

## HKU Business School - EMBA (New )

### Change of Environment:

- Covid-19 made face to face teaching not possible
- New Dean from Peking University

### New strategy :

- Partner with Peking University
- Study in HKU Cyberport Campus & Peking U's Guanghua School of Management in Beijing
- Some courses are taught by Peking U professors in Mandarin
- Two-year part-time, meet once a month for 4 days, Thursday-Sunday

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## HKU Business School – EMBA (new)

### Admission requirements:

1. A Bachelor's degree granted by a recognised university or an equivalent qualification; and
2. Minimum of eight years' managerial work experience; and
3. Complete a qualifying examination of English if their degree qualifications were gained from a university in which the medium of instruction is non-English. (No specific details of English requirement)

### Programme fee:

RMB 968,000

( HKU HK\$ 530,000 Peking U – RMB 484,000)

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## Executive Education

### Strategies:

#### Partner with the World's Top Universities:

- Oxford, Cambridge, NYU, Columbia.
- Global Study Programmes:  
Beijing, Shanghai, Hong Kong, Taipei,  
Cambridge, London, Paris, New York.

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## HKU Global Partnership Executive Programmes

Inspire senior executives for business advancement  
Proven excellence of HKU, Oxford and Cambridge Universities

**Distinguished Speakers:**





and more...

**Oxford-HKU**

**Senior Executive Programme in Corporate Leadership**  
27-31 October 2008

**Benefits to Participants**

- Get cutting edge insights into the theory, practice and art of corporate leadership from the world's experts in academia and industry.
- Learn the latest corporate trends in globalization, creativity and innovation, partnering for growth, aligning people with strategy and leading change.
- Obtain leadership insights you need to keep your organization in the lead in an increasingly competitive environment.

**Who should attend**  
CEOs, directors, senior managers, senior civil servants and other high-level executives with strategic responsibilities.

**Distinguished Speakers:**





and more...

**Cambridge-HKU**

**Senior Executive Programme: Strategic Issues in Corporate Finance**  
10-14 November 2008

**Benefits to Participants**

- Understand the key links between corporate strategy and financial structure that are vital in these turbulent financial times from the experts who know.
- Learn from their research and experience the tools you need to ensure maximum alignment between goals and resources, decision making and management incentives.
- Get answers to your strategy and financing questions in today's global markets, including China.

**Who should attend**  
CFOs, investors, shareholders, financial controllers and other high-level executives with finance responsibilities.

Enquiries | Tel: (852) 3962-1287/ 1270 | Fax: (852) 2989-6557 | email: [ExecEd.info@hku.hk](mailto:ExecEd.info@hku.hk)

**Global Network - Regional Context** [www.fbe.hku.hk](http://www.fbe.hku.hk)

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## HKU Global Partnership Executive Programmes

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and more...

**The Oxford-HKU**

**Senior Executive Programme: Corporate Leadership**  
11-15 May 2009

**Benefits to Participants**

- Get cutting edge insights into the theory, practice and art of corporate leadership from the world's experts in academia and industry.
- Learn the latest corporate trends in globalisation, creativity and innovation, change management and design thinking.
- Obtain leadership insights you need to keep your organisation in the lead in an increasingly competitive environment.
- Become alumni of Oxford Said Business School and HKU Business School executive network.

**Who should attend**  
CEOs, board members, senior managers, senior civil servants and other high-level executives with strategic responsibilities.

**Distinguished Speakers:**





and more...

**The Cambridge-HKU**

**Senior Executive Programme: Strategic Issues in Corporate Finance**  
15-19 June 2009

**Benefits to Participants**

- Understand the key links between corporate strategy and financial structure that are vital in these turbulent financial times.
- Learn from experts' outlook on the economic downturn and how to run business in a new international financial system.
- Learn how to develop risk management strategies to protect your assets and investments under the economic crisis.
- Become alumni of Cambridge Judge Business School and HKU Business School executive network.

**Who should attend**  
CFOs, investors, directors, shareholders, financial controllers and other high-level executives with financial responsibilities.

