



长 | 江 | 商 | 学 | 院
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

Cheung Kong Executive Education 2011

China Country Manager Program



A NEW GENERATION

BUSINESS SCHOOL

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中国势 长江智

CHINA TRENDS AND OPPORTUNITIES
CHEUNG KONG KNOWLEDGE AND INSIGHTS

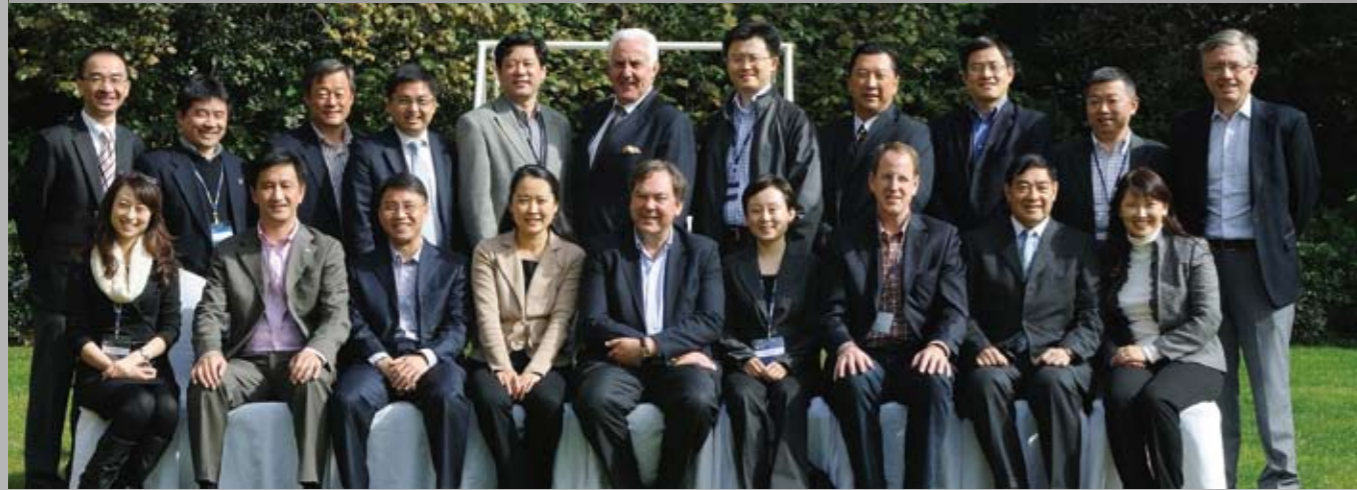
慧聚长江求新知



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Program Overview



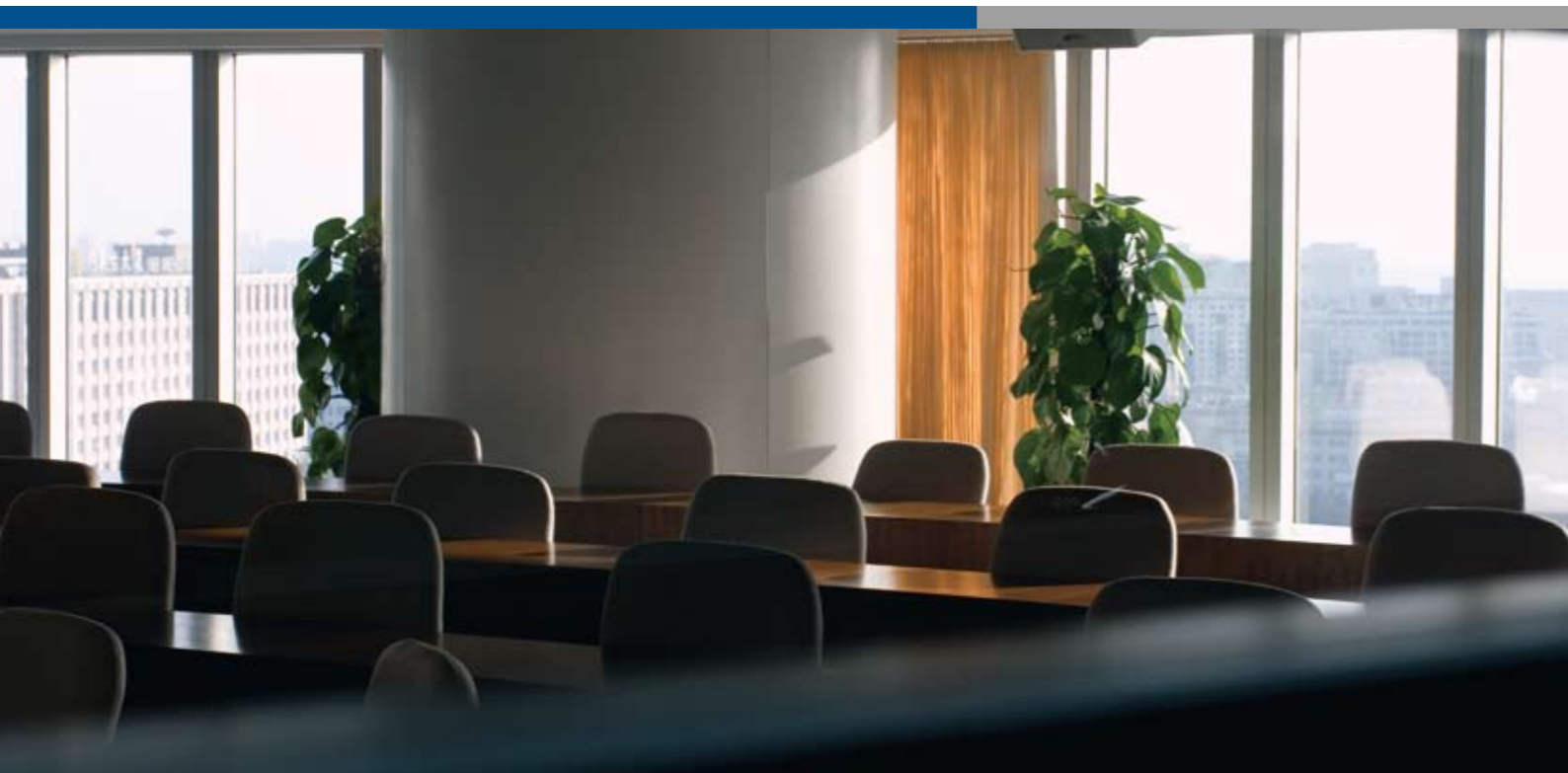
Multinational companies that entered China over the past two decades have achieved great success, growth and local knowledge. Just as multinational companies complete their entry into all sectors of the China market, economic growth patterns in China are undergoing drastic shifts creating new challenges.

