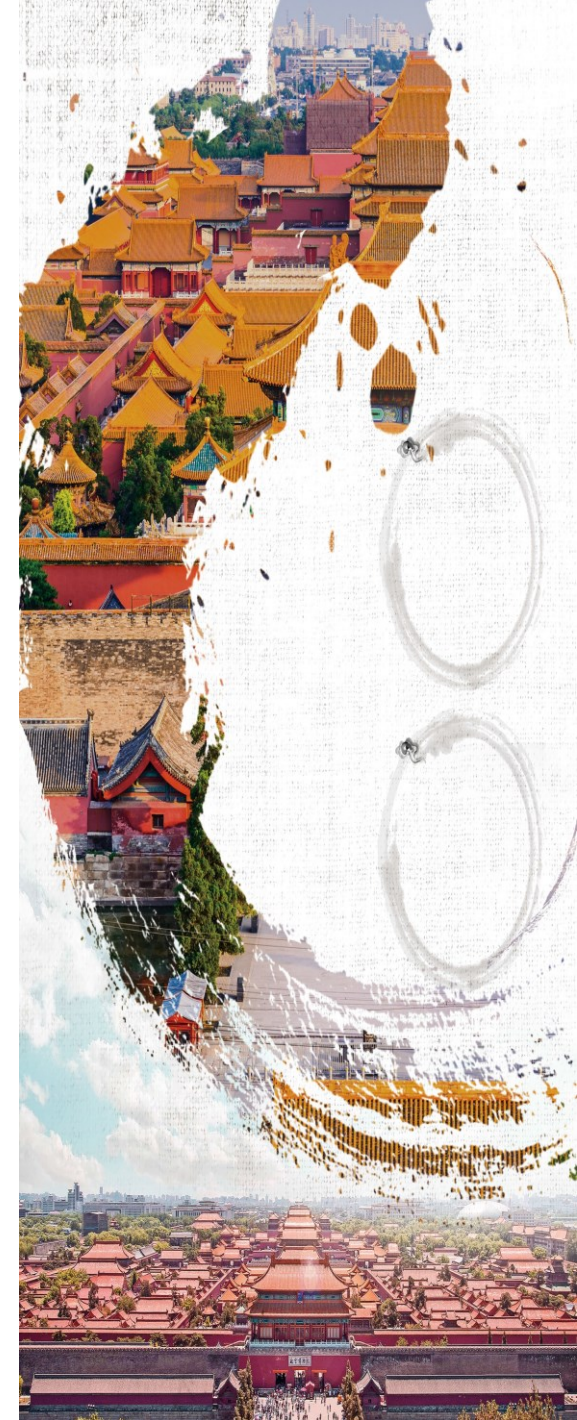


Johnson
Cornell
SC Johnson College of Business

Cornell China Module

March 30 – April 7, 2018



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WHY CHINA MATTERS



Emerging in
the world

Population
& Market


Leading on
line payment
& E-Business

One Belt
One Road
Policy

WHY CHINA MODULE

This specially-designed China module will enable the participants to meet the shifting needs of global business, particularly to gain insight into doing business in China and cooperating with Chinese companies that operate globally, which is to:



A photograph of a traditional Chinese tea ceremony. A stream of water is being poured from a teapot into a white ceramic bowl filled with tea leaves. Other tea-related items, like a teacup and a teapot, are visible in the background.

WHAT DO WE HAVE IN CHINA MODULE

The module has been developed from a proven course structure and is specifically tailored to suit Global MBA program's needs. It focuses on building strategic and leader-ship capabilities of business professionals who have global responsibilities, allowing them to gain insights on the implications of globalization and the transformation of China. Through the curriculum, the world-renowned faculties, and the high-level business executive alumni network of CKGSB, the MBA students will have access to exciting new ideas, ground breaking research and innovative business practices originated from China.



WHAT DO WE HAVE IN CHINA MODULE

- 3 academic sessions examine specific business and economic issues in the context of China
- 6 company visits to leading companies in China allow students to familiarize them-selves with the “day-to-day” operations of enterprises in China.
- 1 MBA networking cocktail to interact with Cornell dual degree MBAs, CKGSB MBAs, Cornell and Johnson Alumni in Beijing and Shanghai.
- 6 Intercultural and social activities can provide the participants the opportunity to inter-act socially and culturally through organized events.



REVIEW

POINTS



WHO IS OUR PARTNER

CHEUNG KONG GRADUATE SCHOOL OF BUSINESS

Established in Beijing in 2002 with generous support from the Li Ka Shing Foundation, CKGSB is a private, non-profit, independent educational institution. The school offers innovative MBA, Finance MBA, Executive MBA, Finance EMBA, DBA and Executive Education programs. Over the past **15** years, CKGSB has developed into a prominent business school with over **43** full-time professors, who have received over **67** global academic awards and whose research have provided the basis for over **300** case studies of both China-specific and global issues. In addition to its main campus in the center of Beijing, it has campuses in Shanghai and Shenzhen and offices in Hong Kong, London and New York. More than half of their alumni are at the CEO or Chairman level and are leaders, collectively, at one-fifth of China's most valuable brands. They shape more than \$1 trillion in annual revenue. These alumni include: Jack Ma, Chairman of Alibaba, Zhou Hongyi: Chairman and CEO of Qihoo 360, one of China's top search engine and antivirus companies, Sun Yiping: CEO of Mengniu Group, one of the leading dairy product manufacturers in China, Liang Xinjun: Former Vice Chairman and CEO of Fosun Group, China's largest private-owned conglomerate.

