



GLOBAL MBA IN CHINA





[1992 - 2012]



[Since 2012]

Linking East and West in teaching and connecting top talent



THE FASTEST-GROWING MARKET



CHINA

In 2012, China became **the world's biggest trading nation** in goods, edging past the United States for the first time. In 2014 China surpassed the US to become **the world's largest economy**. According to the International Monetary Fund China produced 16.5 percent of world GDP in 2014, compared with 16.3 percent for the US.

In 2013 China surpassed Japan to become the world's second-biggest consumer market. China is expected to overtake the US to become **the world's largest consumer market** in the next five years, according a report by Standard & Poor's.

Chinese companies are already recognized as among **the world leaders in numerous B2B technologies**, including wind-turbine blades, solar panels, high-speed rail equipment, steam boilers, port terminal cranes, and electric-transmission equipment. The Chinese technology companies poised to **dominate the world**. From PCs to smartphones, Chinese firms are outgrowing their home market and making their mark internationally (Lenovo, Huawei, Xiaomi....) By 2020, China's e-commerce market is forecast to be **larger than those of the US, UK, Japan, Germany and France combined**.



FOUR FASCINATING CITIES



BEIJING Beijing is amongst the most developed cities in China, with tertiary industry accounting for 73% of its GDP. Finance is one of Beijing's most important industries. Beijing is increasingly becoming recognized for its innovative entrepreneurs and high-growth start-ups. This culture is backed by a large community of both Chinese and foreign venture capital firms.



SHANGHAI Shanghai is the commercial and financial centre of mainland China. Currently it is one of the most prosperous cities in the world. Its cosmopolitan character, sophisticated and affluent consumers, and highly educated and skilled labour force make it highly attractive to overseas investors. Shanghai has recorded double-digit growth for 15 consecutive years since 1992 to become the center of finance and trade in the new China.



TIANJIN Tianjin is the fourth largest city in China, after Shanghai, Beijing, and Guangzhou. The city of **Tianjin recorded China's highest per-capita GDP**, followed by Shanghai and Beijing. Since the mid-19th century, Tianjin has been a major seaport and gateway to the nation's capital. Tianjin's port is the world's top-level and China's largest artificial deep water harbor, and the throughput capacity ranks the fifth place in the world. Tianjin harbor is the port of call to international cruises visiting Beijing. **More than 300 'Fortune 500' companies have set up base in Tianjin**, which is a new growth pole in China and is a hub of advanced industry and financial activity. This is a great opportunity for ESEUNE students.



HONG KONG Hong Kong is one of the World's leading international financial centers. The Hong Kong Stock Exchange is the seventh largest in the world, and Hong Kong is the world's eleventh largest trading entity and re-export center.

TWO LEADING ACADEMIC INSTITUTIONS

ESEUNE BUSINESS SCHOOL

ESEUNE is one of Europe's most innovative and prestigious business schools with over 20 years experience delivering management training in Europe (Spain, where main campus is located), Asia (one of the first European Business Schools running programs in China), North America (in partnership with Georgetown University, Washington DC) and South America.

Established in Tianjin as a joint venture between the local government and an European business school, the **ESEUNE Tianjin Business School** mission is **linking East and West in teaching and connecting top talent** to prepare highly competent, internationally oriented managers able to adapt to the driving forces of business globalization, international competition, and international cooperation.



TIANJIN POLYTECHNIC UNIVERSITY

Tianjin Polytechnic University is a multiple-discipline, research and teaching type university which has great influence in China and the world.

TJPU was founded in 1912 and currently has fourteen colleges on two campuses in the city. TJPU has tremendous strength in scientific research. In the past 3 years, the university has undertaken nearly 1,000 scientific research projects with 10 billion Yuan fund. Among them, 300 projects have received the National Science and Technology Progress Award, Invention Award and Science & Technology Progress Award and national and international licensed patents.



DEAN'S WELCOME



D. Enrique de la Rica

Dean

ESEUNE Business School

On behalf of the faculty, staff, alumni and students of the ESEUNE Business School, I welcome you to the Global MBA in China and invite you to learn about our most innovative and fascinating program.

CEOs face today a complex array of challenges. Only a few years ago, most of the competition came from within the local market. Nowadays, competitors may be on the other side of the world; the biggest, fastest-growing markets are China, India, Russia and Brazil. They have attracted the greatest investor attention in recent years and are going to be the drivers of the 21st century economy. Companies are looking for managers trained in procedures for assessing opportunities in the global economy.

Due to these new demands in emerging markets, a change in behavior of international MBA students has inevitably taken place. A few years ago, an international MBA was a bridge to a new life in the USA or Western Europe. Today, an international MBA is all about learning international business practices, and creating a global network as basic foundation in order to be a player in the rapid growth of China, South East Asia, Latin America, and other emerging economies.

Our MBA Programs are vibrant and diverse, with a thriving international community of staff and students. The global MBA itself offers a unique combination of business-orientated skills development, innovative teaching on management tools, models and strategies developed in real work environments. Therefore experience in the main cities of the world, cosmopolitanism and cultural diversity are guaranteed.

If you want to make a difference in the world, join us and find out for yourself why we are so highly regarded amongst our alumni worldwide.



Mrs. Nuria Celorio Torre

Director

ESEUNE Business School in China

On behalf of the faculty, staff, and students, I welcome you to ESEUNE Business School, an open, plural, diverse and globally oriented academic institution.

