Global Executive MBA
in Shanghai (GEMBA)

The Credibility You Seek, The Transformation You Need
“GEMBA has given me the ability to see the big picture, to better structure and communicate my ideas, to think and act as an integrator across regional and functional boundaries, and to bridge the gap between global thinking and local implementation. I’ve gained credibility, transformation and a powerful global network. My GEMBA experience has far surpassed my expectations.”

Elton Pan, Area Sales Manager, Agilent Technologies China
GEMBA Class of 2013

## At a Glance

### USC Marshall

- **No. 4**
  - Executive MBA program – Wall Street Journal

- **Top 10**
  - Executive MBA program – Bloomberg Businessweek

- **Top 10**
  - Executive MBA program – U.S. News & World Report

### SJTU Antai

- **No. 2**
  - In China for internationally relevant research – Financial Times

- **No. 1**
  - China’s only triple-accredited business school: AACSB, EQUIS and AMBA

## GEMBA Schedule

- Integrated classes held every six weeks, spanning 20 months

- Ten sessions in Shanghai, in five-day modules spanning weekends, with two faculty members paired in each module to deliver an integrated leadership experience

- Two one-week sessions on the USC campus in Los Angeles

- A week-long encounter with business and government leaders in another Asian country

## GEMBA Students

- Average 37 years of age and 15 years of work experience

- Hail from more than 12 countries and regions and are based throughout East Asia and beyond
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Becoming a Global Leader

You seek to become an increasingly successful and globally relevant C-suite leader. But you face barriers. You may not be getting key promotions and job offers. Or your skill set may no longer be sufficient to meet your growing leadership challenges. Or you’re not receiving the increases in compensation you know you’re capable of earning.

To become the global leader you seek to be, you need:

- **C-suite-level confidence from stronger leadership and interpersonal skills, to build partnerships, influence others and drive results in a diverse global environment, confirming that you are a globally powerful leader;**

- **Top-tier global credentials, so business leaders seek you out for hiring and promotion as they feel more confident in your ability to lead;**

- **A truly global network, expanding your range of career and business opportunities, as well as your understanding of the global business environment, so you can effectively lead worldwide.**
Opening a New Universe of Career Possibilities

Join GEMBA and solidify your position as a polished, strategic, multinational leader with a command of the big picture. Our transformative learning experience, worldwide brand recognition and exceptionally powerful alumni networks help you rise quickly in the global business landscape.

GEMBA gives you:

- The credibility and prestige of USC Marshall — the globally recognized USC Marshall MBA degree, from a business school consistently ranked among the top in the world. Plus the prestige of Shanghai Jiao Tong University (SJTU), widely recognized as a top-five institution in mainland China;

- Membership in two famed, global alumni associations — USC’s ‘Trojan Family,’ a 300,000-member global network of enormous wealth, influence, diversity and geographical reach, and the prestigious alumni association of SJTU, with more than 100,000 connections in China and overseas.

- World-class, globally engaged faculty with a laser focus on fostering the strategic thinking, leadership skills and executive confidence necessary for you to excel at the C-suite level;

- An innovative curriculum, strategically designed to ensure your C-suite-level mastery of the challenges and opportunities facing 21st century business leaders;

- A truly global perspective, informed by study in several dynamic, international business centers, with peers from many nations, and the world-leading alumni networks.
Even as a student in the first year, I was able to directly apply my GEMBA experience to my business development. Ever since then, the GEMBA program has proven a solid foundation for my sustainable career growth and has given me the confidence to take on added responsibility in my company.

GEMBA also expanded my network. I became part of USC’s world-famous Trojan Family of alumni, in addition to becoming an alumna of Shanghai Jiao Tong University. I made lifelong friendships with my classmates — 55 students from 15 countries — who will always be able to share with me their diverse insights.”
To me, the ROI of GEMBA can be expressed in three simple words: asking better questions. The GEMBA experience has given me such a broad-based and in-depth business perspective that I find I’m consistently able to ask better questions about what I see in my working environment, and that by articulating such questions I can drive better results from my team.

