EXPLORE PEKING UNIVERSITY.

Venture off campus to hike up Beijing’s West Mountains

Prepare for finals at the PKU Library

Enjoy Peking Opera at the PKU Centennial Memorial Hall

Take a stroll around Weiming Lake

Pose for a selfie at the Boya Tower
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,

QIAO LIU
Dean
Table of Contents

Introduction 6
Programs 10
Students 18
Faculty 22
Research 28
Social Impact 30
The PKU Experience 32
The Beijing Experience 40
International Opportunities 44
Careers & Alumni Network 46
Admissions 49
We are GUANGHUA.

We are MORE THAN a business school.

We are at the FOREFRONT.

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.
"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
Theory, alone, cannot prepare you to succeed in 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
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 students that INNOVATION & ENTREPRENEURSHIP isn’t just for start-ups, but also CREATES VALUE for LARGE organizations. WE PUSH BEYOND TRADITION.

WE ARE AT THE FOREFRONT.
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

#1
Mainland Chinese university according to the QS World Rankings 2016

International MBA

attend class with

855
of the world’s brightest students (2016 Freshman cohort)

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

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

International 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 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

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

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
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.
"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 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.

Guanghua Faculty Are Shaping Policy & Impacting the Business World

Hongbin CAI  Cai Hongbin
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.

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  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.
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'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.

"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’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 institution, WE BELIEVE that research can have a lasting impact. Our centers are driving impact-shaping policy & consulting for leading companies across the globe.

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**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

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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
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).
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.
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.

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

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.

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.

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

David Cameron
Former British Prime Minister

Michelle Obama
Former US First Lady

Bobbi Brown
Founder of Bobbi Brown Cosmetics

David Beckham
Footballer

Abdul Kalam
Former President of India

Jeff Immelt
CEO of General Electric

Bill Gates

James Gorman
CEO of Morgan Stanley
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.
EXPERIENCE BEIJING.

- Hutongs
- China's "Silicon Valley"
- Birds Nest Olympic Park
- PKU
- Financial Street
- Forbidden City
- Wudaokou
- Sanlitun
- Central Business District
- 798 Art District
- Airport
INTERNATIONALIZATION is not just a BUZZ word. It's a way of life.

Experience international business.

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, SAUNDER
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, FUGUA
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
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.

At Guanghua, you don’t join a b-school. You join a prestigious community.

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
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: msemadm@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
+86 10 6274-7118

Executive MBA
Email: emba@gsm.pku.edu.cn
Telephone: +86 10 6274-7111

Guanghua-Kellogg Executive MBA
Email: gkemba@gsm.pku.edu.cn
Telephone: +86 10 6274-7158

Executive Education
Email: exed@gsm.pku.edu.cn
Telephone: +86 10 6274-7000