



**Press Release**  
**For immediate release**  
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**Citibank Launches Citibank University Banking Course  
with The University of Hong Kong**

*New module on Digital Banking reveals impact of new technology on financial world*

(Hong Kong) Citibank and The University of Hong Kong (HKU) today held the inauguration ceremony for “The University of Hong Kong - Citibank University Banking Course 2011-2012”, which is offered to selected second-year undergraduate students of the Faculty of Business and Economics.

Entering its eighth year, the Citibank University Banking Course has continued to attract an overwhelming response this year. After a stringent selection process, comprising a written test and a group interview, 44 students have been admitted to the course.

The Citibank University Banking Course is designed to provide students with a comprehensive understanding of modern banking operations and practices. Through a comprehensive series of structured classroom lectures and interactive discussions with seasoned bankers from Citibank, the program also offers a valuable opportunity for students to gain insights and essential skill sets required in today’s real banking world, which are also important for the future career development of the students.

At the inauguration ceremony, Mr. Shengman Zhang, Citi Country Officer, Hong Kong, said, “This course demonstrates how we live our core principles – common purpose, responsible finance, ingenuity and leadership. Our Citibankers, working as a team, are committed to improving the financial capabilities of individuals by sharing their knowledge and experiences of the financial world. Through this course, which has been running in Hong Kong for eight years now, we also hope to nurture future leaders in this city.

“This year, we have included a new module on Digital Banking, reflecting the importance of technology in shaping our lifestyle. In this lecture, we will give students a better understanding of how we innovate our banking products and services and build a digital bank to cater to the changing needs of our clients brought about by the new communications technology. We hope to equip them with the innovative spirit as well as necessary knowledge to sustain Hong Kong’s leading position in the financial world,” Mr. Zhang continued.

Professor Lap-Chee Tsui, Vice-Chancellor of The University of Hong Kong, said, “The University’s Faculty of Business and Economics (FBE) attaches great importance to nurturing business leaders and equipping them with both up-to-date academic knowledge and practical problem-solving skills.

“The Citibank University Banking Course provides a unique experience for our FBE students to acquire a sound grasp of modern banking operations and knowledge of essential banking



practices, by providing them with both classroom work and practical learning opportunities with experienced bankers.

“We look forward to working closely with our long-term partner Citibank in nurturing young and talented HKU students to become future business leaders in the banking world.”

The banking course will run from January to April 2012, with nearly 30 hours of classroom lectures, a visit to a Citibank branch, a mid-term test and a final presentation. This year’s modules include:

- Introduction to Consumer Banking
- Introduction to Investment Banking
- Introduction to Commercial Banking
- Digital Banking
- Treasury Cycle
- Risk Management
- Wealth Management Advisory and Products
- Insurance
- Cards and Unsecured Lending
- Secured Lending
- Sales Management
- Branch Operations
- Compliance and Control
- Bank Marketing and Branding
- Career in Banking
- Corporate Social Responsibility

Citibank University Banking Course was first run in Taiwan in 1998 at the National Taiwan University. In Hong Kong, the programme was first launched at the University of Hong Kong in 2004. The programme aims to teach students in higher education about the fundamentals of finance and banking, as well as to help develop future leaders understand complex financial issues.

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Photo Caption:



Through structured classroom lectures and interactive discussions with seasoned bankers from Citibank, Citibank University Banking Course offers a valuable opportunity for students to gain insights and essential skill sets required in today's real banking world. (From left to right) Professor Lap-Chee Tsui, Vice-Chancellor, HKU, Mr. Shengman Zhang, Citi Country Officer, Hong Kong and Professor Eric Chang, Dean, Faculty of Business and Economics, HKU together officiated the inauguration ceremony, symbolizing Citibank offers the Banking Course with The University of Hong Kong.



The Citibank University Banking Course has continued to attract an overwhelming response this year. After a stringent selection process, 44 students have been admitted to the course. At today's Inauguration Ceremony, Mr. Shengman Zhang, Citi Country Officer, Hong Kong ; Professor Lap-Chee Tsui, Vice-Chancellor, HKU and Professor Eric Chang, Dean, Faculty of Business and Economics, HKU took a group photo with the Citibankers who are the guest speakers of the course, guests and students of HKU.



### About Citi

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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### About Faculty of Business and Economics, The University of Hong Kong

Founded in 2001 through the amalgamation of the School of Business and the School of Economics and Finance, the Faculty of Business and Economics (FBE) offers quality degree programmes and executive training programmes that serve the needs of the business sector and the community.

As Asia's premier international business school, the Faculty has pioneered the International MBA Programme with Fudan University in Shanghai in 1998, and the EMBA Global Asia jointly offered with Columbia Business School (CBS) and London Business School (LBS) in 2008.

Its MBA full time programme, offered in partnerships with CBS and LBS has a strong Asia and China focus and was ranked Asia's no. 1 in the World MBA Rankings released by the Economist Intelligence Unit (EIU) in 2010 and 2011.

The Faculty continues to attract top students from Hong Kong and beyond. It admits the highest proportion of non-local undergraduate students amongst all the 10 Faculties. Three of its undergraduate programmes are ranked among the University's top 10 programmes.

FBE is fully accredited by the European Quality Improvement Systems (EQUIS). Its accounting and business programmes are also accredited by the Association to Advance Collegiate Schools of Business (AACSB). For more information, please visit: [www.fbe.hku.hk](http://www.fbe.hku.hk)