Asking better questions has also proven valuable to me personally — my ability to express a greater understanding of business at the leadership level has gained me access to a remarkable new position. My GEMBA studies have been an essential contributor to this major career step.”

Martin Daffner
Director of Research and Development, Asia Pacific, TE Connectivity, Telecom Networks Division, GEMBA Class of 2012
Founded in 1880, the University of Southern California is one of the world’s leading private research universities. Located in Los Angeles, a global center for international trade, USC enrolls more international students than any other U.S. university (8,500 students in 2012, coming from 112 countries). Engaged globally, USC maintains international offices in Beijing, Hong Kong, Mexico City, Mumbai, Seoul, Shanghai and Taipei and is also a founding member of the Association of Pacific Rim Universities (APRU). USC ranked 9th on Forbes’ recent list of billionaire-producing universities, and USC topped Newsweek’s list of The Decade’s Hottest Schools in 2009.

- USC’s commitment to China includes dozens of China-focused programs and initiatives, notably the USC U.S.-China Institute.
- Students from Greater China represent the largest proportion of USC’s international students, with the first student from China graduating from USC in 1892.

“*The GEMBA program has given me a systematic, comprehensive framework of business understanding for solving the most important management challenges I face as the leader of a multinational enterprise. I’ve also developed a network of peers, themselves business leaders, especially in China. I strongly recommend GEMBA for senior executives who aspire to be better leaders.*”

Jay Uhm, CEO, TPC Mechatronics, Inc., GEMBA Class of 2013
Two Leading Business Schools — the Credibility You Seek

The largest of USC’s 17 professional schools, the Marshall School of Business innovates and leads in global business and research, particularly in the Pacific Rim. USC Marshall’s heritage in Asia is deep and decades-long, and the School has more than 70,000 alumni worldwide. USC Marshall is consistently recognized as a global leader among the world’s top business schools.

Established in 1896, Shanghai Jiao Tong University (SJTU) is one of the oldest and best-regarded institutions of higher learning in China. With a rapidly increasing international stature and a recent inclusion in the QS World University Rankings, SJTU has more than 200,000 alumni, mainly in China. Forbes’ recent ranking of billionaire-producing universities in China has SJTU at #7.

Each of Marshall’s graduates takes at least one course overseas — USC Marshall demonstrates its commitment to globalization not only with the most international student body in the country, but also with the locations where students learn. For nearly 30 years, USC Marshall’s EMBA programs have been consistently ranked in the top 10 nationwide.

The Antai College of Economics & Management, located in downtown Shanghai, is consistently ranked among the top five business schools in the country. The Antai College is the only triple-accredited business school in China (AMBA, EQUIS and AACSB) and boasts more than 3,000 of its own EMBA alumni.
Greetings from Shanghai –

The Antai College is one of the leading business schools in China, and we’re proud to be partnered with USC in offering what we consider to be Asia’s premier executive MBA program.

The Global Executive MBA in Shanghai (GEMBA) is illustrative of our commitment to internationalization. In the GEMBA program, you will study the best business practices in the integrated global economy, with the United States, China and their intertwined relationship as the perfect background.

Choose GEMBA to further enhance your business knowledge and skills, and prepare yourself to meet the challenges and opportunities we all face in the globalized economy.
Greetings from Los Angeles –

The Global Executive MBA (GEMBA) in Shanghai represents a powerful partnership between the University of Southern California Marshall School of Business and Shanghai Jiao Tong University’s Antai College of Economics & Management, capturing the best of a truly global educational experience.

GEMBA students come together from across the world to learn from superb faculty members and share invaluable experiences. The program attracts a broad cross-section of business professionals — they are senior executives from multinational, private and public companies, entrepreneurs and leaders of family-owned businesses.

The benefits of a GEMBA degree are unmistakable: relevant classes taught by superb faculty, an outstanding global network and lifelong friendships within the worldwide USC Trojan Family.

