



**HARVARD  
BUSINESS SCHOOL**  
Executive Education  
哈佛商学院

# GLOBAL CEO PROGRAM FOR CHINA





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# AN INNOVATIVE GLOBAL PARTNERSHIP

Providing new insights and proven frameworks, the Global CEO Program for China prepares top executives to face the demands of global business leadership—in China and beyond. The program draws on the outstanding faculties of three premier business schools to create an intellectually enlightening, academically rigorous, and highly practical learning experience. This year's session features new global cases and an updated curriculum that incorporate new research on leadership best practices and the latest business trends.

China Europe International Business School (CEIBS), IESE Business School (IESE), and Harvard Business School (HBS) jointly offer the Global CEO Program for China, which specifically addresses the business and management challenges facing CEOs in China today.



# GLOBAL CEO PROGRAM FOR CHINA

## DATES & LOCATIONS:

Pre-Matriculation Module (optional):

23–25 MAR 2017 — CEIBS, Shanghai, China

Module 1: 23–28 APR 2017 — CEIBS, Shanghai, China

Module 2: 11–16 JUN 2017 — IESE, Barcelona, Spain

Module 3: 23–29 JUL 2017 — HBS, Boston, U.S.

**PROGRAM FEE: RMB 570,000**

**For complete program details:**

[www.ceibs.edu/execed/ceo](http://www.ceibs.edu/execed/ceo)

[www.iese.edu/gcpc](http://www.iese.edu/gcpc)

[www.exed.hbs.edu/programs/gcpc](http://www.exed.hbs.edu/programs/gcpc)

## PROGRAM OVERVIEW

Across Asia and around the globe, Chinese companies face daunting new challenges. Demographic shifts are intensifying competition for talent, while rapid innovation is disrupting established markets. To gain a competitive edge, visionary leaders are seeking new ways to drive change and growth.

To transform regional and global opportunities into sustainable success, executives in China must be able to design innovative strategies, recognize and respond to change, manage effectively across business functions and country borders, and engage with and empower employees and customers.

The Global CEO Program for China prepares top executives for successful leadership in the current business environment. Offered through a partnership with CEIBS, IESE, and HBS, this intensive learning experience is held in three consecutive modules over four months, with each school hosting a one-week module. Through a unique format designed to meet the needs of busy CEOs, you will broaden your business knowledge, expand your global intelligence, and enhance your leadership skills.

## PROGRAM OBJECTIVES

CEOs doing business in China today will expand their perspective on the major social, cultural, political, and economic factors that impact business in the global marketplace. Simultaneously, China-based executives in multinational firms will gain insights into successful business operations in China. As you delve into critical leadership issues, best practices, and emerging trends, you will acquire the strategic frameworks to create and sustain value throughout your enterprise. Working alongside a diverse group of accomplished peers who are dedicated to learning, you will make valuable connections that strengthen and extend your global network.

This program improves your ability to:

- Identify and respond to the challenges of a competitive global environment
- Formulate strategic objectives and implement plans for creating competitive advantage
- Build management systems and organizational processes that facilitate flawless execution
- Build a world-class company by driving operational change
- Lead with wisdom, integrity, and vision, while encouraging others to do the same





**“THE CASE METHOD WAS IMPRESSIVE—  
LIKE SITTING IN ON REAL-WORLD BOARD  
MEETINGS. I WAS ABLE TO LEARN ABOUT THE  
LATEST INDUSTRY TRENDS FROM THE BEST  
PROBLEM SOLVERS IN BUSINESS TODAY. NOW  
I UNDERSTAND HOW A DECISION MADE IN THE  
MOMENT CAN TRIGGER AN IMPORTANT IMPACT  
ON THE FUTURE.”**

*Quin LIU*

GLOBAL VICE PRESIDENT / PRESIDENT OF ASIA-PACIFIC, LOGITECH INTERNATIONAL

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## PAST PARTICIPATING COMPANIES INCLUDE:

ANTA Sports Products Ltd.	Joyoung Company Limited
Baoxiniao Group Co., Ltd.	K-Boxing Men's Wear (Shanghai) Co., Ltd.
Beijing VIPABC Education Inc.	Konka Group Co., Ltd.
Bosideng International Holdings Limited	Midea Group Co., Ltd.
CITIC Private Equity Funds Management Co., Ltd.	Mindray Medical International Limited
Didi Chuxing	OPPLE Lighting Co., Ltd.
Digital China Holdings Limited	Red Star Macalline Group
Fosun International Limited	Shanghai Flyco Electrical Appliance Co., Ltd.
Gianda Construction Investment Group	Sunshine Insurance Group Company Limited
Haier Group	Tencent Holdings Limited
Hangzhou Wahaha Group Co., Ltd.	Tsingtao Brewery Co., Ltd.
Inner Mongolia Yili Industrial Group Co., Ltd.	Zhejiang Jingxin Pharmaceutical Co. Ltd.

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## PROGRAM PARTICIPANTS

The Global CEO Program for China is designed for CEOs, board chairs, and chief decision-makers who have more than 10 years of senior management experience in fast-growing Chinese companies or in multinationals with a presence in Greater China. Participating companies should be leaders in their industry and should demonstrate strong business ethics and social responsibility.

In the past 10 years, hundreds of Chinese executives committed to expanding their leadership skills and global vision have immersed themselves in this exceptional learning experience. To derive maximum value from the program, you should come prepared to study intently and actively contribute your ideas and experience in both the classroom and small group settings.

To ensure a truly global experience, HBS carefully assembles an elite group of senior executives who represent diverse companies and industries, have a proven record of leading and implementing strategic change, and exhibit high potential for enriching the program experience for others.

# IN-DEPTH CURRICULUM

The comprehensive curriculum explores the CEO's role as it relates to various strategic, governmental, investor, market, and societal concerns, and also examines the impact of the new world order on the Chinese economy. Three learning modules address important skill development areas, business phenomena, and operational aspects, including:

## PRE-MATRICULATION MODULE (optional): 23–25 MAR 2017 (CEIBS, Shanghai, China)

- Finance and Accounting

## MODULE 1: 23–28 APR 2017 (CEIBS, Shanghai, China)

- Competitive Strategy
- Marketing Strategy
- Strategic Human Resources
- Strategic Operations Management

Cases taught in previous program iterations include: Alibaba, Apple, and General Electric.

## MODULE 2: 11–16 JUN 2017 (IESE, Barcelona, Spain)

- Capital Markets
- Entrepreneurial Management
- Global Marketing
- Performance Measurement and Control

Cases taught in previous program iterations include: Haier, Tata, and Zara.

## MODULE 3: 23–29 JUL 2017 (HBS, Boston, U.S.)

- Business, Government and the International Economy
- Entrepreneurship
- Innovation in Emerging Markets
- Leadership

Cases taught in previous program iterations include: Geely-Volvo, Singapore country strategy, and Volkswagen.

## FOLLOW-UP ACTIVITIES:

After completing the program, you will be invited to participate in roundtable conferences and communicate with professors from CEIBS, IESE, and HBS; assist the faculty in writing a case on your company; and engage in other networking opportunities.

*Note: The program curriculum, structure, cases, and faculty are subject to change.*



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## FACULTY TEAM

The distinguished teaching faculty is drawn from China Europe International Business School, IESE Business School, and Harvard Business School. Through their research, teaching, and hands-on experience as business executives, consultants, and board directors, they remain connected to the global business community and make significant contributions to the practice of management.



### **Weijiong Zhang (Faculty Cochair)**

Professor of Strategy, Vice President, and Co-Dean at CEIBS. He is also the Director of the Centre of Chinese Private Enterprises at CEIBS. His current research is focused on Chinese private enterprises, business environmental uncertainty and strategy, and internal price transfers.



