Think Global Think China

The MBA Program
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.

Curriculum

Year 1
- Pre-course
- Core Modules
- Integrated Practicum Project

Year 2
- Elective Modules
- Thesis
- MBA Degree

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.

30 Average age
4-5 years Average work experience
45 Average class size
15+ Countries & regions represented

Job Functions
- Information Systems & Engineering 5%
- Business Development & Strategy 6%
- Marketing & Sales & Public Relations 11%
- HR & Administrative 6%
- Other 5%
- Project Management & Operations 31%
- General Management 13%
- Consulting & Professional Services 6%
- Consumer Goods & Products & Food 7%
- Finance & Investment 22%
- Healthcare & Life Sciences 7%
- Industrial Manufacturing & Supply Chain 20%

Academic Background
- Science & Engineering 15%
- Economic & Finance 17%
- Media & Communication 5%
- Business & Management 32%
- Law 7%
- Computer Science 10%
- Entrepreneur 2%
- Government & Public Institutions & Education 5%

Previous Employment
* Including Media, Hospitality, Military, Real Estate
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.
Global Study Opportunities

Guanghua 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+ 32
Partner Schools Countries and Regions

- Booth School of Business, University of Chicago
- Kellogg School of Management, Northwestern University
- Stern School of Business, New York University
- Tuck School of Business, Dartmouth
- Wharton School at the University of Pennsylvania
- Stanford Graduate School of Business, Stanford University
- ESSEC Business School
- ESADE Business School
- London Business School
- London School of Economics and Political Science (LSE)
- Nanyang Business School, Nanyang Technological University (NTU)
- National University of Singapore (NUS) Business School
- Rotterdam School of Management, ERASMUS University
- HKUST Business School
- Waseda Business School
- Seoul National University (SNU)
- The University of Melbourne Business School

North America
Europe
South America
Africa
Asia
Australia

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 direction. We provide various services such as counseling, job placement services, career management courses, professional development training, and job search strategies for our 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
Raphael Lorin, International MBA Alumni, CEO & Co-founder of Chinese Institute YCI Education Group

“1 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)
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)

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

Start Date

- September
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

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

Why Guanghua?

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