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**Global Network - Regional Context** [www.ExecEd.hku.hk/OxCam](http://www.ExecEd.hku.hk/OxCam)

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# From Corporate Strategy to Life Strategy:

## Developing a Successful Career and Happy Life

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### From Corporate Strategy to Life Strategy

The questions that organizations use to set a course for the future can be easily adapted to help individuals do the same.

| Organizations                                       | Individuals                                             | Outcome          |
|-----------------------------------------------------|---------------------------------------------------------|------------------|
| 1 How does the organization define success?         | → How do I define a great life?                         | → Great life     |
| 2 What is our purpose?                              | → What is my life purpose?                              | → Life purpose   |
| 3 What is our vision?                               | → What is my life vision?                               | → Life vision    |
| 4 How do we assess our business portfolio?          | → How do I assess my life portfolio?                    | → Life portfolio |
| 5 What can we learn from benchmarks?                | → What can I learn from benchmarks?                     | → Life benchmark |
| 6 What portfolio choices can we make?               | → What portfolio choices can I make?                    | → Life choice    |
| 7 How can we ensure a successful, sustained change? | → How can I ensure a successful, sustained life change? | → Life action    |

Source: Analyses by Rainer Strack, Susanne Dyrchs, and Allison Bailey

HBR

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## How to succeed in the changing global environment & keen competitions

- Think Out of the Box
- Make Strategic Changes



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## How to Achieve Your Career Goals



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## Strategy formulation Environment The SPACE-CLIFTH Model

### Environmental Scanning

**S - SOCIAL**  
**P - POLITICAL**  
**A - ADMINISTRATIVE**  
**C - CHINA**  
**E - ECONOMIC**  
**C - CULTURAL**  
**L - LEGAL**  
**I - INDUSTRIAL**  
**F - FINANCIAL**  
**T - TECHNOLOGICAL**  
**H - HISTORICAL**

### Comparative Benchmarking

1. \* INTERNAL
  - \* EXTERNAL
  - \* PUBLIC SECTOR
  - \* PRIVATE SECTOR
2. \* HONG KONG
  - \* SINGAPORE
  - \* MAINLAND CHINA
  - \* OTHER COUNTRIES

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## Personal Successful Strategies

**I. Building a balanced life**

**II. Multi-disciplines/skills**

**III. Effective performance**

**IV. Critical success factors**

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# **I. Building a balanced life**

## **What is a Balanced Life?**

**4 perspectives**



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## **Financial perspective**

- Get good stable jobs, successful business to generate income,
- Select investment strategy with good return
- Live within affordability

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## **Health perspective**

- Keep a balanced diet
- Do exercise on a regular basis
- Prevention is better than cure
- Always maintain a positive attitude
- Good health reduce financial burden

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## **Social perspective**

- Always maintain a high moral standard with integrity and ethics
- Join professional, business and social associations
- Make friends with different groups
- Engage in social and community activities

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## **Family perspective**

- **Build a harmony and good relationship with family members whenever possible**
- **Find opportunities to do things together**
- **Try to be independent**
- **Forgive and don't blame others**

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## **II. Multi-disciplines/skills**

- **Languages, subject areas**
- **Build on your strength & expertise**
- **Develop multiple skill sets**
- **Develop competence in other areas**
- **Try to be a generalized specialist**
- **Learn new skills whenever possible**
- **Use new technologies: AI, AIGC, Chat GPT, Metaverse**

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### **III. Effective performance : KSA + W**

