



**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 of Tsinghua University, the Belt & Road Initiative EMBA program (BRI EMBA) offered by Tsinghua PBCSF aims to help entrepreneurs and business leaders acquire an in-depth understanding of China and BRI countries' economy, and explore new opportunities under the Belt & Road Initiative.

Program Highlight

- Finance Focused: 80% of the curriculum is focused on finance and macro economies.
- Global Perspective: Students of the Program hail from 24 countries and regions.
- Forefront Practice: 80% of program faculties are regulatory officials and industry elites.
- BRI Insight: Class modules are cross-regional, ranging from Beijing, Shanghai and Shenzhen to Singapore, Kuala Lumpur, Jakarta and more, 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 2022 World University Rankings)

For 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 China's financial reforms.

1981

The Graduate School of the People's Bank of China Research Institute of Finance and Banking established

Tsinghua PBCSF is home to over 6000 alumni, including fifteen at ministerial-level, and countless top financial executives.

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

1994

Renamed the Graduate School of People's Bank of China

- Authors of China Financial Reform Strategy Framework, known as the "Blue Book of China's Financial Reform"

2012

Tsinghua University PBC School of Finance established

- 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

Finance Focused Curriculum

Course Overview

1 Learning about China & BRI

- China Economic Reform and Development
- China's Macro Economy and Financial System
- Deployment of Belt & Road Initiative
- Prospecting the BRI Countries

2 Global Finance Markets

- Global Capital Markets
- China's Capital Markets
- Value Investment Theory and Practice
- Private Equity and Venture Capital
- Asset Management

3 Corporate Finance

- Corporate Finance
- Tax Planning and Cross-border Transactions
- Behavioral Finance
- Asset Securitization

4 Leadership, Management and Personal Development

- Performance Evaluation and Motivation
- Intercultural Communication in Global Business Settings under the Framework of BRI
- Corporate Strategy
- Negotiating Globally
- Cross-Cultural Communication

5 Internationalization and Overseas Investment

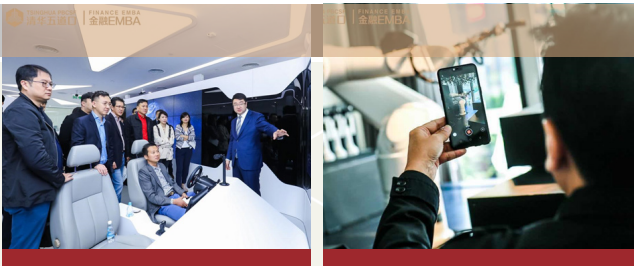
- New Normal of Global Trade
- China Outbound Investment
- Foreign Exchange Policy
- Global Asset Allocation and Wealth Management

6 Technological Innovation/Industrial Revolution

- New Trends in AI Development
- Fintech
- Technology Innovation and Investment
- Green Shift and Sustainable Growth

Cross-regional Class Modules

Classes are delivered alternately between major Chinese cities (Beijing, Shanghai, Shenzhen, etc.) and global metropolises (Singapore, Kuala Lumpur, Jakarta, Bangkok, etc.) More locations are being planned.



Experiential Learning

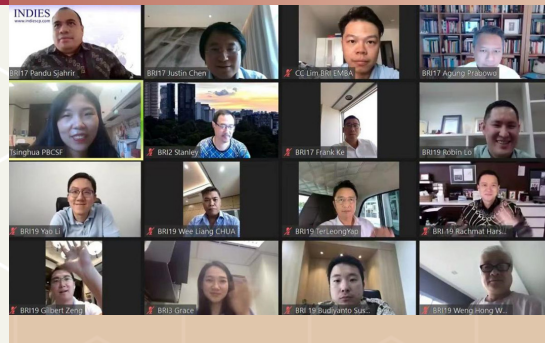
In each 5-day module, 4 days are spent on in-class lectures, while 1 day is for company visits.

Visiting local leading companies and financial institutions, such as China Life Insurance, Industrial and Commercial Bank of China, China Development Bank, CIMB, YLT Group, Government of Singapore Investment Corp(GIC), Singapore Exchange, Tencent, Alibaba, Tokopedia, AirAsia, etc.

Offline/Online Hybrid-Learning

Online and hybrid class meetings and sharing sessions have been added as an effective component of class modules since the COVID-19 outbreak. They have become an integral complement to our in-person classes.

