Global Business in Asia: New Horizons
Programme Summary
About the Organizers
The University of Hong Kong (HKU)

- A leading international institution of higher learning in Asia

- HKU was ranked no. 3 in Asia in the Quacquarelli Symonds (QS) Asian University Rankings in 2014, while it puts HKU as 26th in the world in 2013.

- More information on HKU today can be found at: [http://www.hku.hk/about/](http://www.hku.hk/about/).
Faculty of Business and Economics (FBE)

- FBE offers many programmes from the undergraduate to the master and doctoral levels, as well as EMBA and executive education.

- In addition to teaching in Hong Kong, FBE has offered an MBA (International) programme in Shanghai since 1998.

- More information on the Faculty can be found at: http://www.fbe.hku.hk/.
"Global Business in Asia: New Horizons" is a summer academic programme which was first launched in 2012. The aim of this programme is to provide an opportunity for participants to experience the school life and understand the local cultures in two of the most vibrant cities in Asia: Hong Kong and Shanghai.
Apart from formal lectures, participants would also attend guest talks by insightful industry leaders, visit reputable corporations of different industries and take part in sightseeing tours to deepen their understanding to local history and cultures. Through all these events, participants have the opportunity to build up a relationship with a rich network of HKU alumnus, which is very useful to their future career.
Programme Information
Students will be enrolled into the below 2 courses of 6-credit each:

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<tr>
<th><strong>Chinese Business and Marketing</strong></th>
<th><strong>The China Economy: Implications for Global Business</strong></th>
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<td>This course begins with an overview of the China business environment and macro-/micro-environmental factors, followed by the analysis of Chinese business practice, cultural value, consumer behaviour, manufacturing and servicing industries’ development, etc. Practical China business management issues will be discussed. Besides, various marketing techniques in China will also be explored during the course.</td>
<td>This course begins with an overall understanding of China’s recent economic development and the role of Hong Kong, followed by deeper analysis of the major sectors such as external trade and investment, industry and technology, finance and other services, the labour force and human resources. It will end with some specific current economic issues such as the internationalization of the RMB, China’s investments overseas, Shanghai's free trade zone, etc.</td>
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Some Examples of Company Visit – Hong Kong

**Government and Public Corporations:**
- Independent Commission Against Corruption (ICAC)
- InvestHK
- HK Exchanges and Clearing Limited

**Social Enterprise:**
- Soap Cycling
- Habitsu Cafe

**Catering Service:**
- Habitsu Cafe

**Conference and Events:**
- HK Convention and Exhibition Centre

**Luxury Brands:**
- Rosewood Hotel Group
- TSL Jewelry
Some Examples of Company Visit – Hong Kong
Some Examples of Company Visit – Shanghai

Hotel and Tourism:
- Sheraton Shanghai Pudong Hotel
- Peace Hotel
- G-Waterfront Café Restaurant

Media and Technology:
- Touchmedia
- Popcap China
- EMC
- Alcatel-Lucent

Real Estate:
- Shanghai Lingang Economic Development Group

Special Industry:
- Baosteel

Retail:
- Metro Supermarket
Some Examples of Company Visit – Shanghai
# Guest Speakers

<table>
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<tr>
<th>Name of Speaker</th>
<th>Company</th>
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<tbody>
<tr>
<td>Professor CHEN Edward K.Y.</td>
<td>Distinguished Institute Fellow, HKU</td>
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<tr>
<td>Dr. XIAO Geng</td>
<td>Fung Global Institute</td>
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<tr>
<td>Ms. KI Leonie</td>
<td>New World Development Co. Ltd.</td>
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<tr>
<td>Mr. LIU Teddy</td>
<td>New World Development Co. Ltd.</td>
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<tr>
<td>Mr. WAN Wilson</td>
<td>China Merchants Securities (HK) Co. Ltd.</td>
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<tr>
<td>Ms. WONG Bianca</td>
<td>Jebsen &amp; Co. Ltd.</td>
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<tr>
<td>Mr. MAN Derek</td>
<td>Bank of Tokyo Mitsubishi UFJ</td>
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<td>Mr. LEUNG David</td>
<td>Onyx Environmental Product Ltd.</td>
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<tr>
<td>Mr. YAGYU Masakazu</td>
<td>The HK Japanese Chamber of Commerce and Industry</td>
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<td>Mr. DONG Tao Douglas</td>
<td>Shanghai Foreign Investment Development Board</td>
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<tr>
<td>Mr. YRIGOYEN Francois de</td>
<td>ManpowerGroup</td>
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<tr>
<td>Ms. HONG Jie</td>
<td>PDD Group Ltd.</td>
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Participants’ Nationalities

