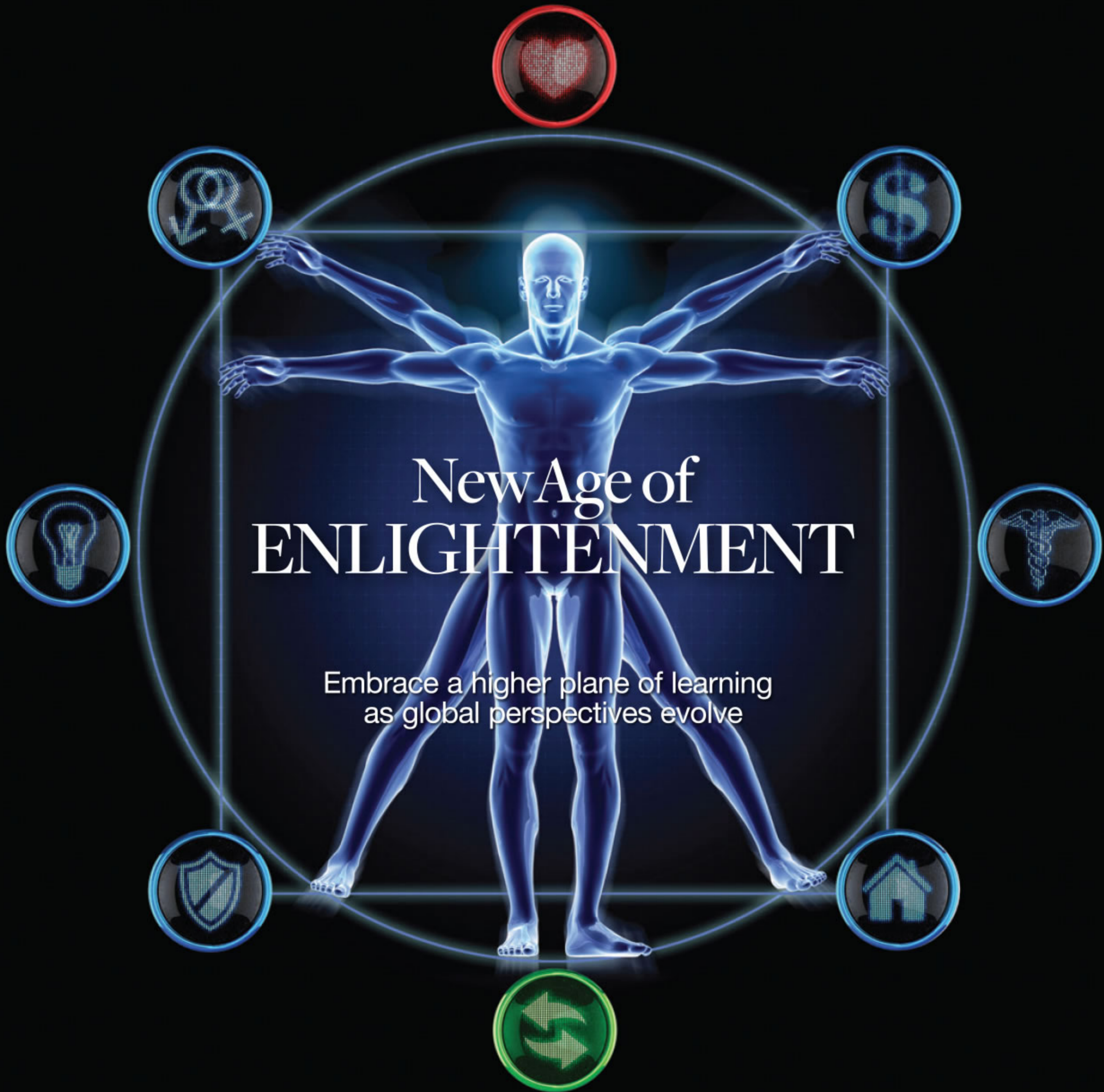


PROFESSIONAL Education

THE ANNUAL POSTGRADUATE GUIDE • DECEMBER 2013



New Age of ENLIGHTENMENT

Embrace a higher plane of learning
