



WE ARE GUANGHUA

PEKING UNIVERSITY
GUANGHUA SCHOOL OF
MANAGEMENT



Guanghua School of Management
Peking University

2017-2018

Peking University
Guanghua School of Management
VIEWBOOK

EXPLORE PEKING UNIVERSITY.

Venture off campus to hike up
Beijing's West Mountains

Prepare for finals at the PKU Library

Take a stroll around Weiming Lake

Pose for a selfie at the Boya Tower

Enjoy Peking Opera at the
PKU Centennial Memorial Hall

AERIAL VIEW OF PEKING UNIVERSITY



MESSAGE FROM THE DEAN



QIAO LIU
DEAN

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Welcome to the Guanghua School of Management, Peking University! At Guanghua, we share an unshakable commitment to advancing management knowledge, inspiring innovations and developing business leaders for China and the global community. It is a commitment rooted in PKU's rich history, illustrious prestige and scholastic culture and born out of our longstanding belief in the transformative power of an education that broadens perspectives and changes mindsets.

Guanghua's vision begins with people. Our faculty, known for their deep understanding of China's rapidly changing economy and complex business ecosystem, continue to redefine business education by mixing international perspectives with local knowledge and applying cutting-edge methodology to tackle economics and management issues on both a local and global scale.

Guanghua is also blessed with students of the highest intellectual abilities. They come from all across the world and are united by a common desire to learn. Tapping into our extensive network of alumni, corporate partners and visiting executives, Guanghua offers the best platform to challenge conventional thinking in business. Together, we not only educate first-class business leaders for China, the world, and the 21st century, but also nurture individuals with professional competence and social responsibility who can make a positive difference.

Guanghua is a diverse and dynamic place: here, China embraces the world; the East meets the West; and the past leads to the future. We take pride in our culture and invite you to explore Guanghua.

Best wishes,



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We are **GUANGHUA.**

We are **MORE THAN**
a business school.

We are at
the **FOREFRONT.**

WEIMING LAKE, PEKING UNIVERSITY

We are **GUANGHUA.**

Peking University is woven into the fabric of China.

We are the birthplace of the enlightenment of modern Chinese society and we stood at the center of China's New Culture Movement. For over a century, innovation and progress have called Peking University home.

The Peking University spirit extends beyond the four walls of our classrooms and stretches to the far corners of China and the globe. We are more than an education institution. We are a place of great minds; leaders who have shaped nations and innovators who have impacted the world.

Guanghua School of Management is part of this illustrious legacy. Founded in 1985, Guanghua has played an integral role in China's economic miracle.

Here, the global business landscape is rewritten and a new generation of business leaders is born.

Leaders driven by passion. Leaders who look beyond the balance sheet. Leaders grounded in a belief that business can make positive impacts in the community around them.

It is this belief that has inspired us for greatness.

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"GUANGHUA'S STRATEGY MANAGEMENT COURSE HELPED ME IMMENSELY DURING THE PROCESS OF FOUNDING MY START-UP. DURING THE COURSE, PROF. WANG PRESENTED THE RONGCHANG LAUNDRY CASE AND INVITED ONE OF THE EXECUTIVES TO SPEAK TO OUR CLASS. FROM THERE, WE ESTABLISHED A STRATEGIC PARTNERSHIP. THAT IS THE POWER OF GUANGHUA."

WENDY MAO
GUANGHUA PART-TIME MBA '16
FOUNDER OF LITTLE DRESS CLUB





GUANGHUA BLDG. NO. 2, CLASSROOM

Theory, alone, cannot prepare you to succeed in the today's dynamic and global business landscape.

Guanghua's curriculum reflects that. We offer innovative courses that bridge theory with practice and give students opportunities to put their newfound knowledge into practice. At Guanghua, students learn from esteemed faculty members. They also learn from industry leaders from Global 500 companies like McKinsey and Microsoft, and prominent guest lecturers from across the globe- Alibaba's Jack Ma, GE's Jeff Immelt, Nobel laureate Myron Scholes, and Bobbi Brown, just to name a few.

Courses that Break the Mold



Current Topics in Chinese Strategy and Investment (McKinsey & Company-GSM)



Business Plan Competition (Center for Innovation and Entrepreneurship-GSM)



Guanghua-Wharton: Marketing in Emerging Economies



The Start-up Garage: China Opportunities (with Stanford GSB)



Foreign Entrepreneurship in China

课程

OUR STUDENTS **LEARN** AN
INTEGRATED CURRICULUM that *EXPLORES*
a wide-range of disciplines.

We do this because the world of business is not an **ISLAND**, but rather a part of a greater **ECOSYSTEM**.

