



GUANGHUA - KELLOGG

EXECUTIVE MBA 2017 – 2019



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Messages from the Deans



Of paramount significance in China's quest to achieve sustainable economic growth is its ability to seed and institute a culture of innovation and entrepreneurship. Throughout our respective histories, a pioneering spirit of intellectual innovation has been the hallmark of education at both Guanghua and Kellogg, and we have produced leaders who have shaped ideologies, industries, corporations and governments. In combining more than 140 years of management education and 20 years of close partnerships, the Guanghua-Kellogg Executive MBA program provides you with an unparalleled education that redefines opportunity. We equip our executives with the acumen necessary for business in China, and provide leadership skills that translate across start-ups to Fortune 500s. Join us.

Qiao Liu

Dean
Guanghua School of Management
Peking University



As the global economy becomes increasingly complex, organizations need leaders who can build bridges across functions, sectors and countries. With our premier Executive MBA global network, Kellogg uniquely prepares executives with the skills and insights they need to meet the demands of this rapidly changing environment. Our distinctive partnerships with the world's leading business schools, including the Guanghua School of Management, give our students a clear advantage: deep knowledge and experience in leadership challenges and practices from around the world combined with rich, local expertise. Come join Kellogg and Guanghua, where we educate, equip and inspire the next generation of transformational leaders.

Sally Blount '92

Dean
Kellogg School of Management
Northwestern University



Guanghua School of Management

The Guanghua School of Management was founded upon Peking University's rich legacy as a world-class institution of higher education, and has served to further the university's prestige, degree of academic excellence and global footprint.

Guanghua enhances Peking University's reputation as a stronghold of innovative and intellectual activity, and is one of the most highly-respected business and management schools in the Asia-Pacific region. Its graduates join an established, global network of senior-level management executives that spans industries and sectors.

Guanghua's mission is to advance management knowledge, to conduct incisive and timely research, and to equip the next generation of leaders with global perspective, a strong sense of social responsibility, and an innovative spirit.



"Guanghua and Kellogg's joint EMBA program is one that can not only champion the theory and practice deeply rooted in China, but also expand the world's strategic blueprint in the face of an increasingly open economy and complex business environment. The impact of this powerful educational partnership will bring about innovative new concepts in education, and expand on the lessons that senior managers and multinational executives most urgently need to succeed."

Gaoning Ning

Chairman, China National Cereals, Oils, and Foodstuffs Corporation (COFCO)
Chairman, Hong Kong Building and Loan Agency Limited
Deputy Chairman, China Vanke Company Limited

Kellogg School of Management

The Kellogg School of Management, based just outside Chicago, has long been a leader in global business education.

Kellogg was founded in 1908, and is renowned for its pioneering approach to collaborative learning, its award-winning and accessible faculty, a curriculum that evolves with real-world business practices and challenges, and courses that emphasize global and experiential learning. Kellogg students have access to outstanding career management services and a powerful, responsive alumni network that spans the globe.

Kellogg's mission is to educate, equip and inspire leaders who build strong organizations and wisely leverage the power of markets to create lasting value.

Guanghua-Kellogg

Beijing has found itself at the epicenter of numerous global shifts as the world's political, economic, financial and cultural centers drift toward East Asia and business opportunities multiply and diversify. It is from China's capital that the decisions dictating development and market trends stem, and it is this thriving metropolis that stands positioned to dominate regional geopolitics and provides fertile ground for business ventures.

Blending both Guanghua and Kellogg's long histories of academic excellence and superior management research, the Guanghua-Kellogg Executive MBA program features an integrated curriculum that prepares global executives for success in China and international markets. It is designed to meet the needs of the 21st century executive; as such, the program emphasizes the business practices and public policies that define the "real China."

Executive MBA

In order to accommodate the schedules of its international executives, the program features 12 week-long modules spread across a period of 22 months. Modules focus on the areas of competency critical for global leaders, and they emphasize both eastern and western management practices.

The program's strengths are inherent. It draws from a pool of leading scholars at two renowned universities. It features a global classroom with built-in curricular flexibility to cater to the various academic interests of its executives. Its dynamic classroom environment is supplemented by company visits to prominent multinational companies, its strategic positioning grants access to the world's largest economies, and its executives lay claim to an active alumni network over 70,000-strong.