I invite you to explore this exciting program and hope to welcome you soon to the USC Marshall community.

James G. Ellis
Dean, Marshall School of Business, University of Southern California
I’m a third-generation Trojan — both of my parents and two of my grandparents earned degrees at USC — and I’m a graduate of the first GEMBA class. I have seen the power of the Trojan Family over generations, and I now see its power among our GEMBA students and alumni. I’m honored to contribute to GEMBA’s development and to that of our partner institutions.”

John D. Van Fleet, Assistant Dean and Executive Director, GEMBA, Class of 2006

Global Executive MBA Leadership Team

Vice Dean Wei Lv
Professor, Antai College of Economics & Management, Shanghai Jiao Tong University

Based in Shanghai, Dean Lv heads all international programs for the Antai College and serves as guest faculty of GEMBA.

Academic background:
Ph.D., Fudan University
Academic discipline:
Marketing

Prof. Fang Dai
GEMBA Co-Director; Lecturer, Antai College of Economics & Management, Shanghai Jiao Tong University

Based in Shanghai, Prof. Dai works with Van Fleet and the rest of the leadership team to foster GEMBA’s overall development.

Academic background:
M.A., Sun Yat Sen University
Academic discipline:
Managerial Communications

John D. Van Fleet
Assistant Dean, USC Marshall School of Business; Executive Director, GEMBA

Based in Shanghai, Van Fleet works with Prof. Dai and the rest of the leadership team to foster GEMBA’s overall development.

Academic background:
M.B.A., University of Southern California
Academic discipline:
Business Administration
“Throughout the program, I accomplished professional and personal milestones while sharing close friendships with fellow Trojans along the way. The curriculum has given me the relevant tools to succeed, and the professors created an engaging environment to flourish in. I am very fortunate and proud to be a part of GEMBA.”

David Koo, Director, Disney Consumer Products, GEMBA Class of 2006

“Starting my career as a technical person, I knew bits and pieces about business, but the GEMBA program gave me a systematic training and understanding of business at the strategic, general managerial level. GEMBA became the foundation of a major transformation for me. I became much more confident — evolving from a merely technical role into a strategic business leader. I attribute much of the rapid growth of my career to my GEMBA experience.”

Shuhui Peng, General Manager, Parker Hannifin Corporation, Chomerics Asia Pacific Division, GEMBA Class of 2006

- **Vice Dean Fernando Zapatero**
  Professor, Marshall School of Business, University of Southern California

  A native of Spain and based in Los Angeles, Dean Zapatero heads all graduate programs for the Marshall School.

**Academic background:**
Ph.D., Columbia University

**Academic discipline:**
Finance

- **Prof. Baizhu Chen**
  GEMBA Academic Director; Professor, Marshall School of Business, University of Southern California

  A native of Shanghai and based in Los Angeles, Professor Chen leads all academic elements of the GEMBA program.

**Academic background:**
Ph.D., University of Rochester

**Academic discipline:**
Macroeconomics

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Shuhui Peng, General Manager, Parker Hannifin Corporation, Chomerics Asia Pacific Division, GEMBA Class of 2006
Unmatched Diversity and Experience

GEMBA life reflects our globalized world. You may find yourself at a Russian restaurant in Seoul debating an Indian case study with classmates from Taiwan, Canada and the Philippines. Or cruising California’s Pacific Coast Highway in a classmate’s convertible, top-down, as she conducts a cost-benefit analysis of your next career move. Or steaming down Shanghai’s Huangpu River in a party boat, as your marketing professor offers a casual tip that ends up smoothing your company’s entry into the South American market.

GEMBA constantly exposes you to new kinds of people, fresh ways of thinking, unfamiliar locales and surprising opportunities. The relationships you build will not only boost your career, they’ll forever enrich your life.

The QUALITY and REACH of the GEMBA community are primary contributors to the ROI you gain from your experience in the program and after you graduate.

