Beijing Campus
3F, Tower E3, Oriental Plaza, 1 East Chang An Avenue
Beijing 100738, China
Tel: +86-10-85181052
Fax: +86-10-85186800

Shanghai Campus
Building No. 2, 2419 Hong Qiao Road
Shanghai 200335, China
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Fax: +86-21-62966755

Shenzhen Campus
East Pacific International Center, Tower A, 31/F
7888 Shennan Road, Futian District
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Tel: +86-755-82871388
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500 Lexington Avenue
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Fax: +1-212-782-3113

CKGSB Europe Office
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London SW1Y 4LB, UK.
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www.ckgsb.edu.cn

CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

MBA 2013
THE CKGSB FULL-TIME MBA PROGRAM
14 MONTHS
50 INNOVATIVE COURSES
YOUR BEST GATEWAY TO DO BUSINESS IN CHINA AND THROUGHOUT THE WORLD

The Cheung Kong Graduate School of Business (CKGSB) has been a leader in innovation and excellence in business education in China since it was founded in 2002 with generous support from the Li Ka-Shing Foundation. CKGSB is China’s only independent, nonprofit, faculty-governed business school. Our dedication to deepening business insights, developing exceptional business leaders and focusing on humanism and social responsibility has already made us the leading business school in China and beyond.

The Global Leader in Business Education

The CKGSB faculty represents the best in global business education. Many of our faculty members hold tenured positions at distinguished institutions such as Wharton, Stanford, Harvard, Yale and INSEAD to join CKGSB full-time. Our faculty are at the heart of our mission to generate world-class business research and foster responsible business leadership.

World-Class Faculty

CKGSB is committed to research, and has set up five research centers and one case center. With the support of our prominent alumni, our faculty has generated over 200 cases providing unsurpassed China insight. If you want to learn how to do business in or with China and understand the global implications of the rise of China, CKGSB is the place. There is no comparison.

Unsurpassed China Insight

CKGSB’s educational leadership has created a network of China’s most influential business leaders, including more than 2,500 Chairmen and CEOs of China’s leading companies, to shape the future. CKGSB alumni run companies that comprise one fifth of China’s most valuable brands, touch billions of customers across the world, and together generate $1 trillion in revenue a year. If CKGSB’s alumni network were a nation it would be the 16th largest economy on Earth.

Unrivalled Alumni Network

CKGSB offers students a world of learning through exchanges with other leading institutions, cooperative learning opportunities with CKGSB’s global world-class partners, an Overseas Module, and services from CKGSB’s offices in Hong Kong, London and New York.

Global Learning Platform
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.
Dean’s Message

The CKGSB MBA is uniquely designed to develop next-generation business leaders who are competent and competitive, who manage and approach business issues with a global and well-rounded perspective. The defining features of CKGSB include our world-class faculty, unrivalled insights on China business, and an unsurpassed alumni network in China. Since 2004, CKGSB has also been one of the first business schools in the world to have incorporated the humanities into our degree and executive programs. This is why our MBA has been the first choice for those who are interested in doing business in and with China, and who wish to better understand the global ramifications of China’s transformation. You will find your experience with our China-focused and China-based MBA program a truly eye-opening and stimulating one. I hope you will join us at CKGSB, a global learning platform that brings together world-class faculty, the best insights, and the most talented individuals, who define and shape today’s and tomorrow’s business in China and beyond.

Dr. Xiang Bing
CKGSB Founding Dean
What Makes CKGSB Unique

- China’s first private, nonprofit, faculty-governed independent business school
- Research-driven, with a combination of Chinese studies and Western learning
- Global perspective with deep China insight
- Committed to entrepreneurship and innovation
- Emphasis on humanism and social responsibility
World-class Faculty

Research

CKGSB is the only research-driven business school in China, and our faculty members are actively engaged in cutting-edge research. CKGSB ranks the 6th in faculty publications per capita in top international academic journals. Our faculty members have generated important insights on subjects ranging from the global strategies of Chinese companies to competition and collaboration among state-owned enterprises, private businesses and multinationals.

Teaching

Our faculty members have taught at the world’s top business schools, including Stanford, Wharton, Columbia, Yale, Berkeley, UCLA, Cornell, Carnegie Mellon, and INSEAD. Our faculty members put developments in Chinese business into a global perspective, and explain how China’s economic growth is influencing the U.S., Europe and other key markets around the world. Our faculty members have developed over 200 China business cases that form a key part of CKGSB’s rigorous MBA curriculum.

