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CKGSB MBA PROGRAM

.....
A World-Class MBA Program with

***UNRIVALED
CHINA INSIGHTS***





A WORLD-CLASS MBA PROGRAM WITH UNRIVALED CHINA INSIGHTS

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HOW TO APPLY

WHY CKGSB MBA PROGRAM

*Expand Your
Global Horizons
with CKGSB*

FULL-TIME
WORLD-CLASS
FACULTY

GLOBAL
LEARNING
PLATFORM

INNOVATIVE
CURRICULUM

UNSURPASSED
ALUMNI
NETWORK



True success requires a blending of value systems. An entrepreneur with a sense of mission should possess clear objectives that safeguard the best interest of the organization while achieving success with integrity.

LI Ka-Shing

CK Asset Holdings Limited
CK Hutchison Holdings Limited Senior Advisor
Li Ka Shing Foundation Chairman

CKGSB was founded in 2002 with the support of the Li Ka Shing Foundation.



To be globally competitive, we believe that future business leaders must lead with big hearts. Our pioneering experiment, combining instruction in both management and the humanities, sets us apart as a new-generation business school with global ambition.”

XIANG Bing

CKGSB Founding Dean
Professor of China Business and Globalization



CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

Cheung Kong Graduate School of Business (CKGSB) is China's first independent, faculty-governed and non-profit business school. Founded in 2002 with support from the Li Ka Shing Foundation, CKGSB's mission is to cultivate business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set.

CKGSB has a campus in Beijing, teaching sites in Shanghai and Shenzhen, and representative offices in Hong Kong, London and New York. The school offers innovative MBA, Finance MBA, Executive MBA, Business Scholars Program (DBA) and Executive Education programs.

WORLD-CLASS FACULTY



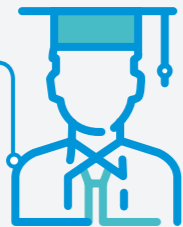
Our school has a unique value proposition compared to other schools in China because our professors are leading figures in their industries. We're uniquely positioned to bridge academia with business.

OU-YANG Hui

- CKGSB Distinguished Chair Professor of Finance
- Associate Dean of MBA

40+

FULL-TIME,
RESIDENT
PROFESSORS



Where is the future of business? To be successful, we will have to upgrade the current business model from business-oriented to customer oriented, from product-driven to service-driven, and provide more targeted service to customers."

ZENG Ming

- Chief Strategy Officer, Alibaba Group
- Former CKGSB Professor of Strategy



GLOBAL ACADEMIC
AWARDS BY FACULTY

70+

INDEPENDENT
CASE STUDIES
AND ARTICLES



400+



China's financial system is very underdeveloped, presenting opportunities for internet companies. In the US, the financial system is more advanced, and because of that, major internet companies do not engage in finance. Chinese (internet) companies have much more potential in this sector."

CHEN Long

- Chief Strategy Officer, Ant Financial Services Group, an affiliate company of Alibaba Group and the most valuable fintech company in the world.
- Former CKGSB Professor of Finance



It will be difficult for Western entrepreneurs to create new business in China, just like it has been for Chinese entrepreneurs to create new business overseas. Forming entrepreneurial partnerships to leverage local knowledge and local channels is a key to success."

LIAO Jianwen

- Chief Strategy Officer, JD.COM
- Former CKGSB Professor of Strategy, Innovation and Entrepreneurship
- Founder, HumanZyme

50%+

PROFESSORS ONCE
TENURED AT TOP
GLOBAL INSTITUTIONS



OUR RESEARCH

► In addition to engaging seasoned faculty, the school operates close to 16 research centers and a case center that has produced 400+ China-specific cases and reports, focusing on:

COMPETITION AND COLLABORATION IN CHINA AMONG STATE-OWNED ENTERPRISES, PRIVATE CHINESE COMPANIES AND MULTINATIONAL CORPORATIONS.



16
RESEARCH
CENTERS



If you are not talking about “AI + Finance,” then you are behind the times. Even worse, you risk being left behind, just as those stubborn holdouts in another era were stranded when they failed to accept the internet.”

SOURCE: CKGSB Knowledge Centre
AI and finance_Have we reached the tipping point

LI Haitao

Dean’s Distinguished Chair Professor of Finance and Associate Dean for Finance MBA

GLOBAL IMPLICATIONS OF CHINA’S RAPID DEVELOPMENT AND THE GLOBALIZATION OF ITS BUSINESSES.



