

School of Economics and Management
Tsinghua University

Mission

To Advance Knowledge and Cultivate Leaders for
China and the World.

Aspiration

To Be a World-Class School of Economics and Management.

Core Values

Integrity Dedication Respect



GLOBAL EXECUTIVE PROGRAM IN CHINA

FOR MORE INFORMATION
PLEASE CONTACT US

Executive Education Center
School of Economics and Management
Tsinghua University
Beijing, China 100084
Email: exedglobal@sem.tsinghua.edu.cn
Tel: +86-10-6279 2367 / +86-10-6277 2944
<http://exed.sem.tsinghua.edu.cn/en>

Course schedule, fees and faculty are subject to change. The University reserves the right of final decision.



Executive Education
Website

Executive
Education

Doing Business in China Decoded:
From Policy to Profitability



A Door Opener in Your China Dream, A Bridge to Unlimited Opportunities



Chang-er Ben

Dean of Tsinghua University School of
Economics and Management

The business world is a constantly changing environment, but external forces such as political issues and country-specific policy changes have amplified the need for international professionals to be agile and open to change. China, one of the world's fastest growing major economies, has its unique way of doing business. Decoding the dynamic Chinese economy requires business leaders to equip with skillsets and knowledge in a Chinese context, in the areas of business environment, investment, marketing, innovation, and the like.

To tell the "China story" academically and to help senior executives and business leaders to not only identify opportunities but also to overcome challenges in the Chinese business world, Tsinghua University School of Economics and Management (Tsinghua SEM) established the Global Executive Program in China (GEPC) - Opportunity in Diversity: Decoding the Dynamic Chinese Economy in 2022. The program has been designed both online and offline. The hands-on online format helps participants, anywhere in the world, to get the necessary keys to fully understand the Chinese Economy. The offline modules aim to give the right education in the right place. Participants will learn about China's state and technology vision in the dynamic city of Beijing, they will dive deep in the bottom-up innovation ecosystems in the thriving entrepreneurial city of Hangzhou and Yiwu and they

will discover how to combine internationalization with localization in the universal city of Shanghai. Graduates will join a rich network of executives throughout the world and acquire an expanded skill set that will help them compete advantageously, perform well and collaborate better.

Perhaps most importantly, Tsinghua University's prominence provides its students unparalleled access into China. Tsinghua enjoys a prestigious position in China since its' founding in 1911. During its century long history, Tsinghua has trained numerous world-class scientists, engineers and executives in both the private and public sectors. With the growing spotlight on China on the international scene, there is no better vehicle to understanding the Chinese market.

The diversity and the dynamic of the Chinese market pose a lot of challenges for its stakeholders but also create unlimited opportunities. If you too have ambitions to conduct business in or with China so as to succeed internationally, I warmly welcome all of you to join this program. Both executives well-versed with China as well as those new to China will be introduced to the "ecology" of this environment through in-depth sessions on China-specific topics taught by prominent experts. We are confident that the GEPC Program will not only provide you with a world-class business education, but also serve as "A Door Opener in Your China Dream and A Bridge to Unlimited Opportunities".



The Chinese market presents new opportunities and challenges.

Overview

China, one of the fastest growing countries in the world, has made remarkable progress over the past 40 years since it opened to the world.

Understanding how to do business in or with China is no longer a luxury, but rather a prerequisite for success in international business.

This program is designed to provide senior executives and business leaders with a comprehensive view of leading and managing business effectively in the fast-changing context of China, in a manner that is compatible with Chinese business practices, regulatory frameworks and consumer expectations. With a blended format, through lectures, case studies, panel discussions, group assignments, participant presentations, Q&A, interactive learning and company visits, participants acquire skills necessary for evaluating business opportunities and developing business strategies for operating, competing, collaborating and/or further expanding in China.

The program draws on Tsinghua core faculty, as well as guest speakers from key government institutions and/or leading Chinese and multinational companies, to facilitate gainful interactions with Chinese decision makers, and leaders of thought in academia and industry.

Highlights and Key Outcomes

- Deeper understanding of the **institutional logic and structure**, policy frameworks and trends in the Chinese economy, as well their implications for global business and the opportunities and risks of doing business in China.
- Vital, up-to-date insights into **Chinese customers**, B2B, B2C and B2G, marketing in China and the knowledge to design China market development strategies.
- Exploration of China's **capital markets** including valuation, financing, and its evolving characteristics, including the financing of trade and foreign direct investment, and the overall investment environment.
- Dive deep into the **ecosystems** of China to understand the country's technology and innovation, and their impact on the economy and on entrepreneurship.
- Comprehensive understanding of the Chinese **culture and mindset** and the changing values of Chinese citizens and how these shape business and corporate attitudes and strategizing.
- Awareness of the factors shaping and influencing social and **interpersonal relationships**, business culture and negotiation practices in China.
- Interaction** with speakers from government and industry to learn from their insight and personal experiences.
- Build your **China network** as you share experiences and build strong connections with other participants as well as Tsinghua SEM alumni.

