



Guanghua School of Management
Peking University



AACSB
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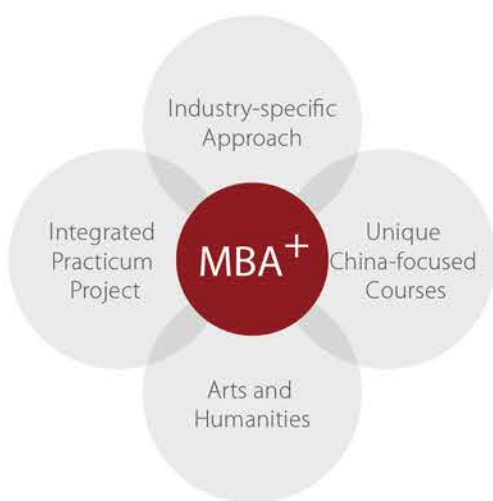
Think Global Think China



The MBA Program

MBA⁺

Guanghua is more than a business school, and our MBA program cultivates leaders beyond management skills. That is why we have created MBA⁺—a new, strategic concept for interdisciplinary research and teaching, in order to provide our students with a comprehensive skill set to challenge conventional thinking and tackle complex problems in today's rapidly changing economy.



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. Through Guanghua's vast number of local and international corporate partners, students have the opportunity to apply their knowledge to a real business problem, and gain practical insights into China's changing business landscape. You can take advantage of this opportunity to expand your professional network in China.

Industry-specific Approach

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

Arts & Humanities

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



Unique China-focused Courses

It has never been more important to understand how business is done in China than it is today. As such, we offer our students a wealth of specialist China-focused courses, many of which are run in cooperation with top international business schools, that not only provide insights to China's economy, consumers and leadership behaviors, but also to the political, social and cultural influences that shape the essence of doing business in China.

We offer more than 100 different elective courses, all of which have elements of Chinese business culture and local business practices. Some of our most respected China-focused courses include:

- China's Financial System (dual course with Stanford Graduate School of Business)
- Marketing in Emerging Economies: Understanding and Marketing to Chinese Consumers (joint course with The Wharton School of the University of Pennsylvania)
- Tax Planning and Tax Accounting (with Ernst & Young)
- Emerging Topics in Chinese Strategy (with McKinsey & Company)
- China in the World Economy
- Foreign Entrepreneurship in China
- Managing the MNC's in China
- Doing Business in China

Guanghua Branch Campuses

Guanghua's influence span across key geographical regions in China, with five core campuses located in Beijing, Shanghai, Shenzhen, Xi'an and Chengdu. Each campus offers a distinctive focus to the changing business landscape in China in order to provide a comprehensive insight to understanding the China market. Students from each campus have the opportunity to visit other branch campuses via organized study trips to visit local companies as well as to network with fellow business students and top industry professionals.



Program Highlights

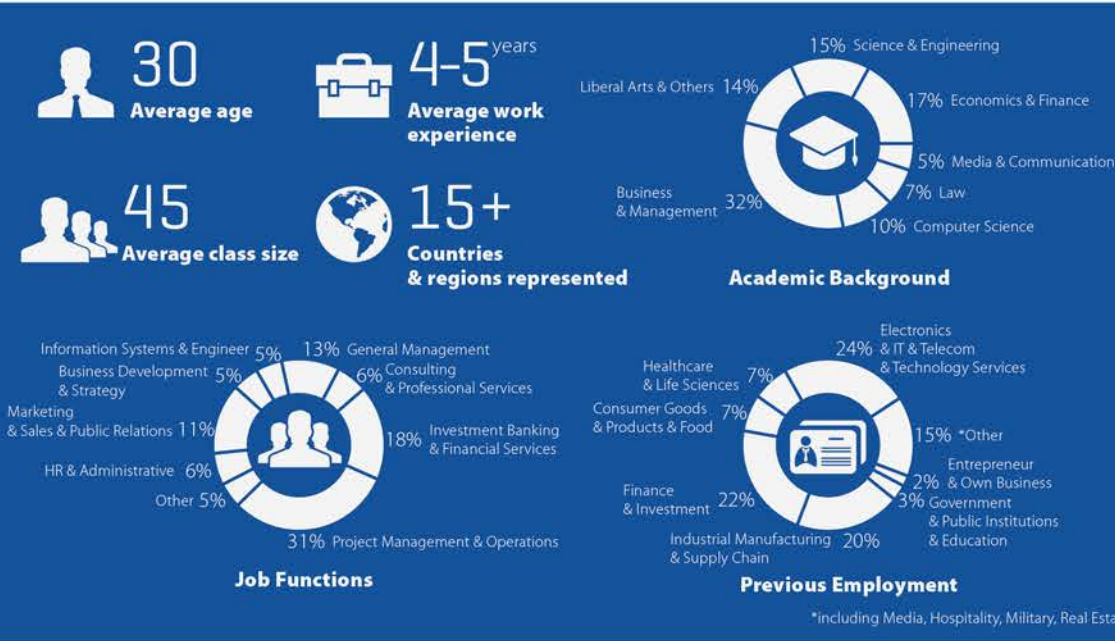
Peking University Guanghua MBA – at the heart of China