Class Profile

- Mainland China: 30%
- USA: 10%
- Taiwan: 8%
- Hong Kong: 7%
- Japan: 5%
- Korea: 3%
- Europe: 3%
- Others: 5%

(by residence / by origin)
I love teaching in the GEMBA program because of the diverse background of the students, and because they're really engaged. As a faculty member, I can't ask for more than having such great class members.”

Allen Weiss, Ph.D.,
Academic discipline: Digital Marketing
World-Class Faculty Help You Become a World-Class Leader

USC Marshall selects only its top, award-winning faculty to teach in the GEMBA program—the same faculty team that teach in Marshall’s top-to-ranked EMBA programs in Southern California. Sought by companies, media and policymakers alike, GEMBA’s faculty have tremendous impact on important questions facing business and society today. Their passion, insights, teaching ability, inventiveness and dedication will shape the way you approach business at the global level and expand your view of your own potential. Our faculty:

- Are constantly recognized for excellence in teaching and mentoring;
- Are repeatedly selected by their peers to fill top leadership roles in professional organizations, and to lead and enhance teaching and research worldwide;
- Rank consistently among the world’s best in relevant, published research;
- Author major textbooks used in MBA programs around the globe;
- Have extensive consulting experience with firms throughout the world, and are leaders of business study missions to Asia, Latin America and Europe.

“GEMBA has a first-rate faculty — the best professors from the Marshall School of Business — experts in their fields. They are not just focused on showing you what they know, but also on making sure you understand what you need to know. Years after graduation, I am still very happy that I joined GEMBA.”

Charles Tebbutt, Director, China Marketing, Sauer-Danfoss, GEMBA Class of 2008
- **Yehuda Bassok**  
  Ph.D., Carnegie Mellon University; Teaching: Operations and Supply Chain Management

- **Arvind Bhambri**  
  DBA, Harvard University; Teaching: Business and Corporate Strategy

- **Tyrone Callahan**  
  Ph.D., University of California, Los Angeles; Teaching: Finance

- **Charles Lee**  
  Ph.D., University of Minnesota; Teaching: Entrepreneurship

- **Fang Dai**  
  M.A., Sun Yat Sen University; Teaching: Communications and Globalization

- **Julia Plotts**  
  MBA, University of Southern California; Teaching: Finance

- **Mark DeFond**  
  Ph.D., University of Washington; Teaching: Public Accounting

- **Allen Weiss**  
  Ph.D., University of Wisconsin; Teaching: Marketing
A world-class EMBA program is defined by the quality (achievements plus years of experience) of the faculty team. Join GEMBA and interact with these world-class faculty, leading you toward your career goals.
Chat with your classmates and finish your preparation for the day to come — light breakfast served.

First class session begins — a GEMBA faculty leader kicks off the day’s study and launches review of the first case or text.

First break — our breaks are opportunities for students to follow-up with faculty one-on-one, or to review with their colleagues.

Second morning session

Second break

At least once per five-day module, you’ll experience both GEMBA faculty team-teaching a case or other material. The faculty bring their diverse academic perspectives to the topic, enhancing your integrated understanding of current, real-world business challenges and opportunities.

Lunch catered and served on campus

First afternoon session — the second of the two GEMBA faculty (at least two for each five-day module) kicks off his or her own component.

Third break

Second afternoon session — for enhanced local perspective, we feature a site visit or a guest speaker in most five-day modules.

We typically end our class day here, and may continue with a variety of activities: study group meetings and group work, or social activities such as pub sessions, faculty dinners or receptions with the wider alumni associations of the two parent institutions.
Our Theme-Based, Integrated Curriculum — Developing Global Business Leaders

Real-world business challenges and opportunities aren’t confined to any one part of a company’s organization chart (such as finance, or marketing, or supply chain). The challenges and opportunities you face are deeply connected to most, if not all, of the functions of the organization. To succeed as a leader, you need to think in a flexible, integrated manner as you work across disciplines.

