Introduction to Dual Degree Program in Technology & Management (T&M-DDP)

CAPTURING THE BEST OF BOTH WORLDS
Prof. Betty LIN

Associate Director & UG Coordinator
Dual Degree Program in T&M

Associate Professor of Business Education
TEMG3950 Case Problem Solving
TEMG4000 Corp. Sponsored Project
TEMG4950 Consulting for a Client
TEMG4960 Int. Bus. Plan Competition
CAPTURING THE **BEST OF BOTH WORLDS**

T&M-DDP HKUST youtube: [https://youtu.be/8Z6iUYATx98](https://youtu.be/8Z6iUYATx98)
Why did we create T&M-DDP in 2003?

“All companies are now tech companies. In digitally transformed industries, technology is the underlying force that drives businesses forward. ... The demand for tech talent continues to outstrip supply, and experts predict that the talent gap will continue to widen.”


“IT’s greatest skill shortage: Leadership”

Mary K. Pratt, CIO.com
July 18, 2019
Tech leaders are in short supply...

Dual Degree Program in Technology & Management grooms leaders by capturing the best of both worlds
GLOBAL VIEW
Being able to perceive and understand other views or people with a broad and open mindset and holistic consideration.

LEADERSHIP
Shaping the vision and providing positive directions to guide and enhance the work quality and impact of peers.

IMPACTFUL
Making conscientious efforts to improve the well-being of the world and the society.

PROFESSIONALISM
Being able to communicate and contribute to work outcome with knowledge, integrity and quality.

PASSION
Working with an intense desire and enthusiasm - technology & management.
GLOBAL VIEW
- 10 days IBPC with 3 other universities in mixed teams
- 4 weeks “Fast Prototyping”

LEADERSHIP
- “3D/2N Leadership Camp”
- “CV Writing”, “Mock Interview”
- “Business Etiquette”,
- “Executive Forum” 2x/year

IMPACTFUL
- 13 weeks “Pro bono consulting for Social Enterprises”
- 4 weeks “Build healthtech startup for disabled”

PROFESSIONALISM
- 13 weeks “Case Analysis”
- 13 weeks “Consulting for corporate clients”

PASSION
- Engineering | Science curriculum
- Business curriculum
Passion: love Tech & Management

BBA General Business Management Degree

- Accounting
- Economics
- Finance
- Information Systems & Operations Management
- Marketing
- Management

40 intakes per cohort
2 degrees in 5 years

BEng Engineering or Science Degree

1. Bioengineering
2. Chemical Eng.
3. Civil Eng.
6. Computer Science
8. Decision Analytics
10. Mechanical Engineering
11. Biotechnology
Leadership: Servant Leaders

3 Days/2 Nights “Leadership (Survival) Camp” in Sai Kung
Professionalism: Build-up Skills Step by Step

Case-based Problem Solving (Individual)
- How to solve complex problems & how to build a startup

Independent Study Projects (2-4 students in a group)
- Fast Prototyping of Financial Solutions for investment bank
- Student teams meet corporate weekly

Consulting for a Real Client (4-6 students with different majors)
- Solve real-world problems using trendy Technology & Management methods

International Business Plan Competition (6 students from 3-4 universities)
- Summer: 2 universities rotate (Switzerland, Hong Kong, +1 guest university)
- Winter: 4 universities rotate (USA, Brazil, Germany, Hong Kong)
TEMG3950 Case-based Problem Solving

Part I:
- Design Thinking
- Value Proposition Canvas
- Business Model Canvas
- Startup Business Plan

Part II:
- Basic MECE Frameworks
- Root Cause Analysis
- 5-Step Persuasive Selling
- Blue Ocean Strategies
TEMG4000 Independent Study Projects

Projects:

Win. 2019 “AI for China Startup Prediction”
  “Latency Mgmt of Equity Trades”

Fall 2018 “AI for USA Startup Prediction”
  “Problem Resolution of Equity Trades”
  “Azure Cloud Optimization”

Fall 2017 “Blockchain for Shareholder Voting”
  “Mobile App for Real-time Monitoring”
TEMG4950 Consulting for a Real Client

Fall 2019-20: “Smarter e-Commerce for Google HK”
Fall 2018-19: “Growth Hacking for Gillette”
Spr. 2017-18: “Improve Patient Journey for Union Medical Health”
Fall 2017-18: “AI/ML for Barons Executive Recruitment Solution”
Spr. 2016-17: “Health Tech Startup for CTL Senior Home”
Fall 2016-17: “Go Paperless for HK Jockey Club”
Spr. 2015-16: “Smart Homes for Harman Global Markets”
Fall 2015-16: “P2P Online Lending Strategies for GoLend.hk”

...
TEMG4960 International Business Plan Competition (IBPC)
Global View

TEMG4960 IBPC’s:

Contest Locations:
Win. 2019-20: “Assistive Tech for the Disabled” (Brazil)
Sum. 2018-19: “Healthier Living for Great Bay Area” (Shenzhen)
Win. 2018-19: “Traffic Jam Solution for Silicon Valley” (San Jose)
Sum. 2017-18: “Healthy living” (Shanghai)
Win. 2017-18: “3D Printing Business” (Germany & Czech Republic)
...
Sum. 2014-15: “Water for Life” (Singapore)
Win. 2014-15: “Self-Driving Cars for Business” (Silicon Valley)
Win. 2013-14: “Autonomous Vehicles” (Bayreuth)
Win. 2012-13: “PESTEL Analysis of South Africa” (Johannesburg)
...

