

# HKUST and Microsoft Introduce First AI-Centric MBA Elective in Hong Kong

2019-11-01

November 1, 2019, Hong Kong — Microsoft Hong Kong and The School of Business and Management of The Hong Kong University of Science and Technology (HKUST Business School) introduced today Hong Kong's first MBA elective featuring an AI (Artificial Intelligence) curriculum. The enhanced curriculum will equip business leaders and organizations with the critical skills, knowledge and culture to succeed in the 4th Industrial Revolution.

Officially available for MBA students of HKUST Business School in early 2020, the AI curriculum is part of Microsoft's Global AI Business School initiative, designed in partnership with INSEAD and provides the latest thinking on AI transformation in business. Business leaders from local enterprises and organizations can also access the AI curriculum by joining the open executive education program provided by HKUST soon to get ready for the AI future.

Just as the historical industrial revolutions required societies and businesses to reconfigure life around these generational shifts, the next digital era founded on AI and data demands a new set of skills for people to succeed.

According to the recent Microsoft-IDC study: *Future Ready Business: Assessing Asia Pacific's Growth Potential Through AI*, although 87% of businesses are prioritizing upskilling and reskilling of workers for the future, 73% of them have yet to implement plans. Besides, the report also noted that business leaders must possess a continuous learning mindset to counter rapid changes brought about by AI.

“AI is the defining technology and growth factor in the 4<sup>th</sup> Industrial Revolution. This requires a culture shift as it changes the relationship between humans and machines, with machines and systems evolving into intelligent collaborators,” said Ms. Cally CHAN, General Manager of Microsoft Hong Kong and Macau. “AI is a critical foundation for Hong Kong businesses as they seek to thrive in this digital era. We’re excited to partner with HKUST, one of the world’s leading universities, to empower Hong Kong business executives with the necessary skills to lead with confidence in the age of AI.”

“We are witnessing AI’s transformation of workers and workplaces, and there is a growing desire by MBA students to understand how AI will improve business decisions, processes and productivity,” said Prof. TAM Kar-Yan, Dean of HKUST Business School.

“Working with Microsoft, a world leader in AI, will ensure we unlock the full potential of MBA students as they harness the power of AI.”

The HKUST MBA program, with one of the most flexible curriculums in Asia to meet the career aspirations of students, will feature a new elective based on the online materials provided by Microsoft’s Global AI Business School. These online materials include four key modules: Defining an AI Strategy, Enabling an AI-ready Culture, Responsible AI in Business, and AI Technology for Business Leaders. This business-focused course will also be available for students of HKUST MSc programs with plan to extend to executive education in future.

Microsoft and HKUST will tailor core components of Microsoft’s Global [AI Business School](#) for Hong Kong business leaders. The program will feature Microsoft executives sharing knowledge and insights into the latest AI technologies. In addition, there will be industry case studies, practical guides, and technology talks all designed to help organizations be at the cutting edge of AI.

The result will be the grooming of future business leaders that can drive the critical change within Hong Kong business so that they embrace an AI future and succeed in the next digital era.

### **About HKUST Business School**

The HKUST Business School is young, innovative and committed to advancing global business knowledge. The School has forged an international reputation for world class education programs and research performance, and has received many top global rankings. For more details about the School, please visit <http://www.bm.ust.hk/>.

### **About Microsoft**

Microsoft (Nasdaq “MSFT” @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more.

For media enquiries, please contact:

## HKUST Business School

John Poon

Tel: (852) 3469 2090

Email: [johnpoon@ust.hk](mailto:johnpoon@ust.hk)

Clare Chan

Tel: (852) 2358 8242

Email: [clarechan@ust.hk](mailto:clarechan@ust.hk)



The signing ceremony is witnessed by Dr. David CHUNG Wai-Keung (first from left), Under Secretary for Innovation and Technology of the HKSAR Government; Mr. Alain CROZIER (second from left), Corporate Vice President, Chairman and CEO of Microsoft Greater China Region; and Prof. Lionel NI (fourth from right), Provost of HKUST.



The MoU is signed by Ms. Cally CHAN, General Manager, Microsoft Hong Kong and Macau, and Prof. TAM Kar Yan, Dean of HKUST Business School.



A panel of the three speakers to discuss AI

---

ARTIFICIAL INTELLIGENCE

BUSINESS

BUSINESS MANAGEMENT

BIG DATA