

CKGSB MBA China Module

May 05-19, 2019 · Beijing



**DEVELOPING THE NEXT GENERATION OF BUSINESS
LEADERS IN A GLOBALIZED ECONOMY**



ABOUT CKGSB

Cheung Kong Graduate School of Business (CKGSB) aims to cultivate business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set. Established in Beijing in November 2002 with generous support from the Li Ka Shing Foundation, CKGSB is China's first faculty-governed, non-profit, independent business school. Since its founding, CKGSB has developed into a prominent business school with more than 40 full-time professors, who have earned their PhDs or held tenured faculty positions at leading business schools such as Harvard, Wharton and Stanford. Their research has provided the basis for more than 400 case studies of both China-specific and global issues. CKGSB also stands apart for its unmatched alumni network. More than half of CKGSB's 12,000+ alumni are at the CEO or Chairman level and, collectively, they lead one fifth of China's 100 most valuable brands. CKGSB strives to understand business in a more well-rounded capacity, beyond the traditional boundaries of business schools. For instance, in 2005, CKGSB pioneered the integration of the humanities into its curricula to give students a long-term and holistic view of business and development. The school's EMBA students - more than 80% of whom are above the Vice President level - are also required to complete six days of community work before receiving their degrees. In 2014, CKGSB was the first Chinese business school to develop a philanthropy program aimed at equipping the school's alumni with expertise on setting up and managing foundations and engaging in philanthropy. CKGSB is also mainland China's most globalized business school. Besides its three campuses in Beijing, Shanghai and Shenzhen, the school has established offices in London, New York and Hong Kong. Moreover, it has formed strategic partnerships for joint programs and research with leading schools worldwide, such as Columbia Engineering in the US, IMD in Switzerland and FDC in Brazil. The school offers the following innovative courses: MBA, Finance MBA, Executive MBA, Business Scholars Program (DBA); and Executive Education programs.

For more information, please visit it <http://english.ckgsb.edu.cn/>.



What is CKGSB MBA China Module

The program has been developed from a proven course structure and is specifically tailored to suit Global MBA program's needs. It focuses on building strategic and leadership capabilities of business professionals who have global responsibilities, allowing them to gain insights on the implications of globalization and the transformation of China. Through the curriculum, the world-renowned faculties, and the high-level business executive alumni network of CKGSB, MBA students will have access to exciting new ideas, ground-breaking research and innovative business practices originated from China.

CKGSB MBA China Module consists of

- 8 academic topics that examine specific business and economic issues in the context of China.
- 5 company visits to leading companies in China that allow students to familiarize themselves with the "day-to-day" operations of enterprises in China.
- 1 joint team project that will enable students to interact with colleagues from China and abroad and establish a more meaningful relationship with our country and culture.
- Intercultural and social activities that can provide the participants the opportunity to interact socially and culturally through organized events.



Why CKGSB MBA China Module

This specially-designed CKGSB MBA China module will enable the participants to meet the shifting needs of global business, particularly to gain insight into doing business in China and cooperating with Chinese companies that operate globally, which is to:

- Encourage the program participants to see the world through the China lens.
- Encourage the program participants to reflect on how they can best adapt to such transformational changes in their company's global strategy.
- Understand how changes in Chinese economic policies are creating new business opportunities.
- Understand how the globalization of Chinese companies is affecting the world economy and various industries therein.

How to Join the CKGSB MBA China Module?

Students may join the CKGSB MBA China Module as individuals or in a school group. For individual students, school administrators may share the information provided with students that may be interested in joining the program. Anyone interested in this program, please contact: mbaaca@ckgsb.edu.cn

Program fee:

USD 2,000/person for one-week participation

USD 25,00/person for two-week participation



CKGSB MBA China Module

May 05-19, 2019

**This is a tentative plan and it is subject to change according to professors' availability.*



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	May 5	May 6	May 7	May 8	May 9	May 10	May 11
Morning		8:40-9:00	9:00-12:15	9:00-12:15	8:30-12:00	8:30-12:00	8:30-12:00
	Arrival	Orientation 9:00-12:15 Lecture: Business Model Innovation in Digital Era (Prof. Bingsheng TENG)	Company Visit: Alibaba	Lecture: China's Transformation and Its Global Implications (Prof. Bing XIANG)	Tour: Tian'anmen Square	Tour: Experience of Chinese Traditional Tai Ji, Swordplay etc.	Tour: Great Wall
		Lunch on own	Lunch on own	Lunch on own	Tour Lunch	Lunch-Box	Tour Lunch
		14:00-16:30	14:00-17:15	14:00-17:15	14:00-17:00	14:00-16:00	14:00-16:00
Afternoon	Free Time	Lecture: The future of retail: Experience and lessons from China (Prof. Bing JING) 16:45-17:15 Group Project Orientation (Prof. Bing JING)	Lecture: Entrepreneurship & Innovation in China (Prof. Jing LIU)	Lecture: China's Transformation and Its Global Implications (Prof. Bing XIANG)	Tour: Hutong Tour & Summer Palace	Company Visit: Lenovo	Tour: Great Wall
		18:00-21:00	19:00-21:00			19:00-22:00	
	Free Time	Welcome Dinner	Survival Chinese Class	Free Time	Free Time	One Night in BJ	Free Time

