2011 Graduation Ceremony

On the 6th of July, all Guanghua gathered for the graduation ceremony. It was a lot of emotion, farewells and pictures. In the centenary hall, all the MBAs, EMBA's and bachelors gathered to watch their farewell messages in video and listen to the dean of GSM. It was time to thank the MBA office for its hard work and kindness, remember all the events we did together, all the exchanges we got with professors and all the maturity we got from this unforgettable experience. So much happened during these 2 years! Some got married such as Fisher or Allen, some got a baby such as Cecilia and some of us are living together (and we will not tell any name!). Some are staying in Beijing and decided to stay in China to make their live such as Leo, Craig or Matthieu. Some are heading to other major cities in China or abroad such as Singapore or Korea. Of course, we missed those who could not come such as Marc and Kevin or Jonathan. The pictures with all the students wearing gowns were amazing and will remind us these 2 years in this great university with so much history. Two years in GSM have changed so much of our lives and hopefully we will keep in touch all together wherever we are. Thanks all of you.

2011 Summer Study Trips

This summer, we have two study trip groups -- heading for the USA and the UK respectively. Each group is composed of 30 MBA students along with two faculty/staff members.

We believe that our Guanghua MBA students will experience an enriching learning environment by being challenged and engaged.

U.K. Study Trip
Partner School: Manchester Business School
The University of Manchester
Date: July 3rd to July 12th

U.S.A. Study Trip
Partner School: Smith Business School
University of Maryland
Date: July 3rd to July 15th

Guanghua MBA Won Champion for First China Business Ethics Debate
Bill Gates Talks with PKU Students on Philanthropy

Peking University, June 14, 2011: Bill Gates, chairman of Microsoft, co-founder of the Bill and Melinda Gates Foundation, and honorary trustee of Peking University, paid a visit to PKU on June 11 and talked with students on philanthropy.

Bill Gates mentioned in his speech “Gates to Success” that he had shifted his focus from software to charity work. He entered Harvard University in 1973 where he created the first graphical user interface of the computer, the programming language BASIC. Later, in 1975 Mr. Gates dropped out of Harvard and established Microsoft Corporation. In 2000, Mr. Gates and his wife founded the Bill and Melinda Gates Foundation which aims to eliminate hunger and extreme poverty in developing countries as well as enhancing health care and education.

Guided by the foundation’s principle “We all have equal value”, Mr. Gates said that he intended to help more people have access to a better life. He particularly mentioned his “Grand Challenges Explorations” (GCE) program, which offers US$100 million to support bold and innovative research on major diseases in developing countries.

“If we look at the advances, whether in technology or medicine, we can see that it’s very difficult to make sure that everybody gets the benefits of those advances. For example, vaccines, which are quite in demand, are invented and used in rich countries but delayed 20 years before they get to the children who actually need them most in countries like Kenya, Africa”, Mr. Gates said.

Mr. Gates added that there were a lot of differences between his current charity work and previous business, but he also said that a lot of valuable lessons he has learned from his experience in Microsoft could be applied to the foundation.

“Microsoft was always about bringing innovation by hiring the smartest people, leading as many changes as possible and putting together great teams,” said Mr. Gates. “Sometimes, it takes 10 years to make a breakthrough. That kind of patience actually characterizes what the foundation is doing.”

Bill Gates is an old friend of Peking University. He first visited the university in 1995 before Microsoft developed into a successful giant enterprise. In 2007, Mr. Gates received the honor of becoming a Peking University honorary trustee, and in 2008 he watched the Olympic table tennis semi-final between China and the Republic of Korea in the Peking University Gymnasium. And under his guidance, PUNU School of Mathematical Science, School of Electronics Engineering and Computer Science, and School of Software and Microelectronics all have long-term cooperation with Microsoft. In addition, Bill and Melinda Gates pay close attention to the education sector, business community, and the whole society.

The MBA program of the Peking University Guanghua School of Management is committed to training senior managers and future business leaders who have a sense of social responsibility and a global vision. The so-called leader here should be more cultured with business knowledge and skills; a global vision and a sense of social responsibility; a spirit of initiative in taking active roles to solve
social problems: a self-consciousness and attitude of integrating what he sees and learns into practice, so as to create values not only for his own business but also for the whole society. This kind of business leader has a notable impact on society, and he should be a pioneer and promoter in his business field. The aim of the reform of GSM's MBA program is to cultivate talent as mentioned above, so that their efforts and contributions may help to promote the progress of the whole society.

