

Studying in the UK and the Globalised World

4 November 2009

MSc Programmes in
Management
Business School



1st Story: Self-expression





China

PACIFIC OCEAN

USA

NORTH PACIFIC OCEAN

SOUTH PACIFIC OCEAN







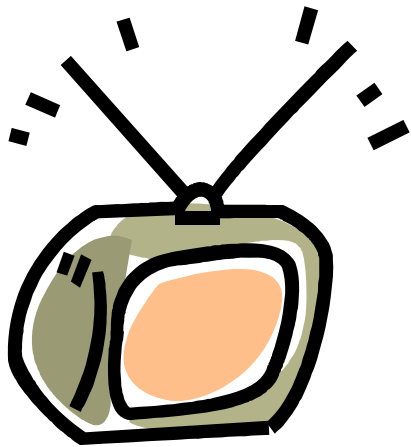
Gansu

Qingyang











The McGraw-Hill Companies

BusinessWeek

International Business

ASIA



ANTHONY LEUNG, 42, A HONG KONG CITIBANK EXECUTIVE FLUENT IN ENGLISH, MANDARIN, AND CANTONESE, IS A HOT PROPERTY

THE GREAT CHINESE TALENT HUNT

Local execs with Western training can write their own tickets

Margaret Ren is one of China's new elite. A trained cardiologist from Shanghai, Ren tired of making do without advanced medical equipment in 1988 and decided to go into business. After earning a Master's degree in management from Massachusetts Institute of Technology (MIT) from a prestigious university, the best candidates are those able to straddle the corporate world of the West and the dynamic markets of the East. As investment banks, pharmaceutical giants, and other multinationals pour millions into China, they are frantically

to start up their own businesses—or jump from one multinational to another. "It's a game of musical chairs," says Glendon Rowell, managing director of search firm Boyden International Ltd. The task of finding Chinese managers is made harder by the severe shortage of talent within China itself. Very few managers from the clunky state sector have the right stuff, so companies often find themselves fighting over the few available local talents. And indigenous companies are losing out altogether, as the best in China flock to newcomers. "Every year we lose professionals to joint ventures because their salaries are much higher than ours," laments Zheng Bohua, deputy general manager of Shanghai's Chien Shingfa Machinery Co.



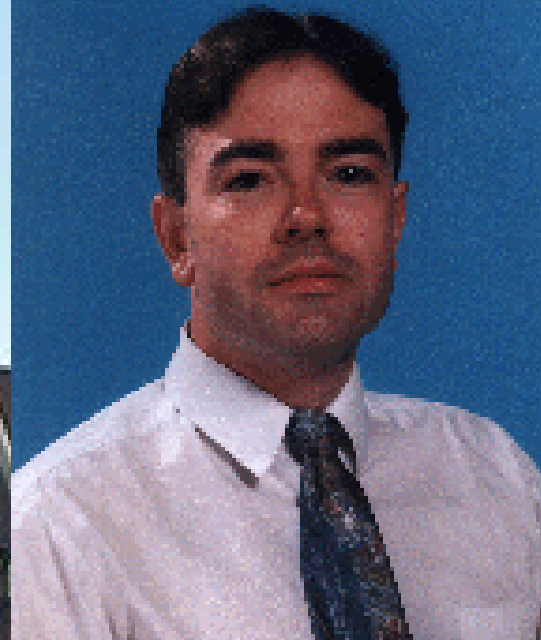


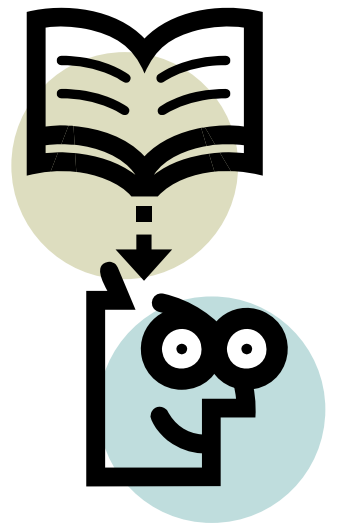














2nd Story: Business



Applying what I've learnt

- Market research in agribusiness, food and drinks, animal feed, paper-making and corrugating, and pharmaceutical
- Strategic study of maize and tapioca raw material supplies