RESPONSE OF MULTINATIONALS TO THE RISE OF CHINA AND OTHER EMERGING MARKETS, PLUS POTENTIAL SHIFTS IN THEIR STRATEGY.



1
CASE CENTER



The idea that big data is some sort of a shortcut to smart marketing is misleading. The ultimate goal of using big data is less about peeking into the consumer’s brain, but more about providing them with greater value.”

SOURCE: CKGSB Knowledge Centre *Big Data LI Yang*

LI Yang

Associate Professor of Marketing



Given the familiarity with mobile payments, people won’t find it hard to accept a completely digitalized currency, which is underpinned by a new technology: blockchain, a digital, distributed ledger system. Eventually every consumer will have an account in a system based on the blockchain, and the current model of digital payments transferred via a third party will disappear.”

SOURCE: CKGSB Knowledge Centre
Will China Be the First Country to Phase Out Cash

CAO Huining (Henry)

Professor of Finance and Chair of Finance Department

SUSTAINABLE DEVELOPMENT, INCLUSIVE GROWTH, CORPORATE SOCIAL RESPONSIBILITY AND PHILANTHROPY.



CAO Huining (Henry)

- Professor of Finance and Chair of Finance Department
- PhDs, UCLA and Yale University
- **Previously taught:** UC Berkeley

CHO Dong-Sung

- Visiting Professor of Strategy
- Professor Emeritus of Strategy, International Business, Management Design, and Sustainability Management, Seoul National University
- PhD, Harvard Business School

Lode LI

- Professor of Operations Management
- Professor Emeritus at Yale University
- PhD, Northwestern University
- **Previously taught:** Yale University, MIT, Northwestern University, HKUST

SUN Baohong

- Dean's Distinguished Chair Professor of Marketing
- Associate Dean for CKGSB Americas
- PhD, University of Southern California
- **Previously taught:** Carnegie Mellon University

TENG Bingsheng

- Professor of Strategic Management
- Associate Dean for CKGSB Europe and Asia
- PhD, City University of New York
- **Previously taught:** George Washington University

Brian VIARD

- Associate Professor of Strategy and Economics
- Academic Director for MBA
- PhD, University of Chicago
- **Previously taught:** Stanford University

WHO WILL TEACH YOU

OU-YANG Hui

- Dean's Distinguished Chair Professor of Finance
- Associate Dean for MBA
- Academic Director for Executive MBA
- PhDs, UC Berkeley & Tulane University
- **Previously taught:** Duke University, University of North Carolina

XIANG Bing

- Founding Dean
- Professor of China Business and Globalization
- PhD, University of Alberta
- **Previously taught:** HKUST, Peking University

YAN Aimin

- Professor of Management
- Associate Dean for Government Relations, Campus Development and Administration
- PhD, Pennsylvania State University
- **Previously taught:** Boston University

LI Wei

- Professor of Economics
- Director of CKGSB Case Center
- PhD, University of Michigan
- **Previously taught:** Duke University, University of Virginia

OU Jihong

- Associate Professor of Operations Management
- PhD, Massachusetts Institute of Technology
- **Previously taught:** University of Cambridge, National University of Singapore Business School, UCLA, University of Illinois

ZHANG Xiaomeng

- Associate Professor of Organizational Behavior
- Co-Director of Leadership and Motivation
- Associate Dean for Executive Education
- PhD, the R.H. Smith School of Business at University of Maryland, College Park



CKGSB's 14-month MBA program combines challenging courses with up-to-the-minute business insights, hands-on experience in China's leading companies, opportunities to learn from entrepreneurs and innovators, and educational exchanges with top business schools. Our curriculum emphasizes learning at both professional and personal levels, including all foundation MBA courses taught by the world-class faculty.

Our wide range of core courses, electives and business simulations highlight key China topics, bolstered by US modules and a multi-campus learning experience to foster a truly global perspective.

INNOVATIVE CURRICULUM



With the passion and vision to succeed in the business world, I believe it was the right time to step out of the comfort zone and to take up the MBA challenge that will push the best out of me. CKGSB's mission to provide world-class education for China's business is exactly what I was looking for in achieving a MBA and investing back into the China's market, where talents, knowledge, resources, location, connectivity, and culture are at the best of the best. CKGSB is a place where one's potentials can be exerted to its fullest."



