Master of Science in Global Operations

Success through Operations Excellence
ABOUT
HKUST BUSINESS SCHOOL

Established in 1991, the School of Business and Management at the Hong Kong University of Science and Technology (HKUST Business School) is young, dynamic and very well respected for the quality of its programs and the impact of its research.

We are the first business school in the region to be awarded accreditation by both the US-based Association to Advance Collegiate Schools of Business (AACSB International) and the European Quality Improvement System (EQUIS). The degrees offered by the HKUST Business School are recognized worldwide.

We are recognized as “Asia’s youngest but most respected business school” (Financial Times). Our programs are highly regarded for their cutting edge design and delivery, and are consistently ranked among the very best in the world by international media.
Financial Times
EMBA Rankings 2007, 2009-2013, 2016-2017

**WORLD’s NO. 1**
Kellogg-HKUST EMBA Program

Financial Times
Global MBA Rankings 2010-2014, 2016

**ASIA’s NO. 1**
HKUST MBA Program

University of Texas at Dallas
Research Rankings Since 2005

**ASIA’s NO. 1**

Financial Times

“Asia’s Youngest But Most Respected Business School”

The Economist

“One Of The World’s Best Qualified Faculties...”
Welcome!

Global operations are about the production and delivery of services and goods in a global environment and they form the cornerstone of organizations today. It is my pleasure to introduce you to our transformative Master of Science in Global Operations program (MSGO), which develops talents who go on to face the challenges from global operations.

Through world-class research, award-winning teaching, invaluable enrichment activities and career coaching, we will equip you with the tools to work in an environment that crosses cultures and national boundaries.

I am very proud that our alumni are working in diverse industries such as banking, technology start-ups, consulting, logistics, global manufacturing, to name just a few, and they are making an impact on organizations throughout the world. Their success attests to the on-going success of our program.

I encourage you to consider joining our vibrant MSGO community and take a step further in preparing yourself for tomorrow’s business challenges.

Prof. Qing LI
MSGO Academic Director
PhD, University of British Columbia
Program

Program Design

The HKUST MSGO Program is a one-year full-time program. Its goal is to provide a distinctive postgraduate education to qualified students who have already completed a recognized bachelor degree and are interested in managing business operations on a global scale.

The program is designed to equip students with tools and understanding essential in the management of service operations, manufacturing operations, and supply chains. Students can choose to be in Operations Analytics stream or Operations Management stream when taking electives based on their background and career interests.

Joint with Yale University, the program offers a double-degree option. Selected students spend their first year at HKUST and the second year at Yale and receive two degrees after they satisfactorily complete all requirements. The program also collaborates with several leading European business schools on exchange programs.
Program Schedule

The program commenced in mid-August with a series of Orientation activities before the courses start. Students will take general core courses, required courses and elective courses in Fall, Winter and Spring term respectively.

Throughout the program, students also need to take a compulsory 1-credit elective: OM Enrichment Workshops which include executive series, and company visits, etc.

Depending on availability of opportunities, students can work on internships or graduate employment in the summer.

SAMPLE PROGRAM SCHEDULE

**Term 1 (Fall)**
Sep - Dec
- General core courses
- Required courses
- Elective courses specializing in the area of operations management and operations analytics

**Term 2 (Winter)**
Jan
- Elective courses specializing in the area of operations management and operations analytics

**Term 3 (Spring)**
Feb - May
- General core courses and elective courses specializing in the area of operations management and operations analytics
- OM Enrichment Workshops
- International Exchange (optional)

**Optional Internship (Summer)**
Jun - Aug
- Optional summer internship
  (not program required)

**Optional Double Degree Program at Yale University**
- One-year Master of Management Studies in Global Business and Society
Program Curriculum

Students are required to complete a total of 30 credits of coursework of general core, required and elective courses. Students are eligible to take up to 34 credits at no extra costs. Subject to the approval of the MSGO Academic Director, students may apply for credit transfer or course substitution of no more than three courses (6 credits) in the program.