Guanghua School of Management is the leading business school in China that prepares its students to become global leaders with a China focus. Located inside Peking University, the most prestigious university in China, Guanghua is at the center of China’s development and is the hub for the brightest business leaders from China and all over the world. China is the place to be today if you seek to gain a global competitive edge – **think global, think China.**



Class Profile

Our MBA students come from a diverse range of industry backgrounds with rich international experiences. They represent a vast array of cultures and nationalities including Canada, United States, Colombia, France, Italy, United Kingdom, South Africa, Australia, Thailand, Indonesia, and Japan. We encourage diversity to ensure that our students are equipped with a global mindset, whilst the opportunity to work alongside some of the most talented business leaders from across the world provides an environment that brings the best out of each individual.





Facilities and Resources

- As one of the most renowned universities in Asia, Peking University boasts some of the leading facilities in China, such as the **PKU Stanford Centre**, which features state-of-the-art classrooms, meeting spaces and conference rooms, as well as the newly-established **Sports Management Center** – a first-of-its-kind sport innovation hub in Asia – together with one of the most famous football clubs in the world, **FC Barcelona**.
- Located next door to **China's Silicon Valley**, students from Peking University have access to fantastic opportunities to join startup events, entrepreneurial networking sessions and tech conferences to meet with professionals and potential employers in the tech industry. In addition, the **Center for Innovation and Entrepreneurship** at Guanghua as well as **Peking University's Global Innovation and Entrepreneurship Hub** further provides a dynamic platform to facilitate an innovative and entrepreneurial community.
- You need more than just management skills to do business in China. That said, our **Alumni Mentor Program** allows our MBA students to gain professional advice and guidance – whether it is on career development, networking skills or industry knowledge – from **China's most influential alumni network** to advance their careers in both China and globally.

Beyond the Classroom

At Guanghua, learning is not confined to a classroom – it happens everywhere, all the time. From extracurricular activities to international business contests, you'll have many options to choose from to enrich your Guanghua experience that will help you explore your career, refine your ideas, build relationships, and learn how to motivate and lead.



MBA Case Competitions

Compete in **international case competitions**, such as AGSM's Asia-Pacific Case Competition, designed to showcase your business knowledge and leadership skills.

Events & Activities

Experience the colorful social life and **gain valuable benefits outside the classroom** – from International Culture Festival to Guanghai Night Run to meeting with prominent business leaders in the world, such as having a private lunch and Q&A session with the legendary investor **Warren Buffett**.

Sports, Societies & Clubs

Test your competitive and collaborative spirit and meet with like-minded people by **joining one of the many clubs and associations** that we offer, including Finance Club, PKU Swimming Club, MBA Union, and the Guanghai International Student Association (GISA).

Student-led Initiatives

Join and **get inspired by various innovative projects and events** created by students for students: Yoga, Presentation Club, One Belt One Road Forum, Guanghai Fashion Show, just to name a few.

Experiential Learning Experience

Learn by doing and solve real business challenges with programs such as The DO School that focuses on entrepreneurial and innovation skills, as well as the **Integrated Practicum Project** aimed at providing students the opportunity to undertake real-life consulting work for external clients.

China Connection

Immerse yourself in the Chinese language and culture by taking courses like Peking Opera and Tai Chi, and get involved in the local community through organizations like Beijing Women's Network and TEDxBeijing.

Global Study Opportunities

Guanghai has the largest and most diverse selection of global study programs in China that provides a 360-degree learning experience covering Europe, North America and the Asia-Pacific Region. Our students are encouraged to take advantage of one of our many international opportunities to cultivate a global mindset as well as to further broaden their perspectives.

