

## **Kellogg-HKUST Executive Master of Business Administration (KH EMBA) Program**

### **Academic Director:**

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The Asia-Pacific region's rapid development into an international center for trade, finance and industry has created a need for global management preparation. There is an increasing call for multinational and international companies in the region to update their experienced executives with modern business and management skills in order to cope with the ever-increasing complexity of business activities. A high level business program with an Asia-Pacific focus is of utmost importance and value.

The Kellogg-HKUST Executive Master of Business Administration (KH EMBA) program is jointly organized by the Kellogg School of Management of the Northwestern University and the School of Business and Management of HKUST. It is designed to help company executives address complex business and management issues from a global and integrative perspective. Executives located in Hong Kong and other major cities in the Asia-Pacific region, such as Beijing, Shanghai, Taipei, Manila, Singapore, and Tokyo are participating in the program.

As a partnership, the KH EMBA program combines faculty members from the Kellogg School of Management of the Northwestern University and the School of Business and Management of HKUST. Teaching is equally shared by faculty of both Schools.

Upon successful completion of the program, graduates will be awarded a Master of Business Administration (MBA) degree jointly by the Northwestern University and HKUST. Graduates will become alumni of both Universities.

### ***Program Learning Outcomes***

On successful completion of the program, graduates will be able to:

- Articulate and apply the basic principles of strategy, operations, marketing and finance;
- Take decisions, design plans and create recommendations that integrate multiple perspectives (cross-functional, cross-cultural, cross-industries, different contexts); and
- Influence behavior and act in a way that is consistent with value-based leaders.

### ***Admission Requirements***

Applicants must possess a bachelor's degree from a recognized university or an approved institution, or possess professional qualifications considered by the University to be equivalent to a first degree. They should also have at least 8 years

of full-time post-qualification work experience. All applicants must be interviewed before admission to the program.

In addition, participants must be sponsored and supported by their companies. They should be promising executives within the company and should be able to demonstrate that:

- a) Their organization sponsor considers they are outstanding and have potential within the organization;
- b) They are holding, or will soon hold, positions of executive responsibilities that make the program of value in furthering their career; and
- c) They have both the time and motivation to make the commitment to attend classes and prepare assignments.

### ***Program Structure***

The KH EMBA program is an 18-month part-time general management program. It employs instructional methods tailored to the skills and needs of experienced managers. Organized in short “modules”, participants take two courses each month that cut across traditional subject areas to provide tools and techniques for solving complex managerial problems. Emphasis is placed on three specific areas of management skills: behavior in learning organizations, international management, and managing groups of cooperating firms for international competitiveness.

There are a total of eleven modules, and two residential sessions over the program. The class schedule allows participants to continue their careers while they study to acquire a broad range of functional and managerial skills. In addition, the schedule provides students with the opportunity to exercise their skills in workplace situations.

Participants meet twice every month on the HKUST campus and are accommodated in the Conference Lodge. Classes will be held on Friday afternoons, Saturdays and Sundays.

There are two live-in sessions in the program - the first to be held at HKUST in January and the second at Kellogg’s James L. Allen Center in Evanston, Illinois, in August. The initial session is a critical time for the development of class identity and for the formation of study groups. Live-in sessions round out the curriculum by allowing participants to continue classroom and small group discussions, expand their network of business contacts, and get to know their classmates.

### ***Program Fee***

For students admitted in 2016-17, the program fee is HK\$1,269,000 (or US\$163,700). Expenses for faculty teaching, books, accommodation and meals for all weekends at HKUST and the two live-in sessions are all included. Additional expenses are

required for participants' transportation to HKUST and Kellogg.

***Curriculum***

Students are required to take a total of 30 credits, including the following 12 core courses totaling 14 credits:

EMBA 5010	Frameworks for Strategic Analysis
EMBA 5020	Analytical Approach to Uncertainty
EMBA 5030	Financial Reporting Systems
EMBA 5040	Marketing Management
EMBA 5060	Leadership and Organizations
EMBA 5070	Statistical Decision Analysis
EMBA 5080	Managerial Finance I
EMBA 5110	Operations Management
EMBA 5120	Accounting for Management Planning and Control
EMBA 5150	Negotiation
EMBA 5170	Law and the Corporate Manager
EMBA 5630	Managerial Finance II

In addition to the core courses, students will take 16 credits of special topics courses from the EMBA course list.

***Graduation Requirements***

The total number of credits to fulfill the degree requirements is 30. Courses will need to be repeated or replaced if participants fail to obtain a passing grade.