Executive Education

Strategy:

Partner with the World's Top Universities:

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

oxford SAID BUSINESS SCHOOL

HKU BUSINESS SCHOOL

CAMBRIDGE Judge Business School





HKU Global Partnership Executive Programmes

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

Distinguished Speakers:


Prof. Loizos Heracleous
University of Oxford


Dr. David Pendleton
University of Oxford


Mr. Antony Tyler
Chief Executive
Cathay Pacific Airways

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 academe 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:


Prof. Peter Williamson
University of Cambridge


Dr. David Li
Chairman, BEA
Pro-Chancellor, HKU


Ms Peter Wang
Executive Director-HSBC
Honorary Professor,HKU

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

Global Network · Regional Context

www.fbe.hku.hk

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Oxford University


Prof. Michael Enright
SHK Properties
Professor, HKU


Mr. Po Chung
Chairman Emeritus
DHL Express (HK) Ltd

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:


Prof. Peter Williamson
University of Cambridge


Prof. Frederick Ma
Hon. Professor, HKU
Former Secretary for Commerce and Economic Development


Mr. Joseph Yam
Chief Executive
HK Monetary Authority

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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HKU BUSINESS SCHOOL




HKU Global Partnership Executive Programme

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Prof. Frederick Ma
Former Secretary for Commerce and Economic Development
Hon. Professor, HKU


Prof. Shih Chi-ping
Adjunct Professor
HKU SPACE


Mr. Joseph Yam
Chief Executive
HK Monetary Authority
Hon. Professor, HKU


Dr. Simon Taylor
University of Cambridge


Mr. Ronald Arculli
Chairman
HK Exchanges and Clearing Limited

and more...

Cambridge-HKU

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劍橋大學 - 香港大學

企業財務策略高級行政課程

2009年6月15-19日

企業所得

- 培訓具有策略思維能力的金融領導，認識及應付錯綜複雜的企業財務情況及如何面對全球金融危機

個人所得

- 修畢課程可獲得由劍橋大學和香港大學共同頒發的修讀證明書

成為兩校之校友會成員

- 成為Cambridge Judge Business School和HKU高級行政課程校友會會員，與全球各地高級金融領袖建立強大網絡

參加對象

- 首席財務官、董事長、財務總監、投資者、公司董事及企業高級管理人員

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2010年最全球大学排名

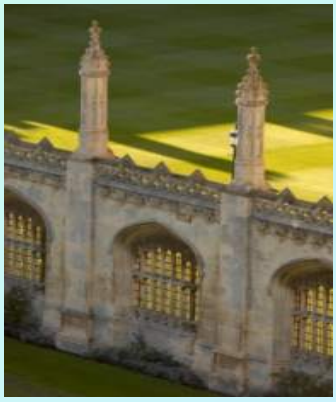
	University Name	Country		
1	University of Cambridge	UK	劍橋大学	23 香港大学
2	Harvard University	US	哈佛大学	40 香港科技大学
3	Yale University	US	耶魯大学	42 香港中文大学
4	University College, London	UK	倫敦大学學院	
5	Massachusetts Institute of Technology	US	麻省理工學院	
6	University of Oxford	UK	牛津大學	
7	Imperial College, London	UK	倫敦帝國學院	
8	Chicago University	US	芝加哥大学	
9	California Institute of Technology	US	加州理工學院	
10	Princeton University	US	普林斯頓大学	

The World University Rankings of Quacquarelli Symonds (QS) http://www.topuniversities.com/

CAMBRIDGE Judge Business School

英國劍橋大學商學院

企業戰略創新總裁研修班(三天)



學習地點: 英國劍橋大學 日期:2011年春季

劍橋大學成立於1209年，培育出無數的精英學者，曾經誕生了90 位諾貝爾得獎者。



課程提供機會予企業家深入瞭解企業為什麼須要不斷創新。教授們將與大家分享怎樣在企業裡實現創新，如何制定企業的戰略，並提供一套實用的工具和概念，能具體地在組織裡落實應用。

