



CHEUNG KONG  
GRADUATE  
SCHOOL  
OF BUSINESS  
长江商学院



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© Dr. Xiang Bing, Founding Dean and Professor of China Business and Globalization, teaching at CKGSB's Beijing campus

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# CONTEXT

China is the world's largest manufacturing economy and exporter of goods. It is also the world's fastest-growing consumer market and second-largest importer of goods. China's importance to the global economy has been inevitable in the past decades, but particularly evident over the past year, as it was the only major economy to grow in the pandemic-ravaged world.

**Understanding China - how to leverage this dynamic market and its role in global transformations - is key to your business's success.**

## China's Importance

- Second largest economy in the world
- Largest exporting nation
- Largest consumer market
- Largest FDI recipient
- Largest manufacturer in output
- Largest digital economy



## INTRODUCTION

Cheung Kong Graduate School of Business (CKGSB) is the preeminent choice for management education among China's established business leaders and entrepreneurs shaping the future. CKGSB is also the preferred institution for academics returning to China from globally-leading business schools.

Since our establishment in November 2002 as China's first independent business school, we have aimed to

**cultivate transformative business leaders with a global vision, a humanistic spirit, a strong sense of social responsibility and an innovative mind-set.**



## Today, We stand apart for our:

- **World-class, full-time faculty**, who are ideally positioned to interpret China from a global perspective
- **Original research** that provides unrivaled insight into China, its trends and innovations
- **Influential alumni network**, who make up the Who's Who of Business in China and beyond
- **Global interdisciplinary learning platform**, offering students the best in business education
- **Social innovation** and a global ecosystem of disruptors, seeking to do well by doing good
- **Pioneering innovations** in management education, which go beyond traditional boundaries of business schools



## WORLD-CLASS, FULL-TIME FACULTY

Most of our **40+ full-time professors** held tenured positions at top academic institutions worldwide - like the University of Michigan, MIT, Darden School of Business, Wharton, and Yale - prior to joining CKGSB. They provide a global perspective to our programs.



© Dr. Sun Baohong, Dean's Distinguished Chair Professor of Marketing and Associate Dean for Americas, teaching how to succeed in the fast-changing China market



CKGSB's faculty members teach courses across the school's 6 worldwide locations, including:



Beijing



London



Hong Kong



Shanghai



Shenzhen



New York



## 110 international academic awards:

- Inaugural Award for the Best Published Paper in the iFORM (interface of Finance, Operations, and Risk Management) to Professor of Operations Management and Associate Dean **Li Ledo**
- Best Paper Award at the 12th Conference of Asia-Pacific Association of Derivatives awarded to Dean's Distinguished Chair Professor of Finance and Associate Dean **Li Haitao**
- Finalist status for the INFORMS John D.C. Little Best Paper Award to Dean's Distinguished Chair Professor of Marketing and Associate Dean **Sun Baohong**
- Review of Financial Studies Barclays Global Investors Michael Brennan Awards for three separate papers to CKGSB Professors **Gan Jie, Liu Jing** and **Ou-Yang Hui**
- Distinguished Service Award of Management Science to Associate Professor of Marketing **Jing Bing**
- CKGSB Professors **Liu Jing, Teng Bingsheng, Cao Huining** and **Zhang Xiaomeng** are recognized by Elsevier as Chinese Most Cited Researchers
- Professor of Human Resource Management and Economics and Associate Dean **Wang Yijiang** ranked in the top 10% of Authors on SSRN by total new downloads

## Selected Faculty Members



### CAO Huining

Professor of Finance and Chair of Finance Department

PhDs, UCLA and Yale University

Previously taught: UC Berkeley



### GAN Jie

Professor of Finance Academic Director for MBA Programs

PhD, MIT

Previously taught: HKUST



### LI Haitao

Dean's Distinguished Chair Professor of Finance Associate Dean for MBA Programs Associate Dean for Alumni Affairs and the Development Foundation

PhD, Yale University

Previously taught: University of Michigan



### LI Ledo

Professor of Operations Management Professor Emeritus at Yale University

PhD, Northwestern University

Previously taught: Yale University, MIT, Northwestern University, HKUST



### LI Wei

Professor of Economics Associate Dean for Asia and Europe Director of Case Center

