

*MSc in*  
**Accounting and  
Finance Analytics**  
(Mixed-mode)

2024-2025

## CONTENTS

- 02 Why PolyU
  - 02 Why PolyU Business School
  - 03 Dean's Message
  - 04 Head's Message
  - 05 Director's Message
  - 06 MSc in Accounting and Finance Analytics (Mixed-mode)
  - 10 Enquiries
- 
- An abstract graphic consisting of numerous thin, curved lines in various colors (blue, green, yellow, red, purple, orange) that sweep across the bottom half of the page, creating a sense of motion and depth.

## WHY POLYU

- Providing application-oriented education since 1937
- Collaborating with over 280 institutions
- Offering over 160 taught programmes
- Working on over 2,750 research projects

### International Rankings

**#02** QS World University Rankings: Sustainability 2023 (Hong Kong)

**#04** Times Higher Education (THE) World University Rankings 2023 (Hong Kong)

**#06** QS Top 50 under 50 (for universities under 50 years old) 2021 (Global)

**#14** Times Higher Education (THE) Asia University Rankings 2023 (Global)

## WHY POLYU BUSINESS SCHOOL

- A comprehensive portfolio of academic programmes
- Over 170 world-class scholars including specialists in accounting, finance, logistics, management, marketing, and transport
- Research and specialist centres facilitate single and multidisciplinary studies
- International context and culturally diverse environment
- Network of 54,000 alumni

### Accreditations



### International Rankings

**#01** Clarivate Web of Science 2019-2021: Shipping Research

**#04** ShanghaiRanking Global Ranking of Academic Subjects (GRAS) 2022: Management

**#27** Times Higher Education (THE) World University Rankings 2023: Business & Economics

**#52** UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings based on Research Contributions 2018-2022



## DEAN'S MESSAGE

Welcome to the Faculty of Business of PolyU.

Faculty of Business, popularly known as PolyU Business School (PBS), is a world-class business school that offers high-quality academic programmes and leads cutting-edge research in business and related disciplines. We are proud to have achieved accreditations from AACSB International (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

Dedicated to the pursuit of ***Innovation-driven Education and Scholarship (IDEAS)***, PBS engages stakeholders to deliver societal impact in a sustainable way, with a focus on Hong Kong and the Greater Bay Area. Through our educational programmes, partnerships, and close links with industry and the professional community, we strive to transfer knowledge and technology to the wider community.

Our comprehensive portfolio of undergraduate and postgraduate programmes, many of which are recognised by professional bodies, cover key areas such as accounting, ESG, finance, logistics, management, marketing, shipping, and transport. In addition to the BBA, MBA, DBA/DMgt, DFinTech, and specialised master's degrees, our research programmes also lead to the MPhil and PhD awards.

To maintain currency of our academic programmes and specialist consultancy, our faculty members undertake pioneering and impactful research, both within and across their disciplines, facilitated by our Case Consortium and centres for branding and marketing, digital transformation, financial technology, leadership and innovation, maritime studies, shipping and logistics, and sustainability and entrepreneurial finance. Our research has been ranked 52nd in the world (*The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2018-2022*).

We welcome you to join our community of over 170 world-class scholars from around the world, 4,900 students, and 54,000 alumni.

**Ir Prof. T.C. Edwin Cheng**

*IASCYS Academician, FHKEng, ScD, PhD*

Dean, Faculty of Business

Fung Yiu King – Wing Hang Bank Professor in Business Administration

Chair Professor of Management

## HEAD'S MESSAGE



Welcome to the postgraduate programmes offered by the School of Accounting and Finance of the Faculty of Business at The Hong Kong Polytechnic University.

We are the first university in Hong Kong with an accounting department producing well established business managers and developing a large base of alumni. According to the University of Texas at Dallas (UTD) Top 100 Worldwide Business School Rankings based on research contributions to 24 leading business journals between 2018 and 2022, our Faculty has been ranked 52nd in the world.

Our mission is to bring cross-discipline research into the classroom. We combine the best of both worlds of academia and real business. Our curriculum shows you how theories apply in today's business world. Today, technology brings disruption to the business; we offer technology-emphasized courses and workshops to deal with this trend. You will walk away from class well prepared to apply cutting-edge and up-to-date theories and practices in accounting and finance to your business decision-making.

Our Accounting and Finance postgraduate programmes foster professional, intellectual and personal development of business executives in the fields of accounting and finance. We work in close partnership with relevant professional institutes to develop these programmes so as to reflect the state-of-the-art accounting and financial practices. You will develop new perspectives and understanding, and be well prepared for the business challenges of today and tomorrow. Join us and you will be better equipped for continued success and future challenges where it counts most – in the real world.

A handwritten signature in black ink, appearing to be 'Nancy Su', written in a cursive style.

