Department of Economics and Finance
Welcome
How BBA Business Economics & BBA Finance prepare students for a challenging career in economics and finance?

Topics

- Introducing EF Department
- Programmes offered by EF
- Students on Exchange
- Students on Internship
- Students in Professional Competitions
- Employers of Graduates
- Post Graduate Studies
INTRODUCING DEPARTMENT OF ECONOMICS AND FINANCE (EF DEPARTMENT)
High Research Rankings in Asia

Finance

• No. 3 (in Asia) / No. 48 (in the world) in Finance by Publications in Top 4 Finance Journals (the ASU Finance Research Rankings, 2010-2014)
• 2014 Hong Kong Government Research Assessment Exercise (RAE) results: **19% of finance publications are rated “world leading” (“4 star” as the highest performance); the 3rd highest percentage in Hong Kong in the area of finance**

Economics

• No. 1 in the top 25% institutions in Hong Kong and 6 faculty members ranked amongst the top 25% authors (IDEAS, RePEc website, accessed in October 2015)
• No. 1 in Per capita research publications in Economics (Review of International Economics, 2008)
Objectives of EF

- Equip students to meet community and industry demand
- Enrich students’ academic offerings
- Promote continuous self-improvement and life-long learning
Renowned Scholars visited EF

**Myron Scholes**

Professor Myron Scholes was the Nobel Laureates in economics in 1997. He gave speech to our students in City University of Hong Kong in Nov 2013.

**Gregory C. Chow**

Professor Gregory C. Chow, from Princeton University, is our honorary Professor. He gives speech to our student regularly.

**Thomas Sargent**

Professor Thomas Sargent was the Nobel Laureates in economics in 2011. He was invited to City University of Hong Kong to discuss the financial crisis with students in Sep 2012.

**Marco Pagano**

Marco Pagano (University of Naples Federico II)

**Andrew Karolyi**

Andrew Karolyi (Cornell University)

Professor Marco Pagano & Professor Andrew Karolyi presented recent studies on international financial markets in June 2016.
Unique Features and Strengths of EF

- Economics and Finance under one roof – synergy effects.
- EF faculty members come from Hong Kong, Mainland China, Hungary, India, Korea, Thailand, Uzbekistan, Sweden, etc: a Mini-United Nations
- EF alumni from Master and undergraduate programmes contribute as professional mentors and seminar speakers.
EF Resources for Your Professional and Personal Growth

- Business Elite Seminar Talks
- Career Preparation Workshops
- Dataset and Software
- Exchange Opportunities
- Financial Computing Laboratory / Experimental Economics Laboratory
- General Business Training
- Internship Opportunities
- Local and International Professional Competitions
- Mentoring Schemes (staff and student mentor)
- Professional Training in Economics & Finance
Dataset and Software

**Dataset**
- Bloomberg Professional Service
- Credit Rating and CIQ Capital Structure
- CEIC Asia Database Version dX
- CMA CDS data
- CSMAR
- DataStream plus Advance 4.0 Interface
- DealScan WRDS
- Economic Property Research Centre
- FactSet
- IMF
- Option Metric (IvyDB US and Global Indices)
- PACAP
- WIND Financial Database (WFT)

**Software**
- Adobe Acrobat
- E-Views
- FTS System Manager
- GAUSS
- IBM SPSS Statistics
- MathType
- MATLAB
- Minitab
- Python
- Rotman Interactive Trader Client
- SAS
- Scientific WorkPlace
- Scientific WorkPlace with MuPAD Pro 3
- STATA
- RATS (Regression Analysis of Time Series)
- Visual Studio
- zTree
CityUHK Experimental Economics Laboratory

The CityUHK Experimental Economics Laboratory supports research and teaching in the area of experimental economics and experimental finance, broadly defined. Members of the laboratory conduct interdisciplinary research on topics such as how to motivate workers, and how people make financial decisions, which have important implications for firms’ strategies, as well as policy making. The laboratory aspires to contribute significantly in terms of generating state-of-the-art academic research, and also on using the experimental approach to address important real life issues.
The Financial Computing Laboratory

The Financial Computing Laboratory aims to facilitate applied research and student consulting works on the use of technology to solve managerial issues of financial services. Research areas include:

- Algorithm trading
- Big data finance
- Intelligent customer profiling
- Hedge fund management
- Stock selection
- Financial forecasting
- Financial fraud tracking
- Anti-money-laundering detection
- Social network analysis for financial analysis
- Investor risk profiling
- Financial derivatives pricing
- Macro and systemic risk prediction
- Mobile platforms and apps for financial services
- Intelligent services management for financial institutions
- Intelligent risk management process
Programmes offered by EF

- **BBA programmes in:**
  - Business Economics
  - Finance

- **MSc programmes in:**
  - Applied Economics
  - Finance
  - Financial Engineering

- **Research Degree programmes in:**
  - Economics
  - Finance
Why study Economics and Finance?

- Hong Kong is one of the most prominent international trading and financial centers in the world.
- In this complex society, economic problems and issues arise all the time, affecting people from all walks of life (and all fields of work).
- People trained in economics and finance will have the necessary skills and means to analyze and understand the economic and financial events happening around them, and their impacts on their work, career, and life. This enhances students’ competitiveness in the market, and their employability.
BBA Programmes: Highlights

• Practice-oriented: A Financial Simulation Laboratory has been set up for practicing the application of theories to real-world situations.
  — e.g. Trading Room Workshop: students do real-world trading in financial markets
• Exchange and Internship opportunities available to students.
• A large number of EF students on Dean’s List.
• Students have won in competitions in recent years.
• Graduates working in banks, regulatory agencies, consulting firms, corporations, accounting firms Big 4, etc.
Goal: Graduate with both strong know-how and soft skills

At CityU EF: Interesting classes by dedicated professors.

• Energy in the classroom: participate, ask questions, give comments, discuss, etc.
• Keep global view of hot issues.
• Keep an inquiring mind.
• Keep abreast of current events.
Goal: Graduate with both strong know-how and soft skills

Soft skills (extremely important)

• Very good oral and written English communication skills
• Professional conduct: Ethics
• How you manage work and life
BBA Business Economics: Highlights

• This programme aims to prepare students to work as business economists.
• It provides students with solid foundation in micro- and macro-economics, quantitative and communication skills, as well as an understanding of the institutional settings in which firms operate in the Asia-Pacific region.
• We have two Joint Bachelor’s degree programmes: with Columbia University in New York and National Taiwan University in Taipei.
## Traditional Economics versus Business Economics

<table>
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<tr>
<th>Traditional Economics programmes</th>
<th>CityU’s Business Economics offered by EF</th>
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<tbody>
<tr>
<td>Strong (perhaps too much) emphasis on economic theories</td>
<td>Strike a balance between theories and applications</td>
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<tr>
<td>Applications of economics in many settings that are not focused on business</td>
<td>Applications of economics focused on business settings</td>
</tr>
<tr>
<td>Many traditional economics programmes do not focus on preparing students for jobs.</td>
<td>Co-curricula activities to prepare students as a well-rounded professional</td>
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BBA Business Economics
Required Major Core Courses

(1) Analytical skills and Economic Theories
   Mathematics for Economics & Finance
   Intermediate Microeconomics & Macroeconomics

(2) Quantitative (statistical) skills
   Econometrics
   Business Forecasting

(3) Regional focus
   Economies of China (Mainland) and Hong Kong
# BBA Business Economics
## Joint Bachelor's Degree Programmes

<table>
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<tr>
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<th>Columbia University</th>
<th>National Taiwan University</th>
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<tbody>
<tr>
<td><strong>Commencement</strong></td>
<td>September 2014 (commenced 3rd year of study)</td>
<td>September 2014 (commenced 2nd year of study)</td>
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<td><strong>Enrollment</strong></td>
<td>Up to 5 students per year</td>
<td>Up to 5 students per year</td>
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<tr>
<td><strong>Eligibility</strong></td>
<td>• 4-year degree majoring in BE</td>
<td>• 4-year degree majoring in BE</td>
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<tr>
<td></td>
<td>• Complete year 1 with at least 30 credits</td>
<td>• GPA: 3.00 or above</td>
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<tr>
<td></td>
<td>• CGPA: 3.30 or above</td>
<td>• Speak Mandarin (Putonghua) and read Chinese</td>
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<td>• English requirement</td>
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<td></td>
<td>- IELTS: overall 7.0 or above</td>
<td>- TOEFL: 100 (ibt) or above</td>
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<td><strong>Fees (in years at</strong></td>
<td>Pay the regular fees to host university</td>
<td>Pay the regular fees to home university</td>
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<td><strong>host university)</strong></td>
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</table>

