



CHINA EMBA

Korea's First Executive MBA Program for CEOs in Korea and China



C H I N A E x e c u t i v e M B A

“Learn from the world’s top scholars and make friends with 5,400 CKGSB EMBA alumni, China’s most influential network”

US\$1 trillion

In 2011, Chinese companies led by CKGSB alumni generated more than US\$1 trillion in revenue (accounting for 13.6% of China’s GDP), making their combined impact equivalent to the world’s 16th largest economy or the annual GDP of Korea

20%

Among China’s 500 largest firms 20% are led by founders or CEOs who are CKGSB alumni

6th

CKGSB’s full-time professors rank 6th per capita in a global ranking of publications in 24 leading business journals over the past five years

9/25

In 2013, nine of the 25 Most Influential Business Leaders in China, as selected by *China Entrepreneur Magazine*, were CKGSB alumni

45 professors

World-class faculty members, a large percentage of whom have held tenured faculty positions at top U.S. and European business schools (including Columbia, Stanford, UCLA, Wharton, and Yale)

70%

Among CKGSB’s 5,400 EMBA alumni, more than 70% are at the CEO level

No.1

In 2010, CKGSB’s EMBA program was ranked the No.1 EMBA in China (Source: *Forbes China*)

A Top-notch Korea–China Joint Program

The Seoul School of Integrated Sciences & Technologies (aSSIST), Korea’s first business school, and Cheung Kong Graduate School of Business (CKGSB), the most prominent business school in China, are now working to establish a brand–new China Executive MBA program for CEOs in Korea.

The CKGSB–aSSIST China EMBA—the first of its kind in Korea—to be launched in December 2015 will offer participants the knowledge and access to networks necessary for business success in China. The China EMBA is an excellent choice for CEOs already doing business in China or entrepreneurs intending to launch businesses in the country.







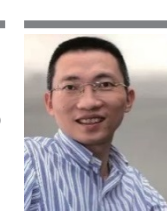

“Launch your business successfully through the CKGSB Alumni Association in 35 major Chinese cities”

The CKGSB alumni network reaches all of China



- Local alumni associations in 35 major Chinese cities including Beijing, Shanghai, Tianjin, Jilin, Zhejiang and Dalian help Korean enterprises gain easier access to Chinese markets.
 - ※ More than 120 CKGSB alumni meetings and events are held each year.
- By joining the CKGSB Alumni Association, you will automatically be able to form close and long-lasting ties called *guanxi* (关系), an important part of the Chinese business culture.

Notable Alumni

 <p>Jack MA Founder and Chairman, Alibaba Group - The World's largest e-commerce company</p>	 <p>FAN Min Co-founder and CEO, Ctrip - China's largest online travel agency</p>	 <p>FU Chengyu Chairman and CEO, SINOPEC - China's largest company by revenue and fifth-largest globally</p>	 <p>Tom HUNTER Trustee, The Hunter Foundation - Philanthropist, investor, Scotland's first billionaire</p>
 <p>Ralf SPETH CEO, Jaguar Land Rover - The UK's largest automotive manufacturer</p>	 <p>GUO Guangchang Chairman, Fosun Group - China's largest privately owned conglomerate</p>	 <p>CHEN Yidan Co-founder, Tencent - China's largest tech firm by revenue</p>	 <p>Gail HECK-SWEENEY General Manager, Agilent Technologies - The world's premier measurement company</p>

Alumni Voices



Jack MA, Founder and Chairman, Alibaba Group - the world's largest e-commerce company

"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."



FU Chengyu, Chairman and CEO, SINOPEC - China's largest firm and the world's fifth biggest enterprise by revenue

"CKGSB has elevated business education to a new level, imparting wisdom on how to mobilize and leverage global resources associated with the market and political environments."



FAN Min, Co-founder, Ctrip - China's largest online travel company

"As we study, research and discuss within CKGSB, it also gives us the opportunity to learn and share experiences from classmates who are all brilliant business executives."

