



## Peking University Guanghua MBA



# 1 in China by Times Higher Education  
World University Rankings 2018

### Key Figures

**28,000+**

Guanghua Alumni

**12**

Double Degree Programs

**120+**

International Partner Institutions


**108**

Full-time Faculty Members  
(including 77 professors who hold  
Doctorates from acclaimed  
overseas universities)

**800,000+**

Over USD 800,000 worth of total  
scholarships for qualified  
international applicants

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 北大光华MBA



Guanghua School of Management  
Peking University



THINK GLOBAL  
THINK CHINA  
Peking University Guanghua MBA Program



# Mission:

To advance management knowledge and develop business leaders for China and the global society

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Global  
Think  
China

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## DEAN'S MESSAGE

Welcome to the Guanghua School of Management, Peking University! At Guanghua, we share an unshakable commitment to advancing management knowledge, inspiring innovations and developing business leaders for China and the global community. It is a commitment rooted in PKU's rich history, illustrious prestige and scholastic culture and born out of our longstanding belief in the transformative power of an education that broadens perspectives and changes mindsets.

Guanghua's vision begins with people. Our faculty, known for their deep understanding of China's rapidly changing economy and complex business ecosystem, continue to redefine business education by mixing international perspectives with local knowledge and applying cutting-edge methodology to tackle economics and management issues on both a local and global scale.

Guanghua is also blessed with students of the highest intellectual abilities. They come from all across the world and are united by a common desire to learn. Tapping into our extensive network of alumni, corporate partners and visiting executives, Guanghua offers the best platform to challenge conventional thinking in business. Together, we not only educate first-class business leaders for China, the world, and the 21st century, but also nurture individuals with professional competence and social responsibility who can make a positive difference.

Guanghua is a diverse and dynamic place; here, China embraces the world; the East meets the West; and the past leads to the future. We take pride in our culture and invite you to explore Guanghua.

Dean of Guanghua and Professor of Finance

## GUANGHUA BRANCH CAMPUSES

As the officially certified business school grounded in the rich political, cultural and educational legacy of the illustrious Peking University, Our main campus in Beijing boasts some of the leading facilities in China and across Asia – from Olympic sporting facilities to modern and comprehensive array of libraries to state-of-the-art computer labs and innovation hubs.

Founded in 1985, Guanghua School of Management's influence span across key geographical regions in China, with five core campuses located in Beijing, Shanghai, Shenzhen, Xi'an and Chengdu, respectively, as well as a sixth campus, currently under development, to open in China's new economic zone – the Xiongan New Area. Students from each campus have the opportunity to visit other branch campuses via organized study trips to visit local companies as well as to network with fellow business students and top industry professionals in the region.



# PEKING UNIVERSITY

Peking University, established in 1898, is one of China's most prestigious institutes of higher education and the first state-run comprehensive university in China.

Grounded in the rich political, cultural and educational standing in China, Peking University, which is ranked the 1st in China by Times Higher Education, has educated many of the country's main political leaders, including the three founding members of the Communist Party of China and the incumbent premier, Li Keqiang. With the beautiful backdrop of the Weiming Lake as well as China's former Imperial Gardens, Peking University is woven into the fabric of China's development and progress – **a place of great minds; leaders who have shaped nations and innovators who have impacted the world.**

- 1<sup>st</sup> in China by Times Higher Education World University Rankings 2018
- 1<sup>st</sup> BRICS & Emerging Economies University Rankings 2018 by Times Higher Education
- 1<sup>st</sup> in the Chinese mainland in Business and Management Studies by QS World University Rankings by Subject 2018
- 2<sup>nd</sup> in the Asia-Pacific by Times Higher Education World University Rankings 2018
- 3<sup>rd</sup> Times Higher Education Asia University Rankings 2018
- 17<sup>th</sup> World Reputation Rankings 2017 by Times Higher Education
- 27<sup>th</sup> World University Rankings 2018 by Times Higher Education
- 28<sup>th</sup> QS World University Rankings by Subject 2018 in Business and Management Studies

# PEKING UNIVERSITY

## BEIJING THE HEART OF CHINA

Beijing, China's political, cultural and educational center, is the nation's capital and one of the world's most popular tourist destinations. With a history of more than 2,900 years, the beautiful and historical city of Beijing houses countless ancient wonders and numerous UNESCO World Heritage Sites, and is also one of the world's most modern cities and a rapidly developing metropolis.

From the Great Wall and Forbidden City to the Summer Palace and Temple of Heaven, Beijing is a hub of Chinese civilization and culture, and boasts some 7300 cultural relics and historic sites as well as more than 200 scenic spots. Beijing is also well-known for its labyrinthine hutongs and square courtyards that encompass both the nation's rich glories of the past and modern progress in economics, science and technology.

In Beijing, the opportunities are endless. Expect a world of great food, exhilarating nightlife, diverse international community, unparalleled shopping and cultural discovery experiences.

北京  
BEIJING





## WHY GUANGHUA MBA?

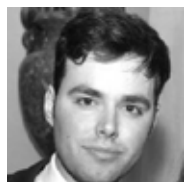
Located in the beautiful campus of Peking University, Beijing – China's oldest and most prestigious institution – Guanghua School of Management, which is a fully AACSB and EQUIS accredited business school, is **at the forefront of China's development and the hub for the brightest business leaders from China and across the globe.** We strive to develop global leaders with a China-centric mindset by leveraging our extensive industry connections both locally and globally, our influential 30,000+ alumni base, as well as our China expertise in five branch campuses across key geographical regions in China.

As such, we aim to provide our students with a **comprehensive understanding of doing business in China through our specialist China-focused courses**, many of which are run in cooperation with top international business schools, that not only provide insights to China's economy, consumer behavior, business practices and policy making as well as emerging trends in the China market, but also to the political, social and cultural drivers that shape the essence of doing business in China.

**Guanghua MBA cultivates leaders beyond just management skills.** Guanghua School of Management has shaped China's economic policy and business landscape for the past three decades, and as a university-based business school, we have access to some of the best resources in the country. As such, to better equip our students with the knowledge and skills to tackle complex problems in today's rapidly changing economy, **we aim to leverage our specialist China-focused courses**, extensive industry connections, as well as our influential 30,000+ alumni network to provide a comprehensive understanding to the political, social and cultural drivers that shape the essence of doing business in China.

As one of China's most influential business schools, we are committed to the highest of academic standards. We offer students a **platform to become experts in China affairs, gain the tools and insights to excel in China's rapidly changing business landscape**, as well as the opportunity to contribute to the development of China's Belt and Road Initiative. From a global perspective, we partner with 120+ renowned international business schools and institutions from over 32 different countries and regions.

If you are a company or an individual with global ambitions, you simply cannot avoid China today. At Guanghua, one can gain access to China's most prominent business leaders, leading scholars, social innovators and government officials, and its graduates continue on to become influential leaders across the globe.



"I have 40 years of career ahead of me, and China is going to be the biggest economy in the world for those 40 years."

– Raphael Lorin, IMBA Alumni,  
CEO & Co-founder of Chinese Institute YCI Education Group

## PEKING UNIVERSITY BELT & ROAD INSTITUTE

The mission of the Belt & Road Institute is to build a high-level platform for international communication and cross-cultural cooperation for the cultivation of political and business leaders from countries related to Belt and Road Initiative (BRI).

The institute will be an open platform for potential leaders to exchange their own development experiences and ideas, define key issues facing their countries and business, develop an in-depth understanding of the Chinese development model, as well as explore related opportunities and challenges. The institute will also act as the think tank to support BRI policy making and business practices, promote and support international cooperation with offices in Nairobi and New York, as well as link Guanghua's world-class research and teaching capabilities to create new knowledge and talented 'One Belt One Road Scholars' to further develop.

The institute offers scholarships for students and professionals from BRI-related countries, as well as unique opportunities to explore seminars and workshops on BRI-related topics and case studies, visits to BRI-related companies, and research opportunities with renowned professors.



# FACULTY

Guanghua faculty are a dedicated group of experts with in-depth knowledge of the Chinese economy, who actively work to shape policy, lead in new research fields, as well as constantly rewriting the changing landscape of business in China. They bring diverse industry and cultural experiences both inside the classroom and outside in the business world, helping students to understand the nuances of doing business in China, to think out of the box, and to cultivate a China-centric mindset.

