



Guanghua School of Management  
Peking University

# MORE THAN MANAGEMENT SKILLS

Explore. Discover. China.



**THE MBA PROGRAM**



# PEKING UNIVERSITY

PROFESSIONAL SUCCESS IN CHINA  
IS RARELY ACHIEVED ALONE.

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# DEAN'S MESSAGE



CAI HONGBIN  
Ph.D, Stanford University  
Dean and Professor of Economics

Professional success in China is rarely achieved alone. We at the Guanghua School of Management, the official business school of the illustrious Peking University, have committed ourselves to design a fluid MBA experience aimed at providing our graduands the tools and insights necessary to excel in China's effervescent business environment. We leverage our connection to Peking University – namely, our position as a political, cultural and educational pillar – to spur the progression of our graduands' careers. These connections extend to a vast network of alumni, corporate partners and high-level politicians.

We expect to lay a foundation for academic, analytical and executive success, and are committed to the highest of academic standards. Our faculty is comprised of an exceptional group of educators and researchers who have made significant contributions to China's market-oriented reforms. Our students learn not only the fundamental skills and knowledge expected of a world-class MBA, but also how to properly contextualize one's observations to truly understand the subtle, and often ambiguous, details that define business in China.

I invite you to familiarize yourself with our MBA program, Peking University, Beijing and China. I am confident the opportunities you uncover will excite you. And please, contact a member of our staff if you have any questions – we are all happy to be of assistance.

# THE GUANGHUA MBA

We emphasize the reality of doing business in China by ensuring that our students gain global perspective in addition to the requisite understanding of Chinese history, culture and economic theory. We provide Guanghua MBA graduands unique opportunities to advance their careers; both in China as well as in the larger global landscape.

## PEKING UNIVERSITY

Benefit from Peking University's political, cultural and educational standing in China. Our graduands are highly sought-after by state- and privately-owned enterprises.

## INTERNATIONAL OPPORTUNITIES

Make use of several global study options including international exchange programs and double MBA degrees with renowned partner institutions.

## OUR FOUR KEY DIFFERENTIATORS

### ACCESS TO CHINA

Access China's leading academics and business executives through our extensive alumni network. Cultivate invaluable relationships with future business partners.

### PRACTICAL ACADEMIA

Rely on academia to contextualize and inform your decision making. Stay current with China's ever-changing business landscape. Take advantage of our life-long continued education platform. Learning never stops.

# #1

Academic Reputation  
QS 2016 BRICS Rankings

# #1

QS 2016 World University  
Rankings by Faculty\*

# #1

US News 2016  
Best Global University Asia\*

# #1

Employer Reputation  
QS 2016 BRICS Rankings

# #1

QS 2016 World University  
Rankings by Subject \*

# #1

Times Higher Education World  
University Rankings Asia 2016\*





# PKU CAMPUS

**Finding inspiration in your surroundings.**

As the former site of the Qing Dynasty imperial gardens, our Peking University campus is renowned throughout China for its aesthetic beauty. It is largely populated by traditional Chinese-style landscaping including numerous traditional houses, walking paths and gardens. The campus also houses several landmarks including the Boya Pagoda, Weiming Lake and several museums. Located in northwest Beijing, the campus sits near the Summer Palace and the Old Summer Palace.

