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

CAPTURING THE BEST OF BOTH WORLDS
Prof. Betty LIN

Associate Director & UG Coordinator of T&M-DDP

Associate Professor of Interdisciplinary Education
TEMG3950 T&M Case Analysis & Product Innovation
TEMG4950 T&M Corporate Consulting for a Client
TEMG4940 T&M Prototyping and Research for a Client
TEMG4970 T&M Int. Startup Business Plan Competition
"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."

"The global tech talent shortage: an in-depth look", Intersog.com, 13 June 2019
Tech leaders are in short supply...

Dual Degree Program in Technology & Management grooms leaders to capture the best of both worlds
2023 New Dualers
Diversified Background
(30% non-local)
Diversified Choice of Majors:

**BEng/BSc Major (Class of 2027)**
- COMP 54%
- IEDA 9%
- MECH 5%
- ELEC 7%
- CIVL 5%
- ISD 2%
- BIOT 9%
- CPEG 9%

**BBA Major (Class of 2026)**
- FINA 31%
- GBUS 4%
- GBM 36%
- ECON 11%
- MARK 9%
- MGMT 9%

- **Banking & Finance**: 25%
  - Banking: Bloomberg, BOA, Citadel, Goldman Sachs, Jane Street, JPMC, Morgan Stanley, UBS

- **Engineering**: 23%
  - Engineering: AECOM, Arup, Hilti, Mott MacDonald, MTRC

- **Further Study**: 15%
  - Further Study: CMI, Cambridge, Harvard, HKU, HKUST, Schwarzmann Scholars, UC Berkeley, UCLA, UPenn

- **Consulting**: 13%
  - Consulting: Bain, Deloitte, EY, IBM, KPMG, McKinsey, Oliver Wyman, PwC

- **Management Trainee**: 11%
  - Management Trainee: Adidas, BASF, Bayer, Esquel, Jardine, Li & Fung, Swire

- **Information Technology**: 11%
  - Information Technology: Alibaba, Amazon, eBay, Microsoft, Netfin, Tencent

- **Startups**: 2%
  - Startups: Dolphin Pharmaceutical, Lumos Helmet, Set Sail, Talentlabs, Yubo Trading
Our Graduates – Exciting Career Choices

Swan Lu (CEGBM, 2011)
Group Head of Biz. Dev. & Capabilities, Zurich Group (2022+)
Young Global Leader @ World Economic Forum 2022

Jovian Ling (EEGBM, 2009) & Sunny Wong (CPGBM, 2008)
Ex iBankers

Jeff Chen (MEGBM, 2015)
COO, Lumos Helmet (2022+)
MBA, Harvard (2018-2020)

Akshay Prakash (COGBM, 2018)
iBank Associate, Moelis & Company (2023+)
MBA, UCLA (2021-23)

Camary Lau (IEGBM, 2014)
Associate Solicitor, SPG (2018+)
LLB, HKU (2017-2019)

Katelyn Wu (IEGBM, 2016)
Private Equity Associate, EQT Group (2022+)
MBA, Upenn (2020-2022)
T&M-DDP ‘s Magic Recipe for Producing Amazing Graduates

**Input**

Multi-talented high school students from local and overseas

**Slow cook with SENG/SBM curricula + TEMG3950/4950/4940/4970 + TEMGio10 enrichment activities**

**Output**

- Entrepreneurs
- Executives/Managers
- Consultants/Bankers

Consultants/Bankers
Dual-Degree Combinations: 13 Tech + 6 Business Choices

Technology: choose 1 of 13

1. Aerospace Engineering
2. Bioengineering
3. Chemical Eng.
5. Civil Eng.
7. Computer Science
9. Decision Analytics
11. Integrative Systems & Design
12. Mechanical Engineering
13. Biotechnology (School of Science)

Management: choose 1 of 6

1. Economics
2. Finance
3. General Business Management
4. Global Business
5. Management
6. Marketing

40-50 intakes per cohort
2 degrees in 5 years
Courses and Activities offered by T&M-DDP

- 3D/2N Survival Camp
- High Impact Presentation
- Mock Interview with DDP Alum
- Executive Forum

Courses and Activities offered by T&M:

- TEMG3950
  - T&M Case Analysis and Product Innovation
- TEMG1010
- TEMG4940
  - T&M Corporate Consulting Project for a client
- TEMG4950
  - T&M Prototyping & Desktop Research for a client
- TEMG4970
  - T&M Int. Business Plan Competition (IBPC) Start-up Project
TEMG1010: 3Day/2Night Survival Camp in Sai Kung
Private meeting once per year

Purpose

• Student’s baseline profiled by professional at the Survival Camp
• Thereafter, annual private meeting to discuss anything: academics, career, personal growth
• And, follow-up action from previous year
Part I: Prof. Betty ➔ Case Analysis
- MECE Frameworks
- Root Cause Analysis
- 5-Step Persuasive Selling
- Blue Ocean Strategies
- 4 Short Cases + In-class Practice

Part II: Prof. Chi Ming ➔ Product Innovation
Design Thinking
- Value Proposition Canvas
- Business Model Canvas
- Startup Pitching
- 1 Solution Design Project
Consulting Projects using McKinsey Methods:

Fall 23-24: “ETF Sales Dashboard” for J.P. Morgan
Spr 22-23: “Google and Open Data Strategy for PCCW-HKT”
Fall 22-23: “Virtual Banking Strategies for livi”
Spr 21-22: “Urban Retrofit Services for ARUP”
Fall 21-22: “Future Transport Planning for TD”
Spr 20-21: “Precision Farming for BAYER Japan”
Fall 20-21: “GTM of FashionTech for Li & Fung in 3 Geo’s”
Spr 19-20: “Digital Façade Inspection for ARUP“
Fall 19-20: “O2O Strategies for 5 GOOGLE Industries”
Fall 08-09: “Empty Container Strategies for OOCL”
TEMG4950G Bayer Project → 5 M.T. in Singapore
**TEMG4940 (previously TEMG4952):**  
**T&M Prototyping & Desktop**  
**Research for a client**

<table>
<thead>
<tr>
<th>Corporate-sponsored Projects (T&amp;M-DDP students only):</th>
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<tbody>
<tr>
<td><strong>Summer 2022-23</strong></td>
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<tr>
<td>1. T&amp;M Prototyping of Bond Portfolio using AI</td>
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<td><strong>Winter 2022-23</strong></td>
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<td>1. Smart Contract Research</td>
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<td>2. Chatbot Prototyping</td>
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<td><strong>Winter 2021-22</strong></td>
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<tr>
<td>1. ML for Derivative Products Analysis</td>
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<td>2. Venture Capital Research</td>
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<td>3. Cloud Datastore Research</td>
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<td><strong>Summer 2020-21</strong></td>
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<tr>
<td>1. ML for Credit Rating Prediction</td>
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<tr>
<td><strong>Winter 2020-21</strong></td>
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<tr>
<td>1. ML for Fintech Prediction</td>
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<tr>
<td><strong>Winter 2019-20</strong></td>
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<tr>
<td>1. ML for YY Startup Prediction</td>
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<td>2. Issue Tracking for Trade Desk</td>
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<td><strong>Fall 2017-18</strong></td>
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<td>1. Blockchain Prototyping</td>
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TEMG4952B ML for Credit Rating Prediction → 2 Internships
Global View

Universities from Four Continents

San Francisco
Rio de Janeiro
London
Johannesburg
Singapore
Bintan
Shanghai
Kaohsiung
Shenzhen
Hong Kong
Bayreuth
Hamburg
Sao Paulo
Sao Carlos

TEMG4970 T&M
International Business Plan Competition (IBPC) Start-up Project
TEMG4970 (previously TEMG4960): T&M IBPC Start-up Project

Sum 2023-24  Startup for ASEAN – 3U’s (Singapore)
Win 2023-24  Startup for Greater Bay Area - 3U’s (Shenzhen, China)
Sum 2022-23  AI for Business – 4U’s (Hamburg, Germany)
Win 2021-22  < cancelled >
Win 2020-21  Reimagining Education for COVID and Beyond for HKUST
Sum 2019-20  Startup to Boost Economy under COVID - 3U’s (Virtual)
Win 2019-20  Assistive Tech for the Disabled - 4U’s (3 cities in Brazil)
Sum 2018-19  Healthier Living for Great Bay Area - 3U’s (Shenzhen)
Win 2018-19  Traffic Jam Solution for Silicon Valley - 4U’s (San Jose, USA)
Sum 2017-18  Healthy living - 3U’s (Shanghai)

...
21st Century Skills for Students in preparation for a digital society

- Flexibility & adaptability
- Initiative & self-direction
- Social & cross-cultural interaction
- Productivity & accountability
- Leadership & responsibility

4C’s of TEMG Intended learning outcome:
- Critical thinking & problem solving
- Creativity & innovation
- Communication
- Collaboration

Core Subjects:
- English, reading, maths, arts, history, geo…

Themes
- Global awareness
- Financial, economic & entrepreneurial literacy
- Civic literacy
- Health literacy

How to join T&M-DDP?

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

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

Program Requirements:
- LANG 1403/1404 ≥ B

Ranking Criteria:
- Pre-admission results, Year 1 CGA,
- Selected course performance, and Interview

Application Period: Spring 2023-24 (according to school’s schedule)
First year students interested in declaring T&M-DDP engineering majors are required/recommended to take the following courses in the first year of study:

**REQUIRED**
- MATH 1014 or MATH 1024 or MATH 1020

**RECOMMENDED**
- MATH 1012 or MATH 1013 or MATH 1023
- ISOM 2500
- ACCT 2010
- ECON 2103 or ECON 2113

Students from SBM
First year students interested in declaring T&M-DDP Biotechnology major are required to take the following courses in the first year of study:

**REQUIRED**

- MATH 1003 or MATH 1012 or MATH 1013 or MATH 1023 or MATH 1020
- Students who did not take Biology or took 1/2x Biology in HKDSE: LIFS 1901 and LIFS 1902
- Students who took 1x Biology in HKDSE: LIFS 1902

Students from SBM
1. Will I be disadvantaged coming from SBM and did not study SENG courses in year 1?
2. Do I have to fulfill both SENG/SCI major department's and DDP's admission requirements?
3. What will happen if I entered DDP but cannot choose my ideal major in SENG?
4. Will I be separated from my cohort as I need to study all the SENG fundamental courses in Year 2?
Enquiry
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