

Digital Economy

Excellent innovation and entrepreneurship are key drivers for success. We provide executive education that embodies the latest thinking, knowledge, frameworks and tools in these areas. Our objective is to enable executives to excel in their professional capacities, create and pursue new opportunities for personal and business growth.

Postgraduate Certificate in Digital Strategy and Business Transformation

Programme Code: EE016A

2975 5633

sea@hkuspace.hku.hk



Many new job titles with the word Digital in them have appeared in the job market recently. This reflects a growing need for new talents with digital skills which will continue to grow with the rise of the Mobile Internet, the Internet of Things (advocated in the West) and Internet Plus (advocated in China). This programme is designed to enable students to take advantage of new opportunities in the digital age for both their personal and corporate advancement.

R Applicants shall hold a bachelor's degree awarded by a recognized institution with 3 years' relevant work experience.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- HKALE Use of English at Grade E or above; or
- HKDSE Examination English Language at Level 3 or above; or
- equivalent qualifications.

Applicants with other qualifications and relevant work experience will be considered on individual merit.

\$ HK\$30,000

Application Fee: HK\$150 (Non-refundable)

D 8 months to 10 months

W Weekends

A Admiralty Learning Centre/United Learning Centre

NP Dr. Tim Cheng (鄭舒寧博士) / Dr. Toa Charm (湛家揚博士)

Ms. Jacqueline Chong (莊芷坤小姐) / Mr. Ravel Lai (黎柏豪先生)

EP English supplemented with Cantonese

Q Level 6 (Reg. No.: 17/000644/L6) Validity Period: 18 Nov 2017 - on-going

Application Deadline 4 Jan 2019

Commencement Date 19 Jan 2019

Postgraduate Certificate in Integrated and Practicing Management

Programme Code: EE017A

2975 5633

sea@hkuspace.hku.hk



This programme aims to provide a solid foundation on which students can build up their tool and skill sets in business management. Students will have a balanced exposure to a breadth of management subjects which are vital to a company's success. This will help them reach beyond their existing professional domain and understand the key issues which have to be taken into consideration by a professional who has general management responsibilities.

R Applicants shall hold a bachelor's degree awarded by a recognized institution with 3 years' relevant work experience.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- HKALE Use of English at Grade E or above; or
- HKDSE Examination English Language at Level 3 or above; or
- equivalent qualifications.

Applicants with other qualifications and relevant work experience will be considered on individual merit.

\$ HK\$30,000

Application Fee: HK\$150 (Non-refundable)

D 6 months to 8 months

W Weekends

A Admiralty Learning Centre/ United Learning Centre

NP Dr. Eric Tsang (曾文生博士) / Dr. Tim Cheng (鄭舒寧博士) / Mr. Ellesmere Choy (蔡子健先生)

EP English supplemented with Cantonese

Q Level 6 (Reg. No.: 17/000645/L6) Validity Period: 16 Sep 2017 - on-going

Application Deadline 4 Jan 2019

Commencement Date 19 Jan 2019

Executive Education

行政人員專業課程

Belt and Road Initiative - Business Mission and Study Tour in Israel

Programme Code: INNO9016

2975 5633

sea@hkuspace.hku.hk

The Academy is in collaboration with the Hebrew University of Jerusalem to organise the "Belt and Road Initiative - Executive Study Tour to Israel". Through a series of lectures, corporate and cultural visits, participants will gain significant insights into how Israel has become successful in innovation and startup businesses. The tour will also include visits to renowned global enterprises and chambers for business matching with the objective of potential business opportunities between Hong Kong and Israel.

R Understanding Business English

Application:

To complete the registration, applicants should submit

- i) Application form SF26;
- ii) Course Fee to "HKU SPACE";
- iii) A crossed cheque for land services fee to travel agency;
- iv) Photocopy of HKID; and
- v) Color photocopy of passport to the HKU SPACE Learning Centres or HKU SPACE Executive Academy (SEA) by post.

Address of HKU SPACE Executive Academy (SEA):

8/F, T.T.Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong (Ref: Executive Study Tour to Israel)

\$ HK\$28,000 (Regular Rate for 1 person | Deadline: 15 Dec 2018)

D 5 days

English supplemented with Cantonese for the briefing session, and English during the tour.

Application Deadline 15 Dec 2018

Commencement Date 21 Jan 2019

Advance Business Dispute Resolution in Practice

Programme Code: INNO9017

2975 5633

sea@hkuspace.hku.hk

This workshop aims to provide an understanding of the business dispute resolution methodologies and practical procedure for Senior Executives in business without an in-house legal department in particular. Explore the analytic framework of developing dispute resolution a lawyer does, to equip the mindset of resolving in a non-traditional way.

