

EMBA Practical Teaching Case Analysis— Taking Private Board of Directors as an Example

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Abstract—Executive Master of Business Administration (EMBA) is the cradle of entrepreneurs and professional managers. As founders, entrepreneurs have been in a homogeneous environment for a long time. In addition to understanding the companies they founded, they don't know as much about other companies as professional managers, and in the private board of directors, they can see the outside world. First of all, Private Board of Directors is different from traditional business school education. The teaching model of Private Board of Directors makes learning more interactive. Traditional business school education is standardized and focuses on knowledge logic. But private board meetings are personalized, and learning from each other puts more emphasis on self-perception. Private boards are organized differently. Since the private board of directors has strict control over the size of the group, has strict requirements for member qualifications, and has a complete set of activity rules, the longer it takes, the longer it will take. The longer the students stay together, the more in-depth the communication between the private board members will be. Entrepreneurs, as leaders, are rarely challenged within the company. But the private board of directors is different. All members are equal. The practical teaching principle of Hong Kong Asia Business College's EMBA is to fully unleash the effectiveness of existing models and innovative models.

Keywords—Executive Master of Business Administration (EMBA), practical teaching, private board meetings, new business studies, business school cases

I. INTRODUCTION

With the rise of Internet thinking and new technologies, traditional business school education models and systems are facing unprecedented challenges. At the same time, new business, new manufacturing, new technology, new finance, new retail, new resources, etc. have become the general trend. Returning to the essence of education, improving the efficiency of learning, so that EMBA students can learn truly valuable knowledge and cognition that can cope with future challenges. This is the social background for the emergence of new business studies.

The so-called new business, Hong Kong Asia Business School defines it as: it is a pan-learning form centered on learning experience and driven by big data. Teaching is truly student-centered; teaching uses information technology and big data to empower the learning experience; teaching reduces learning costs (stripping out a large number of full-time faculty and staff and other costs); teaching improves learning efficiency (selecting tutors across the Asia-Pacific region, and selecting those who are capable but mediocre) lower, rigorous course setting, rapid course iteration); teaching builds a cross-border one-stop platform for learning, making friends, and career development, etc.

New business studies are also a form of learning that emerges from pan-learning. The so-called extensive learning refers to learning that is not just the instructor's sharing in the classroom, but also includes classroom interactions, cases, offline exchanges with classmates, business inspections, mutual visits with classmates, salons, and other learning methods. It also includes integrated online and offline teaching, as well as integration of classmates' resources. New business studies truly realize the goal of reading thousands of books, traveling thousands of miles, meeting countless people, and being guided by famous teachers, and finally achieve the goal of personal all-round improvement.

II. EMBA PRACTICAL TEACHING

Case analysis and discussion of EMBA teaching are mainly to enable EMBA students to better combine theory and practice. New Business Studies first established the most influential cultural center in China to create a diversified, three-dimensional, influential and valuable learning, and exchange platform for entrepreneurs, providing strong support and assistance for mutual learning, co-creation, and mutual learning through teaching. New business studies have always emphasized that entrepreneurs should pursue corporate social responsibilities while pursuing personal values. It helps entrepreneurs focus on social harmony and progress [1].

In the new business management practical simulation course of Hong Kong Asia Business School, students were divided into five groups to compete fiercely. Each

group assumes the role of a startup company and has established roles such as CEO, CMO, COO, CFO, and CTO. They went through 6 stages and 7 rounds of decision-making, and each company went through the process of starting from scratch, from existing to excellence, and from excellence to capitalization. In this process, each company will encounter market changes, competitor attacks, team disputes, decision-making errors, etc. In the end, the team that meets multiple financial indicators (sales, profit margin, debt ratio, inventory-to-asset ratio) and has the highest stock price wins [2].

During the reflection process, the students realized that although this was just a practical business management simulation, what if this was a real business operating situation? What if these mistakes happen in your own company? What if you have never considered how to run a business in a precise and quantitative way? The road ahead may be challenging and uncertain. However, through the new business courses of Hong Kong Asia Business College, students have gained confidence and courage, allowing us to face future challenges more calmly [3].

During the project practice, the trainees conducted practical business operations in groups. They used their knowledge of strategic management, organizational behavior, and human resources management to provide practical solutions for simulated enterprises in formulating strategies, optimizing organizational structures, and selecting talents [4]. Different from traditional teaching methods, practical teaching methods enable students to learn professional knowledge and master professional skills in practice. This is a relatively new teaching method. The implementation of practical teaching methods has its scope of application, environmental requirements, and corresponding testing standards. In case studies, the course selects multiple real business cases for analysis [5]. By studying these cases, students gained an in-depth understanding of the contingency strategies and methods used in actual business operations. For example, how to respond to market changes, how to conduct corporate mergers and acquisitions, how to handle labor relations, etc.

III. BUSINESS SCHOOL CASE ANALYSIS

In the new business curriculum of Hong Kong Asia Business College, business management is one of the core courses. Students first need to understand the core concepts and basic principles of modern business management. On this basis, the course deeply explores many aspects such as corporate strategic management, organizational behavior, and human resource management.

