

# BELT & ROAD INITIATIVE EMBA PROGRAM (BRI EMBA)

# A WHOLE NEW WORLD

A Unique BRI EMBA Program by China's Top University

Building on a wealth of educational and industrial resources, the Belt & Road Initiative EMBA program (BRI EMBA) offered by Tsinghua PBCSF aims to help entrepreneurs acquire an in-depth understanding of China and BRI countries' economies, and explore new opportunities under the Belt and Road Initiative together.

# **Program Highlight**

- Finance Focused: 85% of the curriculum is focused on finance and macro economy.
- Global Perspective: Students of the Program hail from 22 countries and regions.
- Forefront Practice: 80% of program faculties are regulatory officials and industry elites.
- BRI Insight: Class modules are delivered alternatively in China and BRI countries, with locations ranging from Beijing, Shanghai, Shenzhen to Singapore, Kuala Lumpur, Jakarta and more while exploring new investment opportunities under the Belt & Road Initiative.

# **Best Finance School in World-class University**

History

1911	Founded in 1911, Tsinghua University is the most reputable university in China (No.1 in China in QS 2019 World University Rankings)
1981	The Graduate School of the People's Bank of China Research Institute of Finance and Banking established
1994	Renamed the Graduate School of People's Bank of China
2012	Tsinghua University PBC School of Finance established

For almost four decades, the School's dedication and passion for financial education and research have helped it develop into an intellectual hub for China's financial talent, an active participant in China's economic development, and a key facilitator of Chinese financial reforms.

Tsinghua PBCSF is home to over 4385, alumni, including fifteen at ministerial-level, and countless top financial executives.

The School's accomplished alumni base proudly claim many titles in their contributions to the dynamic transformation of China's economic and financial landscape. These include:

- Authors of China Financial Reform Strategy Framework, known as the "Blue Book of China's Financial Reform"
- Establishing China's first joint-stock commercial bank: China Merchants Bank
- First general manager of China's first securities firm: Shenzhen SEZ Securities
- · First president of China's first listed bank: Shenzhen Development Bank
- · Founding China's first mutual fund: Fudao Fund
- · Creating China's first standardized bank card system: UnionPay

# **Recruiting Top Entrepreneurs**

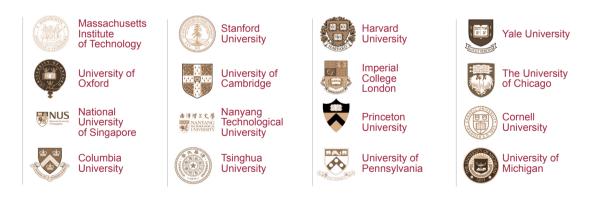
# **Class Profile**

· Students of this program hail from 22 countries and regions.

29% of the students are from leading Chinese companies, such as Alibaba, Baidu, Ant Financial, China Overseas Holding Group, Country Garden, Jiangsu Nantong Sanjian Construction Group, Junhe Group, Utour Group, etc.



· 40% of the students are alumni of world-renowned universities



 84% of the students are top decision makers within leading enterprises, 1/3 of which are listed public companies and 10 are unicorn companies. These companies cover a wide range of industries, including financial investment, internet and information technology, manufacturing, etc.



# **Student Testmonials**



I chose Tsinghua because it is one of the best universities with over 100 years of academic development and excellence.

Tengku Zafrul Aziz Group CEO CIMB Group Holdings Bhd



A very important task of the ACCCIM is to promote economic and trade cooperation between China and Malaysia. I have witnessed how China began to progress and am very excited about China's development.

Ter Leong Yap

Executive Chairman, Sunsuria Berhad President of ACCCIM



I think China is the best place to take economic management and enterprise management courses, especially the EMBA.

Goh Ming Choon Founder & Chairman BGMC Corporation Sdn Bhd



<u>Cheah</u> Cheng Hye

I really want to know and explore more opportunities in China and how we can penetrate into the China market.

Chairman & Co-ClO Value Partners Group



Anthony Tan

Although I have an MBA from Harvard, I have admired Tsinghua because it is one of the top universities in China. The opportunity to learn from the best, and among the best and to get to know some of the brightest minds in the country was a key reason for me to apply to the school.

Founder & CEO GrabTaxi Holdings Private Limited



Shangri-la attaches great importance to the expansion of China's tourism market, so we are strategically aligned with China's development plan.

