



HKU – Accenture Business Consulting Programme 2023-24

Information Session

October 30, 2023



HKU-ACCENTURE Business Consulting Programme 2023-24



Business Consulting



Market Trends & Case Studies



Transformative Consulting Skills



Innovative & Interactive Learning

Welcome Speech
by Dr. Winnie Leung
Assistant Dean (Undergraduate)
HKU Business School


In this session, we will share with you:

- what benefits you can gain from this valuable learning opportunity
- the tips on how to get into the Programme



**HKU
ACCENTURE
Business
Consulting
Programme
2023-24**

 Business Consulting

 Market Trends & Case Studies

 Transformative Consulting Skills

 Innovative & Interactive Learning

Eligibility: Year-2 or above Business School UG students
Programme Schedule: Jan - Feb 2024
Application Period: Now to Mid Nov 2023
Programme Details: <https://ug.hkubs.hku.hk/hku-accenture-bcp>

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HKU Business School UG Enrichment



About **accenture**

- Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. It is a talent and innovation led company with 733,000 people serving clients in more than 120 countries.
- It provides a wide array of professional services including but not limited to business strategies, management consultancy, technology R&D and implementation.

Our collaboration

- Since 2016, Accenture and HKU Business School has become collaborative partners to organize this unique and practical business consulting Programme.
- We hope that our students will be able to navigate the business consulting industry by having gained actual industrial knowledge, exposure and necessary skill sets from this Programme.

Programme Highlights

- A series of interactive class activities and in-between-class coaching sessions
- Offering 4 two and a half -hour classes conducted by Accenture senior executives on the skill-set topics related to consulting, design thinking, storyboarding, and effective presentation
- In the coaching sessions, students will be given instant feedback and advice on how to approach different business cases with various skill sets.

Programme Highlights

- At the end of the Programme, students will work in teams and participate in a case competition where the knowledge learnt can be applied to crack a business case.
- Receiving a certificate of achievement, and attending a lunch celebration upon successful completion of the Programme
- An opportunity to get an internship at Accenture, and a networking dinner with senior Accenture professionals

- Don't miss this valuable chance of learning!
- We welcome all Business School students of Year two or above to apply.
- Application Deadline
5:00 p.m., November 10 (Fri), 2023

More details about the application will be shared near the end of today's session



HKU
BUSINESS
SCHOOL
港大經管學院

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QR code for application details

Our guests this evening

- Ms. Christina Wong, Managing Director, Accenture Strategy and Consulting, Greater China
- Ms. Maggie Wong, Strategy Manager, Accenture
- Mr. Sherman Leung, Strategy Analyst, Accenture
- Mr. Leung Ting Cheung, Ethan,
2022-23 Champion Team Leader
- Ms. Wan Tsz Ching, Connie,
2022-23 Team Leader of Sixspeare



Ms. Christina Wong

- HKU alumni
- Managing Director at Accenture leading the Strategy & Consulting practice (which is a global specialized strategy and management consulting practice) in the Greater China region
- 20+ years of experience in business and operating model transformation to help client realise business values and transform their operating model.



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Student Sharing

- Ethan and Connie are our past participants in this Programme (2022-23).
- Ethan was one of the members of the Champion team, and the team leader of the Team - Sixspeare.



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Accenture Speech
By Ms. Christina Wong
Managing Director
Accenture Strategy and Consulting
Greater China

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Introduction of Accenture and the Programme

By Ms. Maggie Wong
Strategy Manager
Accenture

Panel discussion

Sharing by Accenture staff and 2022-23 participant

Ms. Maggie Wong

Strategy Manager

Accenture

Mr. Sherman Leung

Strategy Analyst

Accenture

Mr. Leung Ting Cheung, Ethan

BEcon&Fin Year 5

Team Leader of the Champion Team

Ace Consulting

Ms. Wan Tsz Ching, Connie

BEcon&Fin Year 4

Team Leader of the Team

Sixspeare







Programme Schedule

January to February 2024

- **Inauguration ceremony:** Jan 15, 2024 (Monday) [Whole day]
- **2-hour evening classes** on Wednesdays and the last one on Monday
 - [6:30 - 9:00 pm on Jan 17, Jan 24, Jan 31, Feb 5 (Back-up date: Feb 7, 2024)]
- **Weekly coaching sessions**
 - To be confirmed with respective coaches
- **Case Competition and Closing Ceremony:** Feb 24, 2024 (Sat) [Whole day]