\$ HK\$3,000 (Complimentary lunch is included)
Early Bird Rate : HK\$2,500

D 6 hours

Mr. Devin C.I. Sio (蕭震然先生)

HKU SPACE Learning Centre

Cantonese supplemented with English

Commencement Date 14 Dec 2018

Executive Workshop - Business Startup and Tax Strategies in Vietnam

Programme Code: FINA9299

2975 5633

sea@hkuspace.hku.hk

This workshop aims to offer its participants an executive briefing on business startup and taxation in Vietnam. It is delivered by experience business advisory consultant based in Vietnam who will provide effective strategies to facilitate your business startup plan in Vietnam.

\$ HK\$3,000 (Complimentary light refreshment is included)
Early Bird Rate : HK\$2,500

D 4 hours

HKU SPACE Learning Centre

English supplemented with Cantonese

Commencement Date To be advised

Business Startup & Tax Strategies in Myanmar

Programme Code: FINA9304

2975 5633

sea@hkuspace.hku.hk

This workshop aims to offer its participants an executive briefing on business startup and taxation in Myanmar. It is delivered by experience business advisory consultant based in Myanmar who will provide effective strategies to facilitate your business startup plan in Myanmar.

\$ HK\$3,000 (Complimentary light refreshment is included)
Early Bird Rate : HK\$2,500

D 4 hours

Fri, 2:00pm – 6:00pm

HKU SPACE Learning Centre

English supplemented with Cantonese

Commencement Date To be advised

Business Startup & Tax Strategies in Cambodia

Programme Code: FINA9305

2975 5633

sea@hkuspace.hku.hk

This workshop aims to offer its participants an executive briefing on business startup and taxation in Cambodia. It is delivered by experienced business advisory consultant based in Cambodia who will provide effective strategies to facilitate your business startup plan in Cambodia.

\$ HK\$3,000 (Complimentary light refreshment is included)
Early Bird Rate : HK\$2,500

D 4 hours

Fri, 2:00pm – 6:00pm

HKU SPACE Learning Centre

English supplemented with Cantonese

Commencement Date To be advised

R Minimum Entry Requirements 基本入學要求 (P.348)

\$ Fee 學費

D Duration 修業期

Date/Time 日期/時間

Venue 地點

Tutor 導師

Medium of Instruction 教學語言

Q Qualifications Framework 資歷架構

E Exemption 豁免

S Short Course 短期課程

See legend on page 2
圖像說明於第2頁

Innovative Marketing

Best practices in marketing are constantly evolving with new theories, methods and channels that must be orchestrated around customers' needs, expectations, and behaviours. We provide executive education that disseminates the latest developments in branding, strategy, marketing management, retail, digital and B2B marketing only through leading marketing professionals.

Postgraduate Certificate in Shopper Marketing and Retail Management

Programme Code: EE015A

2975 5633

sea@hkuspace.hku.hk



This programme aims to help students get familiar with the most up-to-date trends in both shopper marketing and retail management. After completion of the programme, students will be able to apply shopper marketing and retail management related concepts to create unique shopper experience for sales generation. The relevant concepts including communication models for products and shops to target at the shoppers, selected and major aspects of managing a retail business, and the long-term relationship development after purchase will be taught.

R Applicants shall hold a bachelor's degree awarded by a recognized institution with 3 years' relevant work experience.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- HKALE Use of English at Grade E or above; or
- HKDSE Examination English Language at Level 3 or above; or
- equivalent qualifications.

Applicants with other qualifications and relevant work experience will be considered on individual merit.

\$ HK\$30,000; Application Fee: HK\$ 150 (Non-refundable)

D 6 months to 8 months

W Weekends

Q Level 6 (Reg. No.: 17/000643/L6) Validity Period: 24 Jun 2017 - on-going

A Admiralty Learning Centre/ United Learning Centre

M Mr. Bryan Ng (吳雷鈞先生) / Mr. Elliott Yuen (阮偉權先生) / Mr. Samuel Lo (勞善聲先生) / Mr. King Chau (周勤先生) / Ms. Janette Shum (岑淑莊女士) / Mr. Kevin Yeung (楊仕名先生)

E English

Application Deadline 4 Jan 2019

Commencement Date 19 Jan 2019

Executive Workshop - Psychological Approach in Empathetic Marketing

Programme Code: MKTG9125

2975 5633

sea@hkuspace.hku.hk



This workshop will develop your insights and understanding on individuals' needs with the use of Developmental Psychology and give you an introduction on the projection of human subconscious mind. Hence, you will have more understanding on how human perceive or interpret things, and improve the symbolic use of marketing materials.

