

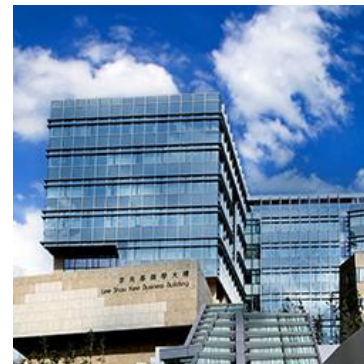
## MBA Consulting Projects - AsBAA

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13 Nov 2018

# ABOUT HKUST

HKUST is a dynamic and forward-thinking University that embraces a truly global outlook and an innovative spirit. Founded in 1991, we have rapidly established ourselves as a top global institution and built a respectable reputation in the region by aligning our world-class educational resources with the growth momentum of Asia. The University has developed a unique East-West educational ethos centered on the core values of excellence, diversity, open-minded curiosity and an upbeat “can do” spirit. As the leading Global Business School in the region, our vision and ambitions distinguish us from the rest.



# ABOUT HKUST

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We are the Leading Global Business School in Asia.

**Top 15**

MBA Program in the World  
for 9 consecutive years

Amongst the Global Top 15 MBA Programs in 2018, we are ranked:

**No.6**

Salary Increment

**No.3**

Value for Money

**No.5**

International Course  
Experience

**No.3**

International Mobility

# ABOUT HKUST

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## Where business meets technology.

To prepare our students for the future of business, we have introduced a Business Technology & Analytics track featuring these courses:

- Artificial Intelligence
- Big Data in Finance
- Big Data Technologies
- Cryptocurrency, Blockchain and Their Business Applications
- Deep Learning Business Applications with Python
- Fintech and Big Data Financial Analytics
- Portfolio Management with Fintech Application
- Technology and Innovation Management

and more...

# ABOUT HKUST

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## Diversity is in our DNA.

Our MBA program admits around 90 - 100 students per intake, you can expect to meet a diverse group of talented individuals from different countries, professional backgrounds. We have also strengthened our curriculum with exchange programs, business case competitions, career treks and field trips to help widen your global perspective. The international learning experience we provide clearly sets us apart from other programs in the region.

100

Students  
per intake

90%

International  
Students

20+

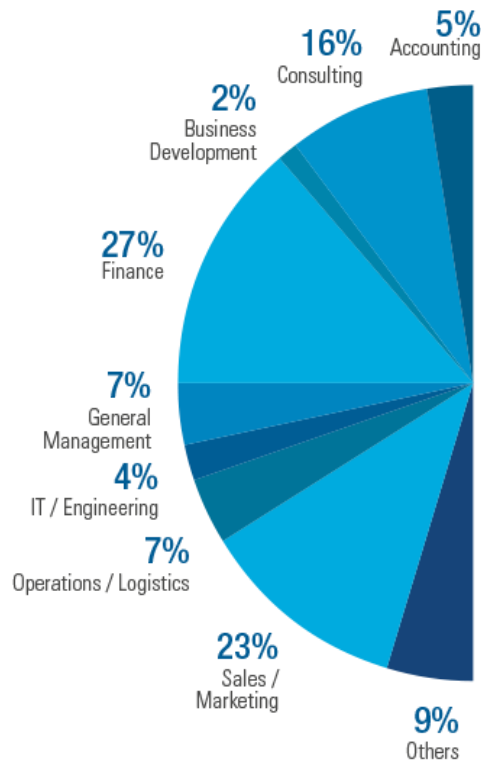
Nationalities  
Represented

World\*  
**No. 11**

International Course  
Experience

# CLASS PROFILE – INTAKE 2018

We strive to create a stimulating learning environment through our emphasis on recruiting diverse talents with dynamic, rich and varied professional and cultural backgrounds. Be prepared to participate in thought-stimulating discussions and intensive interactions with your classmates, which will crystalize your learning into applicable business skills and knowledge.



**Class Size: 89**

**Avg. age: 28 (25-33\*)**

**Avg. years of working experience: 5 (3-9\*)**

**GMAT range: 580-720\* (Highest: 760 | Median: 680)**

**Non-local nationality: 98%**

**Female: 31%**

\*Typical range

# CLASS PROFILE – INTAKE 2018

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## Regions represented

Asia :

China, Hong Kong, India, Indonesia, Japan, Malaysia, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand

Europe :

France, Germany, Switzerland, UK

North America :

