

Peking University HSBC Business School

Graduate Student Handbook

Peking University HSBC Business School

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1. Master of Economics Program at HSBC Business School

Peking University HSBC Business School, one of the newest and most promising business schools in China, is proud of its accomplishments in the area of graduate education. The Master of Economics program focuses on a core curriculum in economic theory and applications. This is a two-year, full-time program in which international students learn alongside Chinese peers in an environment of cross-cultural dialogue. All courses are instructed exclusively in English, as is all academic support provided by faculty, TAs, and staff members. The faculty members of this program have earned their PhD degrees from top-ranked universities over the world.

I. Program Objectives

This program aims to educate a group of graduate students by equipping them with a solid theoretical foundation in economics, teaching them to carry out research and analysis independently, and instructing them on the most pressing economic issues of today. This program also enables the students to pursue PhD degrees or carry out research in related concentrations in economics.

II. Degree Requirements

To obtain the Master of Economics degree from Peking University HSBC Business School, students are required to fulfill 55 credits in 19 courses, including 11 required courses, 8 elective courses (minimum of 7 major elective courses and up to 1 non-major elective courses, complete 1 required course that does not count for credit (Graduate Thesis Seminar) and complete a Master's thesis and thesis defense. The math requirement is assessed with a math exam before the official start of courses. The writing requirement is assessed through a non-credit bearing writing seminar.

Students will earn the course credits only if they successfully pass course examinations. For required courses and elective courses, students need to pass by earning a score of 70 (C) or above. Those who fail in the required course must retake the course, but cannot receive a score above a 70(C) the second time. Students should achieve a grade average of 80 (B) or above in order to graduate. Failing any combination of two required courses or major electives twice, failing three required courses in one semester, or failing one course three times results in the inability to complete the degree and withdrawal from the program.

This is a two-year postgraduate program. Those who have difficulty completing the required coursework can apply to extend their studies by half a year to one year at the beginning of the second academic year. The tuition cost of the extended period will be significantly lower than traditional tuition fees, but will be covered entirely by the student himself/herself.

III. Research Fields

Concentrations: Microeconomics, Macroeconomics, Mathematical Economics, Econometrics, Financial Economics, International Trade, Development Economics, Institutional Economics,

Industrial Organization, Institutional Economics, Public Economics, Human Resource Economics.

Advisors: Wen Hai, Haifeng Huang, Zhiyong Tu, Yan Feng, Juan Yang, David Ong, Christopher Balding, Chunyang Wang, Qian Chen, Young Joon Park, Jiao Shi, Insook Lee, Qing Wang, Yang Xu, Chia-Shang J. Chu, Guy Liu, Fan He and Zhutong Gu.

IV. Curriculum

Required Courses for Economics

A. Eleven Required Courses

Course	Credits
Advanced Microeconomics (1)	3
Advanced Macroeconomics (1)	3
Applied Econometrics	3
Introduction to Chinese Economy	3
Business Chinese	6
Independent Study of China	3
Business Ethics and Research Methodology (Business Ethics:1.5 credits, Research Methodology: 1.5 credits)	3
Global Communication	2
Writing in English	2
Business Mathematics	3

B. Degree Requirement (No credits)

Course	Credits
Graduate Thesis Seminar	N/A
Master's Thesis and Defense	N/A

Major Elective Courses for Economics:

Course	Credits
Applied Research Seminars	3
Bayesian Statistics	3
Game Theory	3
Industrial Organization	3
Independent Study	3
Real Estate Finance and Economics	3
Principles of Risk Management and Insurance	3
Economics of Poverty	3
Advanced Macroeconomics II	3

Advanced Econometrics II	3
Advanced Econometrics I	3
Advanced Microeconomics II	3
Public Finance	3
Economics of Public Issues	3
Corporate Finance	3
Theoretical Foundations of Corporate Finance	3
Fixed Income Securities	3
International Finance	3
Cutting-Edge Comparative Study of International Financial Service Laws	3
International Trade	3
Behavioral Economics	3
Money and Banking	3
Financial Risk Management	3
An Industrial Organization Approach to Finance	3
Financial Economics	3
Financial Economics II	3
Finance in Practice	3
Entrepreneurs and Enterprises	3
Human Resources and Labor Economics	3
Business Case Analysis	3
Negotiations	3
Social Insurance	3
Theory and Practice of Socialism Economics	3
Empirical Industrial Organization	3
Experimental Economics	3
Empirical Asset Pricing	3
Market Microstructure	3
Numerical Methods and Analysis	3
Taxation and Business Strategy	3
IT Economics	3
Applied Stochastic Processes	3
Political Institutions and Economic Development	3
Institutional Economics	3
China Studies	3
Economics of Transition	3

* Please refer to class schedule for elective courses' availability.

* Subject to change according to the Curriculum Committee's discretion.

2. Master of Management Program at HSBC Business School

The Master of Management program covers core coursework such as management economics, organization behavior. This is a two-year, full-time program in which international students learn alongside Chinese peers in an environment of cross-cultural dialogue. All courses are instructed exclusively in English, as is all academic support provided by faculty, TAs, and staff members. The faculty members of this program have earned their PhD degrees from top-ranked universities over the world.

I. Program Objectives

This program aims to help our students to develop solid theoretical knowledge in management as well as the ability to carry out research in related concentrations. It also aims to prepare students with the cutting edge expertise in corporate management, and ability to provide solutions to practical business issues by applying managerial theories.

II. Degree Requirements

To obtain a Master of Management degree from Peking University HSBC Business School, students are required to fulfill 55 credits in 19 courses, including 14 required courses, 5 elective courses (minimum of 4 major elective courses and up to 1 non-major elective courses), complete 1 required course that does not count for credit (Graduate Thesis Seminar) and complete a Master's thesis and defense.

Students will earn the course credits only if they successfully pass course examinations. For required courses and elective courses, students need to pass by earning a score of 70 (C) or above. Those who fail in the required course must retake the course, but cannot receive a score above a 70(C) the second time. Students should achieve a grade average of 80 (B) or above in order to graduate. Failing any combination of two required courses or major electives twice, failing three required courses in one semester, or failing one course three times results in the inability to complete the degree and withdrawal from the program.

This is two-year postgraduate program. Those who have difficulty completing the required coursework can apply to extend their studies by half a year to one year. The tuition cost of the extended period will be significantly lower than traditional tuition fees, but will be covered entirely by the student himself/herself.

III. Research Fields

Concentrations: Corporate Strategy, Entrepreneurial Management, Marketing, Human Resource Management, Accounting, Strategic Management, Operations Management, Organizational Theory

Advisors: Wei Wei, Kevin Chastagner, Tianyu Dai, Yeujun Yoon, Ting Ren, Terrill Frantz, Deming Zhou, Jooyoung Park, Sai Lan, Susan Zhu, Fanmin Kong, James Yen, Zhixing Xiao, Lan Liu,

Cuifen Weng, Yue Cheng and Yingjie Lan.

IV. Curriculum

Required Courses for Management

A. Fourteen Required Courses

Course	Credits
Applied Econometrics	3
Marketing Management	3
Organizational Behavior	3
Financial Accounting	3
Strategic Management	3
Operations Management	3
Introduction to Chinese Economy	3
Business Chinese	6
Independent Study of China	3
Business Ethics and Research Methodology (Business Ethics:1.5 credits, Research Methodology: 1.5 credits)	3
Global Communication	2
Writing in English	2
Business Mathematics	3

B. Degree Requirement (No credits)

Course	Credits
Graduate Thesis Seminar	N/A
Master's Thesis and Defense	N/A

Major Elective Courses for Management:

Course Title	Credits
CEO and Top Management Team	3
Managing Post Merger Integration	3
Game Theory	3
Entrepreneurial Finance: Opportunity Recognition, Evaluation & Resource Acquisition	3
Entrepreneurship	3
Board of Directors	3
Independent Study	3
Principles of Risk Management and Insurance	3
Corporate Finance	3
Corporate Strategy	3

