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Bayer MaterialScience Partners with Guanghua Talent Development

Beijing, 28 March, 2011 – Continuing a commitment to the development of China’s future generation, Bayer MaterialScience and Guanghua School of Management, Peking University have entered into a Memorandum of Understanding (MoU) to provide knowledge sharing and development opportunities for both institutions.

Working closely with Guanghua School of Management, Peking University, Bayer will provide scholarships for six students, starting in the beginning of 2011’s fall semester. A total of RMB 1.8 million will be provided to help the six students cover tuition and upon completion of their studies, they will be provided with career opportunities within Bayer. In addition, the students will spend their second year in ESSEC or WHU, two of Europe’s top business schools.

As a part of the MoU, a knowledge exchange will also be put in place between Bayer and Peking University’s Guanghua School of Management, which will see top executives from Bayer presenting to students at the university, while Guanghua professors will also provide lectures to Bayer staff. The initiative seeks to promote a tight partnership between Bayer employees and Peking University’s students and professors, contributing to talent development for the future.

“We are delighted to partner with Peking University on this exciting initiative. Guanghua School of Management is well recognized as being among the most prestigious business schools in China, said Mr. Daniel Meyer, Senior Vice President of BU Coatings, Adhesives & Specialties, Asia Pacific, Bayer MaterialScience.

Hongbin Cai, Dean of Guanghua School of Management, Peking University, also noted, “Bayer MaterialScience provides scholarships and work opportunities for our MBA students. The in-depth partnership allows both parties to better share each other’s expertise and lays the foundation for our students’ long term career development.”

This is the second time such cooperation has taken place between Bayer MaterialScience and Guanghua. In 2007, Bayer MaterialScience also gave scholarships to two top MBA students in Guanghua and both of them are now working for Bayer with excellent performances.

“Instead of waiting for talented individuals to come and apply for jobs, we proactively partner with leading institutions to help identify, develop and nurture top talent. We are also able to share our experiences with students from universities by providing real-world cases and examples,” explained Mr. Xiulin Li, Vice President of BU Coatings, Adhesives & Specialties, Greater China, Bayer MaterialScience.

In line with China’s rapid development, the importance of continuing to develop and nurture tomorrow’s future business leaders requires a strong commitment and partnership between academic and corporate environments. It’s this view that has driven Bayer’s commitment to partnering with a number of leading Chinese institutions. Bayer’s previous partnerships include: Jiaotong University, Tongji University Automotive College, and HASP (Higher Automotive Skills Partnership) in Shanghai, as well as Datong University in Shanxi, business proposal competitions at both Peking University and Jiaotong University, and Tongji University Automotive College helping to drive innovation in China’s automotive industry.

The sharing of knowledge and personnel expertise between private business and academia has contributed greatly to the development of many technological innovations and has helped to provide significant career opportunities for Chinese graduates.

Guanghua MBA Alumni Mentorship Experience Sharing

Since its launch in 2006, the Guanghua MBA Alumni Mentorship Program has been flourishing for five years. During that time, more than a hundred and fifty alumni have served as mentors for MBA students on campus. Their guidance focuses mainly on sharing their practical knowledge, as well as their industry resources. They also help the MBA students with career planning and help to resolve students’ doubts concerning work and life.

The guidance and interaction between teachers and students has been so effective that the program has won general praise among MBA students during its five year operation. However, there remain areas for improvement. Based on a survey carried out in early March, the MBA Program Office and the MBA Alumni Association organized a mentor experience sharing event and a program seminar on April 16th to deal with some of these issues. Altogether more than twenty alumni mentors attended.

The exchanges were conducted in a relaxed atmosphere during a morning spring excision. This outing served as a good opportunity for the alumni and the staff from the project office to get to know one another.
"The Fourth Industry Culture Week" of Peking University Guanghua School of Management opened on March 18th. The Industry Culture Week covered seven major industries and lasts for ten weeks. More than thirty activities will be held until it ends in late May. Founded in Guanghua’s Career Development Center, this annual career event in Spring is aimed at providing Guanghua School and Peking University students a channel to acquire industry knowledge, implement career plans, exercise professional skills and abilities, and establish social networks. It may also help students to set up career aspiration earlier, so that they may choose their own path of future development and be better prepared to achieve their goals.

More than forty CEOs and Human Resource executives from various leading enterprises, public institutions and government agencies attended the opening ceremony. The participants include: China Airlines, Citibank, JP Morgan, P&G, Standard Chartered Bank, China Communications Construction Company Ltd., L’Oreal, BOC Fullerton Community Bank, Bain&Company, Towers Watson, Hony Capital, Mars, Wal-Mart, Hewlett-Packard, Siemens, CITICPE, Bertelsmann, “CAIJING” magazine, Sina, Tencent, and KPMG. A dozen reporters and editors from the mainstream media have also arrived at the scene. The grand scale of the ceremony shows the importance of Guanghua School of Management and the support it gains from the enterprises and the community.

