



光华管理学院  
Guanghua School of Management

Executive  
Education  
高层管理教育中心

# Peking University

## Guanghua School of Management

### Executive Education



# History of Peking University

Founded in 1898, Peking University was originally known as the Imperial University of Peking. It was the first national university covering comprehensive disciplines in China and has been a leading institution of higher education in China since its establishment.

Peking University has always been at the forefront of China's modernization, from offering innovative academic instruction to bolstering new international relationships. With current trends of worldwide globalization demanding rapid development within the social, economic, and technological spheres of Chinese society, Peking University utilizes its traditional strengths in the natural sciences, social sciences, and humanities to make further progress in engineering,

Peking University World



Beginning of the second industrial revolution



The 1911 Revolution (Xinhai Revolution) brought the 2,000 year-old feudal dictatorship system to an end.



World War I



Treaty of Paris was signed, which composed the post-war Versailles System.



Great Depression

1870s

1898

1911

1914 - 1918

1916

1918

1919

1929 - 1933

Imperial University of Peking (Peking University), the first national comprehensive university in China's modern history, was founded.



President Cai initiated the academic guideline of Thought Freedom, and thought that we can absorb the compatible with diverse cultures, and that promoted the boom of new thought and new culture.



Mao Zedong worked as staff at the Peking University library.



As one of the most famous protests of New Culture Movement, the May 4th Movement played a pioneer role and brought the great ideas of democracy and science to the nation.





# History of Peking University

applied sciences, education, and numerous other interdisciplinary fields of study, resulting in the marked improvement of Peking University's academic disciplinary system. With these serving as the basis for projected advancement, we at Peking University hope to provide scholarly contributions to society, cultivate capable and inventive young minds, and ultimately better Chinese society both domestically and globally.

Peking University has continuously played a pivotal role in the course of China's rapid modernization. The university's traditional emphasis on patriotism, progress, democracy, and science, coupled with its educational standards of diligence, precision, factualism, and innovation, have been passed down from generation to generation.



World War II



Apollo 11 landed the first humans, Americans Neil Armstrong and Buzz Aldrin, on the moon.



China established diplomatic relations with the United States.



European Union was founded.



Beijing hosted the 2008 Olympics.

1939 - 1945

1937 - 1946

1965

1969

1979

1980

1985

1993

2008

Peking University moved its campus to southwest China and continued its education. Three future Nobel Prize winners studied at Peking University during this period.

The first successful synthesis of bovine insulin won world-wide recognition.

Prof. Wang Xuan invented a laser phototypesetting system for Chinese characters.

Prof. Li Yining, the founding dean of the Guanghua School of Management, first proposed a shareholding system in China.

Peking University established the Economics Management department, the predecessor of the Guanghua School of Management (GSM).



光华管理学院  
Guanghua School of Management

30  
1985-2015

## Dean's Message



Welcome to the Guanghua School of Management at Peking University!

Peking University is at the forefront of innovation in research and teaching in the Asia Pacific. Entrenched with over a century of history, the university lies at the heart of China and boasts a community of innovators, scholars and leaders from across the globe.

Guanghua School of Management at Peking University draws on this tradition of excellence and innovation. As one of the most prestigious management schools in the region, Guanghua is dedicated to the advancement of management knowledge and development of leaders for China and the global society.

One of the first of its kind in Asia, Guanghua's Executive Education program integrates cutting-edge theory on Chinese management and economic issues with best management practices from eastern and western perspectives. The program's unique ability to bridge both global and local business practices prepares executives to not only meet the challenges of a dynamic and complex global landscape, but to also drive success in their organizations.

Offering both open and customized programs, as well as consulting services, the Executive Education program brings in business leaders and top experts to provide an unparalleled learning experience that extends beyond the four walls of the classroom. Further, the Executive Education program partners with leading business schools such as Harvard, Oxford and the Wharton School of the University of Pennsylvania. Guanghua also has a prestigious corporate network of local and global partners such as ICBC, China Merchants Group, General Electric, and Samsung Electronics, etc. The Guanghua Executive Education program helps its clients enhance the quality of leadership, build a more cohesive management team and strengthen corporate competitiveness.

Guanghua School of Management at Peking University has been shaping the economic and business landscape for the past thirty years. Learn more about how the Executive Education program can shape your future success.