Practice

Our faculty members serve on the boards of major corporations and nonprofit organizations.

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


Introduction

Brian Viard is an Associate 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, Professor Viard was an Assistant Professor of Strategic Management at Stanford University.

Ouyang Hui
Professor of Finance
Ph.D., University of California at Berkeley
Ph.D., Tulane University

Research Areas: Asset Pricing, Corporate Finance, Integrated Models of Asset Pricing, Moral Hazard

Introduction

Ouyang Hui previously served as a Managing Director at UBS, Lehman Brothers and Nomura Securities, an Associate Professor at Duke University, and an Assistant Professor at the University of North Carolina at Chapel Hill.

He holds a Ph.D. in Finance from the University of California at Berkeley and a Ph.D. in Chemical Physics from Tulane University. He received his postdoctoral training in chemical physics from the California Institute of Technology.

Professor Ouyang was voted the best teacher by Duke’s Global Executive MBA Class of 2004. He was runner-up for the prestigious Barclays Global Investors Michael Brennan Award from The Review of Financial Studies in 2003, and he received the best paper award (jointly with Henry Cao) presented by the Society of Quantitative Analysts in 2005.
Henry CAO
Professor of Finance and Chair of Finance Department
Ph.D., UCLA and Ph.D., Yale University

Henry CAO is a Professor of Finance, the Chair of CKGSB’s Finance Department and serves as the Academic Director of the school’s Finance MBA. 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.

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

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. Professor Cho has also served on the board of directors for numerous multinational companies and research organizations, including the Korean Academic Society of Business Administration.

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

CHEN Long is a Professor of Finance, the Academic Director of the MBA program, and the Director of the Research Center of Asset Valuation. Professor Chen formerly served as a tenured faculty member at the Quin Business School of Washington University in St. Louis. He is a leading research expert on investment and financing issues, and published many articles in all top finance journals in the world. He provides highly-effective teaching (with an award in previous teaching experience in US) at all levels: CED, EMBA, FMBA and MBA. He also contributes to the top financial press in China through writings and interviews. His practice experience includes working as a professional futures trader and an investment advisor for US hedge funds and Chinese companies.

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

GAN Jie is a Professor of Finance at CKGSB. She obtained her Ph.D. from MIT. Prior to joining CKGSB, she served as a Professor at the Hong Kong University of Science and Technology, and an Assistant Professor at Columbia Business School. Professor Gan has published extensively on banking and finance issues in top academic journals. She received the prestigious Michael Brennan Award for Excellent Papers in 2011. Her teaching has been rated highly by both MBA and EMBA students, and she has received several teaching awards. Her research and teaching have been featured in the Financial Times and the Economist.

HE Hua
Professor of Financial Practice
Ph.D., Massachusetts Institute of Technology

HE Hua is a Professor of Financial Practice at CKGSB. He formerly worked as Chairman of Nomura International’s Hong Kong subsidiary, as well as Nomura International’s Head of Equities, China, and Head of Fixed Income Research, Asia ex-Japan. Until May 2010, he was Nomura’s Head of Equity Research, Asia ex-Japan.

Before joining Nomura in 2008, Dr. Hua worked at Lehman Brothers for eight years, where he was Head of Fixed Income Research, Asia-Pacific, and Head of Equity Research, Asia-Pacific. He has previously held tenured positions on the faculty of the University of California at Berkeley and Yale University.

Jennifer HUANG
Professor of Finance
Ph.D., Massachusetts Institute of Technology

Jennifer Huang is a Professor of Finance at CKGSB. Dr. Huang sits on the editorial boards of Journal of Pension Economics and Finance, International Review of Applied Financial Issues and Economics, and International Review of Finance. She received her Ph.D. from the MIT Sloan School of Business in 2003.

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

JING Bing is an Associate 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.

LI Wei
Professor of Economics
Ph.D., University of Michigan

LI Wei is a Professor of Economics and Emerging Markets Finance, and the Director of the Case Center at CKGSB. He formerly served as a Professor at the Darden Graduate School of Business, University of Virginia.