- Preparation of multi-million dollar investment proposals for food and pharmaceutical ingredients
- Running a \$25m pharmaceutical Sino-British joint venture

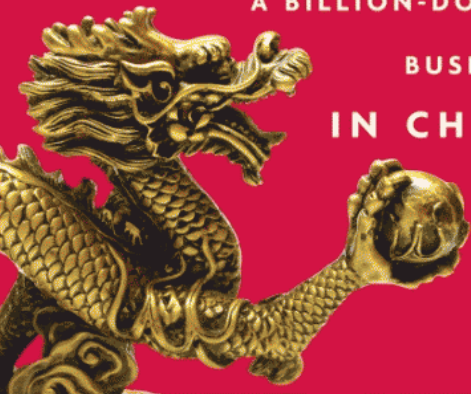
Jack Perkowski on management



"If you want to do business in China, Jack Perkowski is your man. . . [He] shows you the way with insight, humor, and practical advice."
—TOM BROKAW

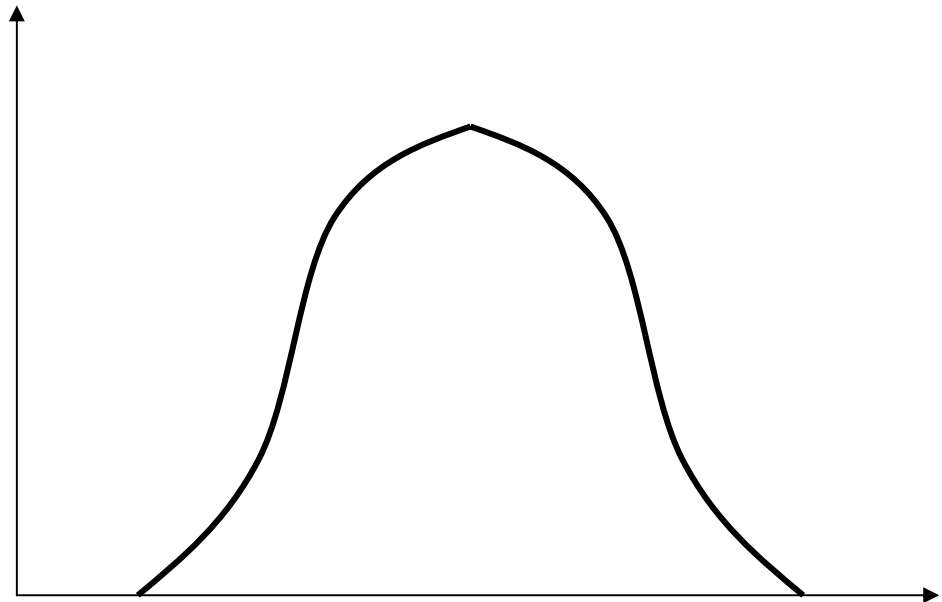
Managing the DRAGON

HOW I'M BUILDING
A BILLION-DOLLAR
BUSINESS
IN CHINA



JACK PERKOWSKI

No. of People



Bureaucratic

Entrepreneurial

Jack Perkowski, Chairman and CEO of
ASIMCO Technologies, 2008

Haier and Western management



Zhang Ruimin, CEO of Haier, has been ranked among the world's thirty most respected business leaders by the *Financial Times*.



Former Chinese Premier Zhu Rongji on management



- With respect to modern business management, the West is of course leading.
- Without modern finance, cost and quality control, and scientific decision-making, an enterprise cannot operate in a market economy.
- We need to emphasise that management science and management education is the fundamental way to prosper China.
- I suggest that we should bring about an upsurge in learning management and strengthening management training.

Human Conversations and Business



Business is built up and run not only through applying management ideas, techniques and tools but also through millions of human conversations, whether face-to-face, telephone or increasingly e-mail.





