



NOVA

NEXT-GENERATION:
LEADING BUSINESS
IN ASIA AND BEYOND

PROGRAM OVERVIEW (MODULE 1)

China is already a global economic power, and its influence will increase over time as China moves to overtake the U.S. to become the largest economy in the world. Amidst the dynamic change accompanying digital transformation, young leaders from China and the U.S. will play critical roles shaping the future of our global world. Our program will introduce young leaders from China,

the US and Europe to the opportunities and challenges of navigating business issues in China and around the world, and equip them with a nuanced understanding of the current business issues as well as the cultural and historical background of today's challenges. We welcome entrepreneurs, family business second and third generation, and young corporates.

FACULTY DIRECTOR'S QUOTE



中国已经是一个强大的经济大国，随着中国很有可能超过美国成为世界最大的经济体，其影响力将随着时间的推移而增加。年轻的领导人在中国全球化经济的发展中起着至关重要的作用。了解中国最新的商业和科技创新，如何发展至全球，以及全球范围内的商业机遇和挑战是当代年轻商业领袖必修之课。

Baohong Sun

Dean's Distinguished Chair Professor of Marketing
Director of the CIM Center
Associate Dean for CKGSB Americas
PhD, University of Southern California

PROGRAM INFORMATION

Who Should Attend	Date	Location	Tuition	Career Planning
Business Model Innovators Global Entrepreneurs Family Business Second-Generations Young corporates	June 15 – 22 2021	China Module: Beijing, Shanghai, Shenzhen (US Module time TBD, subject to travel restriction)	TBD12,000	Internship and Career Consulting provided by Boss直聘 

PROGRAM CONTENT

June 15 <ul style="list-style-type: none"> China and Its Business People Company Visit 	June 16 <ul style="list-style-type: none"> Next-Gen Leadership and Change Management Company Visit 	June 17 <ul style="list-style-type: none"> Chinese Economy in Transition
June 18 <ul style="list-style-type: none"> Internet Influencer Economy and Brand Rejuvenation Company Visit 	June 20 <ul style="list-style-type: none"> Business Model Innovation Company Visit 	June 21 <ul style="list-style-type: none"> Global Implication of China's Transformation Team Presentation



CKGSB STAR FACULTY



XIANG Bing

- Professor of China Business and Globalization
- Founding Dean
- PhD, University of Alberta



TENG Bingsheng

- Professor of Strategic Management
- Associate Dean for EE
- PhD, City University of New York



OU-YANG Hui

- Dean's Distinguished Chair Professor of Finance
- Associate Dean for EMBA
- PhD, University of California, Berkeley
- PhD, Tulane University



ZHANG Weining

- Associate Professor of Accounting
- PhD of Accounting, University of Texas at Dallas



LI Yang

- Associate Professor of Marketing
- PhD, Columbia Business School



SUN Baohong

- Dean's Distinguished Chair Professor of Marketing
- Director of the CIM Center
- Associate Dean for CKGSB Americas
- PhD, University of Southern California



CAO Huining

- Professor of Finance and Chair of Finance Department
- PhDs, UCLA and Yale



ZHANG Xiaomeng

- Associate Professor of Organizational Behavior
- Associate Dean for EE
- Co-Director of Research Centre of Leadership, Behavioral Science & Psychology
- PhD, the R.H. Smith School of Business at University of Maryland, College Park



ZHU Rui (Juliet)

- Professor of Marketing
- Director of the Social Innovation and Business for Good Centre
- Academic Director for EMBA Program
- PhD, University of Minnesota

CORE VALUE

Learn Through East to West

CKGSB Faculty are truly world-class with educational background and teaching experiences at leading business schools globally

How young leaders can better hone their leadership skills in order to lead innovation in a world influenced by China and the US?

..... Dean XIANG Bing



How do we effectively navigate cross cultural negotiations?

Prof. OU-YANG Hui



How to leverage the strength of each region to help you succeed?

..... Prof. SUN Baohong



What's the current technological innovation and business model innovation landscape in the world?

Prof. ZHANG Weining



How do we lead innovative individuals, teams and creative organizations?

..... Prof. ZHANG Xiaomeng



What do we need to watch out for disruptive new players emerging from different regions of the world?

Prof. LI Yang



What's the similarities and differences among the China, Greater Asia, US, and Europe business now?

..... Prof. TENG Bingsheng



PROGRAM BENEFITS

提升

Leadership Skill Training

Cross-Cultural Communication

Leading Practical Knowledge on Chinese Business

▸ Global Insights
with Partners

▸ Star Faculty
Lineup

▸ Innovation

▸ Immersion
including company visits
and local activities

▸ Networking
networking with
industry experts and
peer leaders

核心

Opportunities on Innovation and Global Strategy

Chinese business environment

Chinese culture

了解

PAST AND INVITED BUSINESS EXECUTIVES



Cindy Mi
VIPKIDS



Doreen Wang
Kantar



Feng Lun
Vantone



David Adelman
former ambassador
to Singapore



Mandell Crawley
Chief HR, Morgan Stanley



Steven Rockefeller

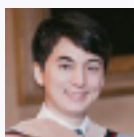


David Roth
CEO, WPP



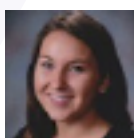
Fang Qu

PROGRAM ALUMNI QUOTE



The program offers a unique cross-cultural experience and prepares students to become future global business leaders. Faculty from the top world-class schools come together and offer unparalleled expertise and education. There is no other program that has such high-caliber faculty, participants and networking opportunities. This is a once-in-a-lifetime opportunity.

Nathan Young Master's Student at Cornell University, Columbia University



I just made 20 new global friends. As we all grow and start different companies and head off in different industries, we will be able to rely on each other and have the great memories we are making right now. The most helpful aspect of the program were the connections I made, but the knowledge is amazing also. I thought I knew how I would one day do business with China but that has completely changed.

Stephanie Ball Associate at Bridgewater

PAST ALUMNI SCHOOLS



Cornell Johnson



Columbia Business School



Harvard



UPenn



Brown University



MIT



USC



UC Berkeley

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