Because a traditional EMBA curriculum design doesn’t meet this need, during the past 30 years USC Marshall has crafted and refined an innovative EMBA curriculum that propels business leaders to new levels of achievement, fostering their integrated, strategic thinking and leadership.

In the GEMBA program, you benefit from having two USC EMBA faculty leading every module. Unlike in traditional programs, our faculty integrate their functional expertise into overall themes that are precisely aligned with the realities of the 21st century globalized business environment. GEMBA’s 10 integrated themes illuminate the challenges and opportunities you face daily in your leadership role.

In GEMBA, you engage with all the content of a traditional EMBA program — but your GEMBA experience is extraordinarily enhanced by the way you engage — thematic, integrated, strategic. You engage at the leadership level and graduate with an uncommonly powerful understanding of how business really works — of how you can successfully lead on the global stage.

“*The way business schools are organized internally is not the way the real world works. No student in our program is going to show up at their office in the morning to a sign on the door that says, ‘Today we’re going to do finance.’ Life doesn’t work like that.”*

Tim Campbell, Ph.D.,
Academic disciplines:
Corporate Finance and Strategy
Marshall’s theme-based, integrated curriculum has proven its value over nearly three decades. Our graduates gain huge advantage in their career development, because they learn with us how to integrate the various aspects of business into a strategic whole, and to apply that strategic vision in boosting their organizations’ results. Our curriculum is like rocket fuel for your career.”

Baizhu Chen, Ph.D.;
Academic Director, GEMBA
Academic disciplines:
Macroeconomics and Globalization

I chose the GEMBA program because the theme-based curriculum mirrors reality. I wanted an academic experience that I could tie directly to my work. GEMBA gave me the perspective I sought to succeed in my career. Moreover, I developed some life-long friends and a phenomenal global network through the program — my connections led me to a new role in 2010 in Hong Kong, as Director, Digital, International Media Distribution with the National Basketball Association — a fantastic role. For both the curriculum and the network, I recommend GEMBA highly.”

Dan Rosen, GEMBA Class of 2008
The Theme-Based, Integrated Curriculum in Detail

One

Perspective of the C-Suite
You start your GEMBA journey by gaining a deeper appreciation of the complex challenges facing the C-suite today. Through discussions, case studies and team projects, you study leadership, strategy and the relationship between marketing and enterprise development.
Professors Chen, Dai, Nunes and Patton

Two

Evaluating Market Performance
We examine how leaders’ decisions affect the external evaluation of their enterprises, and study methods external stakeholders use to assess that performance. You delve deeply into corporate finance, public accounting and statistics for decision-making.
Professors Campbell, DeFond, Patton and Potter

You seek immediate benefits in your career development. Each of GEMBA’s themes is proven to deliver them.

Three

The General Manager as Integrator
We now consider the enterprise from the internal perspective. We analyze integrating marketing strategy internally, management accounting (using tools such as the Balanced Scorecard), and organizational structure in depth.
Professors Callahan, Nunes, Voigt and Young

Four

Operations and Information Systems Management
In this final tool-building theme, you review enterprise IT, management communications and supply chain, mastering the C-suite ability to integrate and lead specialists in these functions.
Professors Bassok, O’Leary, Patton and Yormark

Five

Corporate Strategy and Marketing In the Digital Age
At our one-year milestone, you step up to bigger, more complex challenges you face as a global business leader. You move further in integrating the various components of business practice into a strategically-focused whole.
Professors Blumenthal and Weiss

Six

Establishing Global Competitive Advantage
In Theme 6, we focus specifically on the globalization challenges that C-suite leaders face, exploring macroeconomics and international strategy, preparing you for encounters with business and government leaders you will have in Theme 7.
Professors Chen and Voigt
Seven
Global Perspectives from the Front Lines
We visit dynamic East Asian economies, investing a week with many top business and government leaders to understand how Asian companies globalize, and how Western companies excel in Asia. Locations to date: India, Japan, Korea, and Southeast Asia.
Professors Porter and Dai