Curriculum- A Top-notch Korea-China Joint Program

CHINA EMBA

CHINA

China's macroeconomy and future prospects

C1

Strategic marketing in China

C2

Strategies for successful partnerships in China

C3

Chinese financial markets

C4

Riding the Internet boom in China

C5

Managing supply chains in China

C6

Innovation in Chinese firms

C7

Chinese entrepreneurs' strategic leadership and human resource management

C8

China's new standards -outlook

C9

Provide in-depth insight into China

Enter China

Map out the future together with China

KOREA

K1

Chinese management philosophies

K2

Korea-China relations

K3

Negotiating with Chinese firms

K4

The Chinese government, its law and regulations

K5

Korea-China logistics system integration

K6

New business trends in China

K7

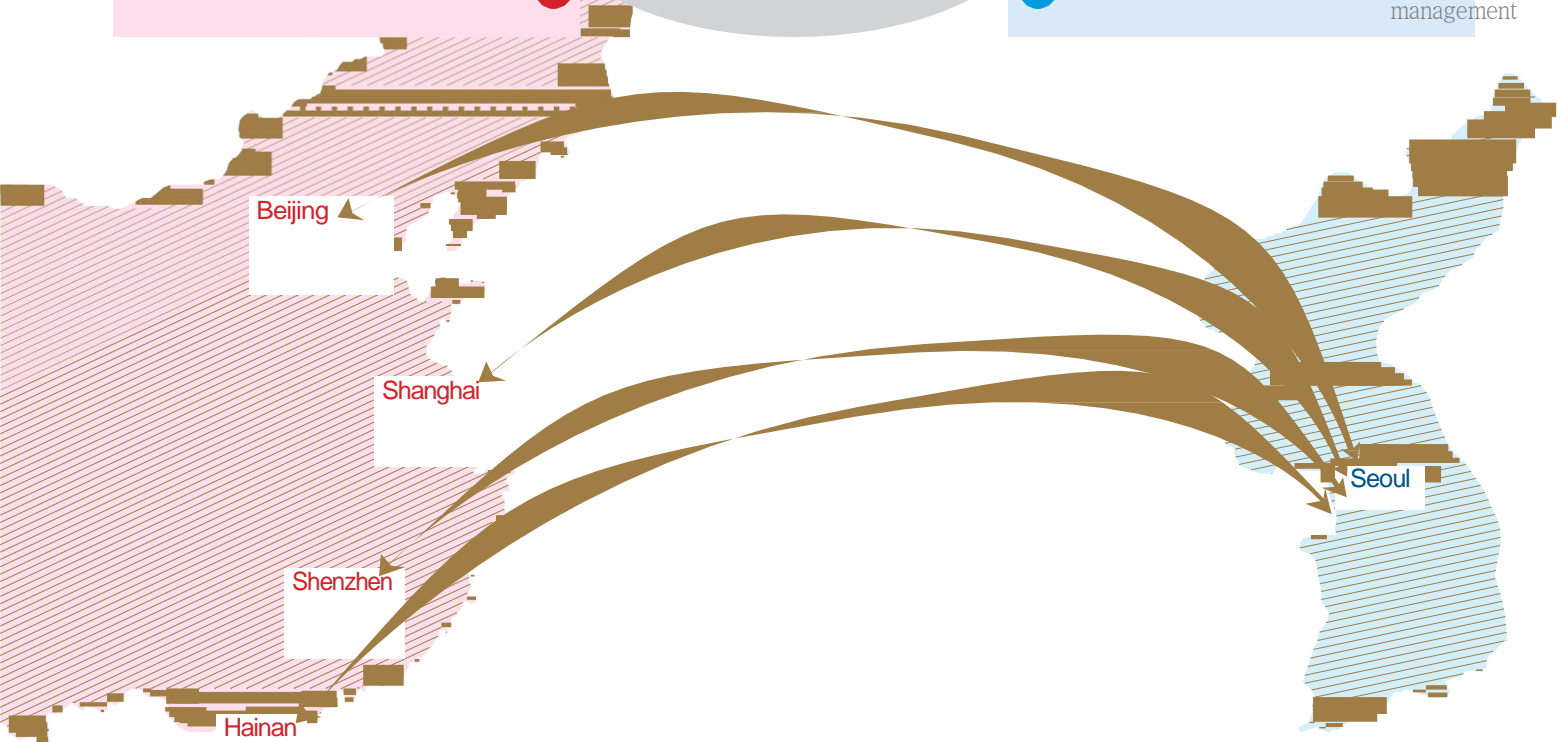
Chinese-style entrepreneurship

K8

The humanities and culture in Chinese management

K9

Building global leadership through sustainable management



※ Entrepreneurs who have completed the program will receive Executive MBA degrees from both CKGSB and aSSIST (not officially recognized as master's degrees by the Korean and Chinese ministries of education). A CKGSB-aSSIST China EMBA degree is equivalent to a Dual Executive MBA degree jointly offered by the top-ranked Swiss business school IMD and CKGSB.

Curriculum (in CHINA)

CHINA EMBA

CHINA

- C1 **China's macroeconomy and future prospects**
C1 China's re-emergence, macroeconomy and growth trajectory – Comparisons and contrasts with the West, the impacts of a changing China on the rest of the world
- C2 **Strategic marketing in China**
C2 Strategic marketing in China, understanding Chinese consumers, entering the Chinese T2/T3 market, understanding *jiulinghou* (China's post-1990s generation)
- C3 **Strategies for successful partnerships in China**
C3 Strategies for entering the Chinese market, the rapidly changing business environment, the globalization of Chinese companies, the "One Belt, One Road" initiative, changes in the wake of the Korea-China FTA
- C4 **Chinese financial markets**
C4 China's financial reform and implications, global capital markets and opportunities in China, Internet banking: China vs. the US, alternative investments in China
- C5 **Riding the Internet boom in China**
C5 Business model innovation in the Internet era, development of e-commerce and China's "new normal," understanding new consumer behaviors, e-banking and mobile payments in China, analyzing valuations of Internet companies and investment decision methods
- C6 **Managing supply chains in China**
C6 Managing supply chains in China, the future of manufacturing countries, the future of "made in China," China's industrial economy, operations and management in China
- C7 **Innovation in Chinese firms**
C7 Innovation in Chinese firms, creating a win-win business ecosystem, technological innovation and the future of manufacturing-centered countries, China's new standards and future outlook