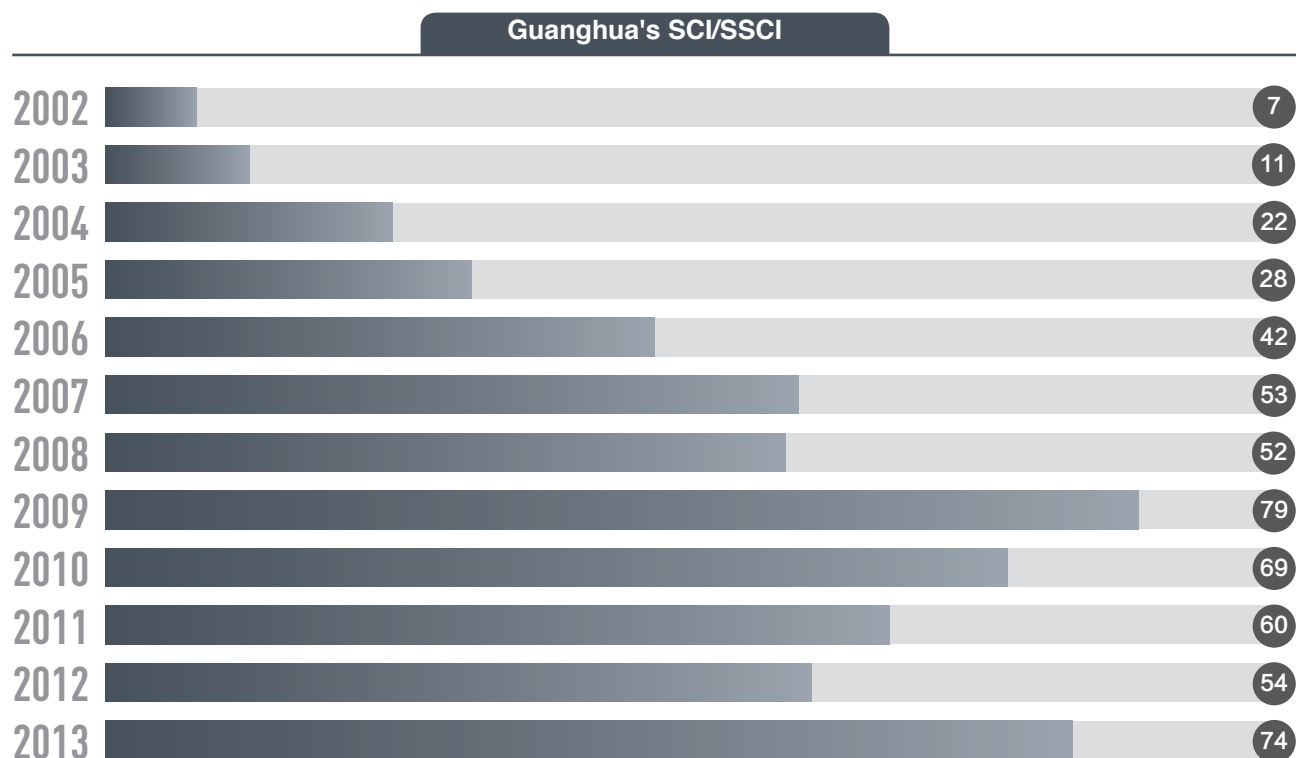
Thank you,

**Hongbin CAI**

*Dean  
Peking University, Guanghua School of Management*

► Up to 2014, more than 2/3 of Guanghua's faculty members hold doctorate degrees from internationally renowned institutions, such as Harvard, Stanford, Kellogg, Oxford, University of Chicago and London Business School.

► Guanghua is the most research intensive business school in China. Through analyzing Guanghua's research output in terms of SCI/SSCI and FT45, Guanghua is able to effectively evaluate its research's impact and relevance both domestically and internationally. In both areas, Guanghua is unquestionably the domestic market leader.



Financial Times 45 Publications 2008-2013	2008	2009	2010	2011	2012	2013	Total
Guanghua School of Management	10	20	20	16	7	15	88

※ Financial Times 45 Publications: the 45 journals used by the Financial Times in compiling the Business School research rank.