Hong Kong

Pre-MBA Career: PCCW, Humanity & Health Medical Group
Undergraduate: University of California, Berkeley



Michelle LAU

Marketing Director,
Humanity & Health Medical Group
CKMBA 2015



After spending 8 years in London across investment banking, advising and investing in start-ups, and founding my own entrepreneurial ventures, I was looking to build my own company in Asia, or take a lead role in an existing one and strengthen bridges between China and Europe. Whether it's starting a FinTech P2P platform, or cross-border advisory, or replicating a European app/service in China and vice versa, there were lots of ideas I explored while at CKGSB - especially with incredibly knowledgeable peers and faculty where I could find business partners and advisors in the process. Choosing CKGSB was a no-brainer as it stands out as the perfect trampoline into business in China."

Sahil Chugani

CFO & Partner,
China Television Service (CTVS)
CKMBA 2015



Spain

Pre-MBA Career: Goldman Sachs, Entrepreneur
Undergraduate: Imperial College London



CURRICULUM MAP

► Our MBA curriculum is designed to immerse students in the best of Eastern and Western business knowledge through a mix of coursework, in-the-field learning, and real-world experience. In all courses, professors are required to include 30% or more China-related content or cases where appropriate. In 2018, we launched a number of new MBA electives covering hot topics, like artificial intelligence (AI), fintech, Bitcoin, and blockchain, to better prepare students for a changing business environment.



GLOBAL LEARNING PLATFORM

► Offering access to world-renowned professors and an elite Chinese alumni network of CKGSB, our **China Module** immerses MBA students in exciting new ideas, ground-breaking research and innovative business practices originating from China.

2
weeks

- Intensive learning about China's unique business landscape and culture
- Lectures and real business cases
- Dialogues with CKGSB's elite alumni
- Company visits
- Networking with global MBA peers



► The **Overseas module** is held in the US and consists of business theory lectures by professors, visits to leading companies and insights from Wall Street professionals, who are experts in business and finance, or entrepreneurs from innovative Silicon Valley companies. A typical **overseas module** consists of study at CKGSB's New York location as well as at partner schools, such as Columbia, Princeton, UC Berkeley and Stanford.

3
weeks

- CKGSB New York
- Columbia Business School
- West Point Military Academy
- Princeton University
- UC Berkeley
- Stanford University

INTERNATIONAL EXCHANGE

► CKGSB is recognized as one of the most globalized business schools in China for its success in facilitating top-level exchange between businesses, academics, nonprofits and government sectors around the world. CKGSB works with close to 40 leading universities to serve business leaders with the best Management education available.

MBA INTERNATIONAL EXCHANGE PARTNER LIST

- Indian School of Business
- Waseda University
- Seoul National University
- Taiwan National University
- Cornell University
- Columbia University
- University of Michigan
- University of California, Berkeley
- Queen's University
- IPADE Business School
- EMLYON Business School
- IE Business School
- ESIC Business & Marketing School



“

The precious opportunity CKGSB provided me to study in CBS gave me a great chance to exchange ideas with CBS professors, professionals and classmates.”



USA

Exchanged to Columbia University

Olina CHEN

CKMBA 2014



“

Taking the 3-month exchange program in IE was definitely the best decision, with the highest ROI, that I've ever made during my MBA year. CKGSB and IE give grandeur to the program. How I wish I could be there again!”



Spain

Exchanged to IE Business School

Vanessa LI

CKMBA 2015

UNSURPASSED ALUMNI NETWORK

► CKGSB's alumni group is recognized as one of the most exclusive in China. Connecting with our alumni network means you have a link to China's most successful entrepreneurs and companies.



Without CKGSB I would be less of a global citizen. China has utterly reshaped my mindset. CKGSB gave me the chance to meet professors and individuals with deep connections and roles in the Chinese business community, internalizing a knowledge that can't be imbibed by media or books on China. After an MBA at CKGSB you can confidently rely on a combination of skills, a crisp understanding of China's economy, and a superior network."

Mauro BUONGIOVANNI

Revi & Partners / Advisor Università Guglielmo Marcon (Italy) / Università di Bologna (Italy) B. Sc in Economics Sciences / J.D. in Law CKMBA 2015



10

CKGSB alumni were in HBR China's list of "100 Best Performing CEOs"

66

of Fortune China magazine's Top 500 companies are led by CKGSB alumni

1/5

of China's most valuable brands are led by CKGSB alumni

10,000+

Alumni, 50% of whom are at Chairman or CEO level

3

CKGSB alumni, including Tencent Co-Founder Chen Yidan, made the Top 10 of the 2017 Forbes China Philanthropy List.



