



CEIBS-Wharton Programme

Corporate Governance and Board of Directors

Date / Language / Venue: August 18 (afternoon) – August 22, 2014 / Chinese and English with simultaneous interpretation / Shanghai (699 Hongfeng Road, Pudong, Shanghai)

Fee: RMB 53,800

Programme Fee includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 30 days before the start of the programme. Applications made within 30 days of the start of a programme require immediate payment.

For more information, please visit <http://exed.ceibs.edu>

Powerful Alliance between Two Established Business Schools

China Europe International Business School (CEIBS) and the Wharton School of the University of Pennsylvania have joined academic forces to design, develop, and deliver the Corporate Governance and Board of Directors programme. This programme is customised to reflect the current realities of corporate governance practices in China, essential to senior executives and board members of Chinese enterprises in understanding and managing their long-term sustainable development challenges.

About CEIBS

China Europe International Business School (CEIBS) is a not-for-profit joint venture established in Shanghai in 1994 under an agreement between the Chinese government and the European Commission. Its joint venture partners are the EFMD (European Foundation for Management Development) and Shanghai Jiaotong University. The school aims to educate responsible leaders versed in “China Depth, Global Breadth”, with the vision of “becoming the most respected international business school by linking East and West in teaching, research, and business practice and by promoting China’s social and economic development through high-impact knowledge creation and dissemination”. It now offers a Full-time MBA, a Part-time Finance MBA, an Executive MBA, and a wide array of Executive Education programs. Through nearly two decades of unremitting efforts, CEIBS has become a leading business school in China and Asia.

CEIBS offers a range of functional and integrative general management Executive Education programmes - both open enrolment and company-specific for middle to senior executives. These cover the core areas of international operation, advanced management, corporate governance, general management, strategy and leadership, negotiation and decision-making, innovation, organization and management, marketing, finance and operations management. There are a number of collaborative programmes offered in conjunction with leading global schools like HBS, Wharton, IESE, INSEAD and LBS. There are also a range of tailor-made programmes for senior executives wanting to learn about business in China, which include “Global CEO Programme”, “Advanced Management Programme”, “CFO Programme”, “CMO Programme”,

“Leadership for CEOs in China”, “Building Innovative Enterprises”, and etc. All of these programmes have been widely acclaimed and become the benchmark for Executive Education programmes.

About the Wharton School of the University of Pennsylvania

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates ongoing economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 annual participants in executive education programs; and a powerful alumni network of 91,000 graduates.

Informed by in-depth academic research and extensive industry experience, Wharton Executive Education programs offer a supportive and challenging context from which participants gain the skills necessary for their next level of executive development. In open-enrollment and customized programs, participants from a diverse range of industries interact with Wharton faculty. With a profound influence on global business, Wharton faculty are the trusted advisors of corporations and governments worldwide.

The root problem of any enterprise can almost always be traced to the problem in its governance system and top management team. As globalisation accelerates, the biggest challenge facing Chinese business leaders is not the global competition in the product market, but that in corporate governance system. In particular, it should be emphasised that the competition in system differs from that in commodity market; and an effective system can only be built in a down-to-earth way instead of performing sleight of hand tricks.

The corporate governance structure reform sweeping the entire US in the past two decades has exerted remarkable influence on global corporate governance structure. Thanks to US’ demonstration and the enhancement of economic globalisation, the market-based British-American model of external corporate governance has gradually replaced the controlling-shareholder-based European and Japanese model of internal corporate governance, and become a foundation for many countries and international organisations in formulating governance standards. However, the British-American model and relative systems are based on a highly defused equity market, guided by shareholder value and with the board at the helm; While nowadays in China, the non-tradable shares reform has been basically completed, the equity ownership is still highly concentrated and the markets for corporate control are virtually nonexistent, not to mention the fundamental difference of economic and political institutional structure between China and western countries. To what extent are Western governance models appropriate for China and how should leaders of Chinese enterprises design their own corporate governance structure? This is not only an issue of vital importance for the survival of Chinese enterprises, but also a worldwide problem, the solution of which is worth a Nobel Prize. Therefore, four renowned experts from two world-famous business schools jointly designed this programme to help you out.