FACULTIES

“

“By 2030, China will likely overtake the United States to become the largest economy in the world. As China makes its presence felt around the world in all spheres of life, executives will need to think about doing business 'with' China, not just 'in' China.”

Xiang Bing



“

CHINA'S TRANSFORMATION AND ITS IMPLICATION

PROF. BING XIANG

**PhD of University of Alberta
Prof. of Accounting, Founding Dean**

This lecture primarily examines the globalization of the Chinese indigenous companies, it also explores the dynamics of competition and collaborations of the MNCs, state-owned enterprises and private companies in China



“

STRATEGIES OF ENTERING CHINA MARKET

PROF. BINGSHENG TENG

**PhD of City University of New York
Associate Professor of Strategy
Associate Dean**

This lecture primarily examines the globalization of the Chinese indigenous companies, it also explores the dynamics of competition and collaborations of the MNCs, state-owned enterprises and private companies in China.



“

CHINA'S INTERNET MARKETING

PROF. YANG LI

**PhD of Columbia Business School
Associate Professor of Marketing**

This lecture focuses on the fast development of China's internet industry and the social and economic factors that drive such growth. From the discussion we intend to facilitate the students' understanding of the characteristics of Chinese internet, and guide the students through the online strategies that firms frequently use in China.

SCHEDULE

March 30 – depart US

March 31 – arrive in Beijing

April 7 – depart Shanghai/arrive in the US

Day 1 April 1 st	Day 2 Beijing April 2 nd	Day 3 Beijing April 3 rd	Day 4 Beijing April 4 th	Day 5 Shanghai April 5 th	Day 6 Shanghai April 6 th
Culture	Opening Speech	Morning Review	Morning Review	Morning Review	Morning Review
Forbidden City cfm	China Transformation and Its Global Implications by Dean Bing Xiang	Strategies of Entering China Market by Prof. Bingsheng Teng	Internet Marketing Applications by Prof. Yang Li	Head for Shanghai by bullet train	Company Visit/Shanghai Stock Exchange (cfm)
Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch box on the train	Lunch Break
Temple of Heaven Hutong Tour (cfm)	Company Visit/IBM Cornell EMBA/MBA, CK MBA cocktail networking	Visit SiMatai Great Wall and Town	JD visit and And Cornell China Alumni Association networking	Company Visit/ Shanghai Yangpu District/Tencent Guest Speakers sharing (TBD)	City Tour (tour guide)
Golden Mask Performance /Acrobatics cfm	Welcoming Dinner	Free Evening Back to Hotel	Dinner sponsored	Culture experience cfm	Closing dinner/ Huangpu River Cruise

HIGHLIGHTS IN EVERYDAY

DAY 1

- Experience the glorious history of ancient dynasty
- Experience the modern lifestyle in the capital
- Acrobatic performance



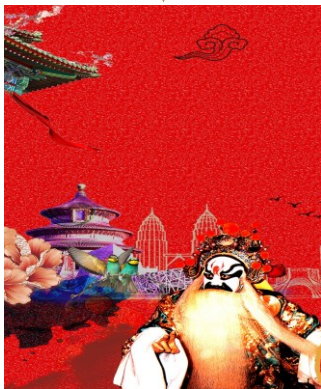
DAY 3

- Academic session about the strategy how to entering China Market
- Simatai Great Wall and Gubei Town



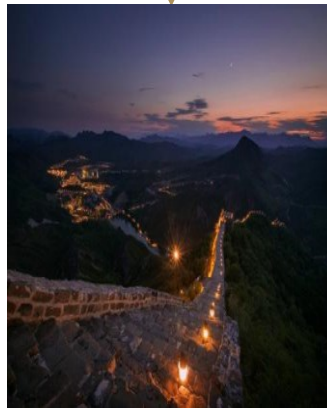
DAY 5&6

- Company Visits in Shanghai Stock Exchange
- Visit Fosun
- Cultural Experiences such as Tea Art Performance



DAY 2

- Academic Session helping to know about the China transformation
- Visit IBM MBA networking



DAY 4

- Academic Session about Internet Marketing applications
- Visit JD and alumni networking



Past TESTIMONIALS



“Even for someone like me – I’m originally from Japan, working in the US for an American company that does business around the world – it is quite difficult to fully understand all of the business and cultural nuances of China. The country’s economy and business landscape is moving faster than any other market. This program really provided me with insightful on-the-ground Eastern and Western perspectives on management and business environments.”

Miyoko Demay

VP, Global Sales Operations, Tiffany & Co.



“The opportunity to discuss the question of the future direction of China and the issues to consider relative to existing and future business decisions will play an important role in strategic planning for my company.”

Daniel Persico

VP, KEMET Electronics Corp



PARTNER FOR COMPANY VISITS



TRAVEL BUDGET ESTIMATE

USD 2400 Per Participant (double occupancy room) trip fee plus international airfare*

USD 2700 Per Participant (single occupancy room) trip fee plus international airfare*

HOTEL

- ✓ 5 nights in Grand Hyatt Hotel or Regent Hotel in Beijing
- ✓ 2 nights in Radisson New World Hotel Shanghai (two people share a room)

TRANSPORTATION

- ✓ Bullet Train First-level Ticket , Beijing to Shanghai
- ✓ All transportations for tour, company visits and the train station



Culture Experiences

- ✓ Tickets to Simatai Great Wall, Forbidden City, Temple of Heaven, Hutong Tour
- ✓ Acrobatic Show in Beijing
- ✓ Tea Art performance & traditional handwriting Experience” Cultural Event

Visa

- ✓ Prepare the invitation letter for Visa

**\$300 of this fee will be charged when you enroll as a first installment, non-refundable payment*