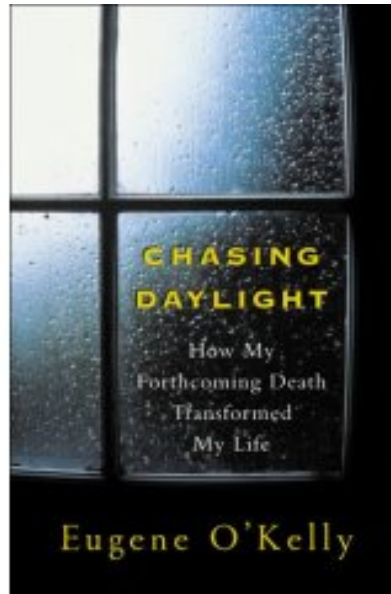
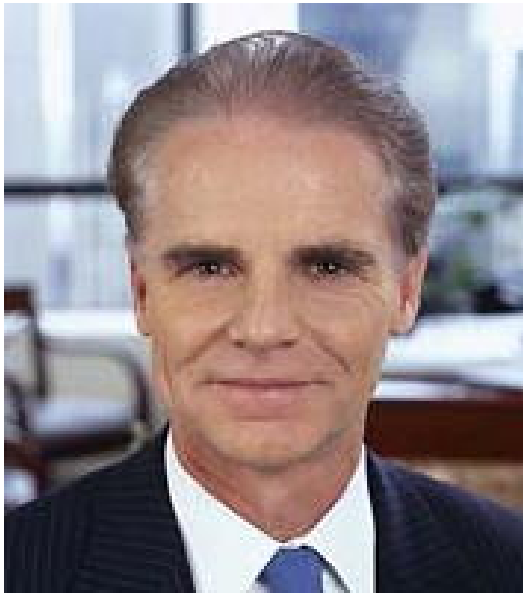
CHINA and the

HUMAN

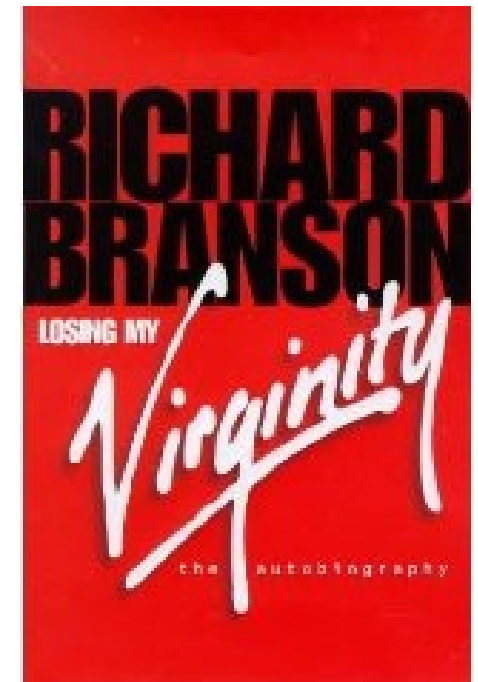
side of

BUSINESS





Eugene O'Kelly, Former Chairman and CEO of KPMG



World Economic Forum, Jan 2008



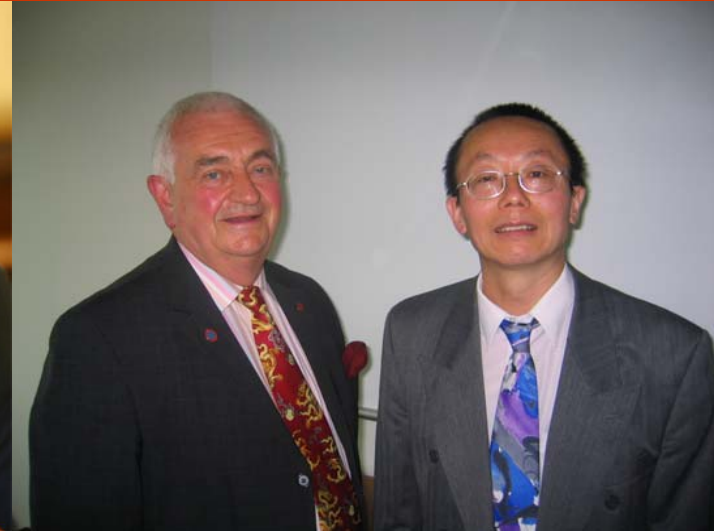
Harvard Business Review, Jan 2008



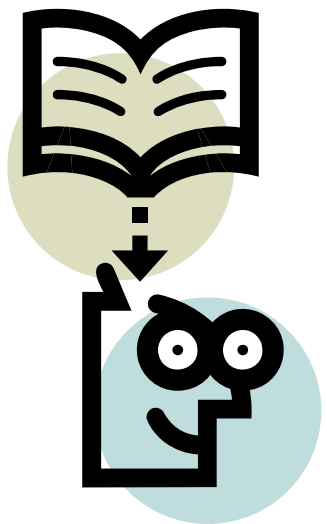
"The Five Competitive Forces That Shape Strategy"

