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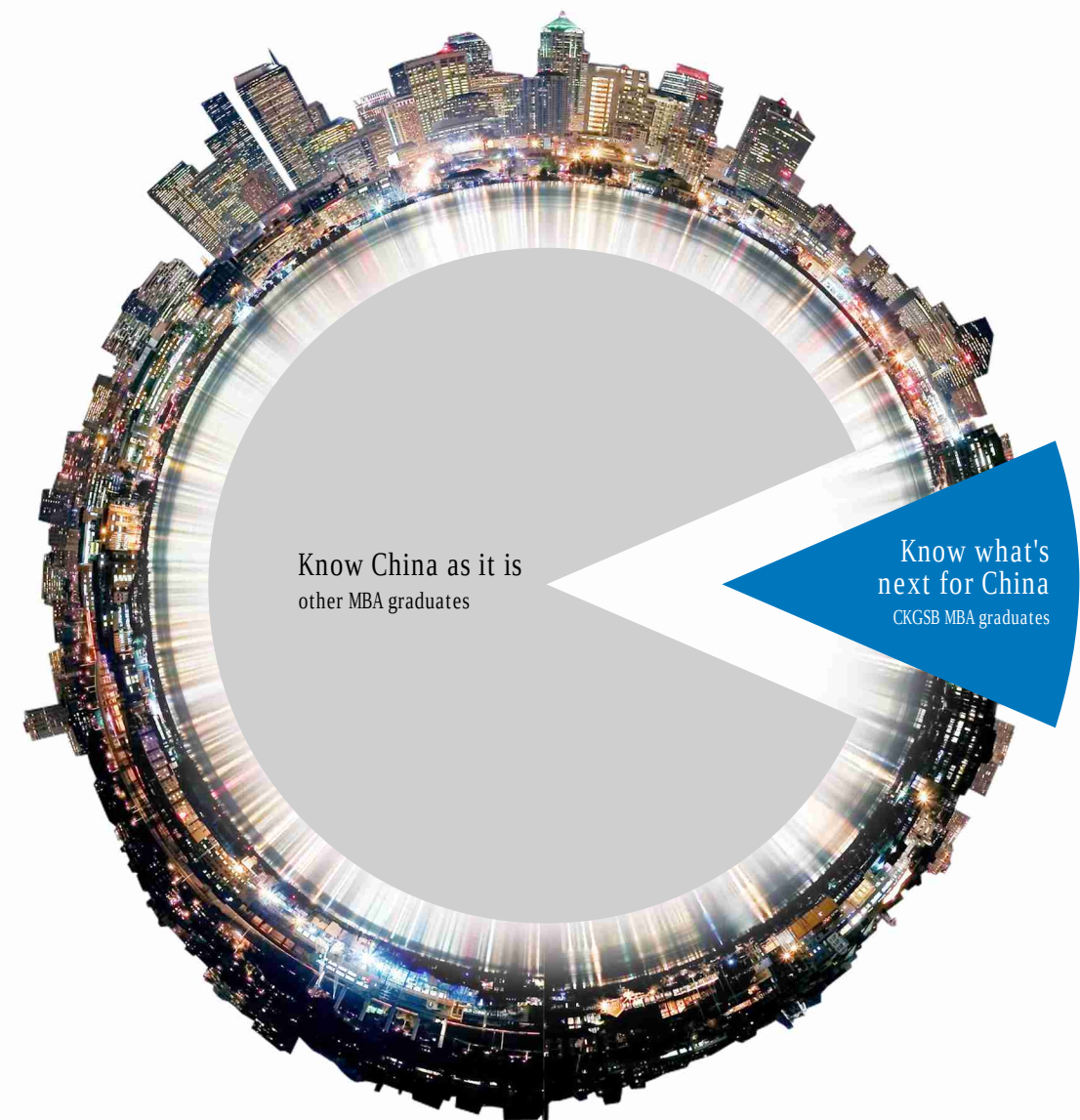
www.ckgsb.edu.cn

CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

CKGSB MBA PROGRAM



CKGSB MBA 2012



[How do you
define
yourself ?]

Mission Statement

Founded in 2002 by the Li Ka-shing Foundation, Cheung Kong Graduate School of Business was created to develop future business leaders for the Greater China region and beyond.

What is a Business Leader?

While you might have achieved financial success and attained control over your own life and future, this does not make you a true business leader. I believe true business leaders answer yes to the following: Am I able to live my life by the ideals and principles that I choose? Am I able to use my knowledge and good fortune to create wealth and affluence in my community? In this rapidly changing world, do my wisdom and skills contribute to the happiness of my nation and people? Only those who answer these questions in the affirmative can truly be called business leaders.



— Mr. Li Ka-shing

Dean’s Message

In less than a decade, CKGSB has established itself as the leading business school in China. Founded in November 2002 as China’s first private, non-profit and independent business school, we offer a world-class faculty with unsurpassed insight on China and its impact on the global economy. Our unrivaled alumni network and strong commitment to holistic education attracts elite students from China and around the world.

We are especially proud of our thriving entrepreneurial focus, defined by our prominent MBA, EMBA and Executive Education programs. The EMBA and Executive Education programs attract the most successful business leaders of China, whose global influence is further leveraged through collaborations with prominent international business schools and companies. Our elite MBA program concentrates on cultivating entrepreneurial and innovative business leaders who can navigate today’s rapidly changing global business environment.

As China’s rise continues to provide unprecedented opportunities and challenges for businesses on the global stage, our select MBA students have extraordinary access to our faculty who possess unparalleled expertise in China and other emerging markets. Our faculty provides global thought leadership on the unique features of China’s business landscape. Our award-winning team is comprised of full-time professors who have joined us from other leading schools including Wharton, Stanford, Columbia, MIT and INSEAD. With our strong commitment to both teaching and research, CKGSB leads Asian business schools in understanding and analyzing the globalization of Chinese businesses in a worldwide context.

Our Chinese alumni network is one of the most influential and tight-knit in the world. We claim a myriad of top business leaders across diverse fields within the 5,000 graduates of our MBA, EMBA, and Executive Education programs. CKGSB MBA students, through initiatives such as our Mentorship Program, have direct access to these high-level alumni.

CKGSB’s MBA Program is carefully tailored to equip students with top-tier technical expertise and resources delivered by our leading faculty. We also promote in our students a deeper and more grounded understanding of what it takes to be a conscientious leader, gained through interactions with CKGSB’s distinguished alumni and peers. We firmly believe this combination is crucial for the next generation of dynamic business leaders.

The CKGSB MBA Program is truly one-of-a-kind. It is the premier choice for those who want a program that offers the latest insights on Chinese business in a global context, an unsurpassed Chinese alumni network, and a stimulating environment to foster entrepreneurship and innovation. Indeed, those who choose CKGSB will find their time here deeply enriching on many levels.