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	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Saturday
	May 12	May 13	May 14	May 15	May 16	May 17	May 18	May 19
Morning		9:00-12:15	9:00-12:15	9:00-12:15	9:00-12:15	9:00-12:15	8:30-12:00	
	Exploring BJ on your own	Lecture: China Economic Outlook (Prof. Wei LI)	Company Visit: U Commune	Lecture: China's Financial Markets (Prof. Ouyang Hui)	Lecture: How Technology Can Drive Business (Prof. Weining ZHANG)	Lecture: Internet Marketing (Prof. Yang LI)	Exploring BJ on your own	Exploring BJ on your own
		Lunch on own	Lunch on own	Lunch on own	Lunch on own	Lunch on own		
		14:00-17:15	14:00-16:30	14:00-17:15	14:00-17:15	14:00-17:15		
Afternoon	Exploring BJ on your own	Company Visit:Baifendian	Company Visit:Hanergy	Alumni Sharing	Lecture: Internet Marketing (Prof. Yang LI)	Final Case Presentation (Prof. Bing JING)	Exploring BJ on your own	Exploring BJ on your own
Evening		19:00-21:00	19:00-21:00	19:00-21:00	19:00-21:00	18:00-21:00		
	Free Time	Sports Games with CKGSB MBA students	Case Preparation in Groups (Office Hours by Prof. Bing JING)	Case Preparation in Groups	Case Preparation in Groups	Closing Dinner	Free Time	Free Time

Synopsis for the Sessions

TOPIC 1: BUSINESS MODEL INNOVATION IN DIGITAL ERA



Dr. TENG Bingsheng is Professor of Strategic Management at CKGSB and the Associate Dean for CKGSB Europe and Asia. He formerly served as a tenured Professor of Strategic Management at George Washington University (GWU), where he was a doctoral advisor and lead professor of the departmental doctoral program. His areas of expertise include Chinese firms' global strategies, entrepreneurship and innovation, M&A, strategic alliances and strategic management.

PROF. BINSHENG TENG

PhD, City University of New York
Professor of Strategic Management
Associate Dean for Asia and Europe

TOPIC 2: THE FUTURE OF RETAIL: EXPERIENCE AND LESSONS FROM CHINA



Dr. JING Bing is an Associate Professor of Marketing at CKGSB. He earned his PhD 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 line design and pricing, product differentiation, word-of-mouth marketing, etc. His areas of expertise include e-commerce, product customization, product Differentiation, product line design and pricing and word of mouth marketing.

PROF. BING JING

PhD, University of Rochester
Associate Professor of Marketing

TOPIC 3: ENTREPRENEURSHIP & INNOVATION IN CHINA



Dr. LIU Jing is Professor of Accounting and Finance at CKGSB. Prior to CKGSB, he was tenured professor at UCLA's Anderson School of Management. At CKGSB, Dr. Liu has played multiple roles for school building. He is the Chairman of the first democratically elected Faculty Executive Committee, former Chairman for the school's alumni association and its development foundation. He oversees CKGSB's flagship DBA program as well as its highly acclaimed accelerator for startup companies. From 2008 to 2015, he also guided the school's finance, HR and IT functions. Dr. Liu serves as a director on the boards of several large Chinese as well as international companies. He also consults widely on management and investment issues. His areas of expertise include corporate finance, economic reforms, financial accounting, investments and real estate.

PROF. JING LIU

PhD, Columbia University
Professor of Accounting and Finance
Associate Dean for DBA and CKGSB Chuang Community
Academic Director for DBA

TOPIC 4: CHINA'S TRANSFORMATION AND ITS GLOBAL IMPLICATIONS



Dr. XIANG Bing is the Founding Dean and Professor of China Business and Globalization at CKGSB. He has been an independent board member of a number of companies (including two Fortune Global 500) listed in Hong Kong, Chinese mainland and the US. He also served as a member of board of trustees for United Way Worldwide (US), the largest private charitable organization in the world. Dr. Xiang's research interests include state and business relations, reform of state-owned enterprises, innovation and the role of the private sector in China. He is a leading authority on Chinese business, innovations in China, globalization of Chinese companies and global implications of China's transformation. His writings and cases on these subjects are considered among the most influential in China. Dr. Xiang has served as keynote speaker at many influential forums and conferences around the world. He is also a regular speaker of World Economic Forum, Bo'ao Forum for Asia, Saint Petersburg International Economic Forum, Fortune Global Forum, the Economist Innovation Summit etc.