In terms of business strategy, the course focuses on how companies carry out strategic planning and implementation. Specifically, students learned how to analyze the external environment, evaluate internal resources, and develop and execute effective business strategies [6].

The business model involved in the case is the transaction structure between the company and its

stakeholders that is constructed by the company in order to maximize corporate value. By elaborating on business model innovation ideas, the course provides students with a set of systematic tools for business model design to help integrate corporate resources. At the same time, the course considers business models in the context of the new financial era and designs the best profit model for enterprises to better utilize the resource capabilities of trading partners and enhance corporate value. The course will also combine several years of teaching and research experience with the business practices of many companies, allowing students to appreciate the essence of the latest original courses in relevant theories.

Marketing is one of the key factors for business success, especially in the current decentralized market environment. In the post-epidemic era, companies need to improve the efficiency of marketing investment, reduce marketing costs, and achieve sustainable development. This is an inevitable issue for every business.

Strategic thinking: Marketing courses further cultivate our strategic thinking, helping us establish a thinking framework for understanding the market environment and competitive dynamics, analyzing market opportunities and challenges, and formulating and executing effective market strategies. We look forward to better understanding the importance of market factors in later management decisions and making reasonable decisions in different situations;

Consumer Insight: Professors focus on research and analysis of consumer behavior and needs. Through learning, we have a deep understanding of consumer psychology and behavior, and master effective market research and consumer insight skills, which are useful for corporate positioning, product development, brand management, and the importance of marketing.;

Brand Management: The professor led the students to discuss the theory and practice of brand management, and taught them how to establish, develop, and maintain brand value. Students need to learn important contents such as brand strategy, brand positioning, brand communication, and brand extension, and fully reflect the importance of creating a unique brand image and competitive advantage in the market through various cases.

Marketing and sales management: Case studies cover marketing strategy, market communication, sales channel management, sales team management, etc. The professor will use various exercises to guide us in formulating effective promotion plans, establishing sales channels, and implementing sales strategies, so that we can master the best practices in marketing and sales management [7].

The company's product marketing goes through four stages, as follows:

Marketing 1.0: Product-driven marketing, this is the era when the aroma of wine is not afraid of the dark alleys. If my wine is good, I am not afraid of you not coming;

Marketing 2.0: People-oriented marketing, relationships, and connections, this is how life works. This is currently the most mainstream marketing model;

Marketing 3.0: Transition from traditional market to digital market, including social marketing, new media marketing, and content marketing.

The case of content marketing is a marketing method that involves the process of creating, organizing, distributing, and elaborating, involving interesting, relevant, and useful content, with the goal of starting a conversation about the content with a specific user group.

Product content marketing is also seen as another tool in addition to brand news and publications that can create deep relationships between brands and customers. Brands that do well in content marketing can provide customers with high-quality original content and anecdotes about the brand's production process. Product content marketing transforms customers from brand advocates to storytellers of your brand story.

A. Content Preparation Period

The content preparation period is mainly about defining your marketing goals, identifying your audience, and setting your content plan.

1) Define content marketing goals

What is the content for? Whether it is used to sell goods or enhance brand awareness, it is generally recommended to have a quantitative indicator. For example, it is necessary to achieve sales of 10 million yuan in half a year, or to create additional sales of 10 million yuan; if it is used to enhance brand awareness, it is recommended to provide quantifiable indicators, otherwise, it is easy to lose sight of the target.

2) Identify your audience

Who are they? Whether they are young or middle-aged, stay-at-home moms or busy dads must be determined; here they are mainly divided into three segments, such as geographical location, psychological characteristics, and behavioral habits. No punctuation follows the bracket.

3) Plan your content production schedule

This mainly depends on what content is to be produced, how to set the title of the content, etc.

B. Content Execution Period

Content execution period is the cycle of content production and distribution. Execution period is often a weakness of many people. We recommend that you create a content calendar and use calendar reminders to complete your content.

1) Content creation

Content creation is a very complex and important matter. It can be homemade, partially external, or entirely created by a third-party team. Most entrepreneurs start designing and writing independently, but obviously, their personal energy is limited. If possible, delegating design work to a design team and focusing on content creation yourself will make life a lot easier.

2) Content distribution and distribution

The content can be self-media blogs, WeChat public accounts, or professional paid media platforms, or content publishing platforms such as Baijiahao, Jianshu, Zhihu, Toutiao, etc.

3) Promotion of content

No matter how good the content is, there will be no views without promotion. We can choose to cooperate with the influence of opinion leaders for promotion, but for individual entrepreneurs, SEO and community marketing are the first choices.

C. Content Completion Period

After the product marketing content is launched, the content must be evaluated regularly and the first few steps of content marketing must be continuously adjusted to achieve optimal results.