XIANG Bing
CKGSB Founding Dean

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Are you
realizing
the
future

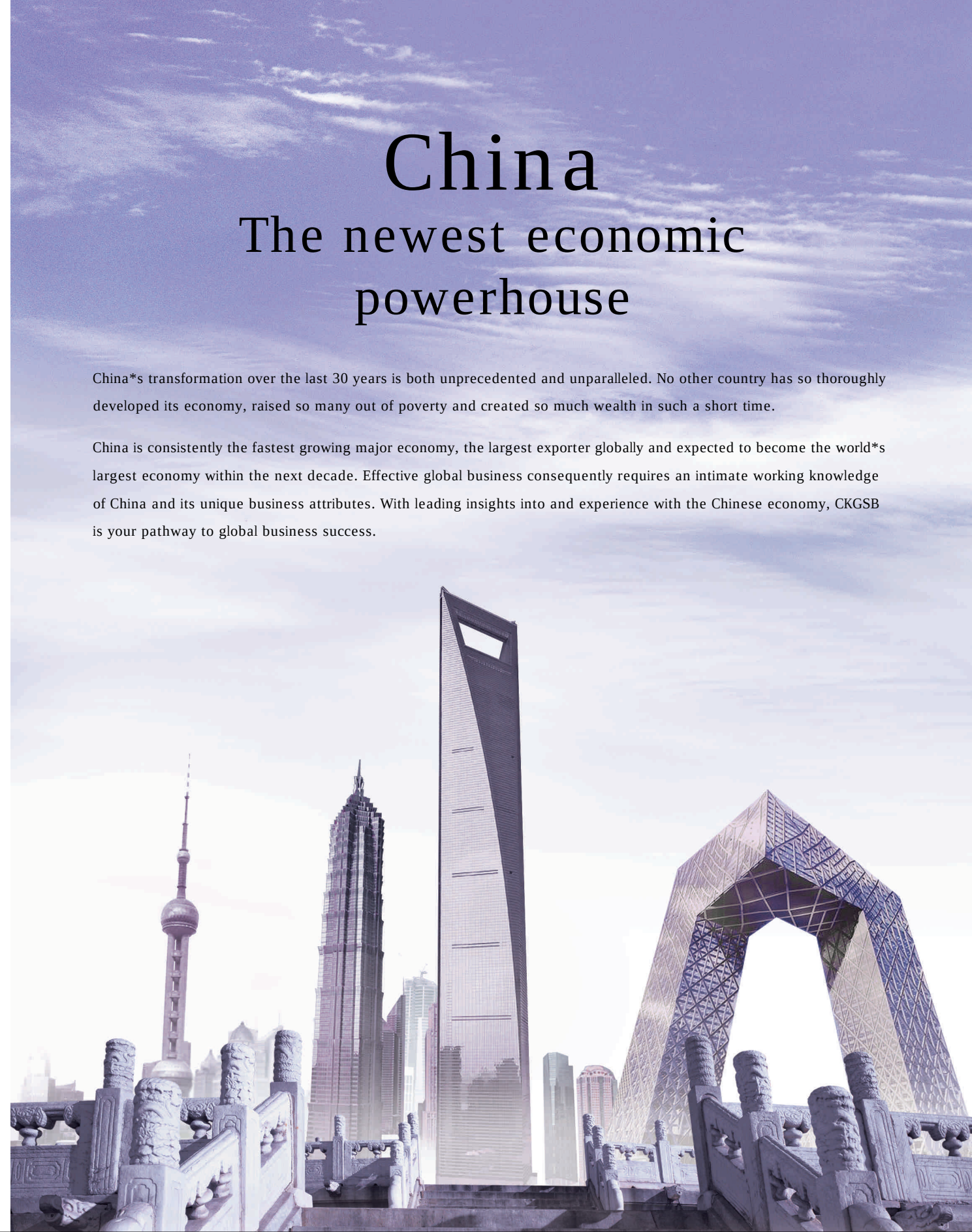


China

The newest economic powerhouse

China's transformation over the last 30 years is both unprecedented and unparalleled. No other country has so thoroughly developed its economy, raised so many out of poverty and created so much wealth in such a short time.

China is consistently the fastest growing major economy, the largest exporter globally and expected to become the world's largest economy within the next decade. Effective global business consequently requires an intimate working knowledge of China and its unique business attributes. With leading insights into and experience with the Chinese economy, CKGSB is your pathway to global business success.



Are you
equipped to
lead globally

Curriculum

The one-year CKGSB MBA curriculum emphasizes learning at both a professional and personal level. Combining cutting-edge knowledge, entrepreneurial innovation and hands on experience, the CKGSB MBA offers core courses, electives and real life business simulations with a focus on China, East Asia and other emerging markets.

CKGSB is also renowned for integrating the humanities into its curriculum, ranging from Confucian humanism to leadership courses. These soft-skill subjects position our graduates as leaders who recognize the value of the human element in the workplace. Here, MBA students will learn sophisticated business knowledge by studying real-world cases designed to develop a full range of business skills.

Solid Business Expertise

Pre-term	Core Courses	Fields	Foundations	Insights	Innovations
Quantitative Methods Management Communication	- Managerial Economics	- Investment	- Investment	- Financial Statement Analysis - Valuation - VC Financing in China	- Financial Institutions - Risk Management - Alternative Investment in China - Advanced Investment - China Capital Market - Emerging Market Finance - Fixed Income
	- Financial Accounting				
	- Statistics for Managers	- Corporate Finance	- Corporate Finance - Investment - Financial Accounting - Managerial Accounting	- Mergers & Acquisitions - Financial Statement Analysis - Entrepreneurial Finance - VC Financing in China	- Advanced Corporate Finance
	- Marketing Management				
	- Leadership	- Strategy	- Strategic Management - Managerial Economics	- Alliances and Joint Ventures - Competitive Strategy	- Globalization of Chinese Companies - Growth Strategy of Korean Firms - Growth Strategy of Japanese Firms - Management in Europe and the USA
	- Investment				
	- Strategic Management	- Marketing	- Marketing Management	- Marketing Research - Consumer Behavior	- Branding - Pricing Strategy - Customer Relationship Management - Distribution Channel - Social Media & Internet Marketing
	- Organizational Behavior				
	- Managerial Accounting	- Economics	- Managerial Economics - Macroeconomics	- International Trade - Applied Game Theory	- Emerging Market - China's Economic Reform and Its Impact
	- Corporate Finance				
	- Macroeconomics	- Management	- Organizational Behavior - Managerial Accounting - Business Ethics	- Leadership - Entrepreneurship - Negotiation	- Confucian Humanism - Business Simulation
	- Business Ethics				
		- Operations	- Operations Management	- Information and Technology Strategy (Information Management) - Supply Chain Management	- Operations Strategy - Management Decision Making with Spreadsheets - China's Manufacturing Model

