

Together

CK MBA Newsletter Issue no. 21

取 明 优
势 道 术



Zhao Lijing,
Assistant Director, MBA
program

Dear students and alumni,

Welcome back and Happy the Year of Swine! It is said that pig can bring good luck and happiness; what I want to say is that it is true!

We are so happy and lucky to receive so many best New Year gifts from all of you which make us the happiest people in the world:

How can we feel not happy and “lucky” when we see “The full dedication and commitment has made you to be quick learner, you work extremely hard in fulfilling the course requirements. Besides, you are truly exemplary in creating an effective learning environment”- commented by our professors in the teaching report for 06 intake. We are proud of you and we firmly believe that you will bring us more inspiring surprises and concrete results through this module 2 study!

How can we feel not happier and luckier when we are receiving one by one good news from 05 intake for the job searching, when we read and see their truly touching sharing, on which their maturity, love and confidence are on ample display.

How can we not be the happiest and luckiest when we know that our alumnus Xia Tian has joined Merrill Lynch and Roger Shi join Diverso as an associate.

More than the success you made individually, you are contributing more and more to the society and the world through what you have learned and gained - the skill, knowledge, spirit, integrity, maturity and confidence!

Nothing else can make a human being feel happier when he/she witnesses the process that the investment has truly become golden assets and are returning back tremendously!

It's a great start of the New Year, full of happiness! We would rather think it is “good luck” and we are sure we will be “much luckier”!

Cheers for our “good luck” and “happiness” in the year of swine, and let's be Positive, Focus, Energetic and be Ready to expect greater achievements through further study and working together!

A handwritten signature in blue ink, appearing to read 'Lijing Zhao', written on a light-colored background.

CKMBA Academic

Courses Offered in February



Prof. Bing-sheng TENG

Marketing Management

Prof. Hao ZHAO

Financial Accounting

Ms. Ellen ORR

Business Ethics

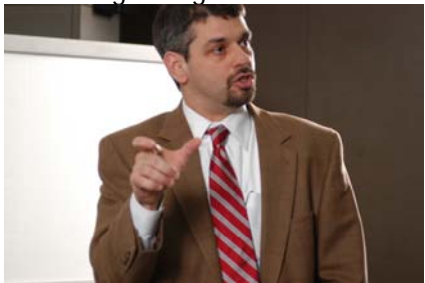
Prof. Robert PHILLIPS

Managerial Accounting

Prof. In-Mu Haw

Strategic Management

Prof. Bing-sheng TENG



Prof. Robert PHILLIPS



Dr. Bijan Ghaznavi



Ms. Ellen Orr



Prof. Hao ZHAO

Carlson MBA Student Reconnects with China at CKGSB

By Michael Taylor

This past month I was fortunate to participate in the inaugural Shanghai Global Elective at the Cheung Kong Graduate School of Business (CKGSB) program and add a global component to my University of Minnesota Carlson School of Management MBA coursework. Although I have studied in the People's Republic of China in the past, this program gave me the opportunity to become reacquainted with Shanghai, and at the same time study business concepts on a real life case with Chinese colleagues. Moreover the CKGSB established in 2002 by the renowned (and one of the wealthiest tycoons in Hong Kong) Li Ka-shing, holds the unique position of being the first private, free standing, and independent business schools in China. It was truly an honor to study at CKGSB, while at the same time assisting an American classic like Dairy Queen, reformulate its strategy in the Chinese market place.

The overall goals for the Carlson-Cheung Kong Global Elective, led by Carlson School faculty advisor Professor Seth Werner, Dairy Queen Vice President of Operations and Marketing Ann Stone, and Cheung Kong Marketing Professor Zhao Hao, included: exposing MBA students to the similarities and differences in culture between the East and West in both the academic and professional environment; provide a first-hand experience to the complexities a U.S. firm faces as it establishes a retail presence in China; and assist International Dairy Queen (IDQ) with key initiatives to assist management expand its presence in the Chinese market. The structure of the global enrichment program was academically stimulating and fresh, as it allowed students to work in cross-cultural teams on a real-life international business case study. The takeaways from the experience will certainly benefit anyone interested in associating with China, as well as any organization that is either looking to enter or expand in the Chinese market.

