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- Master of Business Administration
- Finance MBA
- Executive MBA
- Doctor of Business Administration
- Executive Education
- Global Programs

#### Beijing Campus

3F, Tower E3, Oriental Plaza, 1 East Chang An Avenue  
Beijing 100738, China

#### Shanghai Campus

Building No. 2, 2419 Hong Qiao Road  
Shanghai 200335, China

#### Shenzhen Campus

East Pacific International Center, Tower A, 31/F  
7888 Shennan Road, Futian District  
Shenzhen 518040, China

#### Hong Kong Office

Citibank Tower, 32/F, Suite 3203  
3 Garden Road, Central, Hong Kong

#### North America Office

601 Lexington Avenue 26th Floor, Suite E  
New York, NY 10022 USA

#### London Office

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11-12 St. James's Square  
London SW1Y-4LB, U.K.

WeChat  
CKGSB\_MBA



CKGSB  
长江商学院

# CKGSB CHINA MODULE

MAY8-21,2017 | BEIJING





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

## CKGSB OVERVIEW

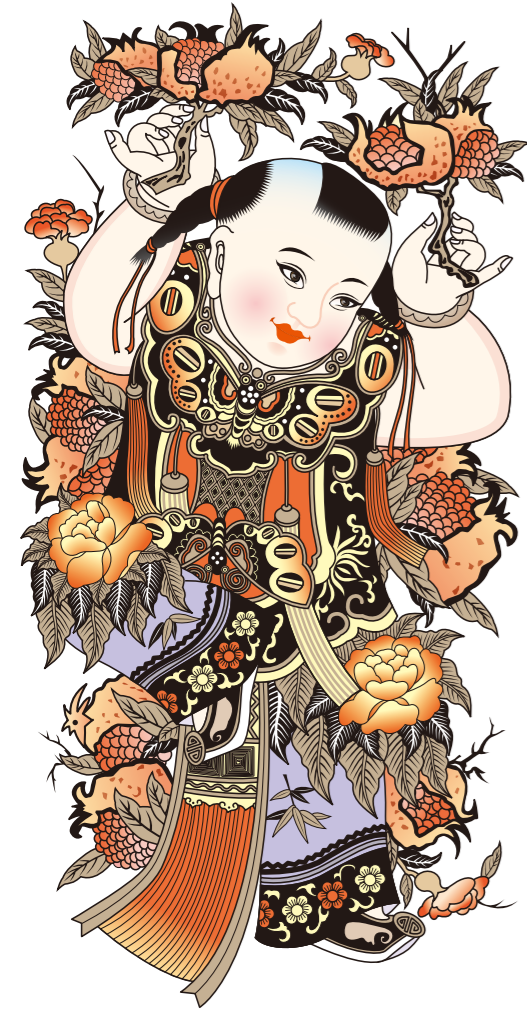
Established in Beijing in 2002 with generous support from the Li Ka Shing Foundation, CKGSB is a private, non-profit, independent educational institution. The school offers innovative MBA, Finance MBA, Executive MBA, Finance EMBA, DBA and Executive Education programs. CKGSB's mission is to generate differentiated insights through engaging its world-class faculty who are global authorities in their respective fields, with the goal of developing existing and aspiring business leaders for a new era of global business both in China and beyond. Over the past 12 years, CKGSB has developed into a prominent business school with over 43 full-time professors, who have received over 67 global academic awards and whose research have provided the basis for over 300 case studies of both China-specific and global issues. In addition to its main campus in the center of Beijing, it has campuses in Shanghai and Shenzhen and offices in Hong Kong, London and New York.

## WHAT IS 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, the MBA students will have access to exciting new ideas, ground breaking research and innovative business practices originated from China.

China Module consists of

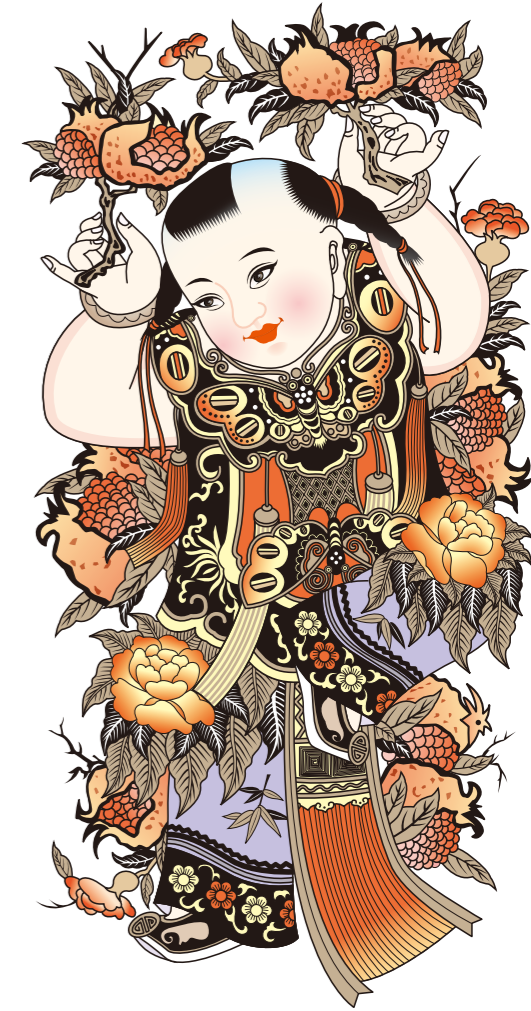
- 12 academic sessions examine specific business and economic issues in the context of China.
- 4 company visits to leading companies in China allow students to familiarize themselves with the "day-to-day" operations of enterprises in China.
- 1 joint team project will enable students to interact with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