It is a daunting challenge for a business school to bring so many truly A-list business leaders together, but CKGSB has managed to hit another home run."

Jack MA

Founder and Executive Chairman, Alibaba Group
CKGSB CEO 1st Class



RECENT MBA CLASS PROFILE

50



Class Size

26%



International Student Percentage

680 GMAT

Average GMAT Score

29.4



Average Age at Entry

5.9



Average Years of work Experience

47%



Female Students

YEARS OF FULL-TIME WORK EXPERIENCE

7% < 3 years
49% 3-5 years
22% 6-8 years
22% > 8 years



EDUCATIONAL BACKGROUND

32% Business & Management
36% Science & Engineering
25% Humanities
7% Others





Yinan TANG

GE Healthcare
Project Manager, Clinical Application Specialist
The University of Hong Kong / Cornell University
M.E. in Biomedical Engineering



Senghor TAN

Deloitte Consulting (UK) / Consultant
University College London
University of Cambridge
M.Sc in Economics



Mauro BUONGIOVANNI

Revi & Partners / Advisor
Università Guglielmo Marcon (Italy)
Università di Bologna (Italy)
B.Sc in Economics Sciences / J.D. in Law



Abiola AKINYEMI

King Health Systems,
Inc Senior Consultant, Project Manager
Columbia University
B.A. in Economics & Political Science



Vincent LU

Trimble Navigation
Operations Specialist
Stanford University
M.E. in Management Science and Engineering



Grace WANG

China Aerospace Construction Group Corporation
Assistant Engineer
Tsinghua University
M.E. in Environmental Science and Engineering

RECENT STUDENT PROFILES



Nancy YAO

Deloitte & Touche LLP
Audit Senior
University of Southern California
B.Sc in Accounting



Sahil CHUGANI

Goldman Sachs (UK)
Client Portfolio Manager, Senior Analyst
Imperial College London
B.E. in Engineering



Michelle LAU

PCCW Media (HK)
Drama Production Administrative Officer
University of California-Berkeley
B.A. in Media Studies



Eric CHUNG

BOUD / Business Group Director
Korea University
B.A. in Business Administration
English Language and Literature

At CKGSB, you will not only learn from the best, you will also learn with the best. In the 2016 & 2017 intakes, more than 63% of the students had overseas degrees or work experience. Most of your classmates graduated from world-class universities or worked in leading companies / institutions, such as Oxford, Cambridge, Columbia, UC Berkeley, Cornell, Tsinghua, Peking, Google, Goldman Sachs, Samsung, Tencent and Huawei.

STUDENT ACTIVITIES

► Success in business requires a comprehensive skill set that includes social and networking skills, cultural sophistication, physical fitness and more. To advance these aspects of personal development, CKGSB allocates funds every year to student organizations where you can develop skills, forge personal bonds and expand your network.



Sailing Outward Training In Sanya



Mentorship Commencement Ceremony

Halloween Party



China Module



Beach Camping & Team Building



MBA Student on G20 Special



The First Lesson of Philanthropic



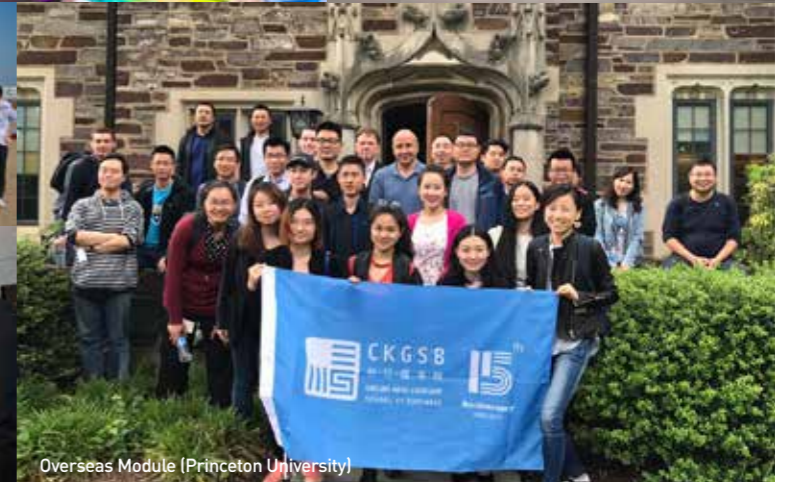
Graduation Ceremony



Mobile Classroom



Opening Ceremony



Overseas Module (Princeton University)

MENTORSHIP PROGRAM

► MBA mentorship program connects MBA students with the most successful entrepreneurs and industry leaders in China, as well as those in the powerful network of CKGSB's Business Scholars Program (DBA), EMBA Program and executive programs. The program has been extremely effective for young professionals to learn from seasoned executives through various interactions.