2011 Intake Sample Schedule

Pre-term	Oct 12 * Oct 28 2011
Term 1	Module 1 Oct 31 * Dec 2 2011 (5 weeks, 4 courses) Module 2 Dec 5 * Jan 13 2012 (6 weeks, 3 courses)
Winter	Spring Festival Break Jan 14 - Feb 5
Term 2	Module 3 Feb 6 * Mar 16 2012 (6 weeks, 4 courses) Module 4 Mar 19 * Apr 20 2012 (5 weeks, 3 courses)
	International Trip Apr 21 - May 1
Term 3	Module 5 May 2 * Jun 8 2012 (6 weeks, 6 courses) Module 6 Jun 11 * Jul 20 2012 (6 weeks, 9 courses)
	Diversified Consulting Project Internship Jul 23 - August 31
Term 4	Module 7 / International Exchange Period Sep 3 * Oct 12 2012 (6 weeks, 7 courses, Exchange) Module 8 Oct 15 * Oct 26 2012 (2 weeks, 7 courses, China Modules)



Preparation for the Future

The CKGSB MBA not only focuses on the *how* but also on the *what* and *why*. Our electives offer instruction in key soft skills crucial for success in China. These electives include:

- ▷ Confucian Humanism
- ▷ Leadership
- ▷ Entrepreneurship
- ▷ Organizational Behavior
- ▷ Negotiation
- ▷ Business Simulation

- Our unique Diversified Consulting Projects (DCPs) help students to integrate classroom learning with real-world, hands-on business experience (see page 10 for more details)
- Inbound group research programs help CKGSB students develop both global perspective and the ability to perform in cross-cultural work environments

Academic Schedule

The CKGSB MBA curriculum not only focuses on the present but also prepares students for future careers by providing an educational experience that emphasizes conceptual reasoning, problem-solving skills, and preparation for life-long learning.

A student's journey typically begins with pre-term courses before beginning an academic curriculum that features eight modules delivered by CKGSB faculty and visiting professors from leading business schools. Students must complete at least 52 credits of coursework in order to graduate.

China Expertise - CKGSB's China Module Topics Include:

- ▷ Emerging Markets
- ▷ Globalization of Chinese Companies
- ▷ China's Economic Reform and Its Impact
- ▷ China's Legal Environment
- ▷ Chinese Capital Markets
- ▷ Alliances and Joint Ventures in China
- ▷ Emerging Market Finance
- ▷ The Rise of China in the World Economy
- ▷ Distribution Channels
- ▷ VC Financing in China

- Our dedicated China Module gives you the knowledge you need to get ahead in this unique business environment
- Analyzing business cases researched and written by CKGSB's resident faculty, students are exposed to a broad, representative spectrum of strategic issues that may arise in the course of doing business in China



Can you influence the C-Suite

Beyond the Classroom

The school's mission is to nurture and develop future business leaders for Greater China and beyond. Each year, a series of interactive activities and programs are designed to complement the one-year curriculum, allowing MBA students to experience real business environments and enhance both their soft and hard skills.

Diversified Consulting Projects

In response to an increasingly competitive business environment, more companies are shifting to an open innovation model that allows them to tap into their best talent, ideas, and practices from the operational level to the strategic level. The Diversified Consulting Project (DCP) prepares students to provide creative solutions to companies leaders in an open innovative environment.

Students work on a range of projects with host companies including strategic planning, marketing and feasibility studies, financial analysis, and operational evaluations. Our students design, develop, and execute projects together with participating companies and guidance from faculty advisors.



[Going global]

International Exchange

Outbound

Each year, CKGSB provides approximately 50% of our MBA students with an opportunity to take part in academic exchanges with top business schools all over the world.

For those wishing to learn in North America, we offer the option to study at Darden School of Business at the University of Virginia, Johnson Graduate School of Management at Cornell University, Carlson School of Management at the University of Minnesota, Columbia Business School and Queen's University School of Business.

Those interested in the European market can choose to study at France's EMLYON Business School or Spain's IE Business School.

Finally, for those interested in broadening their knowledge of the Asian market outside of China, CKGSB has established partnerships with the Indian School of Business, Japan's WASEDA University, Korea's Seoul National University and National Taiwan University.



Inbound

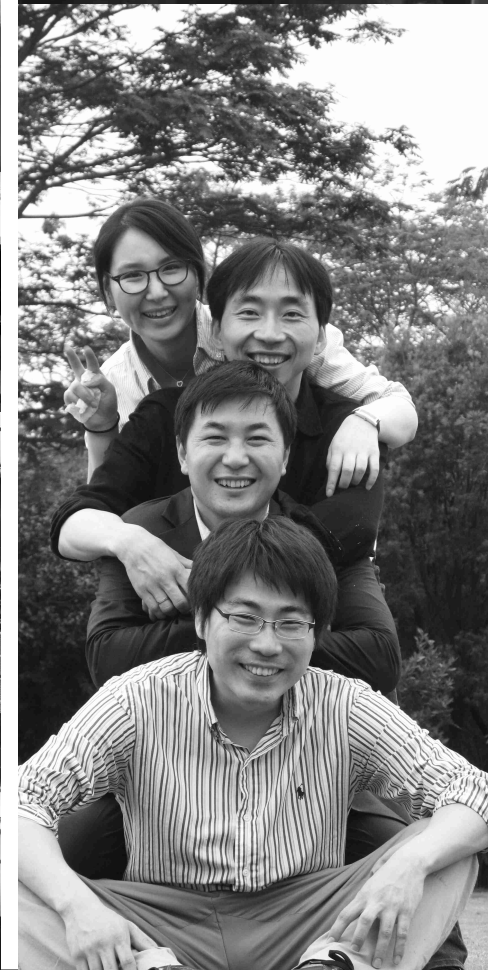
CKGSB offers a unique opportunity for students from select overseas business schools to come to China to study and deepen their understanding of the Chinese market. They stay in China from one week to four months to work on real business projects inside and outside of the classroom.

CKGSB MBA students enjoy opportunities to study and explore with these inbound groups, forming truly cross-cultural teams to complete projects, debate cases, and engage in social events. These interactions enable our MBA students to experience the global working environment without leaving the campus.

International Study Trips

Each year, we sponsor a student-initiated international study trip in which students get a chance to visit overseas business schools and companies in a country of their choice. The goal of this week-long trip is to expose students to a new cultural and business environment. Throughout the planning and execution of the trip, students demonstrate and evaluate their personal leadership skills. In previous years, students have initiated and organized trips to South Korea, India, Taiwan, Hong Kong, Singapore, Spain and Japan.

Does your
network
elevate you?



Networking

One of CKGSB's fundamental goals is to encourage students and alumni to leverage their skills and resources toward the social development of our community.