- C8 **Chinese entrepreneurs' strategic leadership and human resource management**
C8 Leadership: East vs. West, linking business strategies to human resource priorities, organizational design for efficiency and innovation, strategic HR in China
- C9 **China's new standards – outlook**
C9 The "One Belt, One Road" initiative, China's new standards and future outlook

CHINA

Bimonthly visit to China, 9 times in total
All-day classes on THU/FRI/SAT/SUN

KOREA

Preview and recapitulation-based system under the responsibility of each module advisor

	Day 1	Day 2	Day 3	Day 4	
AM	Lecture	Lecture	Lecture	Lecture	Module advisor to join group for class meetings in China
PM	Lecture	Company visit	Guest lecture by Chinese CEO	Group presentation	

Preview right before Chinese module

Recapitulation right after Chinese module

KOREA

Chinese management philosophies

- K1** Creation of shared values for business in China, Chinese management philosophies learned from conversations between Confucius and Lao-tzu, understanding Chinese people's way of thinking via ideographic Chinese characters

Korea-China Relations

- K2** China's Regional Comprehensive Economic Partnership (RCEP) and the US' Trans-Pacific Partnership (TPP) agreement, China's national strategy, the "One Belt, One Road" initiative, the impacts of the Korea-China FTA

Negotiating with Chinese firms

- K3** Significance of *guanxi* or personal connections in Chinese society, Chinese negotiating styles, strategic partnerships between Korea and China, case studies on Chinese market entrants

The Chinese government, its law and regulations

- K4** Chinese government structure and working processes, Corporate law in China, the role of communication in working with the Chinese government, the balance of powers among China's elite classes, the distribution of administrative power between central and local governments, regulatory agencies in China

Korea-China logistics system integration

- K5** China's "Go West" policy, current state and problems of the logistics system in Northeast Asia, constructing an integrated logistics system linking Korea and China

New business trends in China

- K6** Business model development for business in China, innovation and creativity in Chinese companies, the FinTech revolution in China, case studies on China's leading enterprises

Chinese-style entrepreneurship

- K7** Korean vs. Chinese business styles, Chinese-style management grounded in Asian philosophy

The humanities and culture in Chinese management

- K8** Mechanism-based management for doing business in China, Design China, intellectual property rights issues and creativity

Building global leadership through sustainable management

- K9** Sustainable Chinese business practices that invite respect and admiration, a new mechanism for Korea-China cooperation, guest lectures in Korea by Chinese CEOs



Learn China via the Five Senses

See, Hear, Feel, and Talk together about China – Distinctive China!

