



LEADING FOR SUCCESS

8-DAY CONSORTIUM PROGRAM

Develop business leaders and entrepreneurs
for continued success

SEP-DEC
2021
Hong Kong





Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

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Leading for Success @HKUST

September – December 2021

8-day Consortium Program for business leaders and entrepreneurs

The School of Business and Management of the Hong Kong University of Science and Technology (HKUST Business School) proudly presents Leading for Success Consortium Program. The program is designed to develop business leaders and entrepreneurs by improving their leadership capabilities and offering them access to the latest management knowledge.

It is built on our extensive experience in offering world-class executive education to senior executives and business owners throughout the years.

Program Objective

Leading for Success Consortium Program develops business leaders in meeting the challenges and opportunities in a rapidly changing and increasingly competitive business environment and provides golden opportunities for networking with executives from diverse industries and backgrounds.

Who Should Attend

Business leaders and entrepreneurs of leading companies and organizations, typically with 10+ years of working experience.

Program Highlights

- **Acquire cutting-edge business and management knowledge and skills from world-class faculty** with intensive experiences in teaching executive programs and consulting work for organization worldwide
- **Broaden perspectives and benchmarking best practices from fellow participants** from other leading companies and organizations
- **Improve leadership capabilities to bring out the best in your people** to boost performance
- **Foster strategic thinking to create value** which is essential for company success



**HKUST
Business School
International Ranking**

Kellogg-HKUST EMBA

No. 1 in the World
for ten times
(2007, 2009-2013,
2016-2018, 2020)

MBA (Full Time)

No. 22 in the World
(2021)

Financial Times



Program Structure

The program comprises of four 2-day compulsory modules with a total of 8 days of intensive classes over four months.



Mode of Delivery

A variety of teaching modes will be used – lectures, case studies, interactive workshops, facilitated discussions and simulation exercises.

The intensive mode of study enables high-impact learning experiences with minimal disturbance to the busy work schedules of executives.

Participation

Participants should be business leaders and entrepreneurs, typically with 10+ years of working experience. They should be chosen by the company based on the needs for development to succeed with increasing responsibilities.

Total support and commitment from participating organizations are crucial to the success of the program. Organizations that are committed to management and leadership development will be selected.

Places in the program are limited. Each participating organization is expected to register a minimal of 2 participants and not more than 8 participants. A class size of about 20-30 is anticipated for this program.

Upon Completion

Participants should be prepared to devote their time and be focused on learning during the program. To pass the modules, participants have to achieve at least 80% class attendance (each module).

A certificate of attendance will be awarded by the HKUST Business School to participants who have completed the program. A closing lunch will be organized at the end of the program.

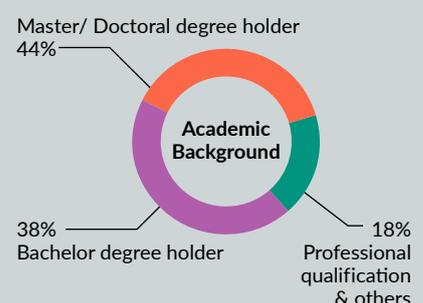
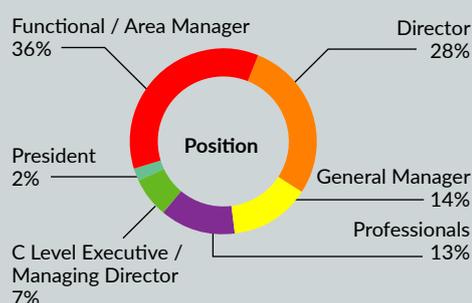
Participant Profile (Class 2007-2020)

Participants are seasoned executives who have extensive managerial experience. They are from diverse industries including Accounting & Auditing, Advertising / PR / Marketing, Banking & Finance, Biotechnology / Chemical, Building & Construction, Business Services, Conglomerates, Consultancy, Consumer Goods, Education / Training, Energy & Mobility, Entertainment / Arts / Recreation, Entrepreneur, Executive Search / Personnel Consultants, Food & Beverage, Government & non-profit, Health / Beauty Care, Information Technology, Insurance, Logistics / Transportation, Manufacturing, Media / Communication / Publishing, Medical Services / Pharmaceutical, Property Agency, Property Management / Security Services, Real Estate, Retail, Telecommunications, Trading, Travel & Tourism and Utilities.

