



Guanghua School of Management
Peking University

“Future Leaders” International Undergraduate Double-Degree Program

Preparing the leaders of tomorrow to engage with the world.

Peking University

World-class Academics Rooted in China's Cultural Heritage.

#1

University in Asia

#16

University in the World



*Times Higher Education World
University Rankings 2022*

1st

National Comprehensive
University in China's History

Accounting & Finance
Business & Management
Economics & Econometrics

#1

in Mainland
China



PKU Guanghua By the Numbers

Internationally-engaged Experts on China's Business and Economic Issues.



37

Years of History



3927

Students



30k+

Alumni



116

Faculty



99%

Hold a Ph.D.



80%

From Top Global Universities



Among Top Attractors of
Gaokao Champions



Internationally
Accredited



5

Satellite Campuses
Across China



Framework

Two Degrees. One Truly Global Experience.



Degrees

- Bachelor's Degree from **Partner School**
- Bachelor's Degree in **Management** Majoring in Business Administration from **PKU**



PKU Scholarship

- Tuition
- Living accommodations
- Monthly Living stipend
- Field Visits & Cultural Activities



Years 1 & 2 at Partner School

General Education
Business Fundamentals



Years 3 & 4 at Guanghua (start in 2023)

Advanced Business Courses,
Language, China Courses,
Thesis

“Future Leaders” Program

Develop the next generation of global leaders capable of navigating **“new globalization”** by equipping them with an intimate understanding of both China and their home markets, instilling cross-cultural knowledge, developing new language competency, and creating opportunities to form friendships with other outstanding students from across the world.



Program Value

Access to World-Class Resources.

Multi-market Adaptability

Tap the expertise of leading professors from two institutions in two different markets.

Engagement with Thought Leaders

Meet government leaders and industry experts from international companies.

Exposure to Diverse Perspectives

Classmates from all over the world living and studying together, sharing their experiences.

Cultural Exploration

Visits to different cities and regions, language learning, and interaction with Chinese students.



Partner Schools

Partner Network

"The Program's partner institutions include the best business schools in each of their respective countries and are regarded as among the best business schools globally".



Curriculum Design

Total Required Units: 120 PKU Units *(with approximately half taken at Guanghua)*
1 PKU Unit=15-18 in-class hours

Medium of Instruction: English *(Depending on students' Mandarin language proficiency, they can also choose to take courses taught in Chinese at PKU.)*

Featured Courses



Featured professors scheduled to teach “Future Leaders” courses:



LIU, Qiao
Dean
Professor of Finance
Ph.D. from UCLA
Previously taught at HKU



ZHOU, Li-an
Associate Dean for Undergrad
& Postgrad Programs
Professor of Economics
Ph.D. from Stanford University



SHEN, Qiaowei
Executive Director of
Undergraduate Programs
Professor of Marketing
Ph.D. from UC Berkeley (Haas)
Previously taught at UPenn



MA, Li
Associate Dean
Professor of Management
Ph.D. from Washington
University (St. Louis)



REN, Fei
Professor of Management
and Information Systems
Ph.D. from UC Irvine



LU, Hai
Professor of Accounting
Ph.D. from University of
Southern California
Also teaches at University of
Toronto



Featured Publications

Academic publications leading Asian universities



CHEN, Yuyu

The Impact of Media Censorship: 1984 or Brave New World?
American Economic Review



ZHANG, Jianjun

Do Political Connections Buffer Firms from or Bind Firms to the Government? A Study of Corporate Charitable Donations of Chinese Firms
Organization Science



SHEN, Qiaowei

Behavior-Based Advertising
Management Science



WANG, Chong

Socially Nudged: A Quasi-Experimental Study of Friends' Social Influence in Online Product Ratings
Information Systems Research



Liu, Qi

Contractual Managerial Incentives with Stock Price Feedback
American Economic Review



ZHANG, Zhixue

Task success based on contingency fit of managerial culture and embeddedness
Journal of International Business Studies



LIU, Xiaolei

Securitization and capital structure in nonfinancial firms: An empirical investigation
Journal of Finance



WU, Liansheng

On the Benefits of Audit Market Consolidation: Evidence from Merged Audit Firms
Accounting review



