EXECUTIVE MBA
Lead the way between China and the world
WHY PICK THE IMD | CKGSB EXECUTIVE MBA?
Lead the way between China and the world

YOU WANT

A dual Executive MBA from two world-class institutions, recognized in both West and East, that:
› Provides the Eastern and Western perspectives and the international connections which future global leaders will need
› Captures the world’s most powerful economic trends
› Strengthens your career – without you having to leave a great job to do it
› Increases your value to your organization and to your customers
THE IMD | CKGSB EXECUTIVE MBA IS THE IDEAL ANSWER FOR FAST RISING EXECUTIVES WHO WANT TO CREATE VALUE FOR THEIR ORGANIZATIONS BY SPANNING BOTH EAST AND WEST. THE PROGRAM TAKES YOU BEYOND THE BASICS TO A TRUE UNDERSTANDING OF THE FORCES THAT WILL BE SHAPING THE WORLD OF BUSINESS IN THE FUTURE.

FOR YOU
› Develop an understanding of Eastern and Western mindsets
› Gain an awareness of the contrasting societal values
› Master Eastern and Western business concepts and practices
› Succeed in diverse and very different cultural settings
› Apply multiple perspective expertise to the most important business issues of the 21st century
› Strengthen the leadership, strategy and general management skills that will characterize the global leaders of the future

FOR YOUR COMPANY
› Advance the strategic objectives of your company between East and West
› Improve the rigor and power of your executives’ strategic thinking
› Contribute to a solid network of alliance partners
› Build a strong pool of talented executives able to secure the company’s future success

PROGRAM STRUCTURE
The IMD | CKGSB Executive MBA consists of two stages – the foundation stage and the mastery stage – spanning a period of 20 months and combining 11 weeks of face-to-face learning with distance learning.

<table>
<thead>
<tr>
<th>FOUNDATION STAGE</th>
<th>MASTERY STAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FEB. – MAR. 2015</strong> 2 months <strong>Introductory Module</strong> Distance learning</td>
<td><strong>NOVEMBER 2015</strong> 1 week <strong>Discovery Expedition</strong> Location to be confirmed “Examination” <strong>Foundations for Business Leadership (East)</strong> CKGSB Beijing and Xian China</td>
</tr>
<tr>
<td><strong>APR. – MAY 2015</strong> 3 weeks <strong>Foundations for Business Leadership (West)</strong> IMD campus Lausanne Switzerland</td>
<td><strong>FEBRUARY 2016</strong> 1 week <strong>Discovery Expedition</strong> Location to be confirmed <strong>Foundations for Business Leadership (East)</strong> CKGSB Beijing and Xian China</td>
</tr>
<tr>
<td><strong>SEPTEMBER 2015</strong> 3 weeks <strong>Discovery Expedition</strong> London UK</td>
<td><strong>APRIL 2016</strong> 1 week <strong>Discovery Expedition</strong> Location to be confirmed <strong>CKGSB Module: Leadership, Strategy and Organization (Eastern perspective)</strong> CKGSB Shanghai China</td>
</tr>
<tr>
<td><strong>JUNE 2016</strong> 1 week <strong>IMD Module: Political and Economic Trends (West and East)</strong> IMD campus Lausanne Switzerland</td>
<td><strong>SEPTEMBER 2016</strong> 1 week <strong>CKGSB Module: Mastering the Future (Corporate, Individual, Team)</strong> CKGSB Beijing China</td>
</tr>
</tbody>
</table>

WHO SHOULD APPLY?
High-potential, internationally minded executives with at least 10 years’ business experience, who want to exploit the increasing trade opportunities between China and the rest of the world, and are ready to move abroad to do so. The program is intended mainly for non-Chinese participants looking to develop business ties between their regions and China – and for Chinese participants looking to develop business ties with the rest of the world.

Starting in February 2015, there will be one intake per year, with the aim of equal representation of Chinese and non-Chinese executives.

DATES AND FEE
Starting in February 2015 with graduation planned in September 2016, the exact timing of each module still remains to be confirmed.

CHF 115,000 / USD 127,500* / RMB 772,500*
*Exchange rate calculated end January 2016

CONTACT US
For further information on this exciting new opportunity, please get in touch either with an IMD Program Advisor at +41 21 618 07 00 or at info@imd.org, or with a CKGSB Program Advisor at +44 207 104 2380 or at ckgsbeurope@ckgsb.edu.cn.

Chemin de Bellerive 23 CKGSB (Europe)
P.O. Box 915 11-12 St James’s Square
CH-1001 Lausanne London SW1Y 4LB
Switzerland United Kingdom

Central tel: +41 21 618 01 11 Central tel: +44 207 104 2380
Central fax: +41 21 618 07 07
IMD AND CHEUNG KONG GRADUATE SCHOOL OF BUSINESS: BLENDING THE BEST FROM EAST AND WEST

IMD is a top-ranked business school. We are the experts in developing global leaders through high-impact executive education. We are recognized for global thought leadership, excellence in teaching, innovative program design, and our unique “real world, real learning” approach:

› More than 8,000 executives from 98 countries come to IMD each year
› 120 global companies choose IMD for their customized programs each year
› Our alumni network counts more than 80,000 members and 45 clubs worldwide
› Since 1998, IMD has offered an outstanding EMBA to executives from all over the world
› IMD is ranked FIRST in open programs worldwide (Financial Times 2012 & 2013) and FIRST in executive education outside the US (Financial Times 2008-2013)

Learn more at www.imd.org

CKGSB is China’s leading and most entrepreneurial business school with:

› A focus on “top of the pyramid” chairmen and CEOs – with an alumni base that accounts for 13.7% of China’s GDP, over $1trn of sales, 25% of China’s most influential business people and 20% of China’s top brands
› Independent Faculty from the world’s leading business schools overseeing 8 research centres and generating over 300 China specific case studies
› A commitment to building a global operating presence
› Since 2002, China’s most successful EMBA and now one of the largest in the world

Learn more at www.ckgsb.eu

NOW, THESE TWO INSTITUTES JOIN TOGETHER, AND DRAW ON THEIR STRENGTHS AND EXPERTISE, TO CREATE A TRULY UNIQUE PROGRAM WITH A BREAKTHROUGH DESIGN THAT HELPS PREPARE EXECUTIVES TO LEAD THE WAY BETWEEN CHINA AND THE WORLD.