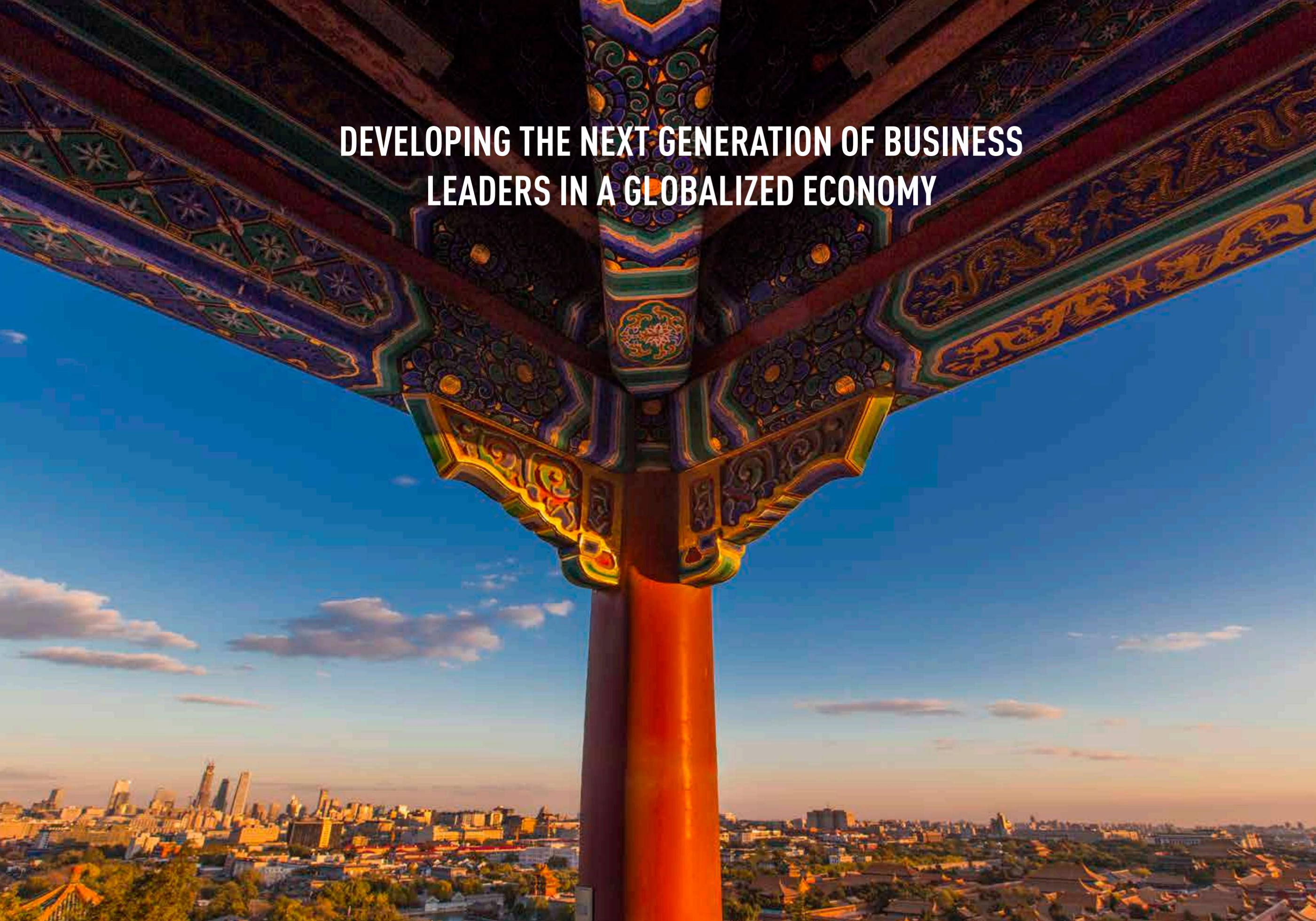




CKGSB MBA China Module

May 05-11, 2019 • Beijing



**DEVELOPING THE NEXT GENERATION OF BUSINESS
LEADERS IN A GLOBALIZED ECONOMY**

ABOUT CKGSB

Cheung Kong Graduate School of Business (CKGSB) aims to cultivate business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set. Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is China's first faculty-governed, non-profit, independent business school. Since its founding, CKGSB has developed into a prominent business school with more than 40 full-time professors, many of whom previously held tenured faculty positions at leading business schools such as Wharton and Yale. Their research has provided the basis for more than 400 case studies of both China-specific and global issues. CKGSB also stands apart for its unmatched alumni network. More than half of CKGSB's 12,000+ alumni are at the CEO or Chairman level and, collectively, they lead one fifth of China's 100 most valuable brands. CKGSB strives to understand business in a more well-rounded capacity, beyond the traditional boundaries of business schools. For instance, in 2005, CKGSB pioneered the integration of the humanities into its curricula to give students a long-term and holistic view of business and development. The school's EMBA students - more than 80% of whom are above the Vice President level - are also required to complete six days of community work before receiving their degrees. In 2014, CKGSB was the first Chinese business school to develop a philanthropy program aimed at equipping the school's alumni with expertise on setting up and managing foundations and engaging in philanthropy. CKGSB is also mainland China's most globalized business school. Besides its three campuses in Beijing, Shanghai and Shenzhen, the school has established offices in London, New York and Hong Kong. Moreover, it has formed strategic partnerships for joint programs and research with leading schools worldwide, such as Columbia Engineering in the US, IMD in Switzerland and FDC in Brazil. The school offers the following innovative courses: MBA, Finance MBA, Executive MBA, Business Scholars Program (DBA) and Executive Education programs.