Note: Students will spend around 2 years in the host university in each programme. After completion of the programme, students will have two degrees from the participating universities (i.e. City University of Hong Kong and Columbia University/National Taiwan University).
Expanding Job Opportunities for Business Economists

• Business economics plays increasingly important role
  ▪ Financial decisions
  ▪ Managerial decisions
  ▪ Policy Making (for e.g., HKMA)

• Rapid internationalization of the Greater China Region
  ▪ Business economics helps make sense of this evolving environment
Expanding Job Opportunities for Business Economists

• Analytical thinking is a very important element of success in all professions

• Analytical thinking is a particular strength of economics

• Case studies and problem solving used extensively in our curriculum to enhance analytical thinking
BBA Business Economics: Career Prospects

- Economic Consultant
- Economic Analyst
- Economic Researcher
- Management Trainee
- Corporate Manager
- Investment Advisor
BBA Finance: Highlights

• Students of BBA Finance are given vigorous training in asset valuation, financial management, portfolio management, risk management of financial institutions, derivatives, corporate valuation, fixed income securities, and international finance and banking etc.

• This programme prepares graduates for key financial management positions in the industrial, commercial, financial and governmental sectors. Graduates possess the economics knowledge, quantitative tools, problem-solving skills and analytical ability to handle financial and investment decision-making for financial institutions and non-financial corporations.
BBA Finance: Programme

College Core (First and second years)

- Methodology Components
  - Accounting, Statistics, Finance, Economics

- Supporting Components
  - Business and Management, Law
  - Communication Skills
BBA Finance: Programme

Finance Focus (Second and third years)
- Corporate Finance
- Security Analysis and Portfolio Management (Investments)
- Financial Systems, Markets and Instruments
- Derivatives & Risk Management
- Etc.

BBA Finance: Special Features

- Solid training in both theory and practice of Finance
- Emphasize interactions with other business disciplines
BBA Finance: Career Prospects

- Commercial or Investment or Private Banker
- Corporate Strategist
- Credit Analyst
- Portfolio Manager
- Risk Manager for financial institutions or non-financial corporations
- Securities (Debt and Equity) Analyst
EF STUDENTS ON EXCHANGE
Each year, many of our EF students participate in student exchange programmes and travel around the world to study with one of our many partner institutions.

Undertaking an exchange programme gives students the opportunity to explore new cultures, meet new people and discover new ways of thinking and learning.
EF STUDENTS ON INTERNSHIP
EF Students on Internship (recent years)

Employers including but not limited to:

EF STUDENTS IN PROFESSIONAL COMPETITIONS
EF Students in Professional Competitions
EF Students in Professional Competitions
Visits

- HKMA-ASTRI FinTech Innovation Hub
- Qianhai, Shenzhen
- Cyberport FinTech Smart-Space & Entrepreneurship Centre
EMPLOYERS OF EF GRADUATES
Employers of Our Graduates:

Commercial Banks:

- Bank of China (Hong Kong)
- Citibank
- Hang Seng Bank
- HSBC
- DBS
- BEA 東亞銀行
- Standard Chartered
- Dai Sing Bank
- OCBC Bank
- Bank of America
- Merrill Lynch
- Santander
- BNP Paribas
Employers of Our Graduates:

Investment Banks

Goldman Sachs
J.P. Morgan
UBS
Morgan Stanley
BARCLAYS CAPITAL
SOCIETE GENERALE
Employers of Our Graduates:

Regulatory Agencies

- HONG KONG MONETARY AUTHORITY
- SECURITIES AND FUTURES COMMISSION

HKEX

CityU
Employers of Our Graduates:

Accounting Firms, such as Big 4 Accounting Firms

KPMG
Deloitte
EY
PwC
POST GRADUATE STUDIES
Some Move On to Post Graduate Studies
We welcome you to CityU EF!
Thank you.