Master of Business IN CHINA
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 four 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

TIANJIN Tianjin is the fourth largest city in China, after Shanghai, Beijing, and Guangzhou and 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.

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.
FOUR FASCINATING CITIES

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.

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.
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.
DEAN´S WELCOME

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

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 market is China, that have attracted the greatest investor attention in recent years and is the driver of the 21st century economy. Companies are looking for managers trained in procedures for assessing opportunities in fastest growing market.

Due to these new demands in emerging markets, a change in behavior of international Master students has inevitably taken placed. Today, an international Master 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 and other emerging economies.

Our Master Programs are vibrant and diverse, with a thriving international community of staff and students. The MBch 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 China, 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.

On behalf of the faculty, staff, alumni and students of the ESEUNE Business School, I welcome you to the Master of Business in China (MBCh) and invite you to learn about our most fascinating program.

The School has maintained a global reputation for academic excellence, innovative leadership and global education for over 25 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 new financial district, Yujiaopu, near Beijing City Center (55 minutes by train), where you will find a truly business, innovative and global focus for your MBCh. 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

**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 MBCh. 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 programs include real business projects.
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.

Exceptional value for money

Our MBCh stands out as exceptional value for money because our network allows us to offer students low living costs and competitive scholarship policies.

"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.

Miguel Gallego
Colombia (ESEUNE 2010-2011)"
In October 1992, ESEUNE Business School launched the first promotion of its full-time Master 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 MBCh 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 the Chinese market in any situation.

The financial capitol of the planet is moving to Asia. Western companies and management need to understand the opportunities and challenges that this phenomenon generates.

The size of the market and its growth potential are not overlooked by Western companies. Nevertheless positioning a company in China is not easy; Hence the need to have experts who know the keys in order to developing business in this country.

The aim of the MBCh is to train experts for business development in China. It is especially geared towards the person or company who is thinking about developing a business plan for China, as the program and methodology are designed so that each student develops his own business plan.
The MBCh is developed in blended format and has two tuition periods:

- A first period, **face-to-face**, takes place in China over **4 months** (15 weeks from September to December).

- A second period in which the student develops his business project for China:
  - Option A, not-face-to-face (**online**). This period can be carried out from China.
  - Option B, face-to-face in China

The Master entails a **875 hour** dedication for the student, **35 credits**:

- 20 face-to-face credits
- 15 online credits corresponding to the project development.

The methodology in the first tuition period (September to December) combines lectures, visits to companies and socio-cultural activities hand in hand with Western and Chinese experts with extensive experience in the country.

In the second tuition period the student has to develop the business project for China (from his own country, or if he wants to from China, since in this period there are no face-to-face classes; the student develops his project on his own and has online tutorial support sessions). This work can be done from the ESEUNE business incubator in Tianjin.
MBCh: DATES

Admission Process deadline: **May 31st.**

The face-to-face class tuition period will be held over 15 weeks between September and December 2017.

The student will have to plan its own trip in order to arrive at Beijing Airport on **Sunday, the 3th of September** and fly back from Hong Kong on **Saturday, the 16th of December 2017.**

After the face-to-face classroom tuition period, the student has 6 months to complete the project. This work can be done from the home country or if student wants from the ESUENE business incubator in Tianjin.

The ESEUNE China working languages are Spanish and English (medium-high level required).
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 academic 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 program, which also enriched my daily life after the 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 program, and we always keep in touch with each other. Some of my Master friends are still in China, we always have gatherings. Thanks to ESEUNE to give me this wonderful learning experience”.

Robin Luo

China (ESEUNE2013-2014)
MASTER IN CHINA. FOR WHOM?

The Master of Business in China (MBCh) was designed for people who want to develop business in China.

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

MBCh 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. But the group includes executive students with large experience and age around 40.

We are looking for 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 markets.

The heterogeneity of the participants (coming from Europe, America and Asia) 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.

“Nowadays anyone with the thought of running a company must definitely know about business in China. ESEUNE is an excellent option to introduce you to a culture that has, and will continue to have, a global importance as years goes by. The people you will 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 (ESEUNE 2010-2011)
MBCh. SUBJECTS COVERED

The MBCh program addresses the Business Management from a Chinese perspective, delving into the techniques and tools which have bursted onto the General Management and directly affecting the competitiveness of a business in China.

The program consists of 13 modules, totaling 35 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: China Business Management; China Market Operations; Global Leadership for the New Economy; China Culture and Market.

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**PROGRAM**

<table>
<thead>
<tr>
<th>SUBJECTS COVERED</th>
<th>Credits</th>
<th>Hours</th>
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<tbody>
<tr>
<td>CHINA BUSINESS MANAGEMENT</td>
<td></td>
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<tr>
<td>International Business Strategy</td>
<td>2</td>
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<tr>
<td>Legal Aspects of Business in China</td>
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<td>Internet and Innovation in China</td>
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<td>100</td>
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<td>CHINA MARKETS OPERATIONS</td>
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<tr>
<td>Procurement in China</td>
<td>3</td>
<td>75</td>
</tr>
<tr>
<td>Logistics and Operations</td>
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<tr>
<td>Marketing in China</td>
<td>3</td>
<td>75</td>
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<td>Human Resources in China</td>
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<tr>
<td>GLOBAL LEADERSHIP FOR THE NEW ECONOMY</td>
<td></td>
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<tr>
<td>Multicultural Business Negotiation</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>GAP (Global Action Project)</td>
<td>15</td>
<td>375</td>
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<tr>
<td>CHINA CULTURE AND MARKETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China I: Culture and Society</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>China II: Chinese language</td>
<td>4</td>
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<td>Doing Business in Hong Kong</td>
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<td>Shanghai Experiences</td>
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<td>TOTAL</td>
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CHINA BUSINESS MANAGEMENT

All organizations are impacted by the international environment in which they operate.

