Executive Education in Asia Pacific

The HKUST Story

By

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Acting Dean, HKUST Business School
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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1991</td>
<td>School opens</td>
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<tr>
<td>1998</td>
<td>Development of executive education capabilities begins</td>
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<td></td>
<td>- launch of Kellogg-HKUST EMBA program</td>
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<td></td>
<td>- a joint company program with Kellogg (Hong Kong MTRC)</td>
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<td>1999</td>
<td>- offer the first company program for a global group of a MNC (Daimler Chrysler)</td>
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<td>2001</td>
<td>- Offer the first company program for a mainland Chinese company (China Mobile)</td>
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<td>2002</td>
<td>Launch of EMBA program for China market</td>
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<td>2003-2007</td>
<td>Ranked by the Financial Times as No. 1 Asian school for customized education programs</td>
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<td>2007</td>
<td>- Launch of MS in Global Finance Program with NYU Stern</td>
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<td>- Kellogg-HKUST EMBA program ranked No. 1 in the world by the FT</td>
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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

- Hong Kong
- China Mobile
- Citibank
- Bank of China (Hong Kong)
- Huawei
- TCL
- HSBC
- Medtronic
- Novartis
- The Hong Kong Jockey Club
- China Banking Regulatory Commission
- China Telecom
- Danone
- Fortis
### Why customers are attracted to our programs?

<table>
<thead>
<tr>
<th>Overseas groups</th>
<th>Both groups</th>
<th>Chinese groups</th>
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</thead>
<tbody>
<tr>
<td>• Business realities of Asia</td>
<td>• Benefit from HKUST’s int’l outlook</td>
<td>• Market positioning</td>
</tr>
<tr>
<td>• How to enter China</td>
<td>• Access to our int’l partners</td>
<td>• Managing diversity</td>
</tr>
<tr>
<td>• Business strategies in China</td>
<td>• Flexible program arrangements</td>
<td>• Innovation strategy and management</td>
</tr>
<tr>
<td>• China’s legal environment for business</td>
<td>• Access to senior business/community contact</td>
<td>• Leadership</td>
</tr>
<tr>
<td>• Leadership challenges in China</td>
<td>• Experience sharing from industry experts or counterpart</td>
<td>• Globalization</td>
</tr>
<tr>
<td>• Doing Business in China and Asia</td>
<td>• Action learning</td>
<td></td>
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<tr>
<td>• Cross-culture management</td>
<td>• Practical skills</td>
<td></td>
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<tr>
<td>• China Economic Update</td>
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</tbody>
</table>
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