



A NEW GENERATION  
BUSINESS SCHOOL

THE CHEUNG KONG MBA

CHEUNG KONG GSB - A NEW GENERATION BUSINESS SCHOOL



长 | 江 | 商 | 学 | 院  
CHEUNG KONG GRADUATE  
SCHOOL OF BUSINESS

优 | 明 | 取  
術 | 道 | 勢

Cheung Kong Graduate School of Business (Beijing)  
Oriental Plaza, Tower E3, 2F, 1 East Chang An Avenue  
Beijing, P.R. China, 100738  
Tel: 86-10-8518 6912 / 8518 1052  
Fax: 86-10-8518 6800

Email: mbaadmissions@ckgsb.edu.cn  
www.ckgsb.edu.cn



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# THE CHEUNG KONG MBA 2011



## Mission Statement

Founded in 2002 by the Li Ka-shing Foundation, Cheung Kong Graduate School of Business was created to develop future business leaders for the Greater China region and beyond.

### What is a Business Leader?

*While you might have achieved financial success and attained control over your own life and future, this does not make you a true business leader. I believe true business leaders answer yes to the following: Am I able to live my life by the ideals and principles that I choose? Am I able to use my knowledge and good fortune to create wealth and affluence in my community? In this rapidly changing world, do my wisdom and skills contribute to the happiness of my nation and people? Only those who answer these questions in the affirmative can truly be called business leaders.*

—— Mr. Li Ka-shing

## Dean's Message

Cheung Kong Graduate School of Business is China's first private, not-for-profit and independent business school, established in November 2002 with generous sponsorship from the Li Ka-shing Foundation. In just eight years, CKGSB has established itself as the leading business school in China, with our world-class faculty, unsurpassed insights into the global ramifications of the rise of China and Chinese businesses, as well as our unrivaled alumni network and strong commitment to corporate social responsibility.

The foremost objective of the Cheung Kong MBA Program is to develop a new generation of business leaders, uniquely equipped to both thrive in and contribute to the dynamism and complexity of the current world economy. With China's rapid rise continuing to provide unprecedented opportunities and challenges for businesses on the global stage, our program is designed and delivered by an outstanding faculty with unmatched knowledge of the Chinese market. Our team includes many full-time professors from top-notch schools such as Wharton, Stanford, Columbia, Yale, INSEAD and others. CKGSB is also consistently the choice of internationally top-ranked business school partners such as Columbia, IMD, and UCLA. With its strong commitment to both teaching and research, Cheung Kong has been at the cutting edge of understanding and analyzing Chinese businesses and their role in the global marketplace since its founding.

CKGSB also prides itself on our distinct school philosophy and culture. Cheung Kong's Chinese alumni network is one of the most influential and tight-knit in the world, claiming myriad top business leaders across diverse fields among the 5,000 graduates of our MBA, EMBA, and Executive

Education programs. Moreover, the school places great emphasis on active and sustained social responsibility. CKGSB alumni giving to the Sichuan earthquake relief in 2008 alone totaled approximately RMB 400 million, accounting for 7% of all institutional giving in China, and represented the number one contributing group in Sichuan earthquake relief efforts. We are furthermore unusual in the prominence we give to the complementary benefits of the humanities, actively incorporating select humanities courses into our curriculum. CKGSB's MBA program is thus carefully tailored to equip students with not only top-tier technical expertise and resources, but also a deeper, more holistic sense of corporate integrity and socio-cultural awareness – all of which we firmly believe will be crucial for the next generation of genuinely world-class leaders.

I encourage you to explore our website and learn more about our school. The Cheung Kong MBA is truly one-of-a-kind. It is a wonderful choice for those who are looking for a program that offers all of the following: access to the latest in-depth research and insights on Chinese business within a global context, an unsurpassed alumni network, and an intellectually and personally stimulating overall experience. Indeed, I firmly believe that those who choose CKGSB will find their time here deeply enriching on many levels.



XIANG Bing  
Dean, Cheung Kong GSB



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# China

## The next economic superpower

China’s transformation over the last 30 years is both unprecedented and unparalleled. No other country has so thoroughly developed its economy, raised so many out of poverty, and created so much wealth in such a short time.

China is consistently the fastest growing major economy, is the largest exporter globally and is expected to become the world’s largest economy within the next decade. Effective global business consequently requires an intimate working knowledge of China and its unique business attributes. With its leading insights into and experience with the Chinese economy, Cheung Kong is your pathway to success.





# The Cheung Kong Difference

## A world-class faculty

- With most of Cheung Kong's world-class professors recruited from renowned business schools such as Stanford, Wharton, Cornell, UC Berkeley, Yale, and NYU, Cheung Kong offers a rigorous academic program.
- Cheung Kong's strong research focus with unrivaled knowledge of the Chinese economy, other emerging markets, and their relationship to the global market affords students a clear understanding of how the next economic superpower will interact with the rest of the world.
- Our professors frequently consult to some of the largest companies in the world, bringing "on-the-ground" practical value to their classes and giving students an insiders perspective into what is happening in the market today.

## Non-profit & faculty governed

- Cheung Kong is an independent, faculty-run school unaffiliated with any parent university or body. Our professors, based in Beijing full time, not only set the school's curriculum but also choose their own research topics in line with current market trends.
- Cheung Kong's independence is supported through the generous backing of the Li Ka-Shing foundation. This support enables us to offer a comprehensive range of scholarships to applicants who can illustrate to the admissions board their excellence, both as a prospective MBA student and as a socially responsible member of society.

## Global business education with unsurpassed China insight

- Cheung Kong uses a global methodology that facilitates the understanding and integration of Eastern and Western business practices.
- Through the support of Cheung Kong's specialized Case Center, our professors are able to deliver cutting-edge content based on original research and knowledge of management practices from both Greater China and around the globe.
- We are the first business school in China to integrate courses on humanities into its curriculum, providing students with a genuinely rounded approach to doing business.

## Alumni - Powerful networking in China

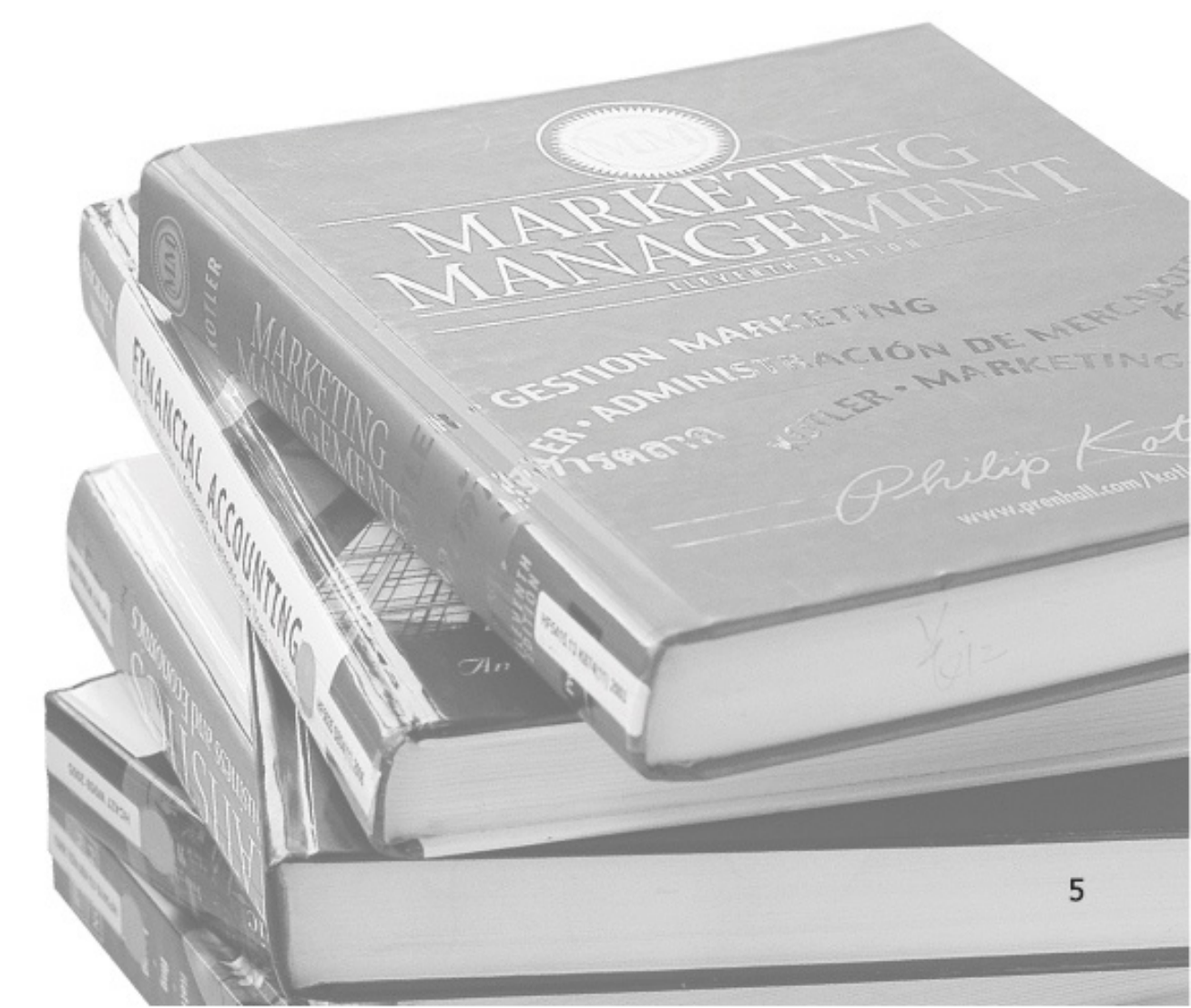
- Our prominent alumni include elite Chinese business leaders such as Jason Jiang of Focus Media, Alfred Fan of CTrip.com and Richard Feng of Markor Furnishings.
- The school has connections to foreign business leaders through our Korea and India CEO programs and courses for China's country managers.
- Over 5000 EMBA and 300 MBA alumni combine to make one of the most powerful business networks in Asia.