Previously, Dr. LI was a Research Associate at the University of Michigan’s Institute for Social Studies and taught at Duke University’s Fuqua School of Business.
LIAO Jianwen
Professor of Managerial Practice, Strategy, Innovation and Entrepreneurship, Associate Dean
Ph.D., Southern Illinois University at Carbondale

LIAO Jianwen is the Associate Dean of Executive Education and Professor of Managerial Practice, Strategy, Innovation and Entrepreneurship. His professional experience spans across North America and Asia. Previously, he has held academic appointments at Peking University, the Hong Kong University of Science and Technology and the China Europe International Business School (CEIBS).

Professor Liao also has entrepreneurial experience in the biotech industry and management consulting. He received his Ph.D from Southern Illinois University at Carbondale, his M.A. from the People’s University of China, and his B.S. from Northeastern University.

LI Haizao
Visiting Professor of Finance
Ph.D., Yale University

LI Haizao is a Visiting Professor of Finance at CKGSB. He is also the Jack D. Sparks Whistpool Corporation Research Professor in the Finance Department of the Stephen M. Ross School of Business at the University of Michigan. Dr. Li formerly served on the faculty of the Johnson Graduate School of Management at Cornell University. He serves on the editorial boards of Management Science and the International Review of Finance. Dr. Li holds a Ph.D. in Finance from Yale University.

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

LIU Jing is an Associate Dean and Professor of Accounting and Finance at CKGSB. Liu formerly served as a tenured faculty member at the Anderson School of Management at the University of California at Los Angeles. He is an internationally recognized expert on capital markets, equity valuation and securities analysis. Dr. Liu holds a Ph.D. in Accounting from Columbia University.

In addition to having published numerous papers in top academic journals and serving on the editorial board of the Review of Accounting Studies, Professor Liu also contributes regularly to the popular financial press through his writing and interviews. His practical experience includes directorships on several Chinese corporate boards as well as consulting engagements at asset management firms and private equity funds.

James A. OHLSON
Adjunct Professor of Accounting
Ph.D., University of California, Berkeley

James Ohlson is a Visiting Professor of Accounting at CKGSB. He is also the W. P. Carey Chair in Accountancy at Arizona State University.

He has taught at the Stern School of Business at New York University, Columbia University; the University of California at Berkeley; and the University of California at Los Angeles.

Ohlson has served as an editorial board member for the Review of Quantitative Finance and Accounting, Review of Accounting Studies, and The British Accounting Review.

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

OU Jihong is an Associate Professor of Operations Management at CKGSB. Previously, he served as an Associate Professor at the 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

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.

He 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.

Shalom SAAR
Professor of Managerial Practice
M.P.A. and Ph.D., Harvard University

Shalom Saar teaches leadership and management at CKGSB and the Massachusetts Institute of Technology. His teaching and research focuses on organizational leadership, change management and strategic planning, particularly in executive education. He has helped global corporations, government agencies and non-profit organizations articulate strategic direction, identify core competencies, and design and deliver learning initiatives.
SUN Bashong
Dean’s Distinguished Chair Professor of Marketing, Associate Dean
Ph.D., University of Southern California

SUN Bashong 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, Associate Dean
Ph.D., City University of New York

TENG Bingsheng is an Associate Professor of Strategic Management at CKGSB and the Associate Dean responsible for the CKGSB MPA program. He formerly served as a tenured Associate Professor of Strategic Management at George Washington University, where he was a doctoral advisor and lead professor of the departmental doctoral program.

TU Wei-ming
Honorary Professor at CKGSB, Chairman of Cheung Kong Committee on the Humanities
Ph.D., Harvard University

TU Wei-ming is Chairman of the CKGSB Committee on the Humanities. He received his M.A. and Ph.D. from Harvard University. Professor Tu has taught Chinese intellectual history, Chinese philosophy, and Confucian studies at Princeton University and the University of California at Berkeley. He has been a faculty member at Harvard, Peiking University, Taiwan University, the Chinese University of Hong Kong, and L’Ecole Practique des Hautes Etudes. He is a Vice President of the International Association of Confucian Studies, an International advisor of R ahman University in Malaysia, a member of the “Group of Eminent Persons” appointed by Kofi Annan to facilitate the Dialogue among Civilizations, and a fellow of the American Academy of Arts and Sciences.

WANG Yijiang
Professor of Economics and Human Resource Management

WANG Yijiang is a Professor of Economics and Human Resource Management at CKGSB. Before joining CKGSB, Professor Wang taught at the Carlson School of Management at the University of Minnesota.

Dr. Wang 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 served as Vice President of the Chinese Economists Society in North America.