Objective

The objective of this programme is to help the owners and the top leaders of Chinese firms to design effective governance systems, and to provide their boards the basic tools for dealing with their most pressing issues. Through lectures and discussions, case studies, guest speaker sharing and hands-on simulations, the programme will help participants understand the critical issues and latest development of corporate governance, gain insights from the successes and failures of governance practices both at home and abroad, develop a comprehensive framework, and acquire a set of important tools for building effective governance.

Who Should Attend

The programme is designed for the owners and top leaders of Chinese enterprises and enterprise groups, including the CEOs and board members of the public firms and firms under listing plans, as well as the CEOs and board chairperson, supervisors, and delegates of controlling shareholders of their non-listed parent groups, relevant government officials, institutional investors, as well as business owners and executives concerned with building effective enterprise system.

Programme Benefits

The programme will enable participants to understand:

- Basic contradiction and main models of corporate governance
- The board's responsibilities, structure and process and board members' qualifications, obligations and responsibilities
- Global best practices in corporate governance
- Chinese experience and challenges in corporate governance

Programme Coverage

- Board governance
- CEO succession
- Executive compensation and incentive mechanism
- Ownership, control, and leadership
- Company's M&A and competitive strategies: the role of the board
- Risk prevention and crisis management
- Best practices in external executive selection
- What board members must know about financial reporting

Programme Schedule

Day 1	
afternoon	<ul style="list-style-type: none"> • company governance and board governance • CEO succession
Day 2	
morning	<ul style="list-style-type: none"> • CEO succession (continue) • Executive compensation and incentive mechanism
afternoon	<ul style="list-style-type: none"> • Executive compensation and incentive mechanism
Day 3	
morning	<ul style="list-style-type: none"> • Mergers and acquisitions for directors
afternoon	<ul style="list-style-type: none"> • Competitive strategy for directors • Ownership, control and leadership
evening	<ul style="list-style-type: none"> • Panel: Governance outlook
Day 4	
morning	<ul style="list-style-type: none"> • Governing board policies, practices and decisions
afternoon	<ul style="list-style-type: none"> • Guest speaker sharing: risk prevention and crisis management • Guest speaker sharing: Asia-Pacific practices in external CEO selection

Day 5	
morning	<ul style="list-style-type: none"> • What board members must know about financial reporting
afternoon	<ul style="list-style-type: none"> • What board members must know about financial reporting (continue)

Faculty



Liang Neng, Programme Co-Director

- Professor of Management
- Associate Dean (Faculty), CEIBS



Michael Useem, Programme Co-Director

- William and Jacalyn Egan Professor of Management, Director of the Centre for Leadership and Change Management, The Wharton School of the University of Pennsylvania



Harbir Singh

- Mack Professor of Management
- Co-Director Mack Center for Technological Innovation
- Vice Dean, Global Initiatives



Ding Yuan

- Professor of Accounting
- Cathay Capital Chair in Accounting
- Department Chair (Finance and Accounting), CEIBS



XU, Dingbo

- Professor of Accounting, CEIBS
- Associate Dean
- Member, Management Committee

Admissions Procedures

Applicants can apply for the programme in either of the following two ways:

- Online application: Please visit the CEIBS Executive Education website at <http://exed.ceibs.edu>, then select the programme you want to take and click “Apply Now” to apply for the programme; or
- Please call the CEIBS Customer Service Team for a printed Application Form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail.

Applications are requested at least 30 days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on the basis of space availability. For more information, please contact our Customer Service Team in Shanghai, Beijing or Shenzhen.

Cancellations

Any cancellation made 30 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, any expenses arising therefrom shall be the responsibility of the applicant or his/her employer. Any cancellation made fewer than 30 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme begins, no fees shall be refunded for participants who withdraw from the programme for any reason.

Contact Information

Customer Service Team

Executive Education Department

Customer Service Team

CEIBS Beijing Campus

Customer Service Team

CEIBS Shenzhen Representative

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