**General Core Courses (14 credits)**
- Corporate Finance
- Data Analysis
- Global Macroeconomics
- Managerial Accounting Foundations
- Managerial Communication
- Marketing Strategy and Policy
- Operations Management

**Required Courses (4 credits)**
- Business Modeling and Optimization
- Global Supply Chain Management

**Electives* (a selection of 12 credits)**
- Big Data Analytics
- Business Analytics in R
- Demand and Revenue Management
- Effective Negotiations
- Electronic Commerce and Web Analytics
- ERP and Enterprise Systems Management
- Global Operations Strategy
- Managing Financial Services Operations
- OM Best Practices
- OM Enrichment Workshops
- Operational Mindset– Key to Maximizing Career Potential
- Project Study
- Quality Management

*Offering schedule is subject to availability.
**General Core Courses**

**Corporate Finance**
Valuation of cash flow streams (PV of cash flow streams, annuities, and perpetuities); valuation of bonds; valuation of stocks using dividend discount model; capital budgeting decisions (NPV, IRR, payback); capital structure; limits to the use of debt (trade-off models); estimation of cost of debt and equity; WACC; terminal value.

**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.

**Global Macroeconomics**
This course covers the basic theory of short run macroeconomics, as it has developed since Keynes. The basic framework will be the "IS-LM" equilibrium method, in which we analyze the major markets which affect the macroeconomy - labor, output, money and foreign exchange markets by studying positions of general equilibrium in them. This framework will be used to analyze fiscal and monetary policies.

**Managerial Accounting Foundations**
Use of accounting data in decision-making, financial planning, control, and performance evaluation within organizations.

**Managerial Communication**
Communication skill ranks at the top of contributors to job effectiveness, satisfaction and success. Managerial communication gives students an opportunity to improve their ability to communicate efficiently and effectively as a manager and to develop those critical communication capabilities that students will need as a business leader.

**Marketing Strategy and Policy**
Strategic marketing objectives and implementation of strategies through pricing, distribution channels, promotion and new-product decisions.

**Operations Management**
Introduction to management of business processes that produce goods or services: topics include operations strategy, process analysis, queuing systems, inventory management, quality management, process improvement and other important issues.

**Required Courses**

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

**Global Supply Chain Management**
Supply chain uncertainty and market fluctuation, information distortion and visibility, supply chain coordination and integration, supply chain incentives, flexibility, and design for supply chain management, supply chain strategies.
OM Best Practices
Operations Management (OM) deals with the production and delivery of goods and services. Eight applications in OM will be covered in this course. The principal purpose is to expose students to a wide range of good case histories in order to enhance their repertoire and experience in OM.

Operational Mindset – Key to Maximizing Career Potential
One of the most noticeable gaps in any aspiring leaders as they climb the corporate ladder is the inability to translate strategies into action. In fact, the absence of an operational mindset prevents many from maximizing their potential. This course offers a strategic yet pragmatic peek into the challenges of the corporate world, and demonstrates how an operational mindset is the key to making things happen and getting things done.

Project Study
This course offers a unique opportunity for the students to participate in real business projects and to apply what they have learned in other courses in solving business problems. Student teams will work under faculty supervision to solve global operations management related problems and identify improvement opportunities for both service and manufacturing businesses. They will also gain practical experience in planning and executing a real business project.

Quality Management
Concepts and strategic importance of quality, organizational aspects, total quality management, six sigma quality, quality and productivity improvement programs, quality costs and economics. Applications in industrial and service sectors.

Electives 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.

Business Analytics in R
The course intends to introduce students to modern data analysis using R, with an emphasis on business, in particular, financial applications. Main topics to be covered include data exploration methods, regression analysis and time series analysis.

Effective Negotiations
This course focuses on two-party negotiations in a wide variety of settings ranging from simple buyer-seller bargains to complex, multiple-issue strategic relationships.

Electronic Commerce and Web Analytics
This course offers essential knowledge and tools for managers of e-business. Topics include e-commerce models, web analytics, Internet marketing, Internet pricing and strategy, web-based personalization, online-intermediaries, etc.

ERP and Enterprise Systems Management
Concepts and practices of enterprise resource management; enterprise resource planning systems and applications, integrated systems approach to managing major business processes, business information reports and analyses.

Global Operations Strategy
This course covers topics in aligning strategy to operations, especially in a global context; the impact of operations have on the financial performance of a company, basic casual modeling of strategic operations impact on industrial organizations, the value creation in value chain process and its implication to the operations strategy of an organization.