\$ HK\$3,000 (Complimentary lunch is included)
Group Rate: HK\$5,000 (Package for 2 persons should be enrolled under the same transaction)

D 6 hours

A HKU SPACE Learning Centre

M Ms. Gladys Wong (黃靖堯女士) / Mr. Stanley Ng (伍進超先生)

E English supplemented with Cantonese

Application Deadline 10 Jun 2019

Commencement Date 14 Jun 2019

ROI Driven Disruptive Social Media Marketing

Programme Code: MKTG9181

2975 5633

sea@hkuspace.hku.hk



This workshop aims to offer its participants a holistic overview of modern social media marketing, with an introduction to the mechanics of Facebook marketing. Through understanding the strength, limitations and the possible roles of social media marketing within different GTM strategies, participants will have the chance to explore the mindset of a modern social media marketing agency or an explosive entrepreneurial marketer.

\$ HK\$6,000 (Complimentary light refreshment is included)
Early Bird Rate: HK\$5,000

D 12 hours

W Tue, Thu, 7:00pm - 10:00pm

A HKU SPACE Learning Centre

M Mr. Quinn Lai (黎鈞國先生)

E Cantonese supplemented with English

Commencement Date To be advised

Managing and Leading Your Professional Event Managers

Programme Code: MKTG9180

2975 5633

sea@hkuspace.hku.hk



This workshop aims to help participants, even without the hands-on experience, able to play a leadership role since they will understand the right mindset of event managers, the sense to identify major risks and capabilities to tackle complexities related to VIP protocol.

\$ HK\$3,000
Early Bird Rate: HK\$2,500

D 6 hours

W Wed, Fri, 7:00pm - 10:00pm

A HKU SPACE Learning Centre

M Mr. Roy Ying (殷輝先生)

E English supplemented with Cantonese

Commencement Date To be advised

Marketing Audit and ROI

Programme Code: MKTG9175

2975 5633

sea@hkuspace.hku.hk



Have you ever wondered if your marketing activities are really effective? Are the resources deployed in an efficient way that the maximum return can be achieved? Too many companies ignore the fact that there is a lack of concrete understanding in marketing effectiveness. This workshop is designed for CMOs, marketing professionals and senior executives who are in charge of a company's marketing strategies, and want to ensure the highest return from their marketing investments.

\$ HK\$6,000 (Complimentary lunch is included)

D 14 hours

A HKU SPACE Learning Centre

M Ms. Janette Shum (岑淑莊女士)

E English supplemented with Cantonese

Commencement Date To be advised

NCR1 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
NCR2 It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
NCR3 These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Executive Education

行政人員專業課程

Executive Workshop - Effective Family Business Transformation Strategy

Programme Code: INNO9008

2975 5633

sea@hkuspace.hku.hk

This workshop aims to offer its participants an overview of the issues of family run businesses and introduce strategies and options for corporate transformation. The course will elaborate ways to redefine corporate development priorities and how the organization structure and resources can be re-aligned to support future growth. Real-life case studies will be shared as references to assist participants to apply the different business transformational and managerial approaches in the current business environment.

\$ HK\$3,000 (Complimentary light refreshment is included)
Group rate: HK\$5,000 (Package for 2 persons should be enrolled under the same transaction)

D 6 hours

T Thur, 7:00pm – 10:00pm

V HKU SPACE Learning Centre

NP Mr. Lambert Chan (陳立業先生)

SE English supplemented with Cantonese

Commencement Date To be advised



Leadership Capital

Workforces today that cut across different generations pose extraordinary challenges and uncertainties to leaders and managers. We offer coaching-based leadership learning so as to bring about maximal organizational effectiveness and change. This essentially inspires, empowers and transforms individuals, teams and organisations to achieve optimal performance.

Postgraduate Certificate in Corporate Coaching and Leadership Development

Programme Code: EE014A

2975 5633

sea@hkuspace.hku.hk



If you are accountable for advancing leadership agenda in your organisation and are the champion for talent development and employee engagement, this programme is right for you. It will equip you with practical coaching and leadership techniques, tools and models that enhance yourself and organisational effectiveness in a new era.

R Applicants shall hold a bachelor's degree awarded by a recognised institution with 3 years' relevant work experience.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- HKALE Use of English at Grade E or above; or
- HKDSE Examination English Language at Level 3 or above; or
- equivalent qualifications.

Applicants with other qualifications and relevant work experience will be considered on individual merit.

