Academic Operations

Overseas Exchange
This year’s Exchange Students Assessment was recently completed. Starting in September, a total of 23 students will go on exchange to overseas business schools, including IE in Spain, Em-Lyon in France; Carlson, Darden, Haas, and Johnson in USA and ISB in India.

Module Three Overview
In this past module, MBA students completed three core courses: Corporate Finance, Corporate Strategy and Macroeconomics. To supplement their Corporate Strategy class work, students visited Jingxuan Company, a BWE subsidiary in China located in Jiading, Shanghai to do real case studies.

Diversified Consulting Projects
Diversified Consulting Projects are proceeding smoothly with eight projects from a variety of industries. Clients include notable MNCs such as AXA (insurance), LVMH (luxury goods) and English First (education). Chinese companies such as publicly listed Alibaba (Internet), Forte (real estate), China Telecom (telecommunications), KaiRui (consulting) and Fosun participated as well.

International Study Trip
From April 27th to May 2nd, around 40 Cheung Kong MBA students went on their International Study Trip in Seoul, Korea. Aside from the lectures and company visits with Seoul National University and Yonsei University, students had the chance to experience Korean culture and see the 2008 Olympic Torch Relay firsthand.

The Career Corner
Second Boot Camp

The Admissions Agenda
Beijing Expat Show
Cheung Kong Career Forum
MBA Information Session
Applicants Roundtable Meeting

Academic Operations
Overseas Exchange
Module Three Overview
Diversified Consulting Projects
International Study Trip
The Career Corner

As we draw closer to the halfway mark for the year, students are spending more time on career development in between their studies. From putting together the resume book to holding the Boot Camp, this has been a busy and eventful month for the whole CMC team.

Second Boot Camp

The pillars of the Cheung Kong MBA program, four CMC "Boot Camps" have been scheduled between the academic modules throughout the year to offer intensive career development sessions with different focuses at relevant stages. It is very critical to attend these sessions in order to keep up with the school’s Career Development Program and move forward towards achieving your career goals at the end of your MBA study.

Participants and Company Presentations in The 2nd CMC Boot Camp:

Vault
Date: April 22nd
Lecturer: Edward Shen, Director of Vault
Format: Career Resources Information Session
Vault advertises itself as “the best place on the Web to prepare for a job search.” Many job seekers, students and professionals have come to regard Vault as the Internet’s premier site for insider career and education information.

Fluke
Date: April 22nd
Lecturer: Zhang Yihao, Kellogg MBA, Shop Director, Fluke
Cheung Kong GSB Alumni: Michael Liao, Product Planning Manager
HR Supervisor: Daniel Jiang
Format: Industry Information Session
Fluke Corporation was established in 1948 as a wholly owned subsidiary of Danaher Group. It is considered as the leader of electronic test tools production, distribution and services. Fluke is a multinational corporation headquartered in Everett, Washington and has factories in America, Britain, Netherlands and China. Its products as well services have been distributed around Europe, North America, South America, Asia and Australia. Fluke has authorized distributors in about 100 countries with about 2,400 employees worldwide.

Aston Associates
Date: April 23rd
Lecturer: Jason Hicks, Managing Director
Format: Business Etiquette and Training
Jason Hicks has over eight years of business experience and business skills training. He has written and conducted numerous seminars on time management, interviewing skills, presentation, negotiation, and various other business skills. He has been the VP of HR for a business consulting company and is currently the Managing Director of Aston Associates. Jason has also conducted numerous Training the Trainer courses for new trainers and written two IELTS test preparation books for a well-known publisher.

Google
Date: April 24th
Lecturer: Deng Tao, HR Director of Google China
Format: Industry Information Session
In his interaction with MBA students, Mr. Deng shared his experience as a HR professional and gave the audience a general guide on how to "package" themselves in the job market and how to apply for vacancies at Google. Mr. Deng said Google China is currently recruiting MBA students in the areas of business development, product management, and business strategy.

LVMH
Date: April 24th
Lecturer: Andrew Wu, Group Director of LVMH China
Format: Industry Information Session
Mr. Wu believes the demand for luxury brands is totally different from other products. A successful marketing strategy for luxury goods depends largely on the company's comprehension of the local market. Mr. Wu believes, however, it is currently still difficult to reach the targeted consumers in China since the country is an emerging market in which the preference of consumers is changing too quickly.

In the Q&A phase, Mr. Wu emphasized that the concept of Chinese people on luxury products has changed fundamentally as they start to embrace western culture.

The Admissions Agenda

Beijing Expat Show
Date: April 4th to 6th
Location: China World Hotel, Beijing
The Cheung Kong MBA admissions team participated in the Beijing Expat Show for the first time this past April. Over three days long and with thousands in attendance, the Cheung Kong booth drew huge crowds from both the expat and local community in Beijing.

Cheung Kong Career Forum – Consulting Industry
Date: April 9th
Location: Cheung Kong GSB Shanghai Campus
Guo Xin, Managing Director of Greater China for Mercer Human Recourse Consulting, talked about the current challenges and opportunities in the consulting field to an audience of nearly 200. He was joined by several alumni: Li Chunxia from the 2005 intake and Peng Jie and Tony Chu from the 2006 intake - who are also working in the industry, and who also shared some anecdotes and stories from their experience.

Before his presentation, Mr. Guo discussed his experiences working in consulting with members of the current MBA class.

MBA Information Session
Date: April 19th
Location: Cheung Kong GSB Beijing Campus
During the information session, members of the admissions team did a detailed introduction of the MBA program: everything from the school mission to the admission procedures. Sheng Moling and Ren Jianbin from the founding class talked about their time at Cheung Kong. Around 40 prospective applicants showed up at the information session.

Applicants Roundtable Meeting
Dates and Locations:
April 17th (Shanghai)
April 23rd (Beijing)
April 25th (Wuhan)

Nearly 30 participants joined roundtable meetings this month at three cities across China. This "candid" event provided applicants with a valuable opportunity to interact with the admission team and Cheung Kong alumni on a one-on-one basis. Conducted in mostly Q&A format and story sharing, applicants hopefully walked away with a deeper understanding of the Cheung Kong MBA program and its uniqueness.