◆ Guanghua was awarded European Quality Improvement System (EQUIS) accreditation in April 2010.

◆ In 2012, Guanghua was awarded Association to Advance Collegiate Schools of Business (AACSB) accreditation.

## Our Offerings

### Open Programs

- Providing cutting edge knowledge, latest business cases and best practices to help executives sustain success in the challenging business world.
- Building global vision and developing local insights to foster innovation and growth across the world.
- Offering interactive sessions with outstanding faculty and business leaders to transform conventional thinking and co-creating unique learning experience.
- Establishing a lifelong learning platform and global alumni network to support idea exchange and business growth.

### Custom Programs

- Offering a timely tailor-made China business roadmap and cultivating a bridging enabler of cross-cultural business communication.
- Enhancing dialogue and cooperation between Chinese companies and global business partners.
- Supporting organizational development and helping multinational executives to understand Chinese history, culture, and business environment.
- Developing organizational agility and accelerating talent development at various levels.

### Executive Briefing

Executive Briefings are delivered by professors from the Guanghua School of Management to build on your Management insight to ensure that you stay abreast of the competition in Asia. All executive briefings can be customized and delivered on demand for your organization.



## Global Participants



46  
countries

## Client Portfolio



## International Programs

**Leading and Transforming Family Businesses** (Guanghua School of Management / Saïd Business School, University of Oxford /Harvard Business School)

**March 2016 – July 2016**

As family businesses in Greater China reach new growth stages, each leader envisions a proud future: a firm with an expanded scope that succeeds in delivering value and creating wealth for many generations to come. This jointly program will help you overcome the strategic and organizational challenges facing today's family businesses in Greater China. Exploring best practices from family firms in China and around the globe, you will improve your ability to build competitive advantage, optimize organizational performance, execute smooth leadership transitions, and create a stronger family business.

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**Behavioral Economics Immersion: Views From the Frontlines of Consumer Insights** (Guanghua School of Management / Yale School of Management)

**March 11 – 13, 2016**

The field of Behavioral Economics reflects the past two decades of research from psychologists, economists, and marketers. Its primary aim is to broaden our understanding of factors that drive choice in the marketplace. This is crucial for identifying true consumer insights, deepening consumer engagement, building brands and crafting winning communication and pricing strategies.

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**Global Executive Programs** (Guanghua School of Management, Peking University/ The Wharton School, University of Pennsylvania / Saïd Business School, University of Oxford / College of Management, National Taiwan University)

**July 2016 – February 2017**

In the age of global business, executives must be adventurous - willing to explore new markets, immerse their firms in new cultures and take risks in a new market environment. The Guanghua School of Management has partnered with other three top-notch business schools, the Wharton School of University of Pennsylvania, the Saïd Business School at University of Oxford and the College of Management at National Taiwan University to offer the Global Executive Program. Courses of this Global Executive Program challenge executives to integrate China into their business and to develop their managerial skills through themes like, "Global opportunity, Local Growth", "Leading into the Future: Global Market Innovation and Leadership", "Financial Growth Strategies for the Global Entrepreneur" and "Strategic Innovation and Transformation Growth". The Global Executive Program will truly push the executives to think about business in a global perspective and to develop creative, new solutions to the challenges presented by the global economy.