Our faculty includes consultants to the World Bank, National People's Congress members, Amazon Best-Seller Authors, leaders of Fortune 500 companies, and partners of companies involved in the Belt and Road Initiative, many of whom have graduated, and taught, in renowned institutions across the globe, including Oxford, Harvard, and Stanford University.



- »» **108** Full-time faculty members
- »» **77** Professors hold Doctorates from prominent overseas universities
- »» **10** Professors awarded the New Century Excellent Talents by the Ministry of Education
- »» **9** Professors are awarded the National Science Fund for Distinguished Young Scholars of China
- »» **8** Professors are Distinguished Changjiang Scholars honored by the Ministry of Education
- »» **3** Professors are China's One-Thousand-Talents Scheme Distinguished Professor
- »» **3** Professors awarded the National Science Foundation for Outstanding Young Scholars
- »» **2** Professors awarded fellowships in prestigious global associations

## **CHEN Lei**

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## **CHEN Songxi**

Professor of Business Statistics and Econometrics  
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Professor of Emerging Market Finance at Oxford University  
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**ZHOU Li-an**  
Associate Dean  
Professor of Applied Economics  
Chair of the Applied Economics Department  
PhD, Stanford University




**MBA + CURRICULUM**  
*Course Structure for Full-time International MBA Program*

The Guanghua MBA program is taught through required core modules that provide a well-balanced general management education, and elective courses which enable students to tailor their education to their specific interests. Most core modules are taken in the first year, while the second year is structured to allow students to undertake internships and other professional projects alongside academic study.

To better equip our students with the knowledge and skills to tackle complex problems in today's rapidly changing economy, our curriculum is based on the MBA+ strategic concept in which we aim to provide a China-centric approach to help our students understand the essence of doing business in China - from the economy to consumer behavior to culture.

Under our MBA+ curriculum, we provide an interdisciplinary approach to teaching and research that emphasizes on four key aspects to offer our students the tools to understanding China. Doing business in China is more than just management skills, and our curriculum reflects our mission to transform students into global leaders with a specialty in China business.

## Practical Academia

We believe that academia has an important role to play in practical business decision making. Our MBA stresses the importance of understanding why the Chinese business landscape is the way it is, and efforts are consistently made – by both students and staff – to remain current with contemporary business thinking.

## Industry Focus

Both Peking University and the Guanghua School of Management have impeccable reputations in the Asia-Pacific region. As such, our students are presented with many exciting opportunities to connect with business executives and entrepreneurs. There are several experiential learning opportunities for our MBA students to undertake real-life consulting projects for external clients.

## Specialist China Electives

Our suite of China-focused courses introduce the challenges, pitfalls, and opportunities found in China, and provide our students with a profound understanding of China's complex and effervescent business environment. Courses cover topics including China's unique economy, corporate behavior, consumers, government regulation, negotiation, and leadership styles, amongst others.

## Arts & Humanities

Peking University is ranked No. 1 among Chinese universities in arts and humanities subjects as of 2017 by QS World University Rankings by Subject. As the official business school of Peking University, Guanghua has access to some of the best resources in China for students interested in taking elective courses in arts and humanities subjects ranging from modern languages, linguistics to geography and performing arts.

## Learning Chinese

An important part of living and working in China is to know the language. Our international students are all provided with intensive high-quality Mandarin training throughout the duration of their MBA.

# CHINA LANDSCAPES UNCOVERED

It can be said that China's defining feature is its diversity. Regularly hailed as the world's next superpower, China – the world's most populous country – is composed of over 20 provinces, 5 autonomous regions, 2 self-governing special administrative regions, and 4 direct-controlled municipalities. Rapid economic progress and a growing international influence, as well as advancements in numerous other fields, have resulted in a unique environment for the world's brightest minds. It doesn't take long to realize that China has truly become the land of opportunity.

**Guanghua MBA students are carefully picked to ensure a healthy dose of diversity in each cohort. Every year, our selected high potential professionals originate from over 30 different countries and have different cultural backgrounds.**

**While a successful cohort does demands a certain level of diversity, there are still certain characteristics that run common through all of our students:**

### They Change

Our students are ready for the next phase of their professional lives. They are motivated by change; of career, of country, of approach. They are eager to learn as they realize that while change can be difficult, it is ultimately rewarding.

### They Aim for China

Most acknowledge that China will play an important role in the coming years. Yet, many think having a glimpse is enough. Our students disagree. They want to learn about business in China, because they want long-term success in China.

### They Apply Academia

Learning is one thing, doing is another. Doing what one learns is entirely more difficult. Our students excel at internalizing the things they learn, and therefore implement more fully informed decisions in their professional lives.

### They Value Information

The ability and willingness to use information to contextualize observations is often overlooked. Not only do our students have this aptitude, but they deem it vital. This also informs their respect for academic endeavors.



# MBA+ CURRICULUM

Course Structure for Full-time International MBA Program



## Guanghua International MBA Program: 2 years covering 4 semesters

Requirements for total courses: 45 credits, 31 credits for core courses, 14 credits for elective courses. The core courses are mainly arranged in the first and second semesters; the elective courses are mainly arranged in the third and fourth semesters.



**Year 1**  
(September – January)  
**First Semester**

- Business English/Business Chinese
- Managerial Economics
- Data I Analysis and Statistical Decisions
- Financial Accounting
- Macroeconomics & Policy
- Organizational Behavior
- Operations Management
- Doing Business in China
- Elective courses

**Year 1**  
(February – June)  
**Second Semester**

- Corporate Finance
- Marketing Management
- Strategy Management
- Corporate Social Responsibility and Business Ethics
- Philosophy and Human Life/ Management: From Historical Perspective
- Integrated Practicum Project
- Global Business Immersion
- Elective courses

**Year 2**  
(September – January)  
**Third Semester**

- Venture Strategy Simulation
- Elective courses
- Or going out for exchange
- Or going out for double degree program

**Year 2**  
(February – June)  
**Fourth Semester**

- Credits makeup
- Thesis writing/ defense
- Graduation Ceremony

### Internship

A 8-week internship during the summer vacation  
Apply the management knowledge and skills in a real-world business practice

### Pre-Course

Our MBA students are invited to attend an optional pre-course prior to the start of the semester. This course serves to reintroduce students to a number of subjects including statistics, accounting, economics, business fundamentals, and Chinese language.

### Core Courses

Taken primarily in the first year of the program, core courses provide you with a well-balanced general management education. You will be required to accrue 31 credits through core courses.

### Elective Courses

Our students tailor their MBA to suit their own specific interests by selecting from over 30 elective courses covering a wide range of topics. You will be required to complete 14 credits through elective courses. Most electives take place in the third semester, allowing you the opportunity to secure employment whilst writing your thesis in the final semester. Those students with Chinese language capability can also choose to attend Chinese language MBA courses.

### Elective Courses 7 tracks

- Finance and Investment
- Integrated Management
- Healthcare & Well-being
- Culture
- Innovation and Entrepreneurship
- Social Enterprise Management
- Big Data

### Integrated Practicum Project

This required course is an experiential learning experience that provides students with an opportunity to undertake a real life consulting project for an external client. Students have the opportunity to apply their knowledge to a real business problem, and gain practical insight into China's business landscape. Our students take advantage of this opportunity to expand their professional network in China.



THINK GLOBAL  
THINK CHINA

# MBA

**Arts & Humanities**

**Industry-specific Approach**

**Specialist China-focused Courses**

**Integrated Practicum Project**

The Peking University Guanghua School of Management's International MBA is a 2-academic year full-time MBA program taught in English. It is designed for high potential professionals who aspire to become international business leaders. We offer more than 100+ China-focused elective courses, all of which are open to international students.

Our curriculum is based on an MBA<sup>+</sup> strategic concept – comprising of four key components of Integrated Practicum Project, China-focused Courses, Industry-specific Approach, and Arts & Humanities Subjects – in which we aim to offer an integrated, case-oriented, as well as China-centric approach to research and teaching for students to apply their knowledge to real-life business cases in China as well as to provide depth and breadth to key industries in China and emerging trends in the China market.