The Fourth Industry Culture Week in Guanghua

The Fourth Industry Culture Week" of Peking University Guanghua School of Management, gave a warm welcome and declared the official opening of "the Industry Culture Week". He began with a sincere thank to the enterprises and the media for their trust, support and cooperation. Then he briefly introduced the three most distinctive programs of Guanghua School of Management: the undergraduate program, which has been started its reforming since 2002, and which focuses more on fundamental education. Students are given the freedom of choosing language tracks, thus they can choose their own majors. In their junior year they may study abroad for half a year as an exchange student. The whereabouts of graduates over the past five years have begun to show the effects. Annually, one third of Guanghua’s undergraduates have further education in either domestic or overseas leading universities; two thirds of them were hired by well-known agencies home and abroad; the Master program of Finance, which was built in 2003 and led by Professor Xu and his team ever since, another excellent brand of Guanghua School. Students are selected among the best undergraduates from more than a dozen key institutions in the country. They are first recommended by their schools. After a fierce competition in the national postgraduate entrance examination, only a small number of these students can be admitted to the Master program. The ratio of admission was almost 40:1 in the last three years. Graduates of this program are employed by major financial agencies and large foreign and domestic enterprises. The Master program has become the most competitive Master program in China; the MBA program, which is the flagship program of Guanghua School, and which has created many firsts in China’s MBA education history. It has always followed Guanghua’s motto, “innovative, pragmatic and absorptive”, and will continue to cultivate more talents to be management elites and business leaders in China, who may have social responsibility and an international perspective view.

At the opening ceremony, enterprises that have been working closely with Guanghua School in recruiting students or conducting campus activities were awarded with a title of “Practice base of Peking University Guanghua School of Management”. Professor Xu, Associate Dean, and Mr. Mao Dawei, vice Deputy Secretary, awarded the certificates and plaques to these enterprises. They will in the future provide more study, practice and internship opportunities for Guanghua students, and will actively participate Guanghua’s MBA education program.

"Practice base of Peking University Guanghua School of Management" is a project specifically designed for students and employers. Currently about 50 enterprises have become practice bases since Guanghua School first set up practice bases with 17 famous enterprises in the year 2000. They have automatically become the important partners of Guanghua School. The direct recommendations from the School not only help these enterprises save the recruitment cost and enhance their reputation on campus, but also give them a priority to obtain an academic education and research resources, so that they may conduct a joint research and joint training program. The practice base for each session is valid for three years. Every two years, Guanghua School and these enterprises will assess each other to decide if they will continue or automatically terminate the cooperation.

"The Industry Culture Week", organized by Career Development Center of Guanghua School of Management, has been successfully held for three times. This year’s "Industry Week" will involve financial industry, consulting, pharmaceuticals, consumer goods, energy, IT, real estate, government and non-profit institutions and other industries. Each "Industry Culture Week" will have five to six activities. These activities will be carried out in forms of lectures, workshops, competitions, and visitings etc. They will provide students with career planning and practice opportunities, and at the same time become a best market publicity for enterprise recruitment before autumn.

Yale MBA Students Visited Guanghua

21 MBA students from Yale university visited Guanghua on March 15th, they were warmly welcomed by Hongbin Cai, Dean of Guanghua School of Management, and Shujun Mo, the Director of Guanghua International Relations. 10 students from Full time MBA programs interacted with Yale MBA students, showed them around the beautiful PKU campus. All students from both side had a good time together, build their friendship and shared their MBA learning experience.

MBA Experience Sharing with Wharton Students

Marketing in Emerging Economies: Understanding and Marketing to the Chinese Consumer – The Wharton School / Guanghua School of Management Joint Program

The title of the course was of immense interest to me, which prompted me to make a special request to attend the 3 day intensive program. With special thanks to the administrative staff of Guanghua School of Management, I was allowed to participate.