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

Dean XIANG Bing is a Professor of Accounting and the Founding Dean at CKGSB. Prior to joining CKGSB, he was a Professor of Accounting at Peking University’s Guanghua School of Management, where he pioneered the school’s Executive MBA program. He was one of the seven founding faculty members of the China Europe International Business School (CEIBS) in Shanghai. He also served on the faculty of the Hong Kong University of Science and Technology.

XUE Yunkui
Professor of Accounting, Associate Dean
Ph.D., Xiamen University

XUE Yunkui is a Professor of Accounting at CKGSB. He received his Ph.D. from the University of the Southwest (Xiamen University) in China, and he completed his post-doctorate training at the Shanghai University of Finance and Economics.

Prior to joining CKGSB, Professor Xue was the founding Associate Dean and Professor of Accounting at the Shanghai National Accounting Institute. He has also served as Associate Dean in the accounting department of the Shanghai Financial College, and General Secretary for the Chinese Accounting Professors Association.

YAN Aimin
Visiting Professor of Organizational Behavior
Ph.D., Pennsylvania State University

YAN Aimin is a Visiting Professor of Organizational Behavior at CKGSB and a Professor at Boston University.

He previously taught at the Pennsylvania State University. He is also a Fellow at the American Management Association and International Business Academy, and an Editor at the Journal of International Management, Journal of Management and Organization and Harvard Business Review (Chinese edition).

ZHENG Yusheng
Professor of Operations Management
Ph.D., Columbia University

ZHENG Yusheng is a Professor of Operations Management. He was also a Professor of Operations and Information Management at the Wharton School, the University of Pennsylvania, where he has taught at the undergraduate, MBA and Ph.D. levels.

He is frequently invited to speak at major international academic and industrial conferences.
Unrivalled Alumni Network

CKGSB’s Mentorship Program directly links MBA students with high-level alumni.

5000+ Alumni and growing

$1+ Trillion: In revenue a year for the companies CKGSB alumni run

A Dynamic Network

With over 5000 graduates from our MBA, EMBA, and Executive Education programs, CKGSB alumni form the most powerful business network in China. Over 32 alumni chapters have been established, including overseas chapters in North America, Australia and Hong Kong.

The CKGSB MBA program acts as a platform to help our current and incoming students develop close connections with our alumni. 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 various CKGSB alumni groups around the world, creating career opportunities.

Bridging Business and Politics

Over 76 of our highly successful graduates had the honor to be named as representatives to China’s National People’s Congress (NPC) and the Chinese People’s Political Consultative Conference (CPPCC) in 2012.

Influential Leaders

Our graduates include influential leaders from China’s largest private and state-owned enterprises, top managers at multinational companies, and officials at the highest levels of government.

Famous CKGSB Alumni

- CHEN Yihong, Chairman of China Dongshang Group, which has a market cap of over US$3 billion.
- FU Chengyu, Chairman of China Petrochemical Corporation (Sinopec Group), with a registered capital of over US$28 billion and more than 640,000 employees.
- GUO Guangchang, CEO of Fosun International, a real estate and pharmaceutical conglomerate with a market cap of over US$5 billion.
- JIN Zhiqun, recently retired President of Tsingtao Brewery.
- Dennis WANG, Chairman, CEO and co-founder of Huayi Brothers, China’s largest private film company, with a market cap of over US$1 billion.
- WU Yajun, Founder and Chairwoman of Longfor, a Hong Kong-listed real estate development firm with a market cap of over US$6 billion.
- JI QI, Founder, Chairman and CEO of Home Inns & Hotels, has led companies through 3 public listings on NASDAQ, including Ctrip.com, Home Inns and Hanting.
- YU Mingfang, Executive Director of Belle International, a leading women’s shoe retailer with over 6,000 retail outlets across China and a market cap of US$10 billion.
- Alfred FAN of Ctrip.com.
**Outstanding Students**

60 MBA students
1 elite program

**Pre-MBA Industry**
- Education 9.8%
- Healthcare/Biotech 3.3%
- Finance 11.5%
- Technology/Telecom (TMT) 24.6%
- Consumer Products & Services 9.8%
- Manufacturing 16.4%
- Non Profit 4.9%
- Consulting 11.5%
- Other services 3.3%

**Years of Work Experience**
- > 8 years: 12%
- 6-8 years: 20%
- 3-5 years: 22%
- < 3 years: 5%

**Nationality**
- Chinese: 78%
- International: 22%

**Educational Background**
- Information Technology: 23%
- Science: 11%
- Engineering: 10%
- Management: 14%
- Economics and Finance: 23%
- MBA: 13%

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The reasons I choose CKGSB are all about people. All the people I have met here are wise but humble, ambitious but friendly, and most important, they have great willingness to take social responsibilities. At the same time, CKGSB provides me an ideal platform to learn from the world-class faculty and successful Chinese entrepreneurs, and even make friends with them. There is a perfect match between CKGSB and people who want to do business in China.