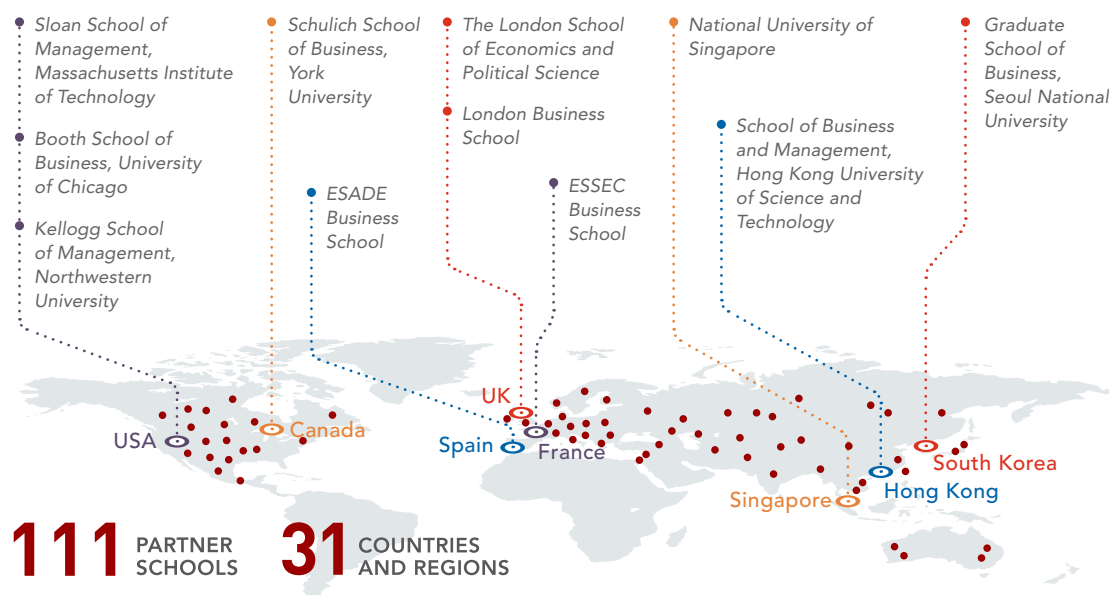
 **Lake House, PKU Campus**





# YOUR DEGREE OPTIONS

Our students are encouraged to take advantage of one of our many international opportunities to further broaden their perspective. This is an ideal way for you to be exposed to the cutting-edge theory of North America, the independent academic spirit of Europe and the business insight of Asia-Pacific.



## International Exchange Program

We have developed extensive academic exchange programs with 108 internationally known business schools. Exchange programs last one term.

## Global Business Immersion Program

These tailor-made, short-term, international study programs combine lectures, case studies, company visits, cultural activities, and more. These are offered during winter and summer holidays, and last 1-to-2 weeks.

## Double MBA Degree Program

Immerse yourself in different cultural environments, sharpen your language skills and gain high-profile networks in two countries. Successful completion of this program rewards you with two MBA degrees – one from Guanghai and one from our partner school.

# WHO WE ARE LOOKING FOR

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 20 different countries and have different cultural backgrounds.

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

## 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.

## 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. They are therefore able to implement more fully informed decisions in their professional lives.

## 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 ADAPT TRADITION

Tradition can be seen in everything from culture to methodology. Our students acknowledge the need to change and adapt one's beliefs and methods to better suit current and future landscapes.

## 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.

# CLASS PROFILE

## Countries and Regions Represented

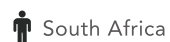
### ► Asia: 74%



### ► Oceania: 2%



### ► Africa: 1%



### ► Europe: 9%



### ► America: 13%



### ► South America: 1%



## Previous Employment



- Finance & Investment: 25%
- Electronics & IT & Telecom & Technology Services: 21%
- Industrial Manufacturing & Supply Chain & Logistics: 20%
- Consumer Goods & Products & Retail: 9%
- Healthcare & Life Sciences: 5%
- Government & Public Institutions & Education: 4%
- Entrepreneur & Own Business: 4%
- \*Other: 12%

## Academic Background



- Science & Engineering: 16%
- Business & Management: 29%
- Computer Science: 6%
- Finance & Economics: 21%
- Liberal Arts & Others: 18%
- Media & Communication: 4%
- Politics & Law: 6%

## Post-MBA Employment



- Financial Services: 27%
- Travel/Accommodation/Food/Entertainment/Sports: 13%
- Manufacturing: 13%
- IT/Electronics/Communication: 13%
- Consumer Goods/Retail: 13%
- Real Estate: 7%
- Government/Public Institutions: 7%
- Consulting: 7%