How to compete against and cooperate with indigenous companies in the emerging market? What leads to a successful acquisition and alliance in Chinese industrial integration? How to position the China section within a global company? How to react to changes in Chinese macro-economy and policy?

Designed for key leaders of multinational companies in China including presidents, CEOs, and general managers, the China Country Manager Program will tackle these issues from all angles. Through direct interaction with Cheung Kong professors, Chinese government officials, Chinese CEOs, and other multinational company professionals, you will come to understand Chinese economic development. You will gain insight on Chinese macro-economic policy and industrial trends, grasp the positioning of Chinese companies in the global industry value chain, learn how Asian values affect Chinese business practice, and develop the strategy needed to compete and cooperate with Chinese companies.

Program Participants

The China Country Manager Program is designed for top managers in multinational corporations operating in China and the Asia Pacific region, including presidents, CEOs, and general managers. The program will also benefit senior executives who are assigned to China and who need to learn about Chinese and regional markets to frame their business strategy.



Course Structure

Macro Level – Global Economics, China’s Policy Environment and Market Opportunities for MNCs
Beijing, September 22-23, 2011 (2 days)

- Developments in major global economies and the related impact on multinationals
- Outlook on China’s economy and policies
- Orientation of China’s monetary policies
- Sustainable development and commercial opportunities in China
- New developments for multinationals in China

Corporate Level – Strategies for Multinational Companies in Emerging Markets and Responses to China’s Challenges

Shanghai, November 9-11, 2011 (3 days)

- New trends for overseas investment in China
- Strategies for cooperation with Chinese companies
- M&A strategies
- How to better communicate China opportunities to headquarters
- How to better plan one’s personal career path

Individual Level – Cross-Cultural Conversation and Leadership Development
Sanya, January, 2012 (2 days)

- Cheung Kong Annual Forum
- CEO Forum - At Home and Abroad
- CEO leadership models and organization development in China and abroad
- Concluding session

Program Benefits

- Understand key characteristics of Chinese economic development
 - Understand Chinese monetary, industrial and foreign enterprise policies
 - Position Chinese industries in global industry value chains and explore challenges for multinationals
 - Gain insight into the development of major world economies and the global strategies of Chinese firms
 - Learn more about the opportunities and challenges created by China's quest for a sustainable future
 - Discuss new challenges faced by multinationals in China and when they occur
-
- Explore strategies for competing and collaborating with Chinese state-owned enterprises and private enterprises
 - Know how to successfully implement M&A and enterprise reorganization
 - Understand China's financial and investment environment so as to be able to set corporate financial strategies used in China
 - Consider new trends in overseas investment in China
 - Analyze coordination between local and headquarter-level strategic development
-
- Compare leadership models in Chinese and foreign enterprises, so as to best develop executives in multinationals working in China
 - Interact with CEOs from China's leading enterprises
 - Learn how to promote your company's China strategy while developing your own career



MODULE 1

September 22-23, 2011, Beijing (2 Days)

Macro Level – Global Economics, China's Policy Environment and Market Opportunities for MNCs

Global Perspectives: Development in Major Global Economies and The Related Impact on Multinationals

- Globalization of the Chinese companies and ramifications for MNCs
- Positioning of Chinese industries in the global industry value chains
- How Chinese firms will transform global competition

Outlook on China's Economy and Policies

- China's role in the world economy: past, present and future including demographics, resources and environment
- Political economy: how China's regional and political structure provides mechanisms and incentives to support fast growth in the face of risks
- Macro imbalances between China and the US: Role of multinationals and tax havens, implications for long-term stability
- China's economic policy and corporate strategy



How China's Macro-Economic Policies Affecting the Development Environment for Major Industries and MNCs

- China's economic growth trend and policy prospect
- Domestic and international macro economic policy
- New Trends in the next year

New Challenges and Opportunities For Transnational Corporation in China

- Transformation to global corporations—the new development trend of MNCs
- New development trends of MNCs in China
- Fierce Challenges Facing MNCs in China
- Advice to MNC Development in China

MODULE 2

November 9-11, 2011, Shanghai (3 Days)

Corporate Level – Strategies for Multinational Companies in Emerging Markets and Responses to China's Challenges

Strategies For Coop-tition with Chinese Companies

- How are Chinese firms going to transform global competition
- Understanding Chinese firms as potential customers, suppliers, partners and competitors
- What are their strategies, why do they behave in such a way, and what are their strengths and weakness
- What should incumbent MNCs do

M&A Strategies

- Valuation and cost of capital issues
 - Capital Asset Pricing Model (CAPM)
 - Weighted Average Cost of Capital (WACC)
 - Basics of valuation
- Mergers & Acquisitions
 - Payment options
 - Negotiations
 - Computation of the gains
 - Takeover defences



New Trends for Overseas Investment in China

- From transnational corporation to global corporation
- New trend of foreign Investment
- Shanghai as a hub for foreign Investment in China

How to Better Communicate China Opportunities to Headquarters and Better Plan one's Personal Career Path

- Communicate with headquarters
- Leadership and competence
- Personal career planning
- Developing and executing corporate strategy
- Maintaining a healthy eco-system within the organization
- Positioning and establishing the public image and public relations of the organization
- Examples of success and failures

MODULE 3

January 2012, Sanya (2 Days)

Individual Level - Cross-Cultural Conversation and Leadership Development

Sanya Forum/Multinational Roundtable

- 2012 Cheung Kong Sanya Forum, which brings together influential business leaders to discuss current challenges
- Multinational Roundtable discussions

CEO Dialogue

- Dialogue with CEOs from China's leading enterprises
- Panel discussion with successful China Country Managers



CEO Leadership Models and Organization Development in China and abroad

- Are “China’s Champions” Prepared to Compete at a “World Class” level?
- Do the leaders of China’s Champions possess the key strategic leadership skills necessary for competition at a world class level?
- What are the common problems facing the leading companies in China and leaders of China’s companies?
- Growing Pains and Organizational Effectiveness of China Fast Growth Companies Vs. USA Average
- Taking your own leadership capabilities and your company’s capabilities to the next level

Key Professors

According to the surname pinyin sequence



Chen, Dongqi | PhD., Chinese Academy of Social Sciences

Chen Dongqi has a doctorate in economics and is a researcher and doctoral mentor. He serves as the Associate Dean of the Macro-Economics Research Institute of the National Development and Reform Commission. He was the Superintendent of the Economics Research Institute of the former Planning Commission of the State from 1999 to 2003. He was the Associate Dean of the Graduate School of the Chinese Academy of Social Sciences from 1994 to 1999. He became an assistant bureau level cadre of the Scientific Research Bureau of the Chinese Academy of Social Sciences in 1993. Dr. Chen was the Associate Director of Macro-Economics Office of the Economics Research Institute of the Chinese Academy of Social Sciences from 1988 to 1993. He did postdoctoral research at the University of California, Berkeley, from 1992 to 1993. He was recognized as an outstanding student in the Harvard University's economics department from 1989 to 1990. He was recognized as the Prominent Contribution Expert of the Chinese Academy of Social Science in 1997. He gained his doctorate from the Graduate School of the Chinese Academy of Social Sciences in 1991. Dr. Chen won the Sun Yefong Economics Prize in 1990 and 1992 and has been an expert entitled to special government allowance since 1992.

