

Course Title: Managing Business and Sustainability in Asia

Instructor: Professor Cassian Cheung

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Course Grading: Pass/Fail Grade

## **COURSE OVERVIEW**

Global companies operating in Asia are facing increasing challenges in a complex environment. Faced with trade, sustainability related, ESG and corporate reputational issues, senior executives are struggling to balance short and long-term objectives. This course is essential for students seeking foundational concepts, practical tools and learning from an Asian perspective for implementing a stakeholder-oriented, sustainable business strategy, while building corporate reputation and embracing ESG practices in the business operating in Asia.

## **COURSE OBJECTIVES / LEARNING OUTCOMES**

1. Provide a comprehensive understanding on the business environment in Asia.
2. Overview of the sustainability and ESG challenges and practical solutions that are relevant to business operating in Asia.
3. Deliver fundamental concepts and tools required to achieve long and short-term business goals.
4. Develop critical thinking and teamwork through case assignments and groupwork.

## **COURSE OUTLINE**

Day 1 - General introduction to Asia's business environment and culture

Day 2 - Market entry strategy and market visit

Day 3 - ESG in Asia and Belt and Road Initiative of China

Day 4 – New product development in Asian context and project work

Day 5 – Group project presentation

## **GRADING / ASSESSMENT**

Class participation/contribution 60%

Group project 40%

## **COURSE MATERIALS**

**(A) REQUIRED READING (TO BE CONFIRMED)**

**(B) OPTIONAL READING**

## **INSTRUCTOR'S BIO**

Prof. Cassian Cheung is an adjunct professor at the School of Business and Management at the Hong Kong University of Science and Technology. He currently teaches management and marketing courses in the Global Business and World Bachelor in Business programs at the School. He had also conducted management courses at the school's Master of Business Administration program.

Professor Cheung is the managing partner of Cairnhill Consultants, a company advising Asian companies on growth and market entry strategies. He was also a former chief executive officer of Next Digital Limited, a leading media company in Hong Kong and Taiwan. Cassian also served as an independent non-executive director of Trinity Ltd.; a Fung Group company listed on the Hong Kong Stock Exchange.

Prior to joining the faculty of HKUST, Professor Cheung was the President of Wal-Mart China where he led the expansion of Wal-Mart's retail stores and managed a team of 20,000 associates. Before joining Wal-Mart, he was the President of Quaker Oats Asia. Professor Cheung started his career at The Nestlé Company in the USA and was the General Manager and Chief Operating Officer-PRC for Nestlé China.

Professor Cheung is a member of the Global Advisory Board of the Kellogg School of Management at Northwestern University. He was also an advisory member of the Global Business program of the Business School of the Hong Kong University of Science and Technology ("HKUST"). Professor Cheung was conferred an honorary Doctor of Humane Letters degree at St. Joseph's College of Indiana, where he had studied for his bachelor's degree and served on the board of trustees. He also received a Master of Business Administration degree from the Kellogg School of Management at Northwestern University.