\$ HK\$30,000

Application Fee: HK\$150 (Non-refundable)

D 8 months to 10 months

T Weekends

NP Mr. Andy Lock (駱松森先生) / Ms. Michelle Li / Ms. Catherine Ng (吳詠怡女士) / Mr. Simon Wong (黃隆銘先生)

SE English supplemented with Cantonese

Q Level 6 (Reg. No.: 17/000646/L6) Validity Period: 16 Sep 2017 - on-going

Application Deadline 4 Jan 2019

Commencement Date 19 Jan 2019

R Minimum Entry Requirements 基本入學要求 (P.348)

\$ Fee 學費

D Duration 修業期

T Date/Time 日期/時間

V Venue 地點

NP Tutor 導師

SE Medium of Instruction 教學語言

Q Qualifications Framework 資歷架構

E Exemption 豁免

S Short Course 短期課程

See legend on page 2
圖像說明於第2頁

Postgraduate Certificate in Managerial Psychology

Programme Code: EE018A

2975 5633

sea@hkuspace.hku.hk

Employees are the biggest tool for an organization. Innovative products and services are the keys to business success in a VUCA (volatility, uncertainty, complexity and ambiguity) world. It is even more important for the leaders in an ever changing time to have the ability to influence human behaviours to achieve company goals.

R Applicants shall:

- (A) (i) hold a bachelor's degree awarded by a recognized institution; AND
- (ii) have three years of full-time work experience in related industries.
- OR
- (B) (i) hold an equivalent professional qualification(s) in a relevant discipline; AND
- (ii) have five years of full-time work experience at senior managerial level in related industries.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- (i) an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- (ii) a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or

- (iii) HKALE Use of English at Grade E or above; or
- (iv) HKDSE Examination English Language at Level 3 or above; or
- (v) equivalent qualifications.

Applicants with other qualifications will be considered on individual merit.

HK\$30,000

Application Fee: HK\$150 (Non-refundable)

6 months to 8 months

Weekends

Admiralty Learning Centre/ United Learning Centre

Ms. Peggy Lam (林碧琪女士) /
Ms. Rosemarie Yau (邱敬賢女士) /
Mr. Kin U (余建中先生)

English supplemented with Cantonese

Level 6 (Reg. No.: 18/000102/L6) Validity Period: 01 Feb 2018 - on-going

Application Deadline 3 May 2019

Commencement Date 18 May 2019

Executive Workshop - Creativity Training with LEGO® SERIOUS PLAY® Methodology

Programme Code: INNO9009

2975 5633

sea@hkuspace.hku.hk

Creativity is not an accident. It could happen in a systematic process, though it is not easy (especially in a group environment). LEGO® Serious Play® is a powerful method to solve problem, explore ideas and achieve objectives developed by the LEGO Company. The process of building bricks and making something prompts the brain to work in a different way, unlocking new perspectives. LEGO® Serious Play® is like making 3D prints of your own thoughts. It allows others to see your thought and ask questions about them.

HK\$3,000 (Complimentary lunch is included)

Group Rate: HK\$5,000 (Package for 2 persons should be enrolled under the same transaction)

6 hours

Fri, 10:00am – 5:00pm

HKU SPACE Learning Centre

Mr. Stanley Ng (伍進超先生) / Mr. Marius Chow (周世灝先生)

English supplemented with Cantonese

Commencement Date To be advised

Personality and Leadership Development

Programme Code: HCLD9016

2975 5633

sea@hkuspace.hku.hk

This workshop is designed to help leaders and individuals to understand the inter-relationships between personality traits and leadership styles by a registered Industrial and Organizational Psychologist. And through an individual Occupational Personality Questionnaire (OPQ), they will be able to understand and identify their own strengths and development areas from their individual report.

HK\$6,500

- Early Bird Rate : HK\$5,500 (Early Bird Offer ends 10 days before application deadline)
- Group Rate : HK\$5,500 (Per person. Package for 2 or more should be enrolled in the Learning Centre under the same transaction)

6 hours

HKU SPACE Learning Centre

Ms. Peggy Lam

English supplemented with Cantonese

Commencement Date To be advised

Brand Your Positive Leadership

Programme Code: HCLD9011

2975 5633

sea@hkuspace.hku.hk

This workshop sets a foundation to understand Positive Psychology theories and their application in the workplace for Leaders and ways to develop your Positive Leadership Brand. It is designed to provide assessments, knowledge and techniques for participants to kick-start the building or renewing of their leadership style and gain the confidence in communicating their brand strengths.