Leslie YOUNG | PhD., Oxford University

Dr. Young is Chair Professor of Finance at the Chinese University of Hong Kong, one of three chaired professors at Business School of the Chinese University of Hong Kong, which includes 120 faculty members. He teaches monetary economics, capital markets, options and futures. He is currently Executive Director of the Asia-Pacific Institute of Business, and senior editor of the American Economic Review.

Born in Guangzhou, China, Prof. Young received his B.Sc. and M.Sc. from Wellington University, New Zealand, and a Ph.D. degree from Oxford University. Before coming to Hong Kong, he was V.F. Neuhaus Professor of Finance and Professor of Economics at the University of Texas at Austin. His fields of interest are international finance, political economy, and corporate governance. Prof. Young is well-known in international trade, international finance, and financial economy. He has published over forty academic articles in leading professional journals such as the Review of Financial Studies, the American Economic Review, Finance and Decision Making, China's Financial Market, Pacific Economic Review, Managerial & Decision Economics, and the Journal of International Trade and Economic Development. He was the author of "Black Hole Tariffs and Endogenous Redistribution, The Hong Kong Securities Industry and China's Financial Market", and co-author of The China Securities Manual.



Key Professors

According to the surname pinyin sequence



Saar, Shalom Saada | Ph.D., Harvard University

Saar has trained executives on leadership effectiveness and implementation strategies. He has managed executive education for universities and corporations, and developed workshops on managing change, motivating and influencing others, thinking strategically, and leading in adverse environments. In addition to teaching at MIT, Shalom has taught at the Harvard University, State University of New York, University of Hartford, Southern Methodist University Luiss University in Italy and Loyola College. Saar has presented papers on leadership development and has been a speaker at civic, industry, and professional associations throughout the United States and abroad. He has worked with various companies on articulating strategic direction, identifying core competencies, designing and delivering learning initiatives, and providing coaching to executives. His clients have included global corporations, government agencies and non-profit organizations.



Peter Williamson | Ph.D., Harvard University

Peter Williamson is Professor of International Management at the Judge Business School, University of Cambridge, and Fellow of Jesus College Cambridge. A British national, with a first degree in economics, Peter's business career began in banking with Merrill Lynch in London, Singapore and New York. He went on to complete his Ph.D in Business Economics at Harvard University in 1984. This was followed by four years with The Boston Consulting Group. In 1990 he became Dean of MBA Programmes at London Business School, followed by an appointment as Visiting Professor of Global Strategy and Management at Harvard Business School. Peter was then ten years as Professor of International Management at INSEAD's Euro-Asia Centre, initially in Fontainebleau and then in Singapore. Peter has acted as consultant on business strategy, mergers and acquisitions, and international expansion. to numerous companies, governments and international organisations throughout the Asia-Pacific region as well as in Europe and North America. He has experience in China since 1983, assisting numerous multinationals and joint ventures, and more recently, Chinese companies venturing abroad.

Key Professors

According to the surname pinyin sequence



Teng, Bingsheng | PhD., City University of New York

Teng Bingsheng is an Associate Professor of Strategic Management at Cheung Kong GSB and an Associate Professor of Strategic Management with tenure at George Washington University (GWU). He is doctoral advisor and lead professor of the departmental doctoral program at GWU. His current research and teaching focus on strategic alliances, M&A, entrepreneurship and innovation, and Chinese firms' global strategies. He has published over 20 articles in leading academic journals, including Academy of Management Review and Organization Science. He is an authority on strategic alliances, and has been interviewed by media organizations, including the Wall Street Journal and the Washington Post. His research is in most text books on strategic management. Dr. Teng is a member of the Academy of Management and serves on the editorial board of International Entrepreneurship and Management Journal. He has received awards for his research, including GWU's School of Business Wendell and Louis Crain Research Scholar. His bio appears in the Who's Who in America and Who's Who in American Higher Education.

Wang, Wei | PhD., Fordham University

Wang is adjunct professor of finance at Cheung Kong. He received his Ph. D. in economics from Fordham University in 1992. He is the chairman of the China Mergers & Acquisitions Association (CMAA) and founder of China M&A Group. He was the executive vice president of China Southern Securities Co. Ltd. (1992-96) and chairman of China M&A Management Holding, Inc. (1997-2006). He has given a series of lectures on corporate restructuring and M&A for the EMBA students at CEIBS, Peking University, Tsinghua University and Yale. Wang has extensive experience in corporate finance, M&A, and public offerings. He has led and supervised IPO underwriting for over 40 Chinese companies in both the domestic and overseas markets. He has also consulted on IPOs, restructuring, financing, and M&A for many leading companies in China.

Wang serves as an independent director for three listed companies and as economic advisor for several ministerial and provincial governments in China. He has worked with such companies as Nomura Securities, the World Bank and the Chemical Bank of New York.



Key Professors

According to the surname pinyin sequence



Wang, Zhile | Director, Research Center on Transnational Corporations, Ministry of Finance and Commerce

Wang Zhile is the director of the Research Center on Transnational Corporations at the Chinese Academy of International Trade and Economic Cooperation (CAITEC) under the Ministry of Finance and Commerce. He is also Dean of Beijing New Century Studies on Transnational Corporations, Vice President of China Group Companies Promotion Association, and Vice President of IAC Committee of Foreign Investments. He is also a special research fellow at the Foreign Economy & Trade and International Finance Research Center at the Chinese Academy of Social Sciences. He has earned expert certificates and receives special allowances from the State Council. Since 1993, Director Wang has carried out research on bilateral investment between China, German, Japan, Korea, Singapore and the United States. He has studied the representative offices in China of over 80 transnational corporations and over 400 joint ventures. This research formed the basis for dozens of reports and publications on the world economic regionalization and globalization, transnational corporation investment in China, and transnational corporate strategy and management, corporate responsibility, and sustainable development.