## A diverse group of elites with a global background

- Our classes consist of highly talented students from different industries and business backgrounds.
- Cheung Kong MBA students have on average over six years of professional work experience.
- These select groups of students from both China and overseas form one of the most dynamic classrooms among Chinese business schools.

## A one-year intensive experience - Low opportunity cost

- Our one-year intensive academic course will equip students with advanced business knowledge and management skills.
- Leadership programs and Diversified Consulting Projects help students to integrate classroom learning with hands-on experience, including both hard and soft skills.
- Executive talks, company presentations, business workshops, clubs, international trips, and global exchange programs enhance students' career development skills and help open up new doors to experience the world.





# The Cheung Kong Experience

## Curriculum



The one-year Cheung Kong MBA curriculum emphasizes learning at both a professional and a personal level. Combining cutting-edge knowledge and hands-on experience, the Cheung Kong MBA offers core courses and electives with a comprehensive emphasis on China and other emerging markets.

Cheung Kong GSB is also renowned for integrating the humanities into its curriculum, ranging from Confucian Humanism to Leadership courses. These soft-skill subjects position our graduates as leaders who recognize the value of the human element in the workplace. Here, MBA students will learn sophisticated business knowledge by studying real-world cases designed to develop both hard and soft business skills.

### Solid Business Expertise

Pre-term	Core Courses	Fields	Foundations	Insights	Innovations
	- Managerial Economics	1. Investment	- Investment	- Financial Statement Analysis - Valuation - VC Financing in China	- Financial Institutions - Risk Management - Alternative Investment in China - Advanced Investment - China Capital Market - Emerging Market Finance - Fixed Income
	- Financial Accounting				
	- Statistics for Managers	2. Corporate Finance	- Corporate Finance - Investment - Financial Accounting - Managerial Accounting	- Mergers & Acquisitions - Financial Statement Analysis - Entrepreneurial Finance - VC Financing in China	- Advanced Corporate Finance
	- Marketing Management				
Quantitative Methods	- Leadership	3. Strategy	- Strategic Management - Managerial Economics	- Alliances and Joint Ventures - Competitive Strategy	- Globalization of Chinese Companies - Growth Strategy of Korean Firms - Growth Strategy of Japanese Firms - Management in Europe and the USA
	- Investment				
Management Communication	- Strategic Management	4. Marketing	- Marketing Management	- Marketing Research - Consumer Behavior	- Branding - Pricing Strategy - Customer Relationship Management - Distribution Channel - Social Media & Internet Marketing
	- Organizational Behavior	5. Economics	- Managerial Economics - Macroeconomics	- International Trade - Applied Game Theory	- Emerging Market - China's Economic Reform and Its Impact
	- Managerial Accounting	6. Management	- Organizational Behavior - Managerial Accounting - Business Ethics	- Leadership - Entrepreneurship - Negotiation	- Confucian Humanism - Business Simulation
	- Corporate Finance				
	- Macroeconomics	7. Operations	- Operations Management	- Information and Technology Strategy (Information Management) - Supply Chain Management	- Operations Strategy - Management Decision Making with Spreadsheets - China's Manufacturing Model
	- Business Ethics				

- Core courses prepare students for the road ahead
- Our seven concentrations cover the diverse sphere of the business world





Expert Knowledge of China - Cheung Kong’s China Module Topics Include:

- ▷ Emerging Markets
- ▷ Globalization of Chinese Companies
- ▷ China's Economic Reform and Its Impact
- ▷ Chinese Manufacturing Models
- ▷ Chinese Capital Markets
- ▷ Alliances and Joint Ventures in China
- ▷ Emerging Market Finance
- ▷ Alternative Investment in China
- ▷ Distribution Channels
- ▷ VC Financing in China

- Our dedicated China Module gives you the knowledge you need to get ahead in this unique business environment
- Analyzing business cases researched and written by Cheung Kong’s resident faculty, students are exposed to a broad, representative spectrum of strategic issues that may arise in the course of doing business in China

Preparation for the Future

The Cheung Kong MBA not only focuses on the “how” but also on the “what” and “why”. Our electives offer instruction in key soft skills crucial for success in China. These electives include:

- ▷ Confucian Humanism
- ▷ Leadership
- ▷ Entrepreneurship
- ▷ Organizational Behavior
- ▷ Negotiation

- Our unique Diversified Consulting Projects (DCPs) help students to integrate classroom learning with real-world, hands-on business experience (see page 10 for more details)
- Inbound group research programs help Cheung Kong students develop both global perspective and the ability to perform in cross-cultural work environments
- Faculty-Initiated Research Projects (FIRPs) give students an opportunity to learn and research on a specific business-related issue with the support of a supervising faculty member

Academic Schedule

The Cheung Kong MBA curriculum not only focuses on the present but also prepares students for future careers by providing an educational experience that emphasizes conceptual reasoning, problem-solving skills, and preparation for life-long learning.

A student’s journey typically begins with pre-term courses before beginning an academic curriculum that features eight modules delivered by Cheung Kong faculty and visiting professors from leading business schools. Students must complete at least 56 credits of coursework in order to graduate.

2010 Intake Sample Schedule

Pre-term	Oct. 18 - Oct. 31, 2010 (2 weeks)
Term 1	Module 1 Nov. 1 - Dec. 19, 2010 (7 wks, 5 courses) Module 2 Dec. 20, 2010 - Jan. 23, 2011 (5 wks, 3 courses)
Winter	Spring Festival (Jan. 24 - Feb. 13)
Term 2	Module 3 Feb. 14 - Apr. 3, 2011 (7 wks, 5 courses) Module 4 Apr. 3 - May 15, 2011 (6 wks, 6 courses)
	International Trip (May 16 - May 22)
Term 3	Module 5 (China Module) May 23 - Jun. 5, 2011 (2 wks, 10 courses) Module 6 Jun. 6 - Jul. 17, 2011 (6 wks, 9 courses)
Term 4	Module 7 / Exchange Jul. 18 - Sept. 18, 2011 (9 wks, 7 courses) Module 8 / Exchange Sept. 19 - Oct. 30, 2011 (6 wks, 7 courses)