Curriculum

Integrated, Theme-Based

Multinationals operate in a constantly evolving and globalizing business landscape, they require innovative and decisive leaders, and they face challenges that span the range of their operations. The program addresses these challenges and equips its executives with the skills necessary to navigate uncertain or unfamiliar business environments. It teaches them to strategically lead their companies in establishing their footprint or expanding and diversifying their global interests.

Modules focus on the areas of competency critical for global leaders. The program adopts a theme-based curriculum that prepares participants for business in China and worldwide. The following themes constitute the core teaching philosophy of the GK-EMBA program: binding theory with real-world application; identifying mega-trends and opportunities; honing strategic leadership and decision-making skills; dealing with stakeholders; and moving beyond the classroom, seeking synergies.

"The mix of Guanghua and Kellogg faculty, the diversity of the experiences each cohort brings to the classroom, and the insights they offer into the dynamic China make the GK program unique and outstanding. The program has given me the opportunity to learn both classical Chinese philosophical ideas and western management theory and methods, exchange ideas with classmates from different countries and backgrounds, gain a truly cross-cultural perspective, acquire a better understanding of the complexity of Chinese society and economy, and navigate the constantly changing global business environment."

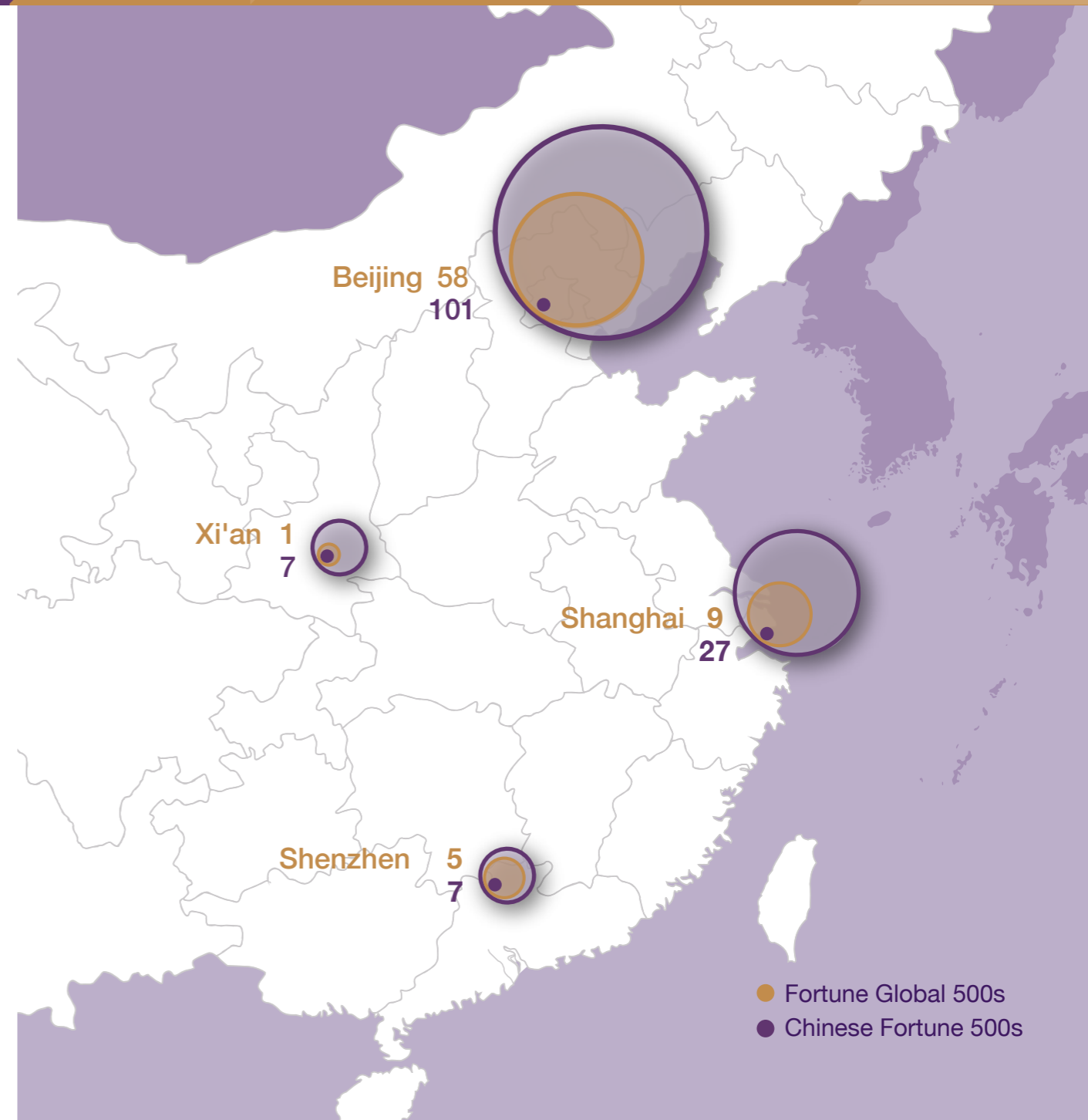
Hao Wu

Vice President
NavInfo (China)

Headquarters of Fortune Global 500s & Chinese Fortune 500s

*Over 1/5 of Fortune Global 500s are headquartered in China

*Over 1/4 of Chinese Fortune 500s are headquartered in cities where GK studies



Philosophy

Core Concepts & Methodologies



Modern executives must be well-versed both in the theories of practice and the practices themselves. Our academic philosophy encompasses five major areas of competency that constitute the core of the GK-EMBA curriculum. The teaching methods used throughout modules are designed to assist executives in seeing how theory translates into practice.

Analytical Skills and Real-World Application

Contextualized learning is at the core of the Guanghua-Kellogg Executive MBA curriculum. Our coursework goes beyond the traditional EMBA and infuses cutting-edge theory and the classroom experience into the context of relevant business practices and challenges. Executives are equipped with advanced analytical tools and data assessment skills necessary to make informed decisions.

Mega-Trends and Opportunities