Supply Chain Management	3
Managing Mergers & Acquisitions	3
Managerial Accounting	3
Managerial Economics	3
Managerial Decision Making	3
Managerial Network Analysis	3
International Management	3
International Finance	3
Cutting-Edge Comparative Study of International Financial Service Laws	3
Money and Banking	3
Mergers and Acquisitions	3
Finance in Practice	3
Decision Models and Business Game	3
Technology Entrepreneurship	3
The Art of Leadership	3
Enterprisers and Enterprises	3
Venture Design	3
Corporate Culture and Organizational Communication	3
Business Case Analysis	3
Negotiations	3
Communication for Business	3
Research of Business Model	3
Empirical Industrial Organization	3
Experimental Economics	3
Taxation and Business Strategy	3
Organizational Network Analysis	3
Project Management	3
Consumer Behavior	3
Digital Marketing	3
Marketing Research	3
Marketing Strategy	3
Strategic Management Research	3
Strategic Human Resource Management	3
Topics in China Cross-Border Development	3
The Chinese Wisdom of Leadership	3

General Elective Courses:

*** Please refer to class schedule for elective courses' availability.**

*** Subject to change according to the Curriculum Committee's discretion.**

3. Master of Finance Program at HSBC Business School

This program provides specialist training in finance for international students. The program focuses on a core curriculum in financial theory and applications. This is a two-year, full-time program in which international students learn alongside Chinese peers in an environment of cross-cultural dialogue. All courses are instructed exclusively in English, as is all academic support provided by faculty, TAs, and staff members. The faculty members of this program have earned their PhD degrees from top-ranked universities over the world

I. Program Objectives

This program aims to develop in students the modern financial theories and methodologies, and a comprehensive understanding of financial performance and management. The Master of Finance program prepares students for a variety of careers, such as chief financial officers, risk management specialists, corporate fund managers and more. This program also enables the students to pursue PhD degrees or carry out research in related concentrations in finance.

II. Degree Requirements

To obtain a Master of Finance degree from Peking University HSBC Business School, students are required to fulfill 55 credits in 19 courses, including 13 required courses, 6 elective courses (minimum of 5 major elective courses and up to 1 non-major elective courses), complete 1 required course that does not count for credit (Graduate Thesis Seminars) and complete a Master's thesis.

Students will earn the course credits only if they successfully pass course examinations. For required courses and elective courses, students need to pass by earning a score of 70 (C) or above. Those who fail in the required course must retake the course, but cannot receive a score above a 70(C) the second time. Students should achieve a grade average of 80 (B) or above in order to graduate. Failing any combination of two required courses or major electives twice, failing three required courses in one semester, or failing one course three times results in the inability to complete the degree and withdrawal from the program.

This is a two-year postgraduate program. Those who have difficulty completing the required coursework can apply to extend their studies by half a year to one year at the beginning of the second academic year. The tuition cost of the extended period will be significantly lower than traditional tuition fees, but will be covered entirely by the student himself/herself.

III. Research Fields

Concentrations: Financial Engineering, Corporate Finance, Investment, Risk Management, Chinese Financial Markets, Behavioral Finance, Money & Banking

Advisors: Shusong Ba, Lei Sun, Daniel Kim, Frank Koger, Hursit Selcuk Celil, Naqiong Tong, Wei Cen, Sung Bin Sohn, Wei Xu, Timothy Lu, Lan Ju, Liangyi Ouyang, Chang Y. Ha, Hyunjoong Im, Yilin Zhang, Nan Liu, Domenico Tarzia, Seungjoon Oh, Jake Zhao, Jaehyuk Choi, Kevin Ow Yong, Di Li, and Srinivasan Selvam.

IV. Curriculum

Required Courses for Finance

A. Thirteen Required Courses

Course	Credits
Financial Market	3
Financial Economics	3
Applied Econometrics	3
Microeconomics	3
Macroeconomics	3
Introduction to Chinese Economy	3
Business Chinese	6
Independent Study of China	3
Business Ethics and Research Methodology (Business Ethics: 1.5 credits, Research Methodology: 1.5 credits)	3
Global Communication	2
Writing in English	2
Business Mathematics	3

B. Degree Requirement (No credits)

Course	Credits
Graduate Thesis Seminar	N/A
Master's Thesis and Defense	N/A

Major Elective Courses for Finance

Course Title	Credits
Numerical Methods and Analysis	3
Topics in Quantitative Finance	3
Topics in Quantitative Finance	3
Hedge Funds	3
Empirical Asset Pricing	3
Financial Econometrics	3
Financial Engineering	3
Financial Risk Management	3
Advanced Econometrics II	3

Advanced Financial Economics	3
Market Microstructure	3
Fixed Income Securities	3
Money and Banking	3
Real Estate Finance and Economics	3
Entrepreneurial Finance: Opportunity Recognition, Evaluation & Resource Acquisition	3
Investment	3
International Finance	3
Advanced Econometrics II	3
Principles of Risk Management and Insurance	3
Industrial Organization	3
Public Finance	3
Game Theory	3
Managing Mergers & Acquisitions	3
Financial Markets and Investments in China	3
Mergers and Acquisitions	3
Advanced Macroeconomics II	3
Corporate Finance	3
Economics of Public Issues	3
Theoretical Foundations of Corporate Finance	3
Bayesian Statistics	3
Finance in Practice	3
Business Case Analysis	3
Financial Modeling II	3
Enterprisers and Enterprises	3
Financial Statement Analysis	3
Credit Risk Modeling for Debt Investment	3
Trading and Arbitrage Strategies	3
Empirical Industrial Organization	3
Communication for Business	3
Cutting-Edge Comparative Study of International Financial Service Laws	3
Managing Post Merger Integration	3
IT Economics	3
Corporate Governance	3
Behavioral Finance	3
Alternative Investments	3
Managerial Accounting	3
An Industrial Organization Approach to Finance	3
Derivative Pricing	3

Research Topics in Corporate Finance	3
Social Insurance	3
Taxation and Business Strategy	3
Independent Study	3

*** Please refer to class schedule for elective courses' availability.**

*** Subject to change according to the Curriculum Committee's discretion.**

4. Full-time Faculty of Peking University HSBC Business School

Name	Current Position	Education	
		Bachelor	PhD
Economics (18)			
Wen Hai	Professor	Peking University	University of California at Davis
Gang Fan	Professor	Hebei University	Chinese Academy of Social Sciences (CASS)
Chia-Shang J. Chu	Professor	Soochow University in Taiwan	University of California at San Diego
Haifeng Huang	Professor	Dalian Jiaotong University	Humboldt University
Fan He	Professor	Hainan University	Chinese Academy of Social Sciences (CASS)
Guy Liu	Professor	Shanghai Maritime University	University of Oxford
Zhiyong Tu	Associate Professor	Hubei University	University of Pittsburgh
Christopher Balding	Associate Professor	George Washington University	University of California at Irvine
Chunyang Wang	Associate Professor	Peking University	University of Minnesota
Juan Yang	Assistant Professor	Renmin University of China	Texas A&M
David Ong	Assistant Professor	St. John's College	University of California at Davis
Young Joon Park	Assistant Professor	Korea University, S. Korea	University of California at San Diego
Qian Chen	Assistant Professor	The Wuhan University	The University of Sydney
Insook Lee	Assistant Professor	Seoul National University	University of California, Berkeley
Jiao Shi	Assistant Professor	University of Wisconsin – Madison	University of Wisconsin – Madison
Qing Wang	Assistant Professor	Renmin University of China	University of Illinois
Yang Xu	Assistant Professor	George Mason University	The University of Chicago
Zhutong Gu	Assistant Professor	Shanghai Jiao Tong University	Rutgers University

Name	Current Position	Education	
		Bachelor	PhD
Management (18)			
Wei Wei	Associate Professor	Huazhong University of Science & Technology	Huazhong University of Science & Technology
Ting Ren	Associate Professor	Peking University	University of Minnesota
Tianyu Dai	Associate Professor	Wuhan University	Chinese Academy of Social Sciences
Fanmin Kong	Associate Professor	Peking University	University of Minnesota
Yingjie Lan	Associate Professor	Beijing University	University of Maryland
Yan Feng	Assistant Professor	Shenyang Pharmaceutical University	University of Pennsylvania, the Wharton School
Terrill Lee Frantz	Assistant Professor	Drexel University	Carnegie Mellon University
Sai Lan	Assistant Professor	Tongji University	University of Illinois at Urbana-Champaign
Yeujun Yoon	Assistant Professor	Kyun-Hee University, S Korea	Washington University in St. Louis
Kevin Chastagner	Assistant Professor	Washington State University	Washington State University
Deming Zhou	Assistant Professor	Tsinghua University	UCLA Anderson School of Management
James Yen	Assistant Professor	National Chengchi University	Washington University at St. Louis
Hong Zhu	Assistant Professor	Xiamen University	Texas A&M
Jooyoung Park	Assistant Professor	Kyungpook National University	University of Iowa
Cuifen Weng	Assistant Professor	Peking University	University of New South Wales
Yue Cheng	Assistant Professor	Central University of Finance and Economics	Penn State University
Lan Liu	Teaching Associate Professor	Peking University	Peking University

