

## Inaugural MBA Convocation in Asia – Oct 13, 2000

Ivey is proud to host the first convocation of its Executive MBA 2000 graduating class at the Hong Kong Convention and Exhibition Centre.

The event commemorates The University of Western Ontario's first convocation outside Canada. A special ceremony is also planned to recognize all the UWO graduates residing in Hong Kong.

Present at the celebration will be Dr. Cheng Yu Tung, Dr. Henry Cheng, President Paul Davenport of UWO, Dean Larry Tapp of Ivey, and other senior Ivey faculty, alumni, friends and families.

For details, contact: Amelia Chan at [achan@ivey.com.hk](mailto:achan@ivey.com.hk)

## HK EMBA Class of 2002

We are delighted to welcome Ivey's third intake of a group of 28 executives joining the Hong Kong EMBA Class of 2002. They have an average work experience of 13 years and a wide range of expertise from retailing, insurance and consulting to manufacturing, construction and telecommunications. To view the class profile, visit [www.ivey.com.hk](http://www.ivey.com.hk)

## Asian students choose Ivey Canada as home

45% of Ivey's full-time MBA incoming class are international students. They represent 20 different countries and speak 40 different languages. Many of them came from countries in Asia. The 140 Asian students enrolled in Ivey's full-time MBA and undergraduate programs followed their hearts: "If you want to focus on international studies, there is no better place than Ivey to spend two years."

Ivey also has seven Asian students currently enrolled in its PhD program. (Back row L to R) Chang Choi from Korea, Chen Yasheng and Jiang Ruihua from China. (Front row L to R) Zhou Changhui, Wang Humei, and Dong Linying. Wang is from Taiwan, Zhou and Dong are both from China. Missing from the photo is Jane Lu. She is also from China and is now in Hong Kong.



## Top Ranking in Business Week

Ivey continues to draw international recognition as a top tier business school. In the prestigious *Business Week* annual survey on business education, Ivey was ranked fifth among all non-U.S. institutions, and the best in Canada.

*Business Week* surveyed 10,039 students at 82 business schools worldwide and 247 corporate recruiters. The 2000 survey will appear in the October 2 issue of *Business Week*. The Ivey profile can be accessed at: [www.businessweek.com/bschools/00/profiles/westontario.htm](http://www.businessweek.com/bschools/00/profiles/westontario.htm)

"This is further testament to the depth and breadth of the Ivey educational experience," said Dean Larry Tapp. "This international honour reinforces our global stature and reflects the value of an Ivey education from the perspective of both students and recruiters."

The announcement follows a *Financial Times* survey published this Spring that ranks the Ivey Business School 20<sup>th</sup> in the world for executive education. It was the only Canadian institution to place in the top 20 worldwide. Last January, *The Financial Times* ranked Ivey's MBA program No. 19 worldwide and the top Canadian business school.

## Executive Programs

A half-day **E-Commerce Strategy Seminar** specially designed for Hutchison Whampoa Limited took place in early September. Professor Allen Morrison led a group of 80 senior managers in discussions on recognizing, and capitalizing on, e-business opportunities.

Sponsored by the Royal Bank of Canada, the **Ivey Executive Seminar Series** offers an opportunity for senior executives to attend 4 unique one-day seminars in Hong Kong in the areas of Information Technology, Marketing, Human Resources Management, and Finance.

Each seminar features the latest management thinking and trends. The seminars are designed to develop managers' skills to think globally and act strategically.

### **Leading Strategic IT Initiatives**

Prof. Peter Newson  
(November 28, 2000)

### **Leading Change and Transformation for Exceptional Performance**

Prof. Joe DiStefano  
(January 19, 2001)

### **Marketing in the New I-conomy**

Prof. Niraj Dawar  
(February.16, 2001)

### **Financing Entrepreneurial Businesses: Enhancing Shareholder Value**

Instructor - TBA  
(May 14, 2001)

Also forthcoming is a custom designed 4-module program for Nortel Networks: **Asia Pacific Leadership Edge Program**. This program is designed to deepen and broaden decision making, leadership and general management skills for executives in the Asia Pacific region at Nortel Networks.

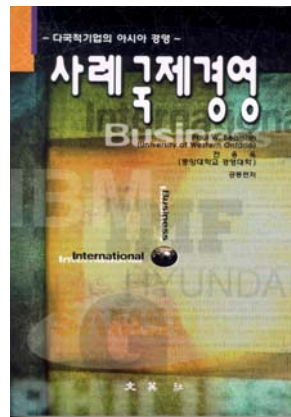
For inquiries on Ivey's Executive Education Programs in Asia, please contact May Mok at [mmok@ivey.com.hk](mailto:mmok@ivey.com.hk) or call our HK office at (852) 2808-4433.

## New Korean Casebook

For details, check out New Book Announcements at: [www.ivey.uwo.ca/ami/R&P/Publications.htm](http://www.ivey.uwo.ca/ami/R&P/Publications.htm)

### **The Casebook of International Business: The Asian Management of Multinational Companies**

Editors:  
*Paul W. Beamish*  
*Yongwook Jun*  
Publisher:  
*Mun Yong Sa, Seoul, Korea*



The book is divided into three sections: Marketing, Strategy, and Finance. Fifteen professors have participated in the translation of these Ivey cases into Korean.

## Case Method Workshops

### **In Singapore**

Prof. Kathleen Slaughter delivered a 3-day case teaching workshop at the Nanyang Business School this month. 45 NBS faculty participated in the workshop designed to provide the practical skills and knowledge required to teach using the case method.

### **In Beijing**

The third annual Case Teaching and Writing Workshop concluded successfully with another 45 professors from across China returning to their home MBA schools with renewed knowledge on best methodologies in management education. The workshop was conducted by Prof. Jim Erksine.

Over the past few years, Ivey's case workshops with Tsinghua University have trained more than 200 professors from across China in effective use of the case method.

### **In Hong Kong**

40 participants drawn from corporate trainers, academics and consultants attended the August case teaching workshop conducted by Prof. Jim Erskine at Ivey's Hong Kong facility.

For details:  
[www.ivey.uwo.ca/ami/Case Method Workshops.htm](http://www.ivey.uwo.ca/ami/Case Method Workshops.htm)

## Asia Pacific Summit

Larry Wynant, Associate Dean of Ivey/Asia will be among a group of panelists on the topic: Canada's Brand in Asian Markets: Time for a Make Over? – at the Asia Pacific Summit, the inaugural conference hosted by the Asia Pacific Foundation of Canada on Oct 18 and 19 in Vancouver. This is the first in a series of annual events on over-the-horizon issues in the Asia Pacific for business and public policy-makers.

## Asian Influence – Ivey Business Journal

To order reprints of articles appearing in Asian Influence e-mail Ivey Publishing at [cases@ivey.uwo.ca](mailto:cases@ivey.uwo.ca)

### **Post-Crisis Asia (#9B00TB03)**

by *Nicolini Strizzi* and *Gurprit S. Kindra*

Both exporters and investors would do well to read this valuable primer for Canadian Businesses.

### **Thailand: The Outlook Brightens (#9B00TA04)**

by *Andrew Delios* and *Timothy D. Keeley*

Prudence should be your guide, but Thailand's beginning to look good for international investors.

## Asian Résumé Brochure

Coming Soon.....we're proud to present for your consideration, our MBA and HBA graduates - a group with unique backgrounds, Asian language ability, and a desire to work in Asia.