Both Humanities and Commercial War courses have been introduced to the curriculum to enrich students' ideological foundation and practical skills.

1. Humanities courses have been introduced into the MBA curriculum to cultivate students' ideological background. Starting from 2011, GSM will begin to add four required Humanities courses. They are: Speculative Thinking, Leadership and Corporate Responsibility, Classical Chinese Philosophy, and Historical Perspective on Management. These four courses aim to cultivate more realistically social postgraduates and to develop their awareness of responsibility in a sense of taking active roles; and also to support students' knowledge, experience and behavior with more Chinese thoughts and wisdom, so that they may go further in life on the right path. These courses will serve as required courses for students enrolled in 2012. In addition, Guanghua's MBA program will allow and encourage students to take courses in other departments of Peking University (such as the Department of Philosophy, History, or International Relations, etc.)

As a professional master degree MBA program, its curriculum focuses on imparting knowledge and training skills. More emphasis is given to the courses on "Skills". These skills are surely important, but we are beginning to realize that a more cultured business leader can take his enterprise go further and become stronger. Therefore, we believe "face" should have the same importance in business schools as in academic fields; it should be cultivated in future business leaders. GSM should now emphasize more of our Chinese roots and on the shaping of a humanities spirit. With a solid base of Humanities, History and Philosophy, and so many masters gathered in Peking University, GSM has a unique advantage in using these resources.

2. We have introduced the Commercial War Course into the MBA curriculum. Management is an art of practice. With experience obtained from the successful school-enterprise cooperations in the past few years, GSM will further develop its school-enterprise course model. Several courses will be opened on "Sharing Experience of Commercial War". Chief executives from well-known enterprises in various business fields will be invited to give keynote speeches. These courses may provide students with industry management experiences in various fields. At the same time, these successful businessmen will serve as examples and may influence students towards life and business. This new measure will be a highlight in the 2012 Guanghua MBA program.

Over the past few years, the Guanghua MBA program has accumulated successful experience in this area. We have set up three school-enterprise course models: the Microsoft model, the IBM model, and the Bayer model. All of the three models are generally welcomed by students. The Microsoft model: GSM and Microsoft jointly invite government officials or corporate guests associated with the theme. One credit is awarded for the course, the IBM model: IBM provides a number of lecture topics and speakers. GSM professors invite these speakers as guest speakers when needed. No credit is given for this course. The Bayer model: A lecture theme is set up and according to the knowledge and experience of an enterprise's chief executive. One credit is awarded for the course.

Introducing both Humanities Courses and courses on "Sharing Experience of Commercial War" help more closely combine ideology and practice. With these measures taken, the Guanghua MBA curriculum will become more complete.

Emphasizing global perspective. Experience in international learning will become compulsory.

1. The trend of global economic integration puts a high demand on MBA's ability of cross-cultural exchanges and cooperation. In the near future, international learning experience will be "compulsory" for Chinese students. MBA students will need to attend at least one program from the international exchange program, the international visiting scholar program, and the dual degree program before graduation as practical skills. All of these programs will be available for the 2012 Guanghua MBA.

The Guanghua MBA program now has more than 80 international exchange projects, and 8 internationally cooperative dual-degree projects. Due to the fact that many working students are unable to take any of the two long-term international exchange projects, Guanghua MBA's of this type should rigorously explore the international visiting scholar program. During either summer or winter vacation, students may attend any of the two-week overseas modules classes, called "The Global Business Immersion". These model courses include theme lectures on economics, management and culture given by professors from the cooperative business schools, and also include visits to international corporations and touring visiting business leaders. In the summer of 2011, nearly a hundred students will participate in the short-term exchange program in Britain and the United States.

2. To enhance teaching on Chinese language and culture to international students. A higher priority on Chinese language proficiency should be considered in curriculum design for international students. There need to be more courses on Chinese culture, economics, and management, and more opportunities to connect with Chinese enterprises. In this way, international students may be more interested in and have a better understanding of China's economic liveliness and Chinese culture.

Innovation and entrepreneurship will become an important component of Guanghua's MBA program.

1. Based on the existing Entrepreneurship courses, and with reference to the models and experiences of many top business schools in the world, GSM will develop its innovation and entrepreneurship courses into three series. They are the Spirit Sharing course, directed and hosted by GSM professors and shared with senior innovators and entrepreneurs; the Basis of Innovation and Entrepreneurship course, taught by GSM professors; and the Practical Training course, guided by senior innovators and senior investors for a specific business or a specific project.