SHI Zhengyan, MBA’12 (China)
Previous experience: Senior Analyst, Haitong Securities Group

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CKGSB offers a rigorous curriculum with unparalleled insight about businesses in China and access to the country’s great entrepreneurial minds.

Alan Tang, MBA’12 (China)
Previous experience: Business Analyst, Goldman Sachs (Asia)
CKGSB offers a powerful mix of "ingredients": world-class faculty, case-based teaching, and a huge sense of social responsibility. Together, this is a recipe for success!

Luciano Valente, MBA’11 (Brazil)
Previous experience: Engineer/Supervisor, Harbin Emoraer Aircraft Industry

策略是关键。CKGSB的多元化师资队伍正在帮助我拓宽视野，给予我一个全球性的视野来理解中国商业的实际情况。CKGSB MBA项目中的所有这些都使我在需要时能够发展领导能力和管理技能，并提高我的业务素养。这是我在解决中国复杂商业问题中需要的发展战略业务解决方案。

MA Xiaoning, MBA’11 (China)
Previous experience: Business Analyst, Lombard Risk Management

I want to bring together the most influential people to make a difference—that is my mission. The CKGSB MBA program is helping me in my path to entrepreneurship by enriching my business skills and broadening my network, both globally and within China.

LIANG Chi, MBA ’12 (China)
Previous experience: Co-founder, Dreamers’ Anime and Manga Company

CKGSB’s diverse student body is a great asset. My classmates are future business leaders across a whole range of industries, and my peers are potential investors, future partners, and industry experts with abundant business insights. This intangible asset is helping me to achieve my business vision.

WU Fei, MBA’12 (China)
Previous experience: National Sales Training Manager, Anheuser-Busch InBev
CKGSB offers an unique combination of learning from the world class faculty, engagement with the forefront of Chinese business world and a fabulous alumni network.

Shawn Liu, MBA’12 (China)
Previous experience: Associate, Warburg Pincus

I wanted to get two main things out of my MBA. First, I wanted to get acquainted with the current and future leaders in the Chinese finance world. Second, a place where I can do my own independent research together with world-class professors.

Gregory Van den Bergh, MBA’12 (Belgium)
Previous experience: Analyst, GLG Partners

As a consultant in South America, I want to understand China: its past, present and future. CKGSB definitely has delivered its unsurpassed China insight to me. Intense and dynamic interaction with CKGSB professors has given me a framework within which to develop my career. The Friendships with my classmates have also created a deep bond with Chinese culture.

Javier Ulloa, MBA’11 (Chile)
Previous experience: Senior Consultant, Santiago de Chile

My professors at CKGSB are giving me a wealth of insight into the implications of China’s rise as an economic power. The strength of CKGSB’s faculty elevates CKGSB MBA students above the crowd.

DUAN Zheng, MBA’12 (China)
Previous experience: Associate Product Manager, Astellas Pharma China, Inc.
Curriculum

THE 14-MONTH CKGSB MBA CURRICULUM EMPHASIZES LEARNING AT BOTH PROFESSIONAL AND PERSONAL LEVELS, 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.

Academic Schedule

The CKGSB MBA curriculum prepares students for future careers by providing an educational experience that emphasizes conceptual reasoning, problem-solving skills, and lifelong learning.

A student’s journey typically begins with pre-term courses before beginning an academic curriculum that features 8 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. Required coursework provides students with the foundation needed to pursue advanced electives. Our wide range of elective courses covers 7 areas of concentration: investment, corporate finance, strategy, marketing, economics, management and operations.

