



MBA Interview with CUHK (香港中文大学)

Interviewee: Mr. Lawrence Chan
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(1) What's special about your MBA program? For example, you emphasize on leadership or innovation or whatever?

Our Programmes differ from the others in several ways. We have the longest tradition in MBA in the region and hence by far the strongest alumni base. We are people-oriented and aim at providing all-round business education to our students. Our focus is on whole-person development and collaborative learning.

We emphasize on providing a multi-cultural environment for our students to study and grow. We have over 30 international exchange partners from all over the world and our exchange programmes are actively participated by our MBA students. Also, study trips to the United States and Europe were organized in 2010.

As reflected by the rising of international ranking and the increase of the number of applications, we believe that our principles of teaching and course structure are highly recognized by the candidates as well as the employers.

(2) What's special about your MBA program in terms of specific areas of academic strength? For example, marketing and in what sub-areas of marketing that your program is really good at or known for?

We do offer four concentration options, namely, China business, Entrepreneurship, Finance and Marketing. By taking these options, CUMBA students are provided with board exposure to the ever-changing of practice through courses delivered by some of the region's most successful and highly-regarded professionals.

(3) Specifically, in what areas do you place the most MBA graduates? We'd love to know as details as possible. For example, in investment banking or manufacturing, what specific areas or companies do you place the most students?

Among our 2010 graduates, more than three quarters of them have successfully started a new page landing on a new role within 3 months after completion of their MBA studies. The Asian market continues to be a popular work location for our graduates. Nearly 90% of them have taken up career opportunities in this region. Other than the Greater China market, some of them continue to pursue their career development in other Asian countries including India, Singapore,



Japan, Korea and Thailand. This truly reflects the diversity of our students in contributing to the growth of this ever important continent.

In terms of industry, our graduate employment in Banking & Finance/Investments continues to share the largest sector (28%), followed by Consulting at 18%. The Healthcare industry has become a promising sector this year (11%), so much as the Manufacturing, Trading & Retail for consumerable goods. Our graduates have taken up new roles in Information Technology, Real Estate, Media & Entertainment, Supply Chain and Education. This again displays our committed efforts in nurturing talents for future leaders for different industries in the market as a whole. Also, a small group of graduates have chosen to establish/run their own ventures in Asia, utilizing their business techniques, innovative mindset and enormous network gained from the MBA study to achieve their entrepreneurial goal.

Some recent recruiting partners include BNP Paribas, The Boston Consulting Group, Credit Suisse, IBM Global Business Services, Johnson & Johnson, JP Morgan, Louis Vuitton (China) Company Ltd., McKinsey & Company Inc., UBS and The Walt Disney Company, etc...

Our comprehensive MBA curriculum together with a strategic focus in China and Asia, plays an essential role in equipping our students in facing the challenges of transformation and enabling them to explore new ventures in their targeted industries and locations.

(4) Is there any new development of your program in the past 2-3 years? Why did you make such change? What's the specific impact on your students?

Business field study to the United States and Europe were organized in June 2010. This new course, inclusive of a one-week residential programme, were offered this year to expose MBA students to a wide spectrum of issues related to conducting business in the States and Europe. Trade, economics, finance, market structures, ventures, management practices, politics, as well as geographic and social issues are highlighted through lectures, seminars and discussions with local business leaders, managers and academics.

This year, our students have visited the Haas School of Business (UC Berkeley) and Copenhagen at Denmark. By participating in these trips, our students are able to gain an understanding of current business and management practices in the States and Europe via firm and agency visits as well as lectures.

(5) Do you have some Chinese students in your program? What's your general impression on Chinese students, such as what did well and what they need to improve? If you can share with us some live stories which impressed you or embarrassed you, that would be cool.

We do have Chinese students in our Programmes. From our observations and interactions with them, we can tell that they are a group of energetic and hardworking individuals. They are strong in the fields of science, technology and engineering, and have outstanding academic



achievements. Many of our current and newly recruited students graduated from first class universities in the Mainland such as Fudan University and Tsinghua University, etc.

Meanwhile, there are still rooms for improvement. Their people skills and other soft skills can be further enhanced. Through our Programmes, students can gain cross-cultural exposure through interactions with classmates from other nationalities as well as participating in various activities in/outside the classrooms (such as the international exchange programme and field study to US and Europe). In these ways, our Chinese students can gain a better understanding on other cultures and the management practices in an international perspective.

- (6) A lot of Chinese potential MBA applicants worry about how to finance their study. Do you school provide financial aid to admitted students? What is the policy or resources your school has to assist the admitted students financially?**

Our programmes recognize and treasure candidates with outstanding academic achievements and personal accomplishments. Entrance scholarship will be awarded to the most outstanding candidates who are applying to our Full-time MBA Programme. Both local and international applicants have equal chance to be considered. Applicants are automatically considered for entrance scholarship, so it is an advantage to submit applications early.

- (7) Is there anything, beyond what we have mentioned above, that you feel really proud of about your MBA program, such as your location, faculty, alumni, scenery or else?**

We have by far the strongest MBA alumni base in the region. We run the richest career management center in the region, and offer the widest range of opportunities for networking, executive development and community involvement. We also offer the widest range of opportunities for hands-on applications, including business practicum and consulting projects and a wide-range of business plan competitions.

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