

24/05/2001

## Peking University and HKUST Announce International Executive MBA (IEMBA) Program

Peking University's Guanghua School of Management (Guanghua) and Hong Kong University of Science and Technology's School of Business and Management (HKUST Business School) signed an MOU (Memorandum of Understanding) on 22 May 2001 to jointly offer an International Executive MBA program in Shenzhen.

The Program, to be launched in September 2001, is the first degree program to be jointly offered by the two universities. The Program is of a part-time format and will be funded by tuition fees.

The Program is designed for senior Chinese executives who have a bachelor's degree and at least 10 years of post-graduation work experience, 5 years of which at mid to senior management level. Shortlisted applicants are required to attend a written test and an interview before being admitted and those with good TOFEL, GMAT or GRE scores will be awarded additional points. Company sponsorship is required although full-financial support is not necessary. The first intake is expected to include at least 35 students.

The Program is structured into 15 courses and will take 15 months to complete. Participants meet once a month from Friday to Monday for a course. The first and the 15th are residential courses, to be held respectively on HKUST and Peking University campuses. The other classes will eventually be held at the Shenzhen-Hong Kong Industrial, Education and Research Institute, which will be ready for use by year 2002, in the meantime, hotel venues in Shenzhen will be used. Fees for the entire program, including expenses for the two residential courses, are HK\$200,000.

After signing the MOU, Prof K C Chan, Acting Dean of HKUST Business School said he was very pleased with the joint collaboration with Guanghua. "We are very excited to collaborate with such prestigious institution as Guanghua in a very important initiative. By combining the strengths and the reputation of the two schools we are confident that this is going to be a strong program with a prestigious image," said Prof Chan.

"We are very delighted to enter into an alliance that involves two top business schools in this part of the world. This is a further extension of many other successful collaborations between us and HKUST, and I am confident that this will be yet another big success," said Prof Li Yining, Dean, Guanghua School of Management.

Dr Steve DeKrey, HKUST MBA/EMBA Program Director said, "The IEMBA Program follows the successful Kellogg-HKUST EMBA Program model and features weekend module learning to suit the busy schedules of senior executives. Initially executives working in Shenzhen or nearby cities will be recruited to join the Program. In the longer run, we plan to attract senior executives from other parts of the PRC to participate in the Program as well."



Pictured at the Signing Ceremony are (from left) Weiying Zhang, Executive Associate Dean, Guanghua School of Management, Li Yining, Dean, Guanghua School of Management, K C Chan, Acting Dean, HKUST Business School and Steve DeKrey, Associate Dean and MBA/EMBA Program Director, HKUST Business School.

Prof Weiyang Zhang, Executive Associate Dean, Guanghua School of Management said, "We expect this Program, which has as its focus the development of current business leaders, is meeting a growing need for the continuous renewal of business knowledge for senior executives as the Chinese economy continues to blossom."

#### About [Guanghua School of Management](#)

Peking University is a world-renowned prestigious higher education institution in China with a history of over 100 years. Its business school, Guanghua School of Management, focuses on scientific business research and management education and is recognized as a top school in China. The School runs a highly successful EMBA program with excellent reputation both locally and overseas.

#### About [HKUST Business School](#)

HKUST was established in 1991. Its business school offers a full range of degree programs from the bachelor to PhD levels. It is Asia's only school to be awarded dual accreditation by US-based AACSB-the Association to Advance Collegiate Schools of Business and the European Foundation for Management Development. Its full-time MBA program was the only Asian program ranked by the Financial Times earlier this year as among the world's top 50. The School organizes the largest international student exchange program in Asia with participating partners from a total of 60 major business schools from Asia, Australia, Europe, and North America. In 1998, the School launched the well-acclaimed Kellogg-HKUST EMBA Program with the Northwestern University, US.