We **TEACH** our **Innovation**
students that **&ENTREPRENEURSHIP**

isn't just for start-ups, but also
CREATES VALUE

for **LARGE**
organizations. **WE PUSH** **BEYOND**
TRADITION.

WE ARE AT THE FOREFRONT.



清华大学
Tsinghua School of Management

INTERNATIONAL PROGRAMS

#1

Mainland Chinese university according to the QS World Rankings 2016

International MBA

Develop the skills needed to succeed in the dynamic landscape of global business. This program is designed for highly motivated young business managers. It emphasizes practical skills, experiential learning and cutting-edge theory.

2 Years - Full-time
Learn more at mba.pku.edu.cn/english

attend class with

855

of the world's brightest students (2016 Freshman cohort)

Guanghua-Kellogg Executive MBA (GKEMBA)

A joint degree with Northwestern University's Kellogg School of Management, GKEMBA provides unparalleled management expertise, international business insight and a top-tier global alumni network.

22 Months - Part-time
Learn more at guanghua.kellogg.northwestern.edu

Doing Business in China (DBIC)

The DBIC program provides students with the critical and essential tools to understanding how to do business in China through a combination of subject-specific modules, company visits and cultural activities.

Short-term exchange program
Learn more at pkudbic.com

Executive Education

Offering both open and customized modules, the program utilizes the talents of business leaders and leading thinkers in management education for an impactful learning experience for executives and organizations.

Open & Customized Courses
Learn more at en.gsm.pku.edu.cn

国际项目

CHINESE PROGRAMS

Master of Finance
ranked

#15

by 2016

Financial Times' Global
pre-experience finance
programs

Undergraduate (UG)

A highly selective program, the UG trains promising young leaders to become high-achieving business professionals. The curriculum bridges cutting-edge theory with hands-on training and offers a broad-based management education.

4 Years - Full-time

Learn more at gsm.pku.edu.cn

Master of Professional Accounting (MPAcc)

The program is committed to cultivating highly skilled financial and accounting experts. This two-year program covers core accounting and financial courses and emphasizes training in policy, leadership, business ethics and internationalization.

2 Years - Full-time

Learn more at gsm.pku.edu.cn

Master of Social Enterprise Management (MSEM)

MSEM trains professionals with a passion for a career in the public sector. The program integrates management coursework with a rigorous internship program.

2 Years - Full-time

Learn more at gsm.pku.edu.cn/msem

Master of Finance (MFin)

A pre-experience program, MFin cultivates future financial leaders. Our rigorous curriculum focuses on advanced theoretical and quantitative tools, as well as international and emerging market financial markets.

2 Years - Full-time

Learn more at gsm.pku.edu.cn

MBA

(part-time and full-time programs)

Develop the skills needed to succeed in the dynamic landscape of both the Chinese and global business environment. This program emphasizes practical skills, experiential learning and cutting-edge theory.

2 Years

Learn more at gsm.pku.edu.cn

PhD

The PhD program is designed for scholars with outstanding intellectual abilities and a strong passion for research. Graduates become excellent researchers and faculty members at leading research institutions and universities.

4-5 Years - Full-time

Learn more at gsm.pku.edu.cn

Executive MBA

The EMBA program features an integrated curriculum that prepares Chinese executives to succeed in China, Asia and the world. The program emphasizes business practices, strategy and execution.

2 Years - Part-time

Learn more at gsm.pku.edu.cn

中文项目



OUR STUDENTS ARE LEADERS DRIVEN BY PASSION.

What makes a Guanghua student?

Guanghua students are driven by passion. You can find them in the classroom discussing cases with CEOs, in the community teaching migrant students, or at McKinsey working on a consulting project. Wherever you find them, Guanghua students are leaders driven by passion and grounded in an exceptional education.

FOUNDER OF
THE
GUANGHUA
PRESENTATION
CLUB

KEVIN
NANAKDEWA
CANADA
INTERNATIONAL
MBA '17

WINNER OF
THE ASIA-PACIFIC
CHALLENGE
MBA CASE
COMPETITION

学生

"WITH MY PREVIOUS
BACKGROUND, AS WELL AS
THE EXPERIENCE I RECEIVED
AT THE GUANGHUA-KELLOGG
PROGRAM, I BELIEVE THAT
THE DOORS ARE OPEN FOR MY
FUTURE CAREER."

OLAF ZILKENS
GUANGHUA-KELLOGG EXECUTIVE
MBA '16
FOUNDER OF CHALLET



GUANGHUA FACULTY ARE SHAPING POLICY & IMPACTING THE BUSINESS WORLD

Guanghua faculty are a dedicated group of experts. They bring diverse industry, research and cultural experience inside the classroom and outside in the business world. They challenge their students to succeed and guide them throughout their academic and professional pursuits.