The School has maintained a global reputation for academic excellence, innovative leadership and global education for over 20 years. We develop exceptional global leaders in a carefully selected learning community, diverse in background but sharing an international perspective.

ESEUNE's business education and research take place in three continents: Europe Asia and America. Around the world and over two decades, ESEUNE continues developing innovative programs focused on leadership skills and emotional intelligence in managing multicultural teams. As one of the European's first graduate business schools running programs in China, ESEUNE brings together people, cultures and ideas from around the world to change lives and to transform organizations. Our mission, linking East and West in teaching and connecting top talent.

ESEUNE China campus is located in the heart of the Tianjin's Technological Park, near Beijing City Center (35 minutes by train), where you will find a truly business, innovative and global focus for your MBA. Cosmopolitanism and cultural diversity are hallmarks of the ESEUNE Business School experience. We have Faculty members from Eastern and Western countries, all of whom have worldwide experience and knowledge in their respective fields.

If you are highly curious to know about other cultures and the world we live, embark on this exciting and life-changing experience.

WHY SUCCESSFUL PEOPLE CHOOSE ESEUNE MBA

Innovative and globally oriented

ESEUNE Business School is an open, plural, diverse and globally oriented academic institution.

ESEUNE's business education and research covers markets in four continents, with over 20 years of experience delivering management training in Europe (Spain), Asia (China), North America (Georgetown University, Washington DC) and South America.

Around the world and for over two decades, ESEUNE continues innovating across all its programs in order to provide business leaders with the knowledge and skills to operate anywhere in the World.

Participants from over 30 countries have entrusted their training to us, which shows ESEUNE is one of Europe's most innovative and prestigious business schools. You will find a truly international student body on your MBA. Cosmopolitanism and cultural diversity are the foundations of ESEUNE creative teaching methods.

As one of Europe's first graduate business schools running programs in China, ESEUNE brings together people, cultures and ideas from around the world to change lives and transform organizations.

RANKING & PRESS

The best Global MBA

IESE - IE - ESADE - **ESEUNE** - EADA

["El Economista" 2013]

#1 in Spain #2 in Europe (2 Palmes league)

[The best 1.000 Business School 2014, Eduniversal ranking]

Real world partnerships

After 20 years delivering business management education, we have built a strong network across different industries. Our teachers and faculty members are accomplished, internationally renowned executives, leading practitioners in business, who pass on their expertise to students. Visiting lecturers include senior managers from top companies including consultancy enterprises, who will provide the participant real working experience. The School's research is carried out in collaboration with major organizations and clusters. ESEUNE's full-time MBA programs include at least a 3 months internship.



Exceptional value for money

Our Global MBA stands out as exceptional value for money because our network allows us to offer students low living costs and competitive scholarship policies for those students who successfully fulfill their internship.

World-class and global accreditation

ESEUNE Business School is a Full Member of CLADEA, the Latin American Council of Business Schools (the association which brings together the top business schools in Europe and Latin America). CLADEA is an association of higher education institutions dedicated to teaching and research in the area of public and private management. CLADEA reciprocal membership has links with leading academic networks across the world:

- EFMD, European Foundation for Management Development (EFMD)
- AACSB International, The Association of Advanced Collegiate Schools of Business
- VON HUMBOLDT ASSOCIATION

- BALAS
- WACRA, World Association for Case Research and Development

ESEUNE Alumni Network

The Alumni Network includes MBA graduates. This highly supportive network with executives from over 30 countries who understand your challenges will help you to identify hidden opportunities and to understand different industries and roles. Most of ESEUNE alumni are today's leaders; over 80% of them work as CEOs, or participate at board level and/or senior committee level.