as global perspectives evolve

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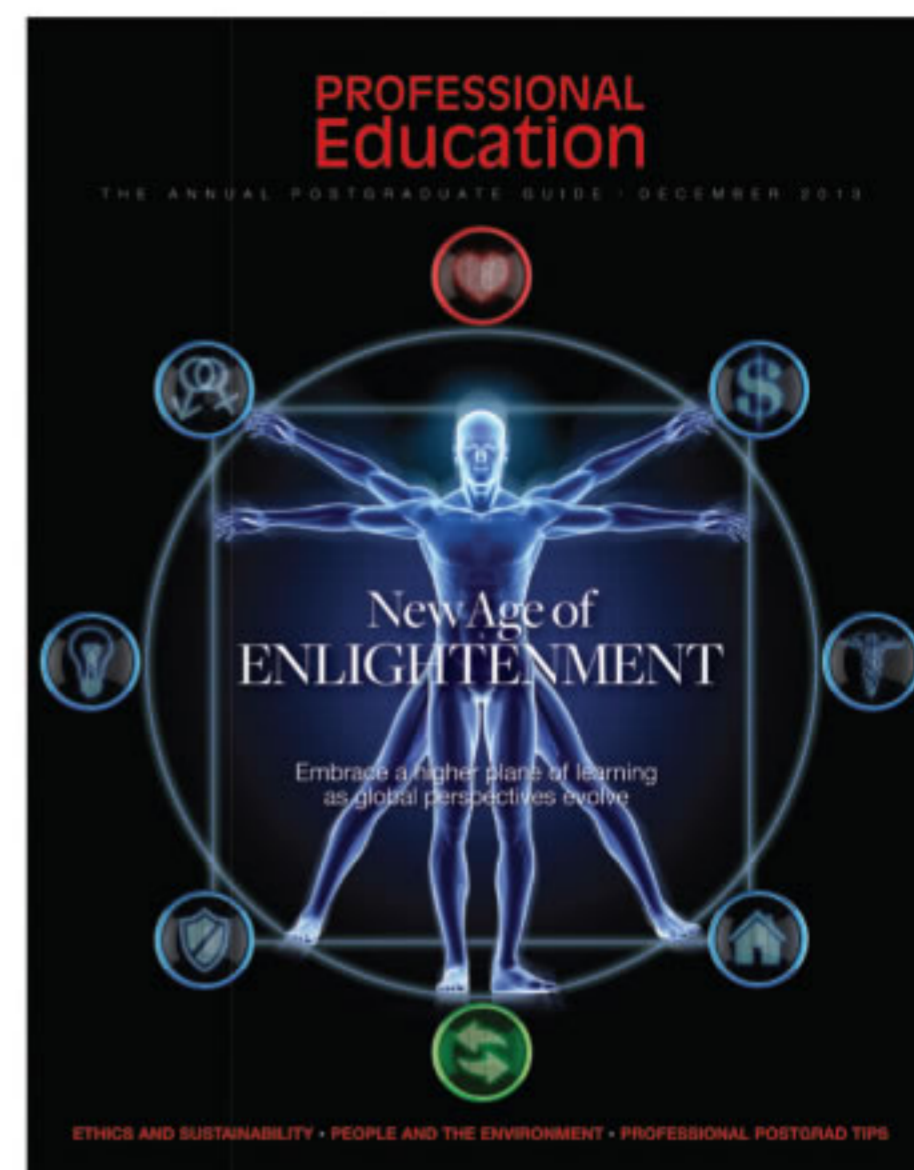
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Dawn of a higher vision