*Offering schedule is subject to availability
Faculty

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

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.

In the University of Dallas Ranking of research publications of business schools worldwide, we are ranked in the top 20 in operations management research based on publications over the last five years.

The knowledge gained from our research brings both currency and relevancy to classroom teaching. Many of our faculty members have also won the prestigious Franklin Prize for Teaching Excellence.

Industry Collaborations

Our faculty members maintain very close contacts with the business world. They often asked to be consultants in technology transfer projects, and to provide senior executive training for multinational companies. Many corporations have benefited from their expertise. The Centre for Marketing and Supply Chain Management also organizes annual events that involve leading corporations in the region.

To enhance learning and expose students to current practices, we organize regular luncheon seminars in which speakers from industry share their experiences. Several elective courses in the program are taught by senior executives from industry.
Featured Faculty

Prof Shaohui ZHENG
Head / Chair Professor
Dept. of ISOM
(PhD, Columbia University)

Professor Zheng received his PhD from Columbia University. His expertise is in supply chain management, interface of marketing and supply chains, operations of manufacturing and service systems, and applied probability models. He also serves in panels of National Natural Science Foundation of China and Hong Kong Research Grant Council, and in committees for China/international research awards. He teaches Business Modeling and Optimization in the MSGO program.

Prof Albert HA
Senior Associate Dean, HKUST Business School
Chair Professor, Dept. of ISOM
Wei Lun Foundation Professor of Business
(PhD, Stanford University)

Professor Ha received his PhD from Stanford University. His research areas include production and inventory management, incentive in operations and supply chain management. He is a Senior Fellow at the Institute for Advanced Study from HKUST. Professor Ha has received the Franklin Prize for Teaching Excellence from HKUST Business School. Before joining HKUST Business School, Professor Ha was a faculty at Yale University. He teaches Operations Management in the MSGO Program.

Prof Joseph PHI
Adjunct Professor, Dept. of ISOM
President, LF Logistics
(MBA, University of the Philippines)

Professor Phi is the President of LF Logistics, and is responsible for the global logistics and supply chain business of the Li & Fung Group. He is also the Chairman of GS1 Hong Kong, an industry-led organization promoting global standards and best practices, and is a Director of GS1 Global Management Board. He is an advisory committee member of Hong Kong Trade Development Council’s Logistics Services and an Honorary Advisor to the Asian Logistics and Maritime Conference (ALMC). He teaches Operational Mindset - Key to Maximizing Career Potential in the MSGO Program.

Prof Milind RAO
Professor of Business Practice,
Dept. of Economics
(PhD, Columbia University)

Professor Rao received his PhD from Columbia University. He has extensive research experience on topics ranging from international macroeconomics to international trade. His current research interests include value investing and the design of optimal investment strategies and portfolios. He taught at the Graduate School of Business at Columbia University and was a Visiting Associate Professor at the Stern School of Business at New York University. Professor Rao has published numerous articles in leading international journals in the fields of economic theory, macroeconomics, international trade and international finance. He teaches Global Macroeconomics in the MSGO program.
The students of 2018-19 intake form a good balance of diversity. About half of the class has obtained the first degree from Mainland China (44%) while the rest of the class gained their first degree from Australia, the United Kingdom, Canada, Hong Kong, other Asia Pacific and European countries and the USA.

Around half of the students of MSGO program were from business background while the others are from arts, engineering, logistics management and other major studies which gives a good balance of the class.
Our alumni of the last 5 intakes (2013 - 2017) have secured their first job after completing the MSGO program. More than 90% of the graduates are working in Hong Kong and Mainland China while some are working in Europe, Middle East, the USA and other parts of Asia Pacific.

They have entered various industries, ranging from Accounting & Finance (40%), to Consulting (11%), Information Technology (11%), logistics (7%), FMCG & Consumer Goods (4%), Real Estate (3%), Internet (3%), Automotive (3%) and Others (18%). Their job functions also span across accounting & finance, management trainee, consulting, logistics & operations and marketing & sales etc.