You can also find Guanghua faculty serving as policy advisors, helping NGOs and providing answers to world's most pressing business challenges. Our faculty includes a consultant to the World Bank, a National People's Congress member, a FAME research prizewinner, an Amazon Best-Seller and several Chang Jiang Distinguished Scholars.

They have rewritten the landscape of business in China and impacted the business world.



Hongbin CAI 蔡洪滨
Professor of Applied Economics

Hongbin CAI is a renowned China economist and author. His groundbreaking research focuses on microeconomics, industrial organization, corporate finance, and Chinese economy and has been published in top international journals. Active in the business community, CAI serves as a consultant for the World Bank and the Asian Development Bank. He is also an elected Fellow and a Council member of the Econometric Society.



Ting-ju (Jack) CHIANG 江亭儒
Associate Professor of Organization Management

Jack CHIANG has dedicated his life to advancing Chinese management theory and developing his students. In both his research and courses, CHIANG integrates both academic and practical elements, as well as Western and Chinese business practices. His research offers specific insight into leadership and the Chinese workplace. An award-winning educator, he teaches MBA and PhD courses.



Paul Gillis
Co-director of Guanghua's IMBA program, Professor of Practice (Accounting)

With over 35 years of accounting expertise, Paul Gillis' resume includes an extensive, 28-year career at PwC in the U.S, Singapore and China. Most notably, Gillis established PwC's Singapore expatriate tax practice and its China practice. Gillis is a prominent member of the international accounting community and he brings his unique brand of China expertise to the classroom.



Li JIN 金李
Associate Dean, Co-chair of the Finance Department

A world-class scholar on emerging markets, Li JIN's research focuses on empirical corporate finance and empirical asset pricing. JIN uses China as a strategic research site to study investor behavior, in order to shed new light on behavioral finance and household finance literatures. He splits his time between Guanghua and Oxford University as a Professor of Emerging Market Finance.



Jeffrey Towson
Professor of Investment

Nicknamed the "Dean of Deals," Jeffrey Towson is an investor and advisor with 15+ years of experience across the US, China and the Middle East. He is the Managing Partner of Towson Capital, a niche investment and advisory firm focused on healthcare and cross-border deals. Towson is also a best-selling author, most known for *The One Hour China Book*, which explains the key China trends impacting the West.



Rui WANG 王锐
Associate Professor of Marketing

Rui WANG is driven by a desire to understand the Chinese market through marketing channels and international brand valuation. WANG's research on marketing channels focuses on how both e-commerce and traditional channels connect a company to its consumers or facilitate B2B trades. Working with the Chinese government, her team is developing a new standardized valuation for China's luxury brand market.



Jing XU 徐菁
Associate Professor
of Marketing

Jing XU is a marketing expert. XU's ground-breaking research involves using psychological theories to understand how consumers form judgments and the process by which they make product choices. In particular, she is interested in studying how environmental cues or factors influence a consumer's tendency to seek uniqueness in product choices. XU teaches undergraduate and MBA level courses in Consumer Behavior and doctoral seminars.



Wei ZHANG 张炜
Associate Professor
of Applied Economics

Wei ZHANG refined his passion for medicine to an expertise in health care policy, management and innovation while studying for his PhD in Health Care Policy at Harvard University. An expert in China's health care reform, health care policy, health care management and health care innovation, ZHANG conducts original research and is regularly invited to speaking engagements on the topic. He teaches executive education courses.



Ying ZHANG 张影
Audi Professor of
Marketing and
Behavioral Science

Ying ZHANG's expertise lies in consumer psychology, branding and marketing strategy. ZHANG analyzes the relationships and interactions of every day consumers through the critical lenses of marketing and psychology. In his work, he applies psychological tools to analyze consumer decisions and explores strategies that help companies better motivate and manage customer relations. He teaches marketing strategy and consumer psychology.



Longkai ZHAO 赵龙凯
Executive Director of
IMBA program,
Associate Professor of
Finance

Longkai ZHAO is a financial expert with a gift to analyze numbers and statistics through the stories they tell. His research is uniquely interdisciplinary and demonstrates his commitment to push finance and Chinese business to be international in both name and practice. His main areas of expertise are international finance, corporate finance, international joint ventures, Chinese firms and cross-cultural finance.