CAMBRIDGE Judge Business School 英國劍橋大學商學院

企業戰略創新總裁研修班(三天) 內容簡介

日期	*時間*	*內容*
第一天(星期一)	上午	講座: 企業如何走出去: 戰略地圖--達成企業戰略目標 **Dr. Peter Fong**方國榮教授 劍橋大學客座教授、原香港大學經濟及工商管理學院EMBA及高級行政課程總監
	下午	參觀: (1)參觀劍橋大學博物館 (2)參觀King's College國王學院--劍橋大學歷史最悠久的學院之一
第二天(星期二)	上午	講座: 策略創新-收購與合併的考慮 **Professor Peter Williamson** 劍橋大學客座教授、美國哈佛商學院全球戰略與管理專業客座教授
	下午	參觀: 相關企業
第三天(星期三)	上午	講座:全球經濟新秩序下之應變及長遠展望--全球化及金融體制之未來發展 **Dr. Simon Taylor**劍橋大學教授
	下午	參觀: (1)參觀Churchill College邱吉爾學院-趙紫陽和撒切爾夫人簽署的中英聯合聲明文本 (2)泛舟劍河(punting)

CAMBRIDGE Judge Business School 英國劍橋大學商學院

第四至第六天 (星期四至六)		自由活動，也可代為安排以下行程: (1)投資英國物業介紹; (2)子女在英國留學介紹(中學教育);或 (3)旅遊觀光







CAMBRIDGE
Judge Business School

英國劍橋大學商學院

師資:



Professor Peter Williamson
哈佛大學博士
英國劍橋大學Judge商學院客座教授



Dr. Simon Taylor
劍橋大學碩士、
牛津大學碩士、
倫敦大學博士
劍橋大學任教企業財務



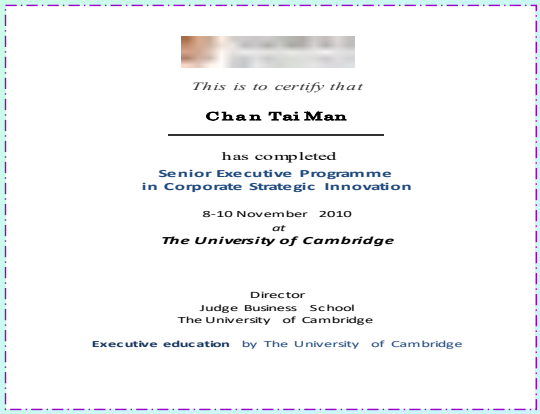
Prof. Peter Fong
方國榮教授
紐約大學博士
英國劍橋大學客座教授

CAMBRIDGE
Judge Business School

英國劍橋大學商學院

得益:

- 成為劍橋大學商學院校友會會員
- 獲得由劍橋大學頒發的 <修讀證明書>
- 與全球各地領袖建立強大網絡
- 培養具有策略思維能力的領導
- 加強企業的創新能力



This is to certify that

Chan Tai Man

has completed
Senior Executive Programme
in Corporate Strategic Innovation

8-10 November 2010
at
The University of Cambridge

Director
Judge Business School
The University of Cambridge

Executive education by The University of Cambridge

修讀證明書樣版



對象:

董事長、總裁、總經理及高級管理人員。

How to succeed in the changing global environment

Facing Keen competitions:

- Think Out of the Box
- Strategic change



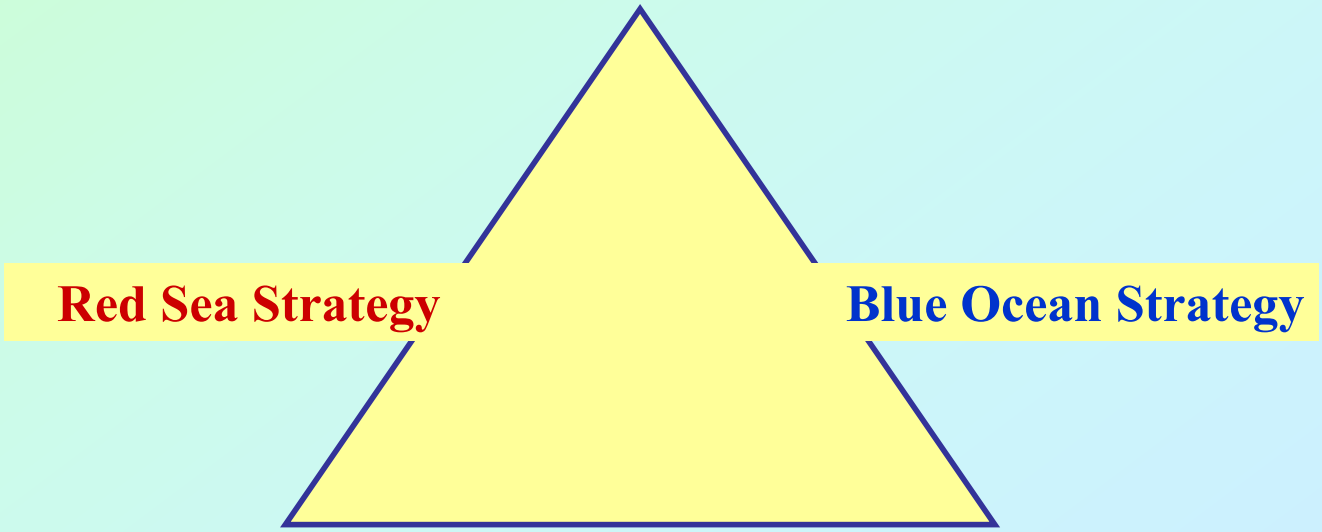
Do New Things - Innovation



Do It Better - Quality

Do It Cheaper- Efficiency

Successful Strategy



Personal Successful Strategy

I. Building a balanced life

II. Multi-disciplines/skills

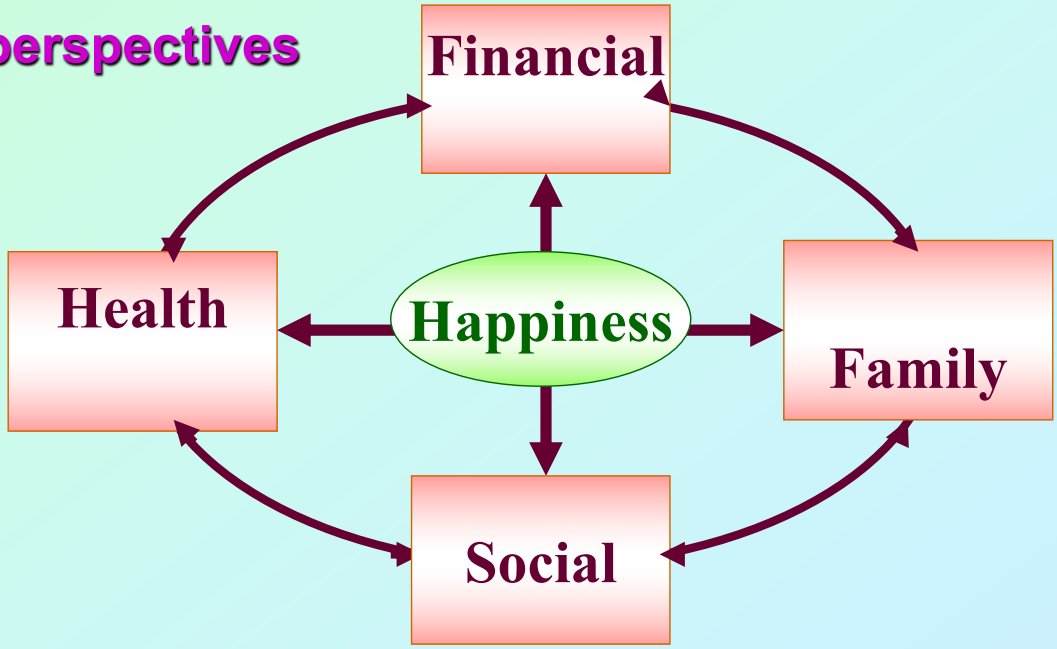
III. Effective performance

IV. Critical success factors

I.Building a balanced life

What is a Balanced Life?

4 perspectives



Financial perspective

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

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

Social perspective

- Join professional or social associations
- Make friends with different groups
- Engage in social and community activities

Family perspective

- Build a harmony and good relationship with family members
- Find opportunities to do things together

II. Multi-disciplines/skills

- Languages, IT, 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

III. Effective performance – KSA

K - Knowledge (Professional)

S - Skills (Application)

A - Attitude (Proactive)

IV. Critical success factors:

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**

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

Critical success factors:

2. **Using contacts**
   - Widen the professional and social networks
   - Join various associations and organizations
   - Make more friends

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

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.