ZHANG, Ying

From Close to Distant: The Dynamics of Interpersonal Relationships in Shared Goal Pursuit
Journal of Consumer Research



Wang, Hui

Demographics and Entrepreneurship
Journal of Political Economy

Chinese Summer Camp for Beginners

的 - de - particle for showing possession

她 - tā (female) - her

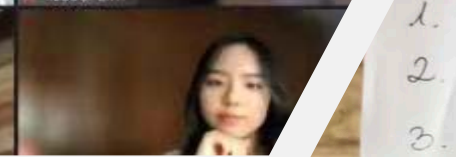
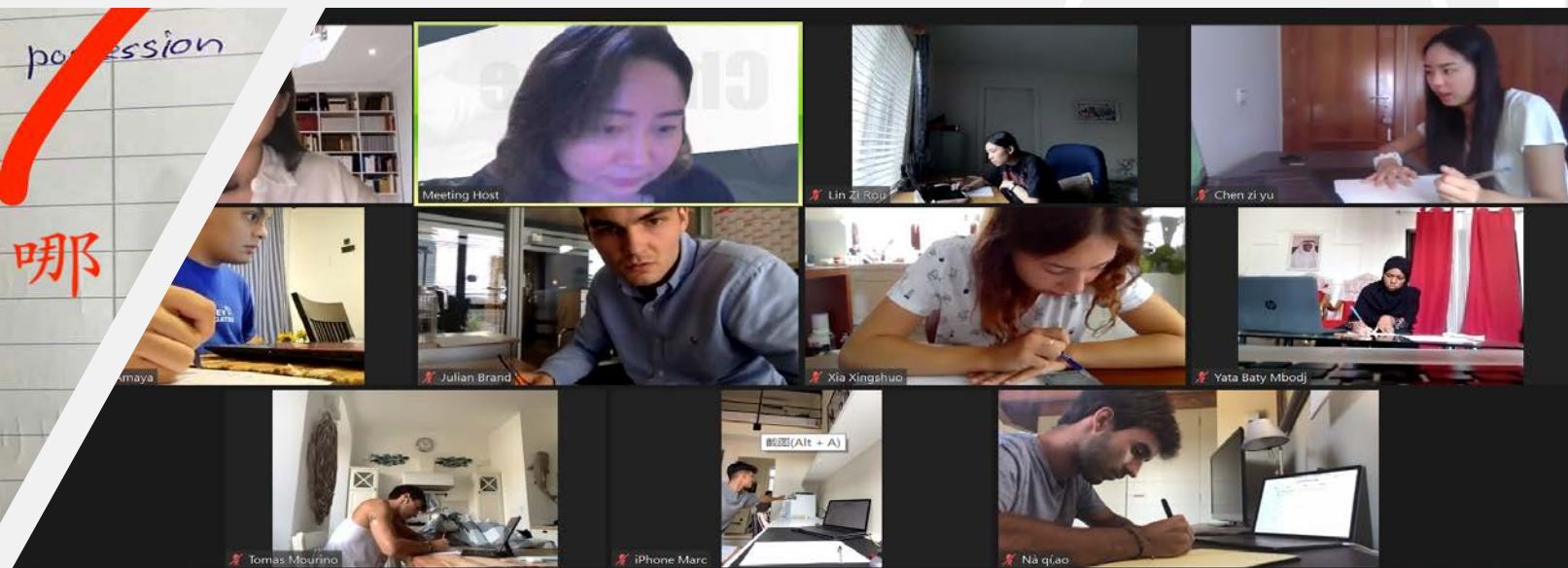
1. 你是哪国人?

哪

2. 我来介绍一下儿

3. 认识你很高兴

4. 玛丽是美国人, 大卫



同姓的 她
tóngxìng men classmates
xìng surname, to be surnamed
de 's (possessive particle)
tā she, her...

