

## The Road Less Travelled



*Hu is Partner & Managing Director, The JLJ Group. At 32, he has 11 years of working experience.*

### What did you like about Cox University?

I like its excellent faculty, caring staff and beautiful campus. Students get a lot of attention from the faculty as the class is small. Cox has an international outlook with its Global Leadership Programme. The Business Leadership Center emphasises soft leadership skills and the mentor programme has good connections with the business community.

### What are some of memories of your Cox MBA experience?

I enjoyed the field trips to Europe on the Global Leadership Programme, to major Hollywood studios for the Entertainment Management course and the Disney Institute to learn about service marketing. I also remember the international cuisine series where we took turns selecting a restaurant serving food from our own country and organising a dinner party for the other students.

### Why did you take up the MBA? And why did you choose Cox?

Getting an MBA was part of my career plan. I chose Cox as it is one of the top business schools with an excellent Global Leadership Programme, mentor programme and Business Leadership Center.

### How has MBA made a difference to your work?

The entrepreneurship class made me take the road less travelled instead of developing a career with a big corporation.

### What advice would you give a candidate selecting a business school?

Do your research, know what you want to achieve with an MBA and find a school which can help you attain that goal. Talk to the students and alumni too.