Online and in-person class meetings and sharing sessions are held every 1-2 months, focusing on BRI countries' macroeconomic outlook and investment opportunities.



Thailand



Thanakorn Seriburi

Senior Vice Chairman of Charoen Pokphand Group



Kobsak Pootrakool

Senior Executive Vice President of Bangkok Bank

Saudi Arabia



Mohammed Ibrahim Al-Suwaiyel

Minister of Communications and Information Technology of Saudi Arabia

The Belt and Road Prospecting Course

The Belt and Road Prospecting course, co-developed with the Global Family Business Research Center of Tsinghua National Institute of Financial Research, aims to invite relevant experts to participate in all aspects of the course by a BRI country's economic policy makers, embassy/government officials, business leaders and senior scholars, to illustrate to the students the country's social and economic environment, its unique economic and financial as well as sustainable development and its latest progress, helping the students deepen the understanding of the country's investment environment and business opportunities, so as to construct a better understanding of the Belt and Road Initiative and countries along the route.

Singapore



H.E. Lui Tuck Yew

Ambassador to the Singapore Embassy in Beijing



Sopnendu Mohanty

Chief Fintech Officer of the Monetary Authority of Singapore

UAE



Thani bin Ahmed Al Zeyoudi

Minister of State for Foreign Trade of the UAE

Program Faculties

80% of program faculty
are industry leaders

Partial Faculties



Huang Guobo

Chief Investment Officer of CNIC
Corporation Limited

Yang Qinghong

Former Senior Advisor at
the United Nations Office of
South-South Cooperation



Gao Hao

Director of NIFR Global
Family Business Research
Center
Associate Director of Center
for Green Finance Research
at Tsinghua University PBC
School of Finance.

Ju Jiandong

Unigroup Chair Professor at
PBC School of Finance in
Tsinghua University
Director of Center for
International Finance and
Economic Research (CIFER)



Da Wei

Professor of Department
of International Relations,
School of Social Science,
Tsinghua University
Director of the Center for
International Strategy and
Security (CISS) at Tsinghua