Recognizing mega-trends in any market is key to developing successful business operations and strategies. Nowhere does this ability prove more challenging or promising than in China, where opportunities abound—for those capable of establishing their network, making smart investments, and accurately projecting short-and long-term trends and developments.

Strategic Leadership

Participants learn how to make strategic decisions and leverage their insight across the entire operations chain. The ability to make decisions in the face of conflicting information, goals and stakeholders is the mark of a respected executive. Graduates of the GK-EMBA program take the skills learned in the classroom and establish strong organizations with global vision.

Understanding Stakeholders

The ability to understand stakeholders is a nuanced art that requires understanding of theory, local expertise, and understanding of market conditions and cultures. GK workshops grant executives practice in navigating uncertainty when dealing with stakeholders. This proves an invaluable skill when working for, say, joint ventures with a diverse set of stakeholders.

Globalization: Business in China

The main competitive advantage of the GK program is its thorough understanding of business in China. Numerous modules are designed to highlight the realities of conducting business in China—emphases include finance in China, management in the Chinese context, and strategy and implementation in China.



Courses

A Sampling

Course offerings reflect a wide range of academic subjects and interests. They range from fundamentals of finance to advanced econometric principles; some courses emphasize leadership and strategy, while others delve deeply into business operations in China.

Strategy and Implementation in China

This course focuses on strategy and implementation issues in the Chinese business world. Topics include: how multinationals craft and implement successful strategies in China, how state-owned enterprises transform and behave during institutional transition, and contingencies that affect strategic decision-making and implementation.

Ethics and Executive Leadership

This course examines the role of the CEO and other top leaders in modern organizations. It highlights the ethical challenges they face, and explores the implications of a variety of ethical frameworks used to facilitate effective complex organizational decision-making in a rapidly-changing business environment.

Finance in China

This course uses a theoretical perspective and case studies to examine the nature of finance in China, the practices of Chinese financial intermediaries and financial markets (and the underlying factors driving such practices), and the strengths and pitfalls of Chinese finance.

Strategic Crisis Management

This course provides conceptual tools for managers in high-pressure, complex crisis situations. Topics include management and media, dealing with activists and interest groups, and surviving legal, legislative, and regulatory challenges.

