

## ANNOUNCEMENT

The Drucker School is pleased to announce a new course offering – “Doing Business in Asia” – in partnership with the Chinese University of Hong Kong (CUHK) and its Asia-Pacific Institute of Business. Similar to the Drucker School’s “Oxford Course” – Global Strategy and Trade – (MGT 401/ TNDY 401 k), the Hong Kong class will be a 4 unit course open to MBA, EMP, TNDY and other CGU students. The course will have a China and Asia-Pacific focus, and will be offered in early January each year, beginning in January 2010, and will include a twelve-day residential component in Hong Kong.

**Course Coverage:** Formulating and implementing global strategies in the context of changing economic, political, trade, social, and legal environments in the global economy, with particular emphasis on developments primarily in China and secondarily in other selected Asia-Pacific regions.

The course will begin with introductory lectures at Drucker, with the balance delivered in partnership with the Chinese University of Hong Kong and its Asia-Pacific Institute of Business (APIB), during a twelve day residential in Hong Kong. The program will include guest lectures, field trips to Hong Kong and mainland China firms, and a variety of cultural and social events.

The emphasis of the course may change in future years to cover topics such as supply chain management, emerging markets and competition in China/Asia-Pacific region, policies on environmental issues, ethics and regulatory compliance, intellectual property issues, etc.

**Course Overview:** As the global economy is evolving with financial crises, the emergence of China as a major power in many economic and non-economic dimensions and the relative decline of Western Powers, all suggests a need for multinational organizations to formulate and implement effective new strategies as a necessary survival response to a changing world.

The course will explore these fundamental changes with a focus on China and the Asia-Pacific region, and the implications for multinational organizations regarding suitable business models, global footprints, off shoring and outsourcing strategies, emerging markets and new competitors in China and the Asia-Pacific region.

The Hong Kong Global Strategy and Trade course is designed for every student who will be involved in managing and advising organizations that either compete internationally or that face international competitors. The course takes the firm that operates across borders as its unit of analysis, and the senior manager within a multinational organization as its typical decision-maker.

### **Transdisciplinary Course Objectives:**

- (1) To help MBA, EMP, TNDY, and other CGU and Claremont Consortium students develop an understanding of the political, economic, legal, and social dimensions of globalization as they impact strategy formulation, implementation, and international trade.
- (2) To examine the process of global strategy formulation and related managerial issues of implementation in an international setting, with particular emphasis on China and the Asian-Pacific context.
- (3) To expose students to the unique expertise developed at The Chinese University of Hong Kong on such topics.

### **Program Faculty and Lecturers:**

Cornelis de Kluyver, Masatoshi Ito Professor of Management

Emile Pilafidis, Associate Adjunct Professor and Coordinator Hong Kong Course/Program

Tathagata Dasgupta, Adjunct Professor

Leslie Young, Professor Department of Finance (CUHK) & Director (APIB)  
Lu Yuan, Professor Department of Management (CUHK)  
Dr. Stephen Frost, Director CSR Asia  
David Ahlstrom, Professor, Department of Management (CUHK)

**Planned Lectures and Sessions:**

Leslie Young: China in the Global Economy & A Tale of Two Financial Systems: US/China Political Economy & Modern Economic Development China/Asia.  
Cornelis de Kluiver: Business Model Innovation (one session in Claremont and two sessions in Hong Kong)  
Tathagata Dasgupta: Global Supply Management (session in Claremont and two sessions in Hong Kong)  
Emile Pilafidis: Management issues facing MNCs in Asia-Pacific region (one session in Claremont and two sessions in Hong Kong)  
Lu Yuan, Professor: China Business Environment Today  
Dr. Stephen Frost: Corporate Social Responsibility in the Asia-Pacific Context  
David Ahlstrom: China: Myths, Realities, and Opportunities for Western Firms

Graduate students from CUHK/APIB may attend selected lectures and visit with Drucker/CGU students.

**Partial List of Planned Corporate Visits:**

Hong Kong Government: Invest Hong Kong  
Financial Institution in Hong Kong  
Shenzhen, Guangzhou factory visits  
Financial Institution in Hong Kong

**Course and Hong Kong Program:** The schedule includes in-class lectures, corporate visits, and various social and cultural events. The program is designed along the following general lines:

**Class session at Drucker/CGU:** Introductory lectures and overview of student assignments at Drucker will be planned by Professors de Kluiver, Dasgupta, and Pilafidis. Saturday morning and afternoon sessions will be planned, for a Saturday in late November or early December, 2009.

**First Week in Hong Kong:**

Mornings: Lectures on China in the Global Economy, and Business Model Innovation.  
Field Trips: Invest Hong Kong, Corporate visits in Shenzhen/Guangzhou, Hong Kong Tour.  
Afternoons: Lectures by CUHK Professors and others on China Business Environment, and Corporate Social Responsibility in Asia-Pacific.  
Evenings: Hong Kong Tour, Welcome function, Group Photograph, and HK selected events.

**Second Week in Hong Kong:**

Mornings: Lectures and case discussions on Global Supply Management, Managerial Issues for MNCs in Asia-Pacific, and student presentations on assigned research projects.  
Field Trips: Financial Institution in Hong Kong.  
Afternoons: Lecture on China Myths and Realities, and student presentations.  
Evenings: Hong Kong Tour and Farewell Banquet.

**Course/Program Costs:** Initial costs have been established in partnership with The Chinese University of Hong Kong Asia-Pacific Institute on the basis of 25 students. The cap for the course will be 30 students, per the Oxford Program experience. Refinement of these estimates will be on-going as program changes are introduced between now and January 2010.

Participating students will be expected to pay for the following estimated expenses, in addition to their regular tuition:

1. Air travel to Hong Kong
2. Room & Board & Events: USD 4,254 (single occupancy), or USD 3,230 (double occupancy).  
This includes:
  - a. A new Hyatt Hotel next to the CUHK campus is the likely housing facility.
  - b. Expenses for meals, corporate visits, local transportation, and other scheduled events by CUSD and APIB.
  - c. China Trip (Shenzhen, Guangzhou) including transportation, hotel, meals, and activities.

**Calendar:** Tentative dates are as follows:

Arrival in Hong Kong – Sunday, January 3, 2010

Program to begin on Monday, January 4 and conclude on Thursday, January 14.

Departure is scheduled for Friday, January 15.

The above dates do not conflict with CGU's Spring Semester 2010.

**Course Promotion:** Information and planning meetings will be scheduled in early Fall 2009 for interested students.

Tentatively, an information meeting will be scheduled in early September, a planning meeting in October, and the introductory lectures in late November or early December.

The first Hong Kong residential will take place in early January 2010 (January 4-15).

**Web Sites:**

CUHK Home	<a href="http://www.cuhk.edu.hk/v6/en/">http://www.cuhk.edu.hk/v6/en/</a>
CUHK School of Business	<a href="http://www.cuhk.edu.hk/v6/en/faculties/business_administration.html">http://www.cuhk.edu.hk/v6/en/faculties/business_administration.html</a>
APIB Home	<a href="http://www.baf.cuhk.edu.hk/apib/index.htm">http://www.baf.cuhk.edu.hk/apib/index.htm</a>
APIB Faculty	<a href="http://www.baf.cuhk.edu.hk/apib/">http://www.baf.cuhk.edu.hk/apib/</a>
APIB Staff	<a href="http://www.baf.cuhk.edu.hk/apib/apib_staff.htm">http://www.baf.cuhk.edu.hk/apib/apib_staff.htm</a>