HK\$3,000 (Complimentary lunch is included)

Early Bird Rate : HK\$2,500

6 hours

HKU SPACE Learning Centre

Ms. Rosemarie Yau (邱敬賢女士)

Cantonese supplemented with English

Application Deadline 7 Jan 2019

Commencement Date 12 Jan 2019

- NCR1** This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。 It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
- NCR2** These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。 It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
- NCR3** The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。 It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Executive Education

行政人員專業課程

Managing Cultural Differences in Your Negotiations Workshop – Elementary

Programme Code: INNO9019

2975 5633

sea@hkuspace.hku.hk

Your clients and negotiation partners may come from nations all around the world. Your abilities to understand your own negotiation style, to handle barriers as results of cultural differences, to gain trust from your partners and create joint gains make an enormous impact on the outcomes of a negotiation. This workshop uses a research-based and scenario driven approach to unravel the skills you need to learn to become a successful negotiator in a multicultural setting.

\$ HK\$2,000

- Early Bird Rate : HK\$1,500 (Early Bird Offer ends 10 days before application deadline)
- Bundle Rate : HK\$2,500 (For participants who enrol Managing Cultural Differences in Your Negotiations Workshop – Intermediate at the same time)

D 4 hours

HKU SPACE Learning Centre

Mr. Nicky Chan (陳家耀先生)/Mr. Lambert Chan (陳立業先生)

English supplemented with Cantonese

Application Deadline 11 Mar 2019

Commencement Date 15 Mar 2019

Managing Cultural Differences in Your Negotiations Workshop – Intermediate

Programme Code: INNO9018

2975 5633

sea@hkuspace.hku.hk

Your clients and negotiation partners may come from nations all around the world. Your abilities to make the best of your own negotiation style, to effectively manage cultural differences and complete the negotiation process, to build trust and long-term relationship with your partners make an enormous impact on the outcomes of a negotiation. This workshop uses a research-based and scenario-driven approach to help you practice and advance the skills you have learned from the previous basic workshop to become a master negotiator in a multicultural setting.

\$ HK\$2,000

- Early Bird Rate : HK\$1,500 (Early Bird Offer ends 10 days before application deadline)
- Bundle Rate : HK\$2,500 (For participants who enrol Managing Cultural Differences in Your Negotiations Workshop – Elementary at the same time)

D 4 hours

HKU SPACE Learning Centre

Mr. Nicky Chan (陳家耀先生)/Mr. Lambert Chan (陳立業先生)

English supplemented with Cantonese

Application Deadline 11 Mar 2019

Commencement Date 15 Mar 2019

Managing Cultural Differences in Your Negotiations Workshop Series

Programme Code: SC483A

2975 5633

sea@hkuspace.hku.hk

Join the Managing Cultural Difference in Negotiations Workshop Series:

Session 1 9:00am - 1:00pm

Managing Cultural Differences in Your Negotiations Workshop – Elementary

Session 2 2:00pm - 6:00pm

Managing Cultural Differences in Your Negotiations Workshop – Intermediate

\$ HK\$2,500 (Total fee for 2 workshops)

D 8 hours

Fri, 9:00am - 6:00pm

HKU SPACE Learning Centre

Mr. Nicky Chan (陳家耀先生)/Mr. Lambert Chan (陳立業先生)

English supplemented with Cantonese/ Cantonese supplemented with English

Application Deadline 11 Mar 2019

Commencement Date 15 Mar 2019

Present Like a Thunder God

Programme Code: HCLD9013

2975 5633

sea@hkuspace.hku.hk

Through a systematic approach of analyzing their current presentation styles, attendees of this workshop will be guided through the established good skills and practices in doing presentations and be given practical advice as to how to integrate those into their personal styles over time.

\$ HK\$3,000 (Complimentary lunch is included)

- Early Bird Rate : HK\$2,500 (Early Bird Offer ends 10 days before application deadline)
- Group Rate : HK\$2,500 (Package for 2 or more should be enrolled under the same transaction in Learning Centre)

D 6 hours

HKU SPACE Learning Centre

Dr. Alexander Chan (陳斌博士)

Cantonese supplemented with English

Commencement Date To be advised

Executive Workshop - Self-Coaching for Career Success with LEGO® SERIOUS PLAY® Methodology

Programme Code: HCLD9003

2975 5633

sea@hkuspace.hku.hk

How do you see yourself within a couple of years? How can you redesign your career in a structural way? "YOU are the CEO of your own company, which is yourself" (P. Drucker). Self-Coaching is where YOU are in total control. By working through the very powerful Self Coaching workshop with the empowerment of LEGO® Serious Play®, you will create your own personal goals, tasks and ambitions.