For more information, please visit it <http://english.ckgsb.edu.cn/>.



What is CKGSB MBA China Module

The program has been developed from a proven course structure and is specifically tailored to suit Global MBA program's needs. It focuses on building strategic and leadership capabilities of business professionals who have global responsibilities, allowing them to gain insights on the implications of globalization and the transformation of China. Through the curriculum, the world-renowned faculties and the high-level business executive alumni network of CKGSB, MBA students will have access to exciting new ideas, ground-breaking research and innovative business practices originated from China.

CKGSB MBA China Module consists of

- 4 academic topics that examine specific business and economic issues in the context of China.
- 2 company visits to leading companies in China that allow students to familiarize themselves with the "day-to-day" operations of enterprises in China.
- Intercultural and social activities that can provide the participants the opportunity to interact socially and culturally through organized events.



Why CKGSB MBA China Module

This specially-designed CKGSB MBA China module will enable the participants to meet the shifting needs of global business, particularly to gain insight into doing business in China and cooperating with Chinese companies that operate globally, which is to:

- Encourage the program participants to see the world through the China lens.
- Encourage the program participants to reflect on how they can best adapt to such transformational changes in their company's global strategy.
- Understand how changes in Chinese economic policies are creating new business opportunities.
- Understand how the globalization of Chinese companies is affecting the world economy and various industries therein.

How to Join the CKGSB MBA China Module?

Students may join the CKGSB MBA China Module as individuals or in a school group. For individual students, school administrators may share the information provided with students that may be interested in joining the program. Anyone interested in this program, please contact: mbaaca@ckgsb.edu.cn



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May 05-11, 2019

**This is a tentative plan and it is subject to change according to the availability of professors and companies.*

		Morning		Afternoon		Evening	
Sunday	May 5	Arrival		Free Time		Free Time	
Monday	May 6	08:40-09:00	Orientation	14:00-16:30	Lecture: The Future of Retail: Experience and lessons from China (Prof. Bing JING)	18:00-21:00	Welcome Dinner
		09:00-12:15	Lecture: Business Model Innovation in Digital Era (Prof. Bingsheng TENG)	16:45-17:15	Group ProjectOrientation (Prof. Bing JING)		
		Lunch on own					
Tuesday	May 7	09:00-12:15	Company Visit: Alibaba	14:00-17:15	Lecture:Entrepreneurship &Innovation in China (Prof. Jing LIU)	19:00-21:00	Survival Chinese Class
		Lunch on own					
Wednesday	May 8	09:00-12:15	Lecture: China's Transformation and Its GlobalImplications (Prof. Bing XIANG)	14:00-17:15	Lecture: China's Transformation and Its GlobalImplications (Prof. Bing XIANG)	Free Time	
		Lunch on own					
Thursday	May 9	08:30-12:00	Tour: Tian'anmen Square & Palace Museum	14:00-17:00	Tour: Hutong Tour& Summer Palace	Free Time	
		Tour Lunch					
Friday	May 10	08:30-12:00	Tour: Experience of Chinese Traditional Tai Ji,Swordplay etc.	14:00-16:00	Company Visit:Lenovo	19:00-22:00	One Night in BJ
		Lunch-Box					
Saturday	May 11	08:30-12:00	Tour: Great Wall	14:00-16:00	Tour: Great Wall	Free Time	
		Tour Lunch					

Synopsis for the Sessions

TOPIC 1: BUSINESS MODEL INNOVATION IN DIGITAL ERA



Dr. TENG Bingsheng is Professor of Strategic Management at CKGSB and the Associate Dean for CKGSB Europe and Asia. He formerly served as a tenured Professor of Strategic Management at George Washington University (GWU), where he was a doctoral advisor and lead professor of the departmental doctoral program. His areas of expertise include Chinese firms' global strategies, entrepreneurship and innovation, M&A, strategic alliances and strategic management.

PROF. BINGSHENG TENG

PhD, City University of New York
Professor of Strategic Management
Associate Dean for Asia and Europe

TOPIC 2: THE FUTURE OF RETAIL: EXPERIENCE AND LESSONS FROM CHINA



Dr. JING Bing is an Associate Professor of Marketing at CKGSB. He earned his PhD 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 line design and pricing, product differentiation, word-of-mouth marketing, etc. His areas of expertise include e-commerce, product customization, product Differentiation, product line design and pricing and word of mouth marketing.

