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
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
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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.

因思想而光华
"GUANGHUA'S STRATEGY MANAGEMENT COURSE HELPED ME IMMENSELY DURING THE PROCESS OF FOUNDRING 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 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
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 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

International programs
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

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

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

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

Learn more at mba.pku.edu.cn/english
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.
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.

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.

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.

Xin 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’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.

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
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.
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.
Hear insights from business leaders at the PKU MBA Speaker Series

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

Show off your vocals at PKU Top Ten Singers

Gain rich insights from the many Nobel laureates lecturing on campus

Flex your athletic skills at the Beida Cup Athletic Championships

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

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.

JEFF IMMELT
CEO of General Electric

BILL GATES

MICHHELLE OBAMA
Former US First Lady

BOBBI BROWN
Founder of Bobbi Brown cosmetics

ABDUL KALAM
Former President of India

DAVID BECKHAM
Footballer

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

Experience international business.

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Time: 9:00 AM

A PIM GLOBAL NETWORK MEMBER

123 countries

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Gate: BJ
Seat: 1A

Experience international business.

10087
FIRST
BJ/1A

PKU GUANGHUA STUDY ABROAD
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
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
- youtube.com/user/pkuuguanghua

**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: mseadm@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 |

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| Telephone: +86 10 6274-7158 |

**Executive Education**

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

45
Average class size

15+ Countries & regions represented

4-5 years
Average work experience

Job Functions
- General Management: 13%
- Consulting & Professional Services: 18%
- Project Management & Operations: 31%
- Investment Banking & Financial Services: 18%
- Information Systems & Engineering: 5%
- Business Development & Strategy: 5%
- Marketing & Sales & Public Relations: 11%
- HR & Administrative: 6%
- Other: 5%

Academic Background
- Business & Management: 32%
- Liberal Arts & Others: 14%
- Economics & Finance: 17%
- Media & Communication: 5%
- Law: 7%
- Computer Science: 10%
- Other: 15%
- Healthcare & Life Sciences: 7%
- Consumer Goods & Products & Food: 7%
- Finance & Investment: 22%
- Industrial Manufacturing & Supply Chain: 20%

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.
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.

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.
Career Development Center

Guanghua’s Career Development Center (CDC) strives to ensure that our students are actively moving towards the right career. We offer a range of services, such as career counseling, job placement services, career management courses, professional development training, and job search support 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

600+
Recruiting Companies
Raphael Lorin, International MBA Alumni, CEO & Co-founder of Chinese Institute YCI Education Group

“I 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/](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
- Candidates are assessed by their personal profile, background and motivation to pursue the program.
- 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

**Why Guanghua?**

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

**Contact Us**

MBA Program Office, Room 212, Guanghua Building 1, Peking University, Beijing 100871 P.R. China
86-10-6274 7009 / 86-10-6274 7268
MBAintl@gsm.pku.edu.cn
http://mbapku.edu.cn/english/
pku.mba.admission
http://applymba.pku.edu.cn/

@GuanghuaMBA
@PKU_MBA
@PKU_MBA
PKUguanghua
北大光华MBA

**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
1. **Academic Programs**

<table>
<thead>
<tr>
<th>Program</th>
<th>Language</th>
<th>Duration</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA (International MBA)</td>
<td>English*</td>
<td>2 years</td>
<td>China</td>
</tr>
<tr>
<td>FMBA (Full-time MBA)</td>
<td>Chinese</td>
<td>2 years</td>
<td>China</td>
</tr>
<tr>
<td>PMBA (Part-time MBA)</td>
<td>Chinese</td>
<td>2 years</td>
<td>China</td>
</tr>
</tbody>
</table>

* Chinese course options available

2. **Admission Requirements**

   a. Applicants must hold non-Chinese citizenship.
   b. Applicants must hold a bachelor’s degree and have relevant work experience.
   c. Competitive GMAT or GRE scores.

3. **Expenses**

   1. Application Fee: Non-refundable application fee of RMB ¥800 (payable online)
   2. Tuition Fees:
      a. Academic Programs:
         - Full-time MBA: RMB188,000 (approximately USD27,730, covers the whole program)
         - Part-time MBA: RMB 298,000 (to be determined, approximately USD43,950, covers the whole program)
      b. Double Degree Program: Pay 1st year fees (RMB150,000) to PKU and 2 year fees to partner school

4. **Required Documents**

   All application documents should be submitted online. A completed application includes:
   1. Completed online application form: [http://applymba.pku.edu.cn](http://applymba.pku.edu.cn)
   2. Resume/CV (no more than 2 pages)
   3. University degree and certificate
   4. University transcript
   5. Essays
   6. Two recommendation letters submitted by referees
   7. Scanned bank statement showing a balance of at least USD $50,000 (or in other currency equivalent to that amount) OR statement of corporate sponsor (if applicable)
   8. Scanned passport page with personal information
   9. Official GMAT or GRE score report
   10. Certificate of new HSK Level 6 (total score: 225) or higher (only required for international candidates applying to the Full-time or Part-Time MBA Program taught in Chinese)

   * Items 2) - 7) can ONLY be submitted in Chinese or English, and the application documents cannot be returned.