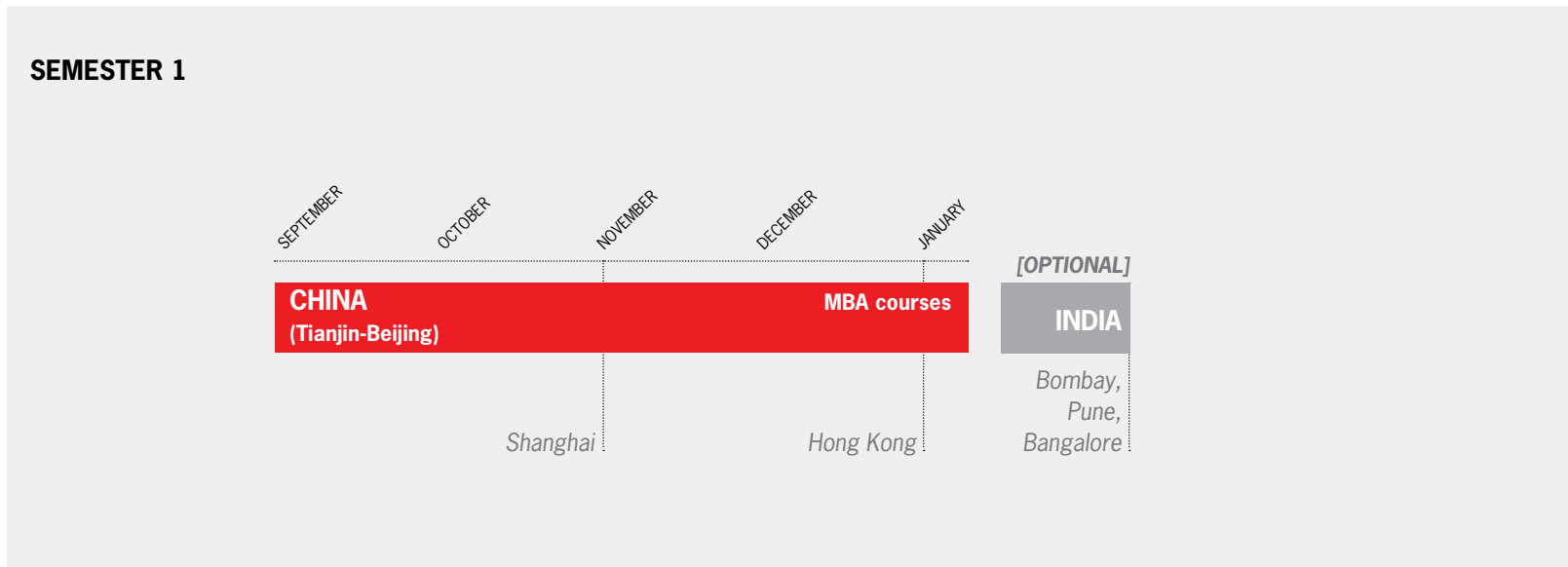


The experience in China was simply spectacular. Culture shock is as rich as the lectures themselves. Chinese culture, naturally collectivist, opens up a whole new perspective in different aspects of your personal life and opens your mind to countless new businesses. While at Beijing you immediately realize that the world goes at another speed there. It is almost evident that all poles of growth and new opportunities are on this side of the globe. Experience in Asia is absolutely necessary to understand and internalize these changes and learn to adapt in the best way. Someone must be there to understand how culture governs China every day and business are no exception. Their organizations, their perspectives, their interests, their weaknesses and the opportunities of business become evident being there. ESEUNE-NCUT has a large campus with all kind of facilities for the student. There are several dining options, ability to do almost all sports and, especially, the people (students, lecturers and staff) are always willing to lend a hand when someone needs it.

Miguel Gallego

Colombia (Global MBA 2010-2011)

GLOBAL MBA IN CHINA



In October 1992, ESEUNE Business School launched the first promotion of its full-time MBA program. Since then, about 600 people who now occupy different positions in all types of companies from 30 different countries have studied this program at ESEUNE and other international universities who have collaborated in its development (University of California at Berkeley, University of California at Irvine, UCLA, New York University, University of Chicago, McMaster University, Georgetown University etc.).

In a world characterized by change and globalization, multinational companies are looking for professionals who can adapt to different cultures, customs, social practices, values, economic and political systems and management approaches; professionals who can

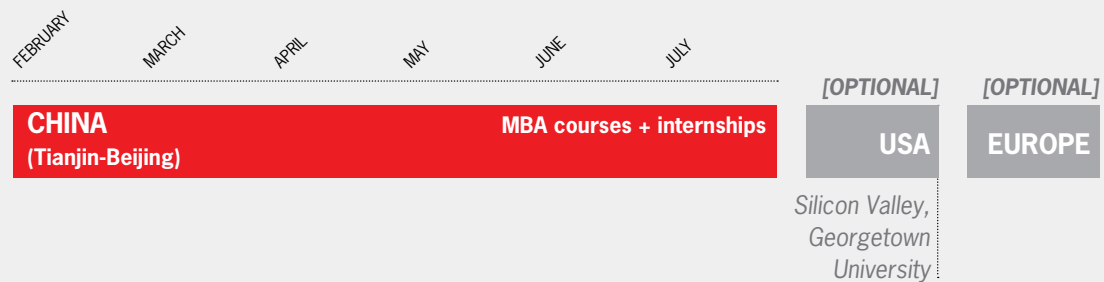
work with people from diverse backgrounds and cultures.

The Global MBA is a program that responds to the need to think globally and to enhance the knowledge and skills to lead organizations and give results in any market, in any situation, anywhere in the world.

Through 1,300 hours distributed along one academic year (September to July) with intensive, exclusive dedication to the Master, the person becomes a professional with knowledge and skills to manage businesses in global environments.

The Global MBA offers a practical period of development of a comprehensive multidisciplinary project and remunerated internships (second semester)

SEMESTER 2



The Master is divided into three continents:

ASIA

ESEUNE headquarters in the Tianjin Technology Park with business trips to Hong Kong, Shanghai, Bombay and Bangalore.

EUROPE

ESEUNE headquarters in the Bilbao Technology Park (Spain)

NORTH AMERICA

Studying at Georgetown University (Washington DC) and Silicon Valley (San Francisco). This period can be completed with optional stays at other prestigious universities in the USA.

The Global MBA has become one of the best international MBA programs in the rankings.



““

The Global MBA of ESEUNE is the perfect combination: lecturers who are current business leaders, who give you a real vision of what business is in our environment, and the academic training in the USA which gives you a more cosmopolitan vision. As a result, ESEUNE's MBA allows you to get a real and tangible approach to the business world, something with I consider essential at a Master program which trains you to join this sphere. Also, when the Master is finished, the networking created amongst the alumni is amazing: we help each other professionally, share contact information, etc., It's a wonderful experience.”