Name	Current Position	Education	
		Bachelor	PhD
Finance (22)			
Erik Benrud	Professor	University of North Carolina at Greensboro	University of Virginia
Shusong Ba	Professor	Huazhong University of Science and Technology	Central University of Finance and Economics
Lan Ju	Associate Professor	Peking University	University of Wisconsin-Madison
Ouyang Liangyi	Associate Professor	Peking University	Hong Kong University
Kevin Ow Yong	Associate Professor	Nanyang Technological University	Duke University
Frank H. Koger	Assistant Professor	Louisiana State University	Tulane University
Wei Cen	Assistant Professor	XI'AN Jiaotong University	Cornell University
Naqiong Tong	Assistant Professor	Fudan University	Rutgers-The State University of New Jersey
Lei Sun	Assistant Professor	Peking University	Lancaster University, UK
Wei Xu	Assistant Professor	Sichuan University	Purdue, 2003
Timothy Lu	Assistant Professor	Fudan University	Wharton, 2011
Sung Bin Sohn	Assistant Professor	Seoul National University	University of California
Daniel Sungyeon Kim	Assistant Professor	Seoul National University	Indiana University
Hursit Selcuk Celil	Assistant Professor	Carnegie Mellon University	Texas A&M University
Yilin Zhang	Assistant Professor	Wuhan University	University of Illinois Urbana-Champaign
Nan Liu	Assistant Professor	Shandong Economic University	Georgia State University
Chang Yong Ha	Assistant Professor	Korea University	Columbia Business School
Hyun Joong Im	Assistant Professor	Korea University	University of Oxford
Domenico Tarzia	Assistant Professor	Bocconi University	Bocconi University

Name	Current Position	Education	
		Bachelor	PhD
Seungjoon Oh	Assistant Professor	Korea Advanced Institute of Science and Technology	University of Michigan
Jake Zhao	Assistant Professor	University of Texas at Austin	University of Wisconsin-Madison
Jaehyuk Choi	Assistant Professor	Korea Advanced Institute of Science Technology	MIT
Di Li	Assistant Professor	Peking University	University of Michigan
Srinivasan Selvam	Assistant Professor	College of Engineering Guindy	Nanyang Technological University
Xiaotian Zhu	Teaching Associate Professor	XI'AN Jiaotong University	OLD DOMINION UNIVERSITY
Financial Media			
Weiming Ye	Assistant Professor	Beijing Normal University	Peking University
Yang Liu	Assistant Professor	Peking University	Chinese University of Hong Kong
Jing Meng	Assistant Professor	Communication University of China	University of Nottingham UK
English Lecturer			
Priscilla Young	Lecturer	Rhode Island College	University of Rhode Island
Edwin McDaniel	Lecturer	Texas A&M University	Arizona State University
Sharon Condon	Lecturer	Griffith University	Griffith University

5. General Academic Regulations Governing Students at Peking University HSBC Business School

Students at Peking University HSBC Business School (PHBS) shall carefully read the *Student Handbook of Peking University* and strictly abide by the rules and regulations outlined. These rules are subject to change on an annual basis, and students may not observe regulations from previous years if they contradict more recent regulations.

5.1 Registration and Enrollment

Graduate students shall enroll on the appropriate registration date at the beginning of each semester. On registration day, all students must come to the PHBS MA/PhD Program Office and provide their signature and present their red student book in order to demonstrate resumption of courses. Students must also complete registration procedures in the Office of the Registrar by providing the appropriate documents, Student ID and paying all fees associated with the coming academic year/semester.

If a student enrolls later than the expressed registration date, they must complete an application for a leave of absence. Failure to apply for approval for an overdue registration or overdue registration for more than two weeks will be considered as surrendering registration automatically. The students who failed more than 3 courses in a semester, failed any combination of two required courses or major electives twice or have failed one course three times cannot register in the new semester.

5.2 Course Registration

Students must use an online portal system by logging on to ss.pkusz.edu.cn to select courses. Each student's Username is their Student ID Number, while their initial Password will be given during orientation. Students that forget their password must go to the IT office to have it reset.

Course selection and registration times will be according to the announcement sent out the week before course selection; in general it begins at 9:00 am the third day prior to every course module, and ends at 5:00 pm the seventh day after courses begin. Beyond this period, course selection is invalid. To drop an already selected course, students should do so in the online course system within the first week of classes. The students can drop out of a course in the second week before 5pm on Friday, but you need to submit a course withdrawal application with the approval from the instructor to 114. Selecting a course during this second week will not be allowed. If students drop a course privately after the allowed time period then their grade for this course will be marked as "0". Course selection priority will be given to third-year domestic students, second-year international students, and those students who need to fulfill required courses to satisfy program requirements.

Under some special circumstances, if a student cannot finish all the required courses (credits) in 2 years, an application of extension shall be submitted to and approved by the vice dean of academic affairs. Among general elective courses, an art or general education course (including Chinese 1 and Chinese 2) could be counted as 1 credit; but the additional art or general education courses are not given credits. Elective courses in other non-business fields have no credit.

The students must finish all the credits before applying to attend the thesis defense. That means the students must complete all the courses in 6 modules (4 modules in a year) in order to defend on time.

Different programs have different elective courses. In general, students should select corresponding courses to fulfill elective credits. Students could also choose up to 1 non-major course as elective credit. Each course is labeled by the program (Economics, Management or Finance) and category (required or elective). For instance, a course that is offered through the Economics program and which is a required course is denoted using the abbreviation ER. An Economics elective course is labeled EE. Similar denotations exist for other courses (MR, ME, FR, and FE). The enrollment limits for required and elective courses are not the same.

5.3 Leave of Absence and Attendance Record

PHBS students must strictly observe the rules and regulations on leave of absence in the *Graduate Student's Handbook of Peking University*.

If a request for a leave of absence is for medical reasons, official documents from the school hospital or a hospital regulated at the county level or above must be submitted. If the leave of absence does not exceed one week, the application only needs to be approved by his or her course instructors. If it is more than one week, the application also needs to be approved by the vice dean of academic affairs. If a student's cumulative leave of absence is more than one month within one semester, the case shall be reported to Graduate School of Peking University. If the cumulative leave of absence is more than 1/3 of the total weeks of one semester, a compulsory suspension will be enforced.

If a request for a leave of absence is for personal reasons, approval of course instructors is required for no more than one week, students would need the approval of the vice dean of PHBS for up to one month of leave. Students shall not apply for a leave of absence exceeding one month. If students plans on taking a personal leave of more than one month, they are required to apply for academic suspension from the Graduate School of Peking University. This process is handled by Building H in the PKU Shenzhen campus.

Students returning from a leave of absence shall re-register at the PHBS MA/PhD Program Office before their leave of absence is due. If students require an extension of their leave of absence, they are required to follow the same procedures as their initial application for leave.

When students participate in internship programs or other off campus activities, they must first obtain approval from their course instructors and the vice dean of PHBS and report their intentions to the PHBS MA/PhD Program Office as early as possible. Those students who leave campus without first receiving approval will receive a penalty according to school regulations.

When students attend academic activities abroad or participate in programs organized by the China Scholarship Council or the Exchange Programs of Peking University or PHBS, they must first fill out the *Application Form for Visiting Abroad for Students of Peking University* and go through the academic leave and course credit transfer procedures in both the PHBS, PKUSZ, and PKU offices. Students should return to PHBS by the date listed on this visiting abroad leave of absence form. Students who go abroad for personal reasons should do so during the winter and summer vacations. If a personal trip abroad is unavoidable, students must first submit a leave of absence form or academic suspension form to the PHBS MA/PhD Program Office, depending on the duration of the time abroad.

