Rise of Asian Business Schools Creates New Trends

For years, people interested in entering good business schools often head to the West. Now, business schools in China, Hong Kong and other parts of Asia have emerged as challengers to their more established peers in the West in global rankings.

Qualified for the Real World

Speaking of the GSB’s teaching philosophy, Prof. Tsui says, “With ‘Qualified for the real world’ as our core value, our teaching philosophy is to enable our students to have an in-depth understanding of how to apply theories in the real world of business. In other words, it means that we ‘qualify you for the real world’.”

So how does the GSB integrate its business management concepts into its programmes? “We adopt outcome-based learning which is a new learning theory and approach to create global leaders, not managers.”

We believe “Global leaders will go farther and fly higher”, so we are geared to educate senior executives as global leaders, who are able to develop new insights and understanding to benefit their organisation and enrich their professional and personal life.

Students will walk away from class well prepared to apply the latest business thinking to their day-to-day management decisions, and to meet business challenges of today and tomorrow,” Prof. Tsui answers.

Internationalisation

The robustness of Asian economies may help business schools in the region convince students that studying in Asia could be a good choice.

At the same time, Asian business schools are increasingly going into collaboration with schools from the West to offer more options to their students.

With creating global leaders as its mission, the GSB has been in collaboration with a number of world renowned business schools to launch its DBA programme. These famous schools include the IMD (International Institute for Management Development) in Switzerland, the Sauder School of Business at the University of British Columbia in Canada and the Simon Graduate School of Business at the University of Rochester in the US.

As told by Prof. Tsui, the DBA, which is the School’s flagship programme, is among the first DBAs in the world to secure UK-based Association of MBAs (AMBA) accreditation. Besides, GSB is among a small group of business schools worldwide with triple accreditation: AACSB, EQUIS and AMBA.

“DBA has launched for 14 years. The accreditation affirms the quality of our DBA in educating CEOs and senior executives in Hong Kong and the region to become global leaders based on quality research and an integrated learning approach. For example, our DBA students are given opportunity to study in IMD’s internationally acclaimed executive education programme, whilst renowned scholars of Sauder School and Simon School join forces with our faculty to co-teach subjects in the programme.”

Global Leaders

With the rise of Asian economies, executives are faced with new challenges.
The triple accredited DBA with a history of 14 years has nurtured numerous outstanding global leaders in Hong Kong and China.

How should executives position themselves in this competitive business environment?

"It is different from a decade ago when there wasn’t much talking about corporate social responsibility. I think it’s about finding a balance between social and financial values. In the past, people who study MBA only look at how much they earn, but overlook whether they own the important values. Instead of being skill-based, nowadays executives need to strengthen their risk management skills, soft skills like problem-solving, entrepreneurial skills and ethics, putting more focus on CSR and sustainability," she says.

The trend of internationalisation urges the GSB to keep changing and updating the teaching content and design of its programmes. In addition, with scientific research and innovation as the foundation of the university, the School integrates research into programmes to make them multi-disciplinary, helping the future global leaders understand the global economic environment.

"We believe ‘Global leaders will go farther and fly higher’, so we are geared to educate senior executives as global leaders, who are able to develop new insights and understanding to benefit their organisation and enrich their professional and personal life,”

She adds, "They should demonstrate the ability to think critically and creatively within the domain of general management responsibility, and should be able to identify and resolve ethical issues as they arise in the context of general management and corporate social responsibility. So, it is no longer enough to merely complete an EMBA or MBA."

Chinese Elements

With the rapid growth of China’s economy and the shift of economic focus from the West to the East, it seems that there is a corresponding trend for business schools worldwide to put more emphasis on China issues, the GSB is no exception.

"We integrate Chinese elements into the whole programme, for example, talking about the development of China’s market. Besides our DBA, we have also developed the Doctor of Management (DMgt), a professional doctorate programme jointly hosted by our School and the School of Business of Renmin University of China for those who wish to develop their expertise beyond the MBA level," Prof. Tsui explains.

One China MBA

In addition, to offer students more experience in China, "One China MBA" is also launched to equip executives with the knowledge and skills needed to succeed in today's fast-paced business environment.

According to Prof. Tsui, one of the distinguishing features of "One China MBA" is that students in Hong Kong, Xian and Shenzhen share the same curriculum so as to facilitate the exchange of ideas and knowledge. Moreover, students are allowed to have lessons in any of the cities.

"This is good for economic integration between Mainland China and Hong Kong, especially the Pearl River Delta Region. 'One China MBA' is the only programme in such form and structure in both China and Hong Kong, and now we have more than 1000 alumni in Xian."

"We can see that the School, though may not possess the longest history among business schools in the region, has made a great leap forward in executive education. With the trend of internationalisation and the growth of Asian economies, we can foresee that Asian business schools will gain greater popularity among both local and overseas students."