



香港中文大學  
The Chinese University of Hong Kong



**CUHK**  
BUSINESS SCHOOL

Executive  
Education

**The Asia-Pacific Institute of Business**

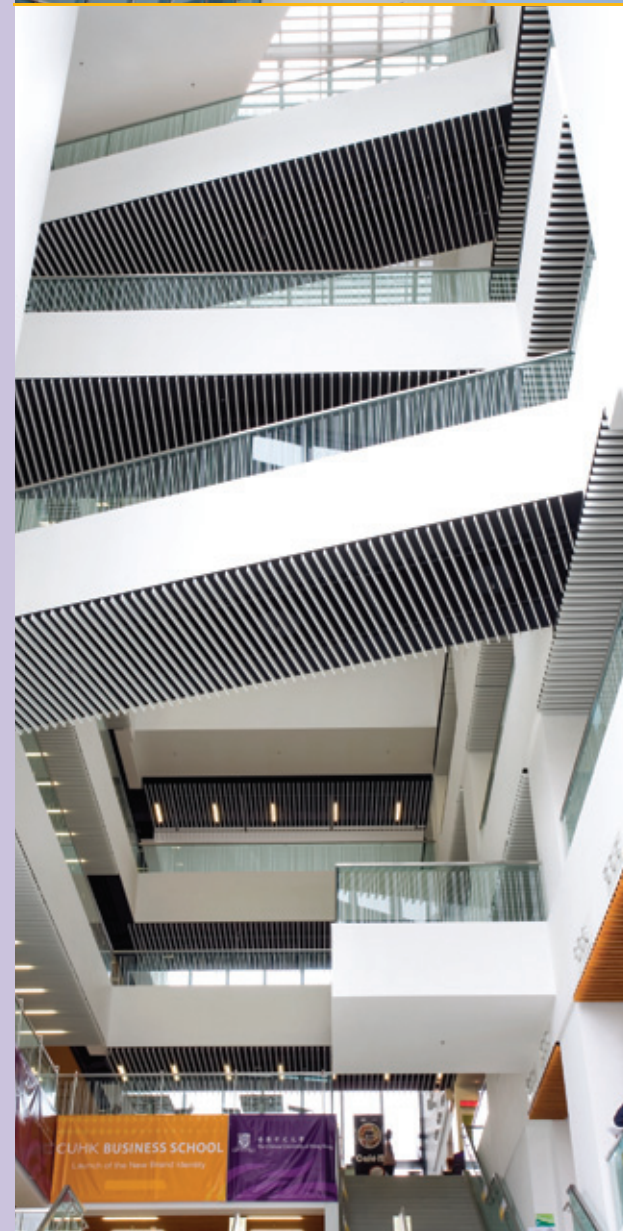
Developing  
**GLOBAL**  
**BUSINESS LEADERS**  
for the Asian Century





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Pioneering the development of  
**GLOBAL LEADERS** to meet the challenges and  
opportunities of the **Asian Century**



## ***Dean's Introduction***

CUHK Business School is a leading business school and a pioneer in business education in Hong Kong. Established in Hong Kong in 1963, it is the first business school to offer BBA, MBA and Executive MBA programs in the region. The School has over 4,000 full-time and part-time students and has the largest business school alumni network in Hong Kong, with over 28,000 members.

The School offers executive education through the Asia-Pacific Institute of Business (APIB). APIB is a prominent and leading provider of cutting-edge executive education and is a platform for the School's research centers. For the past 25 years it has designed and delivered courses that are aligned with the latest business trends within the industry and the business community. These are taught by the School's outstanding academics and top-notch business practitioners.

APIB's reputation and level of respect is underpinned by a personalized approach, which has allowed it to provide courses to hundreds of companies and business schools that are tailored to their specific needs in Hong Kong, around the region and the world.

Our mission is to continue to provide innovative executive education with advanced knowledge and skills, delivered by well-respected teachers. We sincerely wish to play a role in your future achievements.

**Professor Kalok Chan**  
Dean  
CUHK Business School





# The Asia-Pacific Institute of Business

## Executive Education, CUHK Business School

The Asia-Pacific Institute of Business (APIB) is the executive education arm of the Business School of the Chinese University of Hong Kong. For the past 25 years, APIB has been providing the Hong Kong and Asian business communities with unique learning programs. Such programs have been designed for executives who will benefit from the Business School's cutting edge research and senior pragmatic applications.



