

# Together

Cheung Kong MBA Newsletter

取 明 优  
势 道 术  
Issue no. 27

## Greetings from New Staffs



Dear CK family,

I'm Jessie.Ma, new HR & Admin manager in Shanghai campus, it's a big pleasure and honor that I can join CK family; I started working here a week ago, but already started feeling a warm, open and happy environment to work in; I hope this happiness can be carried on and encourage us to give and receive more and make this family bigger and stronger!

Dear all,

I'm Wendy Yang, Marketing Assistant of MBA Program. Here I am engrossed in the warm family culture and accompanied with many outstanding people. It's my great honor to start my career path at Cheung Kong. I hope I can contribute more to Cheung Kong as well as benefit from it.

- Wendy Yang, Marketing Assistant



### Highlights in this Issue

**CKMBA Academic and CMC**  
-Figure out "The New Economy"—Neil Shen Gives Talk to Cheung Kong 06MBA  
-Financial Statements as Career Development  
- "The Art of Retaining Your Best People" – A Forum on Human Resources hosted by Cheung Kong GSB

**Marketing and Admissions**  
-Professor Talk in Shanghai and Beijing  
-Cheung Kong GSB Attends QS World MBA Tour  
-Advertorials on Newspapers and Magazines

**Student Activities**  
- Cheung Kong MBA Students Prepare for Recruiting



Prof. Dong-Sung CHO



Prof. On AMIR



Prof. Yu-Sheng Zheng



Prof. Lode LI

## Courses in August:

Investment Banking  
*Prof. Michel FLUERET*

China in the Global Economy  
*Prof. Kong-Yam TAN*

Valuation  
*Prof. Rossen VALKANOV*

Consumer Behavior  
*Prof. On AMIR*

Business Strategy  
*Prof. Dong-Sung CHO*

## Courses in September:

Supply Chain Management  
*Prof. Yu-Sheng Zheng*

Negotiation  
*Prof. Ya-Ru Chen*

Business Simulation  
*Prof. Stuart James*

### Cheung Kong MBA Job Fair Held on Beijing Campus



The Cheung Kong MBA program held a job fair at the Cheung Kong GSB's Beijing campus on August 6, 2007. Companies like Adidas, Sony Ericsson Mobile Communications, Google, Nokia, BMW, Nestle, Fluke, Mercer, Celanese, Hach, Michelin, CICC, Alcon, and International SOS came to Cheung Kong GSB to meet and make presentations to Cheung Kong MBA students. About 30 MBA students attended this job fair.

The event began with a speech by Ms. Zhao Lijing, assistant director of MBA program. On behalf of Cheung Kong GSB, she extended sincere gratitude to those companies present for their continuing support, and emphasized that the Cheung Kong MBA program aims to be the cradle of future business leaders. Following her speech, Simon Shen, Senior manager of the program's Career Management Center, opened the fair with some remarks. Representatives from those companies delivered

company presentations and all the MBA students made a brief self-introduction.

The current cohort of Cheung Kong MBA students will soon graduate from the program and return to the fiercely competitive job market. The MBA program's Career Management Center held this on-campus job fair to provide these students with an opportunity to communicate with company representatives face to face. Cheung Kong MBA students made good use of this opportunity and deeply impressed company representatives with their preparation, confidence, and professional manner. "Cheung Kong MBA students are mature, well-experienced, and professional. I am very happy that we make the decision to come to Cheung Kong GSB to recruit our future employees." said Ms Liu, from Mercer Human Resource Consulting.

The job fair was a great success for both students and companies alike, as both regarded the career fair a good opportunity to know each other better through formal interviews and informal networking.

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## AXA-Minmetals Assurance Delegation Addresses a Career Presentation to Cheung Kong MBA Students

On 30th August, 2007, the Cheung Kong MBA program warmly received a delegation from AXA-Minmetals Assurance Co., Ltd, headed by CEO Jamie McCarry. One of AXA's aims was to share their success story and experience in the global and China markets. The visit was not entirely altruistic, however; AXA saw the visit as a good opportunity to locate qualified candidates and further develop its business,



Mr. McCarry greatly impressed the whole student body with an enthusiastic and powerful start to his speech. He gave a brief introduction to the company and its past experience in the world market, especially in China. By expressing his strong belief in AXA and in the future of the China market, he emphasized his ambition to achieve a new historical high.

With an optimistic attitude towards growing demand in China for personal insurance and wealth management, he argued for the important role of the insurance system in contributing to social stability and development. Mr. McCarry also described at length the differentiated strategy that has enabled AXA to gain a competitive advantage in China as an increasingly important player in the market.



From the human resources point of view, Chingching Cheng, the Head of HR at AXA, explained the importance of selecting the right employees as the underlying engine driving business growth. She introduced AXA's HR system, its Preferred Employer Program and the Management Trainee Program, which is part of AXA's strategy for recruiting talent.

Sophia Luo, who is an alumni of the Cheung Kong MBA program as well as a project manager at AXA, shared her work experience. Through her commitment and enthusiasm for AXA, she encouraged current Cheung Kong MBA students to follow her example and join AXA, the 'rising star of the Chinese insurance industry.'

During the presentation, Cheung Kong MBA students displayed much interest in AXA and had much to discuss with delegation members.

# Marketing & Admissions MBA

## Advertorials on Newspapers:

1. 访长江商学院教授曹辉宁：同事和学员都让我骄傲（刊载于8月2日《新闻晨报》）
2. 访长江商学院MBA首期学员丁新燕——MBA，让我豁然开朗（刊载于8月23日《新闻晨报》）
3. 访长江商学院MBA校友孙贞浩——从MBA全新出发（刊载于8月30日《新闻晨报》）

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## CKMBA Academics

### Courses in September

Supply Chain Management  
Prof. Yu-Sheng Zheng

Negotiation  
Prof. Ya-Ru Chen

Business Simulation  
Prof. Stuart James



## Marketing & Admissions

### Professor Talk @ Shanghai

**Date:** September 15, 2007

**Time:** 14:00 -17:00

**Topic:** Careers in Finance

**Venue:** Garden Hotel,  
Shanghai

## CMC

### Booz Allen Hamilton Career Talk

**Date:** Sept. 4, 2007

**Venue:** Lecture Hall, CKGSB  
Shanghai Campus