MENTOR STUDENT RATIO

1:2

Quantitative and qualitative requirements to guarantee fruitful interactions



Finance & Investment



Weimin CHEN 陈为民
Managing Director & CEO
Houlihan Lokey
华利安国际投资银行 董事总经理



James SHEN 沈劲
MD of Qualcomm Ventures
VP of Qualcomm
高通副总裁, 高通创投



Qiang WANG 王强
ZhenFund Co-Founder
真格基金 联合创始人



Annabelle LONG 龙宇
Managing Partner
Bertelsmann / Bertelsmann Asia Investments
贝塔斯曼 / 贝塔斯曼亚洲投资基金 中国首席执行官 / 管理合伙人CEO



Ning TANG 唐宁
Chairman & Founder
CreditEase
宜信公司 创始人 & CEO



Matthew ZHANG 张宏
Asia Managing Director
KKR
KKR集团亚洲区 董事总经理



Guangyu WANG 王广宇
China Soft Capital Chairman
华软资本控股 董事长



Varsha RAO
Head of Global Operation
Airbnb
Airbnb 全球首席运营官



Stephen SHIH
Bain & Company Partner
贝恩咨询 合伙人



Qihua CHEN 陈其华
Manager of China, Caterpillar
VP of China Operations, Division & Country
卡特彼勒全球副总裁, 卡特彼勒(中国) 董事长



Ziqiang SUN 孙子强
SK (China) Chairman
SK集团 大中华区总裁



Xuan YAN 严旋
President, Greater China
Nielsen
尼尔森 大中华区总裁



I am all ears when it comes to my mentees' stories, whether they're about career development or daily issues in their studies or work. Being a mentor, I feel the more I share with them the more rewarding it is."

SUN Gang

Founder & CEO, KK Mandarin
CKGSB DBA 3rd Class



Yufeng CHI 池宇峰
Founder and Chairman
Perfect World
完美世界 创始人兼董事长



FENG Lun 冯仑
Vantome Group Chairman
万通集团 主席



Gang SUN 孙刚
Founder & CEO, KK Mandarin
开开汉语 创始人兼CEO



Ruihai ZHAO 赵瑞海
QM Co-founder & Chairman
曲美集团 董事长



Yidan CHEN 陈一丹
Tencent Core Founder
腾讯控股有限公司 主要创始人



Xiaochuan WANG 王小川
Sogou.com CEO
搜狗科技 CEO



Allen LU 陆凡
Co-founder & Chairman
Senscape.cn
触景无限 联合创始人、董事长



Lianqiang JI 姬连强
Air Media Chairman
航美传媒集团 董事长

CAREER DEVELOPMENT

Post-MBA Average Salary

\$132,000 USD



Disclaimer: Based on self-reported salary information in Chinese RMB in 2016 (one-year post-MBA) and converted using PPP to US\$ figures, CKGSB MBA graduates make an annual median salary of \$132,196, which is listed among the best paid graduates in Greater China Region.

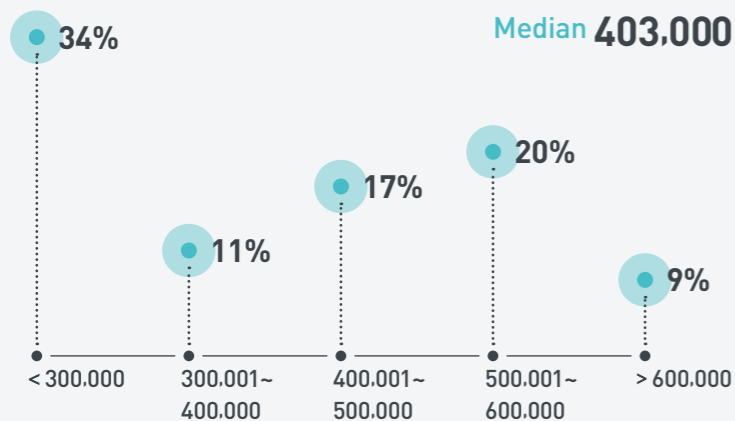
Compensation - International students

Mean 3,028,260 Median 2,618,010

Compensation by Career Switch

	Mean	Median
Entered a new industry	673,710	490,000
Started a new job function	794,080	330,000
Both industry & function are new	728,890	500,000