PhD, University of Michigan

Previously taught: Duke University, University of Virginia Darden



### LIU Jing

Professor of Accounting and Finance Associate Dean for Business Scholars Program

PhD, Columbia University

Previously taught: UCLA



### MEI Jianping

Professor of Finance Academic Director for EMBA Program

PhD, Princeton University

Previously taught: University of Chicago, Princeton University, NYU



### OU-YANG Hui

Dean's Distinguished Chair Professor of Finance Associate Dean for EMBA Program

PhDs, UC Berkeley & Tulane University

Previously taught: Duke University, University of North Carolina

# 服危险的“友



## Selected Faculty Members



**SUN Baohong**

Dean's Distinguished Chair  
Professor of Marketing  
Associate Dean for Americas

PhD, University of Southern  
California

Previously taught:  
Carnegie Mellon University



**TENG Bingsheng**

Professor of Strategic  
Management  
Associate Dean and  
Academic Director for EE  
Programs

PhD, City University  
of New York

Previously taught: George  
Washington University



**Brian VIARD**

Associate Professor of  
Strategy and Economics

PhD, University of Chicago

Previously taught:  
Stanford University



**WANG Yijiang**

Professor of Human  
Resource Management and  
Economics  
Associate Dean for Academic  
and Faculty Development

PhD, Harvard University

Previously taught:  
University of Minnesota



**XIANG Bing**

Founding Dean  
Professor of China Business  
and Globalization

PhD, University of Alberta

Previously taught:  
HKUST, Peking University



**YAN Aimin**

Professor of Management  
Associate Dean for Administration,  
Government Relations and  
Campus Development  
Associate Dean for Alumni Affairs  
and the Development Foundation

PhD, Pennsylvania  
State University

Previously taught:  
Boston University



**ZHANG Xiaomeng**

Associate Professor of  
Organizational Behavior  
Associate Dean and Academic  
Director for Executive  
Education Programs

PhD, University of Maryland

Previously taught:  
American University



**ZHU Rui**

Professor of Marketing  
Academic Director for EMBA  
and Executive Education  
Programs

PhD, University of Minnesota

Previously taught: University  
of British Columbia

## ORIGINAL RESEARCH, UNRIVALED CHINA INSIGHTS

Our faculty members - most of whom are Chinese by heritage - have a native understanding of the Chinese language and culture. This, combined with the generous funding for research from the Li Ka Shing Foundation and China's most influential alumni network, allows CKGSB to offer you unrivaled China business knowledge.

CKGSB produces original research and insight into doing business in and with China, covering topics like:

- Competition and collaboration in China among state-owned, private and multinational corporations
- The global implications of China's development and the globalization of its companies
- Multinationals' strategies in China and their responses to China's economic disruptions
- China's innovations that are of global relevance



Our professors have their fingers on the pulse of China's economy and business environment. Many of them sit on the boards of Fortune 500 companies, and three professors took up Chief Strategy Officer positions at Alibaba Group, Ant Financial and JD.com - China's digital giants.

At CKGSB, you will have access to 500 reports and case studies—produced by our faculty, 18 research centers and the Case Center—that explore issues like China’s digital economy, innovative business models and succession planning in family businesses.

Our professors also offer monthly, quarterly and annual indices and surveys that often serve as global indicators to China’s economic conditions, including :

- **Business Conditions Index (BCI),**
- **Business Sentiment Index (BSI),**
- **Cheung Kong Investor Sentiment Survey (CKISS)**
- **Research on Chinese Executive Leadership Transformation.**

They also regularly analyze industry-specific topics, such as healthcare, environment and the economic impact of COVID-19 across sectors.



© Dr. Li Wei, Professor of Economics and Associate Dean for Asia and Europe, outlining the key findings of his Business Conditions Index at CKGSB's annual China Economic Symposium

## Business Conditions Index (March, 2020)



Source: CKGSB Case Center and Center for Economic Research

**The Business Conditions Index (BCI) - widely followed globally as a key indicator of Chinese executives' sentiment on China's macroeconomic environment - is a set of forward-looking diffusion indices surveying 400+ Chinese business leaders on a monthly basis since 2011 on corporate sales, profits, financing, labor costs and inventory levels.**

# INFLUENTIAL ALUMNI NETWORK

More than 16,000 successful entrepreneurs, industry leaders and executives of multinational corporations have chosen to study at CKGSB for our original China insights, world-class faculty and peer-to-peer learning with China's movers-and-shakers.