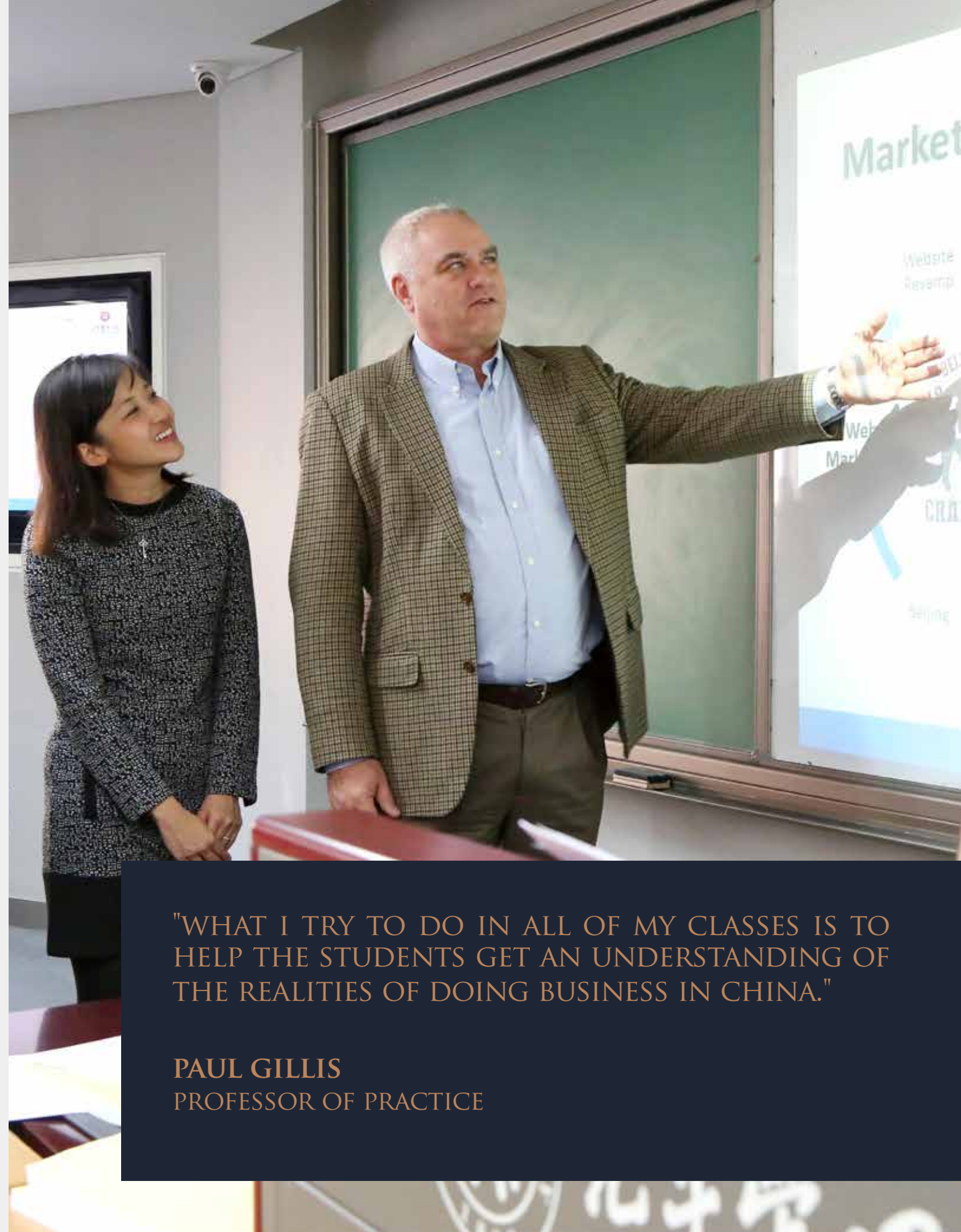
Li-an ZHOU 周黎安
Applied Economics
Department Chair,
Professor of Applied
Economics

Accomplished researcher, policy advisor, and author, Li-an ZHOU investigates China's political economy. His research focuses on the motivation and incentives of Chinese government officials and the significant impact they have on China's economy. The winner of the Peking University Excellence in Teaching Award and the LI Yining Excellence in Teaching Award, ZHOU undoubtedly plays an integral role within the university.



Xin ZHAI 翟昕
Assistant Dean,
Associate Professor
of Operations
Management

Xin ZHAI is an operations management expert. A dynamic professor, ZHAI chooses to utilize creative elements to help her students better understand the material. Instead of traditional course materials, she uses interactive simulations and games to illustrate theoretical concepts and strategic implementation. ZHAI believes that active engagement with students helps better prepare them for real world experiences.



"WHAT I TRY TO DO IN ALL OF MY CLASSES IS TO HELP THE STUDENTS GET AN UNDERSTANDING OF THE REALITIES OF DOING BUSINESS IN CHINA."