Compensation - All students



- Compensation package is the sum of annual base salary, signing bonus and other guaranteed benefits.
- All currency data are reported in Chinese RMB.
- All percentages in this report have been rounded.
- CMC reserve the right to final interpretation of all figures presented in this report.



ENTERED A
NEW INDUSTRY



STARTED A
NEW JOB FUNCTION



BOTH INDUSTRY &
JOB FUNCTION ARE NEW

EMPLOYER PARTNERS



CKGSB CHUANG COMMUNITY

► CKGSB Chuang Community (CKCC) is an entrepreneurial ecosystem co-sponsored by CKGSB and its alumni network. The community benefits from the synergy of CKGSB's longstanding history in management education and its unsurpassed alumni network rich with entrepreneurial experiences and resources. CKCC connects cooperative partners with its incubation system to assist and support business innovators through management education as well.



The number one thing that CKGSB gave me is that it helped me understand what I wanted to do with my life—I discovered the dream that I wanted to pursue. CKGSB spoke a lot about 'Internet Plus', increasing mobile data usage, and how everybody is doing everything through their smartphones. I thought, how can I connect to people so they can interact with energy providers using their smart phones? That was the main thing that made me decide to do a startup instead of getting a job."

Boris NIKOLIC

CKMBA 2014



Cindy MI

Founder & CEO of VIPKID
CKMBA 2010



Professors helped me create my business plan and I was paired with mentors from CKGSB's Executive MBA program, which offered one-on-one time with people who have extensive backgrounds in business."

Part-time Teaching
Full-time Fun!



CKGSB community has a very entrepreneurial culture which comes from the top and from within. We are paired with mentors -- senior alumni with extensive backgrounds in business -- to learn real and practical stuff about how to build up a business, as well as to develop a mindset that embraces thinking like an owner, critical questioning, innovation, service and continuous improvement."

YE Wenyi

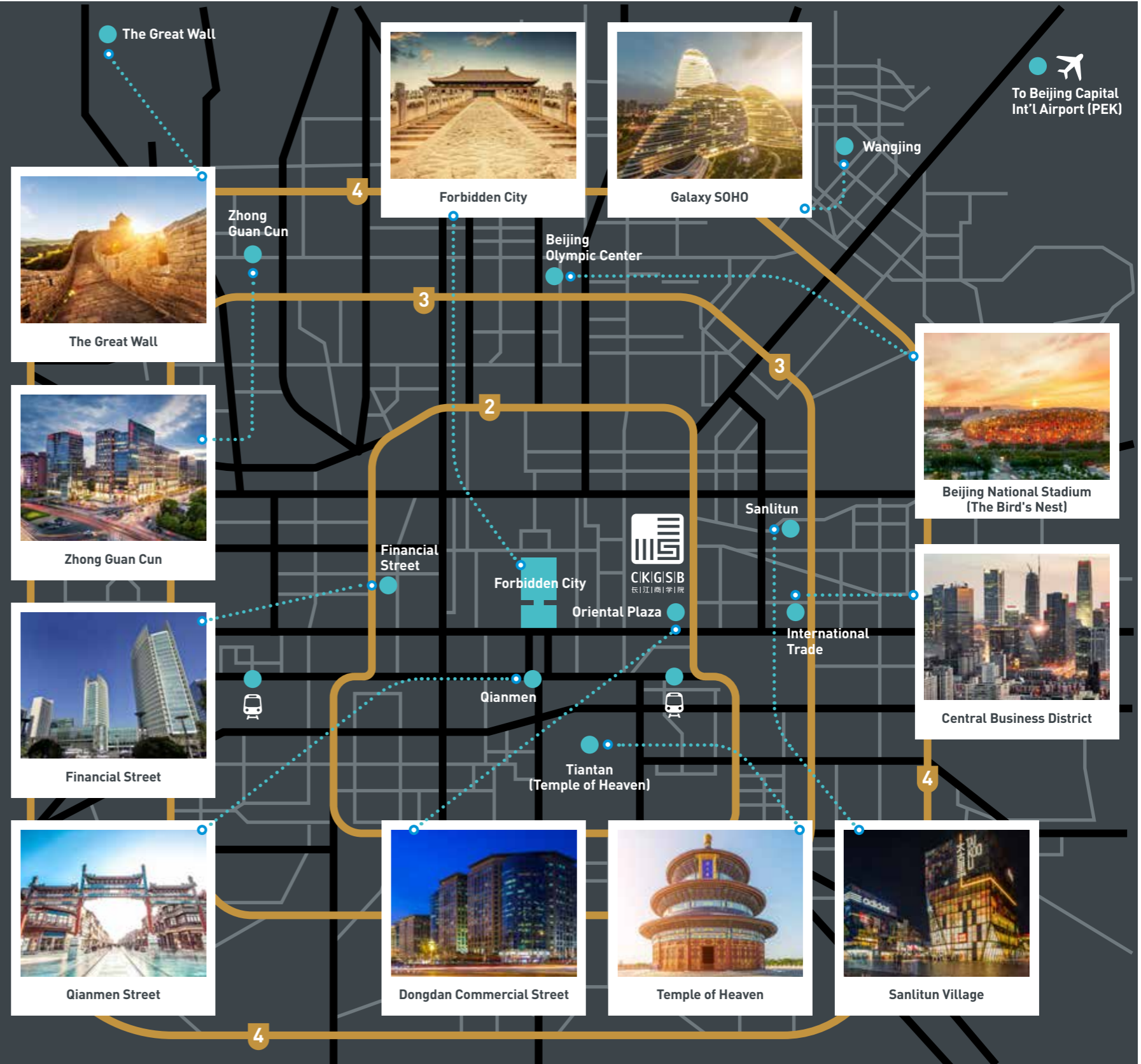
Co-Founder & CEO, Yimi Station
CKMBA 2012