» 8 modules  » 14 core courses  » Over 35 elective courses

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<th>Pre-term</th>
<th>Core Courses</th>
<th>Elective Courses</th>
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<td>• Investment</td>
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<td>• Corporate Finance</td>
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<td>• Strategy</td>
<td>• Merger &amp; Acquisition</td>
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<td>• Economics</td>
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<td>• Operations</td>
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<td>• Business Simulation</td>
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<td>• Information Technology</td>
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<td>• Supply Chain Management</td>
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<td>• Operations Strategy</td>
<td>• International Trade</td>
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<td></td>
<td>• China Manufacturing Model</td>
<td>• Applied Game Theory</td>
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CKGSB’s Holistic China Module

Our unique China Module equips students with the knowledge they need to get ahead in this unique business environment. As part of the China Module, students analyze business cases researched and written by CKGSB faculty members. These cases are designed to expose students to a broad, representative spectrum of strategic issues that may arise in the course of doing business in China.

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<td>The Historical Transformation of China</td>
<td>Globalization of Chinese Firms</td>
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<td>Comparison between China and India’s Civilization</td>
<td>State-Owned Enterprises in China</td>
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<td>A Cultural Perspective on China (Confucian Humanism)</td>
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<td>Comparison between Chinese and Western Philosophy</td>
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<td>Investment and Financing in China’s Capital Market</td>
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<td>Emerging Market Finance</td>
<td>Corporate Social Responsibility: From the Global to the Local in China</td>
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<td>Mergers and Acquisitions in China</td>
<td>Private Equity and Venture Capital in China</td>
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<td>Alternative Investment in China</td>
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<td>Corporate Finance Issues in China</td>
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<td>Marketing</td>
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2012 Intake Sample Schedule

<table>
<thead>
<tr>
<th>Semester</th>
<th>Dates</th>
<th>Module(s)</th>
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<tbody>
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<td>Module 1: Sep. 14-Nov. 30, 2012</td>
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<td>Module 2: Dec. 3, 2012-Feb. 1, 2013 (9 weeks, 5 courses)</td>
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<tr>
<td>Winter</td>
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<td>Spring Festival break Feb. 4-Feb. 23, 2013 (3 weeks)</td>
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<td>Term 1</td>
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<td>Module 3: Feb. 25-Apr. 12, 2013 (7 weeks, 4 courses)</td>
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<td>Module 4: Apr. 15-Apr. 26, 2013 (2 weeks, Overseas Module)</td>
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<td>Term 2</td>
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<td>Module 5: Apr. 25-Jun. 7, 2013 (6 weeks, 7 courses)</td>
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<td>Module 6: Jun. 10-Jul. 19, 2013 (6 weeks, 8 courses)</td>
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<td>Summer</td>
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<td>Internship/Overseas Consulting Project Jul.22-Aug. 30 (6 weeks)</td>
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<tr>
<td>Term 3</td>
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<td>Module 7: China Module/Exchange Sep. 2-Sep. 20, 2013 (3 weeks, 12 courses)</td>
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<td>Module 8: Sep. 23-Nov. 1, 2013 (6 weeks, 8 courses)</td>
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Overseas Module and Moving Classroom

Our newly designed Overseas Module exposes students to foreign business practices and cultures. The Overseas Module combines academic lectures at our partner schools, company visits and cultural events. This module helps students improve communication skills, self-confidence and cross-cultural understanding.

CKGSB MBA students also participate in two Moving Classroom experiences: a one-week session in Shanghai on finance, and a one-week session in Shenzhen on innovation. The Moving Classrooms combine company visits, alumni gatherings, job fairs and campus presentations.

Preparation for the Future

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

- Confucian Humanism
- Organizational Behavior
- Leadership
- Negotiation
- Entrepreneurship
- Business Simulation
International Exchange

Outbound

Each year, approximately half of our MBA students 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 Columbia Business School, 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 and Queen’s School of Business at Queen’s University.

Those interested in the European market can choose to study at Spain’s IE Business School.

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. Inbound students 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 a global cross-cultural working environment without leaving the campus.
Beyond the Classroom

OUR MISSION IS TO NURTURE AND DEVELOP FUTURE BUSINESS LEADERS FOR GREATER CHINA AND BEYOND. EACH YEAR, WE DESIGN A SERIES OF INTERACTIVE ACTIVITIES AND PROGRAMS TO COMPLEMENT THE ACADEMIC 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 company leaders in an open, supportive and stimulating 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, with support and guidance from faculty advisors.

Corporate Leadership Series

The CKGSB MBA Program’s Corporate Leadership Series was established to harness the knowledge and vision of leading executives from China and around the world. This seminar series gives CKGSB MBA students direct access to global business leaders that have come before them to share their experiences and aspirations.