PROF. BING XIANG

Founding Dean
Professor of China Business and Globalization

Synopsis for the Sessions

TOPIC 5: CHINA ECONOMIC OUTLOOK



Dr. LI Wei is Professor of Economics, Director of the Case Center and Director of the China Economy and Sustainable Development Center at CKGSB. He formerly served as a professor at the Darden Graduate School of Business, University of Virginia. Previously, he was a research associate at the University of Michigan's Institute for Social Studies and taught at Duke University's Fuqua School of Business. His areas of expertise include corruption, financial markets, macroeconomics, managerial incentives and market competition, real estate, reform, taxation, telecommunications privatization and valuation in emerging markets.

PROF. WEI LI

PhD, University of Michigan
Professor of Economics
Director of MBA Program
Director of Case Center
Director of CKGSB China Economy and Sustainable Development Center

TOPIC 6: CHINA'S FINANCIAL MARKETS



Prof OU-YANG Hui is the Dean's Distinguished Chair Professor of Finance at CKGSB. He also serves as Associate Dean for the MBA Program and the Academic Director for the EMBA Programs. His academic research focuses on the development of asset pricing and corporate finance models. He had previously served as an associate professor at Duke University and an assistant professor at UNC-Chapel Hill. Prof Ou-Yang was voted the best teacher by Duke's Global EMBA Class of 2004. He won the Barclays Global Investors/Michael Brennan Runner-Up Award for the best paper published in the Review of Financial Studies in 2003 as well as the best paper award (joint with Henry Cao) presented by the Society of Quantitative Analysts in 2005.

Before joining CKGSB, Dr. Ou-Yang served as a managing director at UBS and also served as a managing director at Lehman Brothers and Nomura Securities. Dr. Ou-Yang holds a PhD in finance from UC Berkeley and a PhD in chemical physics from Tulane University. He received his postdoctoral training in chemical physics from the California Institute of Technology, where he worked under Nobel Laureate Rudy Marcus.

PROF. HUI OU-YANG

Dean's Distinguished Chair Professor of Finance
Associate Dean for MBA
Academic Director for EMBA
PhD, University of California, Berkeley
PhD, Tulane University

TOPIC 7: HOW TECHNOLOGY CAN DRIVE BUSINESS

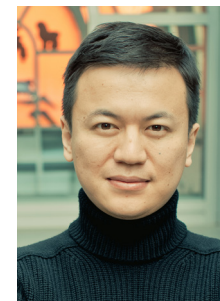


Dr. ZHANG Weining is an Associate Professor of Accounting at CKGSB. He received his Ph.D. in Accounting from the University of Texas at Dallas in 2010. Before joining CKGSB in 2012, Dr. Zhang served as a faculty member at the Business School of National University of Singapore. His research interests include financial analyses, corporate disclosure, investor relationship management, corporate governance, internet platform business and strategic financial management. He also works with Development Research Center of the State Council of China and Energy Fund of US on research projects.

PROF. WEINING ZHANG

PhD of Accounting, University of Texas at Dallas
Academic Director for Chuang Community
Associate Professor of Accounting

TOPIC 8: INTERNET MARKETING



Dr. LI Yang is Associate Professor of Marketing at Cheung Kong Graduate School of Business. He received a Ph.D. in Marketing from Columbia University, a M.S. in Biomedical Engineering from Columbia University, and a B.S. in Electronics from Peking University. His research focuses on big data marketing analytics, with emphases related to pricing, consumer choice, and competitive strategy. Dr. Li has published on leading academic journals such as Management Science, Marketing Science, and Journal of Marketing Research. At CKGSB, Dr. Li teaches marketing management to MBAs, EMBA's and Executive Education. He has also consulted for Tencent, Baidu and Yonghui Groups, and currently holds a US patent.

PROF. YANG LI

PhD, Columbia Business School
Associate Professor of Marketing

Company list for visits:



UCOMMUNE

UCOMMUNE (Beijing) Venture Investment Co., Ltd was founded in 2015 by Dr. Mao Daqing, and is recognized as China's leading shared working space provider, offering one-stop servicing solutions for start-ups of varied sizes. Headquartered in Beijing, the company has set its footprints in over 78 locations across 20 cities worldwide, including but not limited to Beijing, Shanghai, Shenzhen, Hangzhou, Nanjing, Xi'an, Chengdu, Singapore, New York, Los Angeles and London, fueling the growth for over 3000 enterprises and over 3,000 individual members.