I flew in from Singapore the night before the course started, and spent some time before that going through the readings that were sent to us via email. I find the readings to be very informative, and believe it to be most useful for students embarking on marketing in China. The first day started with a morning session by Professor John Zhang from The Wharton School of Business talking about the ‘Art of Price War from China’ and ‘Chinese Brands Going West and Western Brands Coming to China’.
A successful venture by a young Guanghua MBA

Matthieu DAVID has graduated from Peking University and Essec business school as a dual degree in 2010. Impressed and deeply attracted by China and the Chinese culture, he started his own business and found inspiration in a successful business in Europe: the giftboxes of activities. The concept is as follows: in a box, you find different tickets making it possible to enjoy one of these activities within one year. This is the only way to offer a gift of activities, he says. Because, with a giftbox, you do not have to choose; you let the receiver choose where, when, what and with whom. He started his business in July 2010 after a market study of more than 6 months in Beijing. He built the website www.delysee.com in September 2010 and the website kept improving as well as the business. As to the name of the company, he found the name of the company from a French word meaning “paradise” or “heaven”.

When he is asked what Guanghua brought to him, he says that Guanghua Business School was a great help for him. The MBA office has always been ready to help and he got the chance to meet up with the Vice Dean of Guanghua who took some time to receive him and put him in contact with resourceful people. He also had the chance to advertise his products during the celebration of Chinese New Year at Guanghua Business School in January 2011. It was a great moment when he sponsored the event. For sure, he would sponsor new events in Beida, he says. He got his third client through the network of Peking University. The company reached a turnover of more than 500,000 RMB within 3 months of operation. And this is also because of the help of Peking University because people are reassured when they meet someone from Beida and ESSEC and they trust him.

Now that he got his first clients, he knows and understands better the channels of distribution and what his clients are expecting. He is currently working for big companies hiring thousands of people. What he likes in his job? Working with a great team of passionate people who like what they do and want to serve the clients the best they can. And of course, working in China, in Beijing in a culture he is discovering every day. Exchanging with different minds and views is what is exciting in running a business.

What’s next? Shanghai is planned for June, Hong Kong and other major cities before next December. Other brands should appear soon to fit with all the types of clients.

D’Elysee is constantly looking for new employees and partners to make their gifts the perfect gift for every moment in life. All the information on the company is on the website www.delysee.com. In addition, we are looking for people who are resourceful and can bring fresh new ideas as well as commitment. Working at D’Elysee, we can do things quickly and implement projects within a week.

Mr. David Chan gives open lecture to participants he is the Regional Head (Greater China), Franklin Templeton Investments (Asia) Limited.

9 excellent teams from Peking University, Tsinghua University, Renmin University of China and other well-known universities participated in the competition, each composing of 4 excellent MBA or undergraduate students. The competition was divided into three rounds. In the first two rounds of conventional multiple-choice quiz, the students were exuberant and displayed rich knowledge bases and good competitive spirit. After the end of the first two rounds, 3 teams with the highest score entered the final round. In the last lightning round, all the 3 teams displayed high levels of knowledge and competitive spirit. The scores were once in a stalemate state, and the final ranking was determined by two additional questions.

In the end, a team of undergraduate students won the second place, and the teams won the first and the third place were both composed of MBA students. What is particularly worth mentioning is that the team winning the second place consisted of sophomore undergraduate students from Guanghua School of Management. Making it into the final two among all these MBA students, they have done an eye-catching job and have left deep impressions with both Franklin Templeton Investments and the Wall Street Journal Asia.

Let’s once again cheer for the winners and the rest teams, and more students are welcome to attend. Let’s look forward to the next year’s competition.
The latest group stage report on MBA Basketball League

Although it was still chilly, it didn’t diminish the enthusiasm of the Guanghua MBA basketball team. Last Sunday, with a score of 31-23, they had a hearty victory against Beihang MBA basketball team at Qiu Jiduan Stadium in Beijing Normal University. They can then advance to the quarterfinals with two victories!

Guanghua MBA basketball team won the game with close defenses and efficient shots; meanwhile, the game also embodied the spirit of “Friendship first, competition second”. The two teams congratulated each other after the game and agreed to play again in the future.

Now Guanghua MBA basketball team is about to enter the more brutal and competitive elimination round. Wish them a final victory at the basketball league and hope our Guanghua team spirit will be shown both inside and outside the basketball court!

Beida Wine Tasting

On Saturday the 19th was held the first Wine Tasting jointly organized by Pudao Wines, D’elysee, www.delysee.com and the MBA Union of Guanghua School of Management. The MBA Union also invited their fellow MBAs from Tsinghua and Cheung Kong for this very nice event.

More than 55 MBAs joined the wine-tasting and the tickets were sold out within 4 days in Beida. The MBAs enjoyed 6 wines from white wine to red with the following wines:
- Corte Giara Merlot - (2009)
- Veneto, Pinot Grigio - (2009)
- Concha “Y” Toro Sunrise Cabernet Sauvignon - (2008)
- Yalumba “Y” Chardonnay White - (2009)
- Yalumba “Y” Viognie - (2009)

Pudao Wines represents more than 60 wineries from 12 countries around the world from the Veneto region to South Australia. Established in 1999 to import, Pudao Wines now distributes wine to major food & beverage operators all across China.

