



HKUST DIGITAL MBA PROGRAM

(PART-TIME HYBRID MODE)

Developing Leaders in Asia for the World

Why HKUST MBA

Delve into the extraordinary world of HKUST,
where our distinctive values set us apart.

With a strong emphasis on the future of work, we equip our students with core courses such as Technology Management or electives such as ESG in China. Immerse yourself in our flagship Enhancing Professional Skills course, where four of our top faculty work together to teach you how to rapidly analyze business case situations and how to persuade board-level executives to support your vision.

BE PART OF OUR VIBRANT COMMUNITY

Part-Time Digital Program (Intake 2025)

In 2024, our MBA program proudly welcomed an impressive cohort of approximately 200 students, encompassing both full-time and part-time MBA participants. As we look ahead to Intake 2025 for our part-time (Digital) MBA program, we anticipate a class size of 40 to 50 exceptionally chosen individuals.

Every success story starts with a vision, a dream that sparks the pursuit of greatness.

#1 MBA

IN ASIA

BLOOMBERG
BUSINESSWEEK BEST BUSINESS
SCHOOL 2023-24 & 2024-25

IN HONG KONG

FINANCIAL TIMES GLOBAL MBA
2024 RANKING

IN ASIA

POETS & QUANTS INTERNATIONAL
MBA RANKING 2023-24,
A TIMES HIGHER EDUCATION
PARTNER



Part-Time Digital
Program (Intake 2024)

Avg. Years of Working Exp

12 yrs 4yrs 16yrs

Avg. Age

37 25 44

Female

54% 0% 100%

Non-Hong Kong

63% 0% 100%

A PRACTICAL AND IN-DEMAND CURRICULUM DESIGN

Our rigorous core curriculum will prepare you for a seat at the executive table.

Use our highly flexible elective curriculum to go deep on the areas that matter to you. Prepare for the future by upskilling in tech and sustainability. Go deep in finance, management or strategy to prepare for your next career. Make your own MBA.

You will receive the same degree certificate as our Full-time and Part-time (Weekly & Bi-Weekly) MBA students. The quality of your MBA classes is as rigorous and relevant as our in-person classes.



PREPARING TO LEAD IMMERSION PROGRAM

8 Required Cores

Technology Strategy and Management
Marketing Strategy
Strategic Management
Corporate Finance
Corporate Reporting
Operations Management
Managerial Microeconomics
Responsible Leadership

13–15 Elective Options (over 55% of total credits)

- AI, Innovation, and Product Management
- Crisis Leadership
- Cryptocurrency, Blockchain and Their Business Applications
- Deep Learning Business Applications with Python
- Digital and Social Media Strategy
- Digital Transformation in The Exponential Age
- Doing Tech in Asia and China
- Effective Negotiation
- Global Macroeconomics
- Investment Analysis
- Leading Virtual Teams to High Performance
- Management Consulting
- Management of Organization
- Managerial Accounting Foundations
- Managing Creativity and Innovation
- Mastering D2C Marketing
- Project Management
- Venture Capital and Private Equity
- Visualizing Data for Business Decisions

Total Credits: 45

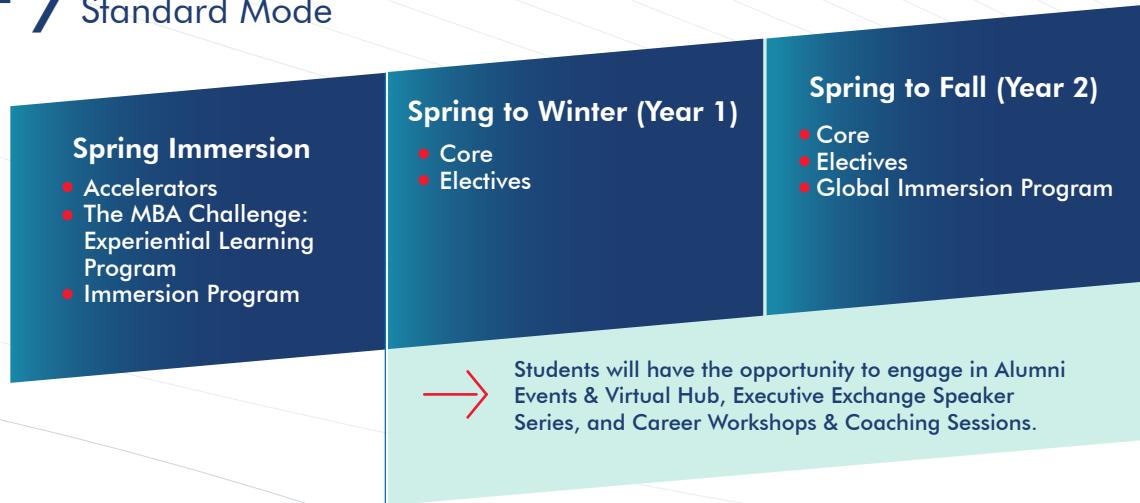
*Most courses are 2-credits. Some are 1 credit