Failure to apply for approval for a leave of absence will be regarded as truancy for the following circumstances, based on 4 credit hours per day:

- a. Absence from coursework or research activities without applying for a leave of absence or approval for such application.
- b. Leaving school (including going abroad without going through the appropriate procedures) without first being approved for a leave of absence or academic suspension.
- c. Failure to enroll during the registration period without being approved for a leave of absence.
- d. Failure to re-register in the school administrative system by the end of an approved leave of absence without approval for an extension of leave.

For each course, if the attendance rate is less than 25 hours (absent for more than 30% of the course), then students are not allowed to take the final examination and their grade for this course will be marked as a zero (0).

If the cumulative unapproved absence exceeds 10 hours per module semester, the following penalties may be incurred:

- a. 10-19 hours, warning.
- b. 20-29 hours, severe warning.
- c. 30-39 hours, official record for misconduct.
- d. 40 or more hours, disciplinary probation.

These disciplinary measures will be taken into account when reconsidering student scholarship statuses each academic year.

5.4 Course Assessments and Grading System

If a student is absent from a course for more than 30% of the total hours, they are not allowed to take the examinations for this course and their grade for this course will be marked as zero (0).

If students cannot take the examinations on the scheduled date, they shall fill out the *Application Form for Examination Probation for Graduate Students at Peking University*. If such a request is for medical reasons, the application form shall be submitted together with the documents from the school hospital prior to the examinations with approval from the course instructor and the vice dean of PHBS. In general, the request will not be approved if it is for non-medical reasons, including attendance of such examinations as GRE or TOFEL. If students want to apply for examination probation for a general elective course, such a request needs to be approved by the Shenzhen Graduate School Administrative Office. Students with approved probation will take the examination for the same course when the course is next offered on campus. No separate examinations will be held for students who receive examination probation.

If a student's application for the examination probation is approved, the instructor and the teaching assistant for this course should report the student's available grade of this course to PHBS MA/PhD Program Office. The student's final grade for this course will consist of the grades from the initial module and the final exam grade from the module in which the student is able to take the final exam. If the instructor for this course is changed in the future, the student needs to fully re-register for the course.

If students fail to apply for examination probation and/or are absent from the examinations, they will receive a final grade of zero (0).

If students fail a required course, they have to re-register for the course as soon as possible. Generally, if students fail an elective course, they can either re-register for the same course in a

future module or register for another course with the approval of their advisors. The maximum grade for a re-registered course is 70. Students cannot retake courses they have already taken and passed. Failing 3 courses within 1 semester will result in the student's inability to register for the next semester and the student will be required to withdraw from the program. Failing any two courses twice will result in the student's inability to register for the next semester and the student will be required to withdraw from the program. Failing one course three times will also result in the student's inability to register for the next semester and the student will be required to withdraw from the program.

If students are found guilty by the Disciplinary Committee of cheating during examinations, they will receive a final grade of zero (0) for the course in question. Additional penalties will be imposed on students who cheat on examinations in consideration of the seriousness of the circumstances. In the most serious of cases, students will not be granted their degrees.

Plagiarism in papers and degree theses will lead to severe penalties, in consideration of the seriousness of the circumstances in accordance with the regulations stated in the *Student Handbook of Peking University*.

In order to graduate, students should achieve an average grade of 80 (B) or above. Grades awarded for courses are from 0-100. In accordance with Peking University policy, grading follows the following distribution: 30% shall receive 90-100, 30% shall receive 85-90, 30% shall receive 80-85, and 10% shall receive 70-80. Awarding below 70 is acceptable.

5.5 Obtaining an Academic Transcript

An official Peking University academic transcript can be obtained from the Student Self-Service Machine located in the lobby of Building H. Students will use their Peking University Portal login details to login and then print an academic transcript.

5.6 Selecting a Faculty Thesis Advisor

Students must select their thesis advisors by the third module of their first year. Before April 30th, each faculty advisor can select between 2-12 students as their advisees. The specific number of advisees is based on the number of advisees that the faculty member has already guided for that academic year. Students should approach faculty members in their Department directly. Faculty members have the right to refuse potential thesis advisees, either based on academic differences or if that faculty member already has more than the recommended number of thesis advisees for that academic year. Once students have confirmed a faculty advisor, they must submit a *Faculty Advisor Approval Form* to the PHBS MA/PhD Program Office.

When faculty advisors quit, advisees may change their faculty advisors; they must obtain signed approvals from the old advisor, new advisor and the MA/PhD Program Director in order to select a new one. Application for changing advisors should be finished before October in the second academic year. Applications exceeding this time limit are invalid.

5.7 Teaching Assistant

Senior students may apply to be teaching assistants. Students selected to be TAs are expected to follow the TA regulations as sent out by the PHBS MA/PhD office. TAs are expected to attend the course regularly and hold weekly TA office hours. The information about TA hiring and regulations will be sent by the curriculum office at the beginning of each module.

5.8 Graduation Thesis

Students must complete and submit their thesis proposals by the end of the 1st module in the second academic year (international students). The supervisor or a supervisor group is to arrange for the date, venue, and procedure for submitting the thesis proposals. Detailed proposals should be submitted to supervisors, who will then file reports to the school. As detailed proposals are confirmed, supervisors are required to submit a signed approval of thesis proposal to PHBS; and

students should also submit an electronic copy of the proposal to the school. Students who fail to pass the proposal process should attend a pre-oral defense in order to have their thesis proposal reconsidered.

Before the end of the second module in the second academic year (for international students), students are to submit the first drafts of their graduate theses, which will be graded by their supervisors. Students who fail to pass the pre-oral defense or submit the first draft on time will have to apply for an extension of study. This extension will allow a student to prepare for the thesis defense process for longer than two years, provided they receive approval from their faculty advisor and the Administrative Office.

Students who have fulfilled all the credits before the end of the first semester of the second academic year are entitled to apply to attend the oral thesis defense. Students are not allowed to select and register courses in the second semester of the final academic year. In some cases, students who have received approvals from supervisors and the MA/PhD Program Director may register courses in the first course module of the second semester. But students cannot gain credits in the second course module in the final semester. Students who fail to complete all required coursework before the end of the 1st semester of the second academic year are forced to apply for an extension.

International students shall submit their final drafts of their graduation theses before April 15th of their second year. Graduation theses should be approved by supervisors and be reviewed by PHBS before submission. When submitted, they should be printed and bound by the Printing Center. They also must have the written approval of the faculty supervisor and the school. Supervisors are to submit their recommendation regarding students' theses by the end of early April. Thesis oral defense is to be held thereafter.

Thesis proposals of PHBS Master's Degree should include these following parts:

- (a) Current academic achievements and problems in fields related to thesis theme; Academic, economic and social influences of thesis in the future;

- (b) Fundamental research methods, theoretical framework of analysis and empirical research procedures;
- (c) Expected research progress.

For thesis oral defense procedures, please see *Thesis Oral Defense Procedures for Master's Degree at Peking University HSBC Business School*.

For thesis format, please see *Thesis Format for Master's Degree at Peking University HSBC Business School*.

The Master's program for international students is a 2-year program. For these students, they should select their faculty advisors before the end of the second semester; should complete research proposals before the end of the third semester; and shall attend oral thesis defense in the fourth semester.

6. General Regulations Governing Student Affairs at Peking University HSBC Business School

6.1 School Activities

PHBS graduate students must attend the Opening & Graduation ceremonies, festival parties, school meetings, class meetings, and other academic activities organized by PHBS. Absence from these activities without approval is regarded as a two-hour truancy each time a student is absent. Students are advised to dress formally when attending these activities.

6.2 Scholarships

Scholarship recipients are expected to meet the academic and disciplinary standards for scholarships. For international students, this includes receiving a passing final grade for all courses, receiving fewer than ten (10) disciplinary point deductions within one academic year, and abiding by the other regulations expressed in the school's code of conduct. Upgrade priority will be placed on those students who have been actively involved in school activities, promoted cultural integration and demonstrated exemplary dedication to academic excellence.

Scholarship statuses will be reevaluated after each academic year, both for students already receiving scholarships from the school and students not currently on any scholarship. The school will organize a Scholarship Committee each summer to evaluate the academic performance of each student and determine which students are most deserving of school-sponsored scholarships. Scholarship recipients that fail a course will have their scholarship downgraded. For each failed course, a student will have their scholarship downgraded one level. More than 10 discipline points' deduction will result in a downgrade. Downgrades are from full scholarship to half scholarship or from half scholarship to no scholarship. Student scholarship statuses under review are subject to change based on GPA, school involvement, discipline incidences, the submitted scholarship review essay, and overall student conduct. GPAs will be assessed based on the first three module's

course grades. Students that have their scholarship downgraded are not eligible to be considered for a scholarship upgrade.