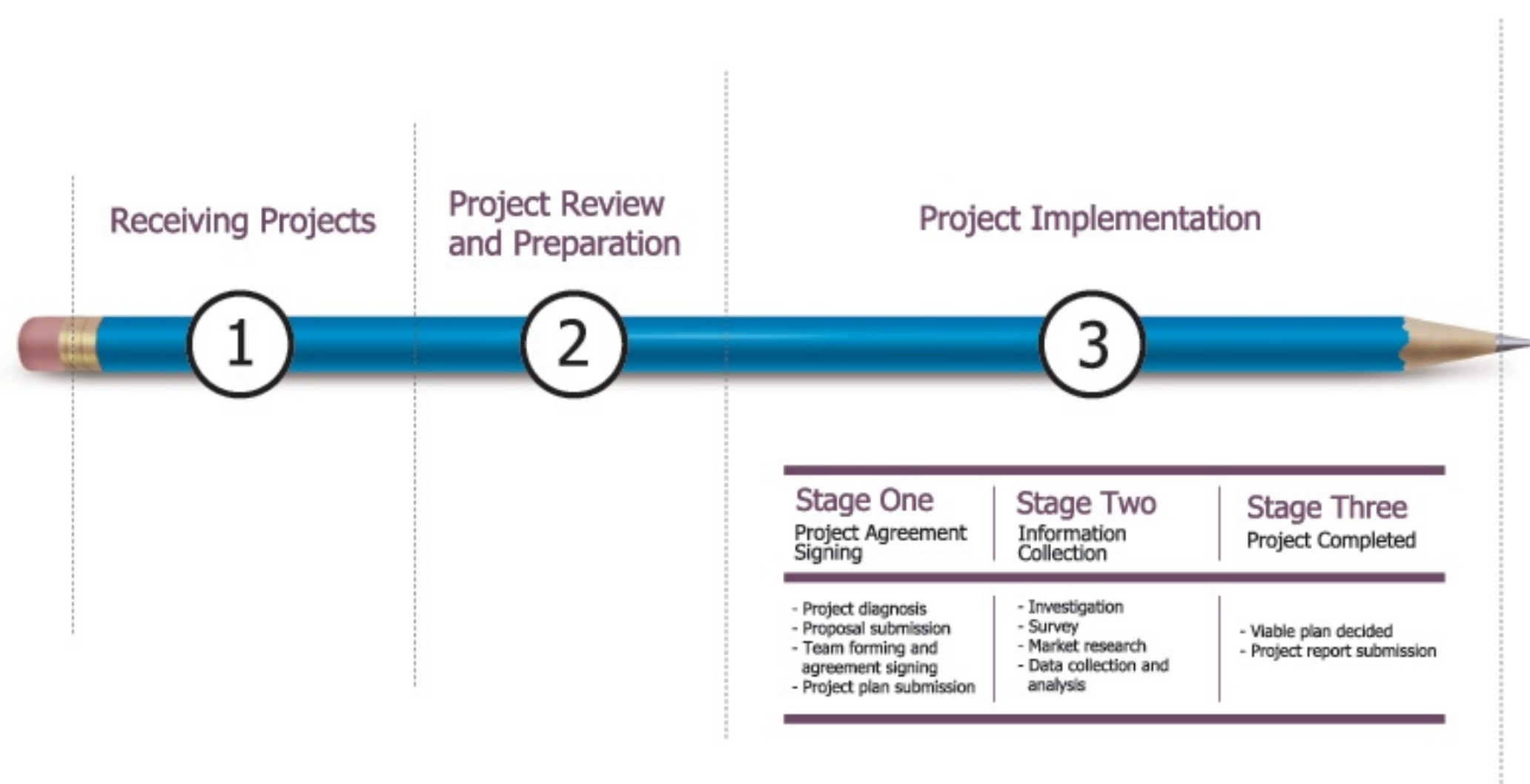
# Beyond the Classroom

The school's mission is to nurture and develop future business leaders for Greater China and beyond. Each year, a series of interactive activities and programs are designed to complement the one-year curriculum, allowing MBA students to experience real business environments and enhance both their soft and hard skills.

## Diversified Consulting Projects

In response to an increasingly competitive business environment, more companies are shifting to an open innovation model that allows them to tap into their best talent, ideas, and practices from the operational level to the strategic level. The Diversified Consulting Project (DCP) aims to provide creative solutions to companies in this open innovation environment, allowing MBA students from Cheung Kong GSB to work closely with a range of host companies in tackling real-world challenges.

Through different DCPs, MBA students acquire real world experience that will aid them in transforming academic strengths into professional advantages under the supervision of faculty advisers. Students work on a range of projects including strategic planning, marketing and feasibility studies, financial analysis, and operational evaluations. DCPs enable our MBA students to gain additional exposure to current business challenges and management practices. Our students design, develop, and execute projects together with participating companies and guidance from faculty advisors.





## Outbound Exchange

Each year, Cheung Kong provides approximately 50% of our MBA students with an opportunity to take part in academic exchanges with top business schools all over the world.

For those wishing to learn in the United States, we offer the option to study at Darden School of Business at the University of Virginia, Johnson School at Cornell University, Carlson School of Management at the University of Minnesota and Graduate School of Business at Columbia University.

Those interested in the European market can choose to study at France's EMLYON Business School or Spain's IE Business School.

Finally, for those interested in broadening their knowledge of the Asian market outside of China, Cheung Kong GSB has established partnerships with the Indian School of Business, Japan's Waseda University and Korea's Seoul National University.



## Inbound Exchange

Cheung Kong GSB offers a unique opportunity for students from select overseas business schools to come to China for study and to deepen their understanding of the China market. They usually stay in China for one to two weeks working on a real business project both inside and outside of the classroom.

Cheung Kong MBA students enjoy opportunities to study and explore with these inbound groups, forming truly cross-cultural teams to complete projects, debate cases, and engage in social events. With this opportunity, Cheung Kong MBAs have the chance to experience the global working environment without leaving the campus.

## International Study Trips

Each year, we sponsor a student-initiated international study trip in which students get a chance to visit overseas business schools and companies in a foreign country of their choice. The goal of this week-long trip is to expose students to a new cultural and business environment. Throughout the planning and execution of the trip, students demonstrate and evaluate their personal leadership skills. In previous years, students have initiated and organized trips to South Korea, India, Taiwan, Hong Kong, and Singapore.





# Networking

One of the fundamental missions of Cheung Kong GSB is to encourage students and alumni to leverage their skills and resources toward the social development of their community.

Cheung Kong GSB takes great pride in its alumni networks. Networking forms a natural part of the culture of Cheung Kong. With over 5,000 graduates from its MBA, EMBA, and Executive Education programs, who include top business leaders such as Jason Jiang of Focus Media, Alfred Fan of CTrip.com and Richard Feng of Markor Furnishings, Cheung Kong GSB alumni form the most powerful business network in China.

The combination of school-sponsored and alumni-initiated activities provides numerous opportunities for alumni and current students to build relationships and find areas of common interest.



## Mentorship Program

The Cheung Kong MBA Program offers an innovative mentorship program that brings together our MBA students with senior executives in the Cheung Kong Executive MBA Program who can guide them in both their studies and their careers. MBA students have benefited from this program not only in terms of receiving career guidance, life lessons and study suggestions, but also in forming friendships. Meanwhile, mentors have gained valuable experience and knowledge through interaction with the younger generation of business professionals. In 2010, 21 EMBA students and alumni served as mentors for our MBA students. Among them were some of the most successful private entrepreneurs and industry leaders in China, including media mogul Tan Zhi, men's suits manufacturer Zheng Yonggang, and billionaire investor He Boquan.

Cheung Kong MBA students frequently meet and network with the various Cheung Kong alumni groups, creating natural career opportunities. Starting salaries for Cheung Kong MBA graduates are consistently ranked among the highest in the country, which we attribute partly to the opportunities offered by the Cheung Kong family network.

The Cheung Kong MBA program acts as a platform and facilitator to help our current and incoming students develop a tighter network with our alumni. We work to preserve the tight-knit Cheung Kong culture after graduation, ensuring close contact between the school and former students, and facilitate regular alumni reunions.

Through the efforts of the Cheung Kong Alumni Association and its partnerships with other leading business school alumni associations, Cheung Kong students can enjoy networking opportunities both throughout the year and after they graduate.

## Sanya Forum

Since 2008, Cheung Kong GSB has held an annual forum in Sanya, on the island of Hainan, that serves as a meeting point for leading scholars and entrepreneurs from around the globe. Each year, nearly one hundred MBA students and alumni have attended the forum and interacted with the more than one thousand Chinese and international entrepreneurs in attendance. The forum offers opportunities both to interact with Cheung Kong Executive MBA students and other senior executives, and to relax on the beach after the intensive seminars and roundtables taking place.