PAUL GILLIS
PROFESSOR OF PRACTICE



GUANGHUA BLDG. NO. 1 BRIDGE

Guanghua's **40** research centers **FUEL** *our* think tank.

They work on some of the **NATION'S** most **CHALLENGING PROBLEMS & DEVELOP INNOVATIVE SOLUTIONS.**

As an **educational** **WE BELIEVE** that *research institution, can have a lasting impact.*

Our centers are driving **IMPACT-SHAPING POLICY** & *consulting for leading companies*

ACROSS THE GLOBE.

PEKING UNIVERSITY LIBRARY

THE GUANGHUA THINK TANK

Academy of Finance and Development,
Peking University Brand Research Center

Business Intelligence Research Center for
Financial Analysis and Investment

Peking University Center for Innovation and
Entrepreneurship

Center for International Accounting and
Finance

Center for Management Science of Peking
University

Center for Responsibility and Social Value

Center of Economic Analysis and
Forecasting

Peking University Center on China Low
Carbon Development

Center on Sino-USA Market Economy and
Management

China Center for Small and Medium-sized
Enterprises Development

Chinese Enterprise Management Study
Center

Guanghua-Audi Research Institute of
Management

Guanghua-Baodao Corporate Information &
Innovation Research Center

Guanghua-Cisco Leadership Institute

Guanghua Lab of Behavioral Science

Guanghua-Poly Art Management Research
Center

Guanghua Research Center of Behavioral
Science Institute of Business Research

Institute of China Economy and WTO
Institute of Economic Policy Research

Institute of Poverty Research

Peking University International Operation
Management Institute

Luen Thai Center for Supply Chain System
Research & Development

Peking University Management Case Study
Center

Market Economy Academy

National Center for Financial Research

National High-Tech Industrial Development
Zone

Development Strategy Institute

New Finance Research Center

New Media Marketing Research Center

PKU-Guanghua Fubon Center for Finance

Research Center for Financial Risk
Management

Research Center for Venture Capital

Peking University Research Center of
Finance & Securities

Research Center of Financial Mathematics
and Engineering

Research Center of Monetary Policy and
Financial Situation

Research Center on Distribution Economy &
Management

Peking University Strategic Research
Academy

Town Economy and Local Finance Research
Center of Guanghua

研究

ATTEND the Annual National MBA Business Ethics and CSR Teaching Seminar

Guanghua "Go Green" Initiatives: DONATE your old textbooks to the incoming class

BEAUTIFY campus by picking up trash

**PEKING
UNIV.
SINCE 1898**

Guanghua Global Service Month: ORGANIZE a community service activity in May

Loving Hearts Society of PKU: VOLUTEER your time to help provide services to disabled people

Tianjin Migrant Family Days: TEACH migrant children across China

PKU Cat Society: FEED the feline friends of PKU

Boya Library: DONATE your time and books to establish libraries in poverty-stricken schools across China

WE ALSO EMBED INTEGRITY AND SOCIAL IMPACT IN OUR CURRICULUM.

The Guanghua family believes in giving back.

No matter the scale or size, our students, faculty, staff and alumni believe that we all must play a part in the betterment of our society.

That is why Guanghua became the first mainland Chinese school to launch a Global Service Month. Every May, the global Guanghua family engages in community service activities. It is also why we encourage students to get involved with the over 200 clubs and organizations on campus.

And we embed this thinking into our curriculum. Students in most programs are required to take a business ethics course; and, in partnership with Yintai Holdings, Guanghua offers a Master in Social Enterprise Management to train a new generation of social innovators creating positive impact.

At Guanghua, we use our talents and expertise for more than excelling in the business world, we use them to organize clothing drives, pick up trash at beaches and teach migrant children across China (to name a few).

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The PKU Experience

Peking University is located in one of the most dynamic parts of the city- Wudaokou. Our neighborhood hosts over ten universities and colleges, Beijing's Koreatown and is right next to China's Silicon Valley. But most importantly, it is a college town and there is no place like it.

Explore the Peking University campus and you will find a space filled with energy. Our campus hosts Olympic sporting facilities, a comprehensive array of libraries, computer labs and international dining halls- all set against the beautiful backdrop of China's former Imperial Gardens.

International students enjoy state of the art living facilities at the campus' international residential community, Global Village. This community is home to 4,000 international students and is complete with dining facilities, gyms, swimming pools and a host of "mom and pop" shops stocked with imported goods. With students from around the world as neighbors, students gain a unique collegiate experience and make lifelong friends in the process.

Located in the heart of China & Connected to the World.