“The GK program creates a unique environment where foreigners seeking ways to access China and Chinese students seeking opportunities abroad meet. Faculty from both universities facilitate this exchange and introduce new tools to make communication more meaningful and enriching. The schedule is very well-balanced, providing sufficient time to build meaningful connections with fellow executives and faculty, while allowing the flexibility to maintain former commitments.”

Nurlan Assilbekov

Founder and CEO
RCK (Russia)



Courses

A Sampling



Management in the Chinese Context

This course offers participants specialized knowledge of management in the Chinese context. Participants analyze challenges from different stakeholders, and learn how—and with what strategies—leaders respond to these challenges.

Negotiation Strategies

Negotiation Strategies provides participants with the opportunity to develop their negotiation skills in a series of simulations and debriefings that address multicultural and multiparty issues. Each simulation has been chosen to highlight the central concepts that underlie negotiation strategy. These concepts are the fundamental building blocks for planning negotiation strategy, managing negotiations, and evaluating the quality of negotiation outcomes.

Political Economy

This course provides a conceptual framework essential for analyzing the interaction between government and the economy. It emphasizes the hierarchical structure of government, incentives of government bureaucrats, and strategies for developing government-business relationships.

Marketing Strategy

This course examines strategies over the product lifecycle, including growth strategies, strategies for mature and declining markets, and defensive strategies. Innovation and local business practices are emphasized.



Campuses

Cosmopolitan Classroom



The Guanghua-Kellogg Executive MBA program allows executives to study in China's political and economic center in the north, its financial center in the east, its western economic hub, and its first Special Economic Zone in the south. These courses are complemented by modules at Kellogg's main campus just outside Chicago.



Beijing

As the capital of China for over 850 years, Beijing is truly the "heart" of the country and increasingly of the Asia Pacific region. It is from this bustling metropolis-itself representative of modern China's meteoric rise-that the laws and policies governing the world's largest society stem. Guanghua's main campus is located at Peking University. Instruction takes place at Guanghua Building No.2, which includes multi-purpose classrooms, conference rooms, the Alibaba Auditorium and dining/coffee areas.



Chicago

Chicago is one of the United States' financial centers, and is home to leading firms in manufacturing, IT, health services, and transportation and distribution. The city has positioned itself as not only the financial center of the Midwest, but also the cultural. Kellogg's main campus in Evanston, Illinois, is located just north of Chicago. The EMBA Program is hosted in the James L. Allen Center, a facility designed specifically to meet the needs of an executive program. The Allen Center is located on the western shores of Lake Michigan, and includes classrooms, study group rooms, hotel rooms, dining areas and a fitness room.



Shanghai

Shanghai's position as China's international point of entry dates back to the 19th century, and modern-day Shanghai reflects a mixture of its domestic and international influences. Shanghai is China's financial center and one of the busiest ports in the world. The Shanghai campus primarily serves Guanghua's EMBA program, and is located near Shanghai's financial district. The Shanghai campus includes multi-purpose classrooms, conference rooms, a state-of-the-art auditorium, a coffee area and an executive lounge.



Xi'an

Xi'an is long factored into China's dynastic rule and history. As of the late 1990s, it had reemerged as northwest China's industrial center and economic hub with a promising future in research and development and software development. The Xi'an campus is the newest campus for the GK-EMBA program, and the base for a number of Guanghua's MBA programs. The campus' modern teaching facilities include three teaching buildings and an auditorium.



Shenzhen

Shenzhen was China's first-and is arguably its most successful-Special Economic Zone. It has developed into China's southern financial center and is considered China's Silicon Valley due to its high concentration of high-tech companies. Shenzhen's proximity to Hong Kong and its history of FDI have made it one of China's most international cities.



Elective Global Module

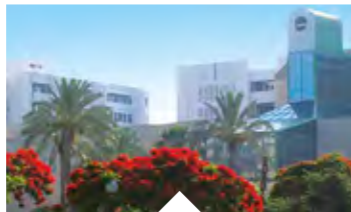


Kellogg has forged partnerships with several of the world's leading business schools. As part of the Guanghua-Kellogg Executive MBA program, executives complete a global elective at one of these partner schools. During the elective, participants gain rare insight into local business practices, as well as diverse cultures and political systems.