# Career Development

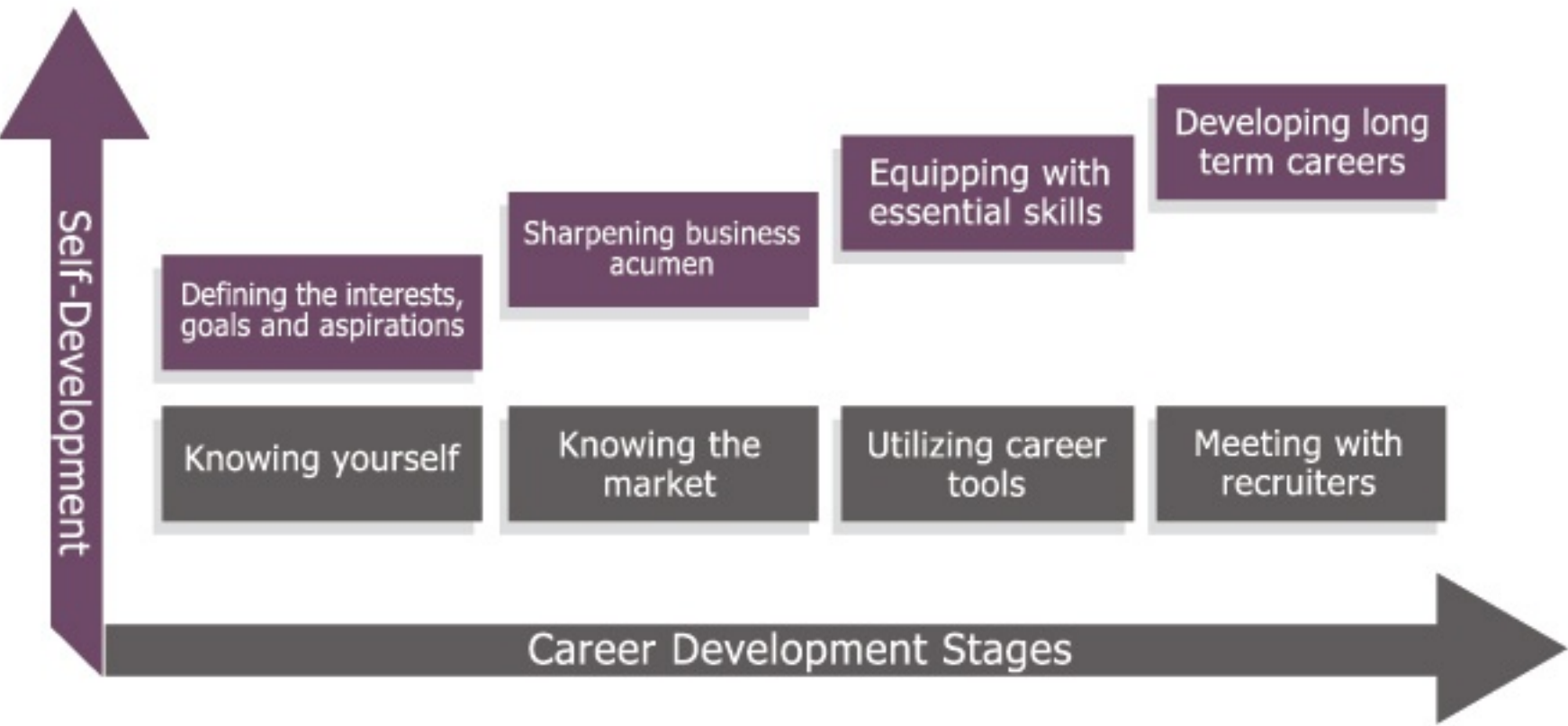
The Cheung Kong MBA provides unparalleled opportunities for students to advance their long-term careers, whether it's by rising up in the ranks, moving into an entirely new field, or starting a new business.

## Career Services

The Career Management Center (CMC) respects every student as a unique individual, supporting personal as well as professional growth.

Throughout the academic year, the CMC conducts series of career development activities to identify and facilitate each student's individual career path in a manner fully integrated with the rest of the MBA curriculum. These activities equip students with valuable and transferable skills to emphasize their strengths, leverage available resources, and fulfill their career aspirations.

At Cheung Kong GSB, students are provided with the proper tools necessary for them to meet challenges with confidence and to develop successful careers in the long term.



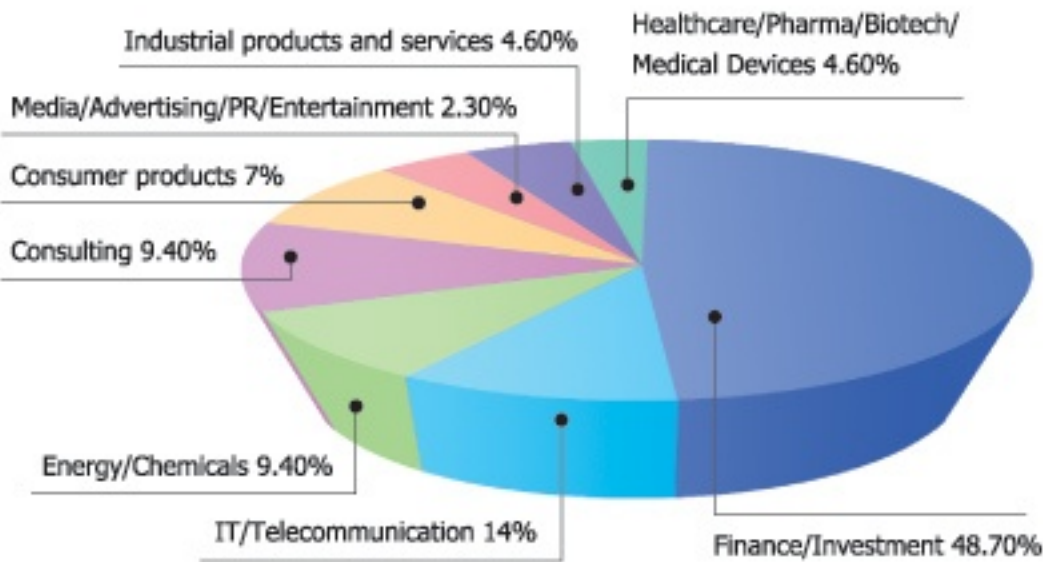


The CMC Team Helps Students To:

- Sharpen career aspirations and set career goals through self-assessment tools and personalized career counseling
- Broaden their horizons through discussion forums, executive talks, employer presentations, and company visits
- Build job market competence through workshops and mock interview sessions
- Fully utilize Cheung Kong GSB resources through networking events, mentorship programs, DCPs, and on-campus job fairs

Employment After Graduation  
(MBA08 Intake)

Finance/Investment	48.70%
IT/Telecommunication	14%
Energy/Chemicals	9.40%
Consulting	9.40%
Consumer products	7%
Industrial products and services	4.60%
Healthcare/Pharma/Biotech/Medical Devices	4.60%
Media/Advertising/PR/Entertainment	2.30%



The CMC has in-depth experience in aiding students to effectively develop their careers after completing their studies at Cheung Kong GSB.

Employers of Cheung Kong MBA Graduates

Over the past few years, Cheung Kong GSB has established close ties with companies that maintain significant commitment to talent development. As the business community increasingly recognizes the quality of Cheung Kong MBA graduates, our list of employers continues to grow. Companies that have recruited Cheung Kong MBA graduates in the past include:

ABB  
ABN AMRO  
AIU  
Alcatel  
Alibaba  
Allianz China  
Alstom  
AnBang Insurance  
Applied Materials  
A.T Kearney  
Axalto  
AXA-Minmetals Assurance Company, Ltd.  
Bearing Point  
BenQ Mobile China  
BOC Group  
Borouge  
Bosch  
Boshi Fund Management  
BP  
Burger King  
Caliper  
Capgemini Consulting  
Caterpillar  
Cartier  
Cathay Pacific  
Cheung Kong (Holdings) Ltd.  
China Eastern Airline  
China Union Pay  
CICC  
Coca Cola  
Connex  
Credo International Consultants  
Dell  
Deloitte

Delphi  
Dong Du Real Estate  
DFJ  
eBay  
Ecolab  
E-trade2China  
EF Education  
Emaar (Shanghai) Investment  
Exxon Mobil Chemical  
FedEx  
Fluke China  
Fosun Group  
Galileo Asia  
GE  
GE Consumer Finance  
GE Advanced Materials  
GE Infrastructure  
GE Consumer and Industrial  
General Link Information System  
GEA  
GSK Investment Co., Ltd.  
Hanting  
HSBC  
HuaXi Fund  
Hutchison Whampoa Properties Group  
IBM Global Services  
ICBC  
IDG Venture Capital  
Intel Corporation  
International SOS  
Javelin Investments  
John Deere Investment  
Johnson & Johnson Consumer Europe  
KGI Securities  
Jones Lang Lasalle

JRJ  
KPMG  
KyLinTV  
Linde-Xiamen  
Li Ning  
Longhu Real Estate  
L' Oreal  
Lucent Technologies  
LVMH  
Macquarie Bank  
MD Electronics  
Mercer  
Metro  
Michelin  
Mondial Assistance China  
Morningside  
Mustang Ventures  
NCH  
NCR  
News Corp  
Novartis  
OCBC Bank  
PANDUIT  
Parker Hannifin  
Peng Xing Real Estate  
PwC  
Quadrant Plastic  
Relats  
Saint-Gobain  
Schneider Electric  
Sebrier Software  
Sephora  
Shanghai Fund  
Shanghai Industrial

Shanghai Pharmaceutical  
Shell  
ShunYu Investment Co  
Siemens  
Sika China Group  
Siemens Management Consulting firm  
SinoTrust Consulting  
Sirius  
SK Telecom  
Standard Chartered Bank  
SVG  
Telelogic Software  
Timken  
TI China Insulation Panel Co., Ltd  
TMD Friction  
TNT  
UAES  
Unilever  
UOP  
VANCO  
Virtuos  
Veolia Environment  
Whirlpool  
Yanfeng Visteon  
Z.F. AG  
Zizhu Science-Based Industrial Park  
3M





# Student Life

## Student Clubs

Successful business leaders display strong social skills and are adept at networking, cooperating, and managing teams. Clubs at Cheung Kong GSB give students a chance to develop these crucial skills and prepare them for the world outside of the classroom. Cheung Kong clubs fall into several categories. There are career-oriented clubs, including the finance, consulting, marketing, entrepreneurship, strategy, and general management clubs; skill-based clubs, such as the modern management club, communications club, and the club for women in business; hobby-based clubs, like the basketball, badminton, golf, soccer, fashion, and photography clubs; and community clubs, such as the Sino-Indian club, Sino-Korean club, and Chinese culture club.