2. GSM has established an innovation and entrepreneurship center to integrate the networks and resources of the whole school and Peking University in the field of innovation and entrepreneurship. In this way, more complete support for teaching, research and practice will be possible. The center will also act as a platform to gather and provide assistance for students. In the Alumni Fund, an innovation and entrepreneurship fund will be created in order to give students initial financial support on their projects. Finally, an innovation and entrepreneurship club will be organized to offer a resources sharing network for students. There should be regular innovative design and business plan competitions. These measures will be fully implemented for the 2012 MBA enrollment.

The final stage of MBA training will be to implement integrated practical projects. These projects will have a practical thesis instead of the academic thesis. MBA courses designed by subjects will be set up with the perspective of a single profession in a certain field or a single functional problem. A practical management decision, however, is a comprehensive one, and demands a integration of a wide range of information before making a judgment. The set up of an integrated practical project may help train students to integrate what they learn in the whole environment. This integrated practical project will be a capstone of the MBA program: GSM. In deed, an enterprise (or other agency) will first set up a project according to an unresolved problem. Students will then form a team. Guided by a professor, they will do research in the area for some time, develop a solution plan, and a group advisory report. After the project is done, students need to complete a practical thesis following specified requests instead of the original academic thesis. For students enrolled in 2011, this will be a selective requirement. For students enrolled in 2012, this will be required.

World Classroom brings world-class universities to China
Beijing Buddy (from Jeff Chien)

About Jeff Chien: Born in Taiwan, Jeff was raised in the United States from a young age. With a deep interest in Chinese culture, he came to Guanghua for the first time as a semester-long exchange student back in 04. Upon graduating from the University of California, San Diego, he spent 3 years in commercial banking for Citibank. After that, Jeff decided to follow his passion for entrepreneurship not in his hometown of San Francisco, but instead, a place he could not forget. At the time, Jeff strongly believed that an MBA degree with Guanghua could provide him with the perfect platform to start his own business. During his time at Guanghua, he had the opportunity to meet and engage with the most powerful reform leaders and the most successful entrepreneurs, both the most powerful reform leaders and the most successful entrepreneurs. At that time, most of the other negotiators had not finished their negotiation, so Madeline and I started to chat. We talked about cross culture communication, with the most funny part of her speech relating to the Chinese word “Listen”. I handwriting, the character for “Listen” is constructed from parts of several other words including “ear”, “you”, “eye”, “one”, “hand” and “heart”. In sum, this might be put together as meaning that communication needs both ears, eyes, heart and also concentration.

April 19th was a sunny day, and I woke up very earlier because there was an interesting activity happening at Guanghua. In the Cross Culture Communication between China & United States, more than twenty foreign students from Robinson college of Georgia State University (GSU) came to talk with Guanghua students. The activity started at 9 a.m. in a class room of Guanghua’s beautiful new building.

First was the welcome speech from Professor Zhixue Zhang, who is famous for his extraordinary analysis and writings in social psychology. After a brief introduction of Peking University’s Guanghua, Professor Zhang presented some famous Chinese faces in the economic arena, including both the most powerful reform leaders and the most successful entrepreneurs.

Secondly was a speech from Li An, a professor from United States, who was old friends with Professor Zhang. She talked about cross culture communication, and this was the most funny part of her speech. She said that being very fortunate to be able to talk with a business partner in Allen who handwriting, the character for “Listen” is constructed from parts of several other words including “ear”, “yao”, “you”, “one”, and “heart”. In sum, this might be put together as meaning that communication needs both ears, eyes, heart and also concentration.

Then, as the most important part of our activity, we started the negotiation session with our foreign partners. My partner was a girl, Madeline, a full time student from the United States with big beautiful eyes. I acted as a recruiter, while she acted as a candidate. After negotiation, we were supposed to come to an agreement on a potential job of fer, which included salary, bonus, insurance, etc. Our negotiation was very smooth, and I was very happy and both of us felt at ease.

Cross Culture Communication between students from GSU & GSM

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So we hugged and said goodbye to each other. Though I don’t know when we might meet again, we did exchange MSN numbers with each other, and with this communication method, we can keep in touch wherever we are!
Meet with US in QS MBA Tours

We will attend the following QS tours this coming September and October. Come and join us!