Eight
Strategic Planning for Growth and Profitability
How do enterprises apply strategic management insights to generate and protect global market power and performance? You investigate deeply, and your study group conducts a detailed, weeks-long evaluation of a current cross-border merger or acquisition—and then presents the analysis and conclusions to a faculty panel.
Professors Bhambri, Campbell and Plotts

Nine + Ten
The Global Leader of the Future
These capstone themes, a final review of corporate governance, entrepreneurship and leadership communications, bolster your ability to successfully lead a globalized enterprise into the future. At the end of our 20-month journey, you will also reflect on your own leadership capabilities and potential. You graduate on the final day.
Professors Blumenthal, Lee and Patton
GEMBA’s unique combination of benefits is available to you only if the schedule is executive-friendly enough for you to join the program while maintaining your career and family life.

GEMBA’s schedule is designed to accommodate not only busy executives based in Shanghai, but also those based throughout the region and beyond. Our executive-friendly schedule delivers not only convenience, but additional diversity among your classmates.

### Highlights of your class schedule:
- Classes held every six to eight weeks, over 20 months;
- Ten sessions in Shanghai, in five-day modules spanning weekends;
- Two one-week sessions in Los Angeles;
- One week-long trip to one or more ex-China Asian countries.

### 2013

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### 2015

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Colors used in the schedule:
- Sessions in Shanghai
- Sessions in Los Angeles
- Theme 7, elsewhere in Asia
- No Sessions
Because my work requires me to travel a lot, in China and overseas as well, a flexible schedule was a critical component of any EMBA program I could consider. GEMBA’s executive-friendly schedule, combined with the outstanding academic value and reputation, made GEMBA the only choice for me.”

Richard Chang, Managing Consultant, Alsbridge. Inc., GEMBA Class of 2008
Learn about and experience international business in multinational locations

- Bangalore and Mumbai, India
  GEMBA Class VI, 2010

- Bangkok, Thailand
  GEMBA Classes VII and VIII, 2011 and 2012

- Saigon, Vietnam
  GEMBA Classes VII and VIII, 2011 and 2012

- Busan and Seoul, South Korea
  GEMBA Classes I, III and V, 2005, 2007 and 2009

- Osaka and Tokyo, Japan
  GEMBA Classes II and IV, 2006 and 2008

- Bangkok, Thailand
  GEMBA Classes VII and VIII, 2011 and 2012

- Osaka and Tokyo, Japan
  GEMBA Classes II and IV, 2006 and 2008
Global Program, Global Platform

As a GEMBA student, you enjoy unique opportunities to study and network in multiple centers of world business. Our campuses in Shanghai and Los Angeles are energized by the same Pacific Rim dynamism and growth that likely fuel your own career. You also visit other Asian economies to gain more real-world perspective from local business and government leaders.

Shanghai, P.R.C.
Ten of your 13 GEMBA sessions are held on the campus of the Antai College of Economics and Management, Shanghai Jiao Tong University, in downtown Shanghai.

Los Angeles, U.S.A.
Two of your 13 GEMBA sessions, one early in the program and one at graduation time, are held on USC’s famed Los Angeles campus, which neighbors the city’s key business, cultural and sports centers.
The City of Los Angeles

Only a few world-class universities are located in cities that are themselves world-class centers for commerce and creativity. Los Angeles residents speak about 200 languages and hail from more than 140 countries, making Los Angeles one of the most internationalized cities in history. Were Southern California a country unto itself, its economy would rank #15 in the world.

Becoming a USC Trojan for Life

The USC Alumni Association, which we call the Trojan Family, is one of the most powerful alumni associations in the world. Globally, we have:

- 300,000 members
- 100 affiliated clubs
- Thousands of cultural programs and social events each year

In both of our campus locations (Los Angeles and Shanghai), and also in Beijing, Hong Kong, Mexico City, Mumbai, Seoul and Taipei, we have full-time leaders and many team members dedicated to keeping you connected, lifelong and worldwide.