**More than half of our alumni are at the CEO or Chairman level and, collectively, lead one-fifth of China's most valuable brands.**

Many disruptors have also chosen to join our Chuang Community - an ecosystem for entrepreneurs that collaborates with Baidu, ByteDance, JD.com, Microsoft, Tencent and China's leading VC firms - resulting in 35 unicorns created at CKGSB. Joining our alumni network will help you connect with those who are driving China's growth.



© Dr. Liu Jing, Professor of Accounting and Finance and Associate Dean for Business Scholars Program, with some Business Scholars Program students in an overseas learning module

**16k+**

Alumni, 50% of whom are at the Chairman or CEO level

**20%**

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

**35**

Unicorns were created at CKGSB in the last 5 years

**70**

of Fortune China's 2020 Top 500 companies are run by CKGSB alumni

**6**

Alumni listed in HBR China's 2020 "50 Best Performing CEOs"

**21**

Alumni listed in Forbes China's 2020 Philanthropy List

**50**

CKGSB alumni organizations worldwide

## Notable Alumni



**CHEN Yidan**

Co-Founder, Tencent



**DING Shizhong**

Founder, Chairman and CEO, Anta Sports



**GAO Yunfeng**

President and General Manager, Han's Laser



**LI Dongsheng**

Chairman and CEO, TCL



**Jack MA**

Founder, Alibaba Group



**Cindy MI**

Founder and CEO, VIPKID



**WANG Xiaochuan**

CEO, Sogou



**ZHOU Hongyi**

President, Qihoo 360



“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, Alibaba Group;  
CKGSB Executive Education Alumnus



“Our professors helped me create my business plan and I was paired with mentors from CKGSB’s Executive MBA Program, which offered one-on-one time with people who have extensive background in business.”

**Cindy MI**

Founder and CEO, VIPKID;  
CKGSB MBA Alumna



“CKGSB’s faculty have real world insight, not just theory but practice and experience of working with international and Chinese companies.”

**Evans POSTON**

Commissioner of the Revenue, City of Norfolk;  
CKGSB Executive Education Alumnus



“CKGSB’s programs are informative, its research is well-recognized and its pool of students is a good representation of the business community in China. People from executive levels will particularly benefit from courses at CKGSB.”

**Duanzhi SHE**

Vice President, Government and Public Affairs, Nike Greater China;  
CKGSB Executive Education Alumnus

# GLOBAL INTERDISCIPLINARY LEARNING PLATFORM

To navigate today's era of disruptions, you must be versed in knowledge that surpasses the traditional domain of business. In light of this, we have collaborated with more than 40 globally-renowned institutions to build an interdisciplinary platform. We offer you programs that cut across business and economics, science, technology, public policy, geopolitics and social innovation, in order to help you achieve business growth that is economically, socially and environmentally responsible.

**Universities and global organizations choose to collaborate with CKGSB because of our innovative approach to management education, faculty caliber, alumni network and undisputed position in China.**



© Students at a joint-program between CKGSB and Michigan Ross

## Selected Partner Schools

Berkeley  
**ENGINEERING**

 CHURCHILL COLLEGE  
CAMBRIDGE

 **Columbia Business School**  
AT THE VERY CENTER OF BUSINESS™

 COLUMBIA | ENGINEERING  
The Fu Foundation School of Engineering and Applied Science

 Johnson  
Cornell  
SC Johnson College of Business

 GRADUATE  
INSTITUTE  
GENEVA

 **HARVARD Kennedy School**  
JOHN F. KENNEDY SCHOOL OF GOVERNMENT

 INSEAD  
The Business School  
for the World®

 **JOHNS HOPKINS**  
UNIVERSITY

 **MICHIGAN ROSS**

 **PEKING**  
UNIVERSITY

 UNITED NATIONS  
UNCTAD

 **United Way**

 **UN WOMEN**

 **WASEDA University**

 **Wharton**  
UNIVERSITY of PENNSYLVANIA

 **Yale SCHOOL OF**  
MANAGEMENT

# SOCIAL INNOVATION

Extending beyond the traditional notion of corporate social responsibility, we bring together businesses, non-profit organizations, civil society and governments to collectively address some of humanity's most pressing social issues, such as income wealth inequality, diminishing social mobility and sustainability.

Going beyond the boundaries of business schools, we aim to educate business leaders not only on *how* to compete and collaborate better, but also on *why* they should do business and *how* to apply their wealth for the greater global good.



