

HKU x HKAI LAB

# STRATEGIC TRANSFORMATION IN AI PROGRAMME

Under the strong partnership between HKU Business School Executive Education, Alibaba Entrepreneurs Fund, and HKAI LAB, Strategic Transformation in AI Programme is meticulously designed for executives seeking to understand and leverage the transformative potential of AI within their organisations. This comprehensive curriculum encompasses core aspects of AI, operational strategies, ethical considerations, and practical insights through industry engagement, equipping participants with the knowledge and tools to lead in an increasingly AI-driven landscape.

## STRUCTURE

- Module 1** Understanding Artificial Intelligence & Generative AI
- Module 2** Operationalising AI: From Strategy to Execution in the Workplace
- Module 3** Ethics Considerations & Responsible AI Governance
- Module 4** Company Visit: SenseTime (Shenzhen) and Leading Chinese AI Companies in the Greater Bay Area (GBA)

## FACULTY



**Prof. Matthias BUEHLMAIER**

Associate Professor of Teaching  
BBA (IBGM)  
Programme Director



**Prof. Eric MOY**

Adjunct Assistant Professor



**Prof. David S. LEE**

Associate Professor of Teaching  
BFin (AMPB)  
Deputy Programme Director  
and Admissions Tutor

## GUEST SPEAKERS



**Dr. Yu RONG**

Director,  
Technical Lead for Scientific Multimodal  
and Multi-omics Modeling,  
Alibaba DAMO Academy



**Ms. Maryann TSENG**

Head of International Equity Markets;  
Senior Managing Director  
of Strategic Investment,  
SenseTime Hong Kong



**Mr. Keith IP**

CTO of Li & Fung



**Mr. Zinnser HONG**

Head of Strategy and Digital Office,  
The Bank of East Asia (China) Limited  
Director of BEA Global Service Centre  
(Guangdong) Company Limited



**Ms. Jeanne LIM**

CEO,  
beingAI Corporation



**Dr. Miles WEN**

Co-Founder & CEO,  
Fano Labs

## PROGRAMME DETAILS

### ■ Programme Length

3, 10, 24 & 31 October 2025  
4 half-days (4 modules, half day each)

### ■ Programme Fee

**HK\$25,000** Original price: HK\$30,000

Special Discount for HKU Alumni and Staff / HKAI LAB & AEF's Network

### ■ Medium of Instruction English

### ■ Delivery Approach Face-to-face

### ■ Venue HKU Campus, Alibaba Office & Company Visit

### ■ Certificate

Participants will receive  
an HKU Business School x HKAI Lab co-branded  
certificate upon completion

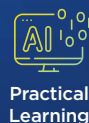


### ■ Discounts

<b>Early Bird</b>	<b>5% off</b>	Registration has to be submitted by 29 August 2025.
<b>Group</b>	<b>10% off</b>	Minimum of three participants from the same organisation registering for the programme.

<b>HKU Alumni and Staff / HKAI LAB &amp; AEF's Network</b>	<b>Discounted fee of HK\$25,000</b>
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\*Terms and conditions apply



### Registration



### More Details



### Enquiries

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