Who Should Attend?

- This program is tailored to senior executives and business leaders, including investors and top managers of firms doing or intending to do business in or with China.

Why Tsinghua SEM?

Leading Institution

Tsinghua SEM is one of the first business schools to be accredited by AACSB and EQUIS in mainland China. Its Executive Education dates back to 1981. Our institution is not just the origin of executive training programs but, in many respects, the predecessor of today's MBA and EMBA education in China.

Diverse Faculty

Apart from Tsinghua SEM's leading faculty, top academics from a wide range of disciplines hailing from the other 31 schools of Tsinghua University will join the program as lecturers. Participants will also engage with high-level guest speakers from a broad range of key government institutions and leading Chinese and multinational companies as Tsinghua SEM's platforms facilitate meaningful interaction.

National Executive Training Base

Tsinghua SEM has long been committed to policy research, and is entrusted by Chinese ministries and commissions to organize a variety of executive training programs for leaders in government and state-owned enterprise (SOE) on a regular basis.

Extensive Enterprise Cooperation

Tsinghua SEM has an extensive experience of effective collaboration with Fortune Global 500 enterprises, leading Chinese private and public firms from a variety of industries, and fast-growing start-ups. For instance, Tsinghua SEM worked with both Tencent and Alibaba to organize the Future-Tech Entrepreneurs Program and the New Business Xuetang.

140+

full-time faculty

60+

advisory board members

40+

research centers

120+

programs for organizations
each year

40+

programs for individuals
each year

8,000+

executive participants yearly

120,000+

executive alumni

Curriculum

An online ice-breaking and orientation session.

A 2-week immersive learning journey through China, visiting Beijing, Jiangsu province, and Shanghai.

The GEPC program's curriculum is designed with three main educational threads: from macro to micro, from science and technology to business, and from urban to rural. The course combines classroom instruction with corporate visits, offering an in-depth exploration of China. Instead of relying on textbook case studies, the program utilizes real-world, first-hand corporate case studies for live teaching, providing participants with a comprehensive and deep understanding of China's business environment.

1

Orientation Module (Live-Virtual)

Designed to launch the program, this module combines course orientation with community building. The Academic Director introduces the capstone project theme to provide clear direction, after which a structured icebreaker allows participants to share their backgrounds and aspirations, fostering immediate peer-to-peer connections.

2

Beijing Module: Top Down

China's Political and Economic Landscape
Beijing is the political and technological innovation center of China. This module delves into the macroeconomic environment of China, encompassing government policies, economic reforms, the role of state-owned enterprises, and the development of artificial intelligence. Participants will gain insights from distinguished professors and industry leaders, gaining an understanding of how national strategies influence business opportunities.

3

Jiangsu Module: Bottom Up

Development Model and Practical Frontiers
This curriculum offers an in-depth exploration of the dynamic interplay between entrepreneurial spirit and effective governance, illustrating how proactive policies cultivate a fertile landscape for investment and foster vibrant commercial opportunities. Participants will gain a profound appreciation for the transformative power of integrated value chains and robust manufacturing clusters, supported by dedicated case studies on emerging pillar industries —featuring industry leaders such as Wuxi Lead Intelligent Equipment, Li Auto, and Envision Energy. Furthermore, the module examines the innovative development model of Huaxi Village, delivering unique insights into China's strategic pathways toward achieving common prosperity and advancing rural revitalization.

4

Shanghai Module: Open Up

Globalization and Market Access
This module examines Shanghai's role as a global financial center and its impact on international trade. Participants will learn about market entry strategies, investment opportunities, and the challenges of operating in a highly competitive environment. Participants will visit emerging internet platform enterprises, gaining insights into the development of new industries within this historic international metropolis.

Faculty (Partial List)



Chong-En Bai

- Dean, Tsinghua SEM
- Distinguished Professor of Arts, Humanities and Social Sciences, Tsinghua University

Tomas Casas

- Assistant Professor, Research Institute for International Management, University of St.Gallen
- Director, China Competence Center



Yubo Chen

- Coca-Cola Chair Professor, Tsinghua SEM

Ruipeng Di

- Academic Director, Global Executive Program in China, Tsinghua SEM



Ping He

- Associate Dean, Tsinghua SEM
- Professor of Finance



Zhangkai Huang

- Associate Professor of Finance, Tsinghua SEM
- Academic Director, Global Executive Program in China, Tsinghua SEM