Cai Zhai Lecture Series’ Lecture - on the operation of China’s economy

In today’s complex global economy, what are the key issues that still exist in China’s economic operation? What will China’s economy and the world economy look like in the next five years? To kick of the new semester, China’s famous economist, Professor Li Yining, will give a lecture as part of the Cai Zhai Lecture Series. He will explain the focus of current economic policy research by talking about economic phenomena such as inflation and employment; he will also discuss China’s economic operation system and mechanism by analyzing structural adjustment, independent innovation, urban-rural integration, and the motion for China’s economic growth, emphasizing that many of China’s economic problems may only be solved through reform and development. Professor Li Yining will share with all the graduate students his accumulated wisdom on economic research, leading students to appreciate the scientific rigor of economics.

Time: 9:00 am, February 24, 2011
Location: Room 405, 2nd Teaching Building

Vice-chairman of Deutsche Bank AG gave speech in Guanghua

Calo Koh-Weser, vice-chairman of Deutsche Bank AG, came to Peking University to give a lecture on the state of the Euro and the European economy. Before starting the lecture Koch-Weser commented on the great progress China has made since his first visit when he met with Deng Xiaoping. Koch-Weser gave an overview of the European union from formation up until the most current financial crisis and on the benefits of that Euro provides to Europe.

In 1957 the treaty of Rome set the stage for the first steps to create the European Union. Before the European Union and the Euro there were many different currencies across Europe that all fluctuated against each other. The number of currencies served as a large trade barrier for trading across countries. The creation of the Euro in 2002 helped fight currency instability, and removed red tape for investors across Europe.

Today the ECB guides the monetary policy for the Euro, however countries are still responsible for their own fiscal policy. While there are requirements for EU states to keep responsible fiscal budgets, punishments for countries who don’t follow such requirements are loosely enforced.

The incongruence of member states’ fiscal policy and the overall monetary policy lead to the most recent troubles dealing with Greece and Ireland. Closer political among EU states could lead to ensure that fiscal and monetary policies are instep with each other. However, politics in Europe currently present a stumbling block towards greater integration.

While coming out of the financial crisis, the Euro still stands as a strong currency that brings benefits to the EU. Inflation and interest rates have been stable in Europe, and will continue to be so in the future. Koch-Weser expressed faith in the Euro and the benefits that greater political integration will bring to the EU.

Koch-Weser concluded that in the future “Europe can only speak at the table of the big players only if it speaks with one voice, but will require fiscal and political union.”
**Recent Lectures**

Guanghua has established a global network of academic exchanges with various institutions. These partnerships play an essential role in GSM’s academic development. We also invite esteemed professors and scholars to give lectures to our current students and faculty members. Recent seminars include the following:

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<td>Exogenous Increase in Takeover Protection and Firm Knowledge Accumulation Strategy</td>
<td>Heli Wang, Associate Professor, HKUST</td>
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<td>Do Day Traders Rationally Learn About Their Ability?</td>
<td>Lianshen Wu, Wei Luo, Guanghua School of Management, Peking University</td>
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<td>Endogenous R&amp;D Spillover and Location Choice in a Mixed Oligopoly</td>
<td>Li Changying, School of Economics, Shandong University</td>
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<td>Bank Capital Buffer, Risk and Performance under Business and Regulation Cycles: Evidence from Canada</td>
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<td>Career Patterns and Career Concerns</td>
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<td>Factor modeling for high-dimensional time series</td>
<td>Qiwei Yao, GSM of Peking University &amp; The London School of Economics and Political Science, United Kingdom</td>
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<td>Finance Week: Franklin Templeton Talk on Mutual Funds in China</td>
<td>Regional Head (Greater China), Franklin Templeton Investments (Asia) Limited</td>
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<td>Audit Fees, Big Four Premium and Institutional Settings: The Devil is in the Details!</td>
<td>Christopher Pong, University of Nottingham</td>
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<td>Compensation Structure and the Creation of Exploratory Knowledge in Technology Firms</td>
<td>Waverly Ding, Assistant Professor, Haas School of Business, University of California</td>
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<td>Two research problems of applying finance to engineering</td>
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<td>The Benefit of Accounting Quality</td>
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<td>A Dynamic Theory of Pecking-Order Financing</td>
<td>Takao Kobayashi, University of Tokyo</td>
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For more lectures information, please refer to [http://www.gsm.pku.edu.cn/column/1212.html](http://www.gsm.pku.edu.cn/column/1212.html)

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