1 Global Business Immersion Programs



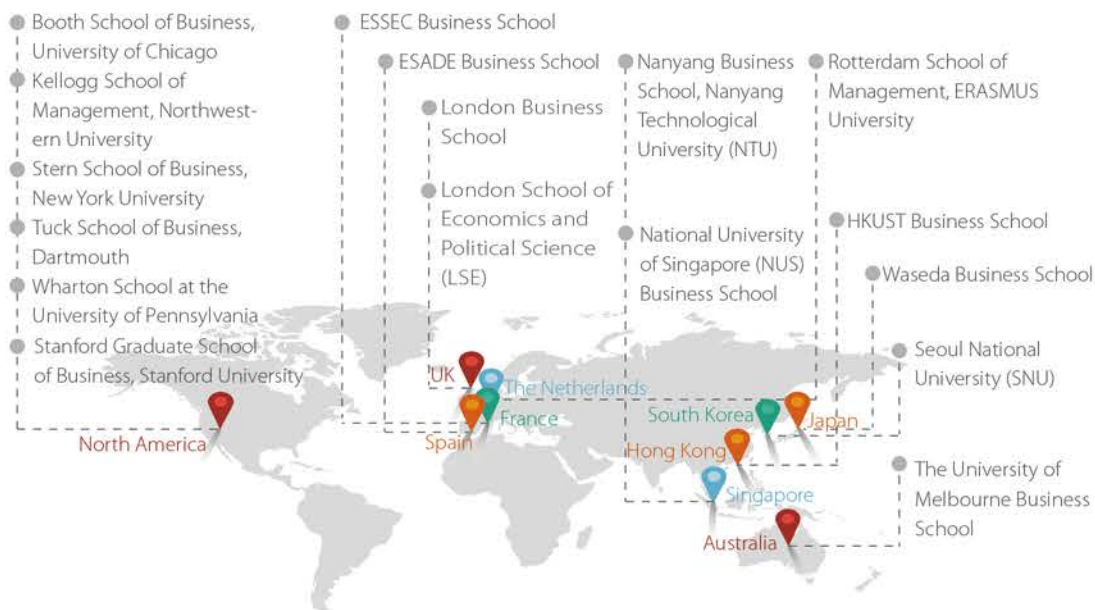
Our week-long, tailor-made international study programs allow students to experience how business is done globally through a mix of lectures, company visits, case projects, cultural activities. Some of the institutions that we collaborate with include the likes of Hebrew University of Jerusalem in Israel; UNSW Business School in Sydney, Australia; University of Edinburgh in Scotland; and WHU – Otto Beisheim School of Management in Germany.

2 International Exchange Programs

We offer extensive exchange programs with 110+ renowned international business schools from over 32 different countries and regions. Our exchange programs last for one semester.

110+
Partner Schools

32
Countries
and Regions



3 Double Degree Opportunities

Sharpen up your skills and expand your professional network by making use of our 12 Double MBA Degree programs with esteemed partner institutions. Our double degree programs last for one year.

ESSEC Business School (France)

WHU-Otto Beisheim School of Management (Germany)

ESADE Business School (Spain)

Schulich School of Business, York University (Canada)

McCombs School of Business, University of Texas at Austin (USA)

Michael G. Foster School of Business, University of Washington (USA)

School of Professional Studies, Columbia University (USA)

National University of Singapore (Singapore)

Graduate School of Business, Seoul National University (South Korea)

Graduate School of Business, Yonsei University (South Korea)

College of Management, Taiwan University (China)

Graduate School of International Corporate Strategy, Hitotsubashi University (Japan)

Career Development Center

Guanghua's Career Development Center (CDC) strives to ensure that our students are actively moving towards the right careers through career counseling, job placement services, career management courses, professional development training, and job search support for all interested candidates.

Opportunities and support offered

2000+

Exclusive Job Postings

90+

Recruitment Sessions

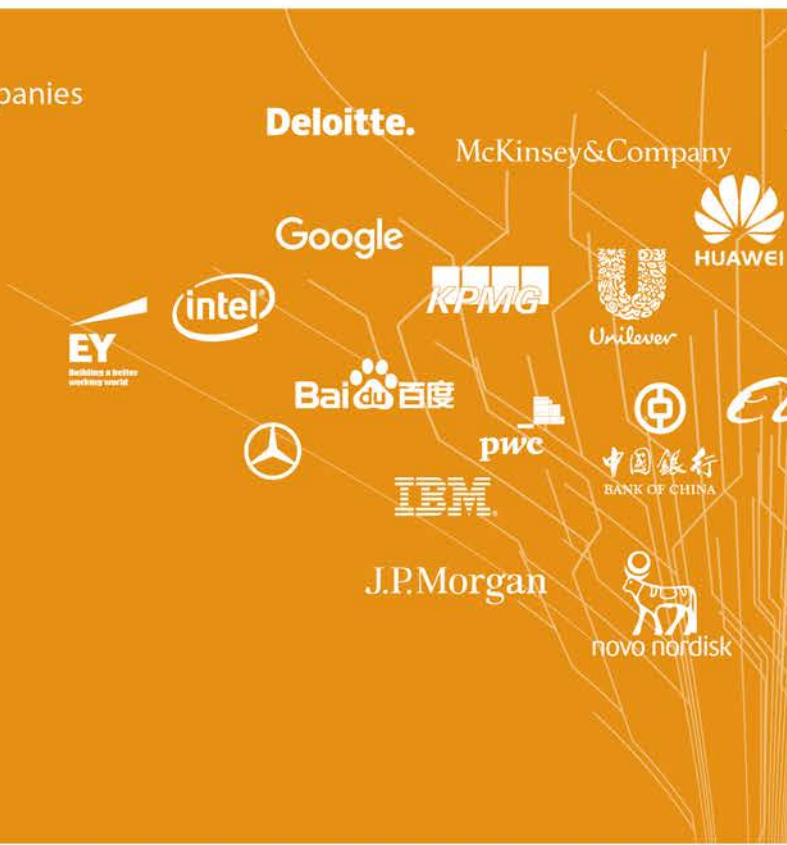
- Alumni Sharing
- Company Site Visits
- CEO Forums
- Student Intern Base