Miami

Kellogg's Miami campus was launched in 2006. Miami is positioned as the cultural crossroad between the United States and Latin America. It is a hub of world commerce, and serves as the headquarters for numerous global corporations and financial institutions.



Tel Aviv

The Kellogg-Recanati EMBA Program at Tel Aviv University is located in Israel's financial, economic and business centers. Tel Aviv is home to a number of technology start-up companies, and has often been referred to as a second Silicon Valley. It is home to numerous international venture-capital firms and Israel's only stock exchange.



Vallendar

Vallendar is home to the Kellogg-WHU EMBA Program. It is situated in the Upper Middle Rhine Valley, and is rich in ancient and modern, as well as religious and political, history. The city of Vallendar is just 10km from Koblenz, and Cologne and Frankfurt can be reached within an hour.



Hong Kong

Hong Kong is the home base for the Kellogg-HKUST Executive MBA Program. Hong Kong is one of the world's top financial centers and a mecca for companies operating in China and East Asia proper. Hong Kong offers unparalleled opportunities for new ventures and networking.



Toronto

Toronto is home to the Kellogg-Schulich Executive MBA Program, located at York University. Toronto is famous for its financial services sector, its communications and information technology might, and its green tech industries. It is also a leading international center for the arts and culture.



Visits

Contextualized Learning



Both Guanghua and Kellogg have leveraged their extensive networks to create opportunities for participants to visit leading multinationals operating in their respective regions. Interaction with senior management permits insight into the everyday challenges these executives face, their advice on markets and conditions, and a look at their global and local operations.



"The company visits were one of the highlights of each module, and gave us a tremendous opportunity to engage with business leaders across a wide array of industries, including innovative and leading Chinese and multinational companies. It was invaluable having such tremendous access to these executives to gain their insights and strategies, and we came away with a much deeper understanding of the business environment in which they operate, their holistic strategies and operations, the challenges and how they believe the business and market will evolve in the future."

Steve Rich

Managing Director of Underground Mining
Caterpillar Inc. (United States)



Schedule

Modules in Detail

Sample Week

MODULE	DATES	LOCATION
01	09.01 - 09.08.2017	Beijing
02	11.08 - 11.13.2017	Shanghai
03	01.13 - 01.18.2018	Chengdu
04	03.24 - 03.29.2018	Miami
05	05.19 - 05.24.2018	Beijing
06	08.01 - 08.31.2018	Chicago
07	09.15 - 09.20.2018	Xi'an
08	10.27 - 11.01.2018	Shenzhen
09	12.15 - 12.20.2018	Beijing
10	01.19 - 01.24.2019	Beijing
11	03.21 - 03.26.2019	Beijing
Global Elective	Each executive completes a global elective at the partner school of his/her choice during the second year	Chicago Hong Kong Miami Tel Aviv Toronto Vallendar
Graduation	07.06.2019	Beijing

*The two-week live-in study from August 1 - August 31 in Chicago offers participants opportunities to mingle with executives from Kellogg's growing global network of joint programs from all over the world. Participants will attend in two-week cycles in three groups.

**Dates for each module are tentative and subject to change slightly.

TIME	SUN	MON	TUE	WED	THURS	FRI
08:30 - 10:00	Strategic Management	Strategic Management	Strategic Management	Strategic Management	Strategic Management	Mergers & Acquisition
10:00 - 10:30	COFFEE & TEA BREAK					
10:30 - 12:00	Strategic Management	Strategic Management	Strategic Management	Strategic Management	Strategic Management	Mergers & Acquisition
12:00 - 13:30	LUNCH					
13:30 - 15:00	Mergers & Acquisition	Mergers & Acquisition	Company Visit	Mergers & Acquisition	Mergers & Acquisition	Workshop
15:00 - 15:30	COFFEE & TEA BREAK			COFFEE & TEA BREAK		
15:30 - 17:00	Mergers & Acquisition	Mergers & Acquisition		Mergers & Acquisition	Mergers & Acquisition	
17:00 - 19:00	DINNER					
19:00 - 21:00	Group Study	Seminar	Tutorial	Group Study	Special Lecture	Alumni Event

Faculty

Pioneers in Management Research



Guanghua-Kellogg professors are an esteemed group of experienced practitioners. They represent an incredibly diverse set of intellectual interests, and understand the theories and players dictating market trends and developments. Their backgrounds blend eastern and western management practices, and have equipped them with understanding of the business practices and public policies shaping the "real China."