\*including Media, Hospitality, Military, Real Estate

# A CLOSER LOOK: STUDENTS

30

Average Age

5

Mean Work Experience

40

Mean Class Size

151%

Salary Increase\*

Jean Ong, Philippines,  
International MBA student

"Understanding China and learning Mandarin is increasingly important. I believe that the best way to learn about something is to push oneself out of one's comfort zone; to be there and to experience it. I was particularly interested in attending Peking University, Guanghua School of Management because I believe that if you can learn how to conquer the Chinese market, then you can conquer anything else in the world."





# 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.

Chaoyang District, Beijing



# CAREER SERVICES

## Dedicated Career Services

Guanghua's Career Development Center's (CDC) primary mission is to help MBA students integrate their academic and professional interests to spur career development. Specifically, the CDC assists with career exploration, career choice, career plan creation and strategy development. This ensures that our students are actively making strides towards achieving their career aspirations.

## Connecting You with Employers

The CDC acts as a conduit between MBA students and our corporate partners. Numerous functions, attended by students, alumni and industry professionals, are held throughout the year. The CDC regularly invites field experts and HR managers from several different industries to visit the school. The CDC also organizes company visits for our MBA students and assists our corporate partners with recruiting. Students and employers have access to a dynamic database of each other's requirements, allowing both parties to more effectively find suitable matches.

- Career Leader
- MBTI
- Strength Finder
- Career Counselling

### CAREER ASSESSMENT

### CAREER EXPLORATION

- CDC Library
- Career Fairs
- Campus Talks
- Company Visits
- Industry Week
- Internships

### Career Services

### PROFESSIONAL COMPETENCY

### PROFESSIONAL ETHICS

- Employment Policies
- Workplace Etiquette
- Business Attire
- Professional Ethics

- Resume Clinic
- Interview Skills
- Self-Marketing
- Job Search Strategies
- Networking
- Negotiating Offers

Studying at Peking University opens many doors in Asia. Many of the world's most successful and influential organizations recruit from Peking University to fill positions in a diverse range of industries including investment and commercial banking, management consulting, accounting, insurance and financial services, manufacturing and consumer goods.



Employed  
at three months

# 98%

FT 2014 GLOBAL RANKINGS

These are just a few of our many partners. For a full list, please visit our website.



# HOW WE TEACH

A prerequisite to success in the Asia-Pacific region is to exhibit cross-cultural management skills and to display a thorough understanding of the local, political, economic and cultural landscape. As such, it has never been more important to understand why Chinese business practices thrive in this economy. You will be taught about China's unique economy, corporate behavior, consumers, government regulation, negotiation and leadership styles. You will also be introduced to the challenges, pitfalls and opportunities found in China.

We offer a suite of specialist China-focused courses comprising several dozen topics, many of which are run in cooperation with top international business schools. These specialist electives, taught by the finest academics in China, provide our students with a profound understanding of the complex Chinese business environment.



# A CLOSER LOOK: FACULTY

**110**

Full-time faculty members

**77**

Professors hold Doctorates from prominent overseas universities

**13**

Professors selected for the Talent Project by the Ministry of Education

**10**

Professors awarded the Distinguished Young Scholars Award of China by the National Science Foundation

**2**

Professors selected in China's One-Thousand-Talents Scheme

**2**

Professors given fellowships in Global Associations



Jin Li  
Chair Professor of Finance,  
Ph.D, Massachusetts Institute of Technology



# CURRICULUM



Full online curriculum

The Guanghua MBA program is taught through required core courses that provide a well-balanced general management education, while the elective courses allow students to tailor their MBA to their specific interests. The second year of the program is structured to allow students to undertake internships and other professional projects alongside their academic studies.