Xiang, Bing | PhD., University of Alberta

Xiang Bing earned his Bachelor of Engineering from Xi'an Jiaotong University and his Ph.D. in Business Administration from the University of Alberta. His fields of specialization include comparative corporate systems, corporate governance, the transition and management of state-owned enterprises, private enterprise business models, and corporate competitiveness in emerging markets. Prior to becoming dean at Cheung Kong GSB, Dr. Xiang pioneered the Executive MBA program at Peking University's Guanghua School of Management and served on the faculty at Hong Kong University of Science and Technology. Dr. Xiang speaks and writes frequently on the challenges of globalization for Chinese firms, as well as analyzing broader trends in Chinese business and the economy. A highly sought after consultant on management issues, Dr. Xiang is also a noted scholar and public intellectual whose research has appeared in both peer-reviewed academic journals like Contemporary Accounting Research and mass-media publications like Far Eastern Economic Review. He also serves as an independent board member for a number of Hong Kong/Mainland and US-listed Corporations.



Key Professors

According to the surname pinyin sequence



Zeng, Ming | PhD., University of Illinois at Urbana-Champaign

Dr. Zeng is professor of Strategy at Cheung Kong Graduate School of Business. He formerly taught at the China-Europe International Business School (CEIBS) and Guanghua School of Management, Peking University. Dr. Zeng has conducted extensive research on e-commerce, strategic alliances, mergers and acquisitions, and strategy of globalization. He enjoys a high reputation both in China and abroad for his strategic management expertise. For many years he has been devoted to the study of how Chinese enterprises develop, a field in which he has produced extensive original research. Dr. Zeng works closely with leading Chinese companies including Haier, Legend, and TCL. His case study on Haier's acquisition strategy won the prestigious Pedro Nueno prize of the 2000 European Foundation for Management Development (EFMD) Case Competition. His research paper, "The Hidden Dragons" was recently published by Harvard Business Review and was cited by many magazines and institutions on enterprises in emerging markets. Dr. Zeng's research has been highlighted in the Wall Street Journal and The Economist. He is now a member of the Management Association and International Commerce & Management Association.



Student Voices

The China Country Manager Program helps us to understand key issues in operations in China and gain first-hand knowledge of China's tremendous economic achievements. Co-lectured by government officials, world-class professors and experienced managers working in China, this program provides a wealth of business knowledge.

—Sandeep Bahl
General Manager, Delta Air Lines and Northwest Airlines China

The China Country Manager Program by Cheung Kong GSB is well designed to meet its objectives, and I found the quality of guest speakers top-notch. The sessions where CEOs from different industries share their experience in China taught me a lot about how to effectively tackle the unique challenges in the country.

—Amy Huang
VP & Area Director China/HK
GlaxoSmithKline (China) Investment Co., Ltd

This is arguably one of the best executive training programs I have attended. The professors are first class. I learnt as much from the professors as from fellow students who help bring real life examples to our discussions.

— Wang Hanhua
Country Manager, Amazon Information Service Co., Ltd

The Country Manager program is a well-designed program, covering several China relevant and current topics and issues. There is a high level of interaction with lecturers and participants, ensuring good sharing of experiences and ideas. I would recommend the Country Manager program to both new and experienced Country Managers.

—Fabian Wong
CEO Greater China, Philips Consumer Lifestyle



Some excellent talks by guest speakers. A lot of good information on macro-economics. Invaluable interaction with the other participants. The networking with other country managers will be useful for years to come.

—Enshan Sheng
Country Manager China, Huntsman Polyurethanes (China) Ltd

Cheung Kong's social network is incomparable in China, and includes executives from multinationals operating in China, Chinese government advisers, and leading scholars. Far outperforming other business schools in China in this respect, Cheung Kong's unique network is destined to continue to grow in years to come.

—Stephan Titze
General Manager Syngenta (China) Investment Company

The balance of academic research, real-life case studies and sessions with China government leaders has enhanced my understanding of China and our dynamic business environment. This knowledge has made it easier to make crucial business decisions as well as opened a network of classmates and speakers/professors from which to seek input. The diversity of industries represented was valuable, yet we all had similar business concerns. This led to valuable discussions. Reflecting on the year I am very impressed with the emphasis that emerged on principled leadership. I'm proud to be a China Country Manager Program graduate.

—Gail Heck-Sweeney
General Manager, Agilent Technologies, Inc.

The China Country Manager Program is a great platform for senior executives from diverse industries and cultures, where we could not only learn knowledge, share discussions and insights, but also make friends. My best wishes to Cheung Kong!

—Edward Lu
Montblanc China President



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长江商学院简介

Cheung Kong Graduate School of Business



Opened in Beijing in November 2002 by billionaire philanthropist Mr. Li Ka-shing, Cheung Kong Graduate School of Business is China's first private, non-profit, and independent business school.

The Cheung Kong GSB mission is to generate world-class insight on management theory and practice, and to develop world-class business leaders for China and beyond.

Headquartered in Beijing with campuses in Shanghai and Shenzhen, Cheung Kong GSB offers MBA, EMBA, and Executive Education Programs.

A global leader in business education innovation, Cheung Kong GSB is a new-generation business school for a new generation of business leaders.

THE CHEUNG KONG DIFFERENCE

World Class Faculty

At Cheung Kong Graduate School of Business our greatest strength is the growing number of world class professors who have joined us in Beijing from the faculties of schools such as Wharton, Stanford, INSEAD, NYU, and Yale. Cheung Kong professors serve on the editorial boards of the most influential journals including the American Economic Review and Marketing Science, and publish research in top academic journals at rates comparable with those of top 20 business schools worldwide. Cheung Kong faculty, largely born and raised in China before being educated by some of the best schools in the West, understand the intricacies of Chinese commerce. Their ability to see the world from both Western and Chinese perspectives combined with their research on Chinese companies and their interactions with Chinese executives uniquely positions them to help Westerners understand China.

China Insight and Original Research

How to compete in the China market constitutes a key to future success for many corporations. Despite this fact, the body of knowledge on the dynamics of competition and collaboration in China remains rudimentary. Cheung Kong GSB students

enjoy a China-relevant curriculum that includes strategy courses on the Globalization of Chinese Companies, finance courses on Chinese Capital Markets, and leadership courses on Confucian Humanism. Cheung Kong faculty lead classroom discussions on the dynamics of competition and collaboration in China as well as the global ramifications of the rise of Chinese companies, drawing on China-focused case studies that highlight our China research and the unique perspective of our faculty on doing business in China.