## Specialist China-focused Courses

It has never been more important to understand how business is done in China than it is today. As such, we offer our students more than 100 different elective courses and a wealth of unique China-focused courses, many of which are run in cooperation with top international business schools that offer insights to the business culture and practices in China, as well as China's impact in the global economy. Some of our most respected China-focused courses include:

### - China's Financial System (dual course with Stanford Graduate School of Business)

Using our special High Immersion Classrooms at PKU Stanford Centre, this course is a survey of China's financial system, including its banking industry, monetary policy structure, and financial markets (bonds, derivatives, equities, foreign exchange, alternative asset management, and related markets). The goal is an integrated view of how capital, risk, and liquidity are intermediated within China and cross-border.

### - Marketing in Emerging Economies: Understanding and Marketing to Chinese Consumers (joint course with The Wharton School of the University of Pennsylvania)

This 3-day course is taught jointly by Wharton and Guanghua professors. The objective of this course is to provide students with a critical understanding of the Chinese consumer, distribution channels, pricing environment, branding and competitive dynamics so as to enhance their ability to market to the Chinese consumer successfully. The course consists of lectures, case studies, presentations by industry experts and field trips.

### - Tax Planning & Tax Accounting (with Ernst & Young)

Accounting, finance and strategy courses generally ignore taxes. Similarly, traditional tax courses often ignore the richness of the decision context in which tax factors operate. The objective of this course is to develop a framework for understanding how taxes affect business decisions. MBA students are often surprised to find that this is one of the most useful courses in their program.

### - Foreign Entrepreneurship in China

This class covers fundamentals of entrepreneurship from two angles: being an entrepreneur in China and building a business outside one's native country. The guest speakers for this class range from early-stage first-time creators to successful multiple-venture serial entrepreneurs. The cases cover a similar range of business issues, mostly focused on businesses in China. The objective is to help you think like an entrepreneur, an approach to business that will be as useful for a leadership role in a large MNC as it is for starting your own business.

### - Managing the Multinational Corporation in China

Multinational corporations (MNCs) play a key role in China's economy, accounting for about 16% of China GDP and 43% of gross fixed capital formation. This course will examine how MNCs must adapt to succeed in China. Through cases, readings, discussions, and presentations by managers of successful MNCs students will explore how MNCs are doing business in China.



#### - The Art and Science of Business Communication (with Ogilvy PR)

Professional communications skill is an essential for anyone entering the global workforce. Whether it is global multinationals operating in China, or Chinese companies going global, mastering the art and science of professional communication is a must. This course will use a case study approach to analyse, debate and discuss winning strategies for effective communication.

#### - Emerging Topics in Chinese Strategy (with McKinsey & Company)

This series of lectures will cover current topics in Chinese strategy and investment from a practitioner's point of view. It will draw heavily on the lecturers' experiences across China and Asia, and will primarily use case studies.

#### - China in the World Economy

In order to understand China in the world economy, it is necessary to take an "in-out; then-now" approach. In other words, to understand how and why China was interacting with the world economy at any given time, it is important to know what was going on inside of China at that time. Similarly, in order to have a full appreciation for how and why China interacts with the world economy today, it is necessary to understand how it has done it in the past.

#### - Chinese History and Culture in Global Context

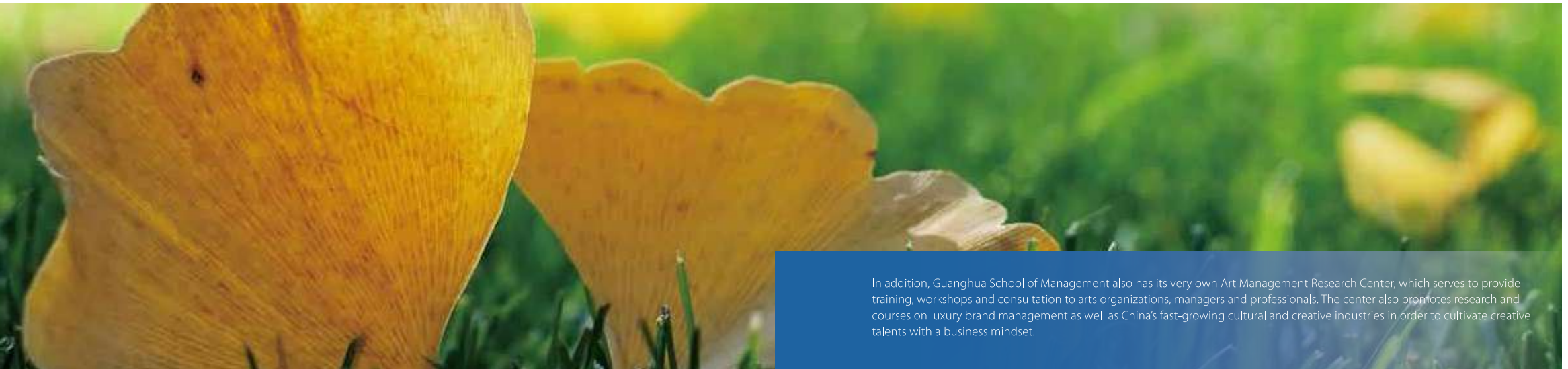
#### - Doing Business in China

#### - Leadership in Chinese Organizations

#### - Luxury Brand Management

#### - Real Estate Investment and Development

### And many more...



## Industry-specific Approach

At Guanghua, we strive to be at the forefront of China by offering our students with seven key industry-specific disciplines and insights: Healthcare, Social Enterprise Management, Finance and Investment, Internet Economics and Big Data, Integrated Management, Innovation and Entrepreneurship, and Culture. This multidisciplinary approach aims to provide both a depth and breadth of understanding of the current and emerging trends in the China market, as well as the future of China's economic prospects.

### 1. Healthcare

Topics include strategic development, financing, investment, insurance, future models, and innovative solutions.

### 2. Social Enterprise Management

Topics include influence investment, development financing, social finance, and green finance.

### 3. Finance and Investment

Topics include corporate finance, the Chinese capital market, capital operation, financial markets and institutions, corporate financing and valuation, financial risk management, and PE investment.

### 4. Internet Economics & Big Data

Topics include the role of internet and big data in China's economic and social development, and case studies of successful startups and companies that represent the new digital era.

### 5. Integrated Management

Topics include financial report analysis, brand management, consumer behavior, and leadership in Chinese organizations.

### 6. Innovation and Entrepreneurship

Topics include exploring what entrepreneurial opportunities can exist in different industries and cross-disciplinary settings, entrepreneurial readiness, components behind successful startups, and entrepreneurship training.

### 7. Culture

Topics include culture and technology, sports and culture, investment and financing, mergers and acquisitions in the culture industry, entertainment and intellectual property, broadcasting rights, live-streaming, traditional Chinese painting and Peking opera.

## Integrated Practicum Project

This compulsory course is an experiential learning experience that provides students with an opportunity to undertake a real life consulting project for an external enterprise. Through Guanghua's vast number of local and international corporate partners, students have the opportunity to apply their knowledge to a real business case, and gain practical insights into China's changing business landscape. You can take advantage of this opportunity to expand your professional network in China.

- Work in group of 6-8 students with one professor as mentor
- Each group will pitch their proposal according to the requirements set by the company they wish to partner with
- Each group will work closely with the executive board of each company to conduct market analysis, organizational diagnosis, and strategy consulting.
- Final presentation to a panel consisting of company executives, industry professionals and professors

## Arts & Humanities

Peking University is ranked No. 1 among Chinese universities in arts and humanities subjects by QS World University Rankings. As the official business school of Peking University, we share some of the best resources in the country, which enables us to offer a variety of elective courses in arts and humanities subjects ranging from modern languages and linguistics to geography and performing arts. Other arts and humanities subjects taught at Peking University include:

- Architecture
- History
- Philosophy
- Archaeology
- Literature
- Art and Design

In addition, Guanghua School of Management also has its very own Art Management Research Center, which serves to provide training, workshops and consultation to arts organizations, managers and professionals. The center also promotes research and courses on luxury brand management as well as China's fast-growing cultural and creative industries in order to cultivate creative talents with a business mindset.