## WHY CHINA MODULE

This specially-designed 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 CHINA MODULE?

Students may join the CKGSB 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](mailto:mbaaca@ckgsb.edu.cn)

# CHINA MODULE AT CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

May 8-21, 2017

\*\*This is a tentative plan and it is subject to change according to the professor's availability and visiting companies .

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>05/07</b> WELCOME AND WARM-UP ACTIVITIES	<b>05/08</b> WELCOME SPEECH ORIENTATION LOGISTICS BRIEF COURSE: STRATEGIC MARKETING IN CHINA	<b>05/09</b> COURSE: CHINA'S TRANSFORMATION AND ITS GLOBAL IMPLICATIONS COMPANY VISIT: LENOVO	<b>05/10</b> SIGHTSEEING TIANANMEN SQUARE & FORBIDDEN CITY HU TONG TOUR WITH LUNCH IN A LOCAL FAMILY & SUMMER PALACE	<b>05/11</b> COURSE: STRATEGIES FOR ENTERING THE CHINESE MARKET: ALLIANCES & JOINT VENTURES	<b>05/12</b> COURSE: CHINA IN THE GLOBAL ECONOMY COMPANY VISIT: ALIBABA GROUP	<b>05/13</b> TOUR OF THE GREAT WALL
<b>05/14</b> EXPLORING BEIJING ON YOUR OWN	<b>05/15</b> COURSE: THE FUTURE OF MADE IN CHINA	<b>05/16</b> COMPANY VISIT: MI & JD FINANCE	<b>05/17</b> THE EXPERIENCE OF CHINESE TRADITIONAL TAI JI, SWORDPLAY COURSE: CULTURE'S IMPACT ON VALUES AND BEHAVIOR	<b>05/18</b> COURSE: CROSS-CULTURAL MANAGEMENT	<b>05/19</b> COURSE: NEW DEVELOPMENTS IN CHINESE FINANCIAL MARKETS FINAL CASE PRESENTATION	<b>05/20</b> EXPLORING BEIJING ON YOUR OWN
<b>05/21</b> DEPARTURE FROM BEIJING						

Arrival in Beijing around 1:00 PM on May 7

Departure from Beijing on May 21

## SYNOPSIS FOR THE SESSIONS

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### TOPIC 1 PROF. YANBO WANG



#### STRATEGIC MARKETIRIG IN CHINA

PhD from MIT  
Visiting Assistant Professor of Strategy & Innovation,  
CKGSB

This course will go over many important topics regarding marketing in China, such as the macroeconomic condition and its implication to the market, consumer segmentation, market competition and regulation. It also provides guidance to marketing strategy in China.

### TOPIC 2 PROF. BING XIANG



#### CHINA'S TRANSFORMATION AND ITS GLOBAL IMPLICATIONS

Ph.D., University of Alberta  
Professor of Accounting at CKGSB, Founding Dean

This Course primarily examines the globalization of the Chinese indigenous companies, it also explores the dynamics of competition and collaborations of the MNCs, state-owned enterprises and private companies in China.

### TOPIC 3 PROF. LESLIE YOUNG



#### CHINA IN THE GLOBAL ECONOMY

Ph.D., Oxford University  
Chair Professor of Finance at the Chinese University of  
Hong Kong

This course will situate the rise of China in world economic history and will analyze its future prospects. Topics include:

Comparison with the rise of other major economies(UK, US, Brazil, Russia, India, Japan) in terms of demography, resources, markets, political economy.

Comparison with the US this millennium: financial versus industrial development, private versus collective ownership, role of political and business elites, responses to the financial crisis.

China's future: urbanization, innovation, resources, global expansion of Chinese companies and Chinese people.

