



Hong Kong's Evolving Role in Asia (GNAM, Spring 2019)

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Course Description

"Hong Kong connects Greater China with the rest of the world". While pundits and practitioners might universally accept this statement, they would also emphasize that the meaning of a "connection" has been evolving rapidly and profoundly. Since its 1997 return to Chinese sovereignty, Hong Kong has become something different from what it used to be -- while Hong Kong was founded as a gateway into China, it has evolved more and more into a springboard out of China. Today, mainland Chinese firms are increasingly leveraging Hong Kong as a base for expanding overseas, not only using Hong Kong's capital markets to raise the capital needed for this expansion but also managing and operating their overseas operations. In this course, you will investigate how Hong Kong's uniquely cosmopolitan culture, institutions, and social networks facilitate the emergence of Chinese corporations into the world, and how this has is creating new business opportunities not only in Hong Kong but across the entire region.

Learning Objectives

This course will not only provide you with an understanding of Hong Kong and its economic role in the Greater China and Asia-Pacific regions, but also empower you to identify and exploit economic opportunities emerging from the city:

- Understand how global cities function as the crucial connection points enabling both regionalization within East Asia, North America, and Europe, and globalization across these regions.
 - Understand Hong Kong's shifting historical roles as a global city, from trading port to financial hub and from an Asian outpost for Western corporations to a global springboard for outwards-looking Chinese corporations.
 - Understand how the contradictions between a parochial China resisting openness to the global economy and a cosmopolitan China embracing overseas markets has created new opportunities for Hong Kong.
 - Understand how China's Belt and Road Initiative and US-China trade tensions will affect these opportunities.
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Course Requirements

- Complete all pre-departure reading and writing assignments.
- Attend all lectures, presentations and site visits in Hong Kong during the academic program
- Complete and deliver a team presentation on the final day of the academic program
- Complete all post-program written assignments

Pre-departure Reading and Writing Assignments

Reading Assignments. Prior to arriving in Hong Kong, students will be expected to have read the following materials (to be updated in January 2019) to ensure timeliness in a rapidly shifting environment:

- Sassen, Saskia. 2005. "The Global City: Introducing a Concept". Brown Journal of World Affairs 11(2), Winter/Spring 2005. Download at <http://www.saskiasassen.com/pdfs/publications/the-global-city-brown.pdf>.
- Schenk, Catherine, R. 2008. "Economic History of Hong Kong". Economic History Association. Download at <https://eh.net/encyclopedia/economic-history-of-hong-kong/>.
- Bank of China Economic Review. 2017. "The Role of Hong Kong in China's Investment in the ASEAN market". Download at [https://www.bochk.com/dam/investment/boecon/SY2017026\(en\).pdf](https://www.bochk.com/dam/investment/boecon/SY2017026(en).pdf).
- Ernst & Young. 2017. "China Go Abroad 5th Issue: Sound risk management builds a solid foundation for Chinese enterprises to navigate the global landscape". Download at [https://www.ey.com/Publication/vwLUAssets/ey-china-overseas-investment-report-issue-5-en/\\$FILE/EY-china-overseas-investment-report-issue-5-en.pdf](https://www.ey.com/Publication/vwLUAssets/ey-china-overseas-investment-report-issue-5-en/$FILE/EY-china-overseas-investment-report-issue-5-en.pdf).
- Bain and Company. 2018. "More Rigor Means Better Results in China's Global Pursuit". Download at: <https://www.bain.com/insights/more-rigor-means-better-results-in-chinas-global-pursuit/>.
- Latham and Watkins. 2017. "China Issues Formal Guidelines for Outbound Direct Investments". Download at: <https://www.lw.com/thoughtLeadership/LW-China-Issues-Formal-Guidance-for-Outbound-Direct-Investments>.
- (Optional Reading) Meyer, David. 2000. Hong Kong as a Global Metropolis. Cambridge University Press.

