The Digital Leadership Program @ HKUST Business School

February 4-8, 2024 / Hong Kong

PROGRAM DESCRIPTION

The digital revolution is transforming the way people around the globe live, interact, and do business together. To ride the transformational digital technology wave, businesses need more leaders with digital mindset, skills and knowledge to lead the organizations and exploit new pathways to create value for more sustainable long-term competitive businesses.

This Digital Leadership program brings together leading experts on digital revolution and its impact on business. Our faculty team will share their insights on how individuals can lead their organizations in the evolving digital challenges and become more successful digital leaders.

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:

- Keep abreast of the latest developments and trends in disruptive technologies
- Transform approach of data-driven decisions with AI
- Establish an innovative and digital mindset
- Prepare for a superlative digital customer experience
- Equip with skills and attitude of digital leaders to develop effective digital business strategies and models

WHO SHOULD PARTICIPATE?

This program is customized for Kuwaiti middle and senior managers employed by Kuwaiti private companies. The participants in this program will preferably have a minimum of three years of management 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?

- Overview of Disruptive Technology and How It Impacts Us
- AI and Data-driven Decision Making for Executives
- Digital Strategy: Digital Business Models
- Digital Mindset for Business
- Digital Customer Experience

World Class Faculty

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

Prof Kai-lung Hui

Prof Carlos Fernández-Loría

Prof Chris Doran

Prof Tat Koon Koh

Prof Joseph Salvacruz

KFAS
مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

HKUST BUSINESS SCHOOL
香港科大商學院
WORLD CLASS IN ASIA | executive EDUCATION 高級管理人員課程

execed.hkust.edu.hk

The Digital Leadership Program @ HKUST Business School

February 4-8, 2024 / Hong Kong

HOW WILL THE PROGRAM BE DELIVERED?

- Interactive lectures
- Group exercises
- Company visit
- Case discussion
- Video discussion
- Action learning exercises & presentations

HOW TO APPLY

To register for this program, please ensure that you complete the form through **KFAS Learn plarform (https://learn.kfas.org.kw)** and adhere to the requirements listed below:

- Must be Kuwaiti nationals
- Both private sector and public sector employees may apply
- 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 three years of management experience), area of expertise, and comparative merit. Any late or incomplete submissions will be automatically rejected.

REGISTRATION DEADLINE: *November 16, 2023*

All applicants will be notified of their application status by December 3, 2023.
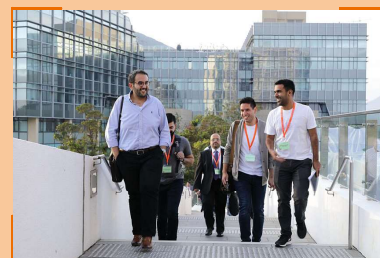
PROGRAM DETAILS

Date: February 4-8, 2024

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)

HKUST Campus

CONTACT US

KFAS
مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

HKUST BUSINESS SCHOOL
香港科大商學院
WORLD CLASS IN ASIA | executive EDUCATION 高級管理人員課程

 execed.hkust.edu.hk