Mikel Iribarren

España (ESEUNE 2000-2001)

““

Firstly, I really enjoyed the way in which the lectures were given. What is more important is that there is no absolutely right or wrong judgement from our teach, and the feedback will always be a positive encouragement to explore further after class, or in our own daily work, which helps me to form a critic thinking. Secondly, I would say is the many good teachers from varies acadmic areas, **from marketing to finance, from innovation to supply-chain management, to international trade...** they have opened so many knowledge windows for me that I can study and read the related books by myself after the MBA program, which also **enriched my daily life after the MBA program**. Thirdly, I enjoyed the atmosphere in classes. Teachers are always with patient, passion and enthusiasm, and always trying their best to give us a wonderful and interesting lecture. Last but not the least, is that I have made so many good friends in this MBA program, and we always keep in touch with each other. Some of my MBA friends are still in China, we always have gatherings. Thanks to ESEUNE to give me this wonderful learning experience”.

Robin Luo

China (GMBA 2013-2014)



GLOBAL MBA IN CHINA. FOR WHO?

The Global MBA is a master in business management designed for people who want to become managers in global environments.

These people think global and they can find solutions in any situation and in any country of the world.

Global MBA students have different backgrounds like business administration, engineering, humanities... All of them are willing to have training periods in different countries in order to learn by living and working on those countries.

Participants on average have less than three years of professional experience and their average age is from 23 to 30 years. We are looking for young professionals, with the desire to learn by doing, able to work in teams and able to find solutions to daily problems on companies facing the challenges of a global market.

The heterogeneity of the participants, (around 50% of students are of Chinese origin and 50% from Europe and America) generates diversity of opinions, ideas and approaches whose contrast is extremely dynamic and enriching.

The admission process is used to identify and select outstanding individuals for their willingness to learn as they share what they know, for their ability to integrate into teams and for their ability to identify alternatives and solutions to the complex challenges of a globalized world.

Participants are young people. It is not a requisite to have professional experience (the program includes internships for those with no previous experience).

The Global MBA equips participants with the tools and skills necessary to become a proactive, flexible professional and with a strategic vision that allows him or her to take advantage of new opportunities provided by the new competitive stage.



“Nowadays anyone with the thought of running a company must definitely know about business in China. ESEUNE and the Chinese University are an excellent option to introduce you to a culture that has, and will continue to have, a global importance as years go by. The people you’ll meet, the organizations you will be visiting, and the whole experience at Beijing is amazing, and undoubtedly: once in a lifetime. And if you think that language is an issue, you’ll be surprised!”

Manuel Ernesto Martínez

El Salvador (GMBA 2010-2011)

GLOBAL MBA. SUBJECTS COVERED

The Global MBA program addresses the Business Management from a global perspective, delving into the techniques and tools which have bursted onto the General Management and directly affecting the competitiveness of a global business.

The program consists of 17 modules, totaling 52 credits (according to the European standards of higher education each credit equals 25 hours of work, study, and practice).

This master focuses on 4 main areas: Global Business Management; Global Market Operations; Global Leadership for the New Economy; Emerging Global Markets.

The program includes lectures in China and, as an option, India (two optional weeks), USA (two optional weeks) and Europe.



PROGRAM

	<i>Credits</i>	<i>Hours</i>
<i>GLOBAL BUSINESS MANAGEMENT</i>		
International Economics	1	25
International Accounting	2	50
Int. Finance, Banking and Business Law	2	50
Global Strategy	4	100
<i>GLOBAL MARKETS OPERATIONS</i>		
Supply Chain Management	2	50
Export/Import Management	2	50
Marketing Strategy	3	75
Strategic Human Resources	2	50
<i>GLOBAL LEADERSHIP FOR THE NEW ECONOMY</i>		
Global Business Negotiation	1	25
Innovation and Disruptive Change	2	50
GAP (Global Action Project)	8	200
<i>EMERGING GLOBAL MARKETS</i>		
China I: Culture and buyer behavior	4	100
China II: Chinese market and operations	3	75
China III: Chinese language	8	200
<i>INTERNSHIPS</i>		
Internships	8	200
TOTAL	52	1.300

GLOBAL BUSINESS MANAGEMENT

All organizations are impacted by the international environment in which they operate. The understanding of international economy and finance issues is crucial when business is conducted across national borders. By the end of the module the student must be able to:

- Interpret international economy/finance.
- Understand the determinants of business strategy.
- Evaluate the risks of investing in emerging economies.

The over-riding objective of this first area (Global Business Management) is to use these skills to articulate comprehensive/cohesive global expansion strategies for any firm. It is divided in 4 courses:

1. International Economics.
2. International Accounting.
3. International Finance, Banking and Business Law.
4. Global Strategy.

GLOBAL MARKET OPERATIONS

This area focuses on how enterprises plan, design, and execute their global operations in industries -such as consumer products, high tech, biotech, and retail- in both, developed economies (European Union, North America, Japan), and emerging markets (China, India, Brazil) where firms must rely on the integration of a network of suppliers, manufacturers, distributors, and retailers to provide products and services.

The area is divided in 4 courses:

1. Global Supply Chain Management
2. Export Import Management
3. Global Marketing Strategy
4. Strategic Human Resources



GLOBAL LEADERSHIP FOR THE NEW ECONOMY

This area focuses on the challenges, risks and opportunities of Globalization. One of the key areas at the Global MBA of ESEUNE is based on innovation. This modules focuses on the improvement of skills towards innovation and creativity. Our students learn how to develop new business models guided through value, building of new markets, redefining relations and process maps ESEUNE Business School built upon new technologies.