“Starup for Traffic Jam”
UIUC, UBT & USP, Winter 2019 in Silicon Valley

“Startup using 3D Printing”
UIUC, UBT & USP, Winter 2018 in Germany
Career Prospects

- Engineering: 24%
- Banking and Finance: 23%
- Information Technology: 16%
- Management Consulting: 13%
- Further Studies: 13%
- Management Trainee: 9%
- Startups: 2%
Flexible Career – Entrepreneurship after graduation

Jeff Chen
(MEGBM, Class of 2015)
Co-founder and CTO

- One of 50 Best Innovations of 2018 (TIME Magazine)
- Raised US$807K on Kickstarter in August 2016
- Product released in August 2016
Flexible Career – Entrepreneurship after several years in MNC

Sunny Wong
(CPGBM, Class of 2008)

Jovian Ling
(EEGBM, Class of 2009)

Co-Founder of Set Sail Software, Chatbot.com.hk

- Winner of Global Mgmt Challenge
- UNICEF Young Leaders
- Dragon 100 Chinese Leader
- Asia Pacific Outstanding Scout
- MTRC Scholarship
- Li & Fung Scholarship
- TaiShan Scholarship
- Epson Scholarship

Exchange

Internship

J.P. Morgan
Flexible Career – Intrapreneurship within MNC

Swan Lu (CEGBM, Class of 2011)
Head of Business Development
Global Life and Health
Allianz

- Startup Weekend Zurich, Best Pitch
- Hong Kong Social Entreprenise Challenge
- HSBC Young Entrepreneur Award
- Goldman Sachs Global Leaders Award
Shanshan Wang
(CIGBM, Class of 2012)

Chartered Civil Engineer
ARUP

- Committee members, HKIE
- President's Protégés Club, HKIE

Flexible Career – Philanthropy within MNC

M.Phil. in Environmental Policy
Program-based Direct Admission

How to Apply to T&M-DDP?

Eligible applicants with
- International qualifications (IB, A-Level, SAT, etc.)
  or
- JUPAS

Application deadline for early round

Non-JUPAS: 15 Nov 2019
JUPAS: 4 Dec 2019

Please submit your applications through HKUST Online Application System

Please visit http://join.ust.hk for more details about application procedures and important dates.
Program-based Direct Admission using JUPAS exam

Application
JUPAS Code: JS5901

Year 1  Year 2  Year 3  Year 4  Year 5
Dual Degree Program in Technology and Management

<table>
<thead>
<tr>
<th>Subject</th>
<th>Level Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>4</td>
</tr>
<tr>
<td>Chinese</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics (Compulsory)</td>
<td>3</td>
</tr>
<tr>
<td>Liberal Studies</td>
<td>2</td>
</tr>
<tr>
<td>Elective Subject 1</td>
<td>3</td>
</tr>
<tr>
<td>Elective Subject 2</td>
<td>3</td>
</tr>
</tbody>
</table>

Specific Subject Requirement:
Biology / Chemistry / Physics / Combined Science / Information & Communication Technology
Program-based (JUPAS)

**Application**
JUPAS Code: JS5901

Dual Degree Program in Technology and Management

<table>
<thead>
<tr>
<th>Intake 2019</th>
<th>English Language</th>
<th>Chinese Language</th>
<th>Mathematics (Compulsory)</th>
<th>Liberal Studies</th>
<th>Elective 1 (Best Science)</th>
<th>Elective 2</th>
<th>Elective 3</th>
<th>M1 / M2</th>
<th>Weighted Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td><strong>5</strong></td>
<td>4</td>
<td><strong>5</strong></td>
<td>4</td>
<td><strong>5</strong></td>
<td><strong>5</strong></td>
<td><strong>5</strong></td>
<td>5</td>
<td><strong>57.5 / 66.5</strong></td>
</tr>
<tr>
<td>Lower Quartile</td>
<td>5</td>
<td>4</td>
<td><strong>5</strong></td>
<td><strong>5</strong></td>
<td><strong>5</strong></td>
<td><strong>5</strong></td>
<td>5</td>
<td><strong>5</strong></td>
<td><strong>55 / 66.5</strong></td>
</tr>
</tbody>
</table>

- Best Science Subject: Phy/Chem/Bio/Combined Science X2
- ICT X1
- Best Elective Subject 1 (M1/M2) X 1.5
- Best Elective Subject 2
- Best Elective Subject 3

**JUPAS exam scoring**
Another way to join T&M-DDP

School-based admission to T&M-DDP in Year 2

- **Application**
- **Year 1**
  - Year 1 Spring
  - School-based admission to T&M-DDP in Year 2
  - Major selection in Year 1 Spring

1. School of Engineering
2. School of Business Management
3. School of Science
4. School of Humanities & Social Science

- CGA + Interview
- Dual Degree Program in Technology & Management
Enquiry:
Email: techmgmt@ust.hk

More information:
Website: www.techmgmt.ust.hk
Facebook: www.facebook.com/techmgmt/
Instagram: www.instagram.com/ddp_hkust/
LinkedIn: www.linkedin.com/school/ddphkust