I was excited at the opportunity to participate in the program and study in Shanghai, a thriving business center of China, with a population of nearly 20 million. It has been nearly eight years since I last visited the People's Republic of China. Eight years is an eternity considering the accelerated rate of economic development in China. I had spent a week visiting Shanghai back in 1992, and have passed through the Shanghai Pudong airport twice since, yet I was not at all prepared to take in the amazing changes that have taken place over the past eight years. I have lived and studied in China before. I know the language and the culture. Nevertheless, throughout this experience, I continued to find myself comparing and contrasting changes that have occurred over the past 15 years in the People's Republic of China, and how different China looks from the first time I visited.

Now in the 21st Century, China has become a thriving economic center, with a nuclear power and an emerging space program. The middle class (xiao kang) exceeds 100 million, and is projected to double by 2010. Beijing will be the host of the 2008 Summer Olympics, thus being put on display for the world to see. I am convinced China is destined to be one of the most powerful nations in the world, yet at the same time historical scars of the past, left by imperialist foreign powers, are never forgotten by the Chinese people. In my opinion, doing business with the Chinese requires the "outsider" (wai guo ren) to be mindful and respectful of the past. Moreover in order to be taken seriously by a Chinese colleague, and be considered a "friend" (peng you), one must understand the "essence" of what it means to be Chinese. This may be achieved by learning the language, experiencing the culture, and knowing the literature and history of China. This program offered a great entrance into the Chinese culture, by exposing the participants to a real life case study in the Chinese context, and the opportunity to make an impact on the way IDQ does business in the Chinese market.

At the same time, the Shanghai global enrichment program allowed me on a personal level to reconnect with China. Each time I return to China, I recall myself as a young student in the summer of 1991 arriving in a country I knew very little about, and a language I hopelessly struggled with. Being raised in a small town in southern Minnesota, I had very few encounters with foreign languages and people from foreign lands. Making the decision to go to China to pursue my language studies was exhilarating and at the same time extremely frightening. Learning Mandarin was not an easy endeavor. The words of encouragement from my Chinese instructors still echo in my ears " bu pa man, zhi pa zhan", literally "it's alright to be slow, but never stand still", became my personal mantra. Through the years, as I grew older and more confident and comfortable navigating the language and the culture, I naturally sought a career

opportunity which would allow me to share that with others. This is what led me to graduate work in Chinese language and literature, and now MBA studies. Admittedly, each time I return to China, I particularly enjoy observing American students' reaction to experiencing Chinese culture for the first time.

I wholeheartedly believe that global experiences are a critical part of a professional education, and I believe the University of Minnesota and the Carlson School of Management understand and support that. Looking back over the past fifteen years it has become clear to me how my collective experiences provided the opportunity for personal and professional growth. I would not be the person today without having gone through each of these experiences. Being born and raised in the Midwest, my views, personal goals and aspirations were definitely shaped (and sometimes challenged) by my experiences in Asia. I insist that any college student who is obtaining a liberal arts education today, needs to study abroad, to get an authentic sense of world-view. At a time when the U.S. is at war in the Middle East, and the world continues to shrink, this is imperative. We cannot move forward as a people unless we learn to be inclusive and respectful of a multitude of ideas, cultural values, and lifestyles. There is really no way of developing cultural awareness in the truest sense of the word, without living outside one's own cultural environment & comfort zone, and experiencing it firsthand. This is especially important for the business leaders of tomorrow.

Learning a foreign language is an integral part of this. Since language is the way we define, experience, and understand the world we live in, it is important to see this from different perspectives. One way of doing this is through a foreign language. Let me give an example from the Chinese language. In American culture, we tend to look forward the future with the expectation that it will be better, than the present. This is conveyed in such expressions as "the future looks bright", and "things are going to get better", etc. In Chinese it is just the opposite. The gloriousness of ancient history is to be emulated but can never be the same as it was. This underscores the tremendous influence history has a Chinese culture. Moreover, China has a very lengthy history typically rendered as "5000 years", while the United States just celebrated its bicentennial a few decades back. This world-view is inherent in the Chinese language, and the Chinese way of thinking. In order to communicate with and understand your Chinese colleagues successfully, one must be aware of this nuance and know that it has a profound effect on any interaction.