Ning Jia

- Associate Professor of Accounting, Tsinghua SEM



Daokui Li

- Professor of Finance, Tsinghua SEM
- Dean, Academic Center for Chinese Economic Practice and Thinking (ACCEPT), Tsinghua University

Ke Meng

- Associate Professor, School of Public Policy and Management, Tsinghua University
- Associate Professor, Schwarzman College, Tsinghua University



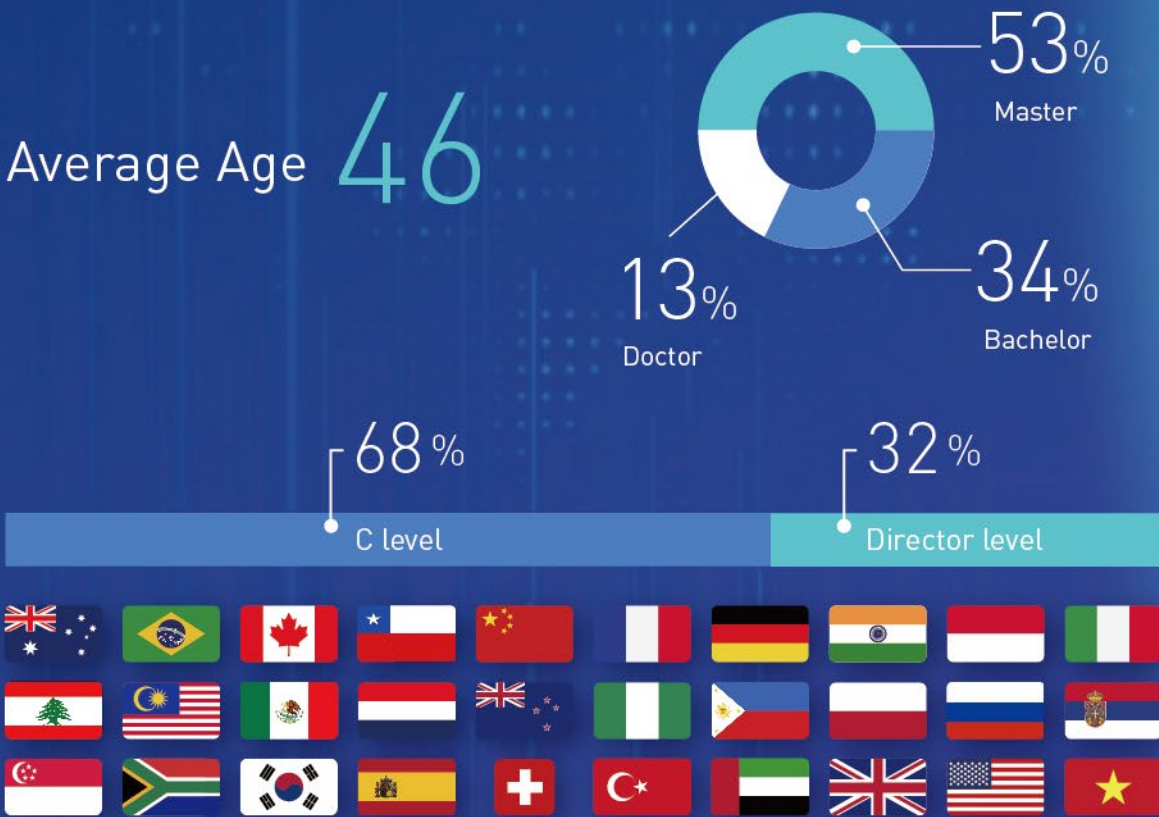
Bo Zhang

- Fellow, Chinese Academy of Sciences
- Professor, Computer Science and Technology Department, Tsinghua University



Participant Profile

Past participants of Emeritus work at



Finance and Investment	Healthcare	Aviation & Logistics
Manufacturing	Construction	Real Estate
Technology	Trade	Education
Energy	Retail	Professional Services
Automotive	Hospitality	NGO
Information Technology	Insurance	



Lester Chan
Group CEO of The GrowHub Limited
GEPC 2025

GEPC at Tsinghua provided a profound and timely insight into China's dynamic economy and its evolving role in the world. The curriculum was exceptionally well-designed, blending enriching lectures from world-renowned professors with immersive visits to leading Chinese enterprises. This unique combination of academic rigor and real-world exposure offered invaluable perspectives for any senior leader operating on a global scale. Beyond the knowledge gained, the opportunity to learn alongside a diverse cohort of accomplished executives was equally rewarding. An unparalleled executive education experience.



Aik Hong Goh
Financial Controller Asia Pacific of Lenovo
GEPC 2023

GEPC has been an eye opening and enriching journey with very bright minds in the form of professors, industry experts as well as classmates. Working in a Technology Multinational company of Chinese origins today present unprecedented challenges. GEPC has helped to provide a structured framework towards gaining insight on how to approach these unique set of challenges whilst providing a peek into what the exciting future holds from autonomous driving to metaverse. It has cemented my view that we indeed stand at a crossroad in history, and it is up to this generation to create better days for the next.