All students who would like to be considered for scholarship upgrade must submit the *Returning Student Scholarship Application Form* in June. Students receiving no scholarship or a half scholarship may apply for an upgrade to a half or full scholarship. Students already receiving a full scholarship will also have to apply to maintain their current scholarship. The application page will be circulated via email to students during the 4th module of the first academic year. Scholarship upgrades will also be reviewed based on school involvement, academic performance, discipline incidences, the submitted essay and overall student conduct. Students who do not submit an application by the given deadline will not receive a scholarship in their second year.

Through the *Peking University Wen Hai Career Development Fund*, PHBS aims to solve students' financing problems and to ease the financial burden students encounter when pursuing a higher degree. The Fund was also created to help give our students an advantage in securing internship and job opportunities. The Fund will also cover the registration and transportation costs for successful applicants looking to participate in networking opportunities and formal job interviews. Full-time students officially registered at PHBS are entitled to apply for this funding. For details please see *Regulations for the Peking University Wen Hai Career Development Fund*, in the Student Affairs Office.

The Da Shi Hang Company generously donated 1 million RMB to set up the *Student Academic Exchange Fund*. The Fund is available to PHBS students planning on participating in transnational academic competitions or conferences. Application procedures can be found in the PHBS Student Affairs Office.

6.3 Visa Application

Students going abroad for personal reasons during the school year are to fill out the *Application Form for Visiting Abroad for Students of Peking University* and go through the procedures

stipulated in the *Graduate School of Peking University Student Handbook*. Co-approval of their faculty adviser and the MA/PhD Program Director must be obtained.

International students are responsible for renewing their residence permit at the end of the first year. Students must submit the application for renewal no less than one month before the expiration of the residence permit. The renewal process consists of submitting application for renewal forms to the Shenzhen Public Security Bureau. The Shenzhen Public Security Bureau will hold students' passports typically for 7 business days as a part of the renewal process; some passports may be held for longer, subject to the discretion of the Shenzhen Public Security Bureau. PHBS will assist students with the paperwork required for renewal, but students are responsible for any fees related to renewal.

International students are required to be registered at the local police station within 24hrs of first arrival in the country, after changes to your resident permit, or changes in address. After graduation or withdrawal from the school students must cancel their local police station registration.

International students are not permitted to work while being a student except in on-campus positions such as a TA or RA. International students wishing to do an internship during their studies will need to go through the necessary procedures, as determined by the Shenzhen Public Security Bureau, for adding an internship note to their student resident permit. The company giving the student an internship will be required to provide paperwork necessary for this process; students are responsible for getting this necessary paperwork from the company.

6.4 Student Associations

Student Associations are to be established with the co-approval of the Student Affairs Office in PHBS and the Student Affairs Office of PKU Shenzhen Graduate School.

Student Associations can either be registered with PKU Shenzhen as a whole or specifically with

PHBS. Associations registered with PKU Shenzhen are intended to serve the entire student body of PKU Shenzhen, and therefore should primarily receive funding from the PKU Shenzhen Student Affairs Office. Associations registered with PHBS will primarily receive funding from PHBS, when appropriate. Events organized by PHBS-registered student associations should first and foremost be academic in nature in order to be considered for funding.

When organizing activities, student societies must apply for funding well in advance by submitting a detailed event proposal to the Student Affairs Office. The proposal should include the activity's objective, content, estimated number of participants, date and time, venue, sponsor, and effect on the school community.

Student Associations are responsible for maintaining order in seminars or public lectures that they arrange. If the contents of the seminars or lectures do not align with the information detailed in the event proposal, student associations and their leaders are held liable. Before organizing excursions and large-scale social activities, student associations must apply for approval from the Student Affairs Office of PHBS. They shall also purchase group insurance and have each participant sign the *Security Disclaimer* form, obtained at the Student Affairs Office.

If student associations post notices, announcements, or posters on campus, please first obtain approval of the poster from the PHBS MA/PhD Program Office. The leader of a student association is directly responsible for all information posted around campus relating to that association's events. Fees incurred as a result of activities will be assumed by the student association directly.

Issues not listed in this regulation will be resolved in accordance with relevant regulations in the *Student Handbook of Peking University*.

6.5 Reimbursement for Medical Services

International students should pay Ping An Medical Insurance fee of 800 RMB per year, which

covers only students' inpatient and emergency fees, but does not cover the outpatient expenses. Medical organizations shall be limited to the Chinese speaking wards of public hospitals established within the board of the Mainland China. As for details about international student insurance, please refer to <http://www.lxbx.net/>.

6.6 Public Service Information (from PHBS Property Management Office)

Dear PHBS students,

Hello! Welcome to the PHBS Building. In here, the property management service center will provide you with pleasant service, feel free to come see us!

First, The information of Property Management Service Center

Property Management Service Center is a service department of PHBS responsible for building management and logistical support for teaching and other activities.

Property Management Service Center functions include:

Maintaining classroom building facilities, equipment, normal operation and maintenance

Maintaining the building security and public safety.

Maintaining the cleanliness of the inside and outside of the building

Management of classroom and building facilities and logistical support for teaching activities.

Property Management Service Center Location: Room112

Service Hotline: (0755) 2603 4455

E-mail: psc@phbs.pku.edu.cn

Second, we can help you

1. Booking classrooms, meeting rooms and seminar rooms

If you need to make a reservation for school related activities, you need to apply in person at Room112 to go through the procedures.

2. Electronic building access authorization

When the building is closed to the public, an electronic access system is used for students and faculty to access the building. Please take your campus card to Room112 for authorization.

3. Locker rental

During your scheduled time, please take your campus card to visit Room112 to apply for a locker rental. Students may rent 1 locker

Charging standard: 100 yuan deposit, the rent is 50 yuan for each school year.

4. The lost and found

Any lost items picked up and turned in to the Property Management Service Center , we will be registered and held. Please check with the Property Management Service Center to claim any lost items.

5. Items Available to Borrow

Offering an A3 display board, a display rack, a projector, a mobile microphone and speaker, a trolley and other items.

6. Mail Distribution

Responsible for the distribution of mail, regular mail letters are placed into the student's class mailbox, registered letters are held in Room 112 and must be signed for by the recipient.

Third, Available facilities

1. Restroom

The teaching building is equipped with a restroom on each floor, equipped with squat toilets and sitting toilets, as well as hand soap and hand dryer.

2, Pantry

The teaching building has water pantries on each floor, equipped with hot water drinking fountains.

3, Air conditioning

During the teaching period from April to October, during the day, 7: 30am to 10pm, the central air conditioning will be on.

4, Elevator

There are seven elevators in the teaching building, Elevators 1-4 are for general passenger use elevators, elevators 5-7 are fireman elevators during emergencies. The elevator is mainly to solve the vertical transportation of floors 5-7.

5, Vehicles and bicycles

The teaching building has underground parking. Small cars less than 2m in height can be parked in the underground car park. Bicycle parking is located on the walkway in front of the building.

6, Communications

The teaching building has wired Internet access and wifi services, the wifi is accessed by your student ID, passwords are the default password. China Unicom, China Mobile, China Telecom and other telecom operators provide mobile phone signal coverage.

7, Mail boxes

There is a mail boxes on the side of west entrance , one for each class, the key of the mail boxes is managed by an assigned person.

Your Postal address is: Class***Grade***, Peking University HSBC Business School ,Shenzhen University Town, Xili, Nanshan District, Shenzhen,China. P.C 518055.

8, Restaurant & Café

The ground floor has a restaurant and a coffee shop, the restaurant business hours are 7: 30am to 9:30pm and the coffee shop is 7: 30am to10pm.

Fourth, you should be aware of the safety management

1, Security video surveillance

The main entrances and exits on each floor are equipped with a 24-hour camera monitoring system.

2, Fire alarm equipment

The teaching building has smoke detectors, any smoke is likely to trigger the alarm equipment. This building is a smoke-free building, do not smoke inside the building.

