

**OPUS COLLEGE OF BUSINESS  
UNIVERSITY OF ST. THOMAS**

**Program and Course Description**

**FINC 752  
Global Financial Services: Hong Kong  
Hong Kong, China  
January 8-18, 2010**

**Introduction**

FINC 752 is an MBA seminar course that provides students an exposure to a range of advanced topics related to the financial services industries. Hong Kong is unquestionably the center of the emerging Asian market. The primary language is English. While Japan has a developed economy which is recognized by inclusion in the Morgan-Stanley Europe, Australia, and Far East (EAFE) index of developed economies, Hong Kong over the past ten years (since its establishment as a Special Administrative Region by the People's Republic of China) has developed into the leading financial, banking, logistics, and transportation hub of the China Region, an emerging market. Further, since fundamental issues of market globalization and integration are present the Hong Kong course offers students a chance to see the effects of globalization and integration in a very personal way.

The course is an integrated set of guest lectures and site visits geared towards giving students the most intensive and thorough exposure to the global financial services sectors. The lecturers represent a blend of academic and practitioner experts who work with Dr. Michael F. Sullivan, Associate Professor of Finance, to achieve the course's overall goals. Part of the seminar activities will take place on the 31<sup>st</sup> floor of the new Morgan Stanley conference center located in the International Commerce Center (ICC) building which is situated on Hong Kong Harbor. ([www.shkp-icc.com](http://www.shkp-icc.com))

**Instructor**

Dr. Michael F. Sullivan  
Associate Professor—College of Business  
Chief Investment Officer—University of St. Thomas

Dr. Michael F. Sullivan is the Chief Investment Officer of the University of St. Thomas (UST) in Minnesota and also an Associate Professor in Finance of the Opus College of Business at UST. He is responsible for the investment of over \$400,000,000 in university

funds and the management of \$170,000,000 in university debt. He teaches classes in investment and corporate financial management and multinational business in the graduate programs of the Opus College of Business.

Prior to his current position, he was the Vice President of Business Affairs and Treasurer at UST from 1985–2000 and was the chief financial officer at two suburban twin cities school districts during the prior ten years. Dr. Sullivan serves on a number of governing boards and committees, is a frequent speaker at national and international meetings, and provides investment and management consulting services to high-net-worth individuals and private foundations. He is past president of the Minnesota Association of School Business Officials and was named one of the “100 Educators to Watch” by the Executive Educator. Dr. Sullivan served as the chair of the School Finance Committee of the Association of School Business Officials International (ASBO), chair of the 1996 Annual Meeting of the National Association of College and University Business Officers (NACUBO), and he was honored with the ASBO Distinguished Service Eagle Award.

A native of Boston, Massachusetts, Dr. Sullivan graduated from Boston College High School and holds his baccalaureate from St. John’s University, Collegeville, Minnesota and his Ph.D. in Educational and Higher Administration, finance concentration, from the University of Minnesota. He conducted postdoctoral studies at Harvard University’s Institute for Educational Management. He is a Bush Leadership Fellow, a recipient of a research grant from the Minnesota Private College Council, and recently completed a sabbatical study concerning higher education finance.

### **An Unique learning experience**

Hong Kong is an upcoming, cutting edge, financial services center. The core rationale for the course is to provide MBA students with an opportunity to better understand the global financial services industry and to gain an exposure to non-US points of view. Each year, selected topical issues are given special attention, and this year they include 1) developments in the Asian economy, 2) integration of the financial services industry and its impact on capital formation, 3) globalization and its impact on the financial services sector, and 4) political and regulatory influences on financial services.

### **Cultural Activities**

In the past offerings of this course, we have discovered that the graduate students are self-starters and prefer the course to take a light touch with respect to non-academic activities. Many students bring spouses with them. Thus, our organized cultural activities will likely include:

- An introduction to Hong Kong lecture at the pre-session.
- A 2-½ hour private bus tour of Hong Kong on the first day of the course.
- A formal opening reception at the business club.