CKGSB takes great pride in our alumni network. Networking is a natural part of the culture of CKGSB. With over 5,000 graduates from its MBA, EMBA, and Executive Education programs, including top business leaders such as Jason Jiang of Focus Media, Alfred Fan of CTrip.com and Richard Feng of Markor Furnishings, CKGSB alumni form the most powerful business network in China.

The combination of school-sponsored and alumni-initiated activities provides numerous opportunities for alumni and current students to build relationships and find areas of common interest. CKGSB MBA students frequently meet and network with the various CKGSB alumni groups, creating natural career opportunities. Starting salaries for CKGSB MBA graduates are consistently ranked among the highest in the country, thanks in part to the opportunities offered by the CKGSB family network.

The CKGSB MBA program acts as a platform and facilitator to help our current and incoming students develop a tighter network with our alumni. We work to preserve the tight-knit CKGSB culture after graduation, ensuring close contact between the school and former students, and facilitate regular alumni reunions.

Through the efforts of the CKGSB Alumni Association and its partnerships with other leading business school alumni associations, CKGSB students enjoy networking opportunities throughout the year and after they graduate.

Corporate Leadership Series

CKGSB's thought leadership in the Chinese business community makes us the natural choice for global business leaders who want to share both their experiences and aspirations with the next generation of top business leaders. To harness the knowledge of these executives from China and around the world, the CKGSB MBA Program has developed our Corporate Leadership Series. This series gives CKGSB MBA students direct access to the wisdom of their predecessors, who previously walked the same path now being trodden by the students themselves.

School Forums

Since 2008, CKGSB has held an annual forum in Sanya, on the island of Hainan, that serves as a meeting point for leading scholars and entrepreneurs from around the globe. Each year, nearly one hundred MBA students and alumni have attended the forum and interacted with the over one thousand Chinese and international entrepreneurs in attendance. The forum offers opportunities both to interact with CKGSB Executive MBA students and other senior executives, and to relax on the beach after the intensive seminars and roundtables.

Mentorship Program

The CKGSB MBA Program offers an innovative mentorship program that brings together our MBA students with senior executives in the CKGSB Executive MBA Program who guide them in both their studies and their careers. MBA students have benefited from this program not only in terms of receiving career guidance, life lessons and study suggestions, but also in forming friendships. Meanwhile, mentors have gained valuable experience and knowledge through interaction with the younger generation of business professionals. In 2011, 16 EMBA students and alumni served as mentors for our MBA students. Among them were some of the most successful private entrepreneurs and industry leaders in China, including media mogul Tan Zhi, clothing manufacturer Zheng Yonggang, and billionaire investor He Boquan.



[Are you
taking control
of your career?]

Career Development

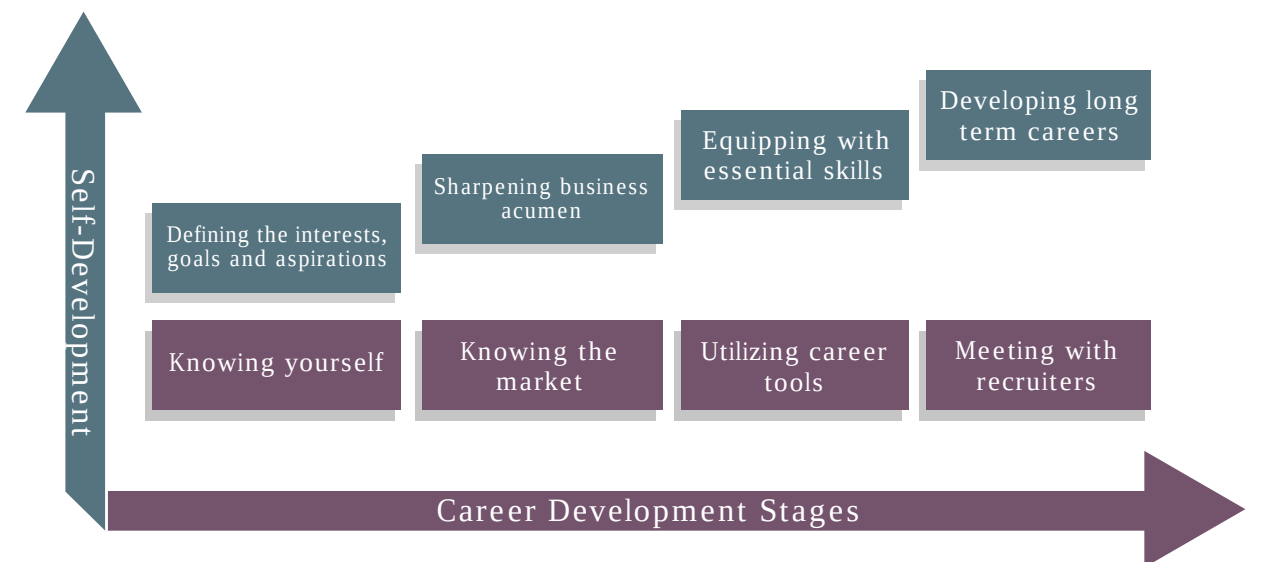
The CKGSB MBA provides unparalleled opportunities for students to advance their long-term careers, whether it's by rising up in the ranks, moving into an entirely new field, or starting a new business.

Career Services

The Career Management Center (CMC) respects every student as a unique individual, supporting personal as well as professional growth.

Throughout the academic year, the CMC conducts a myriad of career development activities to identify and facilitate each student's individual career path in a manner fully integrated with the rest of the MBA curriculum. These activities equip students with valuable and transferable skills to emphasize their strengths, leverage available resources, and fulfill their career aspirations.

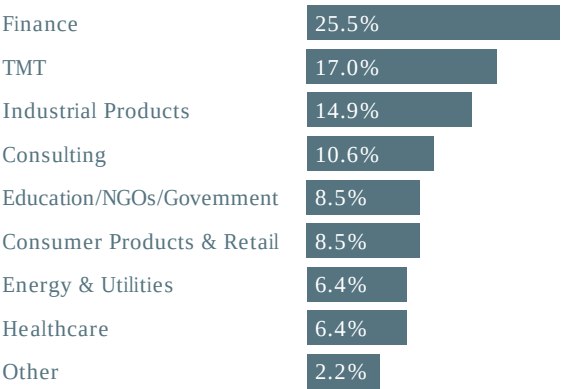
At CKGSB, students are provided with the proper tools necessary for them to meet challenges with confidence and to develop successful careers in the long term.