Lenovo

Lenovo Group Ltd. or Lenovo PC International, often shortened to Lenovo, is a Chinese multinational technology company with headquarters in Beijing, China and Morrisville, North Carolina.[4] It designs, develops, manufactures and sells personal computers, tablet computers, smartphones, workstations, servers, electronic storage devices, IT management software, and smart televisions. Lenovo is the world's largest personal computer vendor by unit sales since 2013. It markets the ThinkPad line of notebook computers, IdeaPad, Yoga and Legion lines of notebook laptops, and the IdeaCentre and ThinkCentre lines of desktops.



Hanergy

Hanergy is a privately held Chinese multinational renewable energy company founded in 1994 by Li Hejun, headquartered in Beijing. It is active in solar, wind and hydropower generation. According to its own company literature, it is the world's largest thin-film solar power company. Hanergy was ranked No. 23 in the 2014 list of 50 Smartest Companies by MIT Technology Review, noting "the Chinese energy company is snapping up advanced solar technologies at fire-sale prices." The company has since become famous globally for its shocking stock implosion and subsequent unraveling, drawing comparison from some observers to the U.S. energy firm Enron.



Alibaba

Alibaba Group Holding Limited is a Chinese multinational e-commerce, retail, Internet, AI and technology conglomerate founded in 1999 that provides consumer-to-consumer, business-to-consumer and business-to-business sales services via web portals, as well as electronic payment services, shopping search engines and cloud computing services. It owns and operates a diverse array of businesses around the world in numerous sectors, and is named as one of the world's most admired companies by Fortune. It is one of the top 10 most valuable and biggest companies in the In January 2018, Alibaba became the second Asian company to break the USD 500 billion valuation mark, after Tencent.

Percent百分点 BAIFENDIAN

Founded in 2009, BAIFENDIAN is a leading provider of big data and AI products and solutions in China with complete big data and AI product line in the industry. Meanwhile, BAIFENDIAN has created rich industry application model library and knowledge graph repository, providing AI scenario solutions covering multiple industries.

BAIFENDIAN has currently more than 800 employees and a R&D team with about 500 talents from domestic and international top universities and leading technology companies. At present, BAIFENDIAN has expanded its business into different industries including finance, manufacturing, public affairs, media publishing, energy, transportation, retailing and e-commerce while providing services to thousands of enterprises. As the leading provider of big data & intelligent scenario solutions in China, BAIFENDIAN is committed to building big data underlying technology platform and intelligent application scenarios so as to help enterprises to manage their data asset and realize their data value in a highly efficient and convenient way.



Tian'anmen Square

Tian'anmen was the main gate of the imperial city of Beijing in the Ming and Qing dynasties. It was built in the 15th year of the Ming dynasty (1417). The first name was "chengtianmen", which means "to be transported by heaven". The Qing dynasty (1651) changed its name to Tian'anmen. In the city, there are five gates, with the largest gate in the middle, located on the central axis of the imperial city of Beijing, and only the emperor can go in and out in the past.



The Forbidden City

It is the imperial palace of the Ming and Qing dynasties. It is known as the Forbidden City and the center of the central axis of Beijing. It is the essence of ancient Chinese imperial palace architecture. Beijing's imperial palace is a center of three halls, covering an area of 720,000 square meters, with a floor area of about 150,000 square meters, and a palace with over 70 houses and more than 9,000 houses. It is one of the largest and best-preserved wooden structures in the world.





Hutong

An alley is a narrow street. "Hutong", these two words are Mongolian translation. "Zhijin", which is known as the "lane tong dialect", was built in the Yuan dynasty in 1267 and has a history of more than 700 years.



The Summer Palace

The Summer Palace, the imperial garden of the Qing dynasty, covers an area of about 290 hectares. It is at the base, Kunming Lake and Longevity Hill on the West Lake in Hangzhou and built to derive the design methods of the Jiangnan gardens. A large landscape garden, also is the most complete a royal palace. Yu Yuan, known as "royal garden museum", also is the national key scenic spots.



Simatai Great Wall

Simatai Great Wall is a section of the Great Wall of China, located between Miyun county and Luanping county, Hebei Province. It is the most dangerous section of the Great Wall, the east of Wangjing Tower, the west to the back of Sichuan mouth, the length of 5.4 kilometers.



Contact Information

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■ Master of Business Administration

■ Finance MBA

■ Executive MBA

■ Doctor of Business Administration

■ Executive Education

■ Global Programs

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