Looking back, when I entered the Carlson MBA program, I was uncertain of the direction I wished to take. Having an extensive background in teaching and non-profit management, at that time I was unaware of opportunities that existed combining my Chinese background with the business coursework. Through my current position as a Trader Rep at Wells Fargo Investments and the coursework I have completed toward my MBA degree, I have a better sense of direction, and now in position personally and professionally to take the next step in my career path. The Shanghai global enrichment program thanks in part to The Carlson School of Management, Cheung Kong Graduate School of Business, and International Dairy Queen, allowed me to piece this together, and assisted me in taking the next step in my professional career development as well as realize personal goals. This is an experience I will never forget, and one that will clearly impact my future business endeavors and career aspirations.



CKMBA Career MBA Career

As a new Chinese New Year begins, Career Management Center (CMC) greetings you all for a prosperous Golden Pig Year!

CMC looks forward to partnering with your company in year 2007 to assist you in filling your current and future hiring needs. We hope you will take full advantage of CMC services available: Industry/Company Information Session, On-Campus Recruiting, Job Postings, Beijing Career Fairs, all designed to help you build your corporate image in Cheung Kong campus. Detailed Year 2007 CMC Schedule will be issued in early March to all business community partners.

CMC's next event is our Industry/Company Information Session scheduled in April. The purpose of the Industry/Company Information Session is to broaden MBA student's industry company knowledge and for companies, a presentation of its business, its culture, to let MBA students know more requirements from the demand side. Invitations for company sessions will be sent separately. Please let us know you have interest for joining in.



Alumni News

MBA2004 alum Xia Tian recently joined Merrill Lynch New York office in the Fixed Income Trading/Research Team, specializing in US Interest rate.

MBA2004 alum Roger Shi recently joined Diverso Management, Diverso is a private equity fund from UK that specialized in investment in renewable power, cyclic power and environmental industry.

Let's congratulate on their new moves and wish them continuous success in their new endeavor!

Marketing & Admissions Marketing

CKMBA Alumni Sharing with Prospective Students



CK MBA admissions team held two alumni sharing events in BJ on Feb 10 and GZ Feb 11. More than 10 alumni and around 50 prospective students participated in these two sharing events.

Since the Chinese New Year was approaching, the sharing was carried out in a quite relax way, free talk and mingling was the main communication style.



Meanwhile, each participant made a short self-introduction and shared their MBA dreams and career plan. Then those with the same background and same application goals grouped together to have a further communication.



CKMBA alumni shared their application story, MBA study and life, career development and all other key questions raised by the prospective students. And also it is a good gathering for Alumni to share with each other about their current work situation.



CKMBA Academics

Courses in March

Managerial Accounting
Prof. In-Mu Haw

Strategic Management
Prof. Bing-sheng TENG

Financial Management
Prof. Huining CAO

Human Resource
Management
Prof. Audrey Tsui

Extra Curriculum
Business Presentation
Mr. Glenn Wilkinson

Executive Talks in March

1.

Topic: Sharing MBA study, life, career planning, expectations, and development in MNCs etc.

Speaker: Mr. Tao DENG, Human Resources Director, Google Greater China

Date: March 3

Time: 18:00-20:00

Venue: Shanghai Campus

2.

Topic: Sharing career planning and development in MNCs etc.

Speaker: Mr. Frankie Ko, BD Vice President, Dow Greater China

Date: March 16

Time: 14:00

Venue: Shanghai Campus



Marketing & Admissions

Info Session @ Shanghai

Date: March 11, 2007

Time: 14:00 -16:30

Venue: CKGSB Shanghai Campus

Info Session @ Shenzhen

Date: March 17,, 2007

Time: 14:00 -16:30

Venue: To be announced

Info Session @ Beijing

Date: March 24,, 2007

Time: 14:00 -16:30

Venue: CKGSB Beijing Campus