



CK|G|S|B
长|江|商|学|院
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

CHINA MINI EMBA+

Leading with
a global perspective
and China insight





A Message from your Program Director

“ China Mini EMBA+ is aspired to help potential individuals to expand their global horizon to succeed in an ever changing and complex world where China will be dominant in the global economy.

This program provides participants a clear leadership advantage with an in-depth understanding of global managerial practices and game changing insight into China’s growing economy.

CKGSB’s influential network will be instrumental in defining a new height for your future global career. ”

Bo Ji, Chief Representative, CKGSB Europe; Assistant Dean, Global Executives Education

1 WHAT

China Mini EMBA+ is a 9 day (3 modules) program designed to help future global business leaders to learn China-specific knowledge, network with China’s globally successful entrepreneurs and companies; and activate your personalised China strategic career plan.

OVERVIEW OF BENEFITS:



ACQUIRE

the competence on the fundamentals of successful business with China & beyond



SHAPE

tomorrow’s business practices in China & globally by joining the (future) leadership community



ACTIVATE

your personalised or company-specific China strategic plan



LEAD

your company with a global perspective & China insight

2 WHO

This program is designed for **globally-minded senior managers** from all lines of businesses: executives from MNCs, directors of fast growing SMEs and start-up entrepreneurs.

You are all passionate to pursue a career by spanning the East and West; and you wish to become or already responsible for running (new) projects with China. You are looking to gain future global leadership advantage by being conversant in both the Eastern and Western business worlds.



3 HOW

China Mini EMBA+ takes 9 days in total, module 1 & 3 are held on Friday and Saturday in London and Paris respectively.

Module 2 is a 5-day real life & business expedition in China (Beijing, Shanghai & Shenzhen). All three modules are completed within a period of 6 months. Upon a successful completion and pass of your personalised strategic plan presentation, CKGSB will offer you a 'China Ready' certificate.

You will learn through interactive class discussions, real-life case studies, small group workshops, company visits, networking activities with guest keynote speaker, intercultural and social experiences.

4 OVERVIEW

MODULE 1 – LONDON

MODULE 2 – CHINA (3 CITIES)

MODULE 3 – PARIS

SETTING GOALS BASED ON SELF-AWARENESS	UNDERSTANDING CHINA'S NEXT MOVE		MASTERING THE FUNDAMENTALS OF BUSINESS SUCCESS WITH CHINA					ACTIVATING YOUR STRATEGIC PLAN WITH CHINA	
	DAY 1	DAY 2	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 1	DAY 2
Welcome and Orientation	Welcome and Orientation	Reflection Session	Welcome and Orientation	Taichi & Reflection	Taichi & Reflection	Taichi & Reflection	Taichi & Reflection	Reflection	Reflection
China's Transformation and its Global Implications	China's Transformation and its Global Implications	Modern China's Growth & the Global Economy	Re-emergence of China and Economic Outlook	China's E-commerce and Marketing Innovation in Digital Era	Strategies for Entering the Chinese Market: Alliances & Acquisitions	Capital Market in China & Business Sentiment Index	Chinese Consumer Behaviour and its business opportunities	Cross-cultural leadership: East vs West	Win in China: building a successful Chinese business presence
Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Company visit 3NOD Lunch with CEO	Lunch	Farewell Lunch
Cross Cultural Management under Chinese Context	Cross Cultural Management under Chinese Context	Negotiation with the Chinese	International Business practices & HR Management in China	Company visits Didi Taxi (Chinese Uber)	Company Visit 'One Belt One Road : European opportunities'	Company visit (Tencent)	The Future of Made in China	Building a cross-cultural organization	"China Strategy" Presentation & Expert Panel Advice Session
Welcome Boat Dinner	Welcome Boat Dinner	Departure	Team Building	High speed train transfer to Shanghai	Flight from Shanghai to Shenzhen	Scavenger hunt & Dinner at HuaQiang Bei Electronics Market	Departure	Networking Dinner	Feedback and Program Evaluation "China Ready" certificate
			Chinese cultural show at Laoshe Tea House						

5 APPLY

TUITION | Contact us for early birds and group rates
The program fee includes tuition, teaching materials and selected meals during the program

WHEN AND WHERE | **Module 1:** Fri & Sat, London
Module 2: Mon - Fri, Beijing, Shanghai, Shenzhen
Module 3: Fri & Sat, Paris

LANGUAGE | English

PRE- AND POST-PROGRAM SUPPORT

We encourage you to identify individual learning targets ahead of the program and to come prepared to discuss them and be challenged. Program Director is available ahead of the program to help you define those targets and after the program, to ensure you can apply successfully what you have learnt to your future career or back at work with China.

CONNECT WITH US

CKGSB Europe
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A world class faculty



XIANG Bing

Founding Dean;
Professor of China
Business and Globalisation;
Ph.D., University of Alberta



TENG Binsheng

Associate Dean of CKGSB Europe
Campus; Associate Professor of
Strategic Management; Ph.D., City
University of New York



Leslie YOUNG

Professor of Economics;
D. Phil. (Mathematics)
Oxford, England



ZHANG Xiaomeng

Associate Dean for Executive
Education; Co-Director of Leadership
and Motivation Research Centre;
Associate Professor of Organizational
Behavior;



ZHU Rui

Professor of Marketing;
Associate Dean for EMBA
Programs; Co-director of
the Branding Center; PhD,
University of Minnesota



GAN Jie

Professor of Finance; Associate
Dean for Technology Innovation and
Entrepreneurship; Director of Center
on Finance and Economic Growth; PhD,
Massachusetts Institute of Technology

An unmatched alumni network



Jack Ma | Founder &
Chairman Alibaba
Group



Liu Qing | President
Didi Kuaidi, China's
largest car-hailing app



Ralph Speth | CEO
Jaguar Land Rover



Liang Xinjun | Vice
Chairman & CEO
Fosun Group



**Charles-Édouard
Boué** | CEO Roland
Berger Strategy
Consultants



Zhou Hongyi |
Chairman &
CEO Qihoo 360



Sun Yiping | CEO
Mengniu Group



Li Dongsheng |
Chairman & CEO TCL



Cindy Mi | Founder
& CEO VIPKID



Wang Wei | Senior
Consultant
Mckinsey

Why 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.

40+

Full-time resident professors

20+

Professors once tenured at top global institutions

70+

Global Academic Awards

10,000+

alumni, 50% of whom are at Chairman or CEO level

66

of Fortune China magazine's Top 500 Companies are led by CKGSB alumni

1/5

of China's most valuable brands are led by CKGSB alumni

3

CKGSB alumni, including Tencent Co-founder Chen Yidan, made the Top 10 of the 2017 Forbes China Philanthropy List

10

CKGSB alumni were in HBR China's list of "100 Best Performing CEO's"

400+

Innovative case studies



"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."

Jack Ma, Founder and Executive Chairman, Alibaba



"In just a few short years, CKGSB has become widely recognized as China's leading executive business school."

The Rt Hon David Cameron, The former Prime Minister of the United Kingdom and Northern Ireland