List of Employers

Accenture
Alibaba
AlphaSights
Bank of China
Barclays Investment Bank
China Development Bank
Cisco
CITIC Bank International
Coca-Cola
DELL
DjI
Ernst & Young
Flexport
Haitong International
HSBC
Huawei Technology
IBM
ICBC
JingDong
Kerry Logistics
LF Logistics
Meltwater
Meritco Services
NetEase
P&G
Tencent
Unilever
Vanke

MSc in Global Operations
Testimonial

**Tobias TRZESCHAN**
2013-14 Intake
Strategy &, Germany
Manager (Engagement Lead)

The multi-cultural set-up of the program allowed me to deepen my understanding and compatibility with other cultures and working styles to an unanticipated extent. It truly provided me with a unique multi-cultural learning experience.

The outstanding multi-cultural experience of the program and living in the vibrant and high-pace city of Hong Kong made my mind as well as resume ready for the demanding and ever-changing world of strategy consulting. During multiple project engagements around the world as a consultant, I have realized how much this initial experience helped me to excel in my new role.

**Cikey YU**
2013-14 intake
DJI Technology Co., Shenzhen
Treasury

The MSGO program gives me a memorable learning experience and helps with my career. This program comprises students from diverse academic and cultural background, which brings me interesting experience to work with students from different perspectives. The program does not only cover knowledge in operations and supply chain management, but also involves courses in business modeling, negotiations, macroeconomics, operations, etc., which are very practical in my future career. The program curriculum enables me to explore with different areas of business and helps me to identify which function I am more interested in. Staff from both the program office and career team are patient and helpful, which gives me lots of guidance and assistance in building my career path.

**Star CHEN**
2014-15 Intake
Meltwater, Shanghai
Sales Manager

Choosing MSGO will probably be one of the wisest decisions I’ve ever made. HKUST Business School has very good reputation in the world not only for the excellent teaching faculty but the very up-to-date courses set up. I really appreciate the case study we discussed in class and the interactive way of teaching and learning. Instead of passively taking in the knowledge imposed by professors, students are actively contributing their perspective and understanding about the real business problem, and getting feedback from professors later on. Essentially, there is no perfect solution for a real business issue and we are always searching for if there is an optimized one.
Lynn WANG  
2015-16 Intake  
Bank of China, Hong Kong  
Business Strategy Officer  

MSGO program provides me with opportunities to learn from the real business world. The Program Office organized seminars and trainings so that I could branch out into different industries in Hong Kong, such as supply chain management, banking, retail etc. It also connected me with alumni whom helped me analyze the pros and cons of my choices, and gave suggestions after considering my strengths and interest. This was helpful for my career development.

Daisy DUAN  
2016-17 intake  
L’Oréal, Hong Kong  
Marketing Executive  

I am always proud to say that I am an MSGO graduate. The diverse student portfolio and multicultural program setup made my MSGO year a wonderful learning journey. The challenging yet fruitful courses are close-up of the real-life business world, which help us develop entrepreneurial mindset, strategic thinking and collaboration spirits. Additionally, the MSc Program Office has a solid connection with senior executives and HKUST alumni, so students can get in touch with the professionals and enrich their social network. I really gained a lot in this intensive yet incredible one year!

Palak RAJGARHIA  
2016-17 Intake  
LF Logistics, Singapore  
Management Trainee, Lean Operations, Operations Excellence  

My one year at HKUST MSGO program was my ticket to a brighter future. Our program director said, “Use this year to prepare for the corporate world. Start at 9am and always sit straight. By 6pm, leave and enjoy HK”. The world-class university with its distinguished professors, the freedom to express, the mentorship to grow, the diversity to learn from and the platform to shine. MSGO has been my best decision! From time management to work-life balance to networking & being professional, HKUST groomed me to be a multi-cultural supply chain leader and I am ever grateful for this wonderful opportunity!
The HKUST Business School’s MSc Career & Professional Development team provides guidance and service for all full-time MSc students, which includes:

- Identifying the student’s unique career-related interests, values and capabilities;
- Enhancing job searching skills, preparing for workplace requirements and career management strategies;
- Accessing opportunities for internships and full-time employment with a diverse group of recruiting firms and organizations.

One-on-one career coaching, as well as career-related training/workshops will be provided for students when they join HKUST. The MSc Programs Office will also arrange various enrichment activities and luncheon talks for students. These will be a platform for networking with industry practitioners and senior management from industry in Hong Kong and Mainland China.