Craig Katerberg
Chief Legal and Corporate Affairs Officer of Budweiser Brewing Company APAC Limited
GEPC 2025

Fantastic program in China, about China - shared and experienced with impressive executives from around the world. Our class came from France, Chile, Nigeria, Vietnam, Germany, the US and the UAE, Indonesia and many more. All student executives came engaged and eager to learn, to share and discuss their experiences, and to find about more about their place in the future and how that fits with China's place in the years ahead. Excellent program with top tier, engaging professors who love teaching, with dedicated and energetic staff who thoroughly enjoyed time with the executives, and meaningful, unique company visits with THE leading Chinese companies in the country (Alibaba, Huawei, Unitree, RedNote, among many).



Eva Maria Serrano Blanca
Global Brand President of Calvin Klein
GEPC 2022

In a world where we are seeing increasing speed of innovation and uncertainty, informed, adaptable, creative business leaders are crucial for an organization's transformational growth. We need to evolve traditional organizations into future-focused ones in order to lead them through this age of disruption. This is the key to organizational success today. GEPC brings us at the forefront of change, helps understand it deeply and develop initiatives in order to compete successfully and grow sustainably.



Dr Seinde Fadeni
Chairman of NAHCO PLC
GEPC 2024

GEPC gave me a first-hand understanding of China's economic growth dynamics and the several key organisations and industries contributing to it. The size, vision, innovation and strategies of these different organisations are indeed, very valuable models for the organisations I lead. The multi-venue structure of the program helped me to see and appreciate the various aspects of China - geography, culture, economy, people and even the work ethics and how it positively influences the global impact. The GEPC also provided a good networking platform with great minds and co-participants at the program. This will help foster collaboration and knowledge sharing at a global stage.



Gregory M. Ingram
Supervisory Board Member of KGAL GmbH & Co. KG
GEPC 2025

Joining the GEPC 2025 of Tsinghua University was a high-value professional as well as personal experience. The mix of formal academic modules introducing China economically, politically and culturally, with onsite visits and Q&A sessions with Chinese companies (tiers one, second tier and SMEs) allowed my 2 colleagues and I to start to have coherent hands-on insights about China. The exposure to different environments - tiers one cities, as well as more remote areas- provided a valuable vintage point for understanding the potential of a China strategy. Takeaways: China cannot be ignored, beginning of the journey to formulate our own China strategy, and short-term what conclusions and valuable implementations can we bring back "home" to our business... Bravo to Tsinghua's GEPC for having make this possible!



San Yan NG
Managing Director of lululemon athletica
GEPC 2024

The program's strength lies in its blend of theoretical knowledge and real-world application. Industry speakers provided firsthand accounts of successes and pitfalls in the Chinese market, while the diverse student body offered a global perspective on cross-cultural business practices. This immersive experience has not only enhanced my professional toolkit but also fostered lasting connections with fellow executives from around the world. GEPC has been transformative, equipping me with the additional skills and knowledge to continue thriving in China's dynamic business environment. It's a unique opportunity for any executive looking to expand their global business acumen.



Grzegorz Śmiałek
Investment Partner of Venture Science - VC fund
GEPC 2025

GEPC ensures a high level of academic rigor and expertise, unique locations across China, and a diverse, high-achieving cohort. Its world-class faculty provided me with the specific skills and knowledge I needed to understand China's fast growing economy and government policies. Company visits in Beijing, Hangzhou and Shanghai gave me a practical understanding of how businesses operate in China today and how they intend to build a competitive advantage in global markets in the upcoming years. During the course I met many successful leaders and entrepreneurs from various industries and cultural backgrounds. It created invaluable peer-to-peer learning, networking and friendship opportunities for all of us.

Format & Location

Blended Learning: Online & face-to-face sessions in Beijing, Jiangsu province and Shanghai.

Dates & Fees

- Live-Virtual Modules: August 26, 2026
- In-Person Modules: Two Weeks
September 2-16, 2026
- Tuition Fees: \$23,900 USD

Language

All sessions are conducted in English, with simultaneous translation provided for Chinese sessions.

Tsinghua University Course Study Certificate

Upon successful completion of the program, participants will be awarded a Course Study Certificate by Tsinghua University



Admissions Criteria

- Candidates must have at least ten years of work experience, including experience in managing teams and/or projects.
- Priority is given to applicants with experience in doing business in or with China.

Application Process

1. Submit the application form.
2. Undergo a personal interview conducted by the Tsinghua admissions team.
3. The Admissions Committee will evaluate each candidate's application.
4. Admission decisions are communicated to the candidates.