Michael E. Porter

Journal of Chinese Entrepreneurship



**Entrepreneurship
and strategy in
China: why
“Porter’s five
forces” may not
be**



1. "The big picture"

2. How to relate your China experience to your studies here

3. How to develop a global view of business









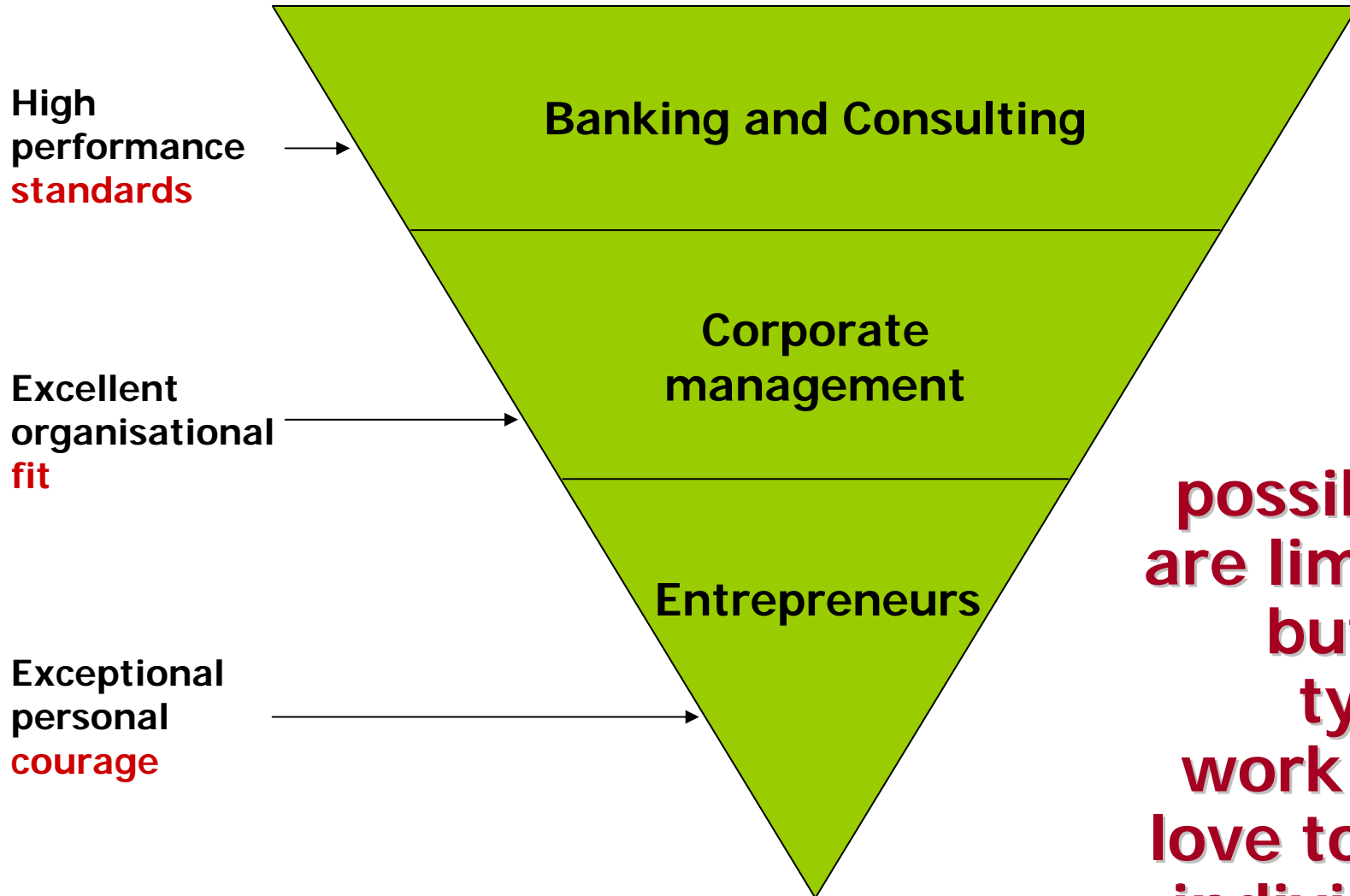
3rd Story: Career



**Climbing a mountain,
changing hats, and
stepping stones?**



