

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



Executive Education  
Website

Executive  
Education

Opportunity in Diversity:  
Decoding the Dynamic Chinese Economy





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

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".

*Chang-er Ben*

Dean of Tsinghua University School of  
Economics and Management





# 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 conduct 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 21 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

780+

practitioners

40+

research centers

100+

programs for organizations each year

20+

programs for individuals each year

5,000+

executive participants yearly

100,000+

executive alumni





# Curriculum

## Global Executive Program in China

**A 2-weekend online ice-breaking and orientation sessions.**

**A 2-week immersive learning journey through China, visiting Beijing, Hangzhou, Yiwu, 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)

#### Understanding Business in China from Eastern and Western Perspectives

This module introduces participants to the fundamental differences in business practices and cultural nuances between East and West. Participants will explore case studies and engage in discussions that highlight the importance of cultural intelligence in navigating the Chinese market.

2

### Beijing Module: Top Down

#### Exploring 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

### Hangzhou and Yiwu Module: Bottom Up

#### Innovation and Entrepreneurship in Action

Participants will visit Hangzhou, a hub for technology and innovation, to tour e-commerce companies represented by Alibaba, gaining insights into the ecosystem of e-commerce. Participants will also visit Yiwu, renowned as the "World's Supermarket" for its vast array of small-item consumer products. This module emphasizes grassroots entrepreneurship, showcasing successful startups and innovative business models. Participants will engage with local entrepreneurs and explore the dynamics of e-commerce and supply chain management.

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



**Yubo Chen**

- Coca-Cola Chair Professor, Tsinghua SEM



**Ping He**

- Associate Dean, Tsinghua SEM
- Professor of Finance



**Ruipeng Di**

- Director, Global Executive Courses, Tsinghua SEM



**Ning Jia**

- Associate Professor of Accounting, Tsinghua SEM



**Zhangkai Huang**

- Associate Professor of Finance, Tsinghua SEM



**Bo Zhang**

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



**Ke Meng**

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



**Tomas Casas**

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



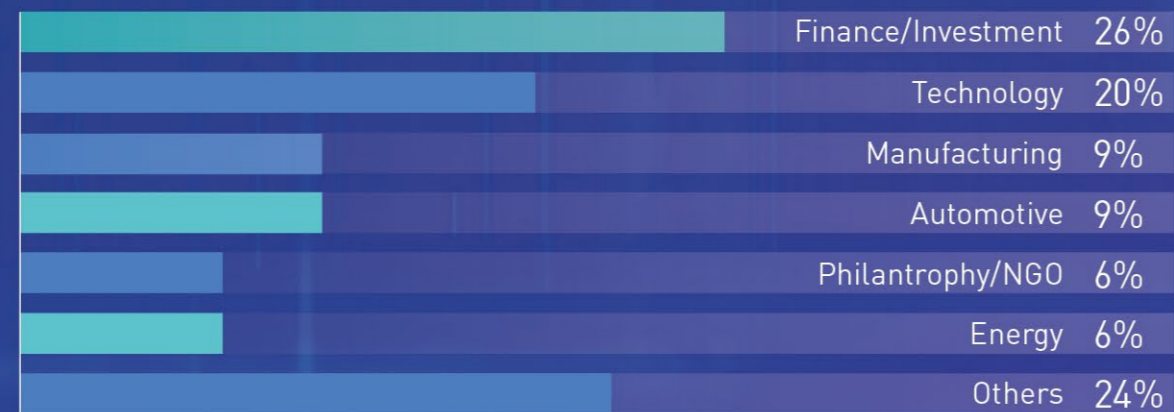
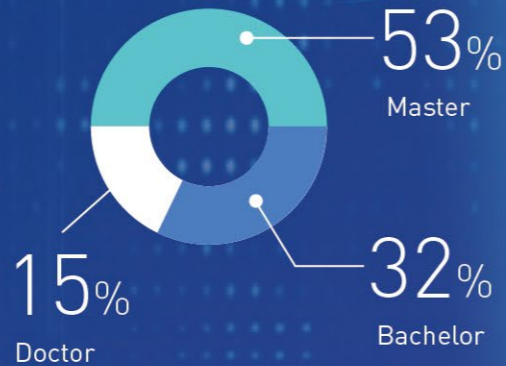


# Participant Profile (Cohort 2024)

Past participants of Emeritus work at



Average Age **45**



**Aik Hong Goh**

Financial Controller Asia Pacific of Lenovo

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.



**Chris Ran Tao**

VP, COO of Microsoft GCR

GEPC offers unparalleled insights that are essential for shaping a successful MNC strategy in today's Chinese market. The program's curriculum uniquely helped me to address the intersection of global business practices with China's rapidly evolving economic landscape, providing invaluable context for navigating regulatory frameworks, consumer trends, and digital transformation. This program covered a broad spectrum of modern China business across government SOE, automobile companies, Internet unicorns, consumer electronics as well as AI startups, which are core of today's China innovation economy.



**Eva Maria Serrano Blanca**

Global Brand President of Calvin Klein

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.



**Hemant Gangaraju**

Senior General Manager Connected Vehicle Services Tata Passenger Electric Mobility

GEPC offered a unique blend of classroom sessions and multiple industry visits, providing a comprehensive understanding of China's business landscape. What stood out to me was the focus on cross sector industry visits – the concepts we explored were immediately linked to real world company examples so we could appreciate them much better. I also appreciated the opportunities for networking and building meaningful relationships with fellow participants, which are continuing long after the program duration. The program has significantly impacted how I approach doing business with Chinese companies.



**K.A. Keilhacker**

Managing Partner of Elementum Ventures

As a venture capitalist from Silicon Valley, I came to GEPC, hoping to better understand the Chinese business landscape. The experience turned out to be both eye-opening and incredibly valuable. Tsinghua's unparalleled reputation within China's ecosystem granted unique insider access to key stakeholders and thought leaders shaping the Chinese economy. Each session was thoughtfully curated, offering candid and relevant insights from influential thinkers and seasoned professionals. I was also impressed by the diversity and caliber of the other participants – being surrounded by such an international group added so much depth to our conversations and made the whole experience more enriching.



**Matthijs Gille**

GM Strategy Trading & Supply of Shell International B.V

Sincere thanks to the GEPC team of Tsinghua SEM for having initiated, prepared and run this program for us. It far exceeded what I had hoped to experience. The program lectures were all insightful and their openness and humbleness truly appreciated. The companies hosted us as royalty beyond expectation and what I think typically western companies would do. And the blending in of city visits completed the experience.



**San Yan NG**

Managing Director of Lululemon Athletica

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 skills and knowledge to thrive in China's dynamic business environment. It's an unparalleled opportunity for any executive looking to expand their global business acumen.



**Dr Seinde Fadeni**

Chairman of NAHCO PLC

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.



## Format & Location

Blended Learning: Online & face-to-face sessions in Beijing, Hangzhou, Yiwu, and Shanghai.

## Dates & Fees

- Live-Virtual Modules: Two Weekends  
August 16-17 & 23-24, 2025
- In-Person Modules: Two Weeks  
September 6-18, 2025
- Tuition Fees: \$19,800 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.