Founded in 2015, Yimi Station provides Intelligence Food Storage, and raised over RMB 10 million in Pre-A financing in 2017.

Beijing is the best city to study in China.

With significant investment in AI, access to cutting-edge technology and an unrivaled cosmopolitan energy, the Chinese capital is among the most exciting cities in the world.

BEIJING OPPORTUNITIES



HOW TO APPLY

Admission Requirements

An undergraduate degree

Two or more years of full-time work experience

A competitive GMAT/GRE score (CKGSB MBAs' GMAT average is 680) or pass CKGSB School Entrance Exam

Fluency in English

Application Process

- 1 Online Application
- 2 Interview Notification
- 3 Admission Interview
- 4 Admission Decision
- 5 Offer Confirmation

CKGSB Scholarships

- CKGSB Merit-Based Scholarship
- CKGSB Industry Scholarships
- Scholarship for Outstanding Overseas Chinese
- CKGSB Vision Scholarships
- CKGSB Need-Based Financial Aid
- GMAT/GRE Achievement Scholarship
- CKGSB Company Sponsored Scholarship
- CKGSB Scholarships for International Applicants
- One Belt One Road Scholarship
- CKGSB Philanthropy Scholarship

Note:

For information on scholarships, please visit www.ckgsb.edu.cn or contact:

+86-10-85181052

mbaadmissions@ckgsb.edu.cn

Tuition and Fees

Application Fee (non-refundable):

RMB 800 / USD 120

Tuition:

RMB 409,000

Living Costs:

Estimated annual accommodation expenses:

RMB 40,000-50,000 / USD 6,000-8,000

Estimated living expenses:

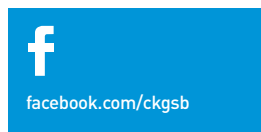
RMB 4,000 / USD 600 per month



Accommodation

CKGSB cooperates with Oriental Plaza Apartments to provide full-time MBA students with accommodation. Oriental Plaza boasts the prestigious address of No.1 East Chang'an Avenue. Strategically located along Wangfujing Street, the development occupies a prime site in the heart of Beijing's city center.

Join Us!



MBA Admissions Office Contact Information



+86-10-85181052



mbaadmissions@ckgsb.edu.cn



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1 East Chang'an Avenue, Beijing 100738, China
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Shenzhen

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Tel: +86-755-82835188

Hong Kong

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3 Garden Road, Hong Kong
Tel: +852-36980981

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