*Career and Professional Development credits are available

The MBA Journey

Sample course planning serves as reference only

24 Month Program / Standard Mode



CLASS SCHEDULE

The course timetable is designed to cater to your schedule.



MBA Cores

Typically arranged on Saturday mornings from 9:00am to 1:00pm under normal circumstances so you can have the afternoon free for yourself.



Electives

Available during weekend daytime (from 9:00am to 5:30pm) or weekday evenings (from 7:00pm onwards). You can choose the courses that best match your interests and schedule.



Blended Class



100% Virtual Class

Pre-class preparation	3 hours	2 hours
Live virtual classes	2 hours	3.5 hours
Post-class preparation	2 hours	2 hours
Total	7 - 10 hours*	

*Actual commitment varies across different courses and students' own study progress

How You Will Learn

Blended Learning

Our blended learning structure saves you time, especially for core classes. Watch pre-recorded online lectures and access case studies on our dedicated e-learning platform anytime. Share ideas with your peers during live classes. Additionally, you are not limited to online study - DiMBA electives can be taken face-to-face if your schedule permits.

Choose Your Learning Journey

The Digital program offers valuable opportunities for in-person engagement, including networking events, optional on-campus electives, and global immersion week, fostering meaningful connections and hands-on learning.



50% Online Learning +
50% Virtual Classes



100%
Virtual Classes



Face-to-Face
Classes

Lecture-based courses are a 50/50 mix of recordings and live classes. Learn from pre-lesson exercises, short videos and real business case studies created by our world-class faculty, whenever suits you.

The other half of these courses is spent in virtual classes, experiencing live lectures in an interactive environment.

Some business skills can only be learned collaboratively. Courses on key soft skills like communication and leadership, or where discussion of case studies is at the core of learning, are delivered completely in live mode. This allows for top-quality presentations and intellectual exchange.

Elective courses can optionally be studied right here in Hong Kong (subject to availability).

Get a taste of on-campus life at HKUST by studying some modules face-to-face together with our full-time and part-time MBA students.



Global Exposure

The HKUST Digital MBA for Global Leaders (DiMBA) transcends the boundaries of online education, offering students a rare opportunity to immerse themselves in the world's most dynamic business ecosystems through our **Global Immersion Program**.

This exclusive week-long experience takes students to leading partner institutions, such as the UCLA Anderson School of Management, where they engage in rigorous learning, cultural exploration, and unparalleled networking opportunities. In the first two intakes, participants explored distinctive themes at Warwick Business School and UCLA Anderson, gaining cutting-edge insights tailored to the academic and industry strengths of each institution.



What is included? →



Dynamic Workshops

Engage in interactive sessions led by world-class faculty on topics such as technology, innovation, and entrepreneurship.



Company Visits

Gain behind-the-scenes access to global companies, exploring best practices and innovative business strategies.



Cultural Immersion

Experience the local culture, history, and business environment through curated tours and events.



Networking Opportunities

Build meaningful connections with industry leaders, alumni, and peers to expand your global professional network.



The Opportunity It Brings

The Global Immersion Program bridges the gap between digital learning and real-world application. By delving into disruptive technologies, transformative business strategies, and emerging global trends, students gain invaluable perspectives and practical insights.

Through firsthand exposure to innovation hubs and thought leaders, participants enhance their leadership capabilities, expand their global networks, and return to their organizations with bold, actionable ideas to drive change.