## Guanghua Branch Campus Immersion Program

We offer short-term, tailored study trips to our core branch campuses in Shanghai, Shenzhen, Chengdu and Xi'an to explore the local business culture, visit local companies, conduct case projects, experience cultural activities, as well as to network with fellow business students and industry professionals to gain insights to doing business in China across different regions and business settings.

## Chinese Culture Exploration with Guanghua Xi'an Campus

- A week-long study trip to the City of Xi'an – the oldest of the Four Great Ancient Capitals of China
- An opportunity and an eye-opener to explore in-depth about China's society and history
- The program includes introductory and culture courses, company visits, and cultural tours, such as to one of the biggest Chinese movie groups, local incubator, Terra Cotta Warriors, and Ming Dynasty City Wall



## Belt and Road Initiative Courses

Our comprehensive China-focused curriculum offers tailored BRI-specific courses to help students fully immerse into the Chinese business culture and landscape, analyze China's past, present and future economic and social development, discuss the latest business practices, policy making and managerial issues in China, as well as understand the opportunities and challenges that China faces today and to create practical win-win solutions to these global challenges. Some of our BRI-specific courses and workshops include:

- Doing Business in China
- Cultural Communication: China and the World
- The Guanghua Thought Platform
- BRI-specific seminars and guest lectures
- Chinese business language training in the context of BRI



## Venture Strategy Simulation

This required course provides the opportunity for students to put their knowledge and skills that they have gained during class into practice, including accounting, finance, marketing, strategy management, operations management, organizational management, and human resource management. Through this course, students are able to test their limits in an intense business environment, enhance their leadership and teamwork skills, as well as learn to spot the opportunities and work under pressure.



## Business Plan Competition

In cooperation with the Center for Innovation and Entrepreneurship at Guanghua School of Management, this course offers unique, hands-on global learning opportunities for students to enhance their communication of innovative ideas and cultivate entrepreneurial practices. As a group, students will write a business plan and participate in a business plan competition organized by Guanghua, with the winners eligible to represent the school and compete in international business case competitions.

- China's Silicon Valley, Zhongguancun, is located next door that provides resources and connections to aspiring entrepreneurs
- The diverse range of think tanks at Guanghua, from Research Center for Venture Capital to Chinese Enterprise Management Study Center to Belt and Road Studies and Case Development Center, offers a dynamic environment that fosters innovative projects and initiatives, and where students are able to work with the brightest people in their respective fields



## The Start-up Garage: China Opportunities

In partnership with Stanford Graduate School of Business, this collaborative course offers a "Garage-like" environment akin to the home garages that tech giants such as Facebook and Apple are born, but with a twist. Using tele-presence technology inside a modern classroom with a system of high-immersive live video conference, in which students and professors from both Beijing and California can simultaneously work together through a life-sized projection screen that brings people from both sides of the Pacific Ocean into a single room.

- The course takes place at the state-of-the-art Peking University Stanford Center
- Taught by renowned professors from both Stanford and Guanghua
- Design innovative, prototyping projects and receive feedback from professors, investors, and entrepreneurs
- Cultivating a Chinese entrepreneurial mindset with a global vision



## Chinese Language and Culture

Guanghua provides opportunities for students to immerse themselves in Chinese language and the Chinese culture by offering mandatory business Chinese courses, based on each student's level, throughout the duration of their MBA studies, as well as unique Chinese culture courses, including Peking Opera, Traditional Chinese Painting, and Tai Chi.

Peking University also offers Chinese Summer Language School for all 1st year international students. This is a great chance to practice and hone your Chinese skills, find language buddies and make friends with local students from Peking University, as well as gain first-hand experience of Chinese culture and history by exploring famous scenic hotspots, historical sites and traditional Chinese arts.



# DOUBLE DEGREE PROGRAMS

Guanghua has the largest and most diverse selection of global study programs in China that provides a 360-degree learning experience covering Europe, North America and the Asia-Pacific region.

Our students are encouraged to cultivate a global mindset, sharpen up their cross-cultural management skills as well as expand their professional network by making use of our double degree programs with 12 prestigious partner institutions.

Our double MBA degree programs are not mandatory, but are open to all currently enrolled Guanghua MBA students. The first year will be spent in Guanghua and the second year in partner school. Both schools' credit hour and thesis must be fulfilled. Tuition will be paid to Guanghua during the first year and to our partner school for the second year. The successful completion of our double degree program will result in two degrees: one from Guanghua MBA and one from our partner school. Our double degree partner schools include:

## Europe

### ESSEC Business School, France

ESSEC is one of the foremost educational institutions in France, and one of Europe's top business schools. Located just outside Paris, one of Europe's most iconic cities, ESSEC has a reputation for academic excellence in part due to its top-flight faculty, whose members hail from dozens of countries and are educated from some of the world's most prestigious institutions. This double MBA program offers Guanghua MBA students the opportunity to gain a European perspective. Exclusive scholarships from Bayer Material Science are available. Students spend their first year at Guanghua, and their second year in Paris, France. Successful completion results in two MBA degrees.

### WHU Otto Beisheim School of Management, Germany

Quite simply, the WHU-Otto Beisheim School of Management pursues excellence in every endeavor. Every decision is underscored by a burning desire to provide excellence in management education. At WHU-Otto Beisheim, goals are achieved through a combination of Passion, People, and Performance – the staff and students are both motivated and dedicated, there is a call for social responsibility, and there is an underlying belief that results matter. Bayer Material Science offers six scholarships exclusively to Guanghua MBA students enrolled in this double degree program. Not only do these scholarships cover tuition, but awarded students are provided career opportunities within Bayer upon completion of their studies. Successful completion results in two MBA degrees.

### ESADE Business School, Spain

The ESADE Business School has spent its over-50-year history serving as a platform for education and innovation, as a benchmark research center, and as an arena for reflection and dialogue. Ranked as one of the top three business schools in Europe, ESADE's mission is to train individuals to become highly-competent professionals who exhibit a keen awareness of social responsibility. As such, deep-rooted ties with business, economic, and social sectors are continuously fostered and maintained. Students interested in the Guanghua-ESADE double MBA degree should apply to and be admitted by both Guanghua and ESADE before enrollment in either institution. Admitted students spend their first year at ESADE in Barcelona, and their second second year at Guanghua in Beijing. Successful completion results in two MBA degrees.

## North America

### School of Professional Studies, Columbia University, USA

In May 2016, Peking University, Guanghua School of Management ("Guanghua") and Columbia University, School of Professional Studies ("SPS") officially agreed to a double degree cooperation. As per the terms of the agreement, a Guanghua MBA student may study at both institutions. The first year is spent at Guanghua while the second year is spent at SPS. Double degree students earn two degrees upon successful completion of both institutions' course credit and thesis requirements. Specifically, successfully students will receive an MBA from Guanghua and an MSc in Sports Management from SPS. Columbia University is the only Ivy League university to offer a degree program in sports management. Their MSc in Sports Management readies professionals for all sectors of the sports industry by teaching specific management skills with a global, analytical and digital focus. It is ranked #2 globally by SportBusiness International's Masters Ranking 2016. This double degree program combines professional skills with a deep understanding of the Chinese landscape. It is the perfect choice for someone who aspires to have a career in sports.

### Schulich School of Business, York University, Canada

Global, innovative, and diverse, York University's Schulich School of Business is often referred to as Canada's global business school. It is often ranked among the world's leading business schools by a number of global rankings. The Schulich School of business offers programs year-round at its two Toronto campuses – a state-of-the-art complex located in York University's main campus, as well as a downtown campus located in the heart of the city's financial district. Schulich offers Guanghua MBA students exclusive scholarships valued at \$20,000 each. There are also a variety of other scholarships and internship opportunities available exclusively to Guanghua MBA students. Students spend their first year at Guanghua, and their second year in Toronto, Canada. Successful completion results in two MBA degrees.

### McCombs School of Business, University of Texas at Austin, USA

The McCombs School of Business emphasizes four key pillars that guide their academic approach: Knowledge and Understanding, Responsibility and Integrity, Communication and Collaboration, and a Worldview of Business and Society. This focus is actuated by a team of distinguished scholars and faculty renowned for their groundbreaking research. The McCombs MBA offers easy access to industry leaders and a myriad of opportunities for students to gain first-hand real-world experience. Students enrolled in this program spend their first year at Guanghua, and their second year in Austin, Texas. Successful completion results in two MBA degrees.