## Year 1

### FALL SEMESTER

#### 7 Core Modules

- Managerial Economics
- Statistical Analysis for Business
- Financial Accounting
- Macroeconomics & Policy
- Doing Business in China
- Operations Management
- Organizational Behaviour

#### Chinese Language Course

### SPRING SEMESTER

#### 6 Core Modules

- Marketing Management
- Strategy Management
- Corporate Finance
- CSR & Business Ethics
- Global Immersion
- Integrated Practicum Project

#### Elective Courses

#### Chinese Language Course

### SUMMER VACATION

2-month internship (optional)

## Year 2

### FALL SEMESTER

#### 1 Core Module

Venture Strategy Simulation

#### Elective Courses

#### Chinese Language Course

Or one of

#### Exchange Program

### SPRING SEMESTER

Flexible semester to enable students to take internships and secure employment.

#### Thesis

- Thesis Submission
- Thesis Defense

And one of

#### Chinese Language Course

#### Exchange Program

#### Double-Degree/Exchange Program Overseas

### GRADUATION

45 credits finished. 31 from required modules and 14 from elective courses.

### 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 100 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 fluent in mandarin can also choose to attend Chinese language MBA courses.

### 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. You can take advantage of this opportunity to expand your professional network in China.

### Learning the Language

An important part of living and working in China is to learn the language. Our international students are all provided high quality Mandarin Chinese lessons throughout the duration of their studies.





# 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.

 Zhangye National Park,  
Gansu Province, China



# BEYOND THE CLASSROOM

## Visiting Lecturers

Peking University hosts many high profile guest lecturers. Recent speakers include Nobel Laureates Alvin E. Roth, Robert C. Merton and Myron Scholes. Other notables include David Cameron, Bill Gates, David Beckham and Michelle Obama.

## Startup Events

Startup events are an incredibly valuable channel through which to meet designers, engineers, entrepreneurs and investors. Our students are invited to several industry-run 48-hour startup events. Peking University also hosts 3-day startup events.

## Alumni Networks and Alumni Mentor Program

Our MBA students have exclusive access to China's most extensive and influential alumni network, covering all aspects of Chinese business and political life. Students also receive professional guidance from an alumni mentor.

## The PKU MBA Speaker Series

The PKU MBA Speaker Series reintegrates higher education into the local community. Held on an approximately bimonthly basis, the PKU MBA Speaker Series brings high-level academics and leading researchers 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.



U.S. first lady Michelle Obama



Nobel Laureate Myron Scholes



Former President of India Abdul Kalam



THE PKU MBA Speaker Series



# THE MBA AMBASSADOR PROGRAM

The purpose of the Guanghai MBA 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. Our MBA Student Ambassadors are current MBA students who see value in providing honest information about their struggles and successes. They are committed to helping prospective students

decide how Guanghai fits with their career ambitions. They also assist incoming students with their transition to life in Beijing. If nothing else, our MBA Ambassadors are your peers. As such, they are ideally suited to help you as they are not far removed from a situation likely similar to your own. We encourage you to reach out and ask them anything; be it about courses, academics, facilities or simply just life in Beijing.



**E-MAIL AN AMBASSADOR TODAY**

[mba.ambassador@gsm.pku.edu.cn](mailto:mba.ambassador@gsm.pku.edu.cn)



# YOUR NEXT STEPS



Program Options



Admission Requirements

## STEP 1: Submit your application online

- Register online at <http://www.studyatpku.com>
- Complete the online application form
- Send all required documentation to the MBA office by mail
- Pay application fee online
- Send official GMAT/GRE scores