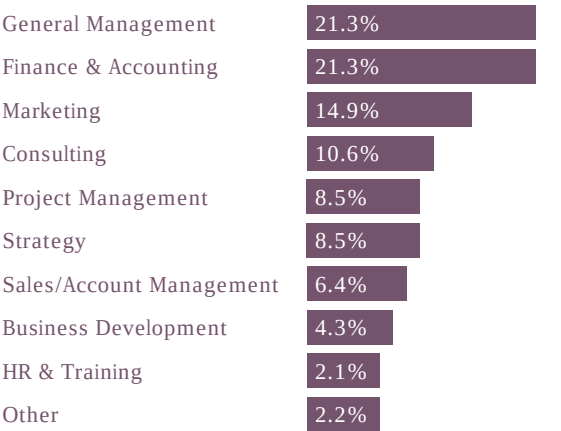
The CMC Team Helps Students To:

- Sharpen career aspirations and set career goals through self-assessment tools and personalized career counseling
- Broaden their horizons through discussion forums, executive talks, employer presentations, and company visits
- Build job market competence through workshops and mock interview sessions
- Fully utilize CKGSB resources through networking events, mentorship programs, DCPs, and on-campus job fairs

Post-MBA Industry Choice



Post-MBA Function Choice



The CMC has in-depth experience in aiding students to effectively develop their careers after completing their studies at CKGSB.



Employers of CKGSB MBA Graduates

Over the past few years, CKGSB has established close ties with companies that maintain significant commitment to talent development. With both the MNC and domestic business communities clearly recognizing the quality of CKGSB MBA graduates, our list of employers continues to grow. Companies that have recruited CKGSB MBA graduates in the past include:

3M	EF Education	Michelin
A.T Kearney	E-Fund	Microsoft
ABB	Exxon Mobil	Morningside Ventures
Abbott	FedEx	NCR
Accenture	Fluke	Nestle
AIU	Fortune Venture Capital	Nielsen
Alibaba	Fosun Group	NOKIA
Allianz	GE	Novartis
Alstom	GEA	Parker Hannifin
An Bang Insurance	Goldstone Investment	Philips Investment
Applied Materials	Google	Pingan Securities
Armani	GSK Investment	Prax Capital
AXA-Minmetals Assurance	Guotai Asset Management	PRTM
Baidu	Guotai Junan Securities	PwC
BMW	Hach	Qiming Venture Capital
Booz	Hanting	Samsung
Bosch	Harfor Fund	Sanofi-Aventis
Boshi Fund Management	Honeywell	Schneider Electric
BP	HSBC	Shell
Capgemini Consulting	Huawei Technology	Siemens
Cartier	Huiyuan Group	SK Group
Caterpillar	Hutchison Whampoa Properties Group	Suzhou Ventures Group
China Southern Fund	IBM GBS	TNT
CICC	IDG Capital	Touchmedia
Cisco	Intel	Unilever
Citibank	ITT China	Veolia Environment
Coca Cola	John Deere Investment	WI Harper Group
Cumminus	Johnson & Johnson	
DCM Venture Capital	Jones Lang Lasalle	
Dell	L' Oreal	
Deloitte	Lenovo	
Delphi	Louis Vuitton	
DFJ	LVMH	
Dover	Macquarie Bank	
Dow	Mercer	
DSM	Merrill Lynch	
eBay	Metro	

Ready for after hours [ad]ventures



Student Life

Student Clubs

Successful business leaders display strong social skills and are adept at networking, cooperating, and managing teams. Student and social clubs at CKGSB give students a chance to develop these crucial skills and prepare them for the world outside of the classroom. CKGSB clubs fall into several categories. There are career-oriented clubs, including the finance, consulting, marketing, entrepreneurship, strategy, and general management clubs; interest-based clubs, such as the modern management club, communications club, and the club for women in business; hobby-based clubs, like the basketball, badminton, golf, soccer, fashion, and photography clubs; and community clubs, such as the Sino-Indian club, Sino-Korean club, and Chinese culture club.

CKGSB clubs are founded and operated by students, and specific funds are set aside each year to support the events and activities of officially recognized clubs and organizations. Students are also encouraged to form new clubs. The only requirements are a great idea and student support.

Want to debate
with the
sharpest
minds on China



The CKGSB Faculty

At CKGSB, you will experience a productive and meaningful year by learning from some of the world's top professors in the field of business, interacting with renowned Chinese executives, and studying with a group of highly experienced peers. The frequent and spirited interaction among these diverse groups enhances the learning experience in our classrooms and sets CKGSB apart as a business school that not only emphasizes classroom learning but also real-world knowledge.

CKGSB's greatest strength is its world-class faculty members. They have joined CKGSB because they believe that CKGSB provides the best platform for cutting-edge teaching and research on competition and collaboration in emerging markets.

In the past five years alone, nearly 30 faculty members have joined CKGSB from some of the world's top business schools, including Stanford, Wharton, Columbia, Yale, Berkeley, UCLA, Cornell, Carnegie Mellon, and INSEAD.



Henry Cao
Professor of Finance
Ph.D.s, UCLA and Yale University

Dr. Huining (Henry) Cao is a Professor of Finance and serves as Academic Director of the Finance MBA at CKGSB. He earned a Ph.D. in finance in 1995 from the University of California at Los Angeles and a Ph.D. in pathology in 1991 from Yale University. Before joining CKGSB, he taught at the University of California at Berkeley, the University of California at San Diego, Ohio State University, Carnegie Mellon and the University of North Carolina at Chapel Hill.



Chen Long
Professor of Finance
Ph.D., University of Toronto

Dr. Chen Long is a Professor of Finance at CKGSB. From 2001 to 2008, Dr. Chen served as Assistant Professor of Finance at Michigan State University, where he received an Excellence in Teaching award in 2003. Dr. Chen serves as referee at numerous finance journals, including the *Journal of Finance*, *Review of Financial Studies*, and *Journal of Money, Credit and Banking*. He received his Ph.D. in Finance from the University of Toronto in 2001.



Gan Jie
Professor of Finance
Ph.D., Massachusetts Institute of Technology

Dr. Gan Jie is a Professor of Finance at CKGSB. Before joining CKGSB in 2010, Dr. Gan served on the faculties of Columbia Business School and the Hong Kong University of Science and Technology, and formerly worked as a research fellow at the Massachusetts Institute of Technology. She received a Ph.D. from MIT. in 1999.



Jing Bing
Associate Professor of Marketing
Ph.D., University of Rochester

Dr. Jing Bing is an Assistant Professor of Marketing at CKGSB. He earned his Ph.D. in business administration from the University of Rochester in 2001. Between 2001 and 2007, he was an Assistant Professor of Information Systems at the Stern School of Business at New York University. Professor Jing's research interests include mass customization, product positioning, product lines, price dispersion and promotions, and information goods versioning.