PROF. BING JING

PhD, University of Rochester
Associate Professor of Marketing

TOPIC 3: ENTREPRENEURSHIP & INNOVATION IN CHINA



Dr. LIU Jing is Professor of Accounting and Finance at CKGSB. Prior to CKGSB, he was tenured professor at UCLA's Anderson School of Management. At CKGSB, Dr. Liu has played multiple roles for school building. He is the Chairman of the first democratically elected Faculty Executive Committee, former Chairman for the school's alumni association and its development foundation. He oversees CKGSB's flagship DBA program as well as its highly acclaimed accelerator for startup companies. From 2008 to 2015, he also guided the school's finance, HR and IT functions. Dr. Liu serves as a director on the boards of several large Chinese as well as international companies. He also consults widely on management and investment issues. His areas of expertise include corporate finance, economic reforms, financial accounting, investments and real estate.

PROF. JING LIU

PhD, Columbia University
Professor of Accounting and Finance
Associate Dean for DBA and CKGSB Chuang Community
Academic Director for DBA

TOPIC 4: CHINA'S TRANSFORMATION AND ITS GLOBAL IMPLICATIONS



Dr. XIANG Bing is the Founding Dean and Professor of China Business and Globalization at CKGSB. He has been an independent board member of a number of companies (including two Fortune Global 500) listed in Hong Kong, Chinese mainland and the US. He also served as a member of board of trustees for United Way Worldwide (US), the largest private charitable organization in the world. Dr. Xiang's research interests include state and business relations, reform of state-owned enterprises, innovation and the role of the private sector in China. He is a leading authority on Chinese business, innovations in China, globalization of Chinese companies and global implications of China's transformation. His writings and cases on these subjects are considered among the most influential in China. Dr. Xiang has served as keynote speaker at many influential forums and conferences around the world. He is also a regular speaker of World Economic Forum, Bo'ao Forum for Asia, Saint Petersburg International Economic Forum, Fortune Global Forum, the Economist Innovation Summit etc.

PROF. BING XIANG

Founding Dean
Professor of China Business and Globalization

Company list for visits:



Lenovo

Lenovo Group Ltd. or Lenovo PC International, often shortened to Lenovo, is a Chinese multinational technology company with headquarters in Beijing, China and Morrisville, North Carolina.[4] It designs, develops, manufactures and sells personal computers, tablet computers, smartphones, workstations, servers, electronic storage devices, IT management software, and smart televisions. Lenovo is the world's largest personal computer vendor by unit sales since 2013. It markets the ThinkPad line of notebook computers, IdeaPad, Yoga and Legion lines of notebook laptops, and the IdeaCentre and ThinkCentre lines of desktops.



Alibaba

Alibaba Group Holding Limited is a Chinese multinational e-commerce, retail, Internet, AI and technology conglomerate founded in 1999 that provides consumer-to-consumer, business-to-consumer and business-to-business sales services via web portals, as well as electronic payment services, shopping search engines and cloud computing services. It owns and operates a diverse array of businesses around the world in numerous sectors, and is named as one of the world's most admired companies by Fortune. It is one of the top 10 most valuable and biggest companies in the In January 2018, Alibaba became the second Asian company to break the USD 500 billion valuation mark, after Tencent.



Tian'anmen Square

Tian'anmen was the main gate of the imperial city of Beijing in the Ming and Qing dynasties. It was built in the 15th year of the Ming dynasty (1417). Its first name was "chengtianmen", which means "to be transported by heaven", and was changed to Tian'anmen in the Qing Dynasty. The Tian'anmen Square covers an area of 440,000 square meters and is the largest city square in the world.



Palace Museum

Established in 1925, the Palace Museum is located in the imperial palace of the consecutive Ming (1368-1644) and Qing (1644-1911) dynasties at the center of Beijing. The magnificent architectural complex, also known as the Forbidden City, and the vast holdings of paintings, calligraphy, ceramics, and antiquities of the imperial collections make it one of the most prestigious museums in China and the world. In 1961, the State Council designated the former imperial residence as one of China's foremost-protected cultural heritage sites, and in 1987 it was listed as a UNESCO World Heritage site.





Hutong

Hutongs are a type of narrow street or alley. The term "hutong" is of Mongolian origin, meaning "water well". In Beijing, hutongs are formed by lines of "siheyuan", traditional courtyard residences. They were first established in the Yuan Dynasty and then expanded in the Ming and Qing dynasties.



The Summer Palace

The Summer Palace was the imperial garden in the Qing Dynasty. Its landscape, dominated mainly by Longevity Hill and Kunming Lake, covers an area of 3.08 square kilometers, three quarters of which is under water. Its 70,000 square meters of building space features a variety of palaces, gardens and other ancient-style architectural structures. The Summer Palace is a monument to classical Chinese architecture, in terms of both garden design and construction, and was included on UNESCO World Heritage List in December 1998.



Simatai Great Wall

Simatai Great Wall is a section of the Great Wall of China, located between Miyun county and Luanping county, Hebei Province. It is the most dangerous section of the Great Wall, the east of Wangjing Tower, the west to the back of sichuan mouth, with a length of 5.4 kilometers.



Contact Information

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