FOSTERING CONNECTIONS BEYOND THE CLASSROOM

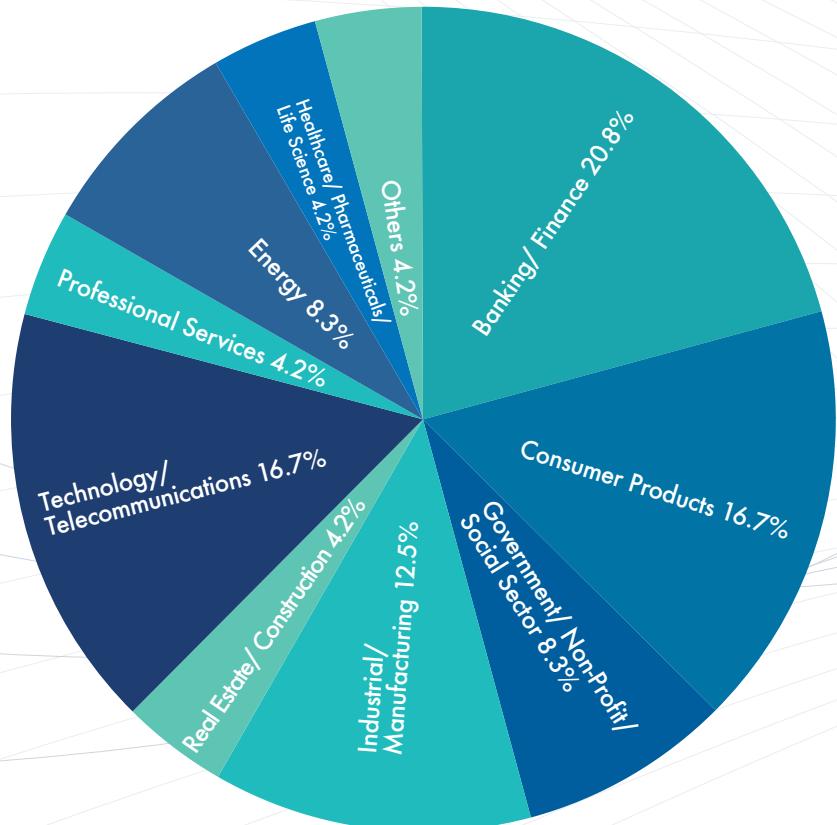


At HKUST, we believe that the true essence of an MBA program extends far beyond the classroom walls. Our students are not only keen learners but also proactive leaders who take the initiative to create impactful experiences for their peers.



Learn With a High Achieving and Diverse Group of Classmates

Part-time (Digital)
Intake 2024



Extensive Industry Connections

Professional backgrounds of our
Part-Time (Digital) MBA Students
Intake 2021 - 2024

• Actmax Limited

• Alvarez and Marsal

• Bank of Communications
(BOCOM Fintech)

• Best Mart 360
Holdings Limited

• Cathay Pacific
Airways Limited

• Citigroup

• China CITIC Bank
International Limited

• Christian Dior Couture

• CLP Power

• Deloitte Advisory
(Hong Kong) Ltd

• Eureka inc
(Match Group, inc.)

• FandMnet Co., Ltd

• Fast Retailing (Uniqlo)

• Gencor Pacific Limited

• Hang Seng Bank

• HSBC

• Industrial and Commercial
Bank of China (Macau)
Limited

• JPMorgan

• Kelun Biotech

• LG Display Taiwan Co. Ltd.

• Mastercard

• MS&AD InterRisk

• Microsoft

• Mitsui Fudosan Co., Ltd.

• Morgan Stanley

• Nike China HK
Holding Limited

• Nvidia

• Ola Tech

• Prasannam Jewels

• Plan International Ltd. Co.

• River Fishery Company Limited

• Schroders Investment
Management

• Shanghai Aegean
Commercial Group Co., Ltd.

• Sumitomo Mitsui Banking
Corporation

• Tan Tock Seng Hospital

• Tencent

• The Pokémon Company

• The Repeat Group

• Trip.com Group

• Twyford International

• Venchi SPA limited

• Volkswagen

• Xiaodu Tech
(and Baidu online)

Access to Entrepreneurship Center Commitment to Supporting Entrepreneurship & Innovation

As of November 2024, HKUST members have founded over **1,800 active start-ups**, including **10 Unicorns** and **16 exits** (IPO or M&A), generating economic impact worth over HK\$400 billion.