### Michael G. Foster School of Business, University of Washington, USA

The University of Washington Michael G. Foster School of Business is the second oldest institution of management education on the American West Coast. Located in Seattle, it consistently ranks among the top business schools in the United States for both undergraduate and graduate degrees. The Michael G. Foster School of Business offers a range of rigorous MBA options that are well-suited to self-actualizing and academically-inclined students. The first year of this double MBA program is taught at Guanghua, while the second year is taught in Washington. Successful completion results in two MBA degrees.



**National University of Singapore, Singapore**

As Singapore's top business school, the NUS business school is an ideal place to learn about business in Asia. This program enables students to become global business leaders by providing a rigorous, relevant, and rewarding education. By contextualizing theories and cases in Asia's diverse and dynamic business landscape, students enrolled in this double degree are offered a fantastic opportunity to complement their education at Guanghai, deepen their insights, and develop a global perspective. Successful completion results in two MBA degrees.



**Graduate School of Business, Seoul National University, South Korea**

Deepen your knowledge of the Asian business landscape by enrolling in a joint Chinese and Korean education. Seoul National University's Graduate School of Business aims to be more than just the top business school in Korea, but to have one of the most highly ranked MBA programs in the world. As such, more than half of their elective courses are taught by prominent visiting academics from prestigious universities worldwide. Guanghai MBA students who are admitted to this double MBA degree program will be granted a CAMPUS Asia Scholarship of 900,000KRW per month during their study period in Seoul. There are also several summer internship and placement services offered exclusively to Guanghai MBA students with companies such as Samsung, LG, and Hyundai Motors. Enrolled students will spend the first semester at Guanghai, the second and third semesters in Seoul, before returning to Beijing for the fourth semester. Successful completion results in two MBA degrees.



**Graduate School of Business, Yonsei University, South Korea**

Not only is the Yonsei Graduate School of Business Korea's first business school, it is also undoubtedly one of its best. This is in no small part due to a continued and consistent effort to become a premier center of management education. Such efforts have proved fruitful as the Yonsei Graduate School of Business now has an outstanding international and local reputation, as reflected in its position in global MBA rankings.



**College of Management, Taiwan University, Taiwan, China**

NTU College of Management was founded in 1987. NTU College of Management is home to 109 outstanding full-time faculty members, many of whom graduated from the world's top universities. More than 100 papers are published annually by professors of the College in SSCI and SCI journals, an achievement, along with a steady growth, that has consolidated the international standing of the College. In spring 2016, Guanghai and Taiwan University executed an MOU to cooperate in MBA education and to provide a double MBA degree program opportunity to interested students. If successfully admitted, Guanghai MBA students can spend their first year in Guanghai and second year in Global MBA Program at Taiwan University, and receive two MBA degrees from both institutions.



**Graduate School of International Corporate Strategy, Hitotsubashi University, Japan**

The Graduate School of International Corporate Strategy (ICS) at Hitotsubashi University offers an ideal environment to develop one's global leadership skills. Sporting a diverse student body, ICS combines the skills and knowledge expected from a leading global MBA with an emphasis on Japan and the larger Asian business landscape. Successful completion results in two MBA degrees.



For full list of our partner schools, please scan the QR Code

# INTERNATIONAL EXCHANGE

Guanghai partners with 120+ renowned business school partners from 32 countries and regions across the world to provide you with a global platform to pursue your interests and career aspirations. Our extensive international exchange programs, which lasts for one semester, allows you to gain international experience on the global stage to enrich your knowledge, enlarge your professional network, and expand your views.



**Canada**

McGill University, Desautels Faculty of Management  
Queen's University, Smith School of Business  
The University of Western Ontario, Richard Ivey School of Business  
University of British Columbia, Sauder School of Business  
University of Calgary, Haskayne School of Business  
University of Toronto Rotman Commerce in the Faculty of Arts and Science  
University of Victoria, Peter B. Gustavson School of Business  
York University, Schulich School of Business

**U.S.**

Arizona State University, W.P.Carey School of Business  
Cornell University, Johnson Graduate School of Management  
Duke University, the Fuqua School of Business  
Emory University, Goizueta Business School  
Indiana University, Kelley School of Business  
Miami University, Ohio Richard T. Farmer School of Business  
New York University, Stern School of Business  
Northeastern University, D'Amore-McKim School of Business  
Northwestern University, Kellogg School of Management  
Purdue University, Krannert School of Management  
Texas A&M University, Mays Business School  
Tuck School of Business at Dartmouth  
Tulane University, Freeman School of Business  
The Marquette University, College of Business Administration  
The Ohio State University, Fisher College of Business

**Mexico**

Universidad Panamericana, Instituto Panamericano de Alta Dirección de Empresa

**Chile**

Pontificia Universidad Católica de Chile  
Universidad de Chile, School of Economics and Business

**Brazil**

Universidade de São Paulo

The Pennsylvania State University, Smeal College of Business  
The University of California, Davis, Graduate School of Management  
The University of Georgia, Terry College of Business  
University of California at LA, Anderson School of Management  
University of Chicago, Booth School of Business  
University of Maryland, The Robert H. Smith School of Business  
University of North Carolina, Kenan-Flagler Business School  
University of Pennsylvania, Wharton School  
University of San Diego, School of Business Administration  
University of Southern California, Marshall School of Business  
University of Virginia, Darden School of Business  
University of Virginia, McIntire School of Commerce  
University of Washington, Foster School of Business  
Vanderbilt University, Owen Graduate School of Management

**North & South America**

**Netherlands**  
Erasmus University, Rotterdam School of Management  
Maastricht University, School of Business and Economics  
TiasNimbus Business School  
Tilburg University, Tilburg School of Economics and Management  
University of Amsterdam, Faculty of Business and Economics  
University of Groningen, Faculty of Economics & Business

**Poland**  
SGH Warsaw School of Economics  
**Portugal**  
Technical University of Lisbon, ISEG School of Economics and Management  
**Russia**  
Moscow State University, Graduate School of Business Administration  
**Switzerland**  
University of Lausanne, Faculty of Business and Economics  
University of St. Gallen  
**Sweden**  
Lund University, School of Economics and Management  
Stockholm University, School of Business  
**Spain**  
ESADE  
The Universidad Autonoma De Madrid  
**U.K.**  
London Business School  
London School of Economics and Political Science  
Lancaster University, Management School  
University of Southampton  
University of Warwick, Business School  
The University of Edinburgh

**Europe**

**Austria**

Vienna University of Economics and Business

**Czech Republic**

University of Economics, Prague

**Finland**

Aalto University, School of Economics

**Greece**

Athens University of Economics and Business

**Denmark**

Copenhagen Business School

**France**

ESC Grenoble School of Management  
ESCP  
ESSEC Business School  
HEC Paris  
Institut d'Etudes Politiques de Paris, Sciences Politiques  
Toulouse School of Economics

**Belgium**

KU Leuven, Faculty of Economics and Business  
Université catholique de Louvain, Louvain School of Management

**Germany**

ESMT European School of Management and Technology GmbH  
European Business School  
Freie Universität Berlin, School of Business & Economics  
Goethe-University Frankfurt, Faculty of Economics and Business Administration  
HHL - Leipzig Graduate School of Management  
Humboldt-Universität zu Berlin  
Technical University of Munich, School of Management  
Tuebingen University, the Department of International Business  
University of Mannheim, Business School  
WHU, Otto Beisheim School of Management  
Zeppelin University

**Ireland**

University College Dublin, Quinn School of Business

**Italy**

Bocconi University, SDA School of Management

**Norway**

Norwegian School of Economics (NHH)

**Asia Pacific**

**Hong Kong**

Chinese University of Hong Kong, Faculty of Business Administration  
HKUST, Business School  
Hong Kong Polytechnic University, Faculty of Business

**India**

Indian Institute of Management Bangalore  
Indian Institute of Management Ahmedabad  
Indian School of Business

**Israel**

The Hebrew University of Jerusalem, Jerusalem School of Business Administration  
Tel Aviv University, Recanatli School of Business