Cheung Kong clubs are founded and operated by students, and specific funds are set aside each year to support the events and activities of officially recognized clubs and organizations. Students are also encouraged to form new clubs. The only requirements are a great idea and student support.





# The Cheung Kong Faculty

At Cheung Kong GSB, you will experience a productive and meaningful year by learning from some of the world's top professors in the field of business, interacting with renowned Chinese executives, and studying with a group of highly experienced peers. The frequent and spirited interaction among these diverse groups enhances the learning experience in our classrooms and sets Cheung Kong GSB apart as a business school that not only emphasizes classroom learning but also real-world knowledge.

## Cheung Kong Faculty

Cheung Kong GSB's greatest strength is in its growing number of world-class faculty members. They have joined Cheung Kong GSB on a permanent basis because they believe that Cheung Kong provides the best platform for cutting-edge teaching and research on competing and collaborating emerging markets in China and Asia.

Over the past five years, nearly 30 faculty members have joined Cheung Kong GSB from some of the world's top business schools, including Stanford, Wharton, Columbia, Yale, Berkeley, UCLA, Cornell, Carnegie Mellon, and INSEAD.



**Henry Cao**  
Professor of Finance at Cheung Kong  
Ph.D.s, UCLA and Yale University

Dr. Huining (Henry) Cao is a professor of finance and serves as academic director of the Finance MBA at Cheung Kong. He earned a Ph.D. in finance in 1995 from the University of California at Los Angeles and a Ph.D. in pathology in 1991 from Yale University. Before joining Cheung Kong, he taught at the University of California at Berkeley, the University of California at San Diego, Ohio State University, Carnegie Mellon and the University of North Carolina at Chapel Hill.



**Chen Fangruo**  
Visiting Professor of Operations Management at Cheung Kong  
Ph.D., Wharton Business School

Dr. Chen Fangruo is also MUTB Professor of International Business, Columbia University Business School. He has published extensively in many of the field's top academic journals such as "Management Science" and "Operations Research," addressing issues in production/distribution planning, procurement auctions, supplier management, supply chain coordination, supply chain information sharing, incentive contracts, salesforce incentives, etc. Professor Chen received the prestigious CAREER Award from the National Science Foundation (USA), 1997. In 2004, he received the Overseas Chinese Young Investigator Award from the National Natural Science Foundation of China. In 2005, he was appointed the Distinguished Visiting Professor by the Chinese Academy of Science. In 2006, he was named the Chang Jiang Scholar by the Ministry of Education, China.



**Chen Yaru**  
Senior Research Fellow at Cheung Kong GSB  
Ph.D., Columbia University

Dr. Chen Yaru is a senior research fellow at Cheung Kong GSB. She received her Ph. D. in Psychology from Columbia University. Apart from her role at Cheung Kong GSB, Chen Yaru is a tenured full Professor of Management and Global Business at Johnson School of Management, Cornell University. Courses Prof. Chen teaches include Negotiation, Cross-cultural Management, Global Leadership, and Organization Behavior.



**Chen Yuxin**  
Senior Research Fellow at Cheung Kong GSB  
Ph.D., Washington University

Dr. Chen Yuxin is a visiting professor of marketing at Cheung Kong and Polk Brothers Professor in Retailing and Professor of Marketing, Kellogg School of Management, Northwestern University. Previously, he was a tenured associate professor at the Stern School of Business at New York University. He received his Ph. D. in marketing in 1999 from Washington University. He is an editorial board member for the Journal of Marketing, the Journal of Marketing Research and Marketing Science.





**Cho Dong-Sung**

Adjunct Professor of Strategy at Cheung Kong  
Ph.D., Harvard Business School

Dr. Cho Dong-sung has joint appointments as a professor of strategy at Cheung Kong and a professor of strategy and international business at Seoul National University. He previously taught at Harvard Business School, INSEAD, the University of Tokyo, the University of Michigan and Peking University. Cho has also served on the board of directors for numerous multinational companies and research organizations, including the Korean Academic Society of Business Administration.



**Lode Li**

Professor of Operations Management at Cheung Kong  
Ph.D., Northwestern University

Professor Lode Li is a visiting professor of operations management at Cheung Kong. He is also professor of operations management at the Yale School of Management. Li received a Ph. D. in management economics and decision sciences from Northwestern University in 1984. He previously taught at the Massachusetts Institute of Technology, Northwestern University and Hong Kong University of Science and Technology. He has taught courses on game theory, supply chain management, services management and time-based competition, manufacturing policy and competitiveness, spreadsheet modeling and simulation and cost accounting.



**Gan Li**

Visiting Associate Professor of Economics at Cheung Kong GSB  
Ph.D., UC Berkeley

Dr. Gan Li is a Visiting Associate Professor of Economics at Cheung Kong Graduate School of Business and an Associate Professor of Economics at Texas A&M University. He is also a Faculty Research Fellow at the U.S. National Bureau of Economic Research and a Research Fellow at the Texas A&M University Private Enterprise Center. From 1998 to 2005, he was an Assistant Professor of Economics at the University of Texas, Austin. He received a Ph.D. in Economics and an M.A. in Statistics in 1998 from the University of California, Berkeley.



**Li Wei**

Professor of Economics at Cheung Kong  
Ph.D., University of Michigan

Dr. Li Wei is a professor of economics and emerging markets finance and Director of the Case Center at Cheung Kong. He is also a professor at the Darden Graduate School of Business, University of Virginia. Previously, he was a research associate at the University of Michigan's Institute for Social Research and taught at Duke University's Fuqua School of Business.



**Jennifer Huang**

Visiting Associate Professor of Finance  
Ph.D., Massachusetts's Institute of Technology (M.I.T.)

Dr. Jennifer Huang is a Cheung Kong visiting associate professor of finance at Cheung Kong and Texas University at Austin associate professor of finance with tenure. She received her Ph.D. from M.I.T Sloan School of Business in 2003.



**Liao Jianwen**

Adjunct professor of Strategy and Innovation at Cheung Kong GSB  
Ph.D., Southern Illinois University at Carbondale

Dr. Jianwen (Jon) Liao is an adjunct professor of strategy and Innovation at Cheung Kong Graduate School of Busienss. His professional experience spans across North America and Asia. Previously, he held academy appointments at Peking University, Hong Kong University of Science and Technology and China European International Business School (CEIBS). Professor Liao is well known for his cross disciplinary research in strategy, innovation and entrepreneurship. He has closely involved in the Panel Study of Entrepreneurial Dynamics (PSED) the first large scale, longitudinal research of nascent entrepreneurs and venture creation in the United States. He is the author of 30 scholarly articles published in journals including Strategic Entrepreneurship Journal, Journal of Business Venturing, Entrepreneurship Theory and Practice, Journal of Small Business Management, Small Business Economics, and Journal of High Tech Management Research. His research paper was featured in The Small Business Economy: A Report to the President, 2007.



**Jing Bing**

Assistant Professor of Marketing at Cheung Kong GSB  
Ph.D., University of Rochester

Dr. Jing Bing is an assistant professor of marketing at Cheung Kong. He earned his Ph.D. in business administration from the University of Rochester in 2001. Between 2001 and 2007, he was an assistant professor of information systems at the Stern School of Business at New York University. Professor Jing's research interests include mass customization, product positioning, product line, price dispersion and promotions, and information goods versioning.