Online Applications

Eligibility:

- Year 2 or above HKU Business School UG students

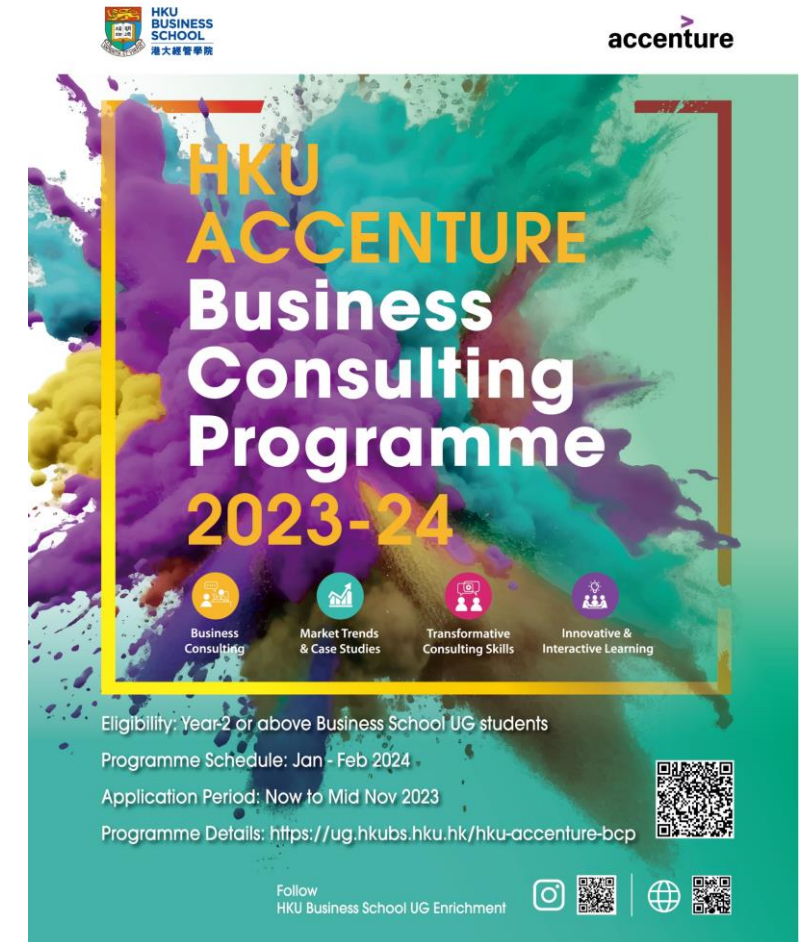
Application Deadline

5:00 p.m., November 10, 2023

*(Late application will **NOT** be considered)*

Application Method

- 1) Personal particulars; and
- 2) Answering 4 questions with 100 – 120 words per question:
 - I. ***Why do you want to join this programme? What do you hope to gain from participating in this programme?***
 - II. ***If you are being shortlisted, what role(s) do you believe you can play in the programme for current year and/or potential future years?***
 - III. ***In your opinion, what knowledge, skills and personal attributes a business consultant should demonstrate?***
 - IV. ***How do you manage your time in order to actively engage and contribute in the programme?***



Commitment & Expectation

Selected student participants are required to pay the HKU Business School a **refundable deposit of HK\$2,000** upon acceptance of offer.

For deposit refund, students are expected to:

- attend the **Inauguration Ceremony**, and **Closing Ceremony cum Lunch Celebration**
- attend **all Classes AND Coaching Sessions** (4 x 2.5-hour classes + weekly coaching sessions)
- be **prepared** before attending classes and coaching sessions
- participate in the **Case Competition**
- be **proactive** to learn during the whole Programme



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Recognition

Networking
dinner with
senior
Accenture
professionals

Certificate of
Achievement for
all participants

Possible internship opportunities at **accenture**
for selected student(s)



*Case Competition & Closing Ceremony
2022-23 Programme*

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Contact

Ms. Joanne Sun

Email: fbe.ugenrichment@hku.hk

Website: <https://ug.hkubs.hku.hk/>



Programme website

<https://bit.ly/3e1TBEp>



Application portal

<https://t.ly/ARtG8>

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Thank
you