**Singapore**

Nanyang Technological University, Nanyang Business School  
National University of Singapore, Business School  
Singapore Management University, Lee Kong Chian School of Business

**Thailand**

Asian Institute of Technology, School of Management  
Chulalongkorn University, Sasin Graduate Institute of Business Administration

**Australia**

Monash University, Faculty of Business and Economics  
The University of Melbourne, Business School  
The University of Melbourne, Faculty of Economics and Commerce  
The University of New South Wales, Faculty of Commerce and Economics  
The University of Queensland, Faculty of Business, Economics and Law  
The University of Sydney Business School  
Macquarie University, Macquarie Graduate School of Management

**Japan**

Hitotsubashi University, Graduate School of International Corporate Strategy  
Kyoto University, GSE & GSM  
Waseda University, Graduate School of Commerce

**Pakistan**

Lahore University, Suleman Dawood School of Business

**Republic of Korea**

Kaist Business School  
Korea University, Business School  
Seoul National University, College of Business Administration & Graduate School of Business  
SKK, Graduate School of Business  
Yonsei University, Graduate School of Business

**Taiwan**

Chengchi University, College of Commerce  
Taiwan Chiao Tung University, College of Management  
Taiwan University, College of Management  
Taiwan National Sun Yat-Sen University



# GLOBAL BUSINESS IMMERSION

Our week-long, tailor-made international study programs allow students to experience how business is done both globally and in the local context through a customized mix of lectures and seminars, company visits, case study projects and cultural activities, organized by our partner school ranging from the fashion and design capital of Milan in Italy to the innovation and startup hub of Jerusalem in Israel.



GLOBAL



The University of Edinburgh, Scotland  
Social Enterprise Management

Taiwan University College of Management, Taiwan  
Elderly Care Service Industry

The Hebrew University of Jerusalem, Israel  
Innovation & Entrepreneurship

ESSEC Business School, France  
Luxury Brand Management

WHU-Otto Beisheim School of Management, Germany  
Luxury Management with an emphasis on Industrial Industry

Warwick Business School, University of Warwick, UK  
Management Skills & Shakespeare Literature

Smith Business School, University of Maryland, USA  
E-Commerce

McCombs School of Business, University of Texas at Austin, USA  
Emerging and Disruptive Technologies

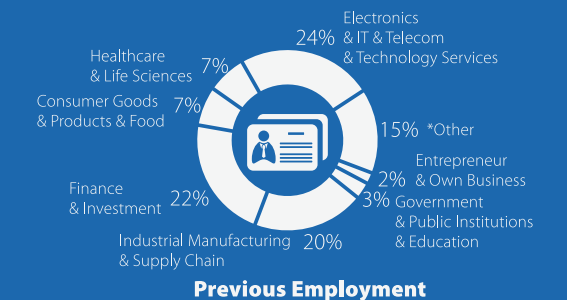
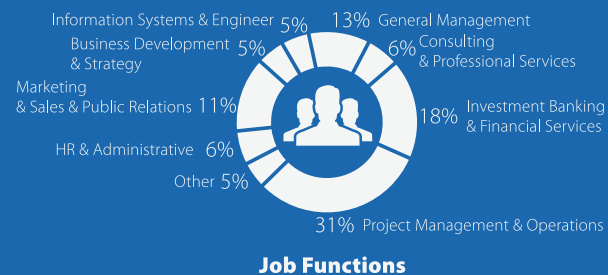
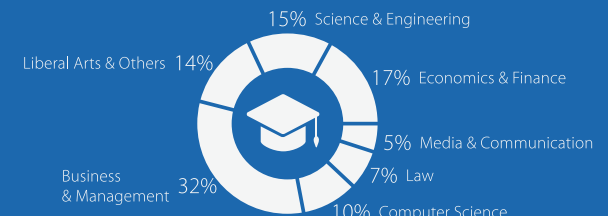
Bocconi University, Milan, Italy  
Design-Based Industries

Doing Business in Asia  
China | Korea | Japan













## CLASS PROFILE

Our MBA students come from a diverse range of industry backgrounds with rich international experiences. They represent over 20 countries and regions worldwide, each with their unique culture and personality. We encourage diversity to ensure that our students are surrounded by the brightest business leaders from every corner of the globe to provide an environment that brings the best out of each individual.



\*Including Media, Hospitality, Military, Real Estate

## Student profiles

<p><b>Emily Dunn</b> Australia The University of Queensland The University of Sydney's China Studies Centre</p>		<p><b>Hwee Jun Lee</b> Korea University of Oxford, UK J – One Asset Management</p>	
<p><b>Jonathan Kendrick</b> USA University of Southern California (USC) National Community Renaissance</p>		<p><b>Kiticharoensak Orrnrapee</b> Thailand Chulalongkorn University Ministry of Public Health, Thailand</p>	
<p><b>Melody I Fan Tien</b> USA University of California, Berkeley Fourth Valley Consulting</p>		<p><b>Daniel Gallardo</b> Argentina Austral University, Buenos Aires Global Commercial Business Ltd.</p>	
<p><b>Rokuro Watanabe</b> Japan Musashi University, Tokyo Japanese Electric Electronic and Information Union</p>		<p><b>Sophia Zhu</b> France ESSEC Business School, Paris Deloitte</p>	
<p><b>Swagata Das</b> India RTMNU, Nagpur Tech Mahindra Ltd.</p>		<p><b>Andy Koh</b> Singapore Columbia University Rolls Royce Plc</p>	

For more student profiles, please visit:

<http://english.gsm.pku.edu.cn/mbas/en/P11803224791387504999829.html>

Scan the QR code below to view our student videos:



# THE GUANGHUA EXPERIENCE

## Beyond the Classroom

At Guanghua, learning is not confined to a classroom – be prepared to immerse yourself in China at all times. With the opportunity to interact with 400+ Chinese MBA students in each cohort, as well as network with 100+ international students from renowned business schools from around the world, we provide students with a unique platform to help them gain a deeper understanding of China, kick start their China career, enrich their professional network in China, and develop a global framework with Chinese characteristics.

### Alumni Mentor Program

You need more than just management skills to do business in China. That said, our MBA students have exclusive access to China's most extensive and influential alumni network that allows them to gain professional advice and guidance as well as industry knowledge and contacts to advance their careers in both China and globally.



### MBA Case Competition

Form a team, represent Peking University and compete in international case competitions to put your knowledge into practice by showcasing your business acumen and leadership skills on the global stage. Our students have previously competed, and won, MBA case competitions such as the Asia Pacific Challenge MBA Case Competition hosted by AGSM UNSW Business School and the Venture Capital Investment Competition (VCIC) East Asia Regional Finals in Shanghai, whilst becoming the highest ranked team from Asia in the 2017 VCIC Global Finals held in Kenan-Flagler Business School at the University of North Carolina.



### PKU MBA Speaker Series

The PKU MBA Speaker Series reintegrates higher education into the local community. Held on an approximately bi-monthly basis, the PKU MBA Speaker Series brings Peking University, Guanghua School of Management's high-level academics, leading researchers and industrial veterans into the heart of Beijing's downtown core. These intimate events, consisting of keynote speakers, group discussion and networking are a call-back to one of the original arenas of profound inquiry and learning – the local community pub.



### Distinguished Visiting Speakers

As the leading business school in China's prestigious Peking University, we attract many high profile guest speakers from a variety of industries and organizations throughout the year to share their valuable expertise and experiences with students. Recent speakers include former US Vice President, Al Gore; former CEO of Microsoft, Bill Gates; Alibaba CEO, Daniel Zhang Yong; Baidu CEO, Robin Li Yanhong; former President of France, François Hollande; and Chairman and CEO of Morgan Stanley, James Gorman.



### Peking University Student Clubs and Associations

Join a diverse range of student-led clubs and associations offered by Peking University to further enrich your student life experience, including:

- PKU African Students Association
- PKU Latin American Students Association
- PKU Association for Entrepreneurial Investment
- PKU Football
- PKU Basketball
- PKU Mountaineering Association
- PKU Innovation Society
- PKU Debating Council



### MBA Student Ambassador Program

The purpose of the Guanghua MBA Student Ambassador Program is to provide prospective students a channel through which they can receive a more in-depth and personal account of life at Peking University as well as in China. Our MBA Student Ambassadors are current MBA students who are committed to helping prospective students with their transition to life in Beijing, as well as actively seek new means to promote the profile of our MBA program to wider communities. In return, our Student Ambassadors receive additional credits for international exchange, exclusive opportunities to attend events, seminars and conferences, as well as career employment priorities. To learn more about the experiences as a MBA Student Ambassador, please email one of our current ambassadors at [mba.ambassador@gsm.pku.edu.cn](mailto:mba.ambassador@gsm.pku.edu.cn).



