The Career Corner

Cheung Kong HR Forum: Making HR Strategic

Cheung Kong GSB held a lunch reception and seminar for HR Directors on May 15 at the Four Seasons Hotel in Shanghai. Hosted by Dean Xiang Bing, the luncheon featured Professor Elizabeth Weldon, adjunct professor of Strategic Human Resource Management at Cheung Kong GSB, presenting her thoughts and ideas on the topic “Making HR Strategic”.

Following Professor Weldon’s remarks, panelists Andrew Wu (Group Director of LVMH China), Gary Zhang (VP and Area HR Director at GlaxoSmithKline China), and Daisy Dai (VP of Human Resources at Taobao) disseminated their own industry experiences to the audience. Participants commented that they found the event to be informative and a good opportunity for networking.

Executive Talk

Mr. Bao Fan, CEO of China Renaissance, spoke to an audience of Cheung Kong MBA students in Shanghai on May 13. The talk was clear and informative with deep insights into the industry. During the talk, Mr. Bao shared some impressive and touching anecdotes from his own past.

The Admissions Agenda

Cheung Kong Professor Talk:
Chinese Economy and MBA Education
Cheung Kong Professor Talk:
Brand and Branding – Starbucks Case Analysis
Applicant Roundtable Meetings

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Cheung Kong Professor Talk: Chinese Economy and MBA Education

Professor Zheng Yuseng, associate dean of Cheung Kong GSBI and professor at Wharton School of Business, hosted a Cheung Kong Professor Talk lecture on May 24 at the Shanghai Four Seasons Hotel to an audience of 130 potential MBA applicants.

Professor Zheng highlighted China’s increasing demand for management talent brought on by China’s booming economy over the last 20 years. In order to meet the demands of the global economy, these managers must be equipped with a global outlook, strong business knowledge, and a strong sense of leadership. Traditional Chinese universities are unable to prepare their students for these new demands, which is why business schools such as Cheung Kong GSBI exist today in China. Professor Zheng discussed how an MBA education could be one of the most effective and direct ways of preparing young professionals to take on more responsibilities and tackle new challenges in their companies.

After the lecture, MBA admissions manager Angela Qian (MBA ’03) gave a brief introduction to the MBA program followed by remarks from alumni Boris Gao (MBA ’05), Mike Xie (MBA ’05), Rebecca Xu (MBA ’06), Amy Cheung (MBA ’06), and Nick Lin (MBA ’06) on their post-MBA career developments.

Cheung Kong Professor Talk: Brand and Branding — Starbucks Case Analysis

On Saturday May 31, at the Cheung Kong Beijing campus, Professor Zhao Hao discussed some of the marketing and branding strategies that global coffee chain Starbucks has used in order to increase brand awareness, both in China and globally. The talk gave the audience of 140 participants insight into this global coffee empire. Following the talk, alumna Jessica Xie (MBA ’03), Ramon Zeng (MBA ’03), and Sophia Xu (MBA ’04) spent some time sharing their MBA experiences with the audience.

Applicant Roundtable Meetings

30 potential applicants joined roundtable meetings this month in both Shanghai (May 10) and Beijing (May 17). Former Cheung Kong MBA students Jacob Zhang (MBA ’03), Rebecca Xu (MBA ’06), and Kevin Dong (MBA ’05) were also present to help out at the events.

These candid occasions provided applicants with a valuable opportunity to interact with the MBA admissions team and Cheung Kong alumni on a one-on-one basis. Conducted in a mostly Q&A and story-sharing format, applicants were able to walk away with a deeper understanding of the unique Cheung Kong MBA program.

Academic News

Curriculum

Leadership Course: Developing Leadership in You, around You, and in Others –
During eighty intensive days of the annual leadership course, visiting professor Alice Law from HKUST introduced MBA students to concepts, frameworks, and practical tools applicable to a series of actual personal, team, and corporate situations. This highly interactive course helped students to focus on inspiring self-reflection, critical thinking, and taking action. Professor Law also gave some individual coaching and career development advice to the students based on her personal experience in the field of “people development”.

Business Simulation: Students worked in teams to bid on and takeover a company that they will actively manage over 8 simulated years in the Chinese automobile market. The class integrated and demonstrated knowledge from previous courses in an active and challenging environment, and effectively demonstrated teamwork and management skills.

Emerging Markets I: This newly designed P/F course helped bring students and faculty members together so that Cheung Kong MBA students could develop a deeper understanding for the cutting-edge research and ground-breaking ideas of Cheung Kong professors. This interactive course uses some of the most recent research from professors and their guest speakers to help students get a sense for what tomorrow’s business environment will look like. Prof. Li Wei shared his analysis on financial markets and investment issues in emerging economies and invited guests from Guo Tai Asset Management Group to introduce their market analysis report and investment strategy to our students.

Global Classroom

Polaroid Product Launch Project: This elective course was based on a real-world project from Polaroid. Students from both the Cheung Kong GSBI and Carlson School of Management worked as mixed teams to conduct market surveys, on-site research about distribution channels, and discuss ideas with various corporate representatives. Their final report and presentation, formulated into a strategic market plan for the new Polaroid product, received very positive feedback from Polaroid executives.

Diversified Consulting Project

Seven teams pushed forward and made strides with their DCP projects while concurrently taking compulsory and elective courses during this past month. Most of the teams have finalized project agreements with clients and project advisors and submitted their monthly status report.

The experience of working on these real-world projects has helped Cheung Kong students gain valuable opportunities to not only sharpen their insight on a new industry but also their business analytical and communication skills.