

ABOUT CHINA'S GREATER BAY AREA

Over the past few decades, China has been transforming from an agricultural economy into a manufacturing powerhouse. She is now in the midst of transition towards a service-driven economy. The China's Greater Bay Area initiative is ambitious in transforming the southern region of China, one of the most economically vibrant regions of China, into an international technology and innovation centre.

The Greater Bay Area comprises the two Special Administrative Regions of Hong Kong and Macau, and the nine municipalities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province. By leveraging the comparative advantages and unique strength of every Greater Bay Area city, for example, Shenzhen, one of the world's leading high-tech innovation centres; Hong Kong, one of the world's freest economies with top world-class financial and professional service industries; and Guangzhou, one of China's most important manufacturing hub, as well as deepening cooperation and collaboration amongst cities, the Greater Bay Area will become a technology innovation hub rivaling Silicon Valley.



ABOUT THE UNIVERSITY OF HONG KONG

Established in 1911, the University of Hong Kong (HKU) is the oldest tertiary education institute in Hong Kong and also an internationally recognised, research led, comprehensive university. As a leading international university in Asia, HKU strives to attract and nurture outstanding scholars and students from around the world. HKU has over 220,000 alumni around the globe. Embracing the University's motto: Sapientia et Virtus (Wisdom and Virtue), students and alumni continue to make positive impact and contribute to the well-being of the community.

ABOUT FACULTY OF BUSINESS AND ECONOMICS

The Faculty of Business and Economics strives to nurture first-class business talents and to foster both academic and applied research to serve the needs of Hong Kong, China and the rest of the world in the fast-changing global economy. We engage leading scholars from the world to instil students with global knowledge, bring a wide range of high-quality degree programmes that are tailor-made to suit business education needs.

VISION AND MISSION

Vision To be a **leading, globally-impactful** academic institution of business and economics.

Unique Proposition The Faculty is **deeply rooted in Hong Kong, fully engaged with China, and truly international.**

- Mission**
- To provide world-leading business and economics education that nurtures dynamic and responsible leaders.
 - To advance the frontiers of knowledge through innovative and globally-significant research.
 - To create positive change in the world by partnering with communities.

1ST IN HONG KONG
Times Higher Education (THE) World University Rankings 2019

1ST IN HONG KONG
25TH IN THE WORLD
Quacquarelli Symonds (QS) World University Rankings 2019

3RD IN THE WORLD
Times Higher Education (THE) World's Most International Universities 2019

About HKU



About the Faculty



THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics



CREATIVITY, INNOVATION & ENTREPRENEURSHIP IN CHINA: DOOR TO NEW OPPORTUNITIES IN GUANGDONG-HONG KONG-MACAU

JUNE 23 - JULY 14, 2019

A CREDIT-BEARING PROGRAMME ALLOWS YOU TO GAIN IN-DEPTH UNDERSTANDING ON THE ECONOMIC DEVELOPMENT AND LATEST TREND OF BUSINESS, ECONOMICS, CREATIVITY, INNOVATION AND ENTREPRENEURSHIP IN CHINA'S GREATER BAY AREA

[HTTPS://WWW.FBE.HKU.HK/CIEC/](https://www.fbe.hku.hk/ciec/)



ABOUT THE PROGRAMME

"Creativity, Innovation & Entrepreneurship in China (CIEC): Door to New Opportunities in Guangdong, Hong Kong and Macau" Programme is a summer exploration programme launched by the Faculty of Business and Economics, The University of Hong Kong (HKU FBE).

Students from around the world will participate in this programme which takes place in Hong Kong, Macau, Shenzhen and other regions in the Greater Bay Area in Mainland China. CIEC aims to provide the younger generation with an in-depth understanding on the economic development in Hong Kong and China as well as the latest trend of business, economics, creativity, innovation and entrepreneurship in the Greater Bay Area. It also offers participants with a unique insight into the latest business and cultural development of China and at the same time provides an opportunity to experience Chinese culture.

Apart from formal lectures, guest talks, company and university visits, group projects, discussions and presentations, networking events among HKU students, international students, scholars and industry partners will also be arranged.

COURSE OUTLINE

Innovation driven Economy, Finance and Entrepreneurship in China and HK (12 credits)

This course is to provide students with an overview of the finance, cultural and innovation environment in the region, as well as the key skillsets and mentality to be applied by the corporates and start-ups.