- Canada
- China
- Hong Kong
- Italy
- South Korea
- Macau
- Taiwan
- U.S.A.
- Denmark
- Ireland
- U.K.
- Romania
- France
- Germany
- India
- Norway
- Singapore
Participants’ Home Universities

- Cal
- UBC
- King's College London
- UCL
- USC
- University of Toronto
- University of Waterloo
- Ohio State University
- Boston University
- Cornell University
- The University of Manchester
- The University of Exeter
- National University of Singapore
- Queen's University
- Rutgers
- The State University of New Jersey
Participants’ Home Universities

- Aarhus University
- Arizona State University
- Bard College at Simon's Rock
- Boston University
- Cardiff University
- City University London
- Cornell University
- Drew University
- Exeter University
- Fordham University
- Guangxi University
- Hamburg School of Business Administration
- King's College London
- National University of Singapore
- Nottingham University, Ningbo
- Old Dominion University
- Parsons The New School for Design
- Queen's University
- Rutgers University
- Simon Fraser University
- Sun Yat-sen University
- The City University of New York
- The Lawrenceville School
- The Ohio State University
- The University of Hong Kong
- Touro College Berlin
- University of Brighton
- University College Dublin
- University College London
- University of Alberta
- University of Bath
- University of British Columbia
- University of Calgary
- University of California, Berkeley
- University Of California, Davis
- University of California, Irvine
- University of California, LA
- University of California, Riverside
- University of California, San Diego
- University of California, Santa Barbara
- University of California, Santa Cruz
- University of Chicago
- University of Durham
- University of East Anglia
- University of Illinois
- University of London
- University of Manchester
- University of Miami
- University of Rochester
- University of Southern California
- University of Toronto
- University of Warwick
- University of Waterloo
- University of Western Ontario
- University of Wisconsin- Madison
- University of York
- Vanderbilt University
- Wilfrid Laurier University
- Williston Northampton School
- Yonsei University
Programme Admission
Eligibility
- Undergraduate students of any discipline
- Proficient in English language
- Prior study in economics or business is not necessary
- No knowledge of Chinese language is required

Visa Application
- Participants have to make their own travel plan to come and leave Hong Kong.
- Since they will gain HKU credits, they have to enter Hong Kong with a student visa even though they can come to Hong Kong as tourists without visa.

The logistics
- All participants in the programme are expected to stay together during the four weeks for better academic and cultural exchange. They will be provided double rooms in a HKU dormitory for the first two weeks and in a hotel near the teaching venue in Shanghai.

- Round trip flights between Hong Kong and Shanghai will be arranged by the programme to ensure on-time and full attendance for all the teaching and learning activities. The programme will also arrange transportation for site visits and sightseeing activities in both cities that are part of the programme.
Alumni Sharing
• Christine Bancroft, Queen’s University, GBIA2012

“I have gained a broad understanding of business environments in a variety of industries in both HK and Shanghai. The programme provides two interesting courses particularly the Chinese economy and you also get a very good knowledge and taste of the two cities.”

• Anne Bruntse, Aarhus University, GBIA2012

“The programme provides insight to China's economy, marketing and culture while at the same time offers the opportunity for an international network and a great experience.”

• Jon Ma, Princeton University, GBIA2012

“The schedule was very well designed and I enjoyed the guests. I enjoyed the lectures especially those about the Hong Kong Economy, China trade, Hong Kong financial system, and Hong Kong and China cultures.”

• HOCHMAN Joshua Tim, University of Bath, GBIA2013

“It has enhanced my knowledge of this dynamic and interesting part of the world and its economy. In addition, I have made many valuable contacts and friends from each corner of the world.”
• HU Yang, City University London, GBIA2013

"I enjoyed the opportunities to get into corporations in different areas and listen to their experience in the industry. I had a great time with new friends I met here, four weeks already made us very close, we explored the cities together and that's the best part in the four weeks."

• JIANG Yichun, Arizona State University, GBIA2014

“I especially enjoyed the company visits in Hong Kong. The two classes were very interesting. Although towards the end the workload was a bit heavy, but our group enjoyed working on it, and I really learned a lot. “

• BRIDGE Lara, Cardiff University, GBIA2014

“It was a great experience, I met a lot of different people from different cultures, and fully experienced the Chinese culture myself." 

• CHOI Sung Il, Yonsei University, GBIA2014

“The two cities were the most vibrant places in Asia and they are worth to visit in your lifetime. Not only I could build academic knowledge about the most developed cities in the world, but I also learned lifetime experience by interacting with local people and international students.”
Website: [http://www.fbe.hku.hk/gbia](http://www.fbe.hku.hk/gbia)

Enquiry Email: gbia@hku.hk
See you in Hong Kong!