**Liu Jing**

Professor of Accounting and Finance, Associate Dean  
Ph.D., Columbia University

Dr. Liu Jing, Associate Dean and Professor of Accounting and Finance at Cheung Kong, is also a faculty member at the Anderson School of Management at the University of California in Los Angeles. He is an authority on capital markets, equity valuation, and securities analysis. Liu's research has been published in the Journal of Accounting Research and Accounting Review. His work has received the Eric E. Juline Research Award from the UCLA Anderson School and the Barclays Global Investors (BGI) Best Paper Award from the Review of Accounting Studies. A member of the editorial board for the Review of Accounting Studies and the Journal of International Accounting Research, Liu is also an active contributor to the popular financial press and a consultant for numerous financial institutions in China and on Wall Street.





**Liu Jun**  
Professor of Finance at Cheung Kong  
Ph.D.s, Stanford University and University of Texas at Austin

Dr. Liu Jun is a professor of finance at Cheung Kong and a tenured associate professor at the Rady School of Management at the University of California at San Diego. From 1999 to 2005, he also taught at the Anderson School of Management at the University of California at Los Angeles as an assistant professor.



**Ou Jihong**  
Associate Professor of Operations Management at Cheung Kong  
Ph.D., Massachusetts Institute of Technology

Professor Ou Jihong is an associate professor of operations management at Cheung Kong Graduate School of Business. Previously, he served as an associate professor at National University of Singapore Business School. He has also taught at the University of Cambridge, University of California at Los Angeles, and the University of Illinois.



**Liu Tingjun**  
Assistant Professor of Finance  
Ph.D.s,, Carnegie Mellon University and University of Virginia

Dr. Liu Tingjun is Assistant Professor of Finance at Cheung Kong GSB and at the W.P. Carey Business School at Arizona State University. He holds a Ph.D. in Finance from Carnegie Mellon University and a Ph.D. in Physics from the University of Virginia. Liu is a member of the American Association of Finance Studies.



**Ou-Yang Hui**  
Adjunct Professor of Finance at Cheung Kong  
Ph.D., University of California at Berkeley

Dr. Ou-Yang Hui is a managing director in the fixed income division at Nomura Securities. He previously served as a managing director at Lehman Brothers, an associate professor at Duke University, and an assistant professor at the University of North Carolina at Chapel Hill. He holds a Ph.D. in finance from the University of California at Berkeley and a Ph.D. in chemical physics from Tulane University. He received his postdoctoral training in chemical physics from the California Institute of Technology. Ou-Yang was voted the best teacher by Duke's Global Executive MBA Class of 2004. He won the second best paper award presented by Review of Financial Studies in 2003 as well as the best paper award (joint with Henry Cao) presented by the Society of Quantitative Analysts in 2005.



**Mei Jianping**  
Professor of Finance at Cheung Kong  
Ph.D., Princeton University

Dr. Mei Jianping is a professor of finance at Cheung Kong and director of the CCFR Real Estate Research Program at Tsinghua University. His major areas of research include international asset pricing and real asset finance. Mei earned a Ph.D. in Economics from Princeton University and B.S. in Mathematics from Fudan University. He has taught at the University of Chicago, Princeton University, Tsinghua University, University of Amsterdam, Bocconi University, and Hong Kong University of Science and Technology. He has published over 30 articles in the American Economic Review, Journal of Finance, Review of Financial Studies, Journal of Financial Economics, Real Estate Economics, Journal of Real Estate Finance and Economics, and other academic journals.



**Qi Bin**  
Visiting Professor of Finance at Cheung Kong  
Ph. D. in Economics from Tsinghua University

Dr. Qi Bin is the director-in-general of the China Securities Regulatory Commission's Research Center, a think tank. Prior to his current position, he was deputy director of the fund supervision department of CSRC for five years, supervising mutual fund industry and Qualified Foreign Institutional Investors in the Chinese capital markets. Qi joined CSRC in 2000 as a member of its strategy and planning committee. Before joining CSRC, Qi was a partner at a New York-based venture capital firm. Prior to that, he worked for Goldman Sachs Asset Management and Paribas Capital Market in New York and London. Qi holds a Ph. D. in Economics from Tsinghua University, an MBA from the University of Chicago and an M.S. in biophysics from the University of Rochester. From 1991 to 1992, he taught physics at Tsinghua University, where he received his B.S. in physics.



**James A. Ohlson**  
Visiting Professor of Accounting at Cheung Kong  
Ph.D., University of California at Berkeley

Dr. James Ohlson is a visiting professor of accounting at Cheung Kong. He is also the W. P. Carey Chair in Accountancy at Arizona State University. He has taught at the Stern School of Business at New York University, Columbia University, the University of California at Berkeley, and the University of California at Los Angeles. Ohlson has served as an editorial board member for the Review of Quantitative Finance and Accounting, Review of Accounting Studies, and The British Accounting Review.



**Qi Daqing**  
Professor of Accounting, Associate Dean  
Ph.D., Michigan State University

Dr. Qi Daqing is a professor of accounting and an associate dean at Cheung Kong. He was previously an associate professor in the School of Accounting at the Chinese University of Hong Kong. Qi has extensive executive training and consulting experience in accounting and corporate finance for clients including the Ministry of Information Industries, the Shanghai Municipal Government, China Mobile, China Unicom, China Telecom, China Netcom, Nokia, Ericsson, and Huawei. He is a member of the American Accounting Association.





**Teng Bingsheng**

Associate Professor of Strategic Management and Associate Dean, Cheung Kong  
Ph.D., City University of New York

Dr. Teng Bingsheng is Associate Dean responsible for the Cheung Kong MBA program. He is also associate professor of strategic management at Cheung Kong and a tenured professor of strategic management at George Washington University (GWU). He serves as a doctoral advisor and lead professor of the departmental doctoral program at GWU.



**Wang Yijiang**

Professor of Human Resource Management and Economics, Associate Dean of Cheung Kong Academic Department  
Ph.D., Harvard University

Dr. Wang Yijiang is Professor of Economics and Human Resource Management at Cheung Kong GSB, and is also Associate Dean with responsibility for academics. Before joining Cheung Kong, Professor Wang taught at the Carlson School of Management at the University of Minnesota. He is also a research fellow at the William Davidson Institute of Transition Economics at the University of Michigan and a senior fellow at the National Center of Economic Research, Tsinghua University. He serves as vice president of Chinese Economists Society of North America.



**Tu Wei-ming**

Honorary Professor at Cheung Kong GSB, Chairman of Cheung Kong Committee on the Humanities  
Ph.D., Harvard University

Dr. Tu Wei-ming was born in Kunming, China in 1940. He grew up in Taiwan and obtained a B.A. in Chinese Studies at Tunghai University (1961). He received his M.A. (1963) and Ph.D. (1968) from Harvard University. Tu taught Chinese intellectual history, Chinese philosophy, and Confucian studies at Princeton University (1967-71) and University of California at Berkeley (1971-81). He joined the faculty at Harvard, where he continues to teach, in 1981. Tu has been a visiting professor at Peking University, Taiwan University, the Chinese University of Hong Kong, and L'Ecole Pratique des Haute Etudes. Tu holds honorary professorships from Zhejiang, Renming, and Zhongshan Universities and the Shanghai Academy of Social Sciences and has been awarded honorary degrees by Lehigh, Michigan State (Grand Valley), and Shandong Universities. He is a vice-president of the International Association of Confucian Studies, an international advisor of Rahman University in Malaysia, a member of the "Group of Eminent Persons" appointed by Kofi Annan to facilitate the Dialogue among Civilizations, and a fellow of the American Academy of Arts and Sciences.



**Xiang Bing**

Professor of Accounting, Founding Dean of Cheung Kong  
Ph.D., University of Alberta

Dr. Xiang Bing is a professor of accounting and the founding dean of Cheung Kong. Earlier, he pioneered and provided leadership for the EMBA and Executive Education programs at the Guanghua School of Management at Peking University, served on the faculty of the Hong Kong University of Science and Technology, and was one of seven founding faculty members of the China-Europe International Business School (CEIBS). Xiang has taught executive programs at many universities and corporations and is a well-known management consultant.



**Brian Viard**

Assistant Professor of Strategy and Economics at Cheung Kong  
Ph.D., University of Chicago

Dr. Brian Viard is an assistant professor of strategy and economics at Cheung Kong. He received a Ph. D. in business economics from the University of Chicago and an MBA from Stanford Graduate School of Business. Before joining Cheung Kong, he was an assistant professor of strategic management at Stanford University.