Writing Assignment. Students are required to review the materials listed above and must write a 500 to 750-word essay, due on 11:59pm Friday, 8 March 2019 (Hong Kong time). Please submit your assignment to email: gnweek@ust.hk. The essay should answer: *Why should mainland Chinese companies use Hong Kong as a springboard for their overseas expansion? Conversely, why shouldn't they?*

Lectures, Presentations, and Site Visits

The academic program will run from Monday through Friday the week of 11 March 2019. During this program students will attend lectures given by the instructor and guest speakers and conduct two company visits. A preliminary schedule is provided below.

- Monday (11 March): Introductory lecture by the instructor on Hong Kong as a global city.
- Tuesday (12 March): Guest lecture on China's Belt and Road Initiative and the role Hong Kong plays within this initiative (morning). Guest lecture on Hong Kong as a springboard for Chinese companies' expansion abroad. (afternoon).
- Wednesday (13 March): Company visits to be determined.
- Thursday (14 March): Instructor lecture on the US-China "trade war" and its implications on globalization and regionalization. Student debates on the implication of this "trade war" on Hong Kong's role in globalization and regionalization (morning). Students would have time to prepare for their presentations the next day (afternoon).
- Friday (15 March): Final presentations by student teams evaluating specific business opportunities in Hong Kong (morning and early afternoon). Wrap-up lecture by the instructor (later afternoon).

Team Presentations

Students will be divided into four-person teams, selected to maximize geographic diversity. Each team will identify a specified aspect of Hong Kong's past, present, and future economic roles in the Chinese, regional, or global economies under consultation with the instructor. During the afternoon of the final day (Friday, 15 March) each team will make a 12-minute presentation to the entire group that summarizes what they have learned during the week. At least two members of each team must participate in the presentation.

Individual Final Report

After the completion of the program, each student must write a 500-word essay addressing the following:

- How do I personally intend to apply what I have learned in Hong Kong?
- What has inspired me? How might I act on that inspiration?
- After I return home, what specific actions will I take to leverage what is going on in Hong Kong?

Due on 11:59pm Friday, 22 March 2019 (Hong Kong time). Please submit your assignment to email: gnweek@ust.hk

Grading

While the grading policy of this program is Pass/Fail, some educational institutions may require a letter grade. Students will be graded on the pre-visit report, the team presentation and the final individual report. The grades for the team presentations will also contribute to individual final grades.

The instructor will grade the students based on the following criteria:

- Pre-Departure Assignment (25%)
- Team Presentation (50%)
- Final Written Report (25%)

Passing grade will be granted if they can achieve B or above as equivalent. Grades range in equal increments from A+ to F. A failed course (graded F) cannot be credited toward a program. C- to D- grades are not used in postgraduate courses. For calculating grade point averages, numerical grade points are assigned to each course grade. The grades used are shown in the following table.

<u>Letter Grades</u>	<u>Grade Points</u>	<u>Definitions</u>
A+	4.3	Excellent Performance
A	4.0	
A-	3.7	
B+	3.3	Good Performance
B	3.0	
B-	2.7	
C+	2.3	Marginal Performance
C	2.0	
F	0.0	Failure

Attendance Policy

Attendance and full participation are essential to the experiential learning for intensive programs. All students must attend all required sessions which may include lectures, speaker sessions and company visits. Attendance will be taken at every session on every day of the program. Required sessions are marked on the syllabus. 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.

Instructor

Joon Nak Choi, PhD



Professor Joon Nak Choi (JC) has straddled careers in academia, management consulting, and entrepreneurship across the United States and Asia. He has taught corporate strategy, globalization, and the Asia-Pacific context at The Hong Kong University of Science and Technology, Stanford University, and New York University Shanghai. He also founded machine learning startup Zectr in Hong Kong and worked at management consultancy Novantas in New York.

His recent books, Strategic, Policy and Social Innovation for a Post-Industrial Korea: Beyond the Miracle (ed. Routledge) and Global Talent: Skilled Labor as Social Capital in Korea (Stanford University Press), mirror his own experience seeing how interpersonal relationships make globalization work. He has also authored editorials for the South China Morning Post in Hong Kong and the Maeil Kyungjae Daily in Seoul, two of the most widely circulated newspapers in Asia.

Professor Choi holds a PhD and a MA from Stanford University and an AB from Brown University.