1) Content marketing evaluation

The content of your product needs to be evaluated in order to understand the effectiveness of your content marketing. In fact, the problems here involve many aspects. All in all, whether there is conversion is an important basis for judging the success of content marketing.

2) Content adjustment and marketing improvement

It is impossible for the vast majority of content creators to create hits in one go. Hits are a process of constant iterations. We need to repeatedly adjust the content strategy or content production process based on the evaluation results in order to improve the quality of the entire content.

IV. EMBA PRIVATE BOARD

Although private board of directors is a form of learning that is more suitable for the Internet era, it also has certain problems of its own. For example, private board fundamentalists insist that private board meetings should not resolve professional issues but should focus on improving the boss's leadership [8].

A. The Purpose of the EMBA Private Board: Learn from CEOs to be CEOs

After the sense of trust is improved, communication costs are further reduced. For the members of the private board of directors, after two or three years of candid communication, everyone is familiar with each other's companies, and questions are raised. This does not require too much explanation of the background, you can know the ins and outs, and the questions have become more targeted. She regards the private board of directors as her "think tank", and the customized characteristics of the circle are outstanding. After deeply analyzing the private board of directors model, we also followed the trend and shifted our business focus to private board of directors. Everyone needs to combine their own advantages in family business to customize private board of directors for second-generation entrepreneurs in family businesses and entrepreneurs with media backgrounds. This segmented positioning style makes the customized features of private board meetings more significant [9].

Cost is actually not the first concern for business owners. Time cost is the most important thing. For business owners, how to improve the quality of decision-making in the shortest time while relieving workplace pressure is the biggest need.

In the private board meeting, the coach guides the group members, like Socrates, to lead the problem to the root cause instead of directly giving a conclusion or making suggestions. Everyone goes through the questions, and finally, the issue initiator finds the best solution step by step. There are actually many answers in my heart, but I just don't know which one to choose. Ask questions and let everyone inspire me. When the group members took turns asking questions, the members of the private board meeting found the answer they wanted: the company builds a core team, establishes a corporate culture, delegates power, frees itself from specific business, and focuses on the corporate direction and strategic structure.

The private board model of learning from CEOs to be a CEO is exactly the opposite of traditional business school. In traditional business schools, everyone comes to class with their ears, while private directors come to class with their mouths.

B. Improving the Overall Quality of Leaders

The core goal of the Hong Kong Asian Business College EMBA Private Board is to improve the comprehensive quality of business leaders. By studying the latest management theories, case studies, and practical experiences at home and abroad, participants will better understand the world economic situation, market competition patterns, and strategic development trends. This comprehensive knowledge and perspective will enable business leaders to more accurately grasp business opportunities and make informed decisions.

The EMBA Private Board of Hong Kong Asian Business College focuses on cultivating leaders' innovative thinking and problem-solving abilities. The private board of directors has set up modules such as entrepreneurship and innovation management, strategic management, and crisis management to guide participants to respond flexibly, respond quickly, and adapt to complex business environments. This kind of training will help business leaders better cope with challenges in daily operations and bring strategic competitive advantages to the company.

C. Practical Experience and Network Resources

Hong Kong Asia Business School EMBA Private Board not only focuses on theoretical learning and thinking, but also attaches great importance to the teaching of practical experience. The private board meeting has set up practical links such as corporate visits and case analysis, so that participants can have an in-depth understanding of the best practices and successful experiences in different industries. This sharing and exchange of practical experience will help business leaders better apply the knowledge they have learned and improve their execution capabilities in actual work.

The Hong Kong Asian Business College EMBA Private Board also provides participants with a wealth of network resources. Through exchanges with peer leaders, industry experts, and academic teachers, participants can continuously develop their own personal relationships and obtain more business opportunities and partners. This

extensive interpersonal relationship will provide strong support for the career development of business leaders and the cross-border cooperation of enterprises [10].

The process of globalization continues to accelerate, and Chinese enterprises are facing more complex and changeable challenges and opportunities. In this context, business leaders need to have a higher level of management quality and global vision. The EMBA Private Board of Hong Kong Asia Business College was established to meet this demand. It helps business leaders cope with the challenges of future development by cultivating the comprehensive qualities of leaders and providing practical experience and network resources.

V. CONCLUSION

The new business course of Hong Kong Asia Business School combines practice with theory, allowing students to better understand and apply theoretical knowledge of business management in practical operations. Through project practice and case studies, students not only improved their ability to analyze and solve problems, but also deepened their understanding and understanding of business management.

The new business course helps students better understand the complexity and challenges of actual business operations, and also makes them aware of the importance of theoretical knowledge in solving practical problems. In this process, the students' leadership, strategic thinking, and practical experience have been significantly improved.

In general, the new business course of Hong Kong Asia Business College provides students with a comprehensive, systematic, and in-depth learning platform with its unique teaching methods and content.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Liang Huang provided guidance on the new business part of this thesis; Shiqi Mei and Bowen Zhang provided guidance on the contents of the private board meeting; Haowei Ti wrote this paper; all authors had approved the final version.

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