



For immediate release

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## New Business Degrees at HKUST Offer Wider Choice

New undergraduate degrees will offer a broad education to business students at the Hong Kong University of Science and Technology from September.

"Employers are looking for graduates with broad perspectives, not functional specialists," says Dr Patrick Chau, undergraduate director of the School of Business and Management at HKUST. "They'd rather provide in-house training to new employees than hire people with limited knowledge."

In a new dual-major program, students will be able to opt for two major subjects, choosing from economics, finance, information systems, marketing, and management of organizations and operations management. The only discipline not included is accounting, where professional accreditation requirements make participation in a dual program impossible.

One degree will be awarded, with the dual areas of study recognized in the degree title. Students will have to complete the program within the normal period of study.

In addition, a new, general degree in business management will allow students to study a range of business subjects, rather than concentrate in one or two areas.

"Students now applying to HKUST through JUPAS will have a much greater choice," says Dr Chau. "After core subjects have given them a solid business grounding, they can choose to study one or two areas in depth through the dual degree or opt for broad training with the general degree."

### **Note to Editors:**

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