**Xue Yunkui**

Professor of Accounting at Cheung Kong, Associate Dean  
Ph.D., Southwest University

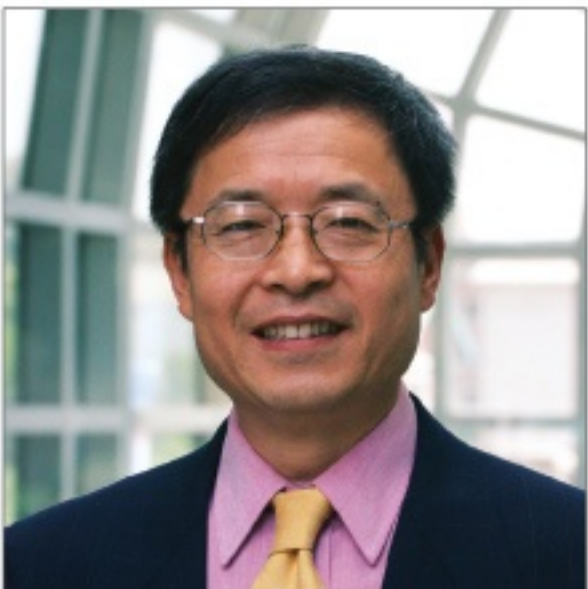
Dr. Xue Yunkui is a professor of accounting at Cheung Kong. He received his Ph.D. from the University of the Southwest in China and his post-doctorate from the Shanghai University of Finance and Economics. Prior to joining Cheung Kong, Xue was the founding associate dean and an accounting professor at Shanghai National Accounting Institute. Earlier, he served as associate dean in the accounting department of Shanghai Financial College and general secretary for the Chinese Accounting Professors Association.



**Wang Wei**

Adjunct Professor of Finance at Cheung Kong  
Ph.D., Fordham University

Dr. Wang Wei is adjunct professor of finance at Cheung Kong. He received his Ph. D. in economics from Fordham University in 1992. He is the chairman of the China Mergers & Acquisitions Association (CMAA) and founder of China M&A Group. He was the executive vice president of China Southern Securities Co. Ltd. (1992-96) and chairman of China M&A Management Holding, Inc. (1997-2006). He has given a series of lectures on corporate restructuring and M&A for the EMBA students at CEIBS, Peking University, Tsinghua University and Yale. Wang has extensive experience in corporate finance, M&A, and public offerings. He has led and supervised IPO underwriting for over 40 Chinese companies in both the domestic and overseas markets. He has also consulted on IPOs, restructuring, financing, and M&A for many leading companies in China. Wang serves as an independent director for three listed companies and as economic advisor for several ministerial and provincial governments in China. He has worked with such companies as Nomura Securities, the World Bank and the Chemical Bank of New York.



**Yan Aimin**

Visiting Professor of Organizational Behavior at Cheung Kong  
Ph.D., Pennsylvania State University

Dr. Yan Aimin is a visiting professor of organizational behavior at Cheung Kong and a professor at Boston University. He previously taught at the Pennsylvania State University. He is also a fellow at the American Management Association and International Business Academy, and an editor at the Journal of International Management, Journal of Management and Organization and Harvard Business Review (Chinese edition).





### Zeng Ming

Adjunct Professor of Management at Cheung Kong  
Ph.D., University of Illinois at Urbana-Champaign

Dr. Zeng Ming is a professor of strategy at Cheung Kong, where he also serves as academic director of Executive Education programs. Previously, he was a faculty member at INSEAD from 1998 to 2004. He has worked closely with leading Chinese companies including Haier, Legend, TCL and Alibaba.



### Zhao Hao

Associate Professor of Marketing at Cheung Kong  
Ph.D., Rochester University

Dr. Zhao Hao is an associate professor of marketing at Cheung Kong. Before joining Cheung Kong, Zhao taught at Rutgers University. Zhao has published extensively in international marketing journals including Marketing Science and Operations Research. He also serves as a consultant to multinationals operating in Hong Kong and mainland China.



### Zheng Yusheng

Professor of Operations Management at Cheung Kong  
Ph.D., Columbia University

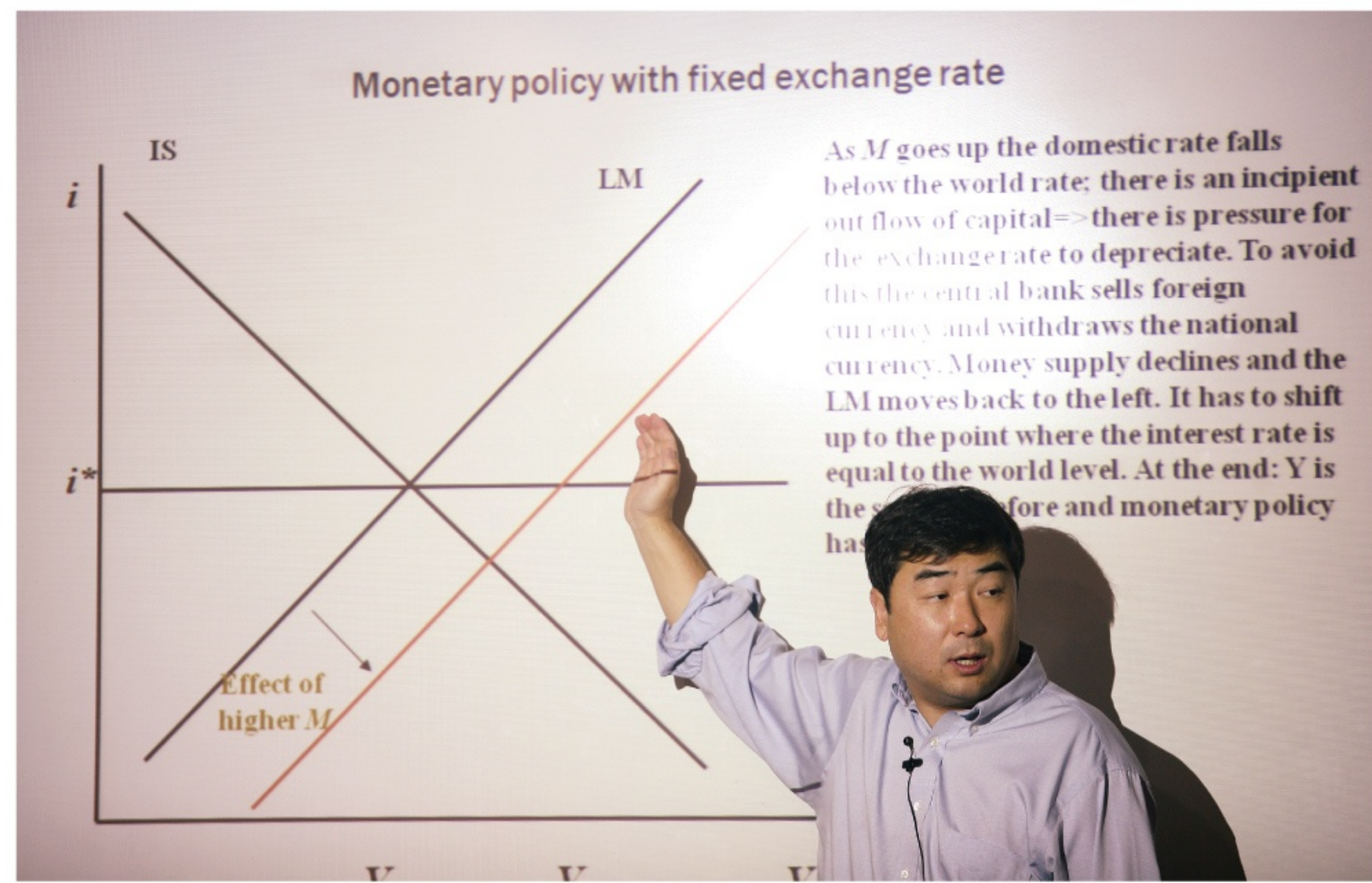
Dr. Zheng Yusheng is a professor of operations management at Cheung Kong. He is also a professor of operations and information management at the Wharton School at the University of Pennsylvania, where he has taught at the undergraduate, MBA and Ph.D. levels. He is frequently invited to speak at major international academic and industrial conferences.



### Zhou Chunsheng

Professor of Finance at Cheung Kong  
Ph.D., Princeton University

Dr. Zhou Chunsheng received his Ph.D. in economics (finance) in 1995 from Princeton University. He previously held a professorship at the Guanghua School of Management at Peking University. He has worked for the China Securities Regulatory Commission and the U.S. Federal Reserve. His research has been published in journals including the Journal of Financial Economics and the Review of Financial Studies.







Cheung Kong GSB can help me to reach out to the global market and to stay focused on China market. Combining the world-class business knowledge and China-focused business research, Cheung Kong GSB is the cradle of future business leaders for the Greater China.

