



**GBA Business School**  
**GBA Leader-Entrepreneur Acceleration Program (2022/2023)**

**Course Description**

**科目概要（只供英文版本）**

**A Well-rounded Curriculum 學習設計全面**

The highly integrated and innovative curriculum blends case studies, faculty lectures, field-based learning, student oriented entrepreneurial projects and sharing by industry guest speakers to highlight the challenges and opportunities resident in GBA and beyond. All modules are taught by academics, business professionals and industry experts in GBA.

**Orientation session: Doing Business in GBA (Two Days) 大灣區營商之道(為期兩日)**

Participants will be given an overview of GBA to understand the characteristics of its business environment including government policies and administrative requirements, business basics including accounting and tax obligations, business cultures, and local features in Hong Kong, Macau, Shenzhen and other GBA regions.

**Preparatory Modules (Self-learning) 預備單元(自學)**

The two preparatory modules, namely Accounting & Finance and Statistical Foundation, would be conducted via the online e-learning platform. Preparatory modules could be waived if participants could demonstrate having adequate training on the said subjects. A written test will be administered based on the materials provided by the online e-learning platform. Workshops or tutorials would be offered by GBA Business School on an as-needed basis.

<b>Preparatory Module Description</b>
<p><b>1. Accounting &amp; Finance (會計與財務)</b></p> <p>Provide a basic understanding of the key accounting requirements and apply conceptual frameworks to analyze investment and corporate finance issues.</p>
<p><b>2. Statistical Methods (基礎統計)</b></p> <p>Explain statistical and quantitative methods to perform scenario analysis that supports decision making.</p>

<b>Core Modules Description</b>
<p><b>1. Entrepreneurship &amp; Innovation from Zero to One (創業學)</b></p> <p>Develop requisite skills and knowledge for starting up and growing business in GBA. Learn to assess opportunities, develop business plans and models, and manage risks inherent in entrepreneurial projects.</p>
<p><b>2. Technology Start-up &amp; Scale-up from One to Hundred (初創企業融資學)</b></p> <p>Clarify important financing concepts that help chart a path toward securing essential funding for ventures in GBA.</p>
<p><b>3. Strategy: Point and Line to Plane (經營策略:點、線、面)</b></p> <p>Analyze and evaluate critical market conditions in GBA as foundations to develop creative strategic management solutions for business.</p>
<p><b>4. Economics in GBA (經濟學)</b></p> <p>Match economic principles to real-world business challenges. Apply analytical processes through which to understand the current state of economy in GBA. Identify disruption and helping factors and their effects on business.</p>
<p><b>5. Business Intelligence for Decision-Makers (商業智能與決策者)</b></p> <p>Integrate analytical tools, databases, systems and methodologies with applications, with a view to better decision-making.</p>
<p><b>6. Mastering Emerging Technologies (新興科技之掌控)</b></p>

Understand the trends of emerging technologies. Devise applications that capitalize on relevant technologies to produce transformational results.

**7. Change Management (變革管理學)**

Change management is not a process of “copy and paste” in the context of our business world today. Companies find themselves in more and more difficult situations trying to get ahead of others amid an ever changing and more competitive business environment. No matter your unique value proposition, you will be challenged by eager competitors and business innovators in no time. The only solution is to continuously renew your business in a way that not only can you deal with the immediate challenges but more importantly you are able to develop and follow a consistent path toward long-term advantage and success.

Leading companies must develop new knowledge fields to satisfy new needs of customers and attract new customers. Innovation is the key for new and improved products and services to be rolled out to maintain that leadership. There has to be strong management leadership in the company that takes its people to new heights and a winning mentality. Change management is the crucial process and a continuous effort toward achieving that. Our course will introduce five principles that help companies develop a culture to sustain growth with a leading edge.

**8. Leadership in the East x West Context (學貫中西領袖學)**

Integrate Eastern and Western management wisdoms toward making effective strategic and management decisions.

**Student Oriented Entrepreneurial Project 學生為本的創業項目**

Participants will form groups to study a specific issue and propose a solution, in form of a product or service, that can resolve an acute problem in the market. This will be an eight-month project, beginning with a thorough diagnosis of an observed pain point (or unserved need) in the market. Afterward, the group will submit a plan to their supervisor, a seasoned professional in the field, who takes the responsibility to discuss with participants on the approach and methods. The supervisor will frequently meet with participants giving them expert advice in terms of problem definition, solution ideation, prototype development and market testing. Those advice involve financing, commercialization, marketing, and other common issues thwarting start-ups. Through the project, participants will acquire a wide base of knowledge, effective task and people skills, as well as the all-important entrepreneurial experience in the context of starting up a new business, either as an independent entity or within an existing enterprise.

### **Webinar Courses** 網上研討會

Participants need to select a few topics from a pool of webinars in the library of GBA Business School to beef up their understanding of GBA. The School will invite successful business leaders, subject-matter experts and opinion leaders in the field to share their business experience in GBA. The webinars serve to enlighten participants with issues and opportunities, arising from the current business situations, government policies and geopolitical environment in the region. Available and helpful resources will also be made known to the participants that can help them improve their strategic business choices. These insights will point participants toward a roadmap that works to realize important potentials offered in GBA.

### **Study Trip in GBA Context** 大灣區考察學習之旅

A study tour in GBA will be arranged toward the completion of the core and webinar courses. During the tour, participants may apply their learning and revisit the business environment from a new critical angle. The trip will take approximately one week, with visits arranged to meet up with business gurus, successful enterprises, leading manufacturers, senior government officials, NGOs, and renowned academics in the area. This will allow participants to obtain first-hand understanding of the major directions and applicable activities in GBA. Participants can also take these opportunities to strengthen their networks establishing important contacts in various enterprises and organizations, education institutions, as well as business networks of their own in the region. With business and technology innovations commonplace in GBA, participants can be inspired toward developing valuable blue ocean ideas.

### **Master Guided Study on GBA Business** 大師指導研修大灣區商務

This is a highly interactive learning module which will be guided by a maestro who has earned great respect in the subject area, with a view to inspiring in participants a vision that goes even beyond what is seen as best practices today. The study topic will be a suggestion by the participants themselves, and can be any major issue surrounding strategy, management, leadership, technology or ecosystem in the business and/or socioeconomic areas. The solution sought should have potentially a profound impact on GBA and beyond. Participants and the maestro will meet according to a schedule or on an on-demand basis. The learning will be participant led, but will be very demanding in terms of producing “out of the box thinking”. The topic will address unserved needs, and will target to produce changed behaviors and characteristics for the benefit of the industries and general social wellbeing. The project aims at creating new paradigms on the basis of new and better ways of doing business, or more broadly, new and better ways of living.

This Course Description serves as a general guide only. The School reserves the right to revise its course information without prior notice.