- Professional Ethics Education
- Career Planning Courses
- One-to-One Career Counseling
- Job Fair

List of recruiting companies

600+

Recruiting Companies



at direction in achieving their career goals and aspirations. The CDC will provide you with one-to-one career support. The CDC also works closely with our corporate partners in arranging company visits and recruiting suitable

Extensive Alumni Network

28,000

Guanghua Alumni

100,000

Peking University Alumni

Alumni Career Progress

94%

Employed after 3 months

136%

Salary Increase



Raphael Lorin, International MBA Alumni, CEO & Co-founder of Chinese Institute YCI Education Group

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



How To Apply?

Admission Requirements

- Bachelor's degree or above
- Fluency in English
- Competitive GMAT score or GRE equivalence
- Two or more years of full-time working experience
- Supporting documents required:
 1. Two letters of recommendation
 2. Official degree certificate and transcripts
 3. Resume/CV
 4. Essays
 5. Online application form (<http://applymba.pku.edu.cn/>)
 6. Scanned bank statement (with at least USD \$50,000 or equivalent amount in other currencies or corporate sponsor)
 7. A photocopy of your passport (personal page)
- If you hold a non-Chinese passport, you must apply as an overseas applicant (RMB 800 application fee)
- If you are from Hong Kong, Taiwan or Macao, you must apply as a HK/Taiwan/Macao applicant (RMB 138 application fee)



Admission Webpage



Application Process

- 6 Admission Rounds (applications are accepted on a rolling basis / Rolling Admission)
- The Selection Process
 - a. Candidates are assessed by their personal profile, background and motivation to pursue the program.
 - b. Successful applicants are invited to an interview on a round basis only once (on campus or via Skype)

Tuition Fees (for two years)

- a. International MBA (English) & Full-Time MBA (Chinese) = RMB188,000 (approx. USD28,200)
- b. Part-Time MBA (Chinese) = RMB298,000 (approx. USD38,700) (temporary)

Start Date

- September

Scholarship Opportunities

- Merit-Based
 1. For newly-admitted international students
 2. Full, Half, or One-third of tuition for 2 years
 3. Selection based on students' academic credentials
 4. For students from One Belt One Road countries
- Need-Based
 1. For newly-admitted international students
 2. Full, Half, or One-third of tuition for 2 years
 3. Selection based on the review of students' needs for financial support (e.g. female; a member of a minority group; a citizen of a developed or underdeveloped country)
- Chinese Government
 1. For newly-admitted international students
 2. Full or partial scholarships per semester (include living allowance, medical insurance, and accommodation expenses)
- Other Awards
 1. For currently-enrolled students
 2. Available only for 2nd and 3rd semester
 3. Selection based on factors including leadership and professional accomplishments

Peking University Guanghua MBA



1 in China by Times Higher Education
World University Rankings 2018

Key Figures

28,000+

Guanghua Alumni

12

Double Degree Programs

110+

International Partner Institutions

108

Full-time Faculty Members
(including 88 professors who hold
Doctorates from acclaimed
overseas universities)

800,000+

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

Why Guanghua ?

China Access

Leading academics and industry professionals from China
Located next door to China's Silicon Valley

Global Competency

Connections to renowned international corporate partners
Exclusive global study programs

Extensive Resources

Unique China-focused courses
Alumni Mentor Program

Contact Us



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Student Ambassadors

If you wish to receive first-hand insights about the Guanghua MBA experience as well as the life in the heart of China's Capital city of Beijing, you can contact our Student Ambassadors via email mba.ambassadors@gsm.pku.edu.cn