To: Freshmen of the HKU Business School,

Message from the Dean

A warm welcome to our family!

The past year, by any measure, is a very special year, and will surely go down in the history book as one of the most challenging years in Hong Kong, the region and perhaps the world. Through your perseverance, hard work and dedication for knowledge acquisition, you overcame various obstacles and challenges in your final year of high school, and I am delighted that you have chosen to pursue your undergraduate education at HKU Faculty of Business and Economics (HKU Business School). Congratulations!

With the coronavirus pandemic still raging across the world and Hong Kong trying to control the current wave of cases, your first year of college life at HKU will not be without challenges. For some time of the year, you will not be able to experience campus life, not to see your professors in person, not to meet your classmates and do all sorts of fun activities, experiences you have been longing for in high school. You will need to overcome challenges brought about by on-line learning. So on and so forth.

I am confident that you have the courage and strengths to overcome these difficulties, just as you have done so in getting in here. The pandemic will be over eventually, and you will become stronger after all these experiences. I want to assure you that all of us at HKU Business School will try our very best to make your learning and college experiences as valuable and memorable as possible. We will invest in on-line learning technologies to improve teaching quality, and leverage new technologies to bolster innovative learning experience and promote boundless knowledge creation. Let us work together to turn challenges into positive learning opportunities.

HKU Business School is also a place for you to unleash your potential with a diverse range of experiential learning and enrichment opportunities, as well as to pursue your dream freely. We are committed to equipping students with the cutting-edge knowledge and skillset, aiming to empower them to address unforeseeable challenges encountered in business career development in future. While exploring the unknown, don’t be afraid of setbacks and don’t be afraid of asking for advice. We are always here to offer support and assistance. As long as you pursue your dream with perseverance, you will succeed in HKU.

As year 2021 marks the 20th anniversary of HKU Business School, we are working hard to build our School into a world-class institution forging for 21st century. We are going to redevelop the Pokfield Road Site into an iconic academic, cultural and sports complex with state-of-the-art facilities as our new home. There will be many other exciting major developments and initiatives in celebration of this important milestone. Please stay tuned and we count on your support to make this anniversary a remarkable one.

You are not only leaders of the future, but also the generation chosen by this era. Enjoy your college life at HKU Business School. I look forward to meeting you all on campus soon.

Professor Hongbin Cai
Dean
Chair of Economics