Greater China's Most Powerful Alumni Business Network

The Cheung Kong faculty is matched by our student body of top executives on the front lines of Chinese business. The spirited classroom discussion that occurs when these two forces are matched generates original knowledge and thinking on Chinese business and fosters a sense of loyalty and bonding that extends throughout the alumni network. Cheung Kong GSB stands out as the preferred learning platform for the most influential figures in China business, including Jack Ma of Alibaba, Jason Jiang of Focus Media, and Fu Chengyu of CNOOC. With over 2,000 graduates, the Cheung Kong Alumni Network is developing into the most powerful in the region.

Innovative Programs for Business Leaders

The business school of choice for prominent business leaders, Cheung Kong GSB designs path-breaking programs in executive education. The China CEO Program, conducted with LBS, IMD, INSEAD, Columbia, and Wharton, brings together a prestigious list of Chinese executives. Korean and Indian CEO Programs bring top Korean and Indian executives to China to round out the Cheung Kong CEO Series.

Bringing the Humanities into the Business School Curriculum

Cheung Kong GSB takes a holistic approach to business education, leading out in the integration of the Humanities directly into the business school curriculum. We teach history and religion in an effort to nurture future business leaders with "heart and soul" who are able to leverage knowledge and managerial talent at the global level. The Cheung Kong GSB curriculum includes a human dimension that helps future business leaders to live enriched lives.

Cheung Kong Executive Education

Vision

Cheung Kong Executive Education strives to be a valuable learning partner for executives and organizations aspiring to achieve at the highest level.

Cheung Kong Graduate School of Business offers a wide range of Executive Education programs that draw on real-world expertise and solid research. Held at our Beijing, Shanghai and Shenzhen campuses, our programs blend best practices in management and leadership with special insight into collaboration and competition in China.

Bringing innovation to established best practice, Cheung Kong GSB designs and delivers Executive Education Programs including advanced courses tailored to chief executives and high/mid-level courses for senior managers; courses can be sector-specific or integrated across industries. These programs effectively help enterprises and management gain in-depth insight into leadership in management in China, refreshed mindsets and enhanced competency in integrated management.

Nearly 10,000 business executives have studied at Cheung Kong. Adapting to changing global business patterns and China's economic rise, Cheung Kong Executive Education keeps abreast to change, offering practical courses that integrate wisdom from home and abroad. Our aim is to develop humane business leaders with true vision. Executive Education Courses serve as a platform for



executives and entrepreneurs to enjoy life-long learning, communication, and interaction.

Cheung Kong Executive Education features:

▪ Excellent Faculty

Professors deeply understand domestic realities and the challenges faced in integrating China operations with global operations

▪ Original Research

Focused on emerging markets, our cutting-edge research guides change in your corporate practices

▪ Innovative Programs

Aligning strategies and tactics with international trends, our programs challenge you to develop original thinking

▪ Resource Sharing

We help you to integrate global resources to develop new perspectives

▪ A New Platform

Cheung Kong courses facilitate ongoing communication and foster professional friendships

Top Program(subject to invitation) -----

Chinese CEO Program, Financial CEO Program

“China CEO Program” and “Finance CEO Program” offered by CKGSB integrate the world’s top faculty resources and resort to the cultural heritage of eastern and western history. Nurturing original Chinese business thinking with a forward-looking target, CKGSB is committed to churning out world-class CEO for the Chinese society. In the year of 2011, CKGSB continues to join hands with Columbia Business School (CBS), London Business School (LBS) and Switzerland International Management Development School (IMD) to expand and enrich its programs based on its past success. From the perspective of strategy, innovation, finance, leadership and cultural spirit, CKGSB will help Chinese entrepreneurs to read through global economic development, compare developed markets with emerging markets represented by BRIC, fully understand the status quo, opportunities and development path facing Chinese enterprises, learn European, US and Asian geopolitics, economy and trade policies and discuss global industry development.

Since its incepting six years ago, “China CEO Program” and “Finance CEO Program” of CKGSB have attracted more than 200 Chinese business leaders. Its tailored courses consist of cutting-edge management knowledge, one-on-one leadership tutoring and mental motivation model building, which have been highly recognized by students. At the same time, students in “China CEO Program” and “Finance CEO Program” will have a chance for trans-industry communication within the 14 weeks of learning, enjoying rich extracurricular activities arranged by the school and priceless communication and learning platform.



International Cooperation Program -----

CKGSB-Columbia Business School(CBS)-Value Investing Program **New!**

Cooperation between CKGSB and Columbia Business School

Warren Buffet, the world-renown investment genius, when he was in Columbia University, was a student of Benjamin Graham, the founder of “Value Investing School” and the “Dean of Wall Street”. In his impeccable investment track record, “value investing” has always been an investment theory he was backing.

In 2011, as the cradle of Graham and Buffet and the birthplace of “value investing” theory, Columbia University will join hands with CKGSB for a top faculty team for the value investing program. The four-day unique program will teach students advanced investment theory and practice currently adopted by the most successful investors and explain in-depth value investing theory and essence. Through this program, students will have a systematic and deep understanding of value investing theory and know how to apply value investing in China.

Global Strategies for MNCs: China **New!**

Cooperation between CKGSB and Columbia Business School

Cooperation between CKGSB and Spain IE Business School

Cooperation between CKGSB and FDC Business School

Emerging markets represented by China have become the focal point for MNCs’ global strategy. “Global Strategies for MNCs: China”, a program of CKGSB in cooperation with Columbia Business School, Spain IE Business School and Brazil FDC Business School, is based on CKGSB’s clear understanding of the Chinese culture and the original theories obtained from the research on local practice. Combining the western perspective of its overseas partners, the program will help leaders in MNCs deeply understand the market opportunities in China from the perspective of Chinese emerging market features, Chinese policy environment analysis, China financial market, competition and cooperation of foreign and Chinese enterprises. Participants will learn how to compete and cooperate with SOEs and private enterprises in China, an emerging market, to set up better global strategies.

CKGSB-Columbia Business School (CBS)- Executive Leadership for CEOs **New!**

The world's economic situation changes quickly. Domestic and foreign enterprises are in tough competition. In order to deal with global competition, the Chinese enterprises have to enhance their competitiveness. Leadership decides the success of an enterprise. In 2011, CKGSB updated its "Executive Leadership Program" again. Based on its mature program system, CKGSB opened overseas learning module together with Columbia Business School. This program analyses in detail the world's cutting-edge management concepts and provide CEO, general managers and business executives with practical knowledge based on its rich experience in global management and a perspective from the core steps in corporate governance. The program will help executives establish Forward-looking strategic vision and a new mode of thinking, improve personal leadership and mental motivation model so as to realize the leap from being excellent to being outstanding.

