








**The University of Hong Kong  
HKU Business School  
Student Academic Advisers  
[Programme: BBA]**

Name	Programme/ Year of Study in 2022-23	Advising Area(s)	Email
	BBA III Major(s): Marketing, Psychology Minor(s): N/A	<ul style="list-style-type: none"> <li>• CV Coaching</li> <li>• Adjustment to University life</li> <li>• Major/Minor options</li> <li>• Course selection questions</li> <li>• Exchange considerations</li> <li>• Courses: ACCT1001, MKTG2501</li> <li>• Hobbies: Traveling, reading, dancing</li> </ul>	u3575625@connect.hku.hk
	BBA III Major(s): Marketing, Finance Minor(s): N/A	<ul style="list-style-type: none"> <li>• CV Coaching</li> <li>• Adjustment to university life</li> <li>• Major/ Minor options</li> <li>• Course selection enquiries</li> <li>• Provision of study tips to achieve academic excellence</li> <li>• Enrichment activities and opportunities</li> </ul>	ellachc@connect.hku.hk
	BBA III Major(s): Human Resource Management Minor(s): Education, Counselling	<ul style="list-style-type: none"> <li>• Exchange Application</li> <li>• Major / Minor Options and Course Selection</li> <li>• Clubs and Societies</li> <li>• Adjustment to University Life</li> <li>• Time Management and Study Plan</li> </ul>	andrewkk@connect.hku.hk

	<p>HO Racica Ruth Man Yee (Racica)</p>	<p>BBA II Major(s): Marketing, Finance Minor(s): N/A</p>	<ul style="list-style-type: none"> <li>• Adjustment to university life</li> <li>• Major/Minor options</li> <li>• ECA</li> </ul>	<p>u3585365@connect.hku.hk</p>
	<p>KOTHARI Priyal (Priyal)</p>	<p>BBA III Major(s): Finance, EDI Minor(s): N/A</p>	<ul style="list-style-type: none"> <li>• Adjustment to university life</li> <li>• Major/Minor Options</li> <li>• Extra-curriculars</li> <li>• How to achieve academic excellence</li> <li>• Courses: ECON1210, ACCT1101, STAT1602</li> </ul>	<p>u3575601@connect.hku.hk</p>
	<p>LEE Tsz Yin (Jina)</p>	<p>BBA II Major(s): Marketing, Korean Studies Minor (s): Thai</p>	<ul style="list-style-type: none"> <li>• Adjustment to university life</li> <li>• Major/ Minor options</li> <li>• Course selection enquires</li> <li>• Extra-curriculars</li> <li>• Study tips for Business and Language courses</li> </ul>	<p>jlee03@connect.hku.hk</p>
	<p>LI Xinyi (Lisa)</p>	<p>BBA III Major(s): Marketing Minor(s): Accounting</p>	<ul style="list-style-type: none"> <li>• Adjustment to university life</li> <li>• How to achieve academic excellence</li> <li>• Courses:ACCT1101, CUND9003, STAT1602, MKTG2501, BUSI1807</li> </ul>	<p>u3576717@connect.hku.hk</p>



WONG On Yan (Jenna)	BBA IV Major(s): EDI, Music Minor(s): Geography	<ul style="list-style-type: none"><li>• Adjustment to university life</li><li>• Start-up opportunities in HKU</li><li>• Internships and case competition</li><li>• Major/Minor options</li><li>• Programme Transfer</li></ul>	jenwoy@connect.hku.hk
ZHU Yichen (Yichen)	BBA III Major(s): Finance Minor(s): N/A	<ul style="list-style-type: none"><li>• Adjustment to university life</li><li>• Course selection suggestions</li><li>• Courses: ECON2280, MATH1013, MATH2014, STAT1602, STAT2601</li></ul>	zychku@connect.hku.hk