**K - Knowledge (Professional)**

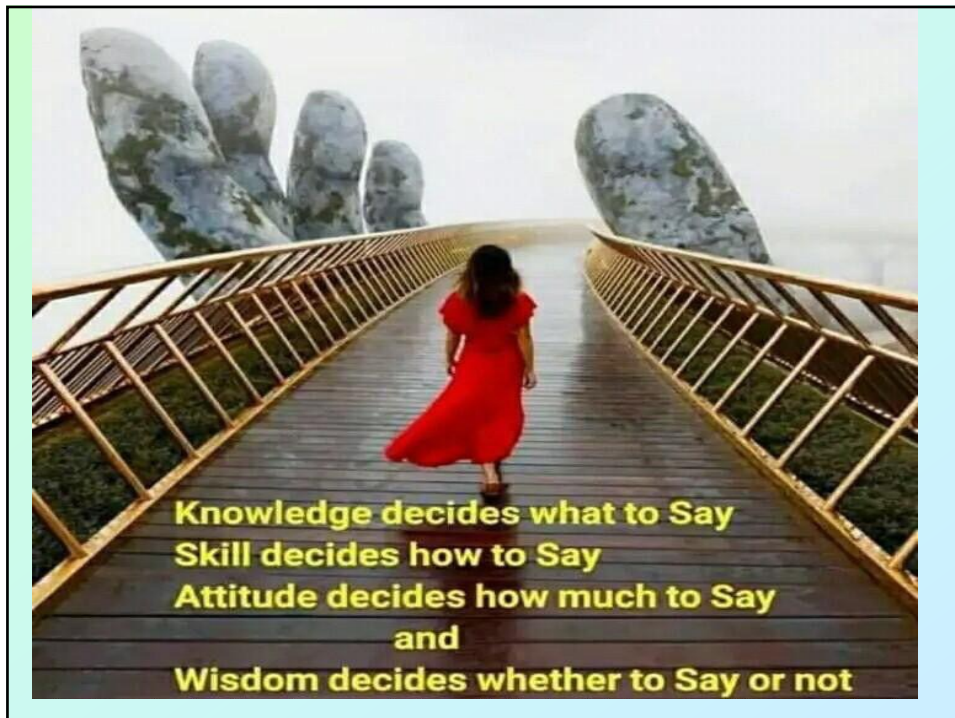
**S - Skills (Application)**

**A - Attitude (Proactive)**

**W - Wisdom (Decision)**

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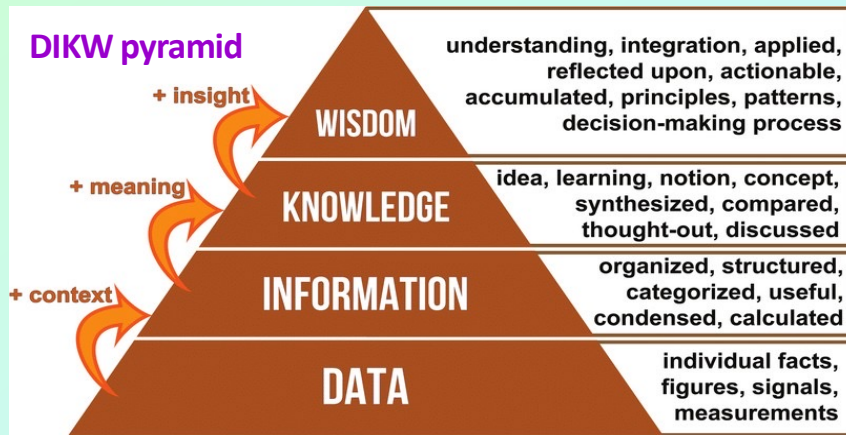
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### III. Effective performance : KSA + W

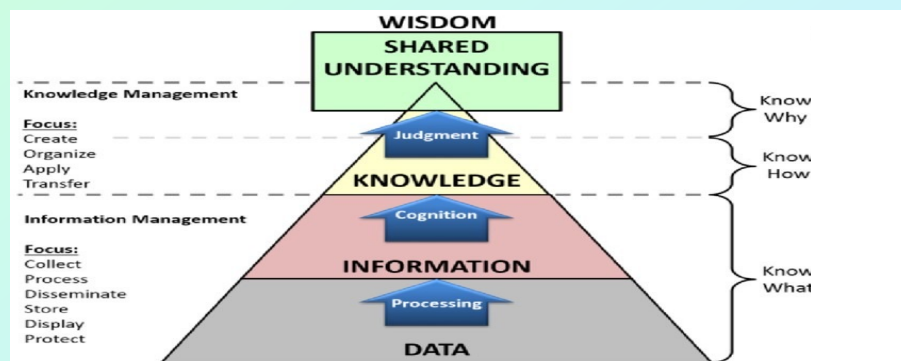
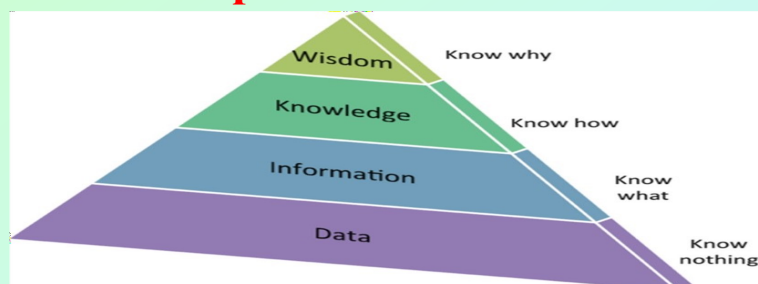
#### Data-Information-Knowledge-Wisdom Model