3, Safety control rules

During the building's closed time (10pm to 7:30am the next day), we implement access control measures, you need to use a campus card to electronically access the building .Security guards will refuse to admit any person who does not have a card.

When you remove the goods of the teaching building, you are required to show the release form to the security guard, the security guard has the right to verify whether the items match. If you need to apply for the release of items, please visit the Room112.

4, Special tips

The teaching Building is an open and public place, although the teaching building is equipped with security guards, we cannot guarantee the security of personal items.

Special Note: Please take good care of your valuables, and don't leave them on the desk or unsecured in the locker.

24 hours Security Support Tel: (0755) 2603 5110.

6.7 PHBS Classroom Use Regulation

In order to standardize the process for classroom use, the following regulations have been established and will be maintained by the MA-PhD program office (hereafter “the office”).

1. Access

The following activities permit the use of a classroom. Each time should not exceed 2 hours' time (under special circumstances it could exceed 4 hours' time):

- (1) Activities organized by MA-PhD Program Office, for instance, career talk organized by Career Development Center.
- (2) Class activities for full-time students, for instance, class meeting.
- (3) Activities organized by PHBS student associations. The student associations cannot organize any commercial activity.
- (4) Tutorials conducted by a Teaching Assistant (at least 15 students). Tutorials attended by less than 15 students can use Room 214.
- (5) Student seminar conducted by advisors. The advisors should submit the application form to the office.

2. Application process

The application should follow the procedures below:

(1) Application

All the written application forms should be submitted to the office at least 3 days in advance. Applications not submitted within the time required will not be approved.

The special activities, which invite people outside of the school or include more than 50 students, have to be applied with a special event application form and a detailed schedule. The electronic

application materials should be sent to wangyi@phbs.pku.edu.cn, and the written materials should be submitted to the office. Both of them have to be submitted for at least 5 days in advance.

(2) Process

All applications should be approved by the office and the property management office.

Firstly, an online application must be finished at least 5 days in advance. The application may be found at the following website address: <http://www.sojump.com/jq/4208341.aspx>

Secondly, the written application form provided by the property management office should be submitted to the MA-PhD program office at least 3 days in advance. The students only can use the classroom when the office and the property management office approve the application. All student activities should be registered with the office.

3. Notice

(1) If people outside of the school are invited for student activities, their detailed information should be provided in the application. The student association will bear the consequences for providing false information: being that it cannot use PHBS classrooms for the next year, and the responsible person will take on relevant legal consequences.

(2) If the actual situation of the student activity is different from the information in the application form, the association or student will be not able to use the classrooms for the next 2 months.

(3) If the association or student does not use the applied for classroom, they will be not able to use the classroom for the next 2 months.

(4) All commercial activities are forbidden, such as goods selling and product promotion. Violators cannot use PHBS classrooms for the next year, and the responsible person will take on relevant legal consequences.

(5) No applications will be accepted during the weekend. Please apply earlier.

(6) In principle, the classroom cannot be used for more than 2 hours. Special events applying for more than 2 hours must be clearly stated.

(7) Classrooms cannot be applied for within 3 days exam days.

Should you have any question or concern, please contact Sim Ma (Email: maxy@phbs.pku.edu.cn. Tel: 26010562).

7. General Regulations of Internship & Career Development

Governing Students at Peking University HSBC Business School

7.1 Internship

All full-time students are not permitted to take internships in their first academic year (international students) or the first three semesters (domestic students), with the exception of exchange students. Participation in an unapproved internship program may result in a delay in graduation or issues in course registration. Students are entitled to participate in internships during their second year.

The students are requested to submit a short write up to the PHBS Career Development Center about their internship experience. The information should include the positives and negatives of the company they worked for and if they would recommend it to students in the future.

7.2 Advice for Career Development

a. Academic Study:

- (1) Study hard for a reasonably good GPA and honors degree to compete for jobs or entry into the PhD program. Certain employers, particularly in some industries in China, will look at GPA when considering whether to hire the applicants.
- (2) Take relevant elective courses and learn on your own to enrich the professional knowledge needed for your intended career track.
- (3) Read professional journals, newspapers, and articles in your targeted career field.

b. Self-assessment:

(1) Begin the self-assessment process in your first year to better understand your career inclinations. You can use the following online assessment tools:

MBIT, Holland vocational interest test, etc.

(2) Talk to people in your interest field to obtain insight, advice and feedback on your career ambitions.

(3) Attend career/industry talks to gather more pertinent information.

c. Networking:

According to a survey by SHRM (Society for Human Resource Management) and The Wall Street Journal regarding HR supervisors and job seekers, 61% of the HR supervisors and 78% of the job hunters tend to regard networking as the most effective way for talent allocation.

(1) Meet new friends and friends of friends.

(2) Expand your personal network actively (including attending events organized by different student associations.)

(3) Get to know several professors or your supervisors at work on a more personal level so that you can invite them to be your referees when needed.

d. Activities & Internships:

(1) Explore and participate in campus activities; seek ways to develop your potential.

(2) Take up a leadership role in at least one activity; continue to sharpen your leadership, communication, and interpersonal skills, which are all important for your job hunting.

(3) You are not permitted to pursue an internship in your first year, but you can start preparation for them, especially those related to your career choices.

(4) A quality internship is often the make-or-break in the hiring process. Start looking for internship opportunities early on, and don't accept something you're not genuinely excited about.

e. Resume Preparation:

(1) Resume helps you get interview opportunities; spend enough time on it and it's worth the

effort.

- (2) Start to record your achievements in your resume since year 1.
- (3) Attend workshops about resumes, cover letters writing and interview skills.
- (4) Revise and polish again and again. Career development center (CDC) will collect student resumes for the PHBS resume book every academic year. This book is going to be sent to the school's cooperative partners. Hence, there will be more potential opportunities in your future career.

f. Other tips:

- (1) As an international student, fluency in Chinese is always playing a significant role in your job hunting and future career here in China. Start to learn Chinese and get to know China early on.
- (2) Analyzing your own talents and abilities; always be confident.
- (3) Check your school email regularly and all the PHBS announcements would be sent through email. The CDC will email recruitment info as well. Please check and apply before the deadline.

7.3 Interview Preparation

a. Aptitude Tests

Get familiar with the format of major aptitude tests, such as OPQ (Occupational Personality Questionnaire). These tests are not too difficult if you are well prepared for them. Whether you work well under pressure is essential for these tests. You have to be calm, work as fast as possible, and don't dwell on any difficult questions.

Some major types of aptitude tests:

- Verbal Reasoning (Chinese / English)
- Data Sufficiency
- Numerical Reasoning
- Interpretation of Tables and Graphs

b. Group Discussion

This involves a group of 10-12 candidates (from different universities, and different majors) discussing an assigned topic or case.

Formats of Group Discussion/Assessment

- Unstructured group discussion
- Debate a topic
- Case Study - discussion to reach consensus
- Case Study - discussion with designated roles
- Case Study - discussion to work out a business plan or proposal

Skills / Attitude to be Assessed

1. Planning Skill

- Encourages a team to take a structured approach in objective definition and solution planning.
- Shows ability in identifying problems
- Suggests solutions: Ensures that both the individual's and the group's time is managed well.

2. Communication Skill

- Expresses ideas clearly
- Speaks out and contributes willingly
- Handles conflict well, either when directed at himself/herself, or when conflict arises between other team members
- Shows tact and sensitivity towards others
- Listens to others' suggestions
- Demonstrates an understanding of how others perceive the situation

3. Leadership

- Even though another participant may have taken the lead, continues to assert one's own views and may even take the lead if the group begins to flounder
- Contributes to a good sense of team spirit
- Expresses opinions/views that are accepted by others

4. Motivation

- Shows energy, enthusiasm and drive in facing the task
- Shows determination and commitment to achieve the best possible solution
- Stands his / her ground when he / she believes he / she is right
- Shows a positive attitude to accept challenges

5. Decision-making Skills

- Eager to see decisions taken
- Sees the relevance of others' contributions and promptly builds on these with a view to action
- Ensures that in the end, some sound decision is taken

The DOs during group discussion

- Introduce new ideas
- Express ideas clearly and convincingly
- Encourage others to give opinions
- Listen before contributing
- Step in and redirects the conversation when necessary
- Be sensitive to the feelings of others

The DONTs during group discussion

- Dominate the discussion by talking most of the time
- Stray from the subject
- Interrupt other contributors

- Keep silent
- Be wishy-washy

c. Case Interview

A case interview is the analysis of a business question. The candidate will be given a business problem and asked for the opinion. Major management consulting firms, such as McKinsey, Boston Consulting Group and Monitor Group, usually use several stages of case interviews to assess candidates' suitability. They look for the candidates thought process that is both analytical and creative (what consultants love to call "out-of-the-box" thinking).