Core contents:

- Corporate Transformation, Strategy Innovation and Sustainable Development
- Merger, Acquisition and Corporate Restructuring
- Building Entrepreneurs' Mental Motivation Model
- Corporate Governance and Risk Management
- Leadership Innovation and Strategic HR Management
- Financial Markets and capital operation
- Risk Management and PR

Advanced Management for CFOs

In the face of the rapid development of local companies and changing global patterns brought on by the financial crisis, corporations must re-engineer their internal organizations and actively consider opportunities for cross-border M&A. Chief Financial Officers are finding it necessary to sharpen their knowledge and competence in order to adapt to these corporate developments. In 2010, Cheung Kong will launch a new Senior Management Program for CFOs, focusing on efforts to comprehensively update knowledge structures for CFOs. This will help CFOs to develop sharpened strategic vision, enhance their competence in capital operations and risk control, and develop leadership skills, so as to become effective partners to their CEOs.

Wealth Management Program **New!**

With the booming of private enterprises in China in the past 30 years of reform and opening up, private entrepreneurs have accumulated enormous wealth. However, there is a business cycle in almost every industry, so how to find a way to maintain or increase the value of the wealth? There are different stages in one's life, how to plan for a better and wealthier life? There are generation successions within one family. But how to carry on wealth to the next generations? Wealth creation is just the beginning of its life. Entrepreneurs who have successfully created wealth are facing a more important question: how to manage, develop and carry on wealth? In 2011, CKGSB Executive Education kicks off Wealth Management Program. Drawing on wealth management experience of time-honored families, the program will help the Chinese entrepreneurs embark on a new era of wealth management.

Core Contents:

- Wealth goals and management in life
- Financial markets and wealth strategy
- Private equity investment and venture capital fund
- M&A and non-traditional investment

HR Management: New Perspective **New!**

New trends apparently pop up in the new stage of HR management. HR executives who once worked in business departments are more likely to succeed. They are not rigid and approach HR work from a more business-oriented perspective based on their deep understanding of business and strategies, promoting HR work to a new height. Facing this reality, HR managers who only master the knowledge of talents training and organizational development will face great challenges. What they urgently need to do is to be able to think out of the box and approach HR management not only from its own perspective. In 2011, CKGSB perceives the urgent need for HR management from companies and kicks off New Horizons in HR Management with top qualified faculties. This program abandons the approaches of focusing only on “methods” in traditional HR management programs. It goes deeper into HR management from a brand new perspective while getting rid of all trivial details.

Core Contents:

- Setting up Business Innovative Strategies and Its Implications for HR
Innovating Leadership
- Corporate Finance Style and HR Management
- Economic Thinking of HR Management



High-Potential Executives Program **New!**

To guide a company into a brand new development stage, the personal strength of a leader is not enough. More talents are needed. As high-potential leaders of a company, their knowledge in the fields of strategy, finance, capital operation, marketing and HR management, their leadership capabilities decide whether they can understand the strategic planning of a company, comprehend the intent of the leadership's decision-making, review their own responsibilities from the perspective of overall development and make execution effectively and precisely so as to become the engine for future growth of the company. In 2011, CKGSB kicked off High-Potential Executives Program designed for leaders with high potentials. While updating knowledge structure, the program will enhance personal leadership and educate management genius for companies.

Core contents:

- Setting up Corporate Innovation Strategy
- Management Financial Statement Analysis
- Corporate Finance and Capital Operation
- Strategic Marketing
- Strategic HR Management
- Leadership Innovation
- From Entrepreneurial to Professional



Advanced Management in the Service Industry **New!**

With the transformation from an investment-driven economy to a consumption-driven one and the further development of urbanization, service industry, an industry closely related to people's daily life, will be sure to witness the golden time for rapid development and huge market potentials. Market changes will lead to industry restructuring. Enterprises in service sector will face more fierce competition home and abroad, ranging from product to service, marketing to operating, employee to capital and business models to innovation strategy. Competition will penetrate to every level of corporate management and expand vertically and horizontally. Based on a deep understanding of opportunities and challenges facing the companies, CKGSB in 2011 developed Service Industry Executive Management Program with the most target-oriented content, drawing on global experience and focusing on features and internal needs of service enterprises.

Core contents:

- Strategy and Business Model Innovation of Service Enterprises
- Service Marketing under the New Situation
- Chain Operation and Brand Management
- Service Operation: Quality Improvement and Standardization
- Consumer Psychology and Consumer Behavior
- HR and Employee Incentives
- Capital Operation and Rapid Development of Service Enterprises
- From Entrepreneurial in Service Sector to Professional

Advanced Management in Real Estate

Specially developed for domestic real estate executives, this program will help participants gain overall insight into macro-economic policies and developmental trends in China's real estate industry, to become familiar with cutting-edge theories and learn best practice in the global real estate economy, including strategy, finance and investing, marketing and sales and project management. The course will include both domestic modules and overseas modules in the US.

Communication and Creative Industry Executive Management Diploma Program

The program is designed to identify developmental trends in the Chinese and global media industries, to examine the current state of China's media industry from a global perspective and to systematically introduce advanced management concepts and best hands-on experience in the field. Students will have the opportunity to deliberate on innovative approaches to media management. The program will develop outstanding professionals who are familiar with industry developments, and market-oriented operations and corporate management in the media sector.

Advanced Management in the Energy Sector

Integrating top professors from Harvard, Columbia and Cornell, experts from China's energy industry, core management from private enterprises, and senior government officials responsible for the relevant policy making, the CEO program for the energy industry will combine an overview of new energy developments and technological change with an international and forward-looking perspective on the topic. Firms that take up this practical program will be well positioned to benefit from the new energy revolution taking place in China today.



Classic Sinology Program **New!**

“Classic Sinology Program”, one in the series of Post-EMBA Cultural Program, has invited masters in religion, art, culture and philosophy to the religion resorts, such as Ling Mountain, Wuxi and Qingcheng Mountain in Sichuan, for the onsite lecturing. The program will be carried out in the form of learning, practice, meditation and many other ways. It will enable you a chance to indulge yourself in sinology and social practice, listen to masterminds and feel the sacred places. Business elites from different business schools will come together to make a comparison study of eastern and western culture searching for the spiritual cultivation, enhancing their humanistic qualities from dialogues among civilizations. Through participation in the course, students are expected to improve their understanding of the impact of Chinese thought and values on management practices, both within Chinese culture and in cross-cultural contexts, and thus will be equipped with relevant competence and understanding to integrate Chinese enterprises into the world.