© Dr. Zhu Rui, Professor of Marketing, Director of the Social Innovation and Business for Good Center and Academic Director for EMBA and Executive Education Programs, sharing her insights on social innovation and accepting the 'China Philanthropic Enterprise of the Year Award' on behalf of CKGSB at the 2019 China Annual Conference on Philanthropy

## CKGSB's Unique Approach



In 2005, we pioneered the incorporation of the **humanities** into core business curricula to give students a more holistic view of business.

1.0



We set up the EMBA **philanthropy scholarships** in 2002, now awarded across all our degree programs to outstanding civil society and NGO leaders.

Since 2009, all of our degree students are required to engage in **philanthropic service** in order to graduate, resulting in a total of 150,000+ hours served.

2.0



We began offering **social innovation** as an elective module for EMBA and MBA students in 2017 and a required module since 2018.

3.0



We are now working with partners across sectors to develop a global ecosystem for **next-generation disruptors** that are economically, socially and environmentally responsible, while embracing technologic innovation.

4.0

The background features a blue-tinted photograph of a group of graduates in academic regalia, celebrating with their caps. A banner in the background reads '长江商学院 EMBA AMBA'. The CKGSB logo is also visible in the upper right.

# CKGSB PROGRAMS



Through innovative programs, we offer new insights and practical skills in entrepreneurship and business management.

## Degree Programs

### MBA

2 years • Part-time • Chinese and English

Our range of part-time MBA programs seek to cultivate a new generation of economic disruptors, with focuses on business, financial, entrepreneurship and technology innovation sectors. We also offer a dual-degree MBA program with Johns Hopkins Carey Business School.



### Executive MBA

2 years • Part-time • Chinese

A renowned master's degree program in China that aims to hone the leadership skills of experienced executives and connecting them with the program's 9,000+ alumni, 80% of whom are at the VP-level or above.

# Non-Degree Programs

## English-language Programs

### Programs on Business Landscape

#### Cutting-edge Insights from China

Hybrid Program

This online and in-person program offers global leaders the latest thinking and research about China's strategic development to enable you to navigate an era of uncertainties and disruptions.

#### Digital Transformation

Online Program

A program offering insights on the fast-changing digital landscape in Asia and the latest applications of new technologies, such as AI, big data, IoT and blockchain.

### Programs on Tech and Innovation

#### China Start

Online Program

A program designed for entrepreneurs seeking to acquire China knowledge, connect with partners and successfully pitch for Chinese investment.

#### Igniting Innovation for Impact

Online Program

In collaboration with the Møller Institute of Churchill College at the University of Cambridge, this program cultivates and empowers a community of impact leaders to embrace and drive innovations for economic, social and global good in the long run.

#### Next-Generation: Leading Business in Asia and Beyond

Online Program

A program for entrepreneurs and family business leaders to understand the opportunities and challenges of navigating business in Asia and beyond and to figure out the cultural and historical nuances to today's challenges.

#### Global Programs on Family Business Succession

Part-time

CKGSB is developing innovative programs in collaboration with INSEAD and the Wharton School of the University of Pennsylvania to be offered in English to family businesses worldwide.

### Programs on Tech and Innovation

#### International FinTech

Hybrid Program

Curated in partnership with Brazil's leading business school, Fundação Dom Cabral (FDC), this hybrid online and in-person program enables Finance, IT and FinTech executives to make better informed decisions on digital transformations through analyzing the new global FinTech business landscape and emerging markets strategy.

#### AI and Big Data for Executives

Hybrid Program

A program teaching executives the most up-to-date research findings and frontrunner cases from China and the U.S. - the world's leading economies in AI—as well as practical business frameworks to facilitate their own AI journey.

#### Energy, Climate and Sustainable Development

Hybrid Program

Jointly offered by CKGSB and the Berkeley California-China Climate Institute (CCI), this program is designed for business executives to learn about the trends and latest technologies in energy, climate change and sustainable development and to inspire sustainable business transformations.



### Program on ASEAN Region

#### ASEAN New Economy Leadership

A program for ASEAN business and government leaders to understand and develop the business landscape between China and the ASEAN region.

### Customized Programs

#### China Immersion

Customized China modules for business schools' MBA or EMBA students that can be held online or offline at any of CKGSB's campuses in China (Beijing, Shanghai and Shenzhen) or a client-specified location. The program is customizable and typically one to two weeks in duration.

### Customized Programs

#### Boardroom Briefing

An intense program, which can be held online or offline, which is especially designed for global leadership teams whose future strategies are closely bound with China's economic growth.

#### Win in China

A series of China-related seminars, which can be held online or offline, designed for global executives to learn, network and succeed in China.



