



Executive Education in Asia Pacific
The HKUST Story
By
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Key Question:

What does executive education mean to the HKUST Business School?

Executive education is part of our mission and more...

Key contributor to our mission:

- **Advance frontiers of global business knowledge**
- **Develop business leaders in Asia for the world**
- **Contribute to the social and economic transformation of the region**

If done well, it also helps to

- **Generate income**
- **Reach out to business community**
- **Build the HKUST brand**

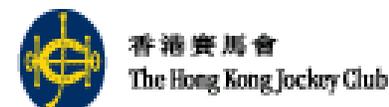
The development of executive education at HKUST Business School:

- | | |
|-------------------|--|
| 1991 | School opens |
| 1998 | Development of executive education capabilities begins <ul style="list-style-type: none">- launch of Kellogg-HKUST EMBA program- a joint company program with Kellogg (Hong Kong MTRC) |
| 1999 | <ul style="list-style-type: none">- offer the first company program for a global group of a MNC (Daimler Chrysler) |
| 2001 | <ul style="list-style-type: none">- Offer the first company program for a mainland Chinese company (China Mobile) |
| 2002 | Launch of EMBA program for China market |
| 2003– 2007 | Ranked by the Financial Times as No. 1 Asian school for customized education programs |
| 2007 | <ul style="list-style-type: none">- Launch of MS in Global Finance Program with NYU Stern- Kellogg-HKUST EMBA program ranked No. 1 in the world by the FT |

Positioning of HKUST Executive Education

- **Serving local Hong Kong organizations, multinational companies and Chinese companies**
- **High value added to participants**
- **Top faculty in the area**
- **Internationally renowned partner schools**

Selected customers



Selected program partners



Why customers are attracted to our programs?

| Overseas groups | Both groups | Chinese groups |
|---|--|---|
| <ul style="list-style-type: none"> • Business realities of Asia • How to enter China • Business strategies in China • China's legal environment for business • Leadership challenges in China • Doing Business in China and Asia • Cross-culture management • China Economic Update | <ul style="list-style-type: none"> • Benefit from HKUST's int'l outlook • Access to our int'l partners • Flexible program arrangements • Access to senior business/community contact • Experience sharing from industry experts or counterpart • Action learning • Practical skills | <ul style="list-style-type: none"> • Market positioning • Managing diversity • Innovation strategy and management • Leadership • Globalization |

What does East meeting West mean to foreign groups?

- **To understand the China business environment and culture**
- **A big market with lots of business opportunities**
- **Learning about and experiencing the Chinese culture**
- **Working style & labor-intensive industry (e.g. how can they establish factory/ channel/ companies in Asia ; where is cost-effective place)**

What does East meeting West mean to Chinese groups?

- **Accelerate the development of China**
- **Opportunities for entering the foreign markets**
- **Learning technology, innovation & market-positioning**
- **Importance of leadership development & retention**
- **Cross-disciplinary perspectives**
- **Learning the best practices from the developed countries**
- **To be inspired by Westerners**

Growth Areas

- Leadership
- Change Management
- Managing Cross-Cultural Team and Diversity
- Strategic Human Resources Management
- Talent Management
- Succession Planning
- Finance
- Wealth Management
- Innovation and Creativity
- Corporate Governance
- Globalization
- Negotiation Strategy
- Marketing
- Business Strategy
- Risk Management
- Managing Global Supply Chains
- Action learning projects

Growth Areas

Industries:

- **Finance and Banking Corporations**
- **Manufacturing Companies to move up value chain**
- **Pharmaceutical and hospital administrations**
- **Government**

Geographical Locations:

Emerging Markets

Challenges

- **Faculty shortage**
- **Keen competition – business schools and other providers**
- **Branding**
- **Limited financial resources in promotion**
- **Mode of operation**

New Horizons

Trend:

- **Executive education should help professionals to anticipate and quickly respond to the accelerating pace of global competition and technological innovation.**
- **Making talent a strategic priority (reason: expect intensifying competition for talent for the next five years)**

Opportunities:

- **teaching faculty should be able to leverage new research and case studies on companies that have turned cutting-edge strategy into extraordinary success.**

Challenges:

- **Internet & information sharing: while the technology that support people's work has created fast and better ways to share information, it has also created higher expectation on executive education.**

The Way Forward

- **New and enhanced Executive Education and Residential facilities**
- **Strategic plan in faculty recruitment and development, and to manage a global network of faculty and collaborating partners**
- **New Associate Dean [Ms Kate Chan](#) has just joined HKUST in April 2008**