## Admission notification

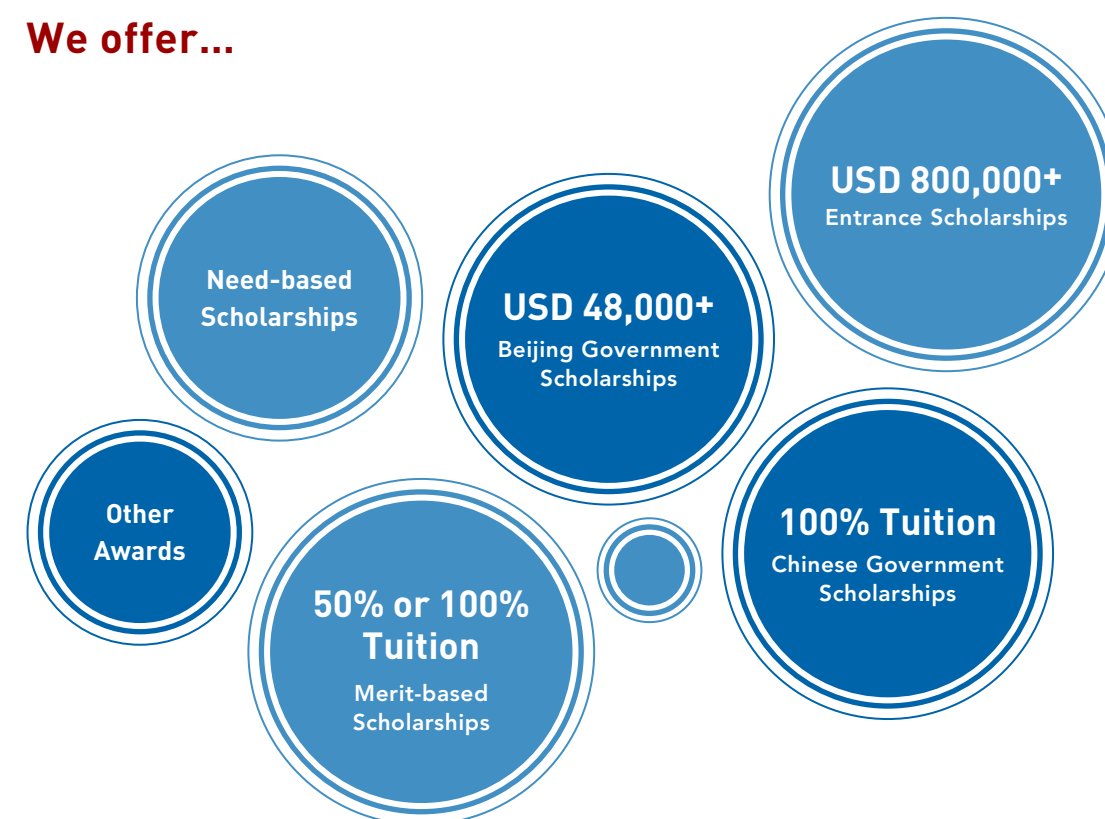
Admission decisions are available 10 working days after the interview. If admitted, the MBA Office will send you the official offer letter and the admission package. You may then be required to submit official transcripts and degree certificates to the MBA Office.

## STEP 2: Interview with admissions team

- Eligible candidates will be invited to interview
- In-person or via Skype
- Answer questions about motivations and goals
- Speak to an MBA Student ambassador about the Guanghai School of Management experience (Optional)

# SCHOLARSHIPS

## We offer...



## Keep in Touch

- Web: <http://mba.pku.edu.cn/english/>
- LinkedIn: <http://bit.ly/1P0G8Gr>
- Twitter: @PKU\_MBA
- Facebook: @GuanghaiMBA
- Instagram: @PKU\_MBA

## You Visit Us

We can arrange campus tours with current students and you can speak to admissions staff.

## We Visit You

Throughout the year we attend MBA recruitment events and host our own in many locations worldwide. Check our website for upcoming events.





Find out more

# CHINA.

## **SPEAK TO US**

If you have any questions at all about the Peking University, Guanghua School of Management MBA Program or need help with your application, please contact our English speaking admissions team. We are happy to be of assistance.

E-mail [MBAtintl@gsm.pku.edu.cn](mailto:MBAtintl@gsm.pku.edu.cn)

Phone: 86-10-6274 7268 / 6274 7009

## **CONTACT US**

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