The area is structures upon 3 courses:

1. Global Business Negotiation
2. Innovation and Disruptive Change
3. GAP (Global Action Project)

EMERGING GLOBAL MARKETS

This area focuses in China economy, culture, market and operations and is divided in 3 courses:

1. China I: Culture and buyer behavior
2. China II: Chinese market and operations
3. China III: Chinese language

ELECTIVES

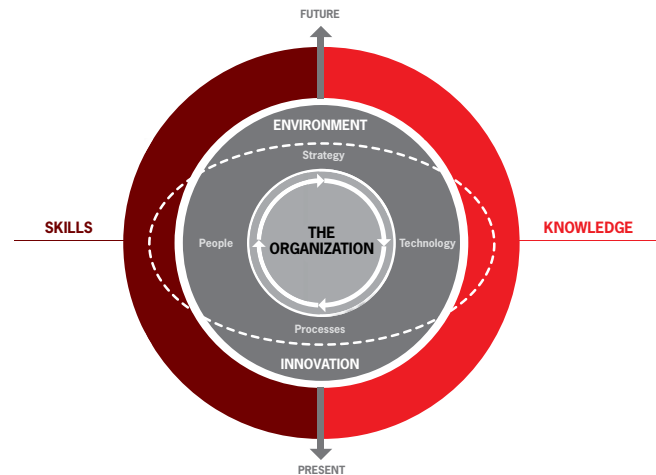
1. Georgetown University Business Executive Program
2. Silicon Valley Entrepreneurship and Innovation Program
3. India Market Approaching
4. Project Management
5. Internships in Europe

Additionally, the student can make a specialization (for 4, 8 or 20 months) at University of California at Berkeley in SAN FRANCISCO (Berkeley) and University of California at Irvine, in LOS ANGELES with the possibility of internships in U.S. companies.

“The experience in China was outstanding. Being able to both study the culture in a classroom and then live it outside in the real world and in the Chinese historic sites can help you understand how culture and history are such an important issue in the Chinese society. The ESEUNE-NCUT Campus has the essential facilities that are a must in order to enjoy the experience at maximum. Sport facilities are one of the main attractions on-campus, since you get the chance to get in touch and bond with chinese students and professors. Students and staff were very helpful at all times, both in and out of the classroom. You get the opportunity to share knowledge about eastern and western culture.”

Raúl Angulo

Venezuela (G MBA 2010-2011)



Well , I have gained great experience in ESEUNE which is priceless. I have learned how to communicate with western people , they are much more open, direct than us .I enjoyed every class given by foreign teachers. The difference between foreign teacher and Chinese Teacher is the teaching atmosphere. The way to lead students into the session is very different, it is very live. Since I came to ESEUNE , I have changed a lot in positive side which is very much helpful in my future career.”

Gulzar Kurban

China (GMBA 2013-2014)



GLOBAL MBA. HOW WE TRAIN MANAGERS

MBAction!

Thanks to our more than 20 years of experience developing MBA programs and to the creation of an intensive networking, our business school can provide an MBAAction methodology.

Our managers learn by doing. They face real business cases, and situations so that they learn how to solve problems. And it is from that experience and the need to solve real problems that our students better assimilate the contents of each Master.

They can participate in the management of any of the various functional areas of the company (financial, marketing, people, information systems, management, etc..) always having a global view of the enterprise as a whole, which enables them to become high effective middle managers aiming to become general managers in the future.

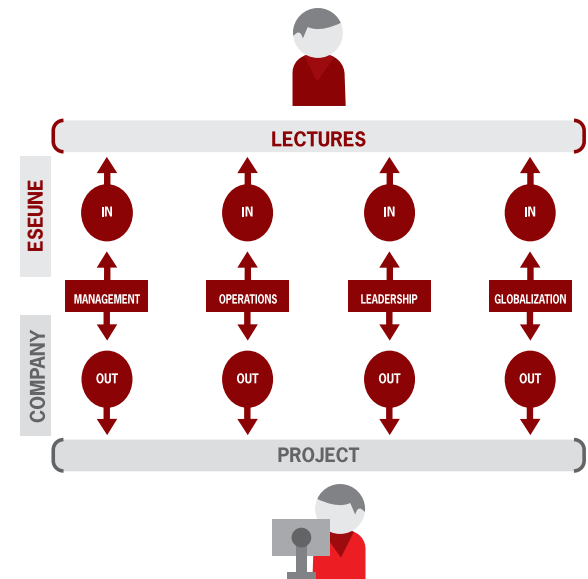
The Global MBA program includes internship, so that the student can develop skills on a foreign market.

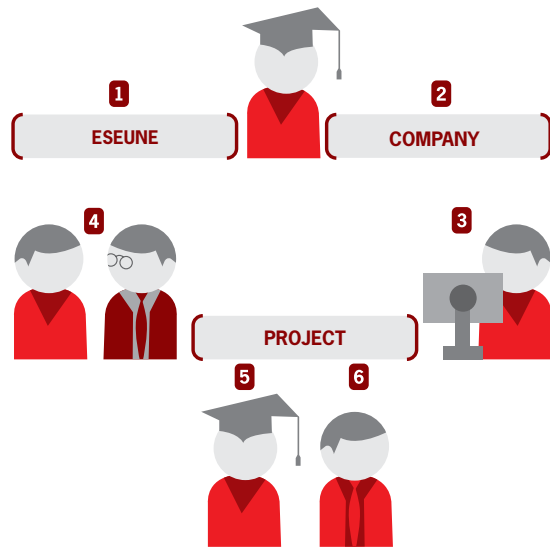
MBAction! methodology consists of two learning processes:

- **PROCESSES IN:** assimilation of content, skills and tools developed by attending lectures given by ESEUNE professors coming from East and West.
- **PROCESSES OUT:** implementation of what was learned in the real PROJECTS COMPANIES who hire the students, with the help of ESEUNE staff. Thus, all the content and tools are oriented towards real practical application.