Work Experience
Average : 19 yrs

Office Location
Hong Kong : 79%
Fly-in : 21%

Gender
Male : 68%
Female : 32%



Program Content and Preview

The program comprises of 4 compulsory modules with a total of 8 days of intensive classes over four months.

Module 1

Competing through Strategic Management (2 Days)

9-10 September 2021 (Thu-Fri)

■ *Prof. Chris Doran*

As a leader, you will be expected to contribute more to the strategic thinking of your organization, to put short term concerns aside, take the CEO's perspectives, and lead your team in the right direction.

This module will equip you with the tools and frameworks that need to craft a strategic plan for your organization thoughtfully. It will start off introducing an analytical toolkit that will enable you to understand your starting point, look at your industry, your customers, your competitors and your own company. Then move on to developing an understanding about how an industry is changing, using a structured approach to organize the trends and possibilities that may occur.

Participants will then think creatively about their strategic options, learning several techniques to identify innovative opportunities. They will discuss how, as leaders, to identify the timeless foundations and principles of their business that they must not change, while responding with flexibility in all other areas.

Finally, participants will close the loop by taking action and delivering results through their strategy. They will learn how to map out an action plan to execute their strategy, discuss the barriers and challenges that organizations face in implementation and ways to overcome them.

Module 2

Leadership and Change Management (2 Days)

28-29 October 2021 (Thu-Fri)

■ *Prof. Jean Vanhoegaerden*

A successful manager must possess capability in leadership and change management. In this module participants will deal with different challenges in today's dynamic global business environment. Participants will be provided with frameworks that will help to review their experiences and give perspectives to their future actions. They will learn from the frameworks and also from other participants since this module will be very interactive in style.

Different processes in organizational and individual change will be showcased. This will prepare you to understand the challenges in implementing changes in complex organizations, to provide a framework to understand what happens in change processes, and apply to individuals and organization.

This module will provide an understanding on the challenges of leaders and get insights in today's challenges and how leaders react, survive and keep energized. Participants will gain an understanding of the challenges and thoughts on how to deal with them.

Module 3
Strategy and Marketing (2 Days)

18-19 November 2021 (Thu-Fri)

■ *Prof. Joseph Salvacruz*

The general objective of this module is to provide participants with cutting-edge knowledge of marketing strategy and understanding of the decisions and challenges faced by managers at the marketing operations level in a firm. Participants will also learn about team development and management, planning processes, and the analytical tools used by managers. They will also be involved with strategy development, implementation and change.

The module is structured in a way that it provides an avenue for knowledge and information gathering and skills development through interactive lecture-discussion and short exercises. Focus is on efficient response to environmental dynamics, and an emphasis on cross-functional approach to marketing decision-making. The module will explore strategic marketing best practice scenarios across a wide range of industries.

Module 4
Achieving Success through People (2 Days)

16-17 December 2021 (Thu-Fri)

■ *Prof Stephen Nason*

Organizations today are facing unprecedented challenges that threaten their very survival yet also present remarkable opportunities. Global competition in nearly all industries requires leadership, vision, innovation, and coordination on a scale never before imagined. Executives in all industries realize that the management of people, the human resources in the organization, are the key to success.

This module helps participants to develop skills and abilities necessary to distinguish between the ineffective and effective management of organizations, with a particular focus on the skills and techniques that can improve ability to function effectively in a work setting.

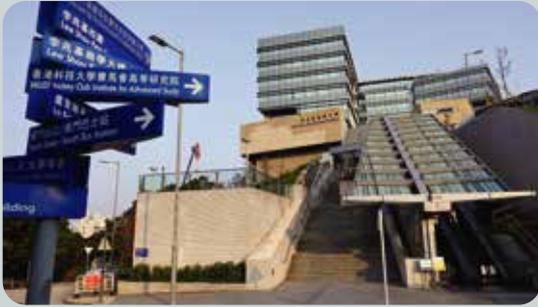
Topics that will focus on include strengthening individual and group decision making, learning how to most effectively motivate employees, improving negotiation skills, developing leadership abilities, managing organizational culture and structure, and directing organizational change. The goal is to help executives become a more effective manager and leader.

Program dates, content, choice of faculty and teaching sequences are subject to final adjustments and modifications.