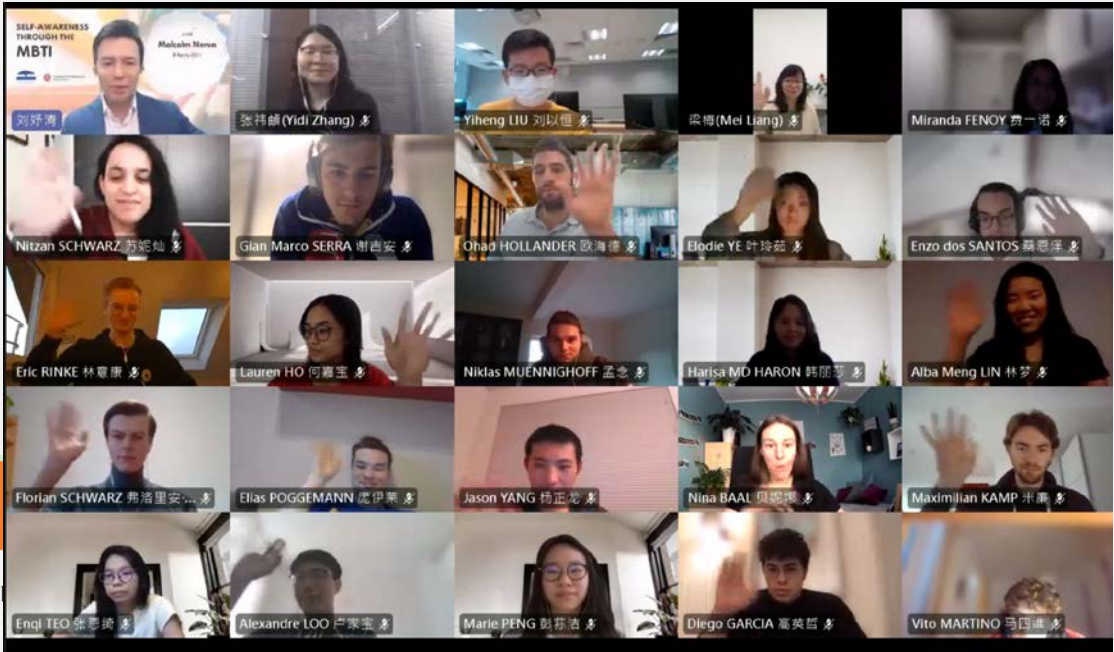
1. 你是哪国人? 哪

2. 我来介绍一下儿。✓

3. 认识你很高兴。✓

Career Development Training Module

Subject	Detail	Speaker
Career Planning and Self Exploration	Have a good command of career planning method; Gain better understanding of self and how to <u>get along</u> with others.	Zhang Yidi, Career Development Center Malcolm Nerva, Professional Trainer
Career Exploration and Industry Sharing	Introduction of Chinese business market and job market. 4 experienced speakers are from Finance Service, Consulting, Technology and Internet, Consumer Products and Trade Industry.	Career Development Center Industry experts from CICC, Bain Company, Tencent and Jardine
Resume Writing and Interview Skill	Help to sharpen your job searching skills. Improve resume-writing and interviewing skills.	Natalie Wong, Professional Trainer, formerly executive Director in Goldman Sachs
Industry Exploration: Group Research Presentation for Interested Industry	Speakers from Module II will participate and provide feedbacks.	



Out-of-Classroom Learning

Pursuing Knowledge Inside and Outside the Classroom.



Academic

- Lectures by Chinese and international guests
- Visits to embassies, government departments, companies
- Participation in PKU clubs and events



Cultural

- Traditional arts activities
- Visits to places of historical significance
- Interactions with local families