Canada, US

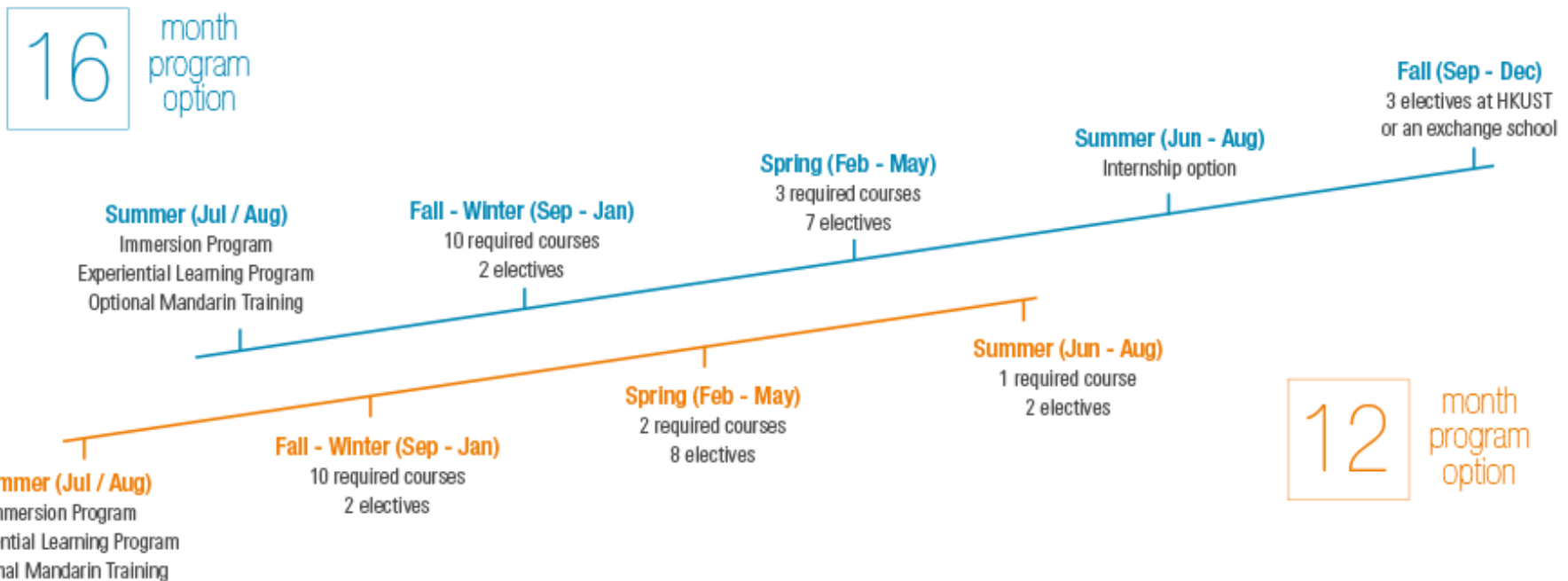
Others :

Australia, Dominican Republic, New Zealand

# CURRICULUM

## Program Schedule

We respect that each student is unique with their own learning goals and career aspirations. That is why we take great pains to personalize the program to fulfill every need and purpose. Our program lets you choose from over 70 electives across any of our six career tracks until you find your best match.





# GLOBAL BUSINESS COMPETITION

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Each year, students participate in Global Business Competitions to test their mettle against other top MBA students around the world. As a testament to our reputation as a competitive and leading business school, here are some of the recent accolades from international competitions:

- Overall Championship & Client Prompt, USC Marshall Global Consulting Challenge 2018 (Los Angeles, US)
- 1st Place, Haskayne MBA 24 Hour EPIC Case Challenge 2018 (Calgary, Canada)
- 2nd Place & Best Presentation, Odyssey Global MBA Competition 2018 (New York, US)
- 2nd Place, IBM Digital Strategy Case Competition 2018 (Washington, DC, US)
- 2nd Place & Best Q&A, University of Connecticut MBA Sustainability Case Competition 2018 (New York, US)



# MBA CONSULTING PROJECT

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In order to have help you solve business problems or conduct research, you can have HKUST MBA students to work on consulting projects. There are many advantages:



## **Additional Manpower**

Free access to additional manpower to solve your business problems or conduct research by leveraging talents from our top Asian. Students have average 5-6 years' work experience from a wide range of industries or functions.

## **CSR**

You can give back by providing exposure for MBA students in the BA/GA industry

## **Potential Talent Pipeline**

Great way for employer branding and giving students deep understanding of BA/GA

# PREVIOUS MBA CONSULTING PROJECTS

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## Hong Kong Venture Capital Association

Recommendation on membership scheme improvement



### Goal:

1. Help HKVCA boost attendance at its business events
2. Identify implementable actions to improve engagement with members and retention rate
3. Identify improvement areas for “mining” new members

### Project Involves:

- Quantitative research – target 40 survey responses
- Focus group interview – interviewed 16 members and 3-non members
- Benchmarking exercise – Research other similar associations websites and events

### Duration:

- 4 months

# PREVIOUS MBA CONSULTING PROJECTS

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## Clare.AI

Competition analysis and market identification



## Goal:

1. Get first hand understanding of the fintech and AI industry, and technology
2. Gain experience in working with startup market analysis for Venture Capital analyst opportunities

## Project Involves:

- Research on other AI competitors
- Research on various business models of chatbots
- Identify potential clients
- Recommendation on marketing strategies

## Duration:

- 5 months

# PREVIOUS MBA CONSULTING PROJECTS

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## **Alvanon**

Proposing a marketing plan for a specific product



## **Goal:**

1. Understand demographics of urban consumer in China
2. Prepare an executable strategic plan with clear scheduling and cost breakdown

## **Project Involves:**

- Desktop research
- Data analysis
- Creating a marketing plan

## **Duration:**

- 3.5 months

# FAQ

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## **Do I need to pay for these projects?**

Students will be working on pro-bono basis.

## **How do I get students on board?**

We recommend:

1. Conducting a presentation to students including background of situation and goals.
2. HKUST Career Team can help you collect resumes of students.
3. We recommend a short interview for screening suitable students and providing direction and expectation management.
4. We recommend identifying a student project leader to be your main liaison person throughout the project.

## **Do I need to arrange any work visa?**

No. Students can work on the project using their student visa as the project is arranged by the school.

## **What's the recommended duration & timing?**

3-5 months. We recommend to start project in or after February due to course structure.

## **What else do I need to pay attention for?**

You might need to ask students to sign non-disclosure agreement.

# THANK YOU!

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MBA



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