Glory & Dream Welcome Party

The MBA program kicks off the new academic year with the freshman welcome party. From traditional Chinese dance to pop routines, each cohort shows off their talents on the big stage.



Weiming "No Name" Lake

It is rumored that people were so entranced by the beauty of Weiming Lake that no one dared to name it. So, till this day, it is called the "No Name" Lake. The lake is the focal point of campus life throughout the year- from students studying under cherry blossoms in the spring, ice-skating in the winter to basking in the sun during the summer months.




Peking University West Gate

Throughout the year, you can see visitors from around the world posing in front of the West Gate. In fact, it's one of the most historic sites in the city.



The Food Quad

From Beijing noodles to Korean Bibimbap and sandwiches, the Food Quad is home to a number of restaurants and is the center of student life and activity. Yet, the best part is the price- most meals are subsidized to accommodate a limited student budget.



Take a trip around the world at PKU's International Culture Festival

Show off your vocals at PKU Top Ten Singers

Hear insights from business leaders at the PKU MBA Speaker Series

Gain rich insights from the many Nobel laureates lecturing on campus

Flex your athletic skills at the Beida Cup Athletic Championships

Explore China's business and economic future at the Guanghua New Year's Forum

GET INVOLVED IN OVER 200 PEKING UNIVERSITY ASSOCIATIONS

- PKU African Students' Association
- PKU Commercial Student Leadership Network
- PKU Japanese Students' Association
- PKU Korean Students' Association
- PKU Latin American Students' Association
- PKU Malaysian Students' Association
- PKU Mountaineering Association
- PKU Russian Students' Association
- PKU Singapore Students' Association
- PKU Students' International Communication Association
- PKU Thai Students' Association
- PKU Western Students Union
- Association for Entrepreneurial Investment
- Badminton Team
- Career Development Association
- Chess Team
- Debating Council
- Football Team
- Guanghua International Students Association
- Guanghua Presentation Club
- Guanghua Student Union
- Innovation Society
- Men & Women's Basketball Teams

北大社会

The place where
global SHAPERS &
Innovators come
to share their
knowledge.



DAVID CAMERON
FORMER BRITISH
PRIME MINISTER



MICHELLE OBAMA
FORMER US
FIRST LADY



JEFF IMMELT
CEO OF GENERAL
ELECTRIC



BILL GATES



BOBBI BROWN
FOUNDER OF
BOBBI BROWN COSMETICS



ABDUL KALAM
FORMER PRESIDENT OF
INDIA



DAVID BECKHAM
FOOTBALLER



JAMES GORMAN
CEO OF
MORGAN STANLEY



CAI YUAN PEI STATUE

BEIJING IS YOUR SANDBOX, CHINA IS YOUR PLAYGROUND

Beijing is a city of neighborhoods- each one adds to the city's rich cultural and political legacy.

Catch the bus from the PKU East Gate, head down Chengfu Road and you will find residential housing next to some of the best universities in the country. From there, you can take a quick cab ride to China's Silicon Valley to visit the HQs of Baidu, Alibaba, Tencent and Google or pitch your start-up ideas to a VC. Here, tech dreams are born.

If you take the subway east, you can explore Sanlitun- a popular international spot for foreigners and Chinese, alike. There, you can shop (or window shop) at Alexander McQueen, splurge at H&M, enjoy fine eateries, or simply grab a burger and a beer with some friends.

Interested in Chinese culture? Then, you can temple hop in Beijing's oldest neighborhoods- the hutongs. These traditional structures host some of Beijing's real treasures from live music and cultural performances to historic sites such as Lama Temple.

Head back west and the scenery takes a dramatic shift. Glittery skyscrapers and business professionals dot the landscape of the Financial District. Here, lattes energize busy professionals at the Big Four and stock market tickers seem to be the only news that matters.