- Private tours of two of the major financial institutions such as HSBC or Standard Chartered.
- Informal receptions will be held at the two tours of the financial service industry leaders which will encourage students to informally interact with speakers and staff from the leading institutions.
- A tour of the Hong Kong Stock Exchange.
- A tour of the International Financial Service Center (IFSC).
- A visit to the Hong Kong Cultural Center. This center will emphasize the historical content and the development of Hong Kong as a business, logistical, and economic hub for the China region.
- Informal lunch gatherings throughout the week.
- A wrap up dinner in the financial district.
- A review of the academic and cultural experiences at the post-session.
- Please note that almost all speakers will be Chinese natives who will emphasize, as part of their presentations, the unique aspects of Chinese culture on firms, products, and services. Simple representations, such as the two parallel skyways (one in, one out) to the Bank of China will illustrate, as an example, the Feng Shui of architecture and the effect on cultural expectations and sensitivities on business enterprise.
- A review of the non-academic experience at the post-session in February 2010.

### **Approximate Program Cost**

Students will be billed in December 2009. The program costs do not include: airfare, non-class meals, ground transportation and personal spending and are subject to change. The approximate program costs include:

- **Tuition** : 3 credits MBA course fee
- **Opus College of Business Program Fee:** \$175, which covers course materials, social events, bus tour of Hong Kong, breakfast, coffee and tea served during class meetings, and other miscellaneous costs.
- **Off-Campus Study Fee:** \$175, which is required for all study abroad classes.
- **Hotel:** we are now in the process of arranging accommodations with a hotel conveniently located near the Morgan Stanley conference center. Students will have the choice of a private room (approximate cost of \$235/night plus tax) or can share a room with another student (approximate cost of \$120/night plus tax per student). We will try to meet roommate requests as best as we can. Students will have 10 nights accommodation at the hotel: check in Friday prior to the Saturday morning session and check out Monday following the Sunday session. The hotel we are working with is Langham Place, Mongkok, Hong Kong. At the end of this description is a brochure from the hotel. (DO NOT CONTACT THE HOTEL)

### **Other costs**

- **Airfare and other transportation:** Students will arrange their own airfare. Students should budget for about \$1000 for round trip airfare. When arrived at the airport, students can take train/taxi to the hotel. During the study, students will take the MTR (subway) from the hotel to the Morgan Stanley conference center, which costs approximately \$1 per trip.
- **Passport fee and personal expenses.** Students are responsible for their own passport processing fee and personal expenses.

## **Application**

Please apply early as students will be admitted on a rolling basis with a maximum range enrollment of 25-30 students. Applications will be accepted beginning May 4, 2009 and will be processed as received. A waiting list will be created once 30 students are accepted. We encourage students to complete the application materials and send them to the program coordinator, Ricia Lansing, as soon as possible since the demand of this course is high.

**Please contact your academic advisor *prior to applying* to ensure this course is in line with your degree program**

Please print out the application forms (and guest form if applicable) and send by hard copy to Ricia Lansing, program coordinator. Dr. Sullivan will review and approve applications after we receive all your application materials. We will contact students once approved for the course.

## **Course Contacts**

For questions regarding the content of the course, please contact Dr. Sullivan.

Dr. Michael F. Sullivan  
Associate Professor—College of Business  
Chief Investment Officer—University of St. Thomas  
1000 LaSalle Avenue, #TMH349  
Minneapolis, Minnesota 55403  
Tel: 651-9624700  
Email: mfsullivan@stthomas.edu

For application and other logistical questions, please contact Ricia Lansing.

Ricia Lansing  
1000 LaSalle Avenue, #TMH349  
Minneapolis, Minnesota 55403  
Tel: 651-962-4703  
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### **Hotel Brochure**

***DO NOT CONTACT THE HOTEL, the course is working through a special group arrangement which will not be honored if individuals contact the hotel directly.***



Langham's eBrochure.  
Quick access guide built on  
your preferences.



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Langham Place, Mongkok, Hong Kong

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### Langham Place, Mongkok, Hong Kong

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Web <http://hongkong.langhamplacehotels.com>

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# LANGHAM PLACE

## MONGKOK, HONG KONG

The five-star hotel Langham Place Mongkok, Hong Kong rises 42 stories above Mongkok, the epicenter of Kowloon, offering spectacular views of Hong Kong and its Harbour. Mongkok, once the original Hakka village of Hong Kong, emerged as a bustling part of the city after the Chinese Revolution in 1949. It was 1990 when the idea was conceived to build a state-of-the-art shopping and entertainment complex here. The vision came true in 2004, when the 665-room Langham Place opened as part of a prime retail, office and hospitality development surrounded by the best of the city's fascinating markets.