With 20 years of experience developing MBA programs and intensive networking, we have developed an ecosystem of symbiosis, we have been able to design innovative methodology for our masters.

This is a very practical methodology that is able to create professional capable of forming and directing goal and result-oriented teams. A methodology that transforms the Masters in action, being practice the one that dictates the theory and not vice versa, so that our students today are facing the challenges that await them in their future careers.





1. A complete study of personality and experience allows us to identify the best students for each project.
2. After some interviews companies select students who will work contributing to ESEUNE to reduce tuition for those students.
3. The student assimilates in ESEUNE the content and tools to run his project. All concepts developed by teachers have practical application in their project. The learning methodology is generated by the application, enhanced with personalized tutorials to successfully develop the student's work (through ESEUNE tutors and the company itself).
4. The actual project is the cornerstone of learning in the Master and it's presented before a Review Tribunal at the end of the program.
5. The project can generate a job opportunity for the student within the Company upon completion of the master.

From the experience and the need to solve real problems our students better assimilate the contents of each Master achieving a solid and extensive training both human and business development that allows them to participate in the management of any of the various functional areas of business (finance, marketing, people, information systems, management, etc.).

Always keeping an overview of the company as a whole, which enables them to address the business management or to effectively support those with the responsibility of running the company.

The organizations of our ecosystem offer us strategic projects for them with an indispensable feature; its implementation should involve all areas of the company (the launch of a spin-off, developing a feasibility plan for a new idea, the development of a marketing plan for the launch of a new product, etc.). A real Company Project through which student learning is channeled.



CHINA CAMPUS

The ESEUNE Business School campus in China is located at the Zhongbei Technology Park, in Tianjin (35 minutes by train from Beijing city center).

Students enjoy complete facilities with modern classrooms, meeting rooms, cafeteria, rest areas and green spaces to relax in between lecture sessions. In the Technology Park, students work with managers and entrepreneurs from technology companies (software, mobile, apps, etc.)

Tianjin is the fourth largest city in China, after Shanghai, Beijing, and Guangzhou. The city of Tianjin recorded China's highest per-capita GDP, followed by Shanghai and Beijing.

Since the mid-19th century, Tianjin has been a major seaport and gateway to the nation's capital. Tianjin's port is the world's top-level and China's largest artificial deep water harbor, and the throughput capacity ranks the fifth place in the world. Tianjin harbor is the port of call to international cruises visiting Beijing.

More than 300 'Fortune 500' companies have set up base in Tianjin, which is a new growth pole in China and is a hub of advanced industry and financial activity. This is a great opportunity for ESEUNE students.

International student's accommodation is at Tianjin Polytechnic University. TJPU was founded in 1912 and currently has fourteen colleges on two campuses in the city. ESEUNE students are located in the new one, located in the Xiqing District, just 20 minutes by metro from Tianjin city center and main attraction areas. On campus, students will find their accommodation, restaurants and sport facilities.





The MBA experience in China was very enlightening and rewarding both from the standpoint of business and staff management. We were able to grasp how to establish a relationship with the Chinese to obtain positive results in any negotiation. In addition, we learnt about the country's history, lifestyle and beliefs, which are very important in China, as professional relations go hand in hand with these issues. It opens your mind to new business opportunities. It gives a new approach to the global trend that businesses are now focusing on China, an economic powerhouse that has taken the reins worldwide. It permits to get a real insight into Chinese culture. It creates a Paradigm shift in the way of doing business. Finally, one may obtain the necessary tools to come up with new business ideas. The ESEUNE facilities offer all the amenities necessary to provide a satisfying stay. We had the opportunity to receive knowledge from multicultural trainers with excellent professional and human qualities. The Staff was very organized, responsible and professional which made our stay a pleasant experience. The students were very friendly, willing to teach and eager to learn about everything they needed all with a smile on their face."

Ibelsy Rondón

Venezuela (GMBA 2010-2011)

FACULTY



Mrs. Nuria Celorio

Bachelor in Law and Economics (University of Deusto, Spain), Master in International Law (Glasgow University, United Kingdom), Postgraduate in Law and Technology (Universidad Católica Argentina), Master in Taxes (IE Instituto de Empresa, Empresa), MBA (ESEUNE Business School, Spain), METP (European Union and Chinese Government). Nuria has worked as General Manager at e-Fortrade (Argentina and Spain) and worked for ICEX at the Spanish Embassy in Argentina as Foreign Trade Consultant. *Director at ESEUNE Business School China.*

Mr. Manu Sánchez Monasterio

Bachelor in Business Administration and Master in Marketing (University of Barcelona, Spain). Marketing professor at ESEUNE Business School (China and Spain), ESADE Business School (Spain), Beijing University (China). Founder of ESADE China Team, President of the China Marketing Center at Barcelona Marketing Club (Spain). Since 1999 has been working for top European companies in China: Desigual, Mediapro, Liga Española de Fútbol, FC Barcelona, Real Madrid,