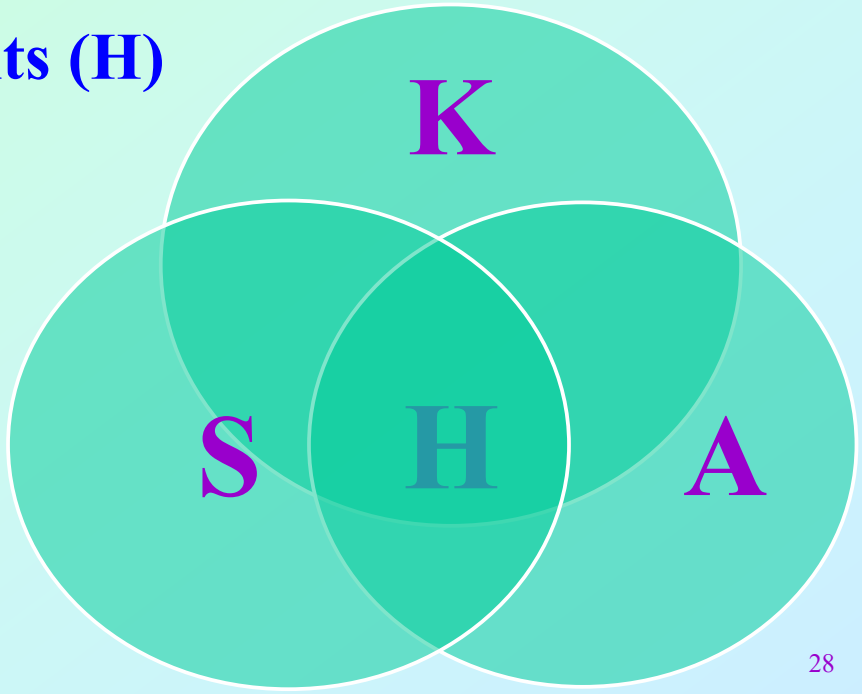
Critical success factors:

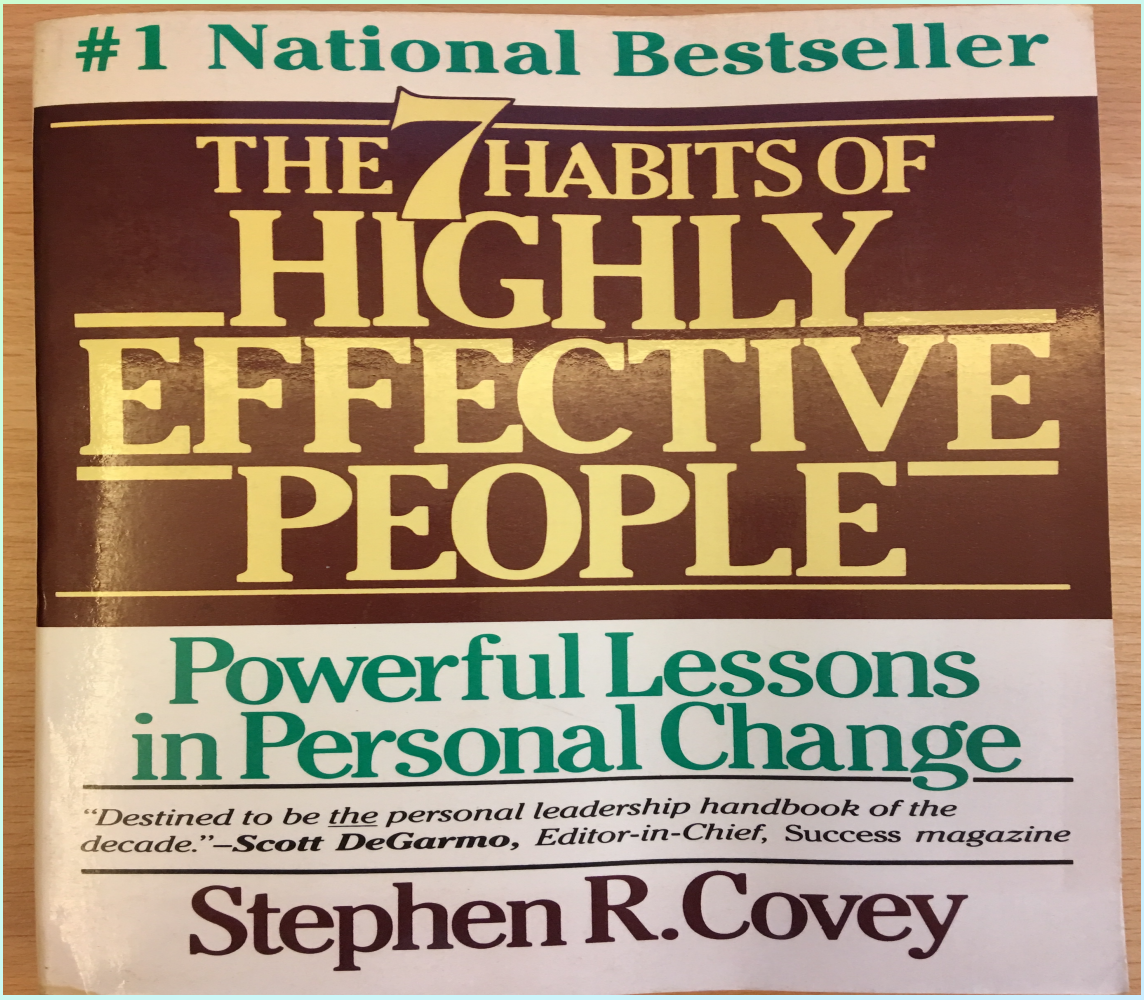
5. Enhance your competitiveness

- Updated knowledge and skills
- Continuous learning
- Obtain higher degrees and qualifications

Critical success factors:

6. Develop Seven habits (H)





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'

哈佛大學推薦20個快樂的習慣



1. Be grateful. 要會感恩。
2. Choose your friends wisely. 明智的選擇你的朋友
3. Cultivate compassion. 長養慈悲。
4. Keep learning. 不斷學習。
5. Become a problem solver. 做一個解決問題的人。
6. Do what you love. 做你想做的事情。
7. Live in the present. 活在當下。
8. Laugh often. 經常開懷。
9. Practice forgiveness. 多原諒人。
10. Say thanks often. 常說感謝。
11. Create deeper connections. 要有深交。
12. Keep your agreement. 信守承諾。
13. Meditate. 靜思冥想。
14. Focus on what you're doing. 關注你所做的事情。
15. Be optimistic. 要樂觀。
16. Love unconditionally. 無條件地愛人。
17. Don't give up. 不要放棄。
18. Do your best and then let go. 盡力而為，然後放下。
19. Take care of yourself. 好好照顧自己。
20. Give back. 回報。







馬雲說過:
傻傻的信,傻傻的幹,
傻傻的賺了數百萬!
精明的算,精明的看,
最後成了窮光蛋!

水不動就是死水,
人不動就是廢物。
人要有六動:
1.關係靠走動
2.團隊靠活動
3.客户靠感動
4.資金靠流動
5.生命靠運動
6.成功靠行動

Bill Gates 說：人生四不要，

1.不要把煩惱帶到床上，因為那是一個睡覺的地方。
2.不要把怨恨帶到明天，因為那是一個美好的日子。
3.不要把憂鬱傳染給別人，因為那是不道德的行為。
4.不要把不良的情緒掛在臉上，因為那是一種令人討厭的表情。

兩位都是這一代成功人士和億萬富豪，但他們的正面思考其實有著不同的值值觀。

Conclusion

What kind of person does an organisation want?

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

How to be a highly competitive & effective person?

- **Think strategically**
- **No pain no gain**
- **No effort will be wasted**
- **Reward will come sooner or later**
- **Just do it (NIKE): act now**
- **Keep improving through Life long learning**

Class Activity

- **Do a SWOT analysis of the HKMA.**
- **Develop strategies for HKMA to enhance its competitive advantages in the market.**