Daily Schedule

Classes normally start at 9:30 am and finish at about 5:15 pm at HKUST Business School Executive Education Suite. A typical day comprises of four 1.5-hour teaching sessions with lunch and refreshment breaks in between.

9:30 - 11:00 am	Morning session 1
11:00 - 11:15 am	Refreshment break
11:15 am - 12:45pm	Morning session 2
12:45 - 2:00 pm	Lunch
2:00 - 3:30 pm	Afternoon session 1
3:30 - 3:45pm	Refreshment break
3:45 - 5:15pm	Afternoon session 2



Venue

Classes will be conducted at the state-of-the-art executive education facilities of the Business School on HKUST's Clear Water Bay campus.

The executive education facilities and the campus setting provide a comfortable, pleasant and efficient environment conducive to the intensive mode of learning in this program.



Faculty Profile

Prominent HKUST scholars and overseas faculty who are experienced in executive teaching have been selected to participate in planning and teaching of the program. They are subject experts in their respective areas and consultants to various companies. They are most knowledgeable on the issues facing business executives in the dynamic and challenging business environment.



Chris Doran

MBA, INSEAD

Adjunct Associate Professor, Department of Management
HKUST Business School

Professor Doran has over 20 years of experience in crafting and executing strategy in three major multinationals. He has run the strategy department for three major multinationals. Formerly, he has been Director of Strategic Planning and Development for A.S.Watson (part of Hutchison Whampoa), Head of Strategy at Lend Lease (one of Australia's largest Real Estate companies) and Global Strategy Director for UDV (the US\$2 billion operating profit drinks division of Diageo plc). As well as running the strategic planning processes, his responsibilities have included M&A, corporate development and new ventures. He got his grounding in strategic thinking as a manager at McKinsey & Co, the world's leading management consultancy. He was based in the London and Delhi Offices.

Professor Doran is also a Professor at the HKUST, teaching the core strategy course as well as electives in M&A and Consulting to the MBA students. He was the Academic Director for the Kellogg-HKUST EMBA, the leading EMBA program in the world as ranked by the Financial Times.



Jean Vanhoegaerden

Master Organizational Psychology

Professor of Practice, Ashridge Executive Education
Hult International Business School

Professor Vanhoegaerden specializes in International Management, Cross Cultural Management, Globalization, Leadership and Organizational Change. He is member of the faculty of Ashridge Executive Education at Hult International Business School. He has consulted to numerous firms in Europe, and has taught executive courses in North and Latin America, Europe, South Africa, Australia and the Middle and Far East.

Professor Vanhoegaerden speaks regular at in-company conferences. He also teaches at Vlerick Business School, Gent and at GIBS, Johannesburg, South Africa. His interests are linking the strategic aspects to the 'softer areas' in business. His research focuses on integrating strategy and leadership in an international context.





Joseph Salvacruz

PhD, University of Kentucky

Professor of Business Practice, Department of Marketing

HKUST Business School

Professor Salvacruz has extensive teaching experience in MBA, MSc, EMBA and Executive Education and has won a number of teaching and professional awards. He has been a consultant, business adviser and executive training facilitator of various firms in the US, Philippines, New Zealand, Hong Kong and China.

His research focuses on strategic marketing with particular emphasis on modeling strategic activities and on food marketing issues. Professor Salvacruz is a frequent contributor to academic conferences and journals and he has reviewed for several academic journals. In addition to teaching, research, and consulting, Professor Salvacruz has been actively involved with the management of restaurant and catering business, and a food trading company in the Philippines. He is currently a joint venture partner of a major real estate development company in the Philippines.



Stephen Nason

PhD, University of Southern California

Professor of Business Practice, Department of Management

Director, World Bachelor of Business Program

HKUST Business School

Professor Nason has been a full-time Professor in HKUST since 1995, where he has taught negotiations at MBA and Executive MBA levels for the past 20 years. He has extensive experience teaching, consulting, and conducting research in the US, Hong Kong, and Mainland PRC.

Professor Nason's research interests focus on negotiations, individual and team decision-making, cross cultural management, international HRM, organizational learning & transformation. His publications have appeared in the *Academy of Management Journal*, *Human Resource Management Journal*, *Journal of Managerial Psychology*, *Journal of Management* and *Harvard Business Review*. He is one of the authors of the book: *Organizational Learning Capability: Generating and Generalizing Ideas with Impact* (New York: Oxford University Press).