Lauren H. Cohen

L.E. Simmons Professor of
Business Administration of
Harvard Business School

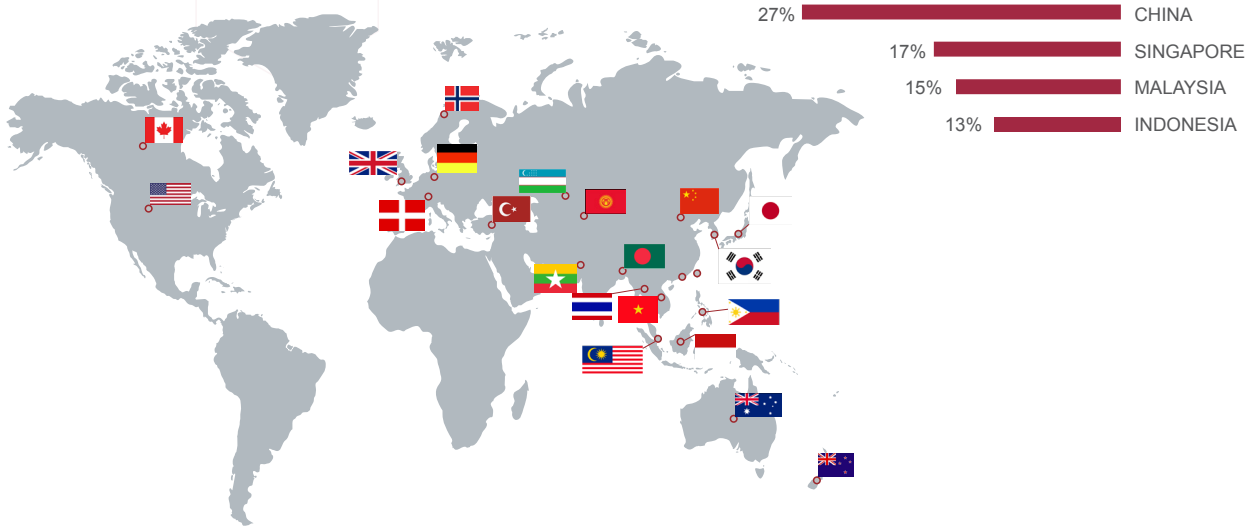


Recruiting Global Elites

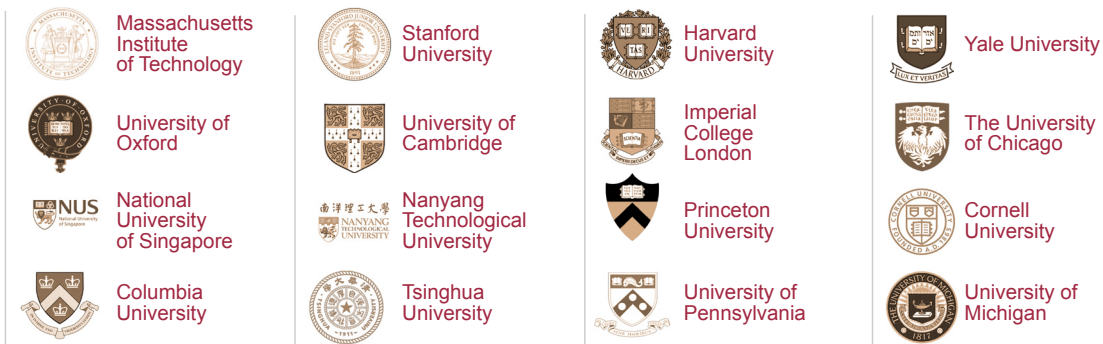
Class Profile

· Students of this program hail from 24 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 of leading enterprises, 1/3 of which are listed public companies and more than 20 are unicorn companies. These companies cover a wide range of industries, including financial investment, internet and information technology, manufacturing, etc.



Student Testimonials



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

Tengku Zafrul Aziz

Minister of International Trade and Industry, Malaysia



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 of Sunsuria Berhad
Former President of ACCCIM



There has not been any major tech company listed on the IDX, It's a completely different story with China and the US where the top 10 capitalisations are owned by tech companies. We need to take a more active role in preventing tech company from leaving to other capital markets.

Pandu Sjahrir

Commissioner of Indonesia Stock Exchange (IDX)
Founding Partner of AC Ventures



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.

Anthony Tan

Founder & CEO of Grab Holdings



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

Joseph Chee

Founder & Chairman, Summer Capital Management Company



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 of Shangri-La Group



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@pbcfs.tsinghua.edu.cn for more information



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

CEO of Bakrie Global Venture



Our program is highly international. Lecturers come from China, the United States, Southeast Asia and so on. In this way, we can ensure that our knowledge system is systematic and complete, and also hear eclectic views on globalization from a range of fascinating perspectives.

Jefferson Lanjie Chen

Co-Founder and CEO
Advance Intelligence Group (AIG)



The Belt and Road Initiative is bound to be a major trend that will not be reversed, and it will develop even faster in upcoming years.

Aaron Tan

Co-Founder and CEO of Carro



A year ago, I came to Tsinghua University and studied logistics for two days. Our current business spans across the entire Southeast Asia region. This time I participated in a two-year study program, and I think it will enable us to expand our business even further to the globe.

Robin Lo

CEO of J&T Express



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

Enrique Gonzalez

CEO of IP-Biotech



Tsinghua EMBA BRI program offers a platform that brings great company and people together. We truly harness the power of BRI's networks and academic resources.

Sichen Huang

Founding Partner of Fenrir Capital

Enrollment Information

Class Size

One class per year, 50 students

Date of Interview

Multiple batches. Dates announced ahead of schedule.

Location of Interview

China / Belt & Road Countries / Online

Class Begins

Every September

Closely Connected with the Chinese Finance EMBA Program Students and Alumni

Total students since EMBA program start

over **2,500**

Top decision-makers

84 %

Top executives nearly

100 %

Listed Companies

900+



Cao Yi

Spring Class 2016
Founding Partner, Source Code Capital



Yang Huiyan

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

Du Juan

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



Zhang Weigong

Inaugural Class 2012
Chairman, Sunshine Insurance Group



Deng Zhaoming

Spring Class 2016
President, Penghua Fund

Li Jianquan

Class 2021
CEO, Winner Medical (300888)



Zhang Zhen

Fall Class 2016
Founding Partner, Gaorong Capital



Dai Zhen

Class 2020
Founder and CEO, NewLink

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 Belt & Road 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 .
- Entrepreneurs, who are targeting 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 the few 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.
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