The Nature of Work

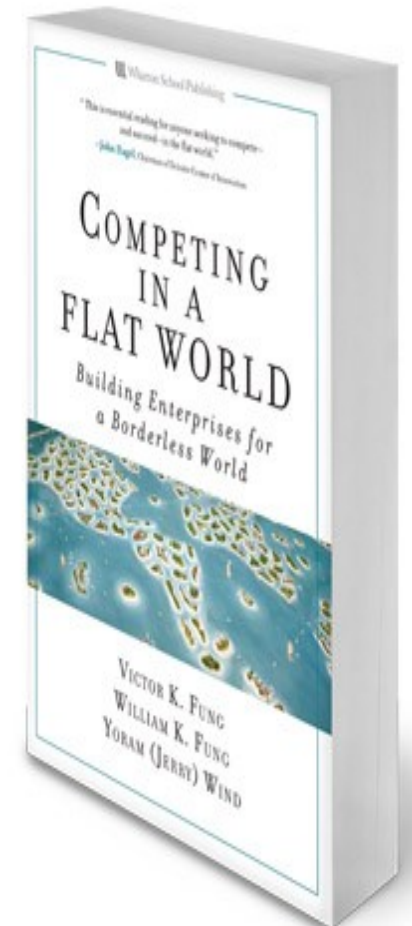


The possibilities are limitless, but what types of work do we love to do as individuals?

Business Giants: Their Beginnings



**Victor and William Fung,
Li & Fung Group**



Dragons' Den and Your Path



Have the courage
to follow your
heart and
intuition.

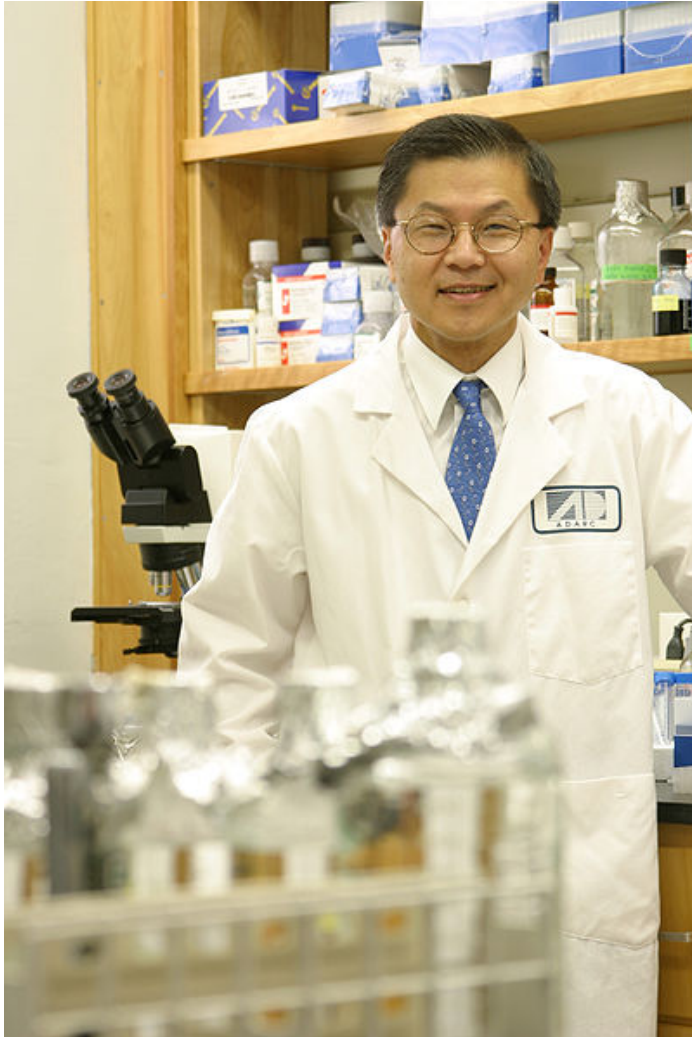


"Where Are You Going?"