School Forums

Since 2008, CKGSB has held an annual forum in Sanya, on the island of Hainan. The Forum serves as a meeting point for leading scholars and entrepreneurs from around the globe. Each year, nearly one hundred CKGSB MBA students and alumni attend the forum and interact with over one thousand Chinese and international entrepreneurs. In attendance. The forum offers opportunities 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 links our MBA students with senior executives in the CKGSB Executive MBA Program. Through this program, CKGSB MBA students receive valuable career guidance and form friendships with more senior colleagues. Mentors include some of the most successful private entrepreneurs and industry leaders in China, including media mogul TAN Zhu, clothing manufacturer ZHENG Yonggang, and billionaire investor HE Boqian.
Career Development

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

Career Services

The CKGSB MBA Career Management Center (CMC) respects every student as a unique individual, supporting personal as well as professional growth. Our small, tight-knit student body and intensive MBA program experience give us the luxury of providing each of our MBA students with individually tailored career services.

Throughout the academic year, the CMC organizes a variety of career development activities. These activities equip students with valuable and transferable skills to emphasize their strengths, leverage available resources, and further their career aspirations.

CKGSB MBA students are provided with the tools they need to meet challenges with confidence and to develop a successful career over the long term.
Laying the Foundation for Career Growth

- Sharpen career aspirations
- Set career goals
- Broaden your horizons
- Build job market competence
- Leverage CKGSB resources
- Experience working in a Chinese company

Employers of CKGSB MBA Graduates

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

- 3M
- A.T. Kearney
- AbbVie
- Acquity
- ADP
- Alibaba
- Allianz
- Accenture
- AIA
- Allstate
- Anbang Insurance
- Applied Materials
- Arm
- AXA-Merseyside Assurance
- Baidu
- BMW
- Boeing
- BMWi Fund Management
- BPL
- Gaggenau Consulting
- Carrier
- Canylyzer
- China Southern Fund
- CICC
- Cisco
- CITIC PE
- Citibank
- Coca Cola
- Cummins
- DCM Venture Capital
- Dell
- Deloitte
- Delphi
- DFS
- Dover
- Dow
- DSM
- eBay
- EF Education
- E-Fund
- Exxon Mobil
- FedEx
- Fluke
- Fortune Venture Capital
- Fosun Group
- GE
- GEA
- Goldstone Investment
- Google
- GSK Investment
- Guantai Asset Management
- Guantai Jianan Securities
- Huawei
- Hengtai
- Harbin Fund
- HLB & Knowledge
- Honeywell
- HSBC
- Huawei Technology
- Huy uninitialized Group
- Hutchinson Whampoa Properties Group
- IBM GBS
- ICBC Capital
- Intel
- IFS China
- John Deere Investment
- Johnson & Johnson
- Jones Lang Lasalle
- L’Oreal
- Lenovo
- Louis Vuitton
- LVMH
- Macquarie Bank
- Mercer
- Merrill Lynch
- Midea
- McKinsey
- Moody’s
- Microsoft
- Morningstar Ventures
- NCR
- Nestle
- Nokia
- Novartis
- Parker Hannifin
- PIMCO Investment
- Pinger Securities
- Prow Capital
- PRTM
- PwC
- Qingming Venture Capital
- Samsung
- Sandisk-Awards
- Schneider Electric
- Shell
- Siemens
- SK Group
- Shuanghui Ventures Group
- TKT
- Touchmedia
- Unibber
- Verde Environment
- WS Harper Group

MBA 2010 Placement Highlights

- 59 Graduates
- 98% Placement Rate
- 74% Career Switch
- 403K Average Salary (RMB)
CKGSB MBA Application Process

The MBA Admissions Committee evaluates each applicant’s academic background, work experience, application essays, recommendation letters, GMAT score, and interview performance to identify candidates that have the qualities needed to achieve excellence through the CKGSB MBA program.

To begin the application process, create an account and fill out the Online Application Form at http://online.ckgsb.com/default.aspx.