Feedback from Alumni



“Very informative and practical in daily practice to manage people and organization. An entrance to success as leaders.”

Dr. Joseph Chung, Deputy Hospital Chief Executive, Hospital Authority



“The modules are well structured and inter-related while inspire me on strategic thinking and enhanced my leadership. The theories discussed are related to real business life.”

Mr. Conway Chan, General Sales Manager, Hawley & Hazel Chemical (HK) Ltd



“Incredible and intense learning experience that provides a massive volume of valuable information for working executives - information that is immediately applicable to real-life problems.”

Mr. Darren Boey, Chief Communications Officer, BGL HK Ltd



“I learned to think out of the box and hardly focused on my industry at all....unless I happened to be talking about my experiences. This gave me a completely different point of view and thinking that was new to me. By reviewing the case studies from the professors and listening to my class mates opinions on real life issues, it helped me to expand my own views and opinions that I can apply back to my own job. I had the joy to work with an international group consisting of Hong Kong Chinese, Mainland Chinese, French, Italian, Kiwis, Korean, Dutch and of course me being British. We all have different cultures which we learned from and we all represented a wide range of professions with industries, and many different positions. It was very rewarding on both a personal and professional level.”

Mr. Paul Dickson, Food & Beverage Manager (Racecourses), The Hong Kong Jockey Club



“The Leading for Success Consortium Program has been excellent, with a very broad coverage of business essentials to succeed.”

Mr. Kasper Staerk Olesen, General Manager, Maersk Broker Korea Ltd



“The Leading for Success Consortium program brought together students from multiple backgrounds (culturally and professionally), which was big success factor and one which few other programs in Asia can provide. Being able to learn from the experience of others was one of the major success factors of the course. I benefited from the knowledge provided both by other attendees and the teaching faculty. The teaching faculty had professional experience, which was invaluable since they are not just imparting academic theories, but also practical solutions. This was a real value-add from the program. All modules came with a healthy quota of group work which tested our ability to lead amongst ourselves and then take that experience back to the workplace.”

Mr. Lee Quane, Regional Director - Asia, ECA International



“It is invigorating to be among a group of varied and talented people, learning and reinventing our ways of doing things.”

Ms. Clarice Yu, Senior Building Surveyor, Buildings Department, HKSAR Government

Program Fee *

Regular Program Fee (minimum of 2 registrations per company / organization)	HK\$58,800
Early bird rate (register before 30 July 2021)	HK\$52,800
Corporate rate (3 or more registrations from the same company)	HK\$49,800

* The fee includes:

- Design, development and delivery of the program conducted at HKUST
- All course materials, binders, articles, cases, teaching notes and textbooks, if applicable
- The use of fully equipped executive education classroom and breakout rooms during the program
- Lunch and refreshment during the program
- Certificate of attendance awarded by HKUST Business School

Application

Please send us the followings by email / fax / mail (on or before **20 August 2021**):

1. Completed **Company Reply Form**
2. Completed **Participant Registration Form(s)** (online version is also available)

Attn : Mr Garrie Pang, Assistant Manager

HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

☎ (852) 2358 8013 (Mr Garrie Pang)

(852) 2358 8347 (Ms Edith Yu)

☎ (852) 2335 5836

✉ ExecEd@ust.hk

🌐 www.bm.ust.hk/ExecEd

Once registration is confirmed, the program office will send you email confirmation and invoice. Please make payment accordingly (cheque payable to “The Hong Kong University of Science and Technology”) to secure the seat(s).

Remarks:

- Each organization is expected to register a minimal of 2 participants and not more than 8 participants.
- Places are available on a first come first served basis.
- Places are limited and are subject to availability at the time of confirmation and consideration of the requests already made by other companies. An early confirmation will therefore help us to serve your needs.
- HKUST Business School Executive Education Office reserves the right to make any amendments to the program without prior notice.

Cancellation and Refund Policy

A 50% refund of program fee is available for cancellation received in writing at least 4 weeks prior to the program commencement date.