**Chen Qian (China) MBA'10**

Previous Experience: Product Manager, GE



I needed the opportunity to learn about international business from world class professors, local Chinese, and my own first hand experience in what is likely the most dynamic environment the world will see for generations. These are my expectations of an international business program. Anything else falls short of what it takes to make it here in China. That's why I chose Cheung Kong.

**Charles Van Buren (United States) MBA'09**

Previous Experience: Online Marketing Strategist, Roundarch



In addition to Cheung Kong's world class faculty and cutting edge courses which ensure the students gain substantial business know-how, another fact that impressed me and led me to enroll is the school's unique culture of alumni and networking. The access to the top business leaders and entrepreneurs in China widens my business network significantly. Forums, company visits, mentorship programs, alumni association events: all those activities are invaluable for in depth communication and learning opportunities to the real business world. I believe that becoming a member of the Cheung Kong family, one of the best alumni networks in Greater China, will be a lifetime benefit and motivate me to make a difference in the future.

**Mi Wenjuan (China) MBA'10**

Previous Experience: Managing Director (Shanghai Office), ABC Foreign Language School



Cheung Kong MBA is an incredible life journey, where I met world-class professors, warm-hearted alumni, passionate classmates, and lifetime friends. Beyond solid business knowledge and skill, I also harvested valuable experience of how to contribute in an international and diversified environment through the one-year program.

**Ma Xi (China) MBA'09**

Previous Experience: Key Account Manager, Johnson & Johnson (China) Ltd.





The Cheung Kong MBA program, apart from curriculum on general business theory and high-level concepts, also provides courses like Operation Management with course projects to solve real operation problems, the most important element I am looking for in an MBA program after 4-years experience as a strategic management consultant.

I firmly believe that the intimate, tightly-knit environment will undoubtedly help extend the peer relationship in school into a life-long professional and personal network.

The way to bridge western strategic thinking and China specific issues is a critical area I would like to explore in MBA studies. The group of world-class faculty in Cheung Kong, who have closely analyzed and followed the dynamics of competition and collaboration among SOEs, private businesses, and multinational corporations in China market, will definitely enrich my knowledge.

**Qin Ying (China) MBA'10**

Previous Experience: Senior Consultant, Monitor Group



The elite peers of Cheung Kong GSB are from different industries and business backgrounds, which I believe will provide me different perspectives on China's capital market. Developing myself and making friends with a group of talented, enthusiastic and ambitious peers will be an extremely exciting experience in my life.

**Qiu Shuang (China) MBA'10**

Previous Experience: Analyst, China International Capital Corporation



I chose Cheung Kong GSB because of its unrivalled curriculum, a perfect integration of global business practices and humanism, plus its renowned faculties with extensive knowledge on both the Chinese and Global markets. Certainly, this unique experience at Cheung Kong GSB will help me to realize my dreams and transform me into a responsible leader. Truly, it is an honor and privilege to be part of this influential Cheung Kong family.

**Subhendu Khandual (India) MBA'10**

Previous Experience: Project Leader, Siemens



Cheung Kong GSB is unique. I say this because you won't find the same level of diversity and close connections among the people elsewhere. You notice this at the first stage when you attend the roundtable discussion. From my own experience, the admission officers, the Cheung Kong alumni and the earlier rounds of intakes have been extremely supportive to help me get the most out of the program. The diversity of the people here really makes you excited about bouncing ideas off each other. The family-oriented culture makes the Cheung Kong MBA even more special compared with other business schools where competitiveness appears to be the most significant feature.

**Zhang Li (China) MBA'10**

Previous Experience: Portfolio Control Analyst, Goldman Sachs Asset Management



# Student Profile for the 2009 Intake

Female students: 32%

International students: 28%  
(Canada, Germany, Hong Kong, India, Japan, Korea, Malaysia, Serbia, UK, US)

Average age: 29

Average years of work experience: 6 years

Average GMAT score: 680

Age:	
≤27	42.8%
28 - 33	48.2%
≥34	9%
Education:	
Engineering	29%
Business & Management	11%
Liberal Arts and other	20%
Computer Science	12%
Finance & Economics	28%
Work Experience:	
<3 years	11%
3 - 5 years	36%
6 - 8 years	31%
> 8 years	22%
Previous Employment:	
Telecom, IT & New Media	20%
Consumer Products	16%
Finance & Investment	16%
Industrial Manufacturing	15%
Consulting	9%
Health Care	5%
Resources & Energy	5%
Government & NGOs	3%
Other	4%

\* All the numbers above are rounded off.





# The Cheung Kong Admissions Process

Enrollment: October

Program Length: 12 months (dependent on choice of electives)

Language of Instruction: English

The MBA admissions committee identifies applicants of excellent quality, high potential, and strong commitment through a comprehensive evaluation procedure. Applications are accepted throughout the year, and admission decisions are made on a rolling basis. Selection is competitive, so applicants are encouraged to apply as early as possible.

## Admissions Requirements

- ▷ A Bachelor's degree
- ▷ Two or more years of full-time work experience
- ▷ A competitive GMAT or GRE score
- ▷ High English proficiency

## Application Evaluation

The MBA admissions committee reviews applicants' academic background, work experience, application essays, recommendation letters, GMAT score and interview performance to assess program suitability with respect to social responsibility, leadership potential, integrity, initiative, ability to work in teams, logical thinking, and proficiency in analytical and problem-solving skills.

## Admissions Procedure

- Start the application by registering online at <http://www.ckgsb.edu.cn/mbaapply>
- Get to know the program better by attending professor talks, alumni lectures, information sessions, campus visits, applicant roundtable meetings, and other admissions activities
- Submit your application by completing the online application form and mailing the supporting documents to the Admissions Office







## Admission Schedule

Deadlines for the 2011 Intake  
(Class entering October 2011)

Early Deadlines\*:

1 Nov 2010, 6 Dec 2010, 17 Jan 2011

Regular Deadlines:

7 Mar, 18 April, 30 May 2011

Additional Deadlines\*\*:

18 Jul 2011

\* Please note improved opportunities for admission and scholarships in early rounds

\*\* Highly limited - Only for exceptional students or circumstances

## Tuition and Fees

Application Fee: RMB 800 or USD 120 (nonrefundable)

Tuition: RMB 308,000

Accommodation Fee: RMB 1,000-2,500 per month for shared accommodation

Living Expenses: RMB 48,000 per year (estimated)

\*Payments in foreign currencies are converted at exchange rate prevailing on the date of transaction

## Financing Your MBA Education

### Scholarships

**Cheung Kong Scholarships** - Through the generous funding of the Li Ka-shing Foundation, Cheung Kong MBA scholarships aim to attract individuals of exceptional ability and talent from China and around the world. The goal of these scholarships is to help meet the financial needs related to the educational well-being and personal development of all eligible MBA applicants.

**Joint Venture Scholarships** - Cheung Kong's comprehensive alumni and business network allows the school to engage with a range of socially responsible businesses that are looking to give back to the community. These organizations through generous donations are able to support not only students in achieving their academic goals, but also the wide and varied range of school club activities that occur regularly.

Please see the Cheung Kong website for further details on scholarships available.

Once an applicant's scholarship package is finalized, the designated amount will automatically be deducted from the tuition prior to the start of the academic year.

### Student Loans

Bank loans are only available to mainland Chinese citizens. Students meeting the criteria set by the bank can apply for a student loan with a discounted interest rate. Admitted students will receive detailed instructions in their welcome package.



# Life in Beijing with Cheung Kong

Cheung Kong GSB's main campus is in Beijing. One of the most ancient cities in China, with a history stretching back over 2,500 years, Beijing is also the center of the changes that have transformed the country over the last few decades. Its modern skyscrapers and grand plazas stand down the street from alleys where neighborhood life continues at the same pace as in centuries past. A thoroughly international city, the host city of the 2008 Olympics and the capital of one of the world's major rising powers, it is also unquestionably Chinese, with an atmosphere and a cultural heritage unlike anywhere else. Fast-changing Beijing possesses an energy and vibrancy that make it one of the most exciting places in the world to live, work, and study.

## Dormitory

In order to provide Cheung Kong MBA students with a comfortable environment to live and bond with classmates during your studies, as well as to facilitate group work on case studies and group projects, we are cooperating with Century Towers to provide our students with a dormitory located at 18 GuangQuMenWai Avenue, Shuang Jing, Beijing. The building is 50 meters away from Subway Line 10, and is surrounded with supermarkets, restaurants and multiple bus lines. It is a premium service apartment complex with all the equipment needed for living comfortably.

Please refer to the web for reference: <http://www.cwtc.com/tower/tower.html>

The housing agreement will be signed between the individual student and Century Towers. The dormitory is fully managed and serviced by Century Towers. Each apartment is a three bedroom suite with a floor area of 101 square meters.