World-Class Faculty

It takes the best teachers to bring out the best in students. Our faculty includes renowned scholars from prestigious global institutions, as well as business leaders with experience at leading companies. Sharing their valuable insights and real-life business experience, they will challenge you and inspire you to make a lasting difference.

Over **150+** Faculty
from 25 Countries in HKUST



Prof. Xuan Wang
PhD, New York University



Prof. Tat Koon Koh
PhD, Carnegie Mellon University
Former Entrepreneur



Prof. David Hagmann
PhD, Carnegie Mellon University
Postdoctoral Fellow,
Harvard Kennedy School of
Government, Harvard University



Prof. Ekkachai Saenysiri
PhD, The City University of New York



Prof. Jiewen Hong
PhD, Northwestern University

Research and teaching focus:
Supply Chain Management,
Operations/manufacturing
Flexibility Design and Analysis,
Revenue Management and
Online Marketplaces

Research and teaching focus:
Digital economy, Digital marketing,
Open innovation and
Crowdsourcing, Platform design
and strategy, Tech startups

Research and teaching focus:
Information, Persuasion,
Behavioral Economics,
Judgment and Decision Making

Research and teaching focus:
Corporate finance, Investments,
International financial markets,
Asset pricing

Research and teaching focus:
Consumer Information Processing,
Subjective Experiences in
Consumer Judgment, Affect and
Consumer Judgment



Prof. Bradford Bitterly
PhD, The Wharton School,
University of Pennsylvania



Prof. Jeevan Jaisingh
PhD, Management Information
Systems, Purdue University
Former Tech Consultant



Prof. Paul Kitney
Former Chief Equity Strategist (Asia-Pacific)
for Daiwa Capital Markets (Hong Kong) Ltd
and former investment strategist at
Morgan Stanley and BlackRock



Prof. Tony Shieh
PhD, New York University



Prof. Stephen Nason
PhD, University of Southern California

Research and teaching focus:
Negotiation, Power and Status,
Trust, Communication

Research and teaching focus:
Information Systems, Business
Statistics, Operations
Management, Economics of
Information Systems, Information
Security and Privacy, Electronic
Commerce

Research and teaching focus:
Information and Learning in
Macroeconomics and
Finance, Monetary Economics,
Empirical Macroeconomics

Research and teaching focus:
International accounting,
Corporate governance,
Data analytics in accounting

Research and teaching focus:
International management and
culture, Human resource
management, Organizational
learning and Organizational culture

A LIFELONG ACCESS TO THE COMMUNITY



- Alumni Network with **6,500+** MBA Alumni
- **100,000+** HKUST Alumni in 70+ Nationalities



EMPOWERED BY EDUCATION



Chasing dreams, building legacies.

HKUST MBA boasts a strong alumni network comprising business leaders in major global corporates, finance, consulting, family business and entrepreneurs.

They serve as mentors, providing guidance and inspiration to current students. Alumni actively contribute to the society by leading not-for-profits or public services. The HKUST alumni network exemplifies the university's commitment to fostering well-rounded graduates who excel professionally and contribute to society. The network offers invaluable networking opportunities, mentorship, and a supportive ecosystem for lifelong learning.



Dr. Kanie Siu

CEO of Plan International
Hong Kong,
MBA Alumna from Class of
2002



Mr. Benno Jaeggi

Consultant of Egon Zehnder,
MBA Alumnus from Class of
2006



Mrs. Irene Tse

Managing Director,
Country Head of Business
Banking of HSBC Bank (China)
Company Limited,
MBA Alumna from Class of
2004



Mrs. Jelly Zhou

CEO (Hong Kong),
Hong Kong Technology
Venture Company Limited,
MBA Alumna from
Class of 2013



Mr. Terry Tsang

CEO of Madhead,
MBA Alumnus from
Class of 2018



Mr. Herbert Lee

Partner of Bain & Company,
MBA Alumnus from
Class of 2011



Mr. Keith Chan

Chief Financial and
Technology Officer of
McDonald's Hong Kong,
MBA Alumnus from
Class of 1999



Mr. Saket Jha Saurab

Director,
Content & Partnerships of
Snap Inc.
MBA Alumnus from
Class of 2006

STUDENTS AND ALUMNI EXPERIENCE



Orathai Singhaudomchai
(Intake 2021), DiMBA
Pre-DiMBA: First Senior Vice President at Siam Commercial Bank

It is a challenging experience, given my busy life and other commitments, but it turned out to be one of the best decisions I've ever made. The flexibility of the DiMBA program really helped me streamline my studies and equipped me to grow as a leader with an entrepreneurial mindset and expand my knowledge of the business world.