**Prof. Nancy Su**

Head and Professor  
School of Accounting and Finance



Mission statement:

**NURTURING FUTURE-READY LEADERS IN  
ACCOUNTING AND FINANCE**

## **DIRECTOR'S MESSAGE**

Welcome to the Master of Science Programme in Accounting and Finance Analytics (MSc AFA), a programme specifically designed to cultivate future-ready leaders in the fields of accounting and finance.

Our mission is to prepare leaders to lead the digital transformation in accounting and finance. We achieve this by integrating traditional financial knowledge with advanced data analytics skills. As a result, our graduates become navigators in the digital economy.

Since its inception in 2019, the programme has focused on sharpening students' competencies in data analytics and financial technologies. It also provides a robust foundation in accounting and finance. This interdisciplinary curriculum not only equips graduates with technical proficiency, but also the adaptability to keep pace with the rapid advancements in the digital landscape.

Thanks to such rigorous training, our graduates can pursue successful careers in various industries, including investment and commercial banking, investment funds, consulting firms, and government organizations. They utilize their digital skills to reform legacy business processes and identify new opportunities amidst digital disruption.

Our unique programme leverages the strengths of the talented faculty at PolyU Business School. The school has been ranked No. 1 in management information systems, No. 2 in risk management, and No. 4 in accounting in Asia by EduRank. Such outstanding faculty form the backbone of our interdisciplinary curriculum that integrates accounting, finance, and digital skills.

Equip yourself with essential skills that help you thrive in an evolving digital world. Let this programme make a significant impact on your future career in accounting and finance. Your future starts here.

A handwritten signature in black ink that reads "Feng Tian". The signature is written in a cursive, flowing style.

**Dr Feng Tian**

Programme Director of MSc in Accounting and Finance Analytics  
Associate Professor, School of Accounting and Finance

# MSc in **ACCOUNTING AND FINANCE ANALYTICS** (Mixed-mode)

Programme Code:  
21052-FAM (Full-time)  
21052-PAM (Part-time)

Programme Director:  
Dr Tian Feng

Deputy Programme Director:  
Dr Justin Law

FINTECH

## Aim

The programme aims to provide students with a combination of core knowledge in accounting and finance and skills in applying data analytics and technology to the related practices. It facilitates practitioners in accounting and finance to keep up with the latest data analytics applications and skills.

## Features

- Knowledge and skills in data analytics
- Core knowledge in accounting and finance
- Applications of data analytics in accounting and finance
- Systematic training and development of data analytics skills and capability in solving business problems in accounting and finance
- Capitalizing on opportunities offered by big data in solving accounting, finance and business problems



“

*This programme helped me to learn the latest data analytic skills. The python programming and machine learning skills I gained were definitely helpful for my work. The programme is a good choice for people who want to improve their quantitative analytic skills in accounting and finance fields.*

**ZHANG Pengfei**

”

## Structure

To obtain the MSc degree, students are required to complete 9 Compulsory Subjects and 1 Elective Subject (30 credits).

Students may graduate with a Postgraduate Diploma upon completing 7 Compulsory Subjects (21 credits).

### Compulsory Subjects for MSc and PgD

- Accounting for Business Analysis
- Contemporary Issues in Accounting Information Systems
- Investments
- Principles of Corporate Finance
- Quantitative Methods for Accounting and Finance
- Applications of Computing and Technology in Accounting and Finance I
- Business Analytics in Accounting and Finance

### Compulsory Subjects for MSc

- Financial Analysis and Valuation with Programming
- Applications of Computing and Technology in Accounting and Finance II

### Elective Subjects <sup>+</sup>

- Accounting and Financial Analytics Project
- Auditing Framework
- Corporate Risk Management
- Derivative Securities
- Fixed Income Securities
- Management Accounting
- Security Analysis and Portfolio Management
- Business Intelligence and Decisions
- Data Structures and Database Systems
- Artificial Intelligence Concepts

<sup>+</sup> Not all subjects will be offered each year and it is subject to staffing resources and student enrolment.

## Mode of study: Mixed-mode

Students can pursue their studies in either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

## Duration

Students should complete the programme full-time in 1 year and part-time in 2 years within the normal duration. **Students will be required to attend more classes in the evening if they choose the full-time option and the duration of study will be subject to class quota availability.**



*This programme provided me with a valuable platform to take advantage of the world's technological transformation and opportunities in the growing field of big data. I was able to greatly enhance my professional knowledge and skills with the help of supportive professors and by doing their designed practical and quality projects. I would recommend this programme to anyone who wishes to develop combined knowledge in accounting, finance, data analytics and Python programming and be well prepared for the job market.*



**LIU Tianmeiduo Dora**



*With the expertise of world-class faculty and leading practitioners, this programme provided me with systematic training, knowledge and insights to progress my career.*



**CHEN Chunyu Ryan**



## Entrance Requirements

- A Bachelor's degree

Preference will be given to applicants with a business degree, who are equipped with some fundamental training in computing or graduates with a background in computing, science or engineering.

Interested applicants with little or no working experience are encouraged to apply.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section of [Study@PolyU](mailto:Study@PolyU) for details.

