

Summary of Teaching Contributions – Shan Huang

I have been fortunate to teach across a wide range of programs and student levels, spanning undergraduate, master's, and doctoral education. Since joining HKU in 2021, I have developed and delivered specialized master's-level courses, including Digital Experimentation Methods and A/B Testing in Product Management, offered in the MSc in Business Analytics (MSBA) and MSc in Marketing programs. At the doctoral level, I am scheduled to teach Field Experiments in the PhD program at HKU. Prior to joining HKU, I taught undergraduate courses such as Database Management and Product Management, as well as the doctoral-level course Social Network Theory and Networked Experiments at the University of Washington, Seattle. Looking ahead, in the spring of 2026, I have been invited to Purdue University to teach a master's-level course, AI in Business Decisions, as a Visiting Lecturer and Distinguished Fellow.

A highlight of my teaching career is the course Digital Experimentation Methods, which earned me the Faculty Teaching Innovation Award and has become one of the most in-demand electives in the MSBA program. The success of this course has attracted media attention, including coverage by mainstream outlet HK01 and by our school's media team. It has been featured as a representative model for effectively integrating research and industry collaboration into teaching.

I designed this course in response to a clear gap in the curriculum and the practical needs of students. During my industry collaborations, I observed that digital experimentation—especially A/B testing—had become indispensable for data science and product management, yet no specialized course on A/B testing and its applications existed at HKU or other major universities in Asia before 2020. Recognizing this gap, I proposed and developed one of the first courses on A/B testing to give students a unique competitive edge in the job market. Demand for the course has exceeded expectations. What began as a single elective has expanded to three annual sections, enrolling over 270 students in 2024, with class sizes surpassing the usual cap of 80 per class. Teaching evaluations in the most recent classes have averaged 95, making it one of the most highly rated and popular electives in the MSBA program. Building on this success, the course has also been adapted to students in other programs, including the MSc in Marketing.

My teaching philosophy centers on bridging rigorous academic knowledge with real-world applications. I design curricula that begin with the practical challenges faced by practitioners and then provide analytical frameworks and research-based solutions. This problem-driven approach not only deepens students' conceptual understanding but also cultivates the creative thinking necessary to address the “next problem” they will face in their careers. I continuously integrate the latest industry practices, tools, and technologies into lectures and assignments. I have also invited senior leaders from leading technology firms—including Tencent, Kuaishou, Huawei and ByteDance—to deliver guest lectures. Students consistently reported that the course gave them a competitive edge in interviews, with some directly securing jobs or referrals through these industry connections. Ultimately, my goal as a teacher is to empower students to think critically, solve complex problems, and adapt to fast-changing environments. I take pride in equipping them not only to address today's challenges but also to innovate, lead, and shape the future.