



# BiMBA at Peking University

## Adding Value through In-depth Understanding of China



*Laura Johnson (British), BiMBA full-time MBA*

"I graduated from the BiMBA program in 2009 and immediately started my own business with a BiMBA classmate here in Beijing. Studying at BiMBA gave me a solid understanding of financial statements and accounting, necessary for establishing a business anywhere, but more importantly it introduced me to Chinese business and 'guanxi', essential inputs for practicing business in China. I strongly recommend the program for both its content and its reputation."





BiMBA is located in the Peking University campus in Beijing, which is also renowned for the beauty of its enchanting traditional Chinese architecture. BiMBA's offices and classrooms are housed in a restored 200-year old royal residence dating back to the Qing Dynasty.

## BiMBA: Beijing International MBA at Peking University

If you are thinking of doing business in or with China, take the world class MBA program of BiMBA at Peking University. This program has been ranked #1 in China by *Fortune and Forbes (China)* for years, and *BusinessWeek* has described it as "An MBA with a Heart".

BiMBA is operated by the National School of Development (NSD) at Peking University. It is based on (and inspired by) the prestigious China Center for Economic Research (CCER), which was founded by the famous economist Prof. Justin Yifu Lin (currently Chief Economist and Senior VP, World Bank). NSD and CCER have played a key role in China's social and economic reform during the past thirty years and have earned a reputation for being a "think-tank" for the Chinese government.

BiMBA's MBA program is one of China's premier MBA programs, jointly operated with the globally known Vlerick Leuven Gent Management School recognized as the best in Belgium and ranked 10<sup>th</sup> worldwide (in 2009) by *the Economist* magazine.

Vlerick Leuven Gent  
Management School



Accredited by  
Association  
of MBAs

EQUIS  
ACCREDITED

### Salient features of the program

- ⊙ Peking University's reputation as the foremost place of learning in China;
- ⊙ Unique "Understand China" courses for international MBA students;
- ⊙ In-depth study into China's macro-economy, policy and business environment;
- ⊙ Truly international faculty; 45% from US, 35% from Europe and 20% from China;
- ⊙ Unique physical environment with characteristics of a royal garden;
- ⊙ MBA degree accredited by AACSB, EQUIS and AMBA.
- ⊙ An optional second degree-Master of Science in Global Finance (MSGF) in New York.



International faculty: professors, lecturers and guest speakers from all over the world.

# Outline of Your MBA Study

Aug.		Sep.- Dec.	Jan.- Feb	Mar.- Jun.	Jul.- Aug	Sep.- Oct.	Nov.- Dec.
Initial Understanding China Course (one week before opening)	Opening ceremony & Orientation	<ul style="list-style-type: none"> <li>•Core Courses I</li> <li>•Teambuilding</li> <li>•Intensive understanding China course</li> <li>•New Year's Party</li> </ul>	Winter Break	Core Course II	Summer Break <ul style="list-style-type: none"> <li>•MSGF in NY</li> <li>•ICP</li> <li>•Internship</li> </ul>	Core Courses III	Graduation Report and Defense
Career Development Services							
Tailor-made Career Counseling; Mentorship Program, Coach Program, Career Training, Corporate Career Talks, Company Visits, Resume Compiling & Mock Interviews...					Internship	Campus Recruitment	

(Note: Subject to review)

## Unique "Understand China" Courses

Approximately 30%-40% of the full-time MBA students are international from different parts of the world. Students believe the most valuable part of their study at BiMBA is value added through in-depth understanding of China. BiMBA has developed its unique and innovative "Understand China" courses that are specifically for its international students. These courses are designed to familiarize the students with Chinese competitiveness in the global business environment. This significantly enhances their market value.



Pingyao Inn in Shanxi



Pingyao Ancient Administrative Court Show



Shaolin Kungfu Show



Shanxi Local Food

*The Initial understanding of China course* is delivered one week before the opening of the MBA. The program takes students to important business and cultural sites in several Chinese cities, and helps students integrate with BiMBA alumni, most of whom hold senior positions in business organizations. This orientation course gives participants a sense of what lies beyond their current backgrounds, preparing them to merge into the Chinese business world and the cultural environment proactively, in order to gain effective understanding of the Chinese way of thinking. This course prepares students to get used to life in China and be ready for MBA study in the Chinese environment.