It's crucial for banking people to be able to speak both business and technology languages, studying an MBA will help to bridge the gap between these two worlds. Through DiMBA, I'm able to speak both business and technology languages, with the advantages of proximity of China and availability of digital MBA course in HK, my choice went to HKUST.



Jens Kaufhold
(Intake 2021), DiMBA
Pre-DiMBA: General Director – CFO at Technische Hochschule Nürnberg Georg Simon Ohm

HKUST's DiMBA program uniquely tackles global and daily business challenges by offering practical solutions across industries. Its flexible schedule and curriculum equip me with the skills to navigate the evolving business landscape and lead with innovative solutions in today's interconnected world.

The Digital MBA program enabled me to obtain a world-class education while enhancing my professional network, all without sacrificing time for my family, career, and sports. It is the perfect program for busy executives with multiple obligations.



Abhishek Kumar
(Intake 2021), DiMBA
Pre-DiMBA: Software Testing Chapter Lead at Deloitte

To further develop my career, the DiMBA program provides me with essential leadership skills for the evolving digital landscape. The blended learning mode of the program provides me with great flexibility to accommodate my work and personal schedules.



Inna Kim
(Intake 2024), DiMBA
Pre-DiMBA: Director of Software Development at GuoWang Technology

Romain Buisson
(Intake 2022), DiMBA
Pre-DiMBA: ASEAN & Hong Kong Business Manager at Guerbet Asia Pacific

Through the HKUST Digital MBA program, I hope to achieve the C-level, either as a CDO/CTO/CEO, for example, in the printing industry, or as a founder and CEO of my own business. The latter includes developing my own business ideas and fostering a supportive environment for a successful business.



Ron Ruigrok
(Intake 2023), DiMBA
Pre-DiMBA: Head of E-commerce and Operations at The Repeat Group

One of the most valuable aspects of the HKUST MBA program is its diverse and dynamic learning environment, where innovation meets collaboration. I am eager to engage with a global cohort of professionals from different industries, cultures, and backgrounds, which will provide a rich exchange of ideas and perspectives.



Ilias Trachanas
(Intake 2024), DiMBA
Pre-DiMBA: Deputy Director on Research at Energy System Researches LLP

The HKUST MBA program has been an inspiring and transformative experience, providing ample opportunities to connect with great leaders and delve into thought-provoking topics. In class discussions has not only enhanced my professional skillset but also fueled my passion for lifelong learning, making it a truly rewarding journey.



Pat Ma
(Intake 2024), DiMBA
Pre-DiMBA: Accounts Director at Nike China Holding HK Limited

PART-TIME PROGRAM REQUIREMENTS



Admissions Requirements

STEP 1 CV

- Bachelor's Degree
- Full-time Work Experience - min. 5 years
- English Test Score - Required if UG/PG was not taught in English
- GMAT / GRE Score - Mandatory for all Applicants. Part-time MBA applicants with more than 7 years of full-time work experience are eligible to apply for a GMAT waiver, which is subject to approval.

STEP 2 Referee Recommendations

STEP 3 Essays

STEP 4 Admissions Interview



Apply Now

Application Deadlines:
Round 1: April 23, 2025
Round 2: June 18, 2025
Round 3: August 27, 2025
Round 4: October 22, 2025



Scholarships and Professional Awards are available to outstanding MBA candidates

To support bright minds from around the world with a wide range of expertise and experience, HKUST MBA offers different scholarships and professional awards for our applicants.

Contact Details:

+852 2358 7539 / mba@ust.hk



Join our Event



Schedule Consultation

HKUST MBA

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HKUSTmba

Disclaimer:

Information herein on the HKUST Part-time MBA Program is subject to change without prior notice. Where the circumstances so require, the School reserves the right to cancel or discontinue the program, or to make changes to, amongst others, its curriculum, schedule, venue, instructors or mode of delivery, including the adoption of online or hybrid mode of teaching in place of face-to-face teaching.