Danny P. Wallace, a Professor of library and information science, explained that the origin of the DIKW pyramid is uncertain: The presentation of the relationships among data, information, knowledge, and sometimes wisdom in a hierarchical arrangement has been part of the language of information science for many years. (Borrow from Dr. Alice Te)

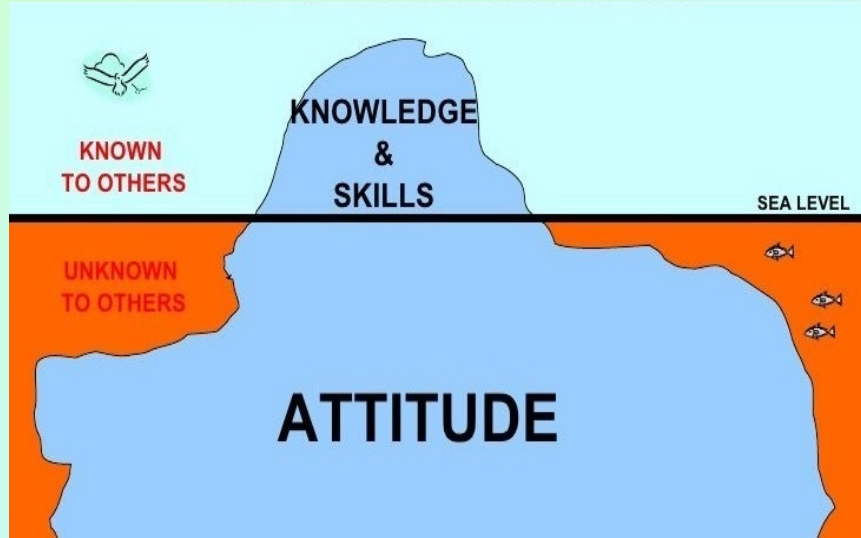
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### III. Effective performance : KSA + W



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### III. Effective performance : KSA + W



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### III. Effective performance : KSA + W



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## **IV. Critical success factors for personal strategies:**

- 1. Extensive search for new KSA**
- 2. Using contacts**
- 3. Do a SWOT analysis**
- 4. Develop your strategy map**
- 5. Enhance your competitiveness**
- 6. Develop 7 habits**

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## **Critical success factors:**

- 1. Extensive search for KSA**
  - Newspapers, websites, journals**
  - Keep learning – life-long**
  - Never give up**
  - Learn from unsuccessful attempts**
  - Do better the next time**

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## **Critical success factors:**

### **2. Using contacts**

- **Widen the professional and social networks**
- **Join various associations and organizations**
- **Make more friends**

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## **Critical success factors:**

### **3. Do a SWOT analysis**

- **Know yourself**
- **Analysis your Strengths, weaknesses, opportunities, and threats**
- **Match your expertise with what you want to do**

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## **Critical success factors:**

### **4. Develop your strategy map -**

**Strategy is about knowing :**

- Where you are now,
- Where you are going, &
- How to get there.

