

Richard Ivey School of Business

Background Information

Richard Ivey School of Business established its presence in Hong Kong in 1998. It is one of the few true case-teaching business schools in the world, and is the only one within this group of business schools with a permanent campus in Asia. This campus, named the Cheng Yu Tung Management Institute, is conveniently located in the Hong Kong Convention and Exhibition Centre in Wanchai. From this campus, Ivey Business School offers a prestigious Executive MBA program as well as a range of highly-regarded non-degree Executive Development programs to executives from the Asia-Pacific region.

Founded at The University of Western Ontario in 1922, the Ivey Business School has long been a global business school. It is committed to developing outstanding business leaders who think globally, act strategically and contribute to the societies in which they operate. Ivey Business School is recognised as one of the world's top business schools. It was ranked the No. 1 executive education provider in Greater China in 2008 (*Financial Times*), and No. 6 provider of custom executive development programs in the world in 2008 (*BusinessWeek*). It has also consistently enjoyed high rankings in surveys conducted by the *Wall Street Journal*, *Canadian Business* and *The Economist*.

New Business Education Approach – Cross-Enterprise Leadership™

To serve the needs of tomorrow's executives in the rapidly changing global environment, Ivey Business School introduced a breakthrough approach to business education - Cross-Enterprise Leadership™. This innovative learning model is designed to develop business leaders who will have the breadth and capacity to always see the bigger picture and lead initiatives that enhance the whole enterprise, and provide them with skills to meet the challenges of environmental forces such as globalization, competition and technology. To implement this model, Ivey Business School embarked in a comprehensive redesign of its programs, research and organization.

Unique Case-teaching Approach

Ivey Business School is renowned for its case-teaching approach, which seeks to develop participants' judgment and decision-making skills through solving real-world business problems in the classroom. Via an interactive study process, program participants from different cultures, organisations and business sectors learn not only from Ivey professors, but from one another as well. As many as 14 nationalities are represented in its EMBA classes in Hong Kong each year and

approximately 30% of the class commute from outside of the city for the program.

No. 1 Producer of Asian Cases

The Ivey Business School is a world leader in case teaching and case writing. It is the No. 1 producer of Asian cases, and No. 2 in the world after Harvard Business School. There are over 2,200 cases in the School's active case collection, and approximately 200 new ones are added each year. Its Asian case collection includes cases written on companies such as Carrefour China, Hong Kong Disneyland, Hutchison Port Holdings, HSBC, ING Insurance Asia/Pacific, Hong Kong's Ocean Park, and Intel. The School maintains very strong corporate ties, and has the capability to transform practical experience into knowledge.

Excellent Teaching Quality

The quality of teaching counts significantly in Ivey Business School's degree and non-degree programs. All programs in Hong Kong are taught by Ivey Business School's own full-time professors who are based in Canada. These professors also serve as advisers to companies around the world, and they have close contacts with senior executives. They stay very close to businesses and ensure that up-to-date best practices are shared in their classrooms.

Powerful Alumni Network

Ivey Business School has a remarkably powerful alumni network in more than 95 countries around the world. The School has a group of over 900 alumni in Asia and more than 21,000 worldwide. Two in five of our alumni hold senior management positions within their companies. This includes job titles such as CEO, CFO, CIO, CMO, CTO, Chair/Vice Chair, Founder, Managing Director, Owner, Partner, President, Proprietor, Vice President and Director. This powerful network provides participants with excellent career opportunities, creates new business partnerships and grooms a group of life-long peers.

Program Offerings in Asia

Executive MBA (EMBA) Program

Ivey Business School launched the EMBA as its flagship program in Hong Kong when it first established there in 1998. Between 2000 and 2009, the School has had a total of 357 EMBA graduates from its Hong Kong program. Another 68 participants are in progress, due for graduation in 2010 and 2011.

The program targets senior executives, entrepreneurs and professionals – typically with 10 or more years of working life and significant experience in managing people, activities and financial results – who want to accelerate their careers to senior leadership positions and enhance their effectiveness as general managers. Its current participants originate from 15 different countries, with an average of 15 years of working experience. One-third of them are women and two-thirds are men. They come from a wide range of different industries, and most of them hold senior

positions in their companies, such as CEO, General Manager, Financial Controller, Vice President, Professor, Managing Director, etc.

The program adopts a truly unique learning approach by using up-to-date real life cases from around the world. It adopts team-based classroom learning so that participants share best global business practices and develop their decision-making skills. Learning is a two-way street in which the experiences brought by the participants are valued and shared.

Executive Development Programs

Ivey Business School was ranked as the No. 1 executive education provider in Greater China in 2008 (*Financial Times*), and No. 6 provider of custom programs in the world in 2008 (*BusinessWeek*). Since the establishment of its Hong Kong campus in 1998, over 3,000 executives have attended its executive programs in Asia. These programs take the following forms.

Custom programs

Ivey Business School works with corporations around the world in designing and delivering executive programs customised to meet their corporate strategic objectives and challenges. These programs are intended for companies that seek management development groups of at least 20 managers, and are tailored to address their issues, industry dynamics, and competitive strategies.

Consortium programs

Ivey Business School's consortium programs present a unique opportunity for executives to network with others from leading organisations and for participating companies to achieve their development objectives in a cost-effective manner. The programs bring together a selected group of corporations, usually from non-competing businesses. They combine the features of both company-specific programs and open enrolment programs. Ivey Business School's two most popular consortium programs in Asia are the Accelerating Management Talent Program and the Ivey Consortium Executive Program.

Open-enrolment public programs

Open-enrolment public programs vary in length from one to two-day workshops on specialised topics or functional areas to longer programs that focus on general management issues. Programs develop and deepen the skills, perspectives and judgment of middle-to-senior managers who are charged with leading global activities. Participants benefit from networking and sharing experiences with the faculty and other participants.

~~~~~

For further details, please contact Amelia Chan at (852) 2135 2277 or email: [achan@ivey.com.hk](mailto:achan@ivey.com.hk). Please also visit our website: [www.ivey.com.hk](http://www.ivey.com.hk).