



## ***Differentiations at CKGSB: The Key to Collaboration and Competition***

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### **OUTLINE**

- I. The Basics and Fundamentals
- II. Innovations at CKGSB: The Key to Collaboration and Competition

### Cheung Kong GSB: Key Facts and Figures

Founded	Established in November 2002 with support from the Li Ka-shing Foundation; sanctioned by the Chinese government to grant MBA and EMBA degrees in 2005
Campus	Main campus in Beijing with satellite campuses in Shanghai and Shenzhen/with rep offices in NYC, London and Hong Kong
Faculty	Full-time resident faculty recruited from seasoned/senior faculty members at Wharton, Stanford, Columbia, Yale, INSEAD, UCLA, and NYU ...
Programs	New enrollment in 2010: 725 students (degree programs) •EMBA: Students: 530; Tuition: RMB 588,000(US\$87k) •MBA: Students 65; Tuition: RMB 260,000(US\$38k) •FMBA: Students 130; Tuition: RMB 328,000 (US\$48k)
Cooperation	Columbia, UCLA, Darden, Wharton, IMD, LBS, IE, INSEAD

## I. The Basics and Fundamentals

- Value orientation (Not-for-Profit) with a generous sponsorship from LKS Foundation
- Faculty governance (the one and only b-school in mainland China)
- Full-time/world-class faculty recruited from established/ senior faculty members at top b-schools

## II. Innovations at CKGSB

### 1. Leading insights into China economy and businesses

- Different platform
  - Fast-changing
  - Disparities across regions
  - Rudimentary infrastructure
  - ...
- Different types of enterprises
  - MNCs
  - State-owned enterprises (SOEs)
  - Private and family-held companies

## II. Innovations at CKGSB

### 2. Globalization of Chinese companies

- Global perspective: place China business in a global context
- Corporate landscape: China's three generations of entrepreneurs
- New perspectives and new strategies:
  - Chain-to-Chain Competition
  - Leverage resources globally
- Go beyond case studies and stay ahead of the curve (research centers on the study of globalization and innovations)

## II. Innovations at CKGSB

3. How MNCs integrate China into their global plays
  - “Global Business Strategy: China”: just-completed co-branding open-enrolment program with Columbia Business School
  - Korea CEO program
  - India CEO Program (with INSEAD)
  - China-Japan CEO Forum (1st and 2nd forum with the 2nd forum taking place in Tokyo on 10 September 2010)
  - ...

## II. Innovations at CKGSB

4. Wealth creation and application
  - Beyond how to do business better by discussing WHY we do business
  - How wealth is used and applied
  - Social entrepreneurship and social responsibility
    - 400 million RMB (US\$59M) donated to Sichuan earthquake relief by CKGSB alumni, about 7% of the nation’s total institutional giving
    - 6 days of community service starting with Fall 2010 intakes (managerial experience and time).

## II. Innovations at CKGSB

5. Incorporation of humanities (religion and history) into business education curriculum
  - A key driver for innovation
  - Enlarged space of life/enriched life
  - New perspective on business (more long-term and more holistic)
  - Beauty coming from inside (better corporate conduct)
  - ...

## II. Innovations at CKGSB

Commanding presence of CKGSB in China

1. The faculty and their global standing in research (#6 globally in per capita publication in A journals)
2. Insights on China economy and business and implications of China's rise in the global economy
3. The most influential alumni with an immense loyalty to school

## II. Innovations at CKGSB

Next level of play?

1. Going global (in collaborations with leading institutions)
2. Instill new values and promote new perspectives:
  - More than GDP, more respectful to the past (Xi'an and Beijing)/Space for future generations
  - Beyond “family”- working to create great institutions with diverse ownership
  - Wealth creation and application
  - Top-down perspective rather than bottom-up view

## II. Innovations at CKGSB

Forthcoming round of “Renaissance” and “Enlightenment” to meet fundamental challenges like climate change and sustainable development

Beyond being anthropocentric (“man is measure of all things”) to the anthropo-cosmic humanism of Confucius:

*“If reciprocity and mutuality in interaction is replaced by exploitation, humanity and nature will suffer.”*

## II. Innovations at CKGSB

The essence of CKGSB strategy

- The basics and fundamentals (obtain credibility and capabilities for generating insights)
- The top-down perspective
- Extend the boundaries of b-schools
- Lead by innovations, not just to follow or copy
- Compete on value, not on price (as reflected in levels of our tuitions)
- Focus on “top of pyramid” (by new insights and perspectives, not by rankings/accreditations)

## II. Innovations at CKGSB

The Outcome of CKGSB strategy

- Complete the leap-frog in China market
- Complimentary capabilities instrumental in collaborations with other leading b-schools
  - “Global Business Strategy: China” with Columbia
  - “Value Investing” with Columbia
  - “Family Business Series” with IMD
  - Finance CEO program with Columbia and LBS
- New programs
  - India CEO/ Korea CEO
  - China-Japan CEO forum
  - China CEO programs

# Thank You

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