Core contents:

- Sinology: Chinese Culture Roots
- Confucius: A learning Both Sound in Theory and Practice
- Buddhism: Transfer Knowledge to Wisdom
- Daoism: Law of Nature
- Zhouyi: Varying Nature
- Chinese Traditional Medicine: Physical and mental balance
- History: Take History as a Mirror
- Art: Ancient Melody and New Sounds

Selected Western Studies Program **New!**

“Classic Western Studies Program”, one in the series of Post-EMBA Cultural Program, covers the thoughts and knowledge in the fields of philosophy, politics, economics, law, aesthetics, literature, art and natural science in European and North American societies from ancient Greece. With the rich, well-organized and impeccable system, the program will help executives enhance their global vision and improve humanities, as well as their understanding of the impact of Western thought and values on management practices. Thus the participants will be equipped with relevant competence to integrate Chinese enterprises into the world.

Core contents:

- Western Civilization Evolution: Greece and Rome
- Interpretation of World Religions and Christian
- Jew, Islam and Other Religions
- Enlightenment and Modernity
- German Philosophy and Liberalism
- Post-Modernism
- Rise of Big Powers and History Evolution
- Renaissance and Western Art

Management Frontier Program -----

Innovation Strategy and Practice for Chinese Enterprises **New!**

Innovation has become an inevitable choice for enterprise development. This program focuses on the specific principle and pattern of innovation, how innovation influences industry dynamics and competition, how new business models come into existence and how enterprises realize disruptive innovation through new technologies. It will help participants combine macro strategies and micro organization behavior as well as technological innovation, understand the direction, player, path, form and perspective of innovation, make enterprises more innovative so as to realize more effective internal management, build innovation DNA (including technological innovation, process innovation and pattern innovation) and improve business leaders' understanding and application of innovation strategy and process.

Globalization Strategy and Practice for Chinese Enterprises **New!**

In an economically globalized world today, Chinese enterprises have to learn how to adjust themselves to the trend of globalization, deal with globalization on a global scale and seek resources and markets globally. The continuous innovation of business patterns in American enterprises, the process control in European enterprises, the advertence of Japanese enterprises and localization of Korean Enterprises are good examples of globalization to the world. What paths have those countries and enterprises that led the globalization taken before? What experience can Chinese enterprises learn from these successes? This program will start from globalization strategies and provide participates with the opportunities of sharing practical experience and lessons learned from those globalized Chinese ,Japanese, Korean and western companies through the discussion of the live cases. Chinese companies will be better equipped with the valuable experience when going global.

Sustainable Development for Chinese Enterprises **New!**

The world economy has entered a new business stage of sustainable development. While pursuing for growth and profit, companies are facing great social and environmental challenges. Those who only focus on short-term growth will run into a bottleneck. Sustainable development carries with great opportunities for development and is an important issue for further development of modern enterprises. In 2011, together with Sustainable Development Center of Cornell University, CKGSB kicks off “Sustainable Development of Chinese Enterprises Program” with a forward-looking vision. Based on the development status of Chinese enterprises and a sustainable future development in China, the program teaches brand new concepts of sustainable development and helps enterprises find clearer development path and greater opportunities in the trend of sustainable development.



Overseas Programs

Overseas programs offer leading international business school education to China-based executives, enabling participants to communicate face-to-face with global management experts, visit company headquarters of well-known large companies and learn from small and medium-sized enterprises. Overseas programs this year will include visits to Japan, Britain, France, Spain, and the United States.

Customized Courses for Business

In addition to the courses mentioned above, Cheung Kong Executive Education offers customized courses to meet the specific needs of the business community and provides enterprises with management training solutions that align with their business strategies, organizational development and innovation trajectories. Customized courses equip executives with the latest management knowledge and help enterprises build management communication platforms, and coordinate management philosophies and concepts in a relatively short period of time, so as to improve overall performance. The unique ‘action-learning’ project brings the learning process into daily work situations, assuring the most effective transfer of classroom knowledge into real world business.

The primary goal of these customized courses is to forge long-term partnerships with companies and enterprises from all industrial sectors. Course content and schedules (sessions and training duration) are flexibly scheduled according to client requirements. Cheung Kong customized course clients include leading state-owned and private enterprises, as well as multinational companies in China, including China CITIC Group, China Machinery Industry Corporation, Johnson & Johnson, Microsoft, Bayer Pharmaceutical, Philips, Huawei, Shell, Novartis, ABB, Lenovo, Digital China, Alibaba, and Li Ning.

In an economically globalized world today, Chinese enterprises have to learn how to adjust themselves to the trend of globalization, deal with globalization on a global scale and seek resources and markets globally. The continuous innovation of business patterns in American enterprises, the process control in European enterprises, the advertence of Japanese enterprises and localization of Korean Enterprises are good examples of globalization to the world. What paths have those countries and enterprises that led the globalization taken before? What experience can Chinese enterprises learn from these successes? This program will start from globalization strategies and provide participates with the opportunities of sharing practical experience and lessons learned from those globalized Chinese ,Japanese, Korean and western companies through the discussion of the live cases. Chinese companies will be better equipped with the valuable experience when going global.

Program Application

Tuition Fees

RMB 68,000, including tuition and fees for translation, interpretation, teaching materials, and case studies.

Application Procedure

Participation is by invitation only with a limited number of seats for open enrollment.

Application forms should be completed and faxed/mailed to Cheung Kong GSB 30 days before the program begins.

Program Contact

In Beijing
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香港中文大學
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

The China Country Manager Program APPLICATION FORM

◆ Personal Information

Please check the relevant boxes: Mr. Ms.

Name: Last (Family) _____ Middle _____ First _____ Name in Chinese (if applicable): _____ Date of Birth: _____ (YY/MM/DD)

Nationality: _____ Fax: _____

Office Telephone: _____ E-mail: _____

Mobile Phone: _____ Education Background: _____

Mother Language: _____ Job Title: _____

Number of employees you are responsible for: _____

◆ Company Information

Company Name: _____

Company Name in Chinese:(if applicable): _____

Company Website: _____

Company Address: _____

Street Address _____ City _____ Province/State _____ Country _____

Postal Code _____

Annual Sales (in RMB or USD): _____

Parent Company: _____

Origin of Parent Company: _____

◆ Course Contact Person:

Please check the relevant box: Mr. MS.