*Miesha Broskey (American), BiMBA 2010 full-time MBA, attended Initial understanding of China course.*

"We saw a lot in a very short period of time. However, what we did and what we saw was more than just sightseeing, it showed a very real view of Chinese history and culture. The sites chosen were very relevant and interesting... This was an invaluable experience to practice for any future events we will attend while studying and working here in China."

*The Intensive understanding of China course* helps international students develop cross-cultural business sensibilities and comprehend intricacies of the Chinese business environment and practices. An overview of the Chinese economy provides the foundation for understanding the background of the business environment in China. Exploration of historical and cultural values that guide behaviors of Chinese businessmen and organizations provides the basis for understanding common business practices. Global and Chinese marketing practices are compared to provide unique perspectives that help students understand ways of doing business in China.

## Beyond MBA: US Master Degree Program in Global Finance

Holders of BiMBA MBA can optionally enroll in (subject to interview) the Fordham University's (ranked 21<sup>st</sup> among the Best Business Schools in Finance Specialty by the *U.S. News and World Report* in 2009) **Master of Science program in Global Finance (MSGF)**. To complete the degree, students need to take 1 course in Peking University and 5 on location in New York. Program fees for MSGF are USD 9000 (2010) plus travel and living costs.



## In-company Consultancy Project (ICP)

The ICP constitutes the important final stage of the MBA program. It enables students to integrate themselves in a real business environment and apply the knowledge, skills and experience they have acquired during MBA. By doing the project, the students can learn to work against deadlines, write management reports and make professional presentations. The quality and applicability of the project are assessed by a jury of both academics and business professionals.

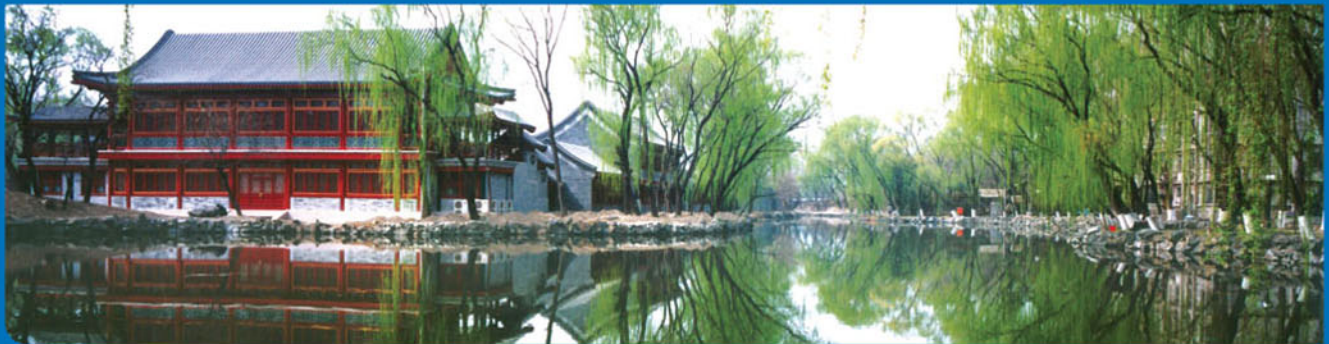
## Application

Round	Deadline	Decision by	Scholarship Notice
1	15 Dec. 2010	Two weeks after interview	31 Jan. 2011
2	15 Feb. 2011		31 Mar. 2011
3	15 May. 2011		30 June 2011

## Tuition and Financial Support

Tuition fee for 2011 full-time class is RMB 205,000 (USD 30,000). BiMBA allows students to pay the tuition fee in three installments. Scholarships will be awarded to approximately 25% of full-time students of the 2011 class, normally worth from 25% to 50% of the tuition fee. Assistantship will be USD 3,000 to 6,000.

\* Please note that all scholarship applications (except Elite Student Scholarship) should be submitted before 15 Feb. 2011. Learn more about financial aid at [www.bimba.edu.cn](http://www.bimba.edu.cn).



## Contact Admissions

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**Beijing International MBA at Peking University**