Lode Li
Professor of Operations Management
Ph.D., Northwestern University

Dr. Lode Li is a Visiting Professor of Operations Management at CKGSB. He is also Professor of Operations Management at the Yale School of Management. Li received a Ph.D. in management economics and decision sciences from Northwestern University in 1984. He has taught at the Massachusetts Institute of Technology, Northwestern University and Hong Kong University of Science and Technology. He has taught courses on game theory, supply chain management, services management and time-based competition, manufacturing policy and competitiveness, spreadsheet modeling and simulation and cost accounting.



Liu Jing
Professor of Accounting and Finance, Associate Dean
Ph.D., Columbia University

Dr. Liu Jing, Associate Dean and Professor of Accounting and Finance at CKGSB, is also a faculty member at the Anderson School of Management at the University of California, Los Angeles. He is an authority on capital markets, equity valuation, and securities analysis. Liu's research has been published in the *Journal of Accounting Research* and *Accounting Review*. His work has received the Eric E. Juline Research Award from the UCLA Anderson School and the Barclays Global Investors (BGI) Best Paper Award from the *Review of Accounting Studies*. A member of the editorial board for the *Review of Accounting Studies* and the *Journal of International Accounting Research*, Liu is also an active contributor to the popular financial press and a consultant for numerous financial institutions in China and on Wall Street.



Mei Jianping
Professor of Finance
Ph.D., Princeton University

Dr. Mei Jianping is a Professor of Finance at CKGSB and Director of the CCFR Real Estate Research Program at Tsinghua University. His major areas of research include international asset pricing and real asset finance. Mei earned a Ph.D. in economics from Princeton University and B.S. in mathematics from Fudan University. He has taught at the University of Chicago, Princeton University, Tsinghua University, University of Amsterdam, Bocconi University and Hong Kong University of Science and Technology. He has published over 30 articles in the *American Economic Review*, *Journal of Finance*, *Review of Financial Studies*, *Journal of Financial Economics*, *Real Estate Economics*, *Journal of Real Estate Finance and Economics*, and other academic journals.



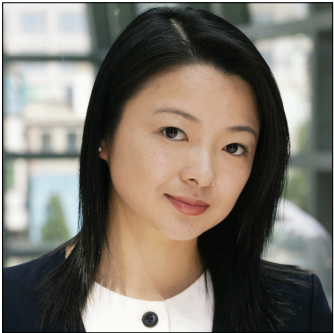
Ou Jihong
Associate Professor of Operations Management
Ph.D., Massachusetts Institute of Technology

Dr. Ou Jihong is an Associate Professor of Operations Management at CKGSB. Previously, he served as an Associate Professor at National University of Singapore Business School. He has also taught at the University of Cambridge, the University of California at Los Angeles, and the University of Illinois.



Qi Daqing
Professor of Accounting, Associate Dean
Ph.D., Michigan State University

Dr. Qi Daqing is a Professor of Accounting and an Associate Dean at CKGSB. He was previously an Associate Professor in the School of Accounting at the Chinese University of Hong Kong. Qi has extensive executive training and consulting experience in accounting and corporate finance for clients including the Chinese Ministry of Information Industries, the Shanghai Municipal Government, China Mobile, China Unicom, China Telecom, China Netcom, Nokia, Ericsson, and Huawei. He is a member of the American Accounting Association.



Sun Baohong
Dean's Distinguished Chair Professor of Marketing, Associate Dean of Global Program
Director of the CKGSB CIM Center
Ph.D., University of Southern California

Dr. Sun Baohong is the Dean's Distinguished Chair Professor of Marketing and the Associate Dean of Global Programs. She also directs CKGSB's Customer Information Management Center. Prior to joining CKGSB in 2008, Professor Sun was Carnegie Bosch Professor of Marketing at the Tepper School of Business at Carnegie Mellon University. Professor Sun received her Ph.D. from the University of Southern California in 1997 and B.A. from Renmin University of China.



Teng Bingsheng
Associate Professor of Strategic Management and Associate Dean
Ph.D., City University of New York

Dr. Teng Bingsheng is Associate Dean responsible for the CKGSB MBA program. He is also Associate Professor of Strategic Management at CKGSB and a tenured Professor of Strategic Management at George Washington University. He serves as a Doctoral Advisor and Lead Professor of the departmental doctoral program at GWU.



Brian Viard
Assistant Professor of Strategy and Economics
Ph.D., University of Chicago

Dr. Brian Viard is an Assistant Professor of Strategy and Economics at CKGSB. He received a Ph.D. in business economics from the University of Chicago and an MBA from Stanford Graduate School of Business. Before joining CKGSB, he was an Assistant Professor of Strategic Management at Stanford University.



Wang Yijiang
Professor of Human Resource Management and Economics, Associate Dean of Academic Department
Ph.D., Harvard University

Dr. Wang Yijiang is Professor of Economics and Human Resource Management at CKGSB, and is also Associate Dean responsible for academics. Before joining CKGSB, Professor Wang taught at the Carlson School of Management at the University of Minnesota. He is also a research fellow at the William Davidson Institute of Transition Economics at the University of Michigan and a senior fellow at the National Center of Economic Research, Tsinghua University. He serves as Vice President of Chinese Economists Society of North America.



Xiang Bing
Professor of Accounting, Founding Dean
Ph.D., University of Alberta

Dr. Xiang Bing is a Professor of Accounting and the Founding Dean of CKGSB. Previously he pioneered and provided leadership for the EMBA and Executive Education programs at the Guanghua School of Management at Peking University, served on the faculty of the Hong Kong University of Science and Technology, and was one of seven founding faculty members of the China-Europe International Business School (CEIBS). Xiang has taught executive programs at many universities and corporations and is a well-known management consultant.



Xue Yunkui
Professor of Accounting at Cheung Kong, Associate Dean
Ph.D., Southwest University

Dr. Xue Yunkui is a Professor of Accounting at CKGSB. He received his Ph.D. from the University of the Southwest in China and his post-doctorate from the Shanghai University of Finance and Economics. Prior to joining CKGSB, Xue was the Founding Associate Dean and an Accounting Professor at Shanghai National Accounting Institute. Earlier, he served as Associate Dean in the accounting department of Shanghai Financial College and General Secretary for the Chinese Accounting Professors Association.



Cho Dong-Sung
Adjunct Professor of Strategy
Ph.D., Harvard Business School

Dr. Cho Dong-sung has joint appointments as a Professor of Strategy at CKGSB and a Professor of Strategy and International Business at Seoul National University. He has previously taught at Harvard Business School, INSEAD, the University of Tokyo, the University of Michigan and Peking University. Cho has also served on the board of directors for numerous multinational companies and research organizations, including the Korean Academic Society of Business Administration.

Who will
challenge
and support
you ?