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**Double Degree Programs**

<table>
<thead>
<tr>
<th>Double Degree Programs (Two years, English)</th>
<th>Partner Schools</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSM-Columbia MSc</td>
<td>School of Professional Studies, Columbia University</td>
<td>China &amp; USA</td>
</tr>
<tr>
<td>GSM-McCombs MBA</td>
<td>McCombs School of Business, University of Texas at Austin</td>
<td>China &amp; USA</td>
</tr>
<tr>
<td>GSM-UW MBA</td>
<td>Michael G. Foster School of Business, University of Washington</td>
<td>China &amp; USA</td>
</tr>
<tr>
<td>GSM-Schulich MBA</td>
<td>Schulich School of Business, York University</td>
<td>China &amp; Canada</td>
</tr>
<tr>
<td>GSM-ESSEC MBA</td>
<td>ESSEC Business School</td>
<td>China &amp; France</td>
</tr>
<tr>
<td>GSM-WHU MBA</td>
<td>WiLe-Otto Beihelm School of Management</td>
<td>China &amp; Germany</td>
</tr>
<tr>
<td>ESADE-GSM MBA</td>
<td>ESADE Business School, Ramon Llull University</td>
<td>China &amp; Spain</td>
</tr>
<tr>
<td>GSM-KS MBA</td>
<td>Graduate School of Business, Seoul National University</td>
<td>China &amp; Japan</td>
</tr>
<tr>
<td>GSM-SNU MBA</td>
<td>Graduate School of International Corporate Strategy, Hitotsubashi University</td>
<td>China &amp; Korea</td>
</tr>
<tr>
<td>GSM-Yonsei MBA</td>
<td>Graduate School of Business, Yonsei University</td>
<td>China &amp; Korea</td>
</tr>
<tr>
<td>GSM-NUS MBA</td>
<td>National University of Singapore</td>
<td>China &amp; Singapore</td>
</tr>
<tr>
<td>GSM-Taiwan University MBA</td>
<td>College of Management, Taiwan University</td>
<td>Beijing &amp; Taipei</td>
</tr>
</tbody>
</table>

* ESADE-GSM MBA: Students must submit applications to both ESADE and Guanghua. Students are only admitted to the double degree program when admitted by both institutions.

* Other Double Degree Programs: All enrolled MBA students can apply for Double MBA Degree Programs AFTER the new semester starts.
### 5. GMAT & GRE Code (Country code: CHN)

<table>
<thead>
<tr>
<th>Program</th>
<th>GMAT code</th>
<th>School</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMBA</td>
<td>SVH-D6-03</td>
<td>Guanghua School of Management</td>
<td>Peking University</td>
</tr>
<tr>
<td>FMBA</td>
<td>SVH-D6-61</td>
<td>Guanghua School of Management</td>
<td>Peking University</td>
</tr>
<tr>
<td>PMBA</td>
<td>SVH-D6-18</td>
<td>Guanghua School of Management</td>
<td>Peking University</td>
</tr>
</tbody>
</table>

* Verbal, Quantitative, Analytical Writing and Integrated Reasoning scores should all be included.
* To obtain more information, and to register for the GMAT test, please visit: www.mba.com

<table>
<thead>
<tr>
<th>GRE code</th>
<th>School</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>0618</td>
<td>Guanghua School of Management</td>
<td>Peking University</td>
</tr>
</tbody>
</table>

* To obtain more information, and to register for the GRE test, please visit: www.ets.org/gre

### 6. Application and Enrolment Procedure

#### Stage 1
- September, 2017
- Online Application System Opens

#### Stage 2
- November 17, 2017
- Deadline for Round 1
- December 8, 2017
- Deadline for Round 2
- February 23, 2018
- Deadline for Round 3
- March 9, 2018
- Deadline for Round 4
- April 6, 2018
- Deadline for Round 5
- April 20, 2018
- Deadline for Round 6

#### Stage 3
- Late June, 2018
- Official Admission Package Sent

#### Stage 4
- September 2018 (TBD)
- Enrollment & Registration

* The final admission result will be issued by email within 1-2 weeks after the interview.
* Each candidate will be invited to interview on a round basis only once.

### 7. Official Offer Letter, Visa, Medical Examination Form, etc.

The International Students Division of Peking University will issue the admitted foreign students an official Offer Letter and Visa Application Form (JW202) by the end of June.

### 8. Scholarship

Various scholarships, ranging from merit-based, need-based, Chinese government and other awards, are granted to our admitted international candidates. For more information, please contact us via MBAintl@gsmpku.edu.cn

### 9. Registration

The registration day for newly admitted international students is in September (you will find the specific date in your admission package). You will undergo a medical check during your orientation week, and those who do not meet the requirements will have their admission revoked.

Newly admitted students must adhere to the registration rules and schedule. If you cannot make it to the registration, you must submit a formal written notice to the school in advance. If you do not complete your registration in two weeks since the registration day, your admission will be revoked.

### 10. Contact Information

**Specific Requirements, Interviews and Admissions:**
Attention to: Mandy Shuyi HUANG
(Deputy Director, International Affairs)

- **Mailing Address (Application Package):**
  Room 212, MBA & MSEM Program Office
  Guanghua School of Management (Building 1)
  Peking University, Beijing 100871 PR. China
  86-10-62747009, 62747268, 62747289, 62747299
  MBAintl@gsmpku.edu.cn
  http://mba.pku.edu.cn/english
  pku.mba.admission

- **Stay tuned with us:**
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  ![PKUguanghua](@PKU_MBA)