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# Open Programs

## Chinese Programs

### General Management

*Advanced Management Program (Modular)*

*Management Development Program (Modular)*

*Post-EMBA: Business Leader Program (Modular)*

*Historical Insights for Management (Modular)*

### Strategy, Leadership & Innovation

### Financial Management

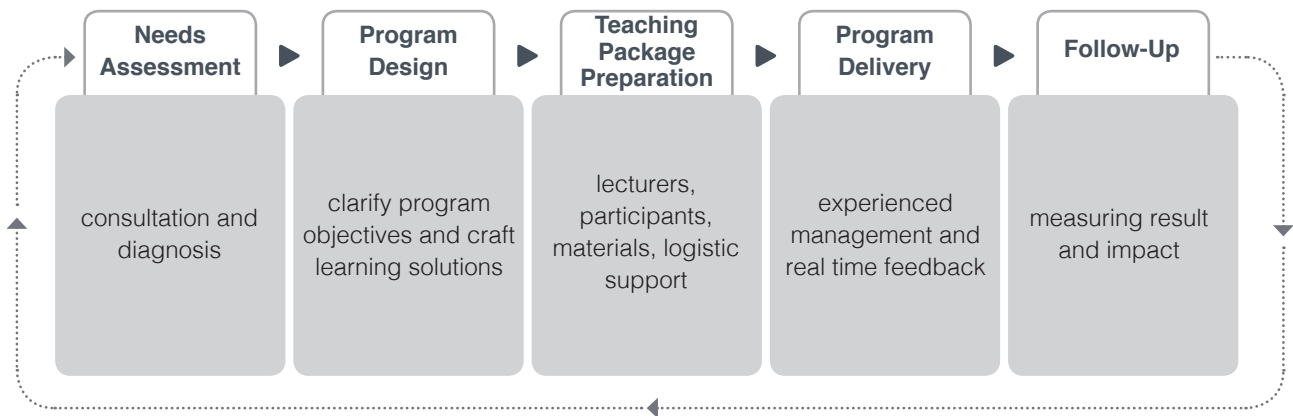
### Marketing

### Industry Specifics

✉ For more information, please contact: [exed-open@gsm.pku.edu.cn](mailto:exed-open@gsm.pku.edu.cn)

## Custom Programs

### Working Process



## Cases

01

Case

### China Senior Leadership Program

**Participants:**

Vice Presidents from GE Group

**Duration:**

Two weeks

**Core Values:**

- Gain in-depth knowledge of China's rapid economic growth and development since Reform and Opening;
- Gain insights into the current reform policies, industrial policies and innovation systems;
- Evaluate China's economic and social challenges;
- Develop insights into Chinese culture and management practices.

02

Case

### China Program for a Global Executive Organization

**Participants:**

Members from the Chief Executive Organization

**Duration:**

Four days

**Core Values:**

- Presentations from government decision makers and business practitioners;
- Discussing the latest economic trends and current economic conditions in China's emerging market;
- Dialogues between global executives and Chinese entrepreneurs in summit;
- Establishing an advanced CEO communication platform and network;
- Looking for the new impetus of driving global economic growth.

## Participants' Testimonials

“

*I learned more this week than I learned in all my previous visits. The lessons on developing strong Chinese partners by focusing on the human side can also apply to our relationships in Europe.*



— Matthias Gramolla,  
Vice President, Sourcing Strategy and Management, Corporate Sourcing, EADS

”

“

*Wonderful and excellent experience, we enjoy every part of the lectures. I am sure all of us in the class have gained dramatically from this program. We will come back to learn as well as we bring business to China, and to do business here in the future.*



— Chellappa Muruganand,  
Regional Risk Director, Unilever PLC

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“

*Total immersion in China while getting diverse perspectives on topics. Allowed me to draw my own conclusions, VS. taking one person's word for it. It's probably the best learning experience of my working at GE.*



— Fengming Liu,  
Vice President, General Electric, Vice President and General Counsel, GE Greater China

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“

*Excellent balance between concepts, culture and live events.*



— Vera Gobetti,  
Human Resources, Vice President, Ericsson

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03

Case

### Global EMBA Peking University Module

#### Participants:

EMBA cohort from top-ranked business schools

#### Duration:

One week

#### Core Values:

- One-stop solution for EMBA students to understand China;
- Insightful knowledge from top professors and business leaders;
- Exploring the development of the Chinese economy: past, present and future;
- Understanding the complexity of the Chinese government, business environment and economic development;
- Introducing financial market and investor protection in China;
- Discussing how Chinese enterprises succeed in the fast-changing market;
- First-hand experience shared by famous Chinese enterprises.

04

Case

### China Module of a Corporate Global Executive Education Program

#### Participants:

Promising Asian business partners of Mercedes-Benz

#### Duration:

Two-week China module for a two-year program

#### Core Values:

- Joint international educational program lasting 2-3 years;
- Cutting-edge business education with an industry focus;
- Combining classroom teaching and on-line learning components;
- Providing global perspectives and comprehensive managerial knowledge;
- Applying “situational-approach” which enables the students to learn by doing and to link learning to real-life scenarios within their daily work environments.



# Connecting, for Future



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## Contact us:

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