**CKGSB China Module**

A World-Class MBA Program for China Business
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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 45 full-time professors, who have received over 70 global academic awards and who’s 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 China Module consists of 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

- 10 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.

Program Schedule

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<td>Strategic</td>
<td>Modern China's Growth and</td>
<td>Company Visit to Lenovo &amp; Baidu</td>
<td>International Finance and Emerging Markets in China</td>
<td>The Future of Made In China</td>
<td>Tour of Great Wall and ancient water town</td>
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<td>Marketing</td>
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CKGSB China Module
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 4
INTERNATIONAL FINANCE AND EMERGING MARKETS IN CHINA
 PROF. JIANPING MEI
Ph.D., Princeton University
Professor of Finance
CKGSB Associate Dean of EMBA

The courses cover essential elements of emerging financial markets, securities and how the securities are valued and traded. We use China as a special case. The perspective is that of the investment manager, responsible for investment portfolios of insurance companies, banks, pension funds, mutual funds, endowment funds, and personal trusts. What we cover in these courses have obvious implications for asset allocation and security selection strategies. We discuss several outstanding problems of emerging market investment, including political risk, currency risk, speculative craze, market manipulation, and different accounting rules. We will also cover emerging market security valuation, real estate investment, and portfolio diversification. The objective here is to provide highly skilled financial analysts and managers with theoretical background and practical knowledge about emerging markets.
TOPIC 7

CULTURAL DIMENSION OF CHINA’S TRANSFORMATION

This course will explore a style of moral reasoning informed by Confucian humanism, which takes self-cultivation as the basis for the development of a moral community. Through an understanding of the self as a center of relationships, Confucian moral reasoning will be investigated as both a deepening process into the core of the individual, and a broadening process moving from the self, to society, and to the cosmos. Our main concern is an understanding of Confucianism as it developed in traditional China. Reference will also be made to its modern transformation.

TOPIC 6

WINNING POLITICAL STRATEGIES FOR MNCS IN CHINA

While the transitional market of China presents unprecedented opportunities for multinationals, it also requires superb capabilities in navigating the political environment. The characteristics of the strong government guidance in market and the nature of the market transition mean that foreign companies need to be able to understand government incentives and regulatory uncertainties. In this session, through cases and frameworks, we will discuss the key opportunities and challenges in China’s government and regulatory systems, and the effective strategies of stakeholder management.

TOPIC 8

STRATEGIES FOR ENTERING THE CHINESE MARKET: ALLIANCES & ACQUISITIONS

This course primarily examines the globalization of the Chinese indigenous companies, it also explores the dynamics of competition and collaborations of the MNC’s, 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 9
COMPARING CHINESE WITH WESTERN WAYS OF THINKING

To understand the way the mind works and its impact on leadership and decision making is critical. Moreover, there are distinct ways of thinking between Chinese and American executive. The purpose of this interactive session is to explore the way the mind influences decision making and offer a comparison analysis between East and West. More specifically, the objectives of the session are to:

- Examine the way the mind works
- Conduct a comparison analysis between East and West
- Apply the framework of enhancing understanding, communication and collaboration
- Apply the framework to your environment

TOPIC 10
NEW DEVELOPMENTS IN CHINESE FINANCIAL MARKETS

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.
Individual Meets Community
Holistic interaction with Chinese culture

- 2 days’ tour to learn about ancient and modern China.
- A survival Chinese course to learn to speak and write basic Chinese.
- A Culture Night hosted by CKGSB MBA.
- A workshop under the guidance of a CKGSB professor.
- Teamwork with CKGSB MBAs and alumni.
- 1 day to explore Beijing on your own.

“To be on the ground and have those interactions and make those connections and networking is very important for me and to my future as well. I’m just very grateful for everyone that I’ve met in, for the organization of the program was fantastic and from all the events. There was never a dull moment.”

Shannon WEINER
Ross MBA

Factsheet

Program Duration
May 3-16

Program Location
Beijing, China

Desired Applicants
Groups or Individual MBA students

Application Deadline
March 1

Minimum Course Load
Each participant is required to take a minimum of 5 lectures. No maximum limit.

Language of Instruction
All the courses are presented in English.

Visa
L visa
It is participants’ own responsibilities to obtain their visas. CKGSB will provide necessary documentation in support of their visa application.

Health Insurance
Exchange students must show proof of health insurance during their period of stay in China. It is strongly recommended that all health records be submitted well in advance of the deadline to allow time for processing.

Housing
All exchange students are responsible for finding their own housing during their stay at CKGSB.
Developing the next generation of business leaders in a globalized economy