In addition, a study tour may be arranged for students during the semester break. The study tour will help students better understand the industry landscape, develop applied skills in industry and company analysis, and network with industry practitioners outside of Hong Kong.
Campus Life

HKUST is more than just a place to learn. We aim at developing our students to their full potential, preparing people to take the next step toward career success. We focus on creating a unique learning experience for each of our students, and develop future business leaders in Asia for the world.

Spread over 60 hectares in a beautiful setting in 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 relaxing environment.

Student amenities such as banks, medical clinics, supermarket, bookstore, postal services, hair salon, souvenir shop, and choices of Asian and Western catering outlets are located on campus. Other facilities include a five-storey library with over 700,000 books, periodicals, microfilms and 100 electronic databases, computer barns, wireless Internet access, a language learning center, a self-access center with multimedia resources, swimming pools, a fitness center, tennis courts, an athletic track and a soccer pitch.

A wide range of amenities are also provided to support extra-curricular activities, the pursuit of hobbies and generally to enhance the quality of campus life. These include conference and meeting rooms, common and quiet rooms, workshops and a darkroom, karaoke and music rooms, and a performance stage.

Public transport is conveniently available, with the city center less than 30 minutes away. The HKUST is near Hang Hau, home to an impressive range of restaurants, various malls, major supermarkets, a wet market and the Tseung Kwan-O Public Hospital. Just ten minutes from the main campus by bus is Sai Kung, famous for its seafood restaurants, water sports facilities—including both Hong Kong’s major yacht clubs—and country parks with a wealth of hiking, mountain biking and camping possibilities.

Lee Shau Kee Campus

Lee Shau Kee campus — including the Lee Shau Kee Business Building and the Institute for Advanced Study, was built in 2013. Located atop the HKUST’s main campus, the Lee Shau Kee Campus occupies about 10 hectares, representing about 15% of the total campus area.

The HKUST Business School is located in this new business building. Students can enjoy state-of-the-art teaching and learning facilities and an exclusive area for them to work on group projects or assignments.
Admissions

Admission Requirements
Applicants for admission to the HKUST MSGO program are expected to have the following credentials:

1. A Good First Degree
Applicants must have a bachelor’s degree with good standing from a university or a recognized institution.

2. English Proficiency
Applicants whose first language is not English, and whose bachelor’s degree or equivalent qualification* was awarded by an institution where the medium of instruction was not English, are required to fulfill the minimum English Language requirements in TOEFL/IELTS examination.
* Qualification with duration equivalent to a full-time bachelor’s degree (i.e. at least 3 years).

3. GMAT/GRE
Applicants are highly recommended to have a satisfactory GMAT/GRE score.

4. Relevant Working Experience
No minimum working experience is required. However, any relevant work or business experience will add weight to the application under consideration.

Program Fee & Expenses
The total program fee the 2019-2020 intake is HK$265,000. The program fee covers tuition of up to 34 credits of courses. Travelling and living expenses in Hong Kong are not included in the program fee.

Scholarship
Eligible candidates will be considered for admission scholarship.
Application Deadlines

We invite applications from September 2018 onwards for the 2019-2020 intake. 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. Consideration of late applications will depend on the availability of places.

Application deadlines for the 2019-2020 intake are as follows:

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<tr>
<th>Phase</th>
<th>Application Deadline</th>
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<tr>
<td>1</td>
<td>1 November 2018</td>
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<tr>
<td>2</td>
<td>15 December 2018</td>
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<td>3</td>
<td>1 February 2019</td>
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Application Materials

Your application should include the following materials:

- Completed online application form, including a personal statement
- CV/resume with photo
- Academic transcript(s)
- Degree certificate(s)
- Official GMAT or GRE score report (if applicable)
- Official TOEFL or IELTS score report (if applicable)
- Professional qualifications (if applicable)
- Two academic reference letters
- Application fee

Applicant profiles are reviewed upon full completion of online applications and full payment of the application fee. Only shortlisted applicants will be invited for an interview.

Apply Online Now

http://www.ab.ust.hk/applyPG
Success through
Operations Excellence
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