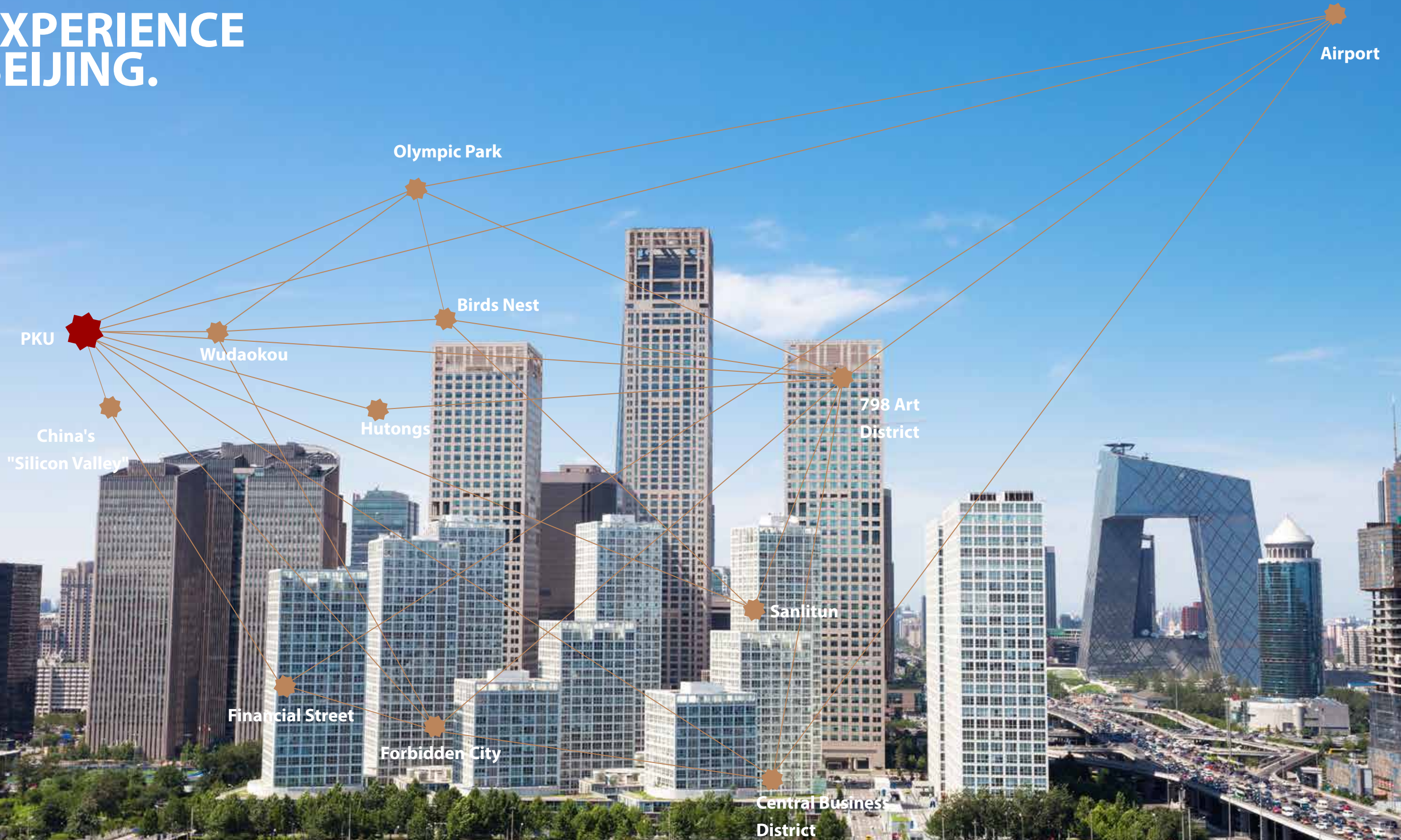
Yet, nothing better symbolizes Beijing than the Great Wall- one of Beijing's six Unesco World Heritage Sites. Attempt to climb to the top of the Great Wall or take a cable car to enjoy the beautiful, mountainous scenery.

In Beijing, the possibilities are endless.

BEIJING CENTRAL BUSINESS DISTRICT


北京

EXPERIENCE BEIJING.



INTERNATIONALIZATION is not just a BUZZ word. *It's a way of life.*

Experience international business.