Tips & Skills for Short Case Reading and Analysis

- Read through the historical description fast. Just note:
 - Key days / years
 - Milestone Actions / Achievement / Change
- Special Focus on strategy adapted under:
 - What environment
 - Why
 - Results / Implications
- Financial data:
 - Focus on trends
 - Ratios that reveal profit trend, financial health
 - Some critical facts hidden under the surface of apparently "no problem" figures
- Marketing Strategy:
 - How it was formulated?
 - Based on what analysis?
 - Impact on market share

- Cost / benefit
- Competitor reaction
- Next trend prediction
- Brand revitalization

- Get familiar with basic financial terms, e.g. ROE, ROI, NPV, NAV, IRR, Valuation, Asset Pricing, CAPM, Financial ratios, Indicators and Statistics.
- Update marketing strategy and development on hot industries: Insurance, Finance, Banking, Communications, Hotel / Tourism and Hospitality, FMCGs (Specific knowledge of the industry covered by the case question is a bonus).

The DOs during case interview

- Point out this is a case of: (nature of case)
 - e.g. marketing strategy of a company, especially on brand sustainability, growth and international expansion
 - e.g. organizational restructuring and new business development.
 - e.g. revitalization of a declining brand and market share.

- The strategies and adopted/options available.
- A quick summary of your analysis of the strategies and options.
- Your view on possible actions, alternatives and constraints.
- When you analyze stick more to the facts provided by the case.
- Can also use market information you know outside the case. But have to make a fine balance of not too much.
- Do not repeat too much of the facts and history - a trap for most inexperienced case readers.

8. Regulations of Disciplinary Sanctions for Students at Peking

University HSBC Business School

Each newly enrolled student will begin with 100 disciplinary points. Discipline points will be deducted in accordance with the following criteria. Students who accumulate a score of 0 will be dealt with by the Disciplinary Committee and may be dismissed from the school.

The Disciplinary Committee is made up of a Dean, a Vice Dean, a representative from the Administrative Office, and a faculty representative. All final interpretations of rights to appeal, punishment decisions, and other regulations shown here belong to the Disciplinary Committee.

Students are required to be punctual and present in the class. Events or gatherings that are marked as 'mandatory' require all students to attend, i.e. PKU opening ceremony, PHBS opening ceremony, PHBS orientation, PHBS Fall and Spring Outings and PHBS graduation ceremony. You will need to submit a leave of absence form to the administrative office if you cannot attend the required events or be present at class.

8.1 Demerit Scoring System

Routine Activities

- (a) Failure to apply for approval for a leave of absence: 4 points / working day.
- (b) Failure to attend activities without approval for a leave of absence: 4 points / activity.
Arriving late or leaving early: 1 point / activity.
- (c) Students who are improperly dressed or do not comply with the rules of the activity: 1 point / activity.
- (d) Having somebody sign your leave of absence form on your behalf without approval: 10-20 points

- (e) Having somebody sign up or signing up for somebody for classes/activities: 10-20 points.

Curriculum

- (a) If students are found to be absent from a course without approval: 4 points / class.
Arriving late or leaving early: 1 point / activity.
- (b) Failing to submit the required seminar report by the deadline: 4 points/ report.
- (c) If students are caught cheating in exams they are to be penalized by the Disciplinary Committee and: 50-100 points /exam.
- (d) If students are found to falsify documents or certificates: 50 points/accused case.
- (e) If students are found to plagiarize in assignments, grade is “0” for that assignment and: 10-50 points/accused case.
- (f) If students are found to help others to cheat in exams, attendances, or assignments: 20 points.
- (g) If students are caught plagiarizing in their Thesis, students will be dismissed from the school and deducted 100 points.
- (h) If students fail a course (including elective courses), their scholarship for the next year will be downgraded or cancelled (depending on the number of failed courses and their scholarship status).

Career Development

- (a) If students are found to falsify resumes or documents: 50 points.
- (b) If students are found to have disobeyed the multilateral working contract agreement they have signed: 50 points.
- (c) If students are found to participate in internships in their first academic year: 4 points / day.
- (d) If students are found to participate in internships in other cities at the end of the 2nd year without approval: 20 points / day.
- (e) If students are found to violate regulations of career development: 2-10 points.

School discipline

- (a) Damaging public/private properties: 10-20 points.
- (b) Disobeying regulations on quality development training: 10-20 points.

- (c) Disobeying dormitory management regulations: 10-20 points.
- (d) Provocative and disturbing behavior and fights: 10-50 points.
- (e) Organizing or participating in gambling: 10-50 points.

Penalties Associated with Conduct Scores

- (a) A deduction of 5 or more disciplinary points in an academic year will disqualify the student from winning any rewards.
- (b) A deduction of more than 10 disciplinary points will result in a downgrade of the student's scholarship. Students who are deducted 20 or more disciplinary points in an academic year will be disqualified from receiving any scholarship in the next academic year and are not allowed to apply to be a teaching assistant or a student leader.
- (c) A deduction of 20 or more disciplinary points in an academic year will disqualify the student from participating in an internship.
- (d) If a student is deducted 50 or more disciplinary points in an academic year, penalties above the level of demerit will be imposed on the student in consideration of the seriousness of the circumstances.
- (e) If students are found to reach a conduct score of "0", the Disciplinary Committee is to penalize these students and they may be dismissed from the school.

Others

Students must comply with the basic disciplinary requirements. Cheating in exams, falsifying documents or certificates, plagiarizing in assignments, etc. are strictly forbidden. Students are required to be punctual and present in the class. Events or gatherings that are marked as 'mandatory' require all students to attend, i.e. PKU opening ceremony, PHBS opening ceremony, PHBS orientation, and PHBS graduation ceremony. You will need to submit a leave of absence form to the administrative office if you cannot attend the required events or be present at class. Other disciplinary offense penalties are at the discretion of the Disciplinary Committee.

8.2 Disciplinary Regulations for Students at Peking University Graduate School

Article 28: Graduate students should abide by the law as well as comply with the rules and

regulations of the school. Extracurricular activities should not interfere with university education, university research or daily life. Specific management procedures of extracurricular activities should comply with Peking University student organization, accommodation, and network security regulations.

Article 29: Students with outstanding academic performance will be given recognition and/or rewards in accordance with the “Regulations of Peking University Student Awards”

Article 30: Students found breaking the law or graduate student misconduct shall receive disciplinary action in accordance with the “Regulations of Peking University Student Disciplinary Actions”. The type of disciplinary action is divided into: warning, serious warning, demerit, probation and expulsion. When giving disciplinary action, the specific illegal activity, severity of the violation, and the nature of the misconduct will be considered.

Article 31: Graduate students will be eligible for expulsion in the following circumstances:

- (1) Violate the constitution, oppose the Four Principals of China, break stability and unity, or disrupt social order;
- (2) Violate state law, commit a criminal offense;
- (3) Violate security regulations;
- (4) Involvement in any organized cheating such as replacing another student for an exam, or cheating using a communication device;
- (5) Plagiarizing another’s research results;
- (6) Violation of school rules, seriously affecting the school teaching order, order of life, or management of public places. A violation against other individuals, or a violation against an organizations legitimate rights and interests;
- (7) Repeated violations of school regulations
- (8) Absenteeism of 50 or more hours

Students who are expelled must handle all “leaving university” procedures within two weeks. Expelled students are not permitted to apply to return to school.

Article 32: Discipline procedures related to academic life

- (1) Students accumulating 10 or more hours of missed class in the first semester, depending on the

severity, may be given the following sanctions:

- a. Students accumulating 10-19 hours of missed class will be given warning
- b. Students accumulating 20-29 hours of missed class will be given serious warning
- c. Students accumulating 30-39 hours of missed class will be given demerit
- d. Students accumulating 40 or more hours of missed class will be given probation and possible expulsion.