### Guanghua Student Clubs and Associations

If you wish to test your competitive and collaborative spirit, meet with like-minded people, and get inspired by various innovative projects and events, then join one of the many student clubs and associations that we offer, including:

- Finance Club
- Health & Well-Being Club
- MBA Presentation Club
- The MBA Union
- Guanghua International Student Association (GISA)
- Badminton Club
- Basketball Club
- Football Club
- Outdoor Activities Club
- Yoga Club



### Guanghua Startup Events, Forums and Global Business Tours

In collaboration with Guanghua's Innovation and Entrepreneurship Hub, and the close connection to China's Silicon Valley, which is right next door to Peking University, our students are frequently invited to various on-campus as well as industry-run startup events to meet and network with aspiring and seasonal entrepreneurs, investors, industry professionals and government actors. In addition, Guanghua offers the opportunity to attend many of its high-level seminars and forums, such as the PKU Guanghua New York Forum and Guanghua One Belt One Road Forum, to stay up-to-date with the current economic trends and business opportunities, as well as the annual trip to Omaha to meet the legendary investor, Warren Buffett in person and to visit his company – Berkshire Hathaway.



# BEIJING

## The heart of China.

*Beijing, China's political, cultural, and educational center, is the nation's capital and one of the world's most popular tourist destinations. This beautiful and historical city, housing countless ancient wonders, is also one of the world's most modern cities. An ever expanding international community hints at a melding of old and new. Expect a world of great food, exhilarating nightlife, unparalleled shopping, and cultural discovery.*

# FACILITIES & RESOURCES

Founded in 1985, Guanghua School of Management's influence span across key geographical regions in China, with five core campuses located in Beijing, Shanghai, Shenzhen, Xi'an and Chengdu. Students from each campus have the opportunity to visit other branch campuses via organized study trips to visit local companies as well as to network with fellow business students and top industry professionals.

Guanghua School of Management is located inside Peking University, one of China's most prestigious institutes of higher education, which is right next door to China's Silicon Valley. Our campus boasts some of the leading facilities in China and across Asia – from Olympic sporting facilities to modern and comprehensive array of libraries to state-of-the-art computer labs and innovation hubs. With the beautiful backdrop of the Weiming Lake, the focal point of the campus, as well as China's former Imperial Gardens, the campus offers a relaxing yet dynamic environment at the very heart of China.

As a university-based business school, Guanghua School of Management has, and shares, some of the most advanced facilities and resources in the country:

## Peking University Guanghua Belt and Road Institute

The mission of the institute is to build a high-level platform for international communication and cross-cultural cooperation for the cultivation of political and business leaders for countries in the Belt and Road Initiative (BRI).

The institute will also act as the think tank to support BRI policy making and business practices, as well as link Guanghua's world-class research and teaching capabilities to create new knowledge and talented 'One Belt One Road Scholars' to further develop the initiative.

The institute will be an open platform for potential leaders to exchange their own development experiences and ideas, define key issues facing their countries and business, develop an in-depth understanding of the Chinese development model, as well as explore related opportunities and challenges.

## Peking University Library

The Peking University Library is the largest library in Asia.

For the past hundred years the Library has undergone various phases of its development, including the difficult years after its founding, the period of the New Culture Movement marked by a lively concurrence of thoughts and ideas, the tough ordeals during the days of the Southwest Associated Universities, and the fast developing stage made possible by the policy of opening to the world.

The Library's collection has been expanding, its facilities ever in the process of being improved, and its acquisitions of new equipment and technology always being up to date. All this has made the Library an age-old yet modern Chinese library with magnitude in every aspect, winning an international reputation as one of the most important and best managed libraries in the country.

The very edifice of Peking University Library chronicles the dedication and pursuit of generations of its staff, its shape being the perennial embodiment of our dreams and wishes. The past hundred years will go down in history with our proud achievements, and the future years will prove that our visions and efforts will not turn futile.

## Global Innovation and Entrepreneurship Center of Peking University

The PKU Global Center for Innovation and Entrepreneurship is the cradle for future entrepreneurs that not only serves as a platform for promoting cooperation in entrepreneurship, innovation, artificial intelligence and information technology, but also in creating an entrepreneurial climate and an innovative spirit to cultivate the next talents for the global society.

Supporting students' business startups, the New Youth Maker Space inside the center encourages students to exchange ideas, enhance entrepreneurial collaboration and facilitate innovative research and entrepreneurial activities to further enrich the development of innovation and entrepreneurship at Peking University and China.

## Peking University Stanford Center

The Stanford Center at Peking University (SCP KU) is the hub for all China-focused research, education and collaborations.

The SCP KU is a dynamic hub of intellectual exchange and collaboration, and the focal point for building academic and educational networks throughout East Asia. The SCP KU's tri-level conference center offers collaborative spaces, high immersion classrooms, as well as offices to support events, research, seminars, education and outreach. Guanghua and SCP KU have a close relationship on course development.

## Guanghua Innovation and Entrepreneurship Hub

The Center for Innovation and Entrepreneurship at Guanghua School of Management offers support and guidance for young entrepreneurs to start their businesses in China and how to apply their knowledge in the Chinese business context. For example, students can seek advice about entrepreneurial finance, the financial considerations of the each stage of a startup, as well as how to improve their skills in investment negotiation and the realities of entrepreneurship in China.

## Guanghua Career Development Center

The Career Development Center (CDC) at Guanghua School of Management is responsible for providing career advice, planning, training and job placement services for students. CDC is committed to helping Guanghua students, including MBA, undergraduate, masters, and doctoral students to achieve career goals that are challenging yet attainable. The CDC provides specialized, individual and systematic training in relevant skills, including CV-writing, interview techniques, analytical skills, self-management, time management etc., so as to enhance students' professionalism and overall competitiveness in the job market.

CDC takes full advantage of the University's and its own social resources to establish a firm connection between students and the corporate world. Through its constantly updated student/employer databases, it keeps potential employers and employees informed of the latest developments. Moreover, CDC cooperates with businesses to provide a diverse and exciting range of on-campus activities that are well-suited to students' personal specialization and professional preferences, regularly inviting experts and HR managers from different industries to the school, and organizing for students to take part in company visits. For more information about our Career Development Center, career prospects, and to download our latest Employment Report, please visit



## PKU Guanghua – FC Barcelona Sports Management Center

The jointly-developed Center of Knowledge and Innovation in the Sport Industry with one of the best and most famous sports clubs in the world, FC Barcelona, allows the development of activities and models of sport management in the first-of-its-kind sport innovation hub in Asia.

The strategic partnership with FCB Universitas, which is FC Barcelona's platform for research, investigation, education and innovation, will provide opportunities for MBA students to take sports business and management courses in Barcelona in order to lead the way in boosting the development of the sports industry in both China and globally.

## Guanghua Art Management Research Center

The Art Management Research Center at Guanghua School of Management serves to provide training, workshops and consultation to arts organizations, managers and professionals. The center also promotes research and courses on luxury brand management as well as China's fast-growing cultural and creative industries in order to cultivate creative talents with a business mindset.

## Peking University Global Voices



**David Cameron**  
Former British Prime Minister



**Michelle Obama**  
Former US First Lady



**James Gorman**  
Chairman and  
CEO of Morgan Stanley



**Bill Gates**  
Founder and Former  
CEO of Microsoft



**Condoleezza Rice**  
Former Secretary  
of State of the United States

# PEKING UNIVERSITY

## The Guanghua Think Tank

Guanghua School of Management has an extensive number of think tanks, many of which are national-level think tanks in China that provides students with the platform to engage in research, critical thinking and discussions in topics ranging from new finance to high-tech industries to corporate social responsibility.

