PROGRAM DESCRIPTION

The digital world of business is characterized by an accelerated pace of technology advances that are changing the rules — and risks — of every aspect of running a successful organization. As challenging as it seems, this evolving landscape should not be viewed as a mountain too steep to climb. Instead, it should be embraced as an enabler that allows organizations to exploit new pathways to value creation as a means to gain sustainable long-term competitive advantages.

In the Digital Mindset Program, our faculty team will share their insights on how your organization may respond to the evolving digital challenges, and how you may develop necessary skills to stay competitive in today’s business world.

WHY SHOULD YOUR ENTERPRISE PARTICIPATE?
WHAT ARE THE OUTCOMES?

The program is designed to help participants develop a digital management know-how to be better equipped for future challenges:

- Provides practical frameworks and methodologies to be better prepared for the digital world
- Establish an Innovative Mindset
- Gain a further understanding of digital business models and an insightful understanding of the capabilities of IoT, Blockchain and AI
- Know the latest developments and trends and enhance your knowledge in these concepts and tools

WHO SHOULD PARTICIPATE?

This program is customized for middle managers employed by a Kuwaiti Private Company. The participants in this program will preferably have a minimum of seven years working experience with high proficiency in English. Working responsibilities and functions include but not limited to Information Technology, Business Development, Marketing, Finance & Investment and Human Resources.

WHAT TOPICS ARE COVERED?

- Innovation Management
- Marketing Strategies in Mobile Digital Age – New Media Strategies
- Digital Leadership
- Ubiquitous Communication and Smart Sensing in the Age of IoT
- Artificial Intelligence in Business
- Blockchain in Application
- Entrepreneurship, Design Thinking and Innovation Meta-Thinking

World Class Faculty

A strong team of HKUST faculty who are experienced in executive teaching are selected to teach in the program.

Prof Yan Xu
Prof Wenbo Wang
Prof Qian Zhang
Prof Rong Zheng
Prof Kai-lung Hui
Prof Michael Sung

www.bm.ust.hk/ExecEd
HOW WILL THE PROGRAM BE DELIVERED?

- Interactive lectures
- Case discussions
- Group exercises
- Role-play
- Video discussion
- Company visit

HOW TO APPLY

To register for this program, please ensure that you complete the form online (www.kfas.org/HKUST) and adhere to the requirements listed below:

- Must be employed by a private Kuwaiti shareholding company
- Provide an updated C.V. reflecting current role and responsibilities
- Sign the Terms & Conditions document

REGISTRATION DEADLINE AND SELECTION PROCESS

All applicants will undergo a blind review process by a selection committee. Applicants will be assessed based on experience (minimum of seven years of experience), area of expertise, and comparative merit. Any late or incomplete submissions will be automatically rejected.

REGISTRATION DEADLINE: December 27, 2019

All applicants will be notified of their application status by January 9, 2020.

PROGRAM DETAILS

Date: February 16-20, 2020

Time: Sessions will begin promptly at 8:30am and go until 4:30pm

(including lunch and refreshment breaks)

Class Location:

Executive Education Suite, Lee Shau Kee Business Building,
The Hong Kong University of Science and Technology,
Clear Water Bay, Kowloon, Hong Kong

(Tuition and accommodation is included)

CONTACT US

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