With over 100 full time staff in its faculty, the Business School's research efforts have made it a leader in knowledge creation in many critical areas of current interest to business. Committed to educate and serve, APIB applies important business theory to management practices in the Asian context.

To complement its capability for knowledge transfer, APIB proudly counts on its resource pool of over 50 management practitioners – current and ex-business leaders – whose insights are based on experience from the business world. This ensures that a good blend of theory and practice characterizes all APIB's offerings.

### CUHK BUSINESS SCHOOL EXCELLENCE



### The Chinese University of Hong Kong (CUHK)

Founded in 1963, CUHK combines tradition with modernity and brings together the East and West. Overlooking Tolo Harbour in the New Territories with over 137 hectares in size, the CUHK campus is the largest and greenest in Hong Kong.

### CUHK Business School

The CUHK Business School is a leading business school and a pioneer in business education in Hong Kong. It was the first business school established in Hong Kong in 1963 and, the first business school to offer MBA and Executive MBA programs in the region. The School has more than 4,000 students per year and has the largest business school alumni network in Hong Kong with over 28,000 members.



# What We Offer

Executive Programs

Custom Programs

International Residency Programs

## Overview

APIB offers executive programs designed to combine the best business practices and the latest management theories, with a special focus on relevance and application. CUHK Business School's expertise in China and the region offers participants the added value of broad insights into the latest development in the Asian markets. Distinguished scholars from leading institutions around the world and veteran executives from the business, industrial and government sectors are also invited to be guest speakers in different programs.

Over recent decades, APIB has provided executive programs to a large number of public and private organizations in Hong Kong, China and the rest of Asia. Thousands of managers and executives have participated in our executive programs from over 60 organizations covering all major sectors in the region and the world.

## Executive Programs

Executives aspiring to become great leaders seek every opportunity to gain insights from successful managers across industries. They need inspiration to address their professional and personal challenges in the changing environment.

To meet this specific need, we offer a range of executive programs which put emphasis on learning through interaction with experienced managers from a variety of businesses and organizations.

To maximize the learning impact, the one-day or two-day programs focus on current business issues, and the thematic programs in longer period focus on broader perspective and greater insight. The programs refresh participants from day-to-day responsibilities through providing them the latest knowledge in business from global perspective with the focus on challenges and opportunities in Asia. Our experienced faculty facilitates the learning by getting every participant involved to share their unique executive experience in the field.

Over the years, we also made partnership with a number of organizations which regularly nominate their high potential executives to attend our executive programs.



Dr Ming Chun Sun, APIB honorary institute fellow, shares his insights on economic development in China.



Some selected executive programs themes:

### Personal Leadership

The Leadership Journey: Reinventing Your Leadership (2 Days)  
Leadership Development (4 Days)

### Business Leadership

Systems Thinking and Creative Problem Solving (2 Days)  
Principles of Persuasion: The Art and Science of Influence (2 Days)  
Leading Change in the Era of Globalization (2 Days)  
Talent Management for Sustainable Competitive Advantage (2 Days)

### Corporate Strategy

Mastering the Dynamics of Doing Business in China (5 Days)  
Strategy in Action (5 Days)

### Strategic Marketing

Service Marketing and Management (2 Days)  
Capitalizing on Your Brand (2 Days)

### Finance

Financial Statement Analysis for Business Valuation (2 Days)  
Riding the Waves of Change in Global Finance (3 Days)

### Family Business

Unlocking the Complexity of Family Business Transitions (3 Days)





## Custom Programs

### Features of a Custom Program

- Tailored to meet the organization's unique set of needs and challenges to stay in line with business goals and corporate vision.
- Synergy created through collaborating with the organization in program design and development.
- Concepts and skills covered are relevant and ready for application.
- Follow-on programs recommended for companies aiming at strategic human resources management.

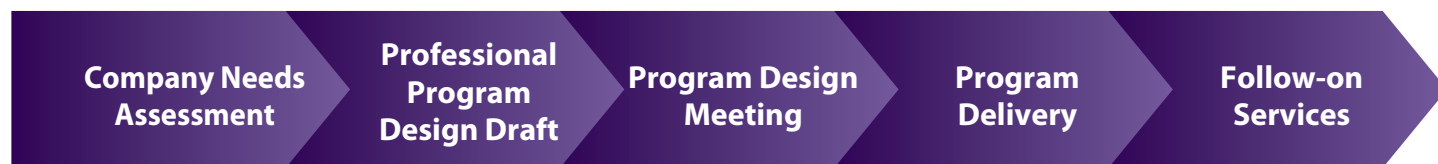
### Your Trustworthy Partner

Having been working for almost two decades with organizations encompassing diverse industries in the Asian region, we are experienced in offering the best executive education solutions. We value our long-term partnership with the leading companies based in Hong Kong and China together with multinational corporations to keep developing their executives with advanced business concepts and practices for leading further success.

