ABOUT CHINA’S GREATER BAY AREA

Over the past few decades, China has been transforming from an agricultural economy into a manufacturing powerhouse. She is now in the midst of transition towards a service-driven economy. The China’s Greater Bay Area initiative, in ambitions to transform the southern region of China, one of the most economically vibrant regions of China, into an international technology and innovation centre.

The Greater Bay Area comprises the two Special Administrative Regions of Hong Kong and Macau, and the nine municipalities of Guangzhou, Zhuhai, Shenzhen, Foshan, Zhuhai, Dongguan, Shenzhen, Jiangmen and Zhaoqing in Guangdong Province, as well as Macau. In 2019, the population of the Greater Bay Area city, for example, Shenzhen, the metropolis, was an estimated 13 million. Hong Kong, one of the world’s freest economies with top world-class research and professional services industries, and Guangzhou, one of China’s most important manufacturing hubs, as well as deepening cooperation and collaboration amongst cities, the Greater Bay Area will become a technology innovation hub, matching Silicon Valley.

ABOUT THE UNIVERSITY OF HONG KONG

Established in 1911, the University of Hong Kong (HKU) is the oldest tertiary education institute in Hong Kong and also an internationally recognized, research led, comprehensive university. As a leading international university in Asia, HKU strives to attract and develop outstanding scholars and students from around the world. HKU has over 220,000 alumni around the globe. Embracing the University’s motto, скрпес панеми (Wisdom and Virtue), students and alumni continue to make positive impact and contribute to the well-being of the community.

ABOUT FACULTY OF BUSINESS AND ECONOMICS

The Faculty of Business and Economics strives to nurture first-class business talents and to foster both academic and applied research to serve the needs of Hong Kong, China and the rest of the world in the fast-changing global economy. We engage leading scholars from the world to instil students with global knowledge, bring a wide range of high-quality degree programmes that are tailor-made to suit business education needs.

VISION AND MISSION

Vision To be a leading, globally impactful academic institution of business and economics.

Unique Proposition The Faculty is deeply rooted in Hong Kong, fully engaged with China, and truly international.

Mission - To provide world-leading business and economics education, nurture dynamic and responsible leaders.
- To advance the frontier of knowledge through innovative and globally-significant research.
- To create positive change in the world by partnering with communities.
CREATIVITY, INNOVATION & ENTREPRENEURSHIP IN CHINA (CIEC) - Door to New Opportunities in Guangdong, Hong Kong and Macau. CIEC aims to provide the latest business and economic opportunities in Hong Kong and China as well as the latest trends of business, economics, creativity, innovation and entrepreneurship in the Greater Bay Area. It also offers participants with a unique insight into the latest business and cultural development of China and at the same time provides an opportunity to experience Chinese culture.

APPROACH OUTLINE

Innovation-driven Economy, Finance and Entrepreneurship in China and HK (12 credits)

This course is to provide students with an overview of the finance, cultural and innovation environment in the region as well as the key skills and mentality to be applied by the corporate and start-ups.

1. Overview - Economy, Finance and Value-creating Entrepreneurship
   - Innovation Support and Culture - Greater Bay Area, Shenzhen and HK
   - Venture Creation Innovation Case Studies, China and HK
   - Value Creation Innovation Strategy and Culture: Bay Area (US) vs Greater China (HK)

2. Strategy and Skillet for Innovation and Entrepreneurship
   - Design Thinking: Stakeholders-centered disruptive innovation and corporate application (possible group project derived from this session)
   - Innovation Strategy: Corporate challenges, initiatives, opportunities, and growth
   - Financing Strategy: Business model, funding strategies and investment shareholders’ value
   - Entrepreneurship Strategy: Venture capital perspective
   - Entrepreneurship Strategy: Knowledge and technology transfer and team management

3. Innovation and Pioneering Technology-driven Economy
   - Development Focus in China: Artificial Intelligence (AI), Quantum Information, Mobile Communications, Internet of Things (IoT) and Blockchain
   - The impact of innovation on social and economic development
   - Internet of Things (IoT)-Driven Technology Trend and Impact on Sustainability and Smart City

PROGRAMME FEE

US$100 / HK$937.80 (Tuition of 12 HKD)

Accommodation Covered

MEALS

Orientation Party (Welcome Ceremony) and Closing Ceremony

HKU Facilities Access Covered

Company visits and sightseeing activities as arranged in programme

PROGRAMME TIMELINE

Step 1: Application Period (January 1 - March 31, 2019)

Step 2: Announcement to successful applicants (Early April 2019)

Step 3: Submit programme fee and other necessary documents

Step 4: Visa Application

Step 5: Programme Period

APPLICATION DEADLINE: March 31, 2019

ATTENTION: All documents must be submitted by the application deadline. Late applications will not be considered.

GENERAL ENQUIRIES

Faculty of Business and Economics, The University of Hong Kong
Room 401, 4/F, P.K. Uang Building, Pokfulam Road, Hong Kong S.A.R.

Website: www.fbe.hku.hk/