Codorniu, Freixenet, Grupo Mondragón, Argal, Cobega, Maeva, Javier Simorra, Bodegas Riojanas, Grupo Coren, Ron Barceló, Grupo Matarromera, Natura Bissé, Santiveri, Farggi, Pronovias, Moritz, Adolfo Domínguez, Pastas Gallo, HUSa hoteles, Damm, etc. *Marketing Lecturer.*

Mrs. Lena Shen

Bachelor in Information Management (Beijing Foreign Studies University, China), LLM, International Property Laws (Queen Mary University of London, United Kingdom). Partner at Beijing Sanyou Intellectual Property Agency. *Business Law Lecturer.*

Mr. Javier Cunat

Bachelor Degree in Economics (University of Valencia, Spain), Bachelor in Business Administration (Katholieke Universiteit Leuven, Belgium), Executive MBA (INSEAD, France), Executive MBA (Tsinghua University, China). Since 2008 working for The Beijing Axis, actually as Associate Director. *Supply Chain Management Lecturer.*



Mr. Enrique de la Rica

Bachelor in Communication (Universidad del Pais Vasco, Spain), MBA (ESEUNE Business School, Spain), International Executive Business Program (Georgetown University, USA), Competitiveness and Regional Development Course designed by the Institute for Strategy and Competitiveness (Harvard University, USA). Dean at ESEUNE Business School (Spain and China). Professor de la Rica has published ten books on Innovation, Marketing, e-Business and Strategy. Lecturer at Foreign Service Institute (Arlington, USA), Georgetown University (Washington DC, USA), Universidad Metropolitana (Caracas, Venezuela), Universidad Católica Andrés Bello (Caracas, Venezuela), Fundacite (Puerto Ordaz, Venezuela), CODET (Maracay, Venezuela), Universidad San Ignacio de Loyola (Lima, Peru), Common (Lima, Peru), SENATI (Lima, Peru), Universidad de la Habana (Cuba), CEEFI, Centro de Estudios Económicos Franco Ibéricos (France), Universidad Nacional del Centro de la Provincia de Buenos Aires UNICEM (Argentina), Universidad Nacional de la Patagonia en Ushuaia (Argentina), Universidad Nacional de la Patagonia en Comodoro (Argentina), IDES Trelew (Argentina), Instituto para el Desarrollo Empresarial Bonaerense (Argentina), Centro de Formación de Empresarios CEFÉ (Ecuador), North China University of Technology (China), etc. *Innovation and Marketing Lecturer.*

Mr. Jian Chen

Bachelor, Electrical Engineering (Xi'an Jiao Tong University, China), Master (Shanghai Jiao Tong University, China), Ph.D. in Computational Finance (University of Maryland, College Park, USA). Adjunct Professor of Finance (John Hopkins University, USA). Invited Professor at Georgetown University (USA). Experienced financial risk management executive with extensive background in credit risk modeling, CCAR stress test, model validation, and overall risk management Managing Director, Risk Management and Quantitative Analytics. *Finance Lecturer.*

Mrs. Marielle Lagers

Bachelor in Marketing (Hogeschool Rotterdam, Netherland), Master MSC (Vrije Universiteit Amsterdam, Netherland), University of International Business and Economics (China). Professor Lagers has been Director of Dutch Design Desk (Hong Kong, China) and actually is Director of The Creative Connection (Hong Kong, China). *Marketing Lecturer.*

Mr. José Luis Guerrero Cusumano

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five articles on leading journals, among these are: Journal of the Operational Research Society, The International Journal of Purchasing and Materials Management, Business Process Re-Engineering and Management Journal, Jurimetrics Journal of Law, Science and Technology, Communications in Statistics, and Information Sciences. He has worked as consultant for a number of firms, including General Motors. *Strategy Lecturer.*

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Bachelor's degree, Civil Engineering, Professional Civil Engineer (Universidade Presbiteriana Mackenzie, Brazil), Bachelor's Degree, Accounting Science, Certified Public Accountant CPA (Pontificia Universidade Católica de São Paulo, Brazil), BPQM, Quality Management and Lean Manufacturing (AOTS Shin Sugita, Yokohama, Japan), MBA (Florida Atlantic University, USA). Executive with broad global experience in pharmaceuticals, healthcare, financial services, hospitality industry, management consulting and non-profit organizations. Hands-on leadership experience architecting comprehensive organizational transformations. Invited Professor at Georgetown University, specialization areas are innovation strategy, innovation management, innovation thinking, creative problem solving, six sigma, lean methods, business process redesign, work-out events, lean, kaizen, kaikaku, kakushin, hinshitsu kanri and hoshin kanri. Professor Goncalves has been Director, Latin America Division, Service Quality & Innovation, at Citigroup and Director of Operational Improvement & Excellence at Pfizer. Management accountabilities include service performance and service delivery standards for 20 countries in Latin America. Overseas service effectiveness and efficiency of 34 business units across the Latin America region. Conducted 100+ business improvement projects over the last 5 years in front, middle and back-office areas, including: Financial Control, Risk Management, Operations, Sales and Market Coverage, New Product Development, Customer Service, Human Resources and Training. *Innovation Lecturer.*

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Mr. Klaus Ziegler

Bachelor Engineering (Eidgenössische Technische Hochschule Zürich, Switzerland), International MBA (Thunderbird School of Global Management, USA). Professor Ziegler has over 20 years of experience in leading companies and government projects in challenging cross-cultural environments in China, Japan, Taiwan and SE-Asia. He built several new businesses from scratch, developed local leaders, and enjoys the support of an extensive business network in China, especially in standardization and certification. His focus is on developing businesses, operating multinational projects, and facilitating acquisitions. He currently operates the office and represents DIN in China. *Strategy Lecturer.*