Experiential Learning

- China Immersion Project
- Capstone Project



Program Activity



Virtual Orientation



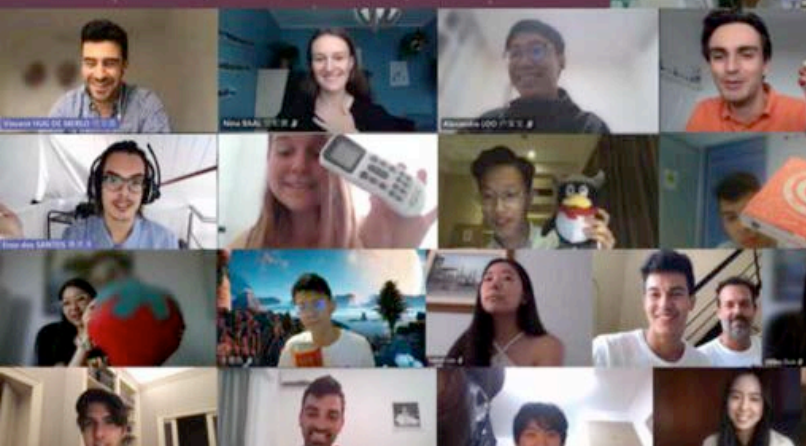
School Opening Convocation



Birthday Party

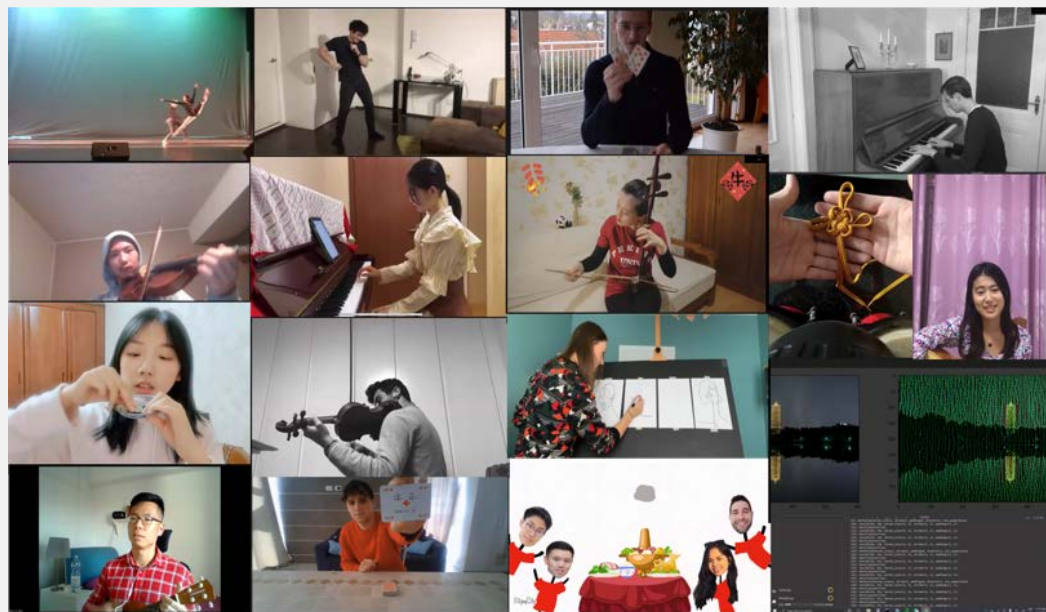
Chat with Senior Future Leaders

July 6, 2021



Meet the Senior FLers

Spring Festival Party



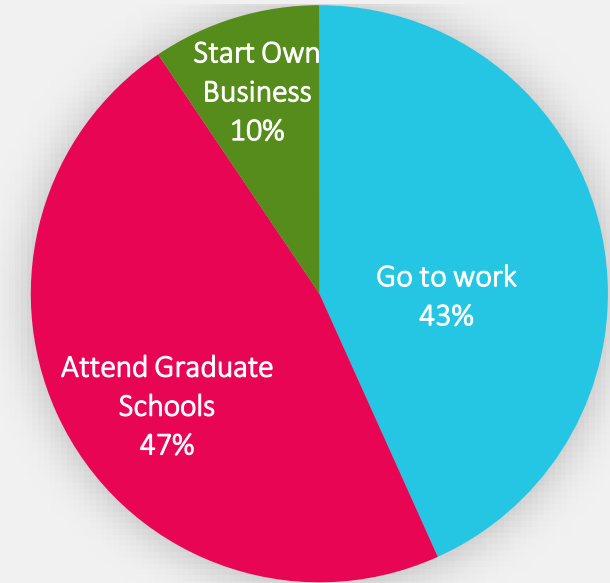
Guanghua After Hours Activity and Christmas Party



First Destination

Future plans of our 1st Future Leaders Cohorts

- Our first cohort will be graduating in July, 2022
- 43% of our students plan to work
- 44% of our students plan to attend graduate schools (Master, PhD, Deferred MBA)
- 10% of our students plan to start their own business
- The most common fields students are interested in accepting offers: Consulting/Advisory and Investment Banking/Finance