Kuok Meng Xiong

Director Shangri-La Hotels Lanka Private Ltd



# How to Apply

Scan the QR Code to request or submit an online application. Tel: +60 16 3555450 /+86 (0) 18910541285 to request an application form Email: Global@pbcsf.tsinghua.edu.cn for more information



Joseph Chee

People who study in PBCSF are all high-quality leaders in diversified fields. I believe I can leam a lot from them.

Former Head of

Investment Banking, Asia UBS



Liu Weihan

I think this Program is great for Asian entrepreneurs and executives who want to know more about China as well as its financial system to be able to tap into the China's capital market and how we will be able to tap into the capital market of China.

Mainspring Technology Ltd

Jerry NG

As our lives become digitized, financial services are also going through an evolution. This program enables me to pursue my passion of improving access to financial services through technology.

President Bank Tabungan Pensiunan Nasional (BTPN)



Jin Hian Goh

Through the program, we can exchange ideas, collectively make a difference to not just one company, but to the society and countries we serve.

CEO New Silkroutes Group



Here, I see lots of new things and new ideas. What has developed in China in the past 15 years is something that we can try to follow.

Anindya N Bakrie

Bakrie Global Venture



I think the business between the two countries will be much better if the businessmen from Vietnam and China can chat and catch up with each other.

Nguyen Dac Viet Dung CE

ung CEO of Sendo

# **Enrollment Information**

Class Size Date of Interview Location of Interview Class Begins One class per year, 50 students Flexible schedules. Early appointments required. China / Belt & Road Countries / Online Every September

# **Course Overview**

# Finance Focused Curriculum (32 credits)

### Macro Economy (5 credits)

- · The Chinese Economic Reform
- · Understanding the Belt and Road Initiative
- · China's Macro Policies and Overseas Investment
- · SOEs and OBOR opportunities
- · Monetary Policies

### Finance Market (6 credits)

- Banking and Insurance Industry in China
- · Securities Investment in China
- · Green Finance
- · Trending Issues in China's Financial Market
- · Private Equity and Venture Capital
- · Theory and Practice of Equity Investment

### Corporate Finance (6 credits)

- · Corporate Finance for CEOs
- · Tax Planning and Cross-border Transactions
- · Asset Management and Fixed-income Investment
- · Behavioral Finance
- Finance Law
- · Asset Securitization

#### Finance Technology (3 credits)

- Big Data and Business Model Innovation
  Internet Finance/Fintech
- · Al and New Technology

#### General Management (5 credits)

- · Cross-culture Communication
- · Marketing Management
- · Corporate Strategy
- · Leadership
- · Performance Evaluation and Motivation

### Regional Economy (7 credits)

- · Company Visits
- · Regional Macro Economy and Policies
- · Global and Regional Capital Markets
- · New Norm of Global Trade
- · Economic Zones along the Belt and Road

# **Sample Class Modules & Activities**

#### "The Belt and Road: New Opportunities for Southeast Asia and China" Forum · Malaysia

Tengku Dato' Sri Zafrul Tengku Abdul Aziz, Chief Executive Officer of CIMB Group, gave a welcome speech.

Datuk Seri Ir. Dr. Wee Ka Siong. Minister of Malaysia's Prime Minister's Department, and Tan Sri Dato' Dr Michael Yeoh, Co-Founder and CEO of The Asian Strategy & Leadership Institute, made keynote speeches.

Famous entrepreneurs and scholars from Southeast Asia and China, attended discussions.

### Company Visits in Malaysia

One of the largest investment banks in Asia and the Pacific - CIMB One of the largest companies listed on the Malaysia Stock Exchange - YTL Group Airline Company with the largest number of flights and routes in Malaysia - AirAsia

#### **Company Visits in Beijing**

The world's largest life insurance company - China Life Insurance (Group) The world's largest commercial bank - Industrial and Commercial Bank of China One of the world's largest open policy banks - China Development Bank One of the world's largest industrial park real estate companies - China Fortune Land Development Co., Ltd (CFLD) Beijing Financial Assets Exchange

#### **Company Visits in Singapore**

Government of Singapore Investment Corp (GIC), managing assets worth over US \$100 billion One of the most internationalized exchanges in Asia - Singapore Exchange Ltd. (SGX) Singapore's Sovereign Fund - Temasek Holdings, with nearly US \$300 billion assets

#### **Company Visits in Indonesia**

The largest private bank in Indonesia - PT Bank Central Asia (BCA) The first unicorn company in Indonesia- Go-Jek The unicorn company that launched the largest e-commerce platform in Indonesia- PT Tokopedia