**Seattle:**
- **Time & Date:** 5:00 pm - 9:00 pm, Monday 26 September 2011,
  - **Venue:** Washington State Convention & Trade Center, 800 Convention Place, Seattle, USA, 98101

**Vancouver**
- **Time & Date:** 5:00 pm - 9:00 pm, Tuesday 27 September 2011,
  - **Venue:** The Fairmont Hotel Vancouver, 900 West Georgia Street, Vancouver, Canada, BC V6C2W6

**San Francisco**
- **Time & Date:** 2:00 pm - 6:00 pm, Saturday 01 October 2011,
  - **Venue:** Nob Hill Masonic Center, 1111 California Street, San Francisco, CA, 94108

**Los Angeles**
- **Time & Date:** 1:00 pm - 5:00 pm, Sunday 02 October 2011,
  - **Venue:** Wilshire Grand Los Angeles, 939 Wilshire Blvd, Los Angeles, USA, 90017

**Seattle:**
- **Time & Date:** 2:00pm – 6:00pm, Saturday 08 October 2011,
  - **Venue:** Hotel Le Meridien Etoile, 81 Boulevard Gouvion Saint-Cyr, Metro Porte Maillot, Paris, FRANCE, 75017

**Milan**
- **Time & Date:** 5:00pm – 9:00pm Monday 10 October 2011,
  - **Venue:** The Westin Palace, Piazza della Repubblica 20, Milan, Italy, 20124

**Madrid**
- **Time & Date:** 5:00pm-9:00pm, Thursday 13 October 2011,
  - **Venue:** Husa Princesa, C/ Princesa 40, Madrid, Spain, 28008

For more lecture information, please visit [http://www.gsm.pku.edu.cn/column/1212.html](http://www.gsm.pku.edu.cn/column/1212.html)

**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:

**Title:** Financialization of Commodities  
**Speaker:** Wei Xiong, Princeton University  
**Time:** 15:15-16:15 July 1st, 2011  
**Venue:** Rm 217, Guanghua Building 2#

**Title:** On Inference of PSMD Estimators of Semi/Nonparametric Conditional Moment Models  
**Speaker:** Professor Xiaohong Chen, Yale University; Professor Demian Pouzo, University of California, Berkeley  
**Time:** 15:15-16:15 June 30th, 2011  
**Venue:** Rm 216, Guanghua Building 2#

**Title:** Financial Crisis and Dynamic Strategic Management  
**Speaker:** Prof. Stevan Kim  
**Time:** 10:30-11:30 June 30th, 2011  
**Venue:** Rm 217, Guanghua Building 2#

**Title:** Testing Factor-Model Explanations of Market Anomalies  
**Speaker:** Sheridan Titman, University of Texas, Austin  
**Time:** 10:00-11:30 June 28th, 2011  
**Venue:** Rm 217, Guanghua Building 2#

**Title:** Setting the Investment Hurdle Rate Based on Cash Flow Beta (not Market Beta): Distinguishing between Fundamental Risk and Market Risk  
**Speaker:** Guochang Zhang (Hong Kong University of Science and Technology)  
**Time:** 10:00-11:30 June 27th, 2011  
**Venue:** Rm 216, Guanghua Building 2#

**Title:** Corporate Social Responsibility Reporting in China: Symbol or Substance?  
**Speaker:** Professor Chris Marquis, Harvard Business School  
**Time:** 10:00-11:30am, Tuesday, June 21, 2011  
**Venue:** Rm 216, Guanghua Building 2#

**Title:** A Comeback Case on Venture Failure  
**Speaker:** Dong-Ming Hui, an alumus enrolled in 1964 at the department of Western Languages, Peking University  
**Time:** 14:30-17:00, May 28, 2011  
**Venue:** Rm 116, Guanghua Building 18

**Title:** A Comeback Case on Venture Failure  
**Speaker:** Li-Lee Ignition Partners, Lee Technology Consulting CEO  
**Time:** 19:00-21:05, May 14th  
**Venue:** Rm 118, Guanghua Building 18

For more lecture information, please visit [http://www.gsm.pku.edu.cn/column/1212.html](http://www.gsm.pku.edu.cn/column/1212.html)

If you have an item about a recent GSM MBA event or activity that you would like to share with us, please email yefang@gsm.pku.edu.cn. Include the advertisement with a heading (in capital letters) in the text of the event. No more than 150 words per item, please. If you wish not to receive any more email, please email yefang@gsm.pku.edu.cn with “Unsubscribe” as the subject.

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