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Bachelor in Business Administration (Univeristy of Alicante, Spain), MBA (University of Central Arkansas, USA). Professor Andres has been working for two large multinationals such as BBVA and Inditex in different sectors including the financial, commercial, supply chain and international trade departments. General Manager at Whyconsultors, an international consultancy. *Logistics Lecturer.*

Mrs. Wang Minglan

Master in Software Engineering (The Graduate School of the Second Academy of China Aerospace) and Master in British Literature (UIBE, University of International Business and Economics, China). Accredited Lean & Kanban trainer authorized by Lean and Kanban University (USA). Certified Scrum professional by Scrum Alliance (USA). Lean Six sigma green belt in Microsoft (USA). Professor Minglan is an operational development manager in Microsoft, leading organizational transformation programs and cross-functional business process improvements. Minglan has 15 years of experience in various companies in IT industry as a developer, tester, test automation lead, project manager, product owner, quality manager, agile&lean coach and trainer, operational development manager, lean tools implementation, Kanban implementation. She has been coach and trainer for Microsoft and Nokia. Professor Minglan is now one of the community leaders of lean and Kanban in China. *Lean Manufacturing Lecturer.*

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Bachelor of Science in Finance (Universidad del Pais Vasco, Spain), ACAMA Accounting and Finance (The Chartered Institute of Management Accountants, United Kingdom). After 18 years working in Marketing and Finance, he is currently Managing Director at Vietnam Facile. Lecturer in Spain, Vietnam, China and United Kingdom. *Finance and Accounting Lecturer.*

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Bachelor in Business Administration (University of Murcia, Spain). Since 2004, Chairman at Boxinves International Consulting. Professor Silvestre has been working in China for ABEFIS, Renewable Energy firm, CEO of InterMediaChina, Asia Media, Publishing, Production, Marketing & Advertising Firm, AULARE Urban Latin Restaurants & Franchise, Business Tianjin Magazine, CEO of Tianjin Plus, Chairman in Tianjin Chapter, European Union Chamber of Commerce in China, CFO China Nutrexp. *Strategy Lecturer.*

Mr. Jesús Hernández

Bachelor and Master Industrial Engineering (University of Miami, USA). Project Management Instructor (Boston University, USA). Training Expert in China for the European Union SME Centre Program where he helped start the program for the first 18 months of development in China. Professor Hernández has over 15 years of experience in managing multimillion US\$ telecom infrastructure projects in USA, Latin America, Europe and Asia. He is a PMP®, a GPM-b® and PMI's North China PMO SIG Coordinator. In the last few years he has put his experience into service by developing and conducting consulting engagements and investment projects in different industries and sectors (private and public), Education, Banking, Manufacturing, F&B, Automotive, Telecommunications, Construction, and IT. Professor Hernandez's work have been published in several magazines and journals, including PMI's Forum Network, Tsinghua Enterprise Business School, Network H" and on CCTV. *Project Management Lecturer.*

Mr. Luis Bitencourt

Professor and political Scientist with a Ph.D. in Politics, two Mater of Arts., respectively, in Political Science and World Politics, and extensive experience in international affairs, public policy, economic development, global economy, political transitions and democracy. He designed, implemented, and directed government and private think tanks in Brazil and in the United States. Professor Bitencourt also worked for the United Nations as an Electoral Officer/Regional Coordinator in East Timor, as a member of the Team of Electoral Experts in Tajikistan, and as a rapporteur for the United Nations Commission on Intervention and Sovereignty. Presently, Luis Bitencourt is the director of Brazil @ The Wilson Center at the Woodrow Wilson International Center of Scholars/Smithsonian (USA), and visiting professor at the Georgetown University (USA). Fields of expertise are Political Science, World Politics,

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Ph. D. Juris Doctor (University of Deusto, Spain). Advanced Management Program (IE, Instituto de Empresa, Spain). In September 2013, she received the '40 under 40' award, which the prestigious publication Iberian Lawyer and a Jury formed of the most prestigious and influential players in the legal market today grant every two years to the top 40 business lawyers across Spain and Portugal under the age of 40. Professor Núñez de la Parte is General Counsel at Ingeteam. Direct responsibility for all the functions that relate to the legal department of a multinational company, among others IP (patents), labour, commercial, real estate, industrial, overseeing and coordinating domestic and international arbitration and litigation, etc. *Business Law Lecturer.*

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Mr. Jon Echanove

Bachelor in Economics (Universidad Carlos III de Madrid, Spain), Master in Psychotherapy, Counseling and Coaching (WAPP, World Association for Positive Psychotherapy). Managing Director at AoEC China, the world's most highly accredited executive coach training company. Professor Echanove is an industrious highly qualified accredited executive coach and an exceptionally motivated entrepreneur, inspiring a wide range of companies including Philips, Siemens, Novozymes and Goldman Sachs to adopt best practices in leadership development and team performance. Highly knowledgeable about business strategy in the global economy he has designed and delivered numerous trainings for private and



public institutions supporting organizational change in Asia and Latin America. Professor Echanove has led multi-ethnic teams cultivating leaders throughout Europe and Asia and is highly knowledgeable about global organisations, emerging economies and multi-stakeholder consultation and negotiation. He published “China para pymes: retos y oportunidades” and newspaper articles in the Global Asia Magazine. *Coaching Lecturer.*





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