\$ HK\$3,000 (Complimentary lunch is included)

- Group Rate : HK\$5,000 (Package for 2 persons or more should be enrolled in the Learning Centre under the same transaction)

D 6 hours

Weekdays

HKU SPACE Learning Centre

Mr. Stanley Ng (伍進超先生)/ Mr. Marius Chow (周世灝先生)

English supplemented with Cantonese

Commencement Date To be advised

R Minimum Entry Requirements 基本入學要求 (P.348)

\$ Fee 學費

D Duration 修業期

Date/Time 日期/時間

Venue 地點

Tutor 導師

Medium of Instruction 教學語言

Qualifications Framework 資歷架構

E Exemption 豁免

Short Course 短期課程

See legend on page 2
圖像說明於第2頁

Executive Workshop - Leadership Excellence through Emotional Intelligence

Programme Code: HCLD9005

2975 5633

sea@hkuspace.hku.hk

Outstanding leaders know that their success in performance does not just come from their professional knowledge, but also from how skilful they are in applying their emotional intelligence to manage their own and others' emotions. This workshop is designed for Business Leaders, HR Specialists and Professionals who need to create a healthy, productive workplace and organisational culture by enhancing their overall effectiveness in Emotional Intelligence.

HK\$6,000 (Complimentary light refreshment is included)

Group Rate : HK\$10,000 (Package for 2 persons or more should be enrolled under the same transaction)

12 hours

Wed, 7:00pm – 10:00pm

HKU SPACE Learning Centre

Mr. Terrance Leung (梁國賢先生)

Cantonese supplemented with English

Commencement Date To be advised

Leadership Excellence through Understanding Your Own Personality and Emotional Intelligence

Programme Code: HCLD9007

2975 5633

sea@hkuspace.hku.hk

Leaders lacking in emotional intelligence will likely fail to engage others at heart or mobilize their team members to achieve high performance. Therefore, it is paramount for leaders to increase self-awareness, to develop their emotional intelligence and learn to apply it situationally in a versatile way. This workshop aims to equip participants with better understanding of their own personalities and working styles to increase self-awareness and where they can apply their strengths and where to further develop as a leader with emotional intelligence.

HK\$5,000 (Complimentary light refreshment is included)

Early Bird Rate : HK\$4,500 (2-evening workshop plus 1-hour personal feedback with a registered Industrial & Organisational psychologist by appointment)

6 hours

Wed, Fri, 7:00pm – 10:00pm

HKU SPACE Learning Centre

English supplemented with Cantonese

Mr. Terrance Leung (梁國賢先生) / Ms. Peggy Lam (林碧琪女士)

Commencement Date To be advised

Smart Finance

In response to an ever-increasing demand for financial professionals in Hong Kong which serves as one of the global financial hubs, we provide executive education that cultivates 'investment wisdom' among practitioners within the finance industry directly from renowned finance leaders – integrating state-of-the-art academic thought leadership and the latest practitioner insights.

Executive Workshop - Essential Tools for Hedge Funds and Trading (and Other Asset Classes)

Programme Code: FINA9298

2975 5633

sea@hkuspace.hku.hk

The 1-day workshop aims to offer its participants an executive briefing on understanding the definitions of hedge funds, explore the investment process and trading mindset of a hedge fund manager, understand directional/tactical trading strategies, how to extract returns under different market conditions, and learn how individual investors can benefit from hedged style trading.

HK\$3,000 (Complimentary lunch is included)

Early Bird Rate : HK\$2,500 (Early Bird Offer ends 10 days before application deadline)

6 hours

Sat, 10:00am – 5:00pm

HKU SPACE Learning Centre

Mr. Edward C. K. Chin (錢志健先生)

Cantonese supplemented with English

Application Deadline 9 Feb 2019

Commencement Date 16 Feb 2019

Executive Workshop - Secrets of Storytelling for Financial Executives

Programme Code: FINA9300

2975 5633

sea@hkuspace.hku.hk

This workshop is designed to strengthen the integration of knowledge and practice in finance services. Knowledge, skills and know-how is being transformed into practice through role-play, experimentation, critical self-analysis and experience sharing. Various topics in finance and investment are included such as trading strategies, financial crime, investment management, corporate finance and soft skills in financial services.

HK\$3,000 (Complimentary lunch is included)

Early Bird Rate : HK\$2,500 (Early Bird Offer ends 10 days before application deadline)

6 hours

HKU SPACE Learning Centre

Ms. Irene Tsang (曾靜雯女士)

Cantonese supplemented with English

Commencement Date To be advised

Executive Education

行政人員專業課程

AI Fintech Stocks Investment Strategy 2019

Programme Code: FINA9313

☎ 2975 5633

✉ sea@hkuspace.hku.hk



This workshop aims to provide its participants an understanding on AI Fintech stocks investment strategy, its practical trading skills and the trend of AI Fintech stock. The workshop also introduces some new investment contributing factors such as blood type in order to widen traders' investment scope in a non-traditional way.