Chinese	Learn Chinese in interesting, practical and exciting ways ① 100 quotations from Xi Jinping ② 100 famous sayings from Chinese masters ③ 100 four-character Chinese idioms useful for business in China
Hot China	Weekly release of exclusive China-related rankings, publication of the hottest top 10 lists ① Top 10 Chinese alcohol brands ② Top 10 Chinese actors/actresses ③ Top 10 Chinese entrepreneurs ④ China's top 10 next-generation politicians
In CHINA	Cultivate insight into China, a great chance to seize new business opportunities in China ① China's promising industry of the future – eco-friendly architecture ② China's new blood – wealthy young people and their companies ③ China online
Now China	Peer into China's future on the basis of its past and present ① Salt vs. Sugar (Northerner vs. Southerner) ② Ancient China's 4 great inventions and modern China's 4 great inventions ③ Lifestyle of China's new generation
Art China	Study Chinese arts and culture with a view to understanding China's cultural and artistic traditions, as well as the lives of Chinese people ① China's singer-turned-First Lady – Peng Liyuan ② Renowned Chinese pianist – Lang Lang ③ The Four Heavenly Kings in Chinese art circles (including Zhang Xiaogang)

CKGSB

- China's first private, non-profit business school, established in 2002 with generous support from the Li Ka Shing Foundation
- CKGSB alumni are founders or CEOs at 100 of China's leading 500 corporations
- Combined annual revenue of Chinese enterprises led by CKGSB alumni accounts for 13.6% of China's GDP (as of 2011, equivalent to South Korea's total GDP)

70+

Doctoral program

- In the first year, faculty advisors and thesis topics are determined, followed by one-on-one mentoring with the faculty advisor
- Select and educate top-tier elites, equipped with work experience at global companies and degrees from prestigious overseas universities

aSSIST

- Korea's first business school to specialize in master's and doctoral programs
- Introduced Korea's first dual-degree system in conjunction with overseas schools, and continues to operate them on the largest scale in the nation
- Produces not self-serving executives but trustworthy ones, based on the 4T (eThics, sTorytelling, Teamwork, Technology) philosophy

170+

- Learn from world-class experts through the world's only "dual faculty advisor system" (internal study methodology advisor, internal and external thesis advisor)
- Earn a degree by publishing 3 papers in academic journals listed by the National Research Foundation of Korea

5,000+

EMBA

- Innovative curriculum encompassing the present and future with a global vision and future-oriented perspective
- More than 70% of about 5,000 CKGSB alumni are corporate CEOs
- Gain global knowledge and human networks through overseas learning modules provided in conjunction with the world's most prestigious business schools

3,800+

- More than 20 years operating dual-degree programs in conjunction with the world's leading universities
- Since 1995, we have operated an MBA program with Aalto University (formerly Helsinki School of Economics), Finland (Korea's only MBA program to earn the triple "crown" from the three leading accreditation bodies)
- Since 1999, we have operated a Techno MBA program with the State University of New York at Stony Brook, US
- Largest number of alumni (about 3,800 graduates) in the nation (Around 200 companies have sent us their top talent, including LG Electronics, 375; Korea Electric Power Corporation (KEPCO), 514; Kookmin Bank, 302)

10,000+

Executive Education

- Understand China's economic development from a global perspective, through multiple forums and lectures by entrepreneurs and high-ranking government officials from various countries
- Efficient system combining theory, practice and a cooperation network that helps global company leaders seeking entry into the Chinese market find Chinese partners and launch businesses in China

1,500+

- Pioneering courses to teach the latest business trends: 4T-CEO, Climate Change, Green Growth, K-Way Korean-style Business
- Provide solutions and insight immediately applicable to corporate management through monthly aSSIST