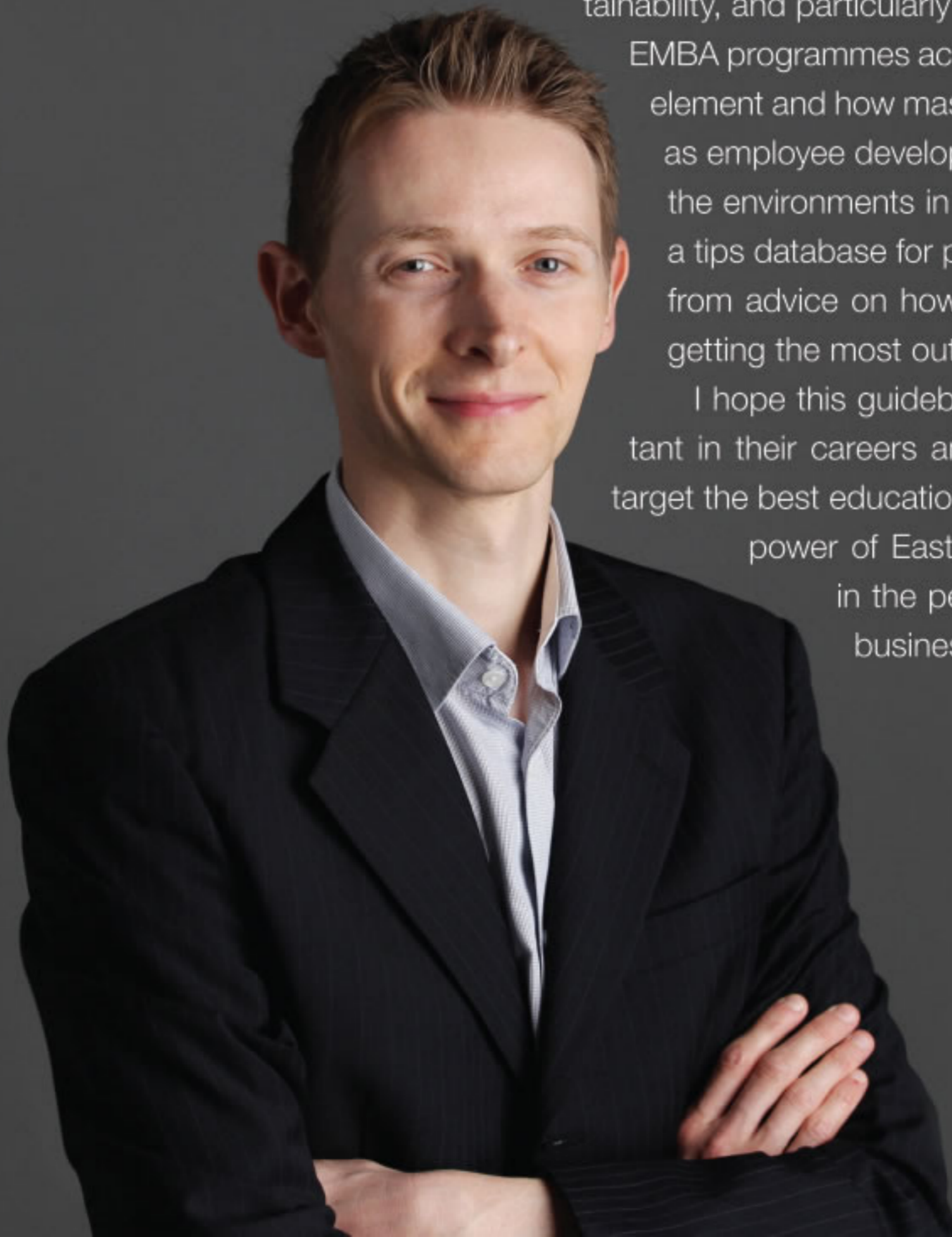
The internet has had a profound effect on the way people see the world, particularly in the way that it has provided new generations with access to so much more information than previous generations ever had. With this information have also come the communication platforms to research, analyse and debate on a worldwide scale. What begins as a ripple in one part of the planet can quickly come crashing down as a great wave in another.

What this has done has put the spotlight on honesty and transparency, especially regarding the companies from which we buy our products and services. This has seen more people care about whether they are dealing with good corporate citizens which show a genuine concern for the communities and environments in which they operate, or entities which are simply out to line their pockets at the expense of the rest of the world. How this perception swings can have a serious effect on a company's bottom line.