The understanding of strategy, international trade 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 environment, understand the determinants of trade, evaluate trade policy and evaluate the risks of investing in China.

The over-riding objective of this first area is to use these skills to articulate comprehensive/cohesive global expansion strategies for any firm. It is divided in 3 courses:

1. Legal Aspects for Business in China
2. Internet, e-commerce and Innovation in China
3. International Business Strategy

CHINA MARKET OPERATIONS

This area focuses on how enterprises plan, design, and execute their China operations in industries -such as consumer products, high tech, biotech, and retail- 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. Marketing to China
2. Procurement in China
3. Human Resources in China
4. International Logistics and Operations
GLOBAL LEADERSHIP FOR THE NEW ECONOMY

This area focuses on the improvement of skills towards running business in China. Our students learn how to develop a business plan to China. The area is structured upon 2 courses.

1. Multicultural Business Negotiation
2. GAP (Global Action Project)

CHINA CULTURE AND MARKETS

This area focuses in China economy, culture, market and operations and is divided in 4 courses:

1. China Culture and Society
2. Chinese Language
3. Doing Business in Hong Kong
4. Business Cases and Experiences (Shanghai)

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 Campus has the essential facilities that are a must in order to enjoy the experience at maximum. 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 (ESEUNE 2010-2011)
ELECTIVES

1. Georgetown University Business Executive Program
2. Silicon Valley Entrepreneurship and Innovation Program
3. India Market Approaching
4. Internships in Europe
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 (ESEUNE 2013-2014)
Thanks to our more than 20 years of experience developing Master programs and to the creation of an intensive networking, our business school can provide and MBAction 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 MBCh program includes GAP, Global Action Project, where the student can develop skills on the Chinese 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 with the help of ESEUNE Faculty. Thus, all the content and tools are oriented towards real practical application.

With 25 years of experience developing Master 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.
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 China etc.). A real Company Project through which student learning is channeled.

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.
4. 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).
5. 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.
6. The project can generate a job opportunity for the student within the Company upon completion of the master.
CHINA CAMPUS

The ESEUNE Business School campus in China is located at **Yujipau Financial Area**, in Tianjin (55 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 Yujipau students work with managers and entrepreneurs from technology companies (software, mobile, apps, etc.), financial business, international trade and commerce.

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.
The 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 (ESEUNE 2010-2011)
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 Matarrromera, Natura Bissé, Santiveri, Farggi, Pronovias, Moritz, Adolfo Domínguez, Pastas Gallo, HUSa hoteles, Damm, etc.
Marketing 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.
Procurement & Supply Chain Management Lecturer.

Mr. Martín Ignacio Prieto
Bachelor, Engineering (Universidad Pontificia Comillas, Spain), Postgraduate Business (Universidad Politecnica de Madrid, Spain), Master e-Business (Universidad Politecnica de Catalunya, Spain), Diploma in Advanced Strategy Management (IMD, International Institute for Management Development, Switzerland). Strategic Planning Consultant and International Marketing Interim Manager specialized on the promotion and development of new SBU’s, start-ups and international branches having worked throughout the world. Professor Prieto had the opportunity to negotiate alliances, JVs and international contracts in Europe, the Middle East, Asia and America (North, Central and South America).
Strategy 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. Antonio Andrés Lencina**  
Bachelor in Business Administration (University 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.*

**Mr. Pablo Recio Gracias**  
Bachelor in Business Administration (University of Granada, Spain), Master (CFE, Spain). Director of Gold Millennium Beijing Office focus on consultancy, business development and training services for both, private companies and public agencies, to offer services to develop their strategies in China.  
*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) and Investor & Advisor at beBee.com. Professor de la Rica has published ten books on Innovation, Marketing, e-Business and Strategy. Lecturer at Foreing 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, Per), 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 CEFE (Ecuador), North China University of Technology (China), etc.

Innovation and Marketing Lecturer.
Mr. Darragh Kelly
Bachelor of Sciences, Software Engineering (Dublin Institute of Technology, Ireland), MBA (ESEUNE Business School, Spain), International Executive Business Program (Georgetown University, USA). He is Global Product Marketing Manager at the leading IT multinational Panda Security and was OEM Engineer and Tools Development QA Manager at Symantec. Professor Kelly is an expert in how to translate technical capabilities into benefits that differentiate products from the rest of the pack; how and why buyers buy and how to enable sales forces to understand buying processes and leverage them into sales.

Marketing Lecturer.

Mrs. Begoña Jamardo
Bachelor of Arts, University of Santiago (Spain), MBA (Escuela de Negocios Caixanova, Spain). Lecturer at the MBA (Poznan University of Economics, Polonia).

Business Negotiation Lecturer.

Mr. Iker Zubia
Bachelor in Industrial Psychology, Master in Human Resources Management, MBA at IMD. International Human Resources & Talent Leader experienced in EMEA, Asia, Oceania and NAFTA. Vice President Human Resources Asia Pacific at ASSA ABLOY Group.

Human Resources Lecturer.

Mrs. Adela Balderas
Bachelor of Arts (University of Salamanca, Spain), MBA and Master in Marketing (Universidad del Pais Vasco, Spain, Career Coaching, Leadership and Human Capital Management Department (New York University, USA).

Marketing and Human Resources Lecturer.
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.  

Human Resources Lecturer.
**Mr. Jian Chen**
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