The property embraces new technology and innovations unprecedented among hotels around the world. Guest rooms are areas of both comfort and communications, with seamless connectivity available to anywhere in the world. Guests are connected, informed and entertained, whether relaxing in their blissful bed or oversized marble bath with rain showers. Here, business is never boring, but inspirational and a leisure stay includes the fun, adventure and sense of "place" of this fascinating city. A true treat is the holistic world of the TCM (Traditional Chinese Medicine) Chuan Spa. And when it's time to take a break from meetings and sightseeing, the extensive fitness studio or the 66-foot rooftop heated swimming pool, with poolside day cabanas and spectacular views of the city, is where to go.

The property also has many dining options, including international delights, Dim Sum and southern Chinese fare, spa launches and High Tea. Conference and meeting space with plenty of natural light is available for groups of 10 to 700.

### Location

With our location in vibrant Mongkok, you'll find the authentic sights, sounds and market shopping of "real" Hong Kong in our neighborhood, including the famous Ladies' Market, Temple Street Market and Jade Market. We are also directly connected to over 300 shops and restaurants at Langham Place Mall, as well as the Mongkok subway station with easy access to any destination in the city, including Hong Kong Disneyland, Ocean Park and the Avenue of Stars.

- 5 minutes drive from MTR Mongkok East Station. (To China)
- 15 minutes drive from Star Ferry
- Limousine service is available for hotel guests.
- Airport: 40 minutes to Hong Kong International Airport





Langham's eBrochure.  
Quick access guide built on  
your preferences.



## Accommodation



All our guestrooms, in addition to providing you with the last word in luxury and style, feature these state-of-the-art amenities:

- State-of-the-art Cisco IP telephony
- Wireless and wired broadband
- In-room video and sound entertainment
- In-room mobile phone (Executive rooms and Suites)

- Marble bathroom with rain shower and separate bath
- Large screen plasma television with DVD player

## Service and Amenities



Our focus is as much about substance as it is about style. Our guest rooms push comfort to the extreme with full height feature windows overlooking Kowloon. Executive level floors and above enjoy expansive views over Kowloon as well as Harbour views from many rooms. Other benefits of these rooms include luxuriating oversized baths and separate rain showers, blissful beds, and 42" LCD panel screen televisions, DVD players underpinned by a lexicon of

technological treats including state-of-the-art IP telephony, in-room mobile phones and total hotel WIFI.

## Dining



With innovative and inspirational restaurant and bar concepts, we strive to be at the forefront of what is new and exciting in Hong Kong. The Place takes a fresh international approach to buffet dining, The Backyard delivers alfresco dining at its best and Portal – Work & Play delivers high energy as a bar cum business centre helping to leverage your time. Ming Court's seasonal fervour and homemade Dim Sum come together to serve up superb

Cantonese cuisine. And our latest addition - Tokoro-Robotayaki & Bar brings you contemporary Japanese food in the spirit of Roppongi.

## Exceptional Features



Langham blissful beds have been developed to offer the most comfortable sleep. Our down and feather duvet with 255-thread count cover is surrounded by five extra-soft pillows of varying sizes. The Langham traditional pillow is filled with 50% down and 50%

feather to give you ultimate softness with excellent support. Other pillows with hypo allergenic Dacron offer the alternative for more sensitive sleepers. Guests can also select from a complimentary pillow menu with different fragrant pillows.



Langham's eBrochure.  
Quick access guide built on  
your preferences.



### Meetings & Events



With a choice of 5 distinctive meeting venues, our contemporary function facilities combine advanced technology and stimulating service to create a sophisticated and engaging environment for your event, be it an elaborate conference or a simple coffee break.

### Business Services



Portal-Work (Business Centre) An integrated hi-tech business centre with a build-in 3M digital wall display and 42' plasma TV in boardroom. Video-conferencing facilities allow organisations to connect to 300 world-class video conferencing business centres and hotels worldwide. Free access to broadband internet den with PC's and Macs'. Wireless communications facilities extend throughout the public areas in the hotel. Private offices or boardrooms

are available.

### Proximity to Commercial Centre

- Langham Place Office Tower - adjacent

### Recreations



mind, body and soul.

Getaway from your busy meeting schedule, as you unwind at Chuan Spa - Health and Wellbeing, with contemporary fitness studio, 20-metre roof top swimming pool and a Traditional Chinese Medicine inspired spa offering over 60 holistic treatments to restore your

### Proximity to Leisure Attractions

- Langham Place Shopping Mall - Adjacent
- Electronic Goods Market - 1KM
- Sports Goods Market - 1km
- Ladies Market - 1km