To be considered for admission to the CKGSB MBA Program, all applicants must meet the following basic requirements:

- Undergraduate degree
- Two or more years of full-time work experience
- Competitive GMAT or GRE Score* (The CKGSB MBA average GMAT score is 680)
- Fluent English language ability

Steps in the Application Process

1. Submit online application and supporting materials
2. Notification of receipt of materials from CKGSB Admissions Office
3. Interview opportunity notification
4. Admission interview by Alumni & Admissions Committee
5. Notification of Admissions Committee decision
6. Receive offer letter by courier and respond by deadline

Supporting Documents Required:

- Copy of diploma for Bachelor’s Degree and highest degree earned
- At least two recommendation letters (instructions for submission are provided in the online application)
- Official copy of transcript for degrees earned
- Official GMAT or GRE score report (Send to CKGSB through the test center using GMAT Code 600-KJ-39 or GRE Code 4456)
- Two passport-size photos
- A photocopy of your application fee receipt (RMB 800 or $120 USD)
- Copies of training accreditation materials and awards/honors certificates
- Signed declaration form

How CKGSB Evaluates Applicants

CKGSB is dedicated to developing better business leaders for the future, and this mission is reflected in the MBA program’s application process. Strong candidates demonstrate social responsibility, leadership potential, integrity, initiative, the ability to work and communicate effectively in a group or team, excellent analytical and problem-solving skills, and a personal drive to succeed. These qualities are identified and assessed throughout the application process.

How to Apply

The CKGSB MBA Admissions Committee identifies exceptional individuals with the potential to become business leaders, and provides them with the support and resources they need to excel. Joining the CKGSB MBA family means demonstrating professional and academic distinction, responsibility, integrity, determination, and a drive for excellence.
Financial Aid

Scholarships

There are three CKGSB scholarships for which applicants can be considered during the application process.

CKGSB Early Admissions Scholarships
Special merit-based scholarships are available only to applicants in the early admission rounds.

CKGSB Merit-Based Scholarships
A fixed number of scholarships are set aside each year for individuals that possess outstanding academic and professional backgrounds and leadership potential. Full-tuition scholarships are also available to support the most outstanding candidates.

Social Responsibility and Green Future Scholarships
Scholarships provided to individuals who can demonstrate a strong commitment to sustainability and social responsibility.

CKGSB MBA Scholarships are funded through the generous support of the Li Ka-shing Foundation. The CKGSB MBA scholarships are designed to support individuals of exceptional ability and talent from China and around the world as they strive to become better business leaders through the MBA program.

Joint Venture Scholarships are also available. CKGSB’s comprehensive alumni and business network allows the school to engage with a range of socially responsible businesses that want to give back to the community. These organizations provide generous donations to support not only student scholarships, but also a wide and varied range of school activities that occur throughout the year.

Applying for Scholarships

Scholarships are granted through the application process. To be considered for scholarships, simply provide a positive answer to the scholarship question in the online application form. Once an applicant’s scholarship package is finalized, the designated amount will automatically be deducted from the tuition charged to the applicant prior to the start of the academic year.

Please check the CKGSB website or contact MBA Admissions staff for further details about the scholarships available.

Calendar

Admission Schedule

Deadlines for the 2013 Intake

Early Admission Deadlines:
October 15, 2012, December 3, 2012,
January 30, 2013

Regular Admission Deadlines:
April 8, 2013, June 3, 2013

* Please note: Improved opportunities for admission and scholarships in early rounds

Application Fee: RMB 800 or USD 120* (non-refundable)
Tuition: RMB 378,000
Accommodation Fee: RMB 1,800-3,000 per month for shared accommodation
Living Expenses: RMB 48,000 per year (estimated)

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

CKGSB’s main campus is located in the heart of downtown Beijing.
Beijing is the epicenter of the massive economic, social and political developments that are transforming China and the world. Its modern skyscrapers and grand plazas stand just down the street from alleys where neighborhood life continues at much the same pace as in centuries past. Beijing is a thoroughly international city, the host city of the 2008 Olympics, and capital of the world’s second largest economy. Beijing is also unquestionably Chinese, with an atmosphere and a cultural heritage unlike anywhere else. Fast-changing Beijing has an energy and vibrancy that make it one of the most exciting places in the world to live, study and work.

Housing
For students who require housing in Beijing, CKGSB has made an agreement with Century Towers, which provides comfortable dormitory living arrangements located at 18 Guanggumenwai Avenue, Shuangjing, Beijing. The building is 50 meters away from Beijing Subway Line 10, and it is surrounded by supermarkets, restaurants and multiple bus lines. It is a premium service apartment complex with all the facilities needed for comfortable living.

The housing agreement will be signed between the individual student and Century Towers. The dormitory is fully managed and serviced by Century Towers.

For more information, please see the Century Towers website:
http://www.cwtc.com/cwzt/tower/tower.jsp