Suitable candidates may be invited to attend admission interviews.

## Fee

The tuition fee is HK\$325,500 per programme (30 credits).

## Enquiries

*For further information*

 (852) 3400 3229

 [afafa@polyu.edu.hk](mailto:afafa@polyu.edu.hk)

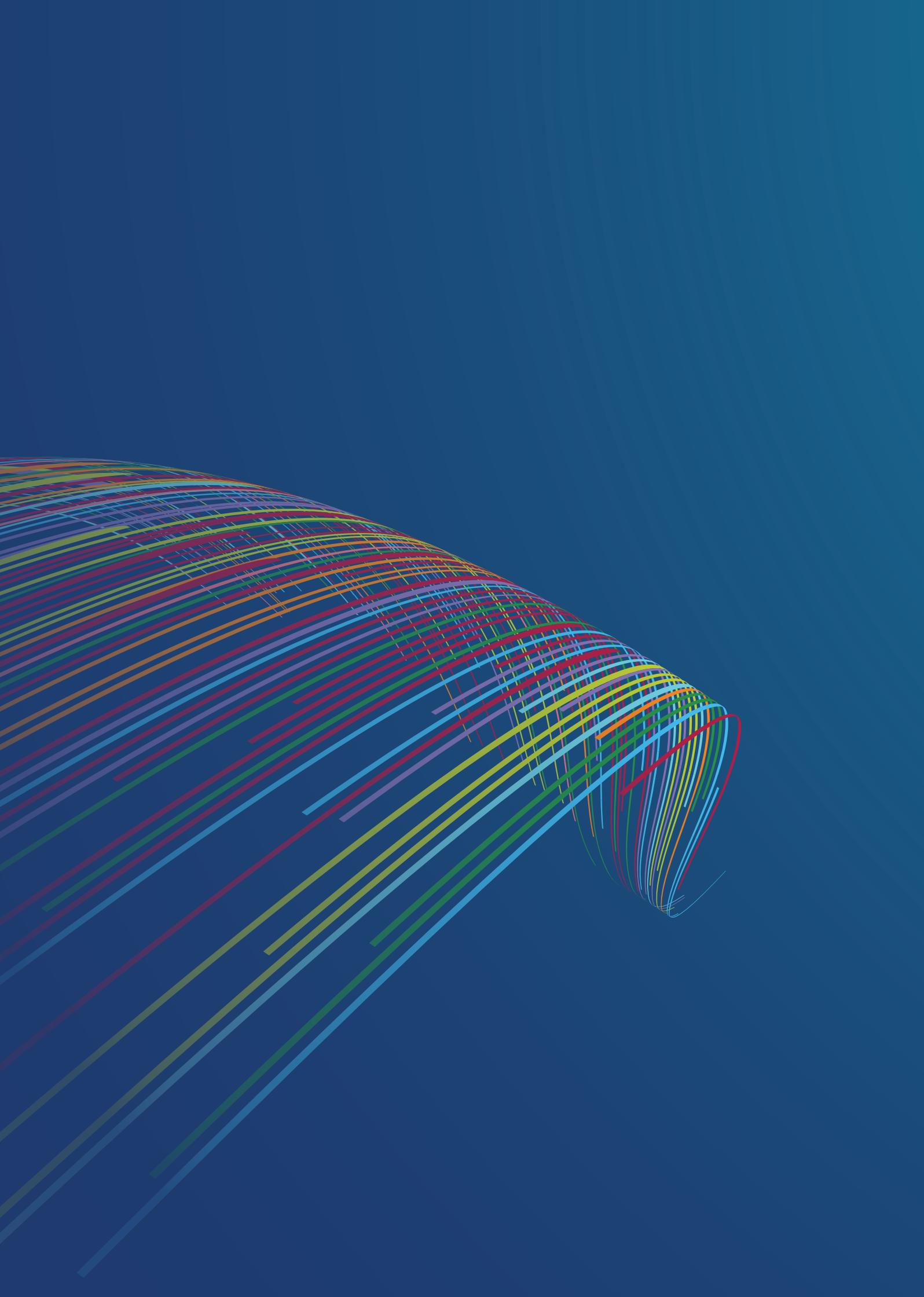
*For academic matters*

Dr Justin Law  (852) 2766 4443

 [justin.law@polyu.edu.hk](mailto:justin.law@polyu.edu.hk)

 [www.polyu.edu.hk/af/study/MAFA](http://www.polyu.edu.hk/af/study/MAFA)

Online application: [www.polyu.edu.hk/study](http://www.polyu.edu.hk/study)



**School of Accounting and Finance**

M736, Li Ka Shing Tower  
The Hong Kong Polytechnic University  
Hung Hom, Hong Kong

 (852) 3400 3232

 (852) 2774 9364

 [afpgmail@polyu.edu.hk](mailto:afpgmail@polyu.edu.hk)

 [www.polyu.edu.hk/af](http://www.polyu.edu.hk/af)

*The content of this publication is updated until September 2023.*