- Academy of Finance and Development, Peking University Brand Research Center
- Business Intelligence Research Center for Financial Analysis and Investment
- Center for International Accounting and Finance
- Center for Management Science of Peking University
- Center for Responsibility and Social Value
- Center for Economic Analysis and Forecasting
- Peking University Center on China Low Carbon Development
- Center on Sino-USA Market Economy and Management
- China Center for Small and Medium-sized Enterprises Development
- Chinese Enterprise Management Study Center
- Guanghua-Audi Research Institute of Management
- Guanghua-Baodao Corporate Information & Innovation Research Center
- Guanghua-Cisco Leadership Institute
- Guanghua Lab of Behavioral Science
- Guanghua Research Center of Behavioral Science Institute of Business Research
- Institute of China Economy and WTO Institute of Economic Policy Research
- Institute of Poverty Research
- Peking University International Operation Management Institute
- Luen Thai Center for Supply Chain System Research & Development
- Peking University Management Case Study Center
- Market Economy Academy
- National Center for Financial Research
- National High-Tech Industrial Development Zone Development Strategy Institute
- New Finance Research Center
- New Media Marketing Research Center
- PKU-Guanghua Fubon Center for Finance
- Research Center for Financial Risk Management
- Research Center for Venture Capital
- Peking University Research Center of Finance & Securities
- Research Center of Financial Mathematics and Engineering
- Research Center of Monetary Policy and Financial Situation
- Research Center on Distribution Economy & Management
- Peking University Strategic Research Academy
- Town Economy and Local Finance Research Center of Guanghua

## Guanghua Alibaba Lecture Hall & 898 Innovation Hall

The Guanghua Alibaba Lecture Hall and Guanghua 898 Innovation Hall are two key conference and lecture halls at Guanghua School of Management's building 1 and 2, respectively, for hosting important events, forums and seminars, and public lectures.

## Guanghua Library & Case Study Rooms

Guanghua offers comprehensive study and research resources with a compact library as well as private case study rooms with free Wi-Fi and modern computer monitors suitable for both individual and group work.

# CAREER DEVELOPMENT

The Career Development Center (CDC) at Guanghua strives to ensure that our students are actively making strides towards achieving their career goals and aspirations.

The Career Development Center (CDC) at Guanghua School of Management is responsible for providing career advice, planning, training and job placement services for students. CDC is committed to helping Guanghua students, including MBA, undergraduate, masters, and doctoral students to achieve career goals that are challenging yet attainable. The CDC provides specialized, individual and systematic training in relevant skills, including CV-writing, interview techniques, analytical skills, self-management, time management etc., so as to enhance students' professionalism and overall competitiveness in the job market.

CDC takes full advantage of the University's and its own social resources to establish a firm connection between students and the corporate world. Through its constantly updated student/employer databases, it keeps potential employers and employees informed of the latest developments. Moreover, CDC cooperates with both local and international businesses to provide a diverse and exciting range of on-campus activities that are well-suited to students' personal specialization and professional preferences, regularly inviting experts and HR managers from different industries to the school, organizing company visits for our MBA students as well as assisting corporate partners with recruiting.



Scan the QR Code to download our latest Employment Report:



# A LUMNI NETWORK

Peking University alumni are embedded in the fabric of China's development and progress. With over 100,000 alumni, of whom 30,000 are from Guanghai representing 40+ countries, graduates from Peking University, including China's incumbent premier, Li Keqiang, and the CEO of China's tech giant Baidu, Robin Li, are the cream of the top – they hold important roles in both public and private organizations around the world, as well as are positioned to influence China's business, academic and government sectors for years to come.



**Covering 7 regions and 50+ cities in China as well as 20+ countries globally including:**

- Germany
- France
- United Kingdom
- Switzerland
- Japan
- Malaysia
- Singapore
- South Korea
- United States
- Canada
- Australia
- New Zealand

## Guanghai Alumni Associations

- **4** Program-specific Alumni Associations
- **26** Regional Alumni Clubs in China
- **16** Industry-specific Alumni Clubs
- **19** Alumni Social and Recreational Clubs



As a Guanghai student, both current and graduate, you will have full access to the Guanghai Alumni App, in which you are able to connect with past and present students to gain, and share, information and advice about career opportunities, business ideas, and work experiences.

# P E K I N G U N I V E R S I T Y

## HOW TO APPLY

Our MBA students are carefully selected to ensure diversity, quality and professionalism in each cohort. We seek driven applicants with proven leadership skills, who are motivated to learn about business in China and who have the potential for long-term success in, or in relation with, China.

- Visit our website at: <http://mba.pku.edu.cn/english>
- Schedule a face-to-face appointment or Skype meeting with our admission staff at: [MBAintl@gsm.pku.edu.cn](mailto:MBAintl@gsm.pku.edu.cn)
- Sign up for our monthly e-newsletter to stay updated with current news and events at: <http://applymba.pku.edu.cn>
- Email our Student Ambassadors to receive first-hand insights about the Guanghua MBA experience and the life in China's capital city of Beijing at: [mba.ambassador@gsm.pku.edu.cn](mailto:mba.ambassador@gsm.pku.edu.cn)
- Email us at [MBAintl@gsm.pku.edu.cn](mailto:MBAintl@gsm.pku.edu.cn) if you wish to tour our Guanghua and Peking University, meet with our current students and faculty, or attend one of our alumni events or information sessions.

### Tuition Fees (for two years)

- Guanghua International MBA Program (in English)
- Tuition: 188,000 RMB for the whole program
- Guanghua Full-time MBA Program (in Chinese)
- Tuition: 188,000 RMB for the whole program
- Guanghua Part-time MBA Program (in Chinese)
- Tuition: 328,000 RMB for the whole program (to be determined)
- Guanghua Double Degree Program:
- Pay 1st year fee at PKU and 2nd year at partner school

### Scholarships

#### Awards for 1st Year Students:

- Guanghua One Belt One Road Scholarship
- Full tuition fee waiver + other allowance
- Guanghua Merit-based Scholarship
- Full and half tuition fee waiver
- Guanghua Need-based Scholarship
- RMB50,000 –RMB100,000
- Guanghua Entrance Scholarships
- The amount ranging from 30%-100% tuition fee waiver

#### Government Scholarships:

- Beijing Municipal Government Scholarship
- Chinese Government Scholarship (up to 100% tuition fee waiver)

#### Other Scholarships:

- Other Government Scholarships
- Other Guanghua Scholarships and Awards

### Admission Requirements

- Applicants must hold non-Chinese citizenship
- Applicants must hold a bachelor degree from a recognized university
- Have relevant, full-time work experience
- Competitive GMAT or GRE score, or competitive score from the Guanghua MBA Entrance Exam
- Complete the online application system at <http://applymba.pku.edu.cn> with all the required supporting documents

### Admission Process

Rolling admission

- Complete the online application form <http://applymba.pku.edu.cn/>
- Pay Application Fee Online
- Send Official GMAT /GRE score

- Eligible candidates will be invited to interview (In-person or via Skype)
- Speak to one of our MBA Student Ambassadors about the Guanghua experience (Optional)

- Admission decisions are available 10 working days after the interview
- MBA Office sends official offer letter
- Send official transcripts and degree certificates to the MBA Office
- Admission Package sent

### Application deadline

Stage 1		
August 10, 2018		Online Application System Opens
Stage 2		
November 16, 2018		Deadline for Round 1
December 7, 2018		Deadline for Round 2
February 28, 2019		Deadline for Round 3
March 8, 2019		Deadline for Round 4
March 22, 2019		Deadline for Round 5
April 19, 2019		Deadline for Round 6
Stage 3		
Late June, 2019		Official Admission Package Sent
Stage 4		
September 2019		Enrollment & Registration

\* The final admission result will be issued by email within 1-2 weeks after the interview.

\* Each candidate will only be invited to interview once on a round basis.

### Academic Programs

Program	Language	Duration	Location
IMBA (International MBA)	English	2 years	Beijing, China
FMBA (Full-time MBA)	Chinese	2 years	Beijing, China
PMBA (Part-time MBA)	Chinese	2 years	Beijing or Chengdu or Xi'an or Shenzhen

\* Both Chinese and English elective courses are open to all admitted students.

### Contact Us

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