2010 Student Profile

Gender ratio: Male 56% / Female 44%

International percentage: 22%
(India, Japan, Korea, Russia, Singapore, Spain, Switzerland, US)

Average age: 29

Average years of work experience: 6 years

Average GMAT score: 680

Age:	
*27	29%
28 - 33	64.4%
*34	6.6%
Education:	
Engineering	22%
Business & Management	19%
Liberal Arts and other	15%
Computer Science	17%
Finance & Economics	17%
Science	10%
Work Experience:	
<3 years	5%
3 - 5 years	54%
6 - 8 years	30%
> 8 years	11%
Previous Employment:	
TMT	33%
Consumer Products	10%
Finance & Investment	12%
Industrial Manufacturing	10%
Consulting	10%
Health Care & NGOs	12%
Real Estate	5%
Resources & Energy	3%
Other	5%

* All the numbers above are rounded off.



"With its top-ranked faculty and unique faculty-governed philosophy, CKGSB will help me learn the globalization strategies of Chinese companies as well as analyze the competition and collaboration among state-owned enterprises, private businesses and multinationals. Additionally, on top of developing life-long friendships with my classmates, greater China's most powerful alumni network will give me a platform to engage with China's business leaders, both of which will benefit me for a long time to come. That's why I chose CKGSB."

Tu Jie (China) MBA '11
Previous experience: Senior Market Representative - Toys 'R' Us



"Through its condensed program and bespoke classes, CKGSB offered me a challenging and really valuable learning experience. The quality of the professors as well as their accessibility during and after classes helped me to gain great business knowledge and increase my understanding of China. Furthermore, the 12 months of intensive immersion in China is without a doubt the best way to not only understand the unique attributes of this great country and economy, but also build an unmatched local network."

Maxence Perret-Gentil (Switzerland) MBA '10
Previous experience: Scientific Associate - Swiss Federal Institute of Technology



"With its world-class professors and fast-growing China market context, CKGSB offers those who aspire to be business leaders international cutting-edge concepts and fresh research on the Chinese market. A close-knit network among alumni and genuine friendships between classmates makes CKGSB a family that I can benefit from. I further believe that the intensive, accelerated one-year program is the right choice to sharpen my business skills in a cost effective and time efficient manner."

Hao Gang (China) MBA '11

Previous experience: Key Account Manager - ABB



"Coming from Moscow to Beijing was a major decision for me, but with the continued growth in bilateral relations between Russia and China, it was not a difficult decision. The China Module, delivered by CKGSB's leading faculty, has left me in little doubt about the incredible opportunities for those expatriates willing to truly engage with the Chinese market. After this experience with the CKGSB China module, I truly believe CKGSB is the leading school for Chinese insight."

Sergey Popov (Russia) MBA '10

Previous experience: Head of Project Office - SIBUR Russian Tyres



"The CKGSB MBA will be the perfect bridge from where I am to where I want to be. The world class faculty and cutting edge courses will provide me a perfect academic supplement to my physics major. Moreover CKGSB will provide me a chance to experience western culture and teaching methodology while at the same time remaining at the frontier of the Chinese market, acquiring knowledge of management practices from both Greater China and around the globe. Additionally, with the vast network of Chinese CKGSB alumni and the school's rapid international expansion, I will be able to refine my vision, build corporate alliances, and establish relationships for the long-term."

Shen Xiaofei (China) MBA '11

Previous experience: Channel Manager - Real Media



"CKGSB is successfully combining a leading global practice with local perspective, demonstrated by its pool of top professors and a dynamic case center focused on researching issues faced by domestic enterprises and multinational companies operating in China. As one of the first private business schools in China, CKGSB has been innovative and flexible with its course design, resource allocation, and recruiting policy, all of which are particular attractive to me. I firmly believe I am effectively investing my own time and resources by choosing to study with CKGSB."

Wang Gang (China) MBA '11

Previous experience: Senior Translator/Interpreter - The World Bank



"I believe that as a CKGSB MBA, I will benefit from the program both scholastically and personally. On one hand, CKGSB paints a wholistic picture of the real business world to students through its diverse cultural environment, including world-class professors, outstanding alumni and excellent students with different backgrounds. On the other hand, CKGSB also provides up-to-date insight on business trends as well as many opportunities for its students to continually develop an extensive interpersonal network through the mentorship program, annual forums in Sanya and Kunming, and the wide selection of alumni association events."

Huang Jianhui (China) MBA '11

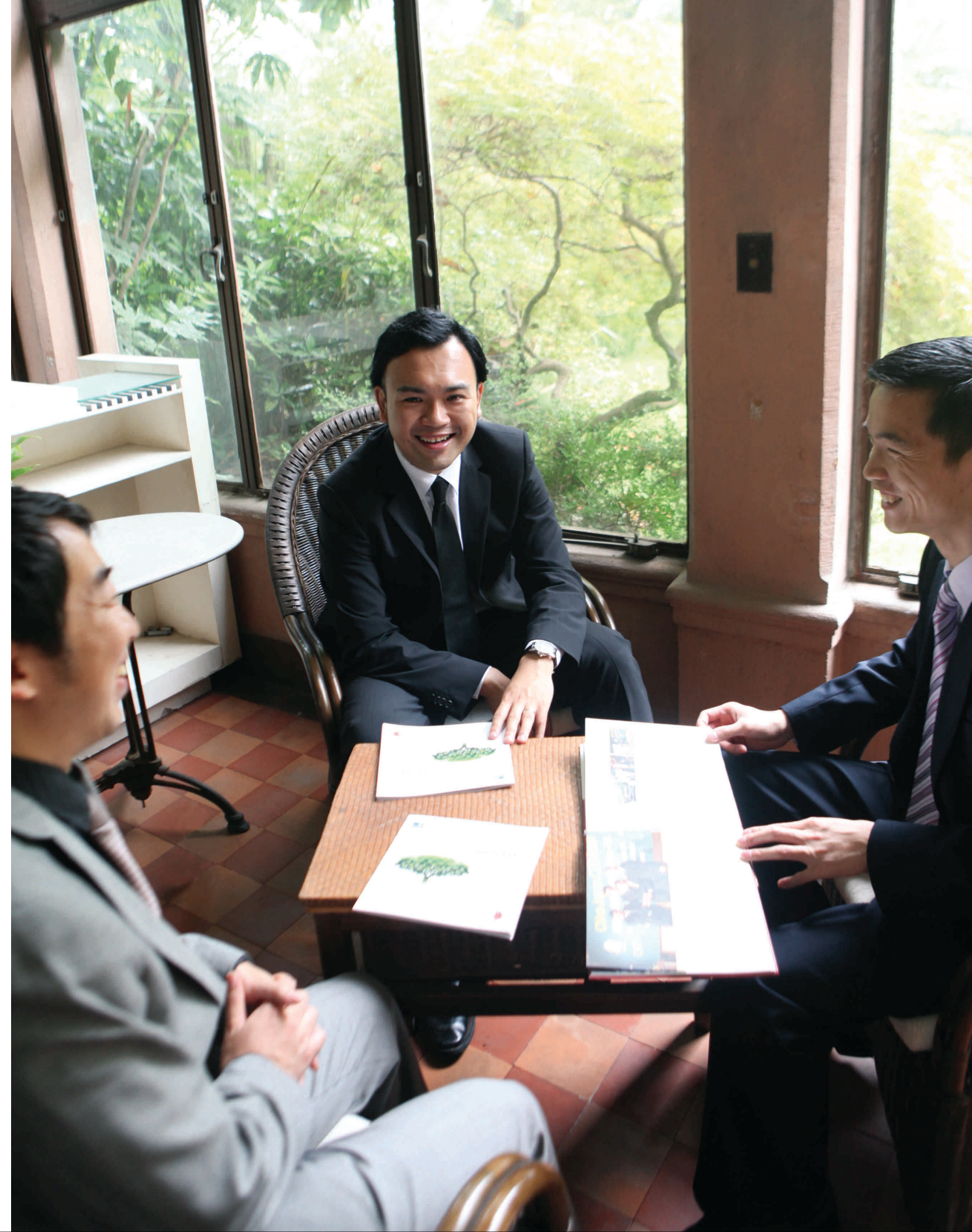
Previous experience: Senior Auditor - Deloitte