Go to work Attend Graduate Schools Start Own Business



PEKING
UNIVERSITY



Goldman
Sachs

McKinsey
& Company



BCG BOSTON
CONSULTING
GROUP

HEC
PARIS

Tencent 腾讯

美团 Meituan



Students Profile



36 students
(1st cohorts)

42 students
(2nd cohort)

42 students
(3rd cohort, entering PKU in 2022)

80%
Speak 3+ Languages



95%
in top 20% of Class



14
Universities Represented



24
Nationalities



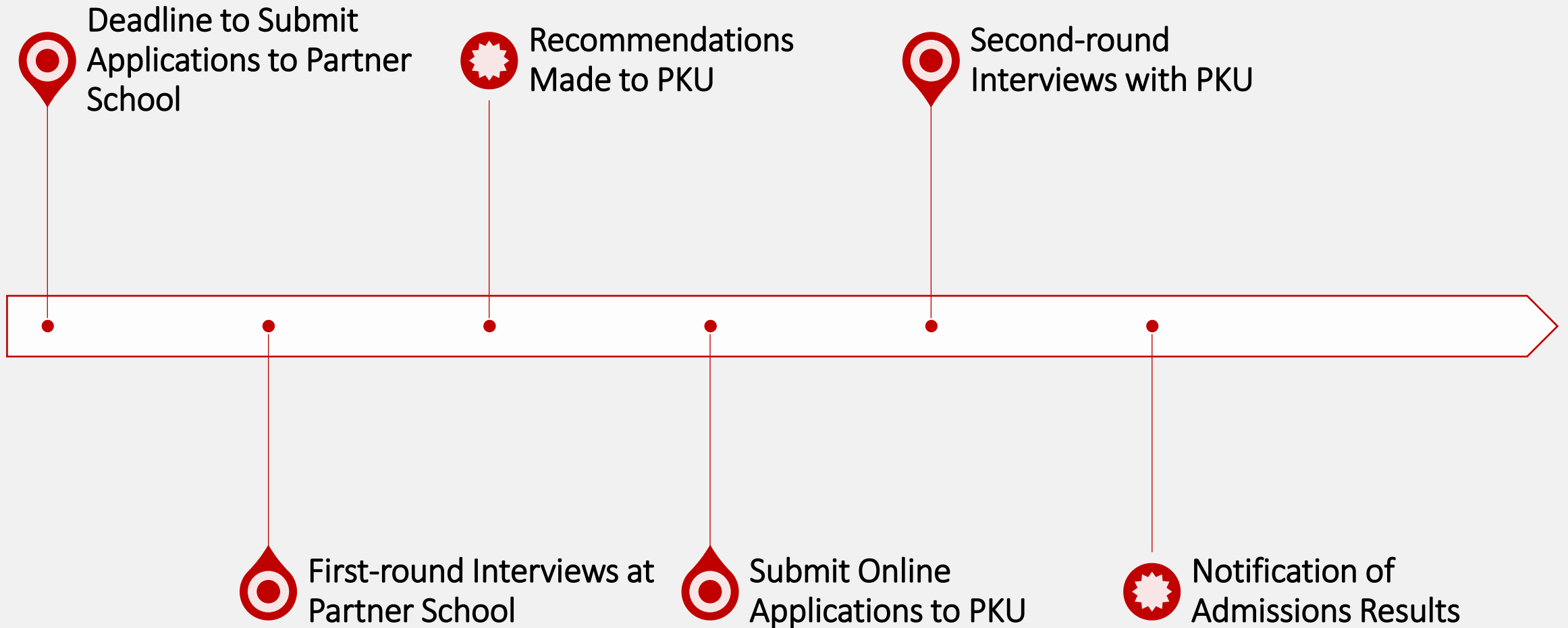
Application Eligibility

- **Students of full-time studies at one of partner :**
(Students must successfully complete of the first two years of study at their home institution by July 31, 2023 in order to maintain eligibility.)
- **The program is open to non-Chinese passport holders only.**
- **Applicants of non-English taught programs, official English proficiency test scores must be submitted.**
(with a TOEFL score of 100 or more or an IELTS score of 6.5 or more.)

Selection Criteria



Recruitment Process



Thank You!

PKU Guanghua Contact
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