It aims to build up students' understanding of the strategic relationship among Hong Kong, Shenzhen and the other regions of the Greater Bay Area, and the specific economic developments driven by the innovation and pioneering technology: Artificial Intelligence (AI), Quantum Information, Mobile Communications, Internet of Things (IoT) and Blockchain. The topic of Smart City and Sustainability, on the other hand, will be discussed on how they provide the environment and foundation where many innovation businesses in the region have been building on, and the economy behind. The Venture Capital's perspective will also be covered to complete the business picture on both sides of a finance and technology innovation driven project in greater China.

Case studies are to be used for students' cross learning and reference, while related trends in management and the skillsets will be studied and practiced – design thinking (application for corporates and startups), financial planning and business model, and team organization & management.

WHAT WE COVER



1. Overview – Economy, Finance and Value-creating Entrepreneurship

- Innovation Support and Culture – Greater Bay Area, Shenzhen and HK
- Innovation Revelation: Innovation case studies, China and HK
- Value Creation Innovation Strategy and Culture: Bay Area (US) vs Greater China

2. Strategy and Skillset for Innovation and Entrepreneurship

- Design Thinking: Stakeholders-centered disruptive innovation and corporate application (possible group project derived from this session)
- Innovation Strategy: Start-up strategies, planning, risk and growth
- Innovation Strategy: Corporate challenges, transformation and growth – from Hong Kong to the Greater Bay Area
- Financing Strategy: Business model, funding strategies and investors/ shareholders' value
- Entrepreneurship Strategy: Venture capital perspective
- Entrepreneurship Strategy: Knowledge and technology transfer and team management



3. Innovation and Pioneering Technology-driven Economy

- Development Focus in China: Artificial Intelligence (AI), Quantum Information, Mobile Communications, Internet of Things (IoT) and Blockchain
- Blockchain: Social and economy impact
- Internet of Things (IoT)-driven Technology Trend and Impact
- Sustainability and Smart City



PROGRAMME TIMELINE

Step 1: Application Period [January 1 - March 31, 2019]

Step 2: Announcement to successful applicants [Early April 2019]

Step 3: Submit programme fee and other necessary documents

Step 4: Visa Application

Step 5: Programme Period

PROGRAMME FEE USD5,100 / HKD39,780	Hong Kong	Macau	Mainland China
	Tuition of 12 HKU Credits	Covered	
Accommodation	Covered		
Meals	Orientation Party Opening Ceremony Closing Ceremony	Some Meals	Some Meals
HKU Facilities Access	Covered	N/A	N/A
Ground Transportation	Company visits and sightseeing activities as arranged in the programme		
Visa	Self-arranged		
Insurance	Self-arranged		

*** Participants are required to pay for their own transportations between their home countries and Hong Kong as well as their study visa application fees.***

*** HKU FBE students enjoy a special programme discount. For details, please refer to the leaflet.***

ELIGIBILITY

- Passionate in developing a greater understanding of China and the Greater Bay Area in particular
- University students in any discipline
- Proficient in English
- Chinese language is not necessary
- Prior study in economics or business is not necessary

APPLICATION PROCEDURE

Interested students please submit online application at https://www.fbe.hku.hk/ciec/application_procedures.html
Applicants are required to upload the following documents in the online application form:

- 1) A passport-size photo (300dpi in JPEG format)
- 2) Proof of English proficiency (e.g. IELTS, TOEFL, for students who are NOT a native English speaker nor attending English-medium University)
- 3) Most updated resume
- 4) Most updated university transcript
- 5) 300-word personal statement in English on "Why are you interested in joining the programme?" & "How will the programme enhance your personal and professional development?"

Note

1. All required documents must be submitted by the application deadline. Late / Incomplete applications will not be accepted.
2. The Faculty of Business and Economics, The University of Hong Kong reserves the right to cancel the programme should there be insufficient enrollment or any unforeseen circumstances.
3. In any case, students are strongly recommended to make their own insurance arrangements throughout the entire period of your programme. Students will be responsible for their own medical and dental costs during the programme.

GENERAL ENQUIRIES

Faculty of Business and Economics
The University of Hong Kong
Room 401, 4/F, K.K. Leung Building,
Pokfulam Road, Hong Kong SAR

Website: www.fbe.hku.hk

APPLICATION DEADLINE

March 31, 2019



EARLY BIRD OFFER
USD4,700
UNTIL
FEBRUARY 28, 2019

CIEC Website: <https://www.fbe.hku.hk/ciec/>

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