Guanghua School of Management



Changqi Wu

Professor of Strategic Management

Education Background:
PhD, 1990, University of Leuven

Research Interests:
Strategic Management; International Business;
Industrial Organization



Li-an Zhou

Chair of Applied Economics Department;
Professor of Economics

Education Background:
PhD, 2002, Stanford University

Research Interests:
Comparative Institutional Analysis;
Political Economy; Development and Transition



Qiao Liu

Dean;
Professor of Finance

Education Background:
PhD, 2000, University of California
at Los Angeles

Research Interests:
Corporate Finance;
Chinese Economy;
Financial Markets and Regulations



Ying Zhang

Audi Professor of Marketing and
Behavioral Science

Education Background:
PhD, 2007, University of Chicago

Research Interests:
Consumer Motivation in the Context
of Customer Relationship Management;
Cause-Related Marketing



Zhixue Zhang

Professor of Organization
Management

Education Background:
PhD, 1998, University of Hong Kong

Research Interests:
Conflict Management;
Negotiation;
Group Dynamic and Teamwork

Kellogg School of Management



Ehud Kalai

James J. O'Connor Professor of Decision
and Game Sciences; Professor of Managerial
Economics & Decision Sciences; Director of the
Center for Strategic Decision Making

Education Background:
PhD, 1972, Cornell University

Research Interests:
Game Theory; Mathematical Economics



Gad Allon

Professor of Managerial Economics & Decision Sciences

Education Background:
PhD, 2005, Columbia University

Research Interests:
Operations Management;
Supply Chain Model of Dual Sourcing;
Information Sharing among Firms and Customers



Leigh Thompson

Professor of Dispute Resolution &
Organizations

Education Background:
PhD, 1988, Northwestern University

Research Interests:
Negotiation; Group Behavior;
Decision-making;
Social Cognition



Thomas Hubbard

Senior Associate Dean;
Professor of Management

Education Background:
PhD, 1996, Stanford University

Research Interests:
Industrial Organization;
Organizational Economics;
Economics of Technology



