



Global Network Week October 2026
Hong Kong University of Science & Technology

Navigating Asian Markets: Long-Term Strategies for Business Success

Instructor: Professor Cassian Cheung (cassian@ust.hk)

MBA Office Contact: Ami Yau (mbaex@ust.hk)

Course Description

Global companies operating in Asia are facing increasing challenges in a complex environment. Faced with trade disputes, 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.

Learning Objectives

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

Tentative course schedule and structure *(subject to change)*

The course will feature a blend of lectures, company visits, guest speaker sessions, group projects with presentations, and networking events. *Note: The company visit and guest lecture are tentative and subject to change.*

	Oct 19 (MON)	Oct 20 (TUE)	Oct 21 (WED)	Oct 22 (THU)	Oct 23 (FRI)
Morning	Lecture	Lecture	Lecture	Guest Lecture	Presentation & Lecture
Lunch	Welcome Lunch	Self-arranged	Self-arranged	Self-arranged	Wrap up lunch
Afternoon	Lecture	Company Visit	Company Visit	Group Project Preparation	-
Evening	-	-	-	Networking Event	-

Grading

Class participation/contribution	60%
Group project	40%

Pre-course Reading *(To be confirmed)*

Attendance Policy

Attendance and full participation are essential to experiential learning for intensive programs. All students must attend all required sessions, which may include lectures and company visits. Due to the importance of the learning experience, failure to attend or arriving late to a required session will result in a lower final grade for the course. Any session or assignment that is missed will result in the deduction of a half letter grade.

Subject to faculty discretion, late students may not be allowed to join until the class break. Participation after 15 minutes or early departure is considered absent.

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.