\$ HK\$3,000 (Complimentary lunch is included)
Early Bird Rate : HK\$2,500 (Early Bird Offer ends 10 days before application deadline)

D 6 hours**🕒** Sat, 10:00am – 5:00pm**📍** HKU SPACE Learning Centre**👤** Mr. Fred Wong (王華先生)**🗣️** Cantonese supplemented with English

Commencement Date	To be advised
--------------------------	---------------

Options Trading and Strategies Development Workshop

Programme Code: FINA9314

☎ 2975 5633

✉ sea@hkuspace.hku.hk



This workshop aims to provide its participants an understanding on the options trading methodologies. Explore the analytic framework of developing trading strategies on stock price characteristics like a professional trader does, to equip the mindset of trading in a non-traditional way.

\$ HK\$3,000 (Complimentary lunch is included)
Early Bird Rate : HK\$2,500 (Early Bird Offer ends 10 days before application deadline)

D 6 hours**🕒** Sat, 10:00am – 5:00pm**📍** HKU SPACE Learning Centre**👤** Mr. Chris Wong (歐陽一心先生)**🗣️** Cantonese supplemented with English

Commencement Date	To be advised
--------------------------	---------------

Senior Executive Education

Postgraduate Diploma in Enterprise Expansion and Management

Programme Code: EC004

☎ 2975 5771

✉ sea.china@hkuspace.hku.hk

While globalization and regionalization take place at the same time, Asian companies face challenges from both local and global market. It becomes increasingly important for business leaders to adopt both global and local perspectives, aware of both structural change and local dynamics, capable of leading innovation and dealing with complexity in a drastically changing world.

Focusing on three key elements of general management: business drivers, management skills, and corporate culture, this programme guides students to analyze the key challenges that senior executives would face when expanding their enterprise globally or regionally, and equip them with essential tools for success.

- R** Applicants shall:
- (a) hold a bachelor's degree awarded by a recognized university; and have 8 years of relevant experience; or
 - (b) hold a Dazhuan qualification awarded by a recognized university/ institution; and have 10 years of relevant experience.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

\$ HK\$281,000 (The tuition fee includes the cost of teaching materials and accommodation. Transportation expenses are not included.)
Application Fee: CNY1,000

D 15 months**🕒** Weekends**📍** Hong Kong, Beijing, Shanghai, Cambridge**🗣️** Putonghua supplemented with English

Application Deadline	28 Feb 2019 (overseas)/ 29 Mar 2019
-----------------------------	-------------------------------------

Commencement Date	Apr 2019 (6th Cohort)
--------------------------	-----------------------

SEA
HKU SPACE
EXECUTIVE ACADEMY



We offer Tailor-made Corporate training programmes to corporates in Hong Kong and China, as well as multi-national corporates in the Asia Pacific Region

R Minimum Entry Requirements 基本入學要求 (P.348)**\$** Fee 學費**D** Duration 修業期**🕒** Date/Time 日期/時間**📍** Venue 地點**👤** Tutor 導師**🗣️** Medium of Instruction 教學語言**Q** Qualifications Framework 資歷架構**E** Exemption 豁免**S** Short Course 短期課程

See legend on page 2
圖像說明於第2頁

Postgraduate Diploma in Innovative Marketing and Management

Programme Code: EC005

☎ 2975 5771

✉ sea.china@hkuspace.hku.hk

Marketing mindset is a must for all senior executives, not just CMO. To cultivate sustainable business growth, senior executives need to define and reach for the niche market.

CMO should focus on revenue growth and to find customers, drive product/service innovation, and stimulant business growth. With rising social media in global marketplace, both market structure and consumers' behavior has been changing in unprecedentedly fast pace, therefore, marketing is playing an important role than ever before.