Program Administration

For enquiries on company and organization participation, please contact:

Mr Garrie Pang

Assistant Manager, Executive Education Office, HKUST Business School

☎ (852) 2358 8013 ✉ garrie.pang@ust.hk

🌐 www.bm.ust.hk/execed/open-programs/overview

Executive Education Office | HKUST Business School
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong



Website



WeChat

Company Reply Form

Confirmation of Participation

Program*: High Potentials Leadership / Leading for Success
5-day Consortium Program / 8-day Consortium Program

In order to confirm participation and reserve places in the program, please have the authorized person sign below and send this form to HKUST Business School Executive Education Office by email or fax.

We would like to confirm the participation of our company / organization. We commit to nominate and send _____ *(number) applicants to the above program. Selection of participants will be done by our company / organization, based on the criteria outlined in the brochure.

** Each participating organization is expected to register a minimal of 2 participants and not more than 8 participants. To apply for both programs, please fill in separate forms.*

Contact person(s) of the company / organization for matters related to the program:

Name (Dr/Mr/Ms/Miss/Mrs): _____

Job Title: _____

Company: _____

Tel: _____ Fax: _____

Email: _____

Address: _____

Authorized Signature

Company Chop

Name: _____

Date: _____

Title: _____

All information submitted will be kept confidential. Personal data will be used for the purpose of market research, program development and electronic direct mailing only.

** Please delete where inappropriate*

Participant Registration Form

Program*: High Potentials Leadership / Leading for Success
5-day Consortium Program / 8-day Consortium Program

Company/Organization: _____
No. ___ of total ___ applicants nominated

Name (Dr/Mr/Ms/Miss/Mrs): _____
(first name) (last name)

Name to be printed on certificate: _____

Job Title: _____

Correspondence

Tel: _____ (mobile) _____ (office)

Email: _____ Fax: _____

Address: _____

Industry (please tick in one of the following boxes):

- | | | |
|---|--|---|
| <input type="checkbox"/> Accounting & Auditing | <input type="checkbox"/> Advertising / PR / Marketing | <input type="checkbox"/> Architecture / Surveying |
| <input type="checkbox"/> Banking & Finance | <input type="checkbox"/> Biotechnology / Chemical | <input type="checkbox"/> Building & Construction |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Conglomerates | <input type="checkbox"/> Consumer Goods |
| <input type="checkbox"/> Education / Training | <input type="checkbox"/> Entertainment / Arts / Recreation | <input type="checkbox"/> Executive Search / Personnel Consultants |
| <input type="checkbox"/> Food & Beverage | <input type="checkbox"/> Government & non-profit | <input type="checkbox"/> Health / Beauty Care |
| <input type="checkbox"/> Hotel & Catering | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Internet / e-business |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Legal Service | <input type="checkbox"/> Logistics / Transportation |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Media / Communication / Publishing | <input type="checkbox"/> Medical Services / Pharmaceutical |
| <input type="checkbox"/> Property Agency | <input type="checkbox"/> Property Management / Security Services | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Science / Research & Development | <input type="checkbox"/> Telecommunications | <input type="checkbox"/> Trading |
| <input type="checkbox"/> Travel & Tourism | <input type="checkbox"/> Utilities | <input type="checkbox"/> Others: _____ |

Job area(s) e.g., Marketing, Strategic Development, HR, General Management

Responsibilities in terms of human resources, budget, capital investment, and scope of business

With reference to the program curriculum, which session do you think would be most interesting and useful to you?

Please describe key challenges facing you / your unit / company at work.

Please assess your knowledge in the following areas (please circle):

Accounting	Little	1	2	3	4	5	High
Finance	Little	1	2	3	4	5	High
Marketing	Little	1	2	3	4	5	High
Commerce & IT	Little	1	2	3	4	5	High
Operations & Production	Little	1	2	3	4	5	High
General Management	Little	1	2	3	4	5	High
Strategy Formulation	Little	1	2	3	4	5	High

Work Experience (Number of years): _____

Number of years of service at the current company:

Position	Organization	Period (list most recent ones)
_____	_____	_____
_____	_____	_____

How many subordinates do you have within your department / unit? _____

How many of them directly report to / line-managed by you? _____

Education qualifications (degree / diploma based):

Name of Institution	Program Name	Year Received
_____	_____	_____
_____	_____	_____

Name: _____ Date: _____

This is a preliminary registration form. It will be used to select applicants in consideration for a better class mix, especially if registration exceeds allowed class size. Once registration is confirmed, our program team will follow up with your company/organization and engage participants in preparation for the program.