



Professional Program in Doing Business in GBA (2023/2024)

大灣區商業管理專業課程(2023/2024)

Course Description 課程簡介

Overview: 教學大綱

The highly integrated and innovative curriculum blends case studies, 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 導向日

Participants will be given an overview on the value and importance of making good business and managerial decision in the GBA context. They will have the chance to establish a strong and meaningful network with fellow students, professors, administrators, and coaches. They will also learn how to build relevant strategies based on the academic training and networks developed in this program.

Seminars 研討會

1. Strategy: Point and Line to Plane (策略分析:點、線、面)

Understand the strategic decisions that organizations have an ability to engage in GBA strategic planning. Analyze and evaluate critically GBA company situations and develop creative solutions, using a strategic management perspective.

2. Entrepreneurship & Innovation from Zero to One (大灣區創業學)

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.

3. Technology Start-up & Scale-up from One to Hundred (初創融資學)

Clarify important financing concepts that help chart a path toward securing essential funding for ventures in GBA.

4. Economics in GBA (經濟學)

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.

5. Mastering Emerging Technologies (新興科技之掌控)

New technologies keep rolling out with their applications affecting our business world as well as our daily lives. The new generation of leader-and-entrepreneurs are now required to master those new technologies no matter they are running a start-up or managing a well-established enterprise. This course will provide students with opportunities to have an appreciation of the “cutting-edge” topics of emerging technologies, comprehension of the application and the trend of the emerging technologies and understanding on how the new technologies will transform the business strategies and operations. Students may devise new applications that capitalize on relevant emerging technologies to produce transformational results on their business.

6. Leadership in the East x West Context (中國文化領袖學)

Contrast Eastern and Western managerial thoughts to lead firms in making effective strategic and management decisions.

7. Special Topics(I): Change and Crisis Management (專題討論(I): 危機管理)

Almost all organizations of today are in a constant state of responding to the global and local economies, external business environment, and increased technological advancements. An organization must embrace the change management concept to ensure that the business stays competitive and relevant.

A crisis can occur as a result of an unpredictable or an unforeseeable event which is detrimental to an organization. The crisis management perspective is important to help the organization avoid meeting those events and/or help minimize the resulting damages.

8. Special Topics(II): Family Office (專題討論(II): 家族辦公室)

A family office provides personalized services and tailors its strategies to meet the specific goals and value of the family it serves. It provides a wide range of services, including wealth management, risk management and insurance, tax planning, legal advices, estate planning, education, and philanthropic advisory.

9. Special Topics(III): Belt and Road Strategy (專題討論(III): 一帶一路策略)

China's Belt and Road Initiative (BRI) is a strategy initiated by the People's Republic of China that seeks to connect Asia with Africa and Europe via land and maritime networks with the aim of improving regional integration, increasing trade and stimulating economic growth.

The broad strategies of the GBA and BRI can be aligned to create synergies arising from the leverage of respective strengths of both GBA and BRI.

10. Special Topics(IV): I Ching and Management (專題討論(IV): 易經與管理)

I Ching has been applied to various areas of management and leadership. It can provide insights and guidance for decision-making, problem solving, and understanding the dynamics of change within an organization. Here are a few key principles from I Ching that can be applied to management:

- Holistic thinking
- Balance and harmony
- Change and adaptation
- Yin-yang

Entrepreneurial Projects 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.

Selected Topics in GBA Business 當前商業專題討論

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 大灣區創意創業考察

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.

Research Study on GBA Business 未來商業課題研究

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 content without prior notice.

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