This is one of the reasons why companies are increasingly looking for leaders who can drive business forwards in an ethical, sustainable and responsible way, while taking exceptionally good care of staff and turning a handsome profit at the same time – no small task, that's for sure. Such leaders are in short supply, but the numbers are growing, in part thanks to the efforts of professional and postgraduate programmes that train participants in this way of thinking.

In this year's *Professional Education* guidebook, we look at some of the programmes and courses that are taking real steps in this direction. Section one looks at the core areas of ethics and sustainability, and particularly how these issues are being addressed in MBA and EMBA programmes across Hong Kong. Section two focuses on the human element and how master's programmes are leading the way in areas such as employee development, mental management and the preservation of the environments in which we live. Section three, meanwhile, serves as a tips database for potential and current postgraduate students, ranging from advice on how to persuade your employer to fund your MBA, to getting the most out of your alumni network.

I hope this guidebook helps readers think about what is really important in their careers and provides the information necessary for them to target the best educational programmes to take them on their way. With the power of East Asia and Asia-Pacific growing by the day, we are in the perfect position to make a real statement about how business is conducted in the future.



Tom Eves

Project editor, *Professional Education* 2013
Subeditor, *Classified Post*

Green leaders of tomorrow



CityU MBA students attend a class on sustainable business.

More MBAs are training executives to find sustainable solutions, writes Nicholas Olczak

Companies large and small are increasingly realising the value of adopting a “greener” approach to business. Most importantly – in the face of diminishing resources, choking pollution and overflowing landfills – this is because a more environmentally friendly and sustainable approach is beneficial to us all and the planet we share. Meanwhile, a particularly useful side effect of such a business philosophy is that it can do wonders for an organisation’s corporate image and reputation.

Fuji Xerox (Hong Kong) says it started pursuing an environmental agenda long before it became fashionable to do so. Over time, its focus on the issue has grown stronger, and the company is now extremely committed to adopting sustainable business practices. Its leaders play a vital role in helping it achieve this aim.

“Sustainability is ingrained in our corporate culture,” says Katherine Lau, the company’s general manager of corporate quality and sustainability. “Leaders have to ‘walk the talk’ on sustainability, as they are the ones to

drive planning, allocate resources and make decisions.”

Many companies are increasingly seeking executives with a good understanding of sustainable business practices in order to drive their sustainability agendas. Fortunately, there are a number of forward-thinking Hong Kong MBA programmes that endeavour to equip their students with a good understanding in this area.

One is the MBA programme offered by the City University of Hong Kong (CityU). Wenyu Dou, associate dean of CityU’s College of

Mastering the fine line



CityU law students take notes during a video-link lecture.

LLM courses teach where invention ends and infringement begins, writes John Brennan

These days, universities and law schools have their work cut out to try and keep pace with new laws – and new interpretations of existing laws – that cover everything from the welfare of the planet to the challenges presented to intellectual property (IP) rights in a digital age.

“Alongside developments in society, many new areas of law also need to be developed,” says Professor Gu Minkang, associate dean of the School of Law at the City University

of Hong Kong (CityU). “These areas include cyber-trade law, the law on the protection of the environment and concerning energy, and animal-welfare law. Our school is fully aware of the potential in these areas and intends to offer relevant courses step by step.”

An example of how CityU is keeping its law teachings up to date can be seen in the recent establishment of its Hong Kong Centre for Maritime and Transportation Law, which offers a Master of Laws (LLM) in Maritime and Transportation Law. There

are also plans to establish a new LLM in the intellectual property stream.

Other LLM tracks available include a general stream, Chinese and Comparative Law, International Economic Law, Arbitration and Dispute Resolution, and Common Law.

“CityU is proud to be the first [university] in Hong Kong offering an LLM for Chinese and Comparative Law, and a Juris Doctor [JD] and LLM in Arbitration and Dispute Resolution,” Gu says.

JD programmes offer a general legal