MBA	Hong Kong UST Business School	87*	99*	Tai Yuan Chen
Hong Kong UST EMBA for Chinese Executives	Hong Kong UST Business School	61*	60*	Yan Xu
Kellogg-HKUST Executive MBA Program	Kellogg School of Management, Hong Kong University of Science and Technology.	63	61	Judy Au
PolyU MBA	The Hong Kong Polytechnic University	188	113	Pamsy Hui
The University of Hull Executive MBA	Kaplan Higher Education	35	35	Rebecca Lui
University of Iowa Hong Kong MBA	University of Iowa Tippie College of Business	30	40	Victor S K Lee
University of Northern IOWA MBA	Hopkins Training & Education Group	116**	300**	Clara Chan
Manchester Global MBA (Part-time) Programme	Alliance Manchester Business School, The University of Manchester	NA	355**	NA

*FIGURES RETAINED FROM 2018 AS APPLICATION PROCESS IS STILL ONGOING

**FIGURES RETAINED FROM 2018

MBA PROGRAMMES SURVEY

TOTAL NUMBER OF STUDENTS		Minimum Cost (SG\$)		Duration		Number of Intakes Per Year
Full Time	Part Time	Full Time	Part Time	Full Time	Part Time	
NA	80 per intake	NA	1,355,000	NA	21 months	1
44	84	"General Curriculum (40 credits): \$338,000 One Concentration (49 credits): \$414,050 Double Concentration (58 credits): \$490,100"	"General Curriculum (40 credits): HK\$283,600 One Concentration (49 credits): HK\$347,410 Double Concentration (58 credits): HK\$411,220"	12 or 18 months	24 or 36 months	1
NA	98	NA	635,000		24 months	1
99	155	550,000	410,000	12 or 16 months	24 months	1
NA	280	NA	"511428 (RMB438000)"	NA	24 months	1
NA	32	NA	"1429937.78 (US\$182,160)"	NA	16-20 months	1
59	260	552,000	426,000	14 months	2 to 4 years	1
NA	109*	NA	450,000		24 months	1
NA	69*	NA	498,000		24 months	1
87*	NA	585,000	NA	12 or 16 months		1
NA	60*	NA	118,450 - 921,203		16 months	1
NA	63	NA	1,370,933.09 (US\$175,500)		18 months	1
NA	188	NA	288,600		2 - 4 years	1 intake per academic year
NA	35	NA	174,800		2 years	1
NA	30	NA	258,000	NA	2 years (maximum: 4 years)	12
NA	116**	NA	151900**		average 18 months**	2 to 3**
NA	355**	NA	336,800	NA	"General- 2 years Global Accelerated- 18 months Finance Accelerated- 18 months"	2