"I chose CKGSB for its unique positioning in China and its world-class professors. The experience here in Beijing at CKGSB, in the capital of the emerging giant has surpassed all my expectations. The 12 months of intensive study, group work, projects, case analysis, assignments and consulting projects have provided me with a platform for continued long-term career growth both within the Chinese market and beyond."

Daniel Calahorra (Spain) MBA '10

Previous experience: Commercial Manager - Eurofighter



[Ready to go
beyond your
comfort
zone 7]



The Admissions Process

Enrollment: October
Program Length: 12 months (dependent on choice of electives)
Language of Instruction: English

The MBA admissions committee identifies applicants of excellent quality, high potential, and strong commitment through a comprehensive evaluation procedure. Applications are accepted throughout the year, and admission decisions are made on a rolling basis. Selection is competitive, so applicants are encouraged to apply as early as possible.

Admissions Requirements

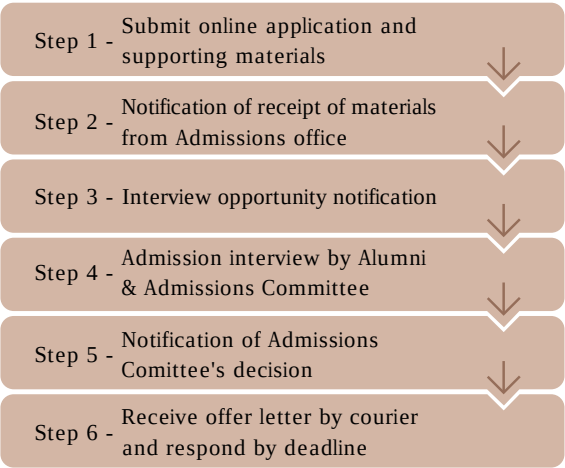
- ▷ Bachelor's degree
- ▷ Three or more years of full-time work experience
- ▷ A competitive GMAT (CKGSB MBA GMAT average: 680)
- ▷ Fluent English

Application Evaluation

The MBA admissions committee reviews each applicants academic background, work experience, application essays, recommendation letters, GMAT score and interview performance to assess program suitability with respect to social responsibility, leadership potential, integrity, initiative, ability to work in teams, logical thinking, and proficiency in analytical and problem-solving skills.

Admissions Procedure

- Start the application by registering online at <http://www.ckgsb.edu.cn/mbaapply>
- Get to know the program by attending professor talks, alumni lectures, information sessions, campus visits, applicant roundtable meetings, and other admissions activities
- Submit your application by completing the online application form and mailing the supporting documents to the Admissions Office



For details on upcoming admissions deadlines and tuition fees please visit the CKGSB website www.ckgsb.edu.cn

Financing Your MBA Education

Scholarships

CKGSB Scholarships - Through the generous funding of the Li Ka-shing Foundation, CKGSB MBA scholarships aim to attract individuals of exceptional ability and talent from China and around the world. The goal of these scholarships is to help meet the financial needs related to the educational well-being and personal development of all eligible MBA applicants.

Joint Venture Scholarships - CKGSB's comprehensive alumni and business network allows the school to engage with a range of socially responsible businesses that are giving back to the community. These organizations through generous donations are able to support not only students in achieving their academic goals, but also the wide and varied range of school club activities that occur regularly.

Please check the CKGSB website for further details on scholarships available.

Once an applicant's scholarship package is finalized, the designated amount will automatically be deducted from the tuition prior to the start of the academic year.

Student Loans

Bank loans are only available to mainland Chinese citizens. Students meeting the criteria set by the bank can apply for a student loan with a discounted interest rate. Admitted students will receive detailed instructions in their welcome package.

Admission Schedule

Deadlines for the 2012 Intake
(Class entering October 2012)

Early Deadlines*:

Oct 31, 2011; Dec 19, 2011; Feb 13, 2012

Regular Deadlines:

Apr 9, 2012; May 14, 2012; Jun 25, 2012

* Please note improved opportunities for admission and scholarships in early rounds

Tuition and Fees

Application Fee: RMB 800 or USD 120* (nonrefundable)

Tuition: Please refer to CKGSB website

Accommodation Fee: RMB 1,000-2,500 per month for shared accommodation

Living Expenses: RMB 48,000 per year (estimated)

*Payments in foreign currencies are converted at exchange rate prevailing on the date of transaction

Beijing is capital

Life in Beijing

CKGSB's main campus is in Beijing. One of the most ancient cities in China, Beijing is also the center of the changes that have transformed China over the last few decades. Its modern skyscrapers and grand plazas stand down the street from alleys where neighborhood life continues at the same pace as in centuries past. A thoroughly international city, the host city of the 2008 Olympics and the capital of the world's #2 economy, it is also unquestionably Chinese, with an atmosphere and a cultural heritage unlike anywhere else. Fast-changing Beijing possesses an energy and vibrancy that make it one of the most exciting places in the world to live, study and work.

Dormitory

In order to provide CKGSB MBA students with a comfortable environment to live and bond with classmates during your studies, as well as to facilitate group work on case studies and group projects, we are cooperating with Century Towers to provide our students with a dormitory located at 18 Guangqumenwai Avenue, Shuangjing, Beijing. The building is 50 meters away from Subway Line 10, and is surrounded with supermarkets, restaurants and multiple bus lines. It is a premium service apartment complex with all the facilities needed for living comfortably.

The housing agreement will be signed between the individual student and Century Towers. The dormitory is fully managed and serviced by Century Towers. Each apartment is a three bedroom suite with a floor area of 101 square meters.

For more information, please refer to: <http://www.cwtc.com/tower/tower.html>