### Industries of Our Partners & Clients

- Banking and Financial Services
- Industrial, Engineering and Energy
- Logistics and Transportation
- Pharmaceutical and Healthcare
- Public Services
- Real Estate and Hospitality
- Retail and Consumer
- Technology and Telecommunication
- Conglomerates
- Professional Bodies

### The design and development process of a custom program



*I do recommend every talents, prospective leaders or managers to experience the executive education from the Asia-Pacific Institute of Business of CUHK. Only when the smart meets the smart would genius emerges.*

**Karen Cheung**  
CFO of AsiaWorld-Expo Management Limited  
Participant of company sponsored program



*The APIB is flexible in designing and developing customized programmes that align with our corporate values and meet the specific needs of our staff.*

**Lin Zhihong**  
CEO of Hong Kong Branch, China Minsheng Bank  
China Minsheng Banking Corp., LTD.



*The MTR Advanced Management Program, provided by The Asia-Pacific Institute of Business, CUHK, is an intensive and comprehensive program that opened our mind in applying business management theory and practice within the context of MTR.*

**Oscar Ho**  
Deputy General Manager-China Property, MTR Corporation Limited  
Participant of company sponsored program





**Expertise of Our Team**

Our experienced team continues to explore and identify needs along with the client company for more in-depth and wider scope programs. It creates added value to the people, the organization, and their clients. Moreover, we help organizations to build rapport and alliances with business partners through joint programs for a consortium of clients with similar needs.

**Our Custom Programs Achieve to:**

- Meet the needs of organization's strategic change and development
- Inspire individuals with global perspective in today's critical business issues
- Provide insights to search innovative strategies to improve organizational performance
- Enhance leadership competence at individual and organizational levels
- Enable individuals to build new skills and create new behaviors

**Duration**

We provide flexible learning schedule to suit your organization's needs



**Our Custom Programs in the Form of:**

- Thematic Workshops
- A Series of Modular Programs
- Seminars / Forums
- Intensive Courses

# International Residency Programs

**Hong Kong as Your Destination**

Culture and heritage is what sets Hong Kong apart from the rest of Asia – indeed the world. Hong Kong is a unique fusion of Eastern and Western cultures where the old and the new live side by side. As an international city with cultural diversity and a gateway to mainland China, Hong Kong is one of the ideal places for business schools to organize international programs. We are the host institution for numerous Asian study tours of worldwide EMBA/MBA programs.

**Features of the Program**

Our programs aim to provide students with the essential knowledge in China's economic, political and business environment today but more importantly implications for tomorrow. Relevance will be made for emphasizing Hong Kong's strategic location within China and the Asia-Pacific region. The programs feature our international faculty providing students new perspectives in contrasting China with other major economies and cross-cultural management. Business professionals are also invited to share experience on business management in the context of the Chinese culture and values.



Exceptional Chinese Culture Experience: Participants learn the concept of "The Doctrine of the Mean" in Chinese way of thinking through Chinese Martial Arts.

*Everything was very well-planned and I got new insights to understand better the Chinese culture and business culture. Thank you!*

**Jani Suominen**  
Quality Director of VMP Group, Finland

*The program helped me in building my social and business network in Hong Kong, which is proved quite useful in establishing my business in Hong Kong and China. I'd definitely recommend the CUHK Business School to anyone looking forward to advance his career especially in the Far East region.*

**Mrigank Ballabh Singh**  
Entrepreneur (Apparel and Fashion), India

*It was a great week. Very well organized. The hospitality and professional guidance were excellent.*

**Wilma Versteeg,**  
Lecturer of Saxion, The Netherlands





**Your Reliable Partner**

We have accumulated over 30 academic partners in Europe, America and Asia such as Instituto de Estudios Bursatiles (Spain), Rotterdam School of Management at Erasmus University (The Netherlands), Indian Institute of Management, Ahmedabad (India), Leonard N. Stern School of Business, New York University (US) and Yonsei University (South Korea).

**Some of Our School Partners**

EUROPE	NORTH / SOUTH AMERICA	ASIA-PACIFIC
 	  	  
 	  	 
	  	 
  	  	 
 	 	<p><b>SOUTH AFRICA</b></p>
		



The Asia-Pacific Institute of Business





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