### **Jaume Ribera Segura (Faculty Cochair)**

Professor of Production, Technology, and Operations Management, IESE Business School and Port of Barcelona Chair of Logistics at CEIBS. His current research interests lie in the areas of operations improvement management, health systems management, and project management.



### **Krishna G. Palepu (Faculty Cochair)**

Ross Graham Walker Professor of Business Administration and Senior Adviser to Harvard's President on Global Strategy. His current research and teaching activities focus on strategy, such as the globalization of emerging markets, particularly in India and China, and on corporate governance, such as board engagement with strategy. He teaches in several HBS Executive Education programs, and is faculty cochair of "Leading Global Businesses" and "Senior Executive Leadership Program—India."

View entire faculty team:

[www.ceibs.edu/execed/ceo](http://www.ceibs.edu/execed/ceo)

[www.iese.edu/gcpc/faculty](http://www.iese.edu/gcpc/faculty)

[www.exed.hbs.edu/programs/gcpc](http://www.exed.hbs.edu/programs/gcpc)



# LEARNING ENVIRONMENT

The program's integrated learning environment creates an unrivaled opportunity for individual development, ongoing exchange with peers, and action learning.



## HALLMARK CASE METHOD

Developed by HBS, the case method has been long recognized as a highly effective educational tool. Moreover, the program faculty's leadership and expertise in case writing and teaching add a powerful dimension to the learning experience. You will engage in an interactive process that replicates executive decision-making in actual business situations. Incorporating both written and "live" case studies that offer multiple levels of learning, the program compels executives to identify relevant issues and to apply practical business lessons to their own circumstances and companies.

## DYNAMIC INTERACTION

All program activities are structured to foster formal and informal interchange among high-level peers from different backgrounds, companies, and industries, as well as with faculty members from the collaborating business schools. Classroom discussions, case studies, team projects, and study groups promote the exchange of ideas and experiences, stimulate innovative thinking, and encourage different points of view. This shared learning creates a unique opportunity for you to reexamine and reformulate your goals and strategies, both professionally and personally.

## ACTION LEARNING

The program's action-oriented team approach, driven by HBS's participant-centered methodology, helps you to apply your personal experience and new business knowledge to generate solutions in real time. While examining strategic issues, you are encouraged to consider specific areas for application, particularly how you can leverage structures, processes, cultures, and incentives to implement strategic change within your organization.

## CERTIFICATION REQUIREMENT

Participants who have successfully completed this program will be conferred the "Global CEO Program for China" Certificate, jointly signed by China Europe International Business School, IESE Business School, and Harvard Business School. Please note that full attendance at all three modules in the designed sequence is mandatory for successful completion of this program. Applications for a single module are not allowed.

## LANGUAGE

The official language of the Global CEO Program for China is Chinese. Simultaneous translation and interpretation to Chinese will be provided for participants.



## ADMISSIONS

### PROGRAM FEE

The program fee is RMB 570,000, which includes tuition, the fee for translation and interpretation, teaching materials, most meals, and accommodations in Shanghai, Barcelona, and Boston. Round-trip airfare to Europe and the United States and visa fees are not included. Payment is due within 30 days of the payment notice. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the payment notice.

### APPLICATION AND ADMISSION PROCESS

To apply for participation in the Global CEO Program for China, candidates are required to complete the program application form and mail, fax, or email it to one of the contact people listed below. The Admissions Committee, which is composed of representatives from CEIBS and HBS, will review all written applications. The program director also will interview each candidate.

Applications are requested 30 days prior to the program start date. Qualified candidates will be admitted on a rolling, space-available basis, and late applications will be considered only if space permits.

### CANCELLATION AND MODULE MAKEUP POLICY

Cancellation and module makeup policies are outlined in the information provided to applicants upon admission. Please be aware that additional fees may apply.

### LANGUAGE

To ensure the most comprehensive learning experience, this program is taught in both Chinese and English with simultaneous translation. Participants will preselect either Chinese or English for their classroom materials. When forming discussion groups, program administrators consider each participant's language capabilities to ensure the optimal group interaction.

## CONNECT WITH US:

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