# Non-Degree Programs

## Selected Chinese-language Programs

### Business Scholars Program

5 years • Part-time

An elite program for Chinese senior executives with a scholarly perspective on business; 40% of program alumni run listed companies.

### Chuang Community

1 year • Economic Disruption Ecosystem

- An ecosystem for entrepreneurs and economic disruptors seeking funding and training, conducted in collaboration with Baidu, ByteDance, JD.com, Microsoft, Tencent and China's leading VC firms;
- Proven track record: 95% completed A-round funding, 29 listed and 35 became unicorns.



### Next Generation Global Leaders Program

9 modules in 18 months • Part-time

A program offering global vision, cutting-edge business practices and solid management theory to next-generation family business owners seeking to lead sustainable businesses with a lasting positive impact on society.

### CKGSB CEO Program

7 modules in 24 months • Part-time

A program equipping Chinese senior executives with first-hand knowledge of the latest trends and outlook of economies to navigate global markets.

### Advanced Management Program

8 modules in 18 months • Part-time

A program for Chinese senior executives offering in-depth and holistic insights on business management and practices.

LEISER MICHIGAN ROSS  
**Jonathan Dunn**

# CKGSB MILESTONES

Driving innovations in management education since 2002



2002

CKGSB was founded in Beijing on November 21st, 2002, with the launch of our **Executive MBA** program.



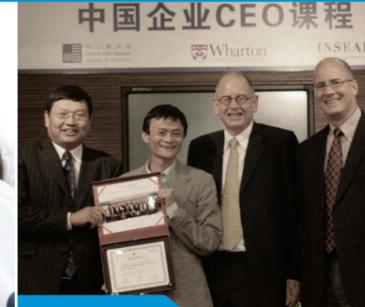
2003

Our **MBA** program recruited its first 51 students, whose average GMAT score of 680 tops Asian business schools.



2005

We pioneered the integration of the **humanities** into management education to develop a new generation of global talents who compete with compassion and empathy.



2006

We launched partnership programs with **Wharton** and **INSEAD** targeting C-suite leaders, and began offering customized China programs for Darden, Columbia, IE, ESMT and other top schools.



2009

CKGSB became the first school to require EMBA students to complete **48 hours** of social work in order to graduate.



2011

We launched the CKGSB Europe office in **London** and CKGSB Americas office in **New York**.



2015

CKGSB signed a partnership with **Harvard Kennedy School** to offer students courses merging business and public policy, as part of our unique interdisciplinary education.



2016

Interdisciplinary partnerships were also formed with **NYU Shanghai** and **Columbia Engineering**, cutting across business and technology innovation.



2017

We launched a new focus of our **MBA** Program on **Entrepreneur and Technology** Innovation, offered in close collaboration with UC Berkeley.



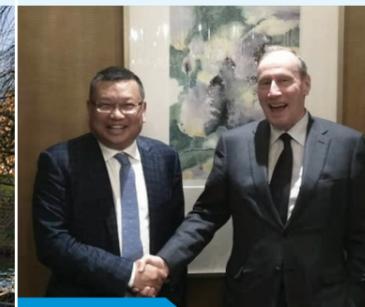
2018

CKGSB signed an agreement with the **United Nations Conference on Trade & Development**, as part of a broader effort to form a global ecosystem of next-generation economic disruptors, who are socially and environmentally minded.



2019

CKGSB signed a partnership with **Cambridge University's Churchill College**, with which it jointly offers an Executive Education program on 'Igniting Innovation for Impact.'



2020

We established an interdisciplinary partnership with the **Graduate Institute, Geneva (GIG)**, with an emphasis on economic disruptions and social innovation.



2021

CKGSB and **Johns Hopkins Carey Business School** launched a dual-degree MBA program taught by both schools' seasoned faculty.



# CKGSB IN NUMBERS

## ● Faculty

**40+**

Full-time, resident professors

**50%**

Previously tenured at top schools

**110**

Global academic awards

**100+**

Papers published in 60+ renowned journals

## ● Alumni

**16k+**

Chinese business leaders

**50%**

are at the Chairman or CEO level

**20%**

of China's most valuable brands are run by our alumni

**3000+**

Participants of English Executive Education programs

## ● Students

**1000+**

Graduate students enrolled annually

**35**

Unicorns created and developed at CKGSB

**40+**

Industries represented by our students' companies

## ● Partners

Interdisciplinary partnerships with

**40+**

Leading universities and global institutions