#### **Company Visits in Thailand**

The Central Bank of Thailand One of world's largest conglomerates - The Charoen Pokphand Group One of the largest private commercial conglomerates in Southeast Asia - Central Group













# Program Faculties

80% of program faculty are industry leaders

# **Partial Faculties**



# Zhou Xiaochuan

Former Governor of the People's Bank of China, Honorary Dean of Tsinghua PBCSF

# Zhu Min

Dean of National Financial Research Institute of the Tsinghua University Former Deputy Managing Director of the IMF





# Wu Xiaoling

Former Deputy Governor of the People's Bank of China, Chairwomen Chairwoman of the board of Tsinghua PBCSF

# **Jiang Yang**

Former Vice Chairman of China Securities Regulatory Commission





# Pan Gongsheng

Deputy Governor of People's Bank of China

# Robert C. Merton

Professor of Finance, MIT Sloan School, Nobel Laureate – Economics 1997





# Chen Yuan

Vice Chairman of The CPPCC National Committee Former Governor of China Development Bank

## Lu Lei

Deputy Administrator of the State Administration of Foreign Exchange (SAFE)



### Forum and Lecture

As a leading communication platform for finance, Tsinghua PBCSF invites mainstream financial experts to participate in forums and lectures, sharing opinions on latest financial developments and policies.



### Liu Hongru

Former Deputy Governor of the People's Bank of China

Founding Chairman of China Securities Regulatory Commission



Robert Engle Nobel Laureate in Economics 2003



Finn E. Kydland Nobel Laureate in Economics 2004



Edmund Phelps Nobel Laureate in Economics 2006



Christine Lagarde Managing Director of IMF



Timothy Geithner Former US Treasury Secretary



Ray Dalio Founder, chair and cochief investment officer of Bridgewater Associates



Wang Zhaoxing Vice Chairman of China Banking and Insurance Regulatory Commission



Zhou Yanli Former Vice Chairman of China Insurance Regulatory Commission



Lin Yifu Former Chief Economist and Senior Vice President of the World Bank

# Closely Connected With the Chinese Finance EMBA Program Students and Alumni





Chen Shengqiang

Spring Class 2014 CEO, JD Finance Lsited in NASDAQ ( JD )



Zhang Weigong Inaugural Class 2012 Chairman, Sunshine Insurance

Group



#### Yang Huiyan

Fall Class 2014 Vice Chair, Country Garden Group Listed in HK ( 02007 )

# Deng Zhaoming Spring Class 2016

President, Penghua Fund

#### Du Juan

Spring Class 2015 Chair, Decision-making Committee of Gome Listed in HK ( 00493 )

Wu Guangming

Fall Class 2016 President, Yuwell Group Lsited in SZ ( 002223 )





Chen Xiangdong Spring Class 2017 Founder, Chairman and CEO of GSX Techedu Inc.



Dengyao Huan

Fall Class 2019 Founder of Dorabot

#### Li Tao

Spring Class 2016 Founder & CEO, APUS Group



### Join Us, and You Will

- · Learn more about China's economy and share the booming rise of China
- · Gain an insight into local enterprises in areas of Belt & Road countries
- · Communicate with leading entrepreneurs both from China and Belt & Road countries
- · Discover more business opportunities under the B&R Initiative

### **Target Audience**

- Entrepreneurs of the Belt & Road countries who are looking for further studies on enterprise management, financial operation and more knowledge about China
- · Senior executives of financial institutions in Belt & Road countries
- · Business elites from China and Belt & Road countries
- Entrepreneurs, who are targeting at global expansions and seeking long-term partnerships with companies in the designated countries under the Belt and Road Initiative.

#### **Admission Requirement**

- · A bachelor's degree or above, with full-time work experience of eight or more years after graduation and cumulative management experience of five years or more.
- · Or a college diploma or above, with full-time work experience of ten or more years after graduation and cumulative management experience of five years or more.

### **Mode of Delivery**

- Most courses are taught in English. Simultaneous interpretation is provided for all courses, including those delivered in Mandarin.
- The BRI EMBA Program may be completed part-time over two to three years with two modules per quarter. Locations will vary among Beijing, Shanghai Singapore, Kuala Lumpur, Jakarta, Hong Kong, etc., depending on the specific requirements of each module.
- The courses are usually composed of lecturers and case studies, in conjunction with group discussions, workshops and company visits.





### Tsinghua PBCSF

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