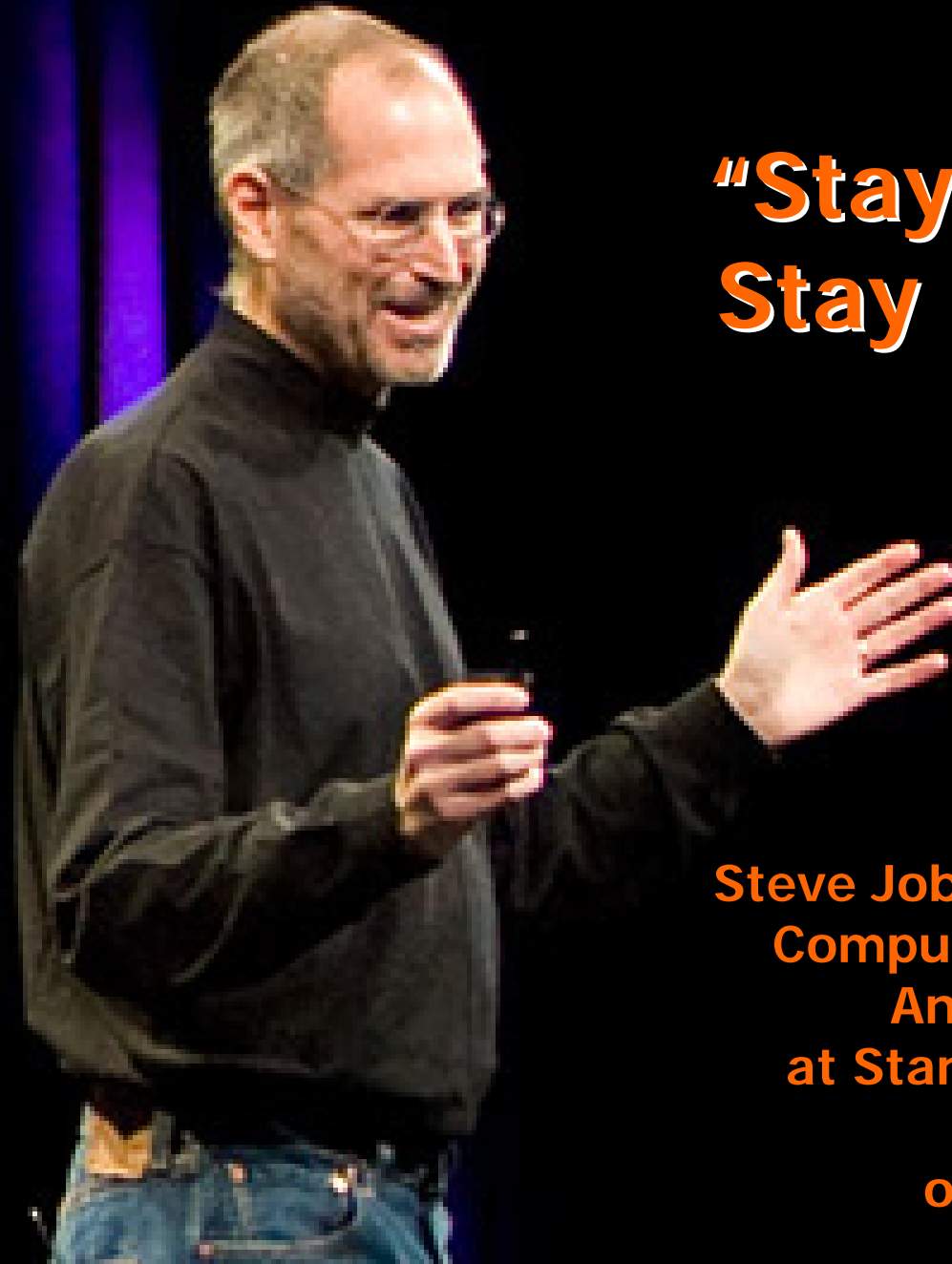
**Becoming a
millionaire!?**

"Where Are You Going?"



"I may be a wise scholar, a famous businessman, or a good father and husband, but until I am all, I have not succeeded."

- David Ho, a *Time* magazine "Man of the Year" for 1996



**“Stay Hungry.
Stay Foolish.”**

**Steve Jobs, CEO of Apple
Computer and of Pixar
Animation Studio,
at Stanford University
Graduation,
on 12 June 2005**

Thank you all!

For more information,

Contact:

wei.wang@uk.2wchina.com

Or

Have a signed book.



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