GUANGHUA PEK  **WORLD** INTL

123 **101+**

INT'L STUDENTS FROM EXCHANGE PROGRAMS

33


COUNTRIES

FLIGHT	GATE	SEAT
100871	BJ	1A

DATE	TIME
FALL 2016	9:00 AM

A PIM GLOBAL NETWORK MEMBER

FLIGHT	CLASS	SEAT
10087	FIRST	BJ/1A



PKU GUANGHUA STUDY ABROAD

**UNIVERSITY OF TEXAS AUSTIN,
MCCOMBS**
Austin, USA

**UNIVERSITY OF WASHINGTON,
FOSTER**
Seattle, USA

MIT, SLOAN
Cambridge, USA

**UNIVERSITY OF PENNSYLVANIA,
WHARTON**
Philadelphia, USA

**UNIVERSITY OF SOUTHERN
CALIFORNIA,
MARSHALL**
Los Angeles, USA

**UNIVERSITY OF CALIFORNIA
LOS ANGELES,
ANDERSON**
Los Angeles, USA

**UNIVERSITY OF NORTH CAROLINA,
KENAN-FLAGLER**
Chapel Hill, USA

**UNIVERSITY OF BRITISH COLUMBIA,
SAUDER**
British Columbia, Canada

YORK UNIVERSITY, SCHULICH
Toronto, Canada

**HONG KONG UNIVERSITY OF SCIENCE &
TECHNOLOGY**
Hong Kong

SEOUL NATIONAL UNIVERSITY
Seoul, Korea

YONSEI UNIVERSITY
Seoul, Korea

NATIONAL UNIVERSITY OF SINGAPORE
Singapore

NATIONAL TAIWAN UNIVERSITY
Chinese Taipei

HITOTSUBASHI UNIVERSITY, ICS
Tokyo, Japan

TEL AVIV UNIVERSITY, COLLER
Tel Aviv, Israel

THE UNIVERSITY OF MELBOURNE
Melbourne, Australia

THE UNIVERSITY OF QUEENSLAND
Queensland, Australia

**WHU-OTTO BEISHEIM SCHOOL OF
MANAGEMENT**
Vallendar, Germany

**RAMON LLULL UNIVERSITY,
ESADE**
Barcelona, Spain

ESSEC BUSINESS SCHOOL
Paris, France

LONDON SCHOOL OF ECONOMICS
London, England

UNIVERSITY OF WARWICK
Coventry, England

COPENHAGEN BUSINESS SCHOOL
Copenhagen, Denmark

THE UNIVERSITY OF EDINBURGH
Edinburgh, Scotland

CORNELL UNIVERSITY, JOHNSON
Mount Vernon, USA

COLUMBIA UNIVERSITY
New York City, USA

DUKE UNIVERSITY, FUQUA
Durham, USA

EMORY UNIVERSITY, GOIZUETA
Atlanta, USA

**NEW YORK UNIVERSITY,
STERN SCHOOL OF BUSINESS**
New York City, USA

**NORTHWESTERN UNIVERSITY,
KELLOGG**
Chicago, USA





**FIND YOUR PASSION.
ACCELERATE YOUR
CAREER.**

Studying at Peking University opens many doors in Asia and around the globe. In fact, you can find Guanghua alumni on Wall Street, at the Big 4 and on the boards of leading domestic and global companies. Guanghua graduates go on to have amazing careers and it all started during their first year. Our Career Development Center works closely with students to find a career that fits their passion. A few of our big name partners include:

- *Walmart
- *Barclays Capital
- *Bank of China
- *Apple
- *Baidu
- *IBM
- *Alibaba
- *Amazon
- *Microsoft
- *HSBC
- *Cisco
- *Morgan Stanley
- *Pfizer
- *Google
- *Deloitte
- *KPMG
- *PwC
- *Morgan Stanley
- *Phillips
- *General Electric
- *Nestle
- *Intel
- *P&G
- *L'Oréal
- *Hyundai

SHANGHAI, CHINA



光
華
管
理
學
院
GUANGHUA SCHOOL OF MANAGEMENT

AT GUANGHUA, YOU DON'T JOIN A B-SCHOOL. YOU JOIN A PRESTIGIOUS COMMUNITY.

Peking University alumni are embedded in the fabric of China's development and progress. From the students who birthed the May 4th Movement to professor LI Yining's advocacy for China's stock market, the fundamental changes of China often have PKU fingerprints.

With over 20,000 Guanghua alumni across the globe, our students are connected to prominent business leaders, social innovators, scholars and government officials. And this network begins before you ever receive your diploma, in fact, it starts on your very first day. We encourage our students to tap into this invaluable resource. Success, it is said, is never achieved alone. It is a good thing our students are backed by a community.

NEXT STEPS

Interested in learning more about Guanghua?

Contact our Admissions Office to speak with an admissions officer, a program ambassador or schedule a visit to our campus.

Visit Online

en.gsm.pku.edu.cn

[instagram/pku_guanghua](https://www.instagram.com/pku_guanghua)

[youtube.com/user/pkuguanghua](https://www.youtube.com/user/pkuguanghua)

Take A Tour of Campus

Peking University Beijing Campus

5 Yiheyuan Road

Haidian District, Beijing, China 100871

Talk to Admissions

Undergraduate, Master's and PhD

Email: admission@gsm.pku.edu.cn

Telephone: +86 10 6274-7014

+86 10 6274-7015

Master of Social Enterprise Management

Email: msemadmi@gsm.pku.edu.cn

Telephone: +86 10 6274-7295

MBA

Email: mbaintl@gsm.pku.edu.cn

Telephone: +86 10 6274-7299

Master of Professional Accounting

Email: mpacc@gsm.pku.edu.cn

Telephone: +86 10 6274-7117

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Executive MBA

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