Nicholas Pearce

Clinical Assistant Professor of
Management and Organizations

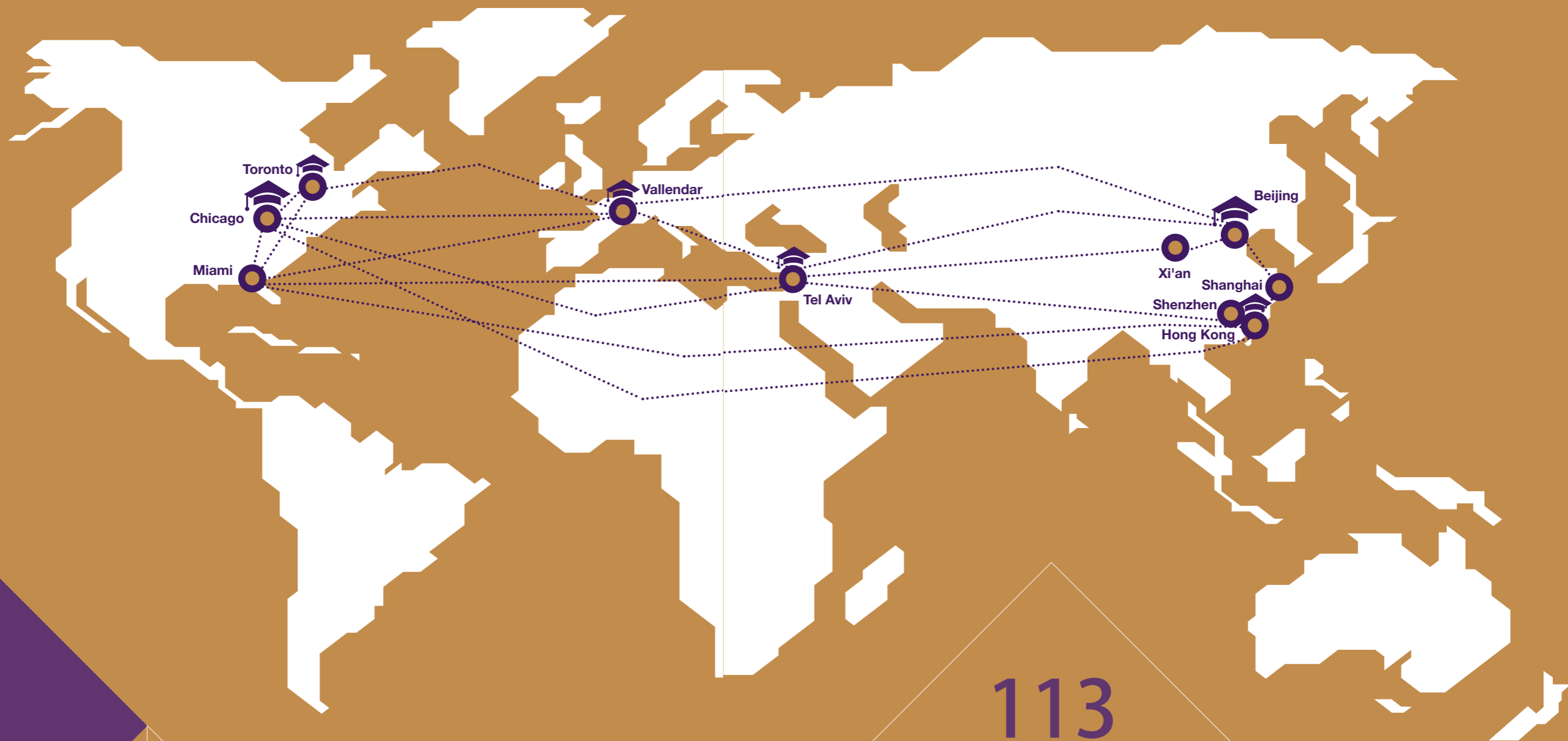
Education Background:
PhD, 2012, Northwestern University

Research Interests:
Organizational Change;
Values-Based Organizations;
Leadership

Network

Global Community

Enrollment in the Guanghua-Kellogg Executive MBA program grants you instant and lasting access to its alumni network. This network is composed of an established and passionate community of individuals, featuring leaders, entrepreneurs, innovators and academic experts. With more than 72,000 members, our alumni network spans 113 countries and six continents. Connections forged in the classroom and at alumni events promise to positively impact future business opportunities.



113

With more than 72,000 members, our alumni network spans 113 countries and six continents.

Admissions

Requirements & Fees



Requirements for a Guanghai-Kellogg Executive MBA Candidate:

- Bachelor's degree from a recognized university or an approved institution
- Minimum 8-10 years of significant full-time work experience and 5 years of work experience in a managerial position with increasing responsibilities
- English proficiency

Tuition Fees

The Guanghai-Kellogg Executive MBA program 2017-2019 tuition fee is about RMB ¥930,000 (about USD \$150,000). The tuition fee includes tuition, books and supplies, meals, accommodations, and transportation to and from accommodations and the classrooms.

Application

Instructions

STEP 1

Submit Your Application Package

- Application Form
- Resume or CV
- Company Introduction
- Organizational Chart
- Transcripts / Photocopy of Degree
- Color, Passport-sized Photo
- Photocopy of ID
- Photocopy of Business Card
- 2 Letters of Recommendation
- Letter of Organizational Support
- Proof of English Proficiency
- Photocopy of Qualifications (if any)

STEP 2

Interview with Admissions Panel

During the interview, we will consider the following:

- Career achievements and goals
- Motivation for attending the program
- Fit within the program
- English proficiency

Admissions Notification

Within ten working days of the interview, the Admissions Committee will convene to review the application in full and make an admission decision. You will be advised by e-mail of the outcome as soon as a final decision is made.



Guanghua-Kellogg Executive MBA Program Office

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