Name: _____ Job Title: _____

Company Address: _____

Office Telephone: _____ Fax: _____

E-mail: _____

◆ How did you hear about the program?

- Advertisement (when and where?): _____
- Course information package received by mail
- Course information received by fax
- Course information received by e-mail
- Cheung Kong Executive Forum, please specify city and date: _____
- Recommended by Cheung Kong Account Manager
- Recommended by colleague or friend
- Cheung Kong website (www.ckgbsb.edu.cn)
- Other: _____

◆ What industry are you in?

- Aerospace/Aerospace Equipment
- Government
- Pharmaceutical/Health Care
- Automotive
- Hospital/Hospital Investment
- Power/Power Equipment
- Business Consulting/Business Service
- Hotel/Resort
- Real Estate/Infrastructure
- Chemicals
- IT/Hi-Tech
- Retailing/Wholesaling/Trading
- Consumer Product
- Manufacturing
- Telecommunications
- Electrical
- Material
- Textile/Garment/Leather
- Electronics
- Media/Culture
- Transportation/Logistics
- Financial Service/Insurance
- Petroleum/Oil/Gas
- Conglomerate
- Food/Beverage
- Paper/Printing/Packaging
- Other, please specify: _____

◆ I certify that all the information above is true and accurate.

Signature of Applicant: _____

Date: _____

◆ Contact us:

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2011 CKGSB Executive Education Curriculum

*All information is subject to change

Program	Number of Modules	Location	Time	Tuition for ALL Modules ^(RMB)	Tuition for All Modules ^(RMB)
Top Program(subject to invitation)					
Chinese CEO Program	7	Beijing, New York, London, Sanya, Tokyo, Lausanne, Kunming	May	720,000	—
Financial CEO Program	7	Beijing, New York, London, Sanya, Tokyo, Lausanne, Kunming	May	720,000	—
China Country Manager Program	3	Beijing, Shanghai, Sanya	September	68,000	—
International Cooperation Program					
CKGSB-Columbia Business School (CBS)-Value Investing Program ^{New!}	Single	Shanghai	TBD	58,000	—
CKGSB-Columbia Business School (CBS)-Global Strategies for Transnationals ^{New!}	Single	New York	August	\$5,950	—
CKGSB-IE-Global Strategies for Transnationals: China ^{New!}	Single	TBD	TBD	TBD	—
CKGSB-Brazil FDC Business School-Global Strategies for Transnationals: China ^{New!}	Single	TBD	TBD	TBD	—
Comprehensive Management Program					
CKGSB-Columbia Business School (CBS)- Leadership for CEOs ^{New!}	7	Beijing, Shanghai, Shenzhen, Sanya, New York	June	268,000	See Notes
Advanced Management for CFOs	7	Beijing, Shanghai, Shenzhen, Sanya	August	168,000	29,800
Wealth Management Program ^{New!}	4	Beijing, Shanghai, Hongkong, Sanyan	October	108,000	—
HR Management: New Perspective ^{New!}	4	Beijing, Shanghai, Shenzhen	August	58,000	18,800
High-Potential Executives Program ^{New!}	Single	Beijing/Shenzhen	July/November	58,000	—
Industry Management Program					
Communication and Creative Industry Executive Management Diploma Program	Multi Modules	Beijing, Shanghai, Shenzhen, Sanya	June	188,000	—
Advanced Management in Real Estate	7	Beijing, Shanghai, Shenzhen, Sanya	June	168,000	29,800
Advanced Management in the Energy Sector	7	Beijing, Shanghai, Shenzhen, Sanya	July	168,000	29,800
Advanced Management in the Service Industry ^{New!}	8	Beijing, Shanghai, Shenzhen, Sanya	September	168,000	29,800
Post-EMBA Cultural Program ^{New!}					
Classic Sinology Program ^{New!}	8	Beijing, Qufu, Wuxi, Chengdu, Sanya, Wuhan, Xian, Nanjing	May	125,000	20,800
Selected Western Studies Program ^{New!}	8	Beijing, Guangzhou, Xiamen, Shanghai, Qingdao, Dalian, Shenzhen, Hangzhou	October	125,000	20,800
The Frontiers of Management ^{New!}					
Innovation Strategy and Practice for Chinese Enterprises ^{New!}	All Modules	Beijing	July	48,000	—
Globalization Strategy and Practice for Chinese Enterprises ^{New!}	All Modules	Beijing	September	48,000	—
Sustainable Development for Chinese Enterprises ^{New!}	All Modules	Beijing	November	48,000	—
Overseas Program					
ASEAN Program: See Through China's Second Largest Trade Partner ^{New!}	Single	Singapore/Indonesia	April	75,000	—
Spain Program: Brand and Innovation	Single	Spain	May	105,000	—
France Program: Blue Ocean Strategy and Luxury Goods Marketing	Single	France	June	105,000	—
USA Program for Communication and Creative Sector: Go Deeper in Creative Industry and see How Dreams Come True ^{New!}	Single	USA	August	105,000	—
Central and Western USA Program: Corporate Governance, Innovation and Capital Operation	Single	USA	August	105,000	—
UK Program: The Art of Leadership	Single	UK	September	105,000	—
Eastern USA Columbia University Program: Strategic Leadership-Glory and Dream	Single	USA	October	105,000	—
Eastern USA Cornell University Program: Innovation and Risk-US Financial Market ^{New!}	Single	USA	October	105,000	—
Japan Program: Successful Enterprises Pilgrimage	Single	Japan	November	105,000	—

*Time Release for Overseas Programs and Registration: February - March, 2011. Time for Program: April - November, 2011 (Approx. 12 days per Program)

*Tuition for the 1st, 3rd and 5th single module in executive leadership Program is 40800 RMB. Tuition for other single module is 29800 RMB (excluding overseas Programs)

*Consecutive interpretation to Chinese is arranged for "Corporate Management Simulation" module and overseas Programs. Simultaneous interpretation is available for all other Programs lectured in English. Alumni of CKGSB will enjoy a 20% discount when signing up for any executive education open Program. Staff in the enterprises of an alumni will enjoy a 10% discount (both excluding CEO Programs).

From the year 2011, all module students of CKGSB-CBS Executive Leadership Programs, Industry Programs and Advanced Management for CFO Programs will be qualified to be alumni of CKGSB.

Curriculum inquiry hotline: 400 700 8558

Web: www.ckgsb.edu.cn/execed

E-mail: execed@ckgsb.edu.cn

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7888, Shennan Road Futian District

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Guangzhou Office

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Postcode: 510623

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