

SAMPLE PROGRAM

China and Asia Business Program for EMBA Groups from North America and Europe

Objectives

To provide visiting EMBA groups, from Europe and North America in particular, with a stimulating and enriching management education experience with emphasis on:

- bringing out unique characteristics of business and management in China and Asia
- enrichment by cultural exposure and inter-cultural awareness

Format of Study

An intensive program, to be completed typically in a period from one day at the shortest or five days at the most, customized to the needs of the group. Depending on the linkage to other activities to be arranged for the participants during their stay in Hong Kong, the participating Business School may choose either of the following formats:

(a) Non-residential program

For those groups with local contacts who will arrange their own visits, sightseeing trips and alumni gatherings. The School will handle only the teaching.

(b) Residential program

A comprehensive package with the School taking care of the teaching, social programs, visits, and room and board on campus.

Program Contents

(a) Some possible teaching topics that can be covered by HKUST faculty:

- Asian / China Overview
- Introduction to Asia / China Business Environment
- Economic, Social and Political Environment in China
- Current Development of Asia / China's Economy
- Asian Financial Markets
- China's Changing Business Environment
- Overview on China's Legal Environment for Businesses
- Legal and Regulatory Issues in China
- Successful Negotiation in China and Asia
- Corporate Governance in Asia
- Cross-cultural Management
- Managing in a Chinese Context
- Challenges on People Management Issues in Asia
- Managing Joint-Venture Partnership in China
- Entry Strategies in China
- Marketing in China
- Deal Making in China and Asia



(b) Company Visit and Guest Speakers

- Business leaders, practitioners and professionals from industries will be invited as guest speakers to share their first-hand experiences in doing business in China / Asia
- Visits to selected multinational corporations / local companies and government organizations
- Talks by business practitioners and/or government officials on business and/or socio-political issues in the region

*(c) Cultural and Social activities
(Optional, for participants of residential program)*

- Cultural activities for interests, such as evening / morning Qi-gong or Tai-chi classes; talks on Chinese Geomancy (Feng Shui); Chinese Herbal Medicine; Chinese Foot Massage Therapy (Reflexology)
- Day visit to neighbouring Chinese cities such as Shenzhen and Guangzhou
- Evening sunset boat trip / dining at seafood restaurant / barbecue dinner
- Sightseeing tours: Hong Kong, Kowloon, Lantau Island and Macau