**Strategy implementation is about ensuring that you get there.**

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## **Critical success factors:**

### **5. Enhance your competitiveness**

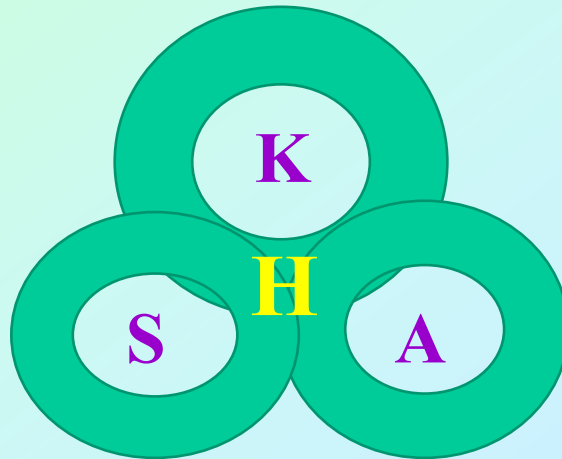
- Updated knowledge and skills
- Enhance your leadership skills
- Continuous learning
- Obtain higher degrees  
and professional qualifications

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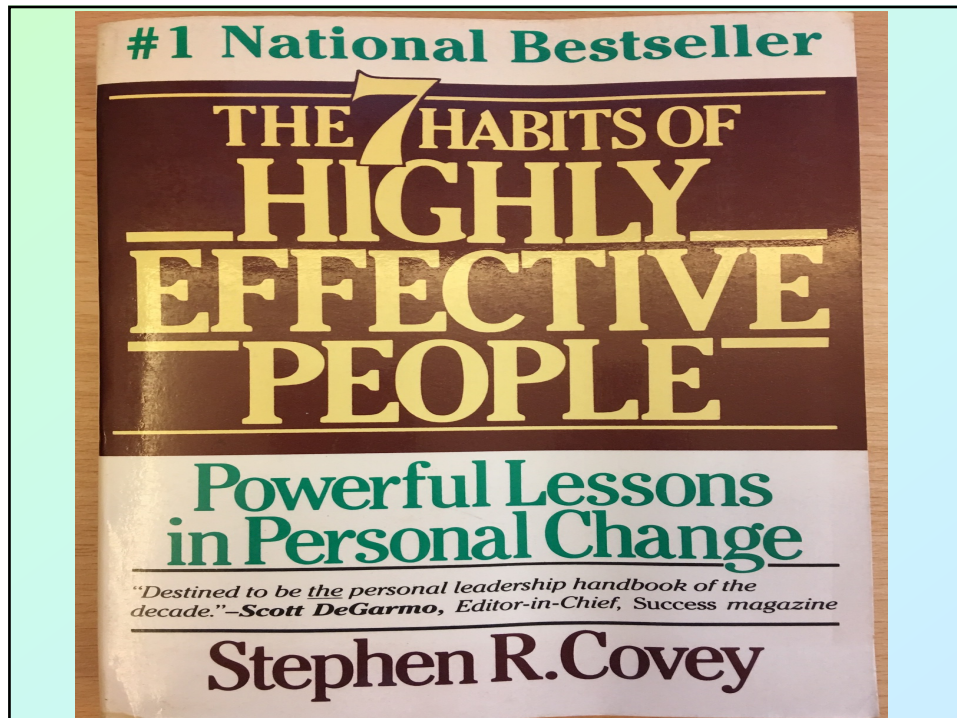
## IV. Critical success factors:

### 6. Develop Seven habits (H)



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## **7 habits of highly effective people:**

### **1. Be Proactive**

- 'principles of personal vision'

### **2. Begin with the End in Mind**

- 'principles of personal leadership'

### **3. Put First Things First**

- 'principles of personal management'

### **4. Think Win/Win**

- 'principles of interpersonal leadership'

### **5. Seek First to Understand, then to be Understood**

- 'principles of emphatic communication'

### **6. Synergize**

- 'principles of creative cooperation'

### **7. Sharpen the Saw**

- 'principles of balanced self-renewal'

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## **Conclusions**

### **What kind of people will be more successful?**

The one with- Professional knowledge, global perspectives, high moral standard, & can do attitude.

### **How to be a highly competitive & effective person?**

- **Think strategically**
- **Endurance: No pain no gain**
- **Never give up: No effort will be wasted**
- **Long term view: Reward will come later**
- **Just do it (NIKE): Act now**
- **Keep improving through life long learning**

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