



Executive Certificate in B2B Market and Innovation Strategy

行政人員證書《B2B 市場與創新策略》(EP107A)

This course aims to formulate innovation strategy through B2B marketing research with applied concepts, framework and methodologies; and gain market insight into customer need and value proposition for commercializing innovation with economic and social impacts; apply B2B marketing skills to link R&D with markets, support knowledge exchange, and build strategic partnerships for new markets.

Programme Structure

- **Leading Innovation with Strategy**
 - B2B Market Research for Innovation Direction
 - CECOR Framework (Calibrate, Explore, Create, Organize, Realize)
 - Smile Curve: Value Creation by Marketing & Innovation
- **Managing Innovation with Tactics**
 - Value Pricing Strategy of 3C (Customer, Competitor, Cost)
 - Go-To-Market Execution for NPI (New Product Introduction)
- **Reinventing Innovation Model**
 - OEM, ODM and OBM
 - Key Drivers of Value Chain
 - Key actors of Innovation System
- **Innovating with Impacts: Case Studies**
 - The case of company-driven innovation
 - The case of university-driven innovation
 - The case of government-driven innovation
 - Key actors of Innovation System

Entry Requirement

Applicants shall hold:

- (i) a bachelor's degree awarded by a recognized university or equivalent; or
- (ii) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
- (iii) relevant professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on

Programme Delivery

10 sessions X 3 hours = 30 contact hours

Weekday evenings

Medium of instruction:

English supplemented with Cantonese

Course Fee

- HK\$6,800 per programme



For the latest information, please visit our website.

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COURSE CODE:

EP107A

STUDY MODE:

Part-Time

APPLICATION CODE:

Please refer to our Website.

START DATE:

To be advised

**LANGUAGE:**

English supplemented with Cantonese

LOCATION:

HK Island

Course Fee**HK\$ 6,800**

Application Procedure

Complete and return the application form in person to HKU SPACE Enrolment Centre. The application must be accompanied with:

- A non-refundable application fee of HKD150
- Photocopies of ID card, relevant certificates/transcripts, or other documentary proof of the applicant's working experience (Please bring original certificates/transcripts and proof of working experience for certification at HKU SPACE Centres)

Programme Enquiries

Telephone: 2867 8318**Email: ice@hkuspace.hku.hk**

Lecturer: Mr Ethan Wenren

Ethan Wenren is the Business Development Sales Account Executive at Dell Technologies based in Round Rock, Texas. Previously, Ethan was the Senior Information Technology Consultant at Hospital Authority. He has over 20 years of business management experience. Therefore, he has strong proficiency in business management, digital innovation & emerging technology industry. Ethan holds a Master's Degree in Marketing and a Bachelor Degree in Computing & Information System.

Admiralty Learning Centre [ADC]

3/F, Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]

1/F, Fortress Tower, 250 King's
Road., North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]

1/F, HPCC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]

2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]

3/F, T.T.Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222