This programme is designed to deepen the participants' understanding of dynamics marketing trends, and master key in strategic marketing in today's fast-changing business landscape.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized university; and have 8 years of relevant experience; or
 - hold a Dazhuan qualification awarded by a recognized university/ institution; and have 10 years of relevant experience.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

\$ HK\$281,000 (The tuition fee includes the cost of teaching materials and accommodation. Transportation expenses are not included.)
Application Fee: CNY1,000

D 15 months

📅 Weekends

📍 Hong Kong, Beijing, Shanghai, Cambridge

🌐 Putonghua supplemented with English

Application Deadline	28 Feb 2019 (overseas)/ 29 Mar 2019
-----------------------------	-------------------------------------

Commencement Date	Apr 2019 (5th Cohort)
--------------------------	-----------------------

Postgraduate Diploma in Healthcare Management

Programme Code: EC003

☎ 2975 5771

✉ sea.china@hkuspace.hku.hk

China's on-going healthcare reforms and internationalisation bring both opportunities and challenges for the healthcare industry. With increasing marketisation and capitalisation of this industry, there is increasing need for professional managers with both global vision and local insight. Professional managers in healthcare industry are required to understand the duality of healthcare industry: being both public service-oriented and profit-seeking. Backed by scholars from HKU medical school and the healthcare industry in Hong Kong, the programme is designed to help senior executives in China's healthcare industry to be successful leaders in a fast-changing and complex healthcare landscape.

- R** Applicants shall:
- hold a bachelor degree or Dazhuan qualification awarded from a recognized university; and
 - over 10 years work experience including not less than 5 years of management experience in healthcare industry.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

\$ HK\$257,000 (The tuition fee includes the cost of teaching materials and accommodation. Transportation expenses are not included.)
Application Fee: CNY1,000

D 15 months

📅 Weekends

📍 Hong Kong, Beijing, Shanghai, Harvard

🌐 Putonghua supplemented with English

Application Deadline	28 Feb 2019 (overseas)/ 29 Mar 2019
-----------------------------	-------------------------------------

Commencement Date	Apr 2019 (6th Cohort)
--------------------------	-----------------------

Executive Education

行政人員專業課程

Postgraduate Diploma in Management of Cultural and Creative Business

Programme Code: EC001

☎ 2975 5771

✉ sea.china@hkuspace.hku.hk

Creative business has been growing fast with capital entering into this market and digital entertainment booming.

Senior executives in cultural and creative business are challenged to grasp the market trend and to take on cutting-edge technologies. They also need to acquire professional management knowledge to strategically manage their talents, capital and creativity.

The programme is designed to give systematic training to senior executives in China's cultural and creative business. With a specific focus on business models, IP, management, content and innovation, the programme will guide participants to become leaders in global creative business.

R Applicants shall:

- (a) hold a bachelor's degree awarded by a recognized university; and have 8 years of relevant experience; or
- (b) hold a Dazhuan qualification awarded by a recognized university/ institution; and have 10 years of relevant experience.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

\$ HK\$234,000 (The tuition fee includes the cost of teaching materials and accommodation. Transportation expenses are not included.)

Application Fee: CNY1,000

D 15 months

📅 Weekends

📍 Hong Kong, Beijing, Shanghai, Japan

🗣️ Putonghua supplemented with English

Application Deadline 28 Feb 2019 (overseas)/ 29 Mar 2019

Commencement Date Apr 2019 (6th Cohort)

Postgraduate Diploma in Organisational Development and Change Management

Programme Code: EC002

☎ 2975 5771

✉ sea.china@hkuspace.hku.hk

In a VUCA world, organisational change is only going to become faster, more complex and more dependent on people as the workforce. Leaders need to harness their leadership skills and better manage their organisation capabilities to guide successful organisational development and change.

This programme is based on the latest theory and practice of organisational development and change. It focuses on organisational design, personnel training and cultural shaping from the strategic planning as well as enhances the thinking and ability of leaders in change. It aims to foster a new generation of change-capable leaders who shape and empower organisations.

R Applicants shall:

- (a) hold a bachelor's degree awarded by a recognized university; and have 8 years of relevant experience; or
- (b) hold a Dazhuan qualification awarded by a recognized university/ institution; and have 10 years of relevant experience.

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

\$ HK\$180,000 (The tuition fee includes the cost of teaching materials and accommodation. Transportation expenses are not included.)

Application Fee: CNY1,000

D 15 months

📅 Weekends

📍 Hong Kong, Beijing, Shanghai

🗣️ Putonghua supplemented with English

Application Deadline 28 Feb 2019 (overseas)/ 29 Mar 2019

Commencement Date Apr 2019



We build a global network by collaborating with overseas renowned universities such as Harvard, Cambridge, Stanford and Hebrew University to provide high-end and latest in-demand programmes.



R Minimum Entry Requirements 基本入學要求 (P.348)

\$ Fee 學費

D Duration 修業期

📅 Date/Time 日期/時間

📍 Venue 地點

👤 Tutor 導師

🗣️ Medium of Instruction 教學語言

📄 Qualifications Framework 資歷架構

E Exemption 豁免

S Short Course 短期課程

See legend on page 2
圖像說明於第2頁