Evaluation: Essay comparing China with another major economy in terms of the basis for their economic success and their future prospects





## TOPIC 4 PROF. EDWIN KEH



### THE FUTURE OF “MADE IN CHINA”

Operations & Information Management Department,  
The Wharton School, University of Pennsylvania

For the last 30 years, China has acted as manufacturer to the world. By taking advantage of cheap labor, huge production capacity, and export-friendly government policies, Chinese manufacturers have dominated globally. However, in the last few years, with rising wages, reduced labor supply, and an appreciating currency, China’s export competitiveness has weakened. Often, China finds itself no longer the cheapest producer in the global marketplace. At the same time, China’s domestic market has developed a tremendous appetite for consumer products, causing an increase in imports. Many global brands and retailers are rushing in to capture market share. So what does the next decade look like for the Chinese supply chain? What are the new competencies needed to succeed in this environment? How do we make critical decisions for the future? What are the new challenges? We will review Chinese supply chain changes to date and suggest opportunities and trends for the future.

## TOPIC 5&6 PROF. JIA LIN XIE



### CULTURE’S IMPACT ON VALUES AND BEHAVIOR CROSS-CULTURAL MANAGEMENT

MBA and PHD, Concordia University  
Professor of Organizational Behavior

#### Culture’s Impact on Values and Behavior

The most rewarding, stressful, and important aspect of organizational life is working with other people. The ability to understand and manage others, especially in a multicultural context, is crucial to the rise of an individual’s career and to the functioning of an organization. The purpose of this session is to explore the role that culture plays in globalization. More specifically, the learning goals of the session are to:

- Learn the concept of culture and its impact on values and behavior
- Conduct a multicultural analysis on culture values
- Develop a culturally synergistic approach to leadership and management

#### Cross-Cultural Management

This session consists of two parts. Part One “Motivation – From a Global Perspective” allows us to think strategically about how to motivate employees with diverse needs and values. Part 2 “Cross-Cultural Communication” explores how to facilitate the effectiveness of communication in a multicultural context. Furthermore, this session helps us think above and beyond the conventional thinking of “accepting and respecting diversity” and focus on how to maximize the utility of cultural diversity for organizational effectiveness and employee well-being.



## TOPIC 7 PROF. BINGSHENG TENG



### STRATEGIES OF ENTERING CHINA MARKET: ALLIANCES AND JOINT VENTURES

Ph.D., City University of New York  
Associate Professor of Strategic Management,  
Associate Dean at CKGSB

This Course primarily examines the globalization of the Chinese indigenous companies, it also explores the dynamics of competition and collaborations of the MNCs, state-owned enterprises and private companies in China.

The purposes of this course include:

- (1) providing an understanding of the concepts, issues, and processes related to making strategic alliances and joint ventures;
- (2) sharpening analytical skills via real world alliance and joint venture cases; and
- (3) developing an appreciation of how firms develop strategic alliances within the unique constraints of Chinese business environments.

The lecture will focus on alliance and joint venture formation, operation and restructuring

## TOPIC 8 PROF. HAITAO LI



### NEW DEVELOPMENTS IN CHINESE FINANCIAL MARKETS

Ph.D., Yale University  
Finance Professor at CKGSB  
Associate Dean at CKGSB

This course will discuss some of the most recent developments in Chinese financial markets, which are undergoing profound changes.

The topics could include opening up of the Chinese stock markets (HK-Shanghai connect), liberalization of interest rates, new regulations on IPOs, and internet finance. The exact topics that will be covered will depend on the developments in the financial markets between now and May.





Tencent 腾讯

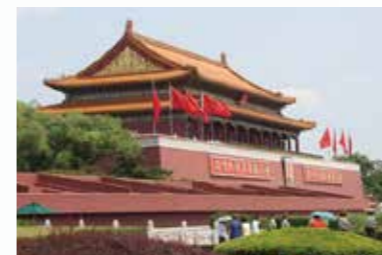
Baidu 百度



lenovo 联想



## FACTSHEET



### Program Duration

May 8-21, 2017

### Program Location

Beijing, China

### Desired Applicants

Groups or Individual MBA students

### Application Deadline

Mar. 31, 2017

### Minimum Course Load

The student is required to take all lectures

### Language of Instruction

All the courses are presented in English.

### Visa

L visa

The participants themselves shall handle visa applications. CKGSB will provide its support in terms of documentation

### Health Insurance

Participants must purchase the health insurance at their own expenses for the entire period of their stay in China. They need to present the proof of their health insurance before they start the program

## COMPANY LIST FOR VISITS

Alibaba Group

Beijing Hyundai Motor Co., Ltd.

China Huiyuan Juice Group Limited

Tencent Holdings Limited

Baidu

Lenovo Group Ltd.

COFCO (China National Cereals, Oils and Foodstuffs Corporation)

Coca-Cola (China) Co., Ltd.

Nokia Solutions and Networks (NSN)

Qihoo 360 Technology Co. Ltd. (Qihoo 360)

Fosun Group

## CONTACT INFORMATION

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