The Top Economies Where USC Alumni Live and Lead Businesses (alphabetical):

- Hong Kong
- India
- Japan
- Korea
- Mainland China
- Taiwan
- United States
**A Growing Network of GEMBA Graduates Here in East Asia**

The GEMBA alumni are a fast-expanding but close-knit group. Our alumni are leaders at multinational companies and family-owned enterprises, as well as entrepreneurs in quickly evolving Asian markets. We hold speaker events, cocktail hours, dinners and other events at least once a month. Our partner institutions, the Antai College and the Marshall School, host dozens of events throughout Asia every year.

**Our GEMBA family members are:**

- CEOs of listed companies
- C-suite leaders of major divisions of famous multinationals
- CEOs of entrepreneurial initiatives

**Harvey Mackey, in his bestseller, *Dig Your Well Before You’re Thirsty***:

"From the day you graduate, the USC network is there for you. And, in turn, you, as a graduate, are supposed to be there for other USC alumni. USC has 17 highly regarded professional schools. Their approach is unique.

"The USC faculty still teaches the fundamentals, but they also regard developing leadership as an essential part of their mission. In my opinion, the USC alumni network is the tightest, most effective, and most closed to non-initiates of any alumni network in the country.”
Joining the GEMBA Family

Admissions Criteria

- Ten years’ working experience, of which six in a managerial role
- A bachelor’s degree or higher from an accredited institution
- Ability to participate dynamically in a 100% English-language learning environment
- The understanding and support of your employer and family

Admissions Process

First, complete your online application — we require:
- Application document and fee
- Recommendation letters and essays
- Transcripts and other proof of academic accomplishment

Next, you’ll have an interview with our program leaders. We consider:
- Career accomplishments and goals
- English proficiency
- How well you fit the GEMBA family

Once we’ve received your complete application and you’ve had your interview, we will give you an admission decision within one week. If you are accepted, your non-refundable deposit is due within 20 days.
As a private wealth portfolio manager, my work is mostly about finance. The GEMBA program has given me exposure to aspects of business I don’t otherwise gain, such as the challenges and opportunities on a factory floor, or developing a multinational brand in mainland China. The finance-related components of the program were valuable, as they helped bolster my systematic understanding of the field as well as the latest developments, but it’s the non-finance components that have delivered huge ROI for me, because I can use my greatly expanded understanding of business to more dynamically interact with my clients and boost the performance of their portfolios.”
GEMBA students come from the widest imaginable array of industry backgrounds and lead enterprises ranging from their own startups to listed MNCs. Among the companies GEMBA students and alumni are leaders in:

Agilent  
Apple  
Audi  
Aurora  
Autodesk  
Avery Dennison  
Bacardi  
Bank of China  
Baxter  
BMW  
Black & Decker  
Boston Consulting  
British Petroleum  
Cisco  
Coca-Cola  
Daiwa Securities  
Dell  
Dentsu  
Dolby Laboratories  
Dow Chemical  
DuPont  
Emerson Electric  
Ernst & Young  
FedEx  
Forbes China  
Foxconn  
General Electric  
General Motors  
Goldman Sachs  
Goodyear  
Hana Bank  
Haworth  
HCG International  
Hertz  
Hewlett-Packard  
HSBC  
IBM  
IKEA  
Intel  
International Paper  
Johnson Controls  
Korean Air  
Korn/Ferry  
Linde  
McCormick & Co.  
Medtronic  
Merrill Lynch  
Microsoft  
Morgan Stanley  
National Basketball Association (NBA)  
New Balance  
Oracle  
Pacific Century Cyber Works  
Parker Hannifen  
Philips  
PriceWaterhouseCoopers  
Qualcomm  
Samsung  
San Miguel  
Siemens  
SMIC  
Standard Chartered  
Tencent  
UBS  
Visa  
Walmart  
The Walt Disney Company  
Wells Fargo  
Whirlpool  
Young & Rubicam
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