(2)Peking University Graduate School Examination Regulations

- a. According to the exam time regulation, examinees must arrive at the exam 5 minutes early, must obey the proctor's seating arrangement and must sit with an empty seat between students. Students must set out their student IDs on the desktop to be used for reference. If a student does not bring their student ID then they are prohibited from taking the exam. Students that are 15 minutes or more late, or without a reason do not show up, then they are considered to be absent from the exam. Thirty minutes after the start of the exam, students may turn in the exam and leave.
- b. During a closed book exam, aside from essential paper and professor approved tools, students are not allowed to bring any books, periodicals, newspapers, lined paper, communication devices (i.e. cell phones, pagers, etc.), or electronic storage devices, computer program devices, or electronic dictionaries.
- c. Students must use black or blue ink to answer exam questions, and must write neatly and clearly. Answers must be written on the provided exam paper. Answers written on additional scrap paper will not be counted.
- d. When a student has a question regarding the exam material, they are not permitted to ask the proctor their question. In the case of exam questions having an error or unclear handwriting, then the student may raise their hand and ask.
- e. When students enter the exam location they must make sure to shut off their cell phone, pager and other communication devices to ensure that the exam does not have any disruptions. While taking the exam, answering a phone call or other communication device will be considered cheating.
- f. If the exam lasts for 2 hours or less, students are not allowed to leave the room before turning in the exam. If the exam lasts longer than 2 hours, students may use the restroom during the exam under the proctor's approval. Only one student at a time may use the restroom. The proctor should keep all exam material of the student while the student leaves the room.
- g. Students must strictly observe exam room discipline. While in the exam room students must maintain silence, and are not permitted to smoke, whisper to each other, look at other's exams, hide test notes to be used to cheat, plagiarize or cause others to plagiarize answers, and are not

allowed to exchange answers or answer sheets. After a student turns in their exam they are not permitted to come back in or stay in the exam room to discuss the exam.

h. Those who cheat on the exam or violate other exam rules will be dealt with according to “Peking University Graduate School Student Conduct Rules and Regulations.”

i. After the proctors have announced that the exam period is over students should immediately stop writing answers and place the exam questions and answers on top of the desk. After the proctor has examined that there are no mistakes and has accepted the exam then students can leave one after another. Test answers, questions and scrap paper may not be taken out of the exam room.

(3) Graduate students caught plagiarizing will be disciplined according to the seriousness of their actions. Possible student probation or expulsion may occur.

(4) Graduate students caught plagiarizing their dissertation, after investigation, generally will be expelled. However, if the plagiarism is found to be minor, or have little impact, it is possible the student will be granted graduation while receiving a demerit.

Article 33: Students given a warning, serious warning, demerit, probation, expulsion or any other sanctions by the university office will need to have the proposed disciplinary actions signed by the person in charge at the Graduate School Office. After being given a warning, serious warning, demerit, probation, expulsion or other sanctions, the school leaders must approve the decision; expulsion shall be determined by the principal research conference and submitted to the Beijing Municipal Education Commission.

Disciplinary decisions for students will be issued in a written notice by Peking University Shenzhen and served to the graduate himself. For those who could not be served, the notice shall be served to their respective school.

Article 34: If a student would like to appeal a disciplinary decision, the student should appeal to the school disciplinary committee with a written complaint.

Students who would like to appeal a disciplinary decision must submit their written appeal to the school for review within 15 working days after receiving the disciplinary action. If a student does not submit their complaint within the appeal period, the school will not accept his proposed complaint.

Appendix I Contact Information

Department	Teacher	Office	Phone	Email	
School Service Office		112	26034455	psc@phbs.pku.edu.cn	General Support
PKUSZ Teaching Affairs Office	Honghai Lin	H103	26035375	linhh@pkusz.edu.cn	Graduation
	Jian Chen	H103	26032263	chenj@pkusz.edu.cn	International students and Transcripts
	Chunyan Yang	H103	26032124	zhoumingju@pkusz.edu.cn	Registration and personal information
	Yan Ai	H103	26032479	aiyan@pkusz.edu.cn	Course selection; Grades
PKUSZ Students' Affairs Office	Peng Zhou	H103	26035259	zhoupeng@pkusz.edu.cn	Student's loan
	Bo Han	H103	26033083	liuxl@pkusz.edu.cn	Placement
	Bifang Luo	H102	26032729	luobf@pkusz.edu.cn	Youth League Committee
Chancellor Secretariat Office	Megan Mancenido	H208	26033261	megan@pkusz.edu.cn	International Student Affairs
	Jingya Bao	H208	26035551	baojy@pkusz.edu.cn	International Student Support
PKU IT Office		A103	26035563	its@pkusz.edu.cn	
Campus Service Centre		Building K	26035317	xiajk@pkusz.edu.cn	Dormitory management
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Appendix II PHBS Course Offerings for 2017-2018 (Tentative, Subject to Change)

First Module, Fall Semester (September 4 – November 14)

Course	Instructor	Credit	Note	Time	Room
Chinese 1 (session 1, International only) 1st to 2nd module	TBD	2	GE	Mon & Thur 8:30-10:20	209
Chinese 1 (session 2 International only) 1st to 2nd module	TBD	2	GE	Tue & Fri 8:30-10:30	211
Communication in Global World (session 1)	Sharon Condon	2	17GR	Mon 7-8pm & Tue 8:30-10:20	401&323
Communication in Global World (session 2)	Sharon Condon	2	17GR	Mon 7-8pm & Thur 8:30-10:20	401&323
Communication in Global World (session 3)	Sharon Condon	2	17GR	Mon 7-8pm & Thur 13:30-15:20	401&323
Communication in Global World (session 4)	Sharon Condon	2	17GR	Mon 7-8pm & Fri 8:30-10:20	401&323
Communication in Global World (session 5)	Sharon Condon	2	17GR	Mon 7-8pm & Fri 13:30-15:20	401&323
Communication in Global World (session 6)	Ed McDaniel	2	17GR	Mon 7-8pm & Tue 13:30-15:20	403&229
Communication in Global World (session 7)	Ed McDaniel	2	17GR	Mon 7-8pm & Thur 8:30-10:20	403&229
Communication in Global World (session 8)	Ed McDaniel	2	17GR	Mon 7-8pm & Thur 13:30-15:20	403&229
Communication in Global World (session 9)	Ed McDaniel	2	17GR	Mon 7-8pm & Fri 8:30-10:20	403&229
Communication in Global World (session 10)	Ed McDaniel	2	17GR	Mon 7-8pm & Fri 13:30-15:20	403&229
Business Chinese I (International Only)	TBD	3	16R	Tue & Fri 13:30-15:20	211
Advanced Microeconomics I (session E)	Young Joon Park / Yang Xu	3	17ER	Mon & Thur 10:30-12:20	229
Advanced Macroeconomics I (session E)	Jake Zhao	3	17ER	Tue & Fri 10:30-12:20	231
Applied Econometrics (session E)	Qing Wang	3	16ER	Tue & Fri 15:30-17:20	319
Financial Accounting (session 1)	Kevin Ow Yong	3	17MR	Tue & Fri 15:30-17:20	225
Financial Accounting (session 2)	Kevin Ow Yong	3	17MR	Tue & Fri 10:30-12:20	225

Operations Management (session 1)	Yingjie Lan	3	17MR	Mon & Thur 10:30-12:20	225
Operations Management (session 2)	Yingjie Lan	3	17MR	Mon & Thur 15:30-17:20	225
Macroeconomics	Jiao Shi	3	17F1R	Tue & Fri 10:30-12:20	313
Microeconomics	Xu Yang	3	17F1R	Mon & Thur 15:30-17:20	229
Applied Econometrics (session F1)	Selcuk Celil	3	16F1R	Mon & Thur 8:30-10:20	313
Advanced Macroeconomics I (session F2)	Jake Zhao	3	17F2R	Tue & Fri 13:30-15:20	231
Corporate Finance(session F2)	Daniel Kim	3	17F2R	Mon & Thur 15:30-17:20	319
Applied Econometrics (session F2)	Selcuk Celil	3	16F2R	Mon & Thur 10:30-12:20	313
Advanced Macroeconomics I (session F3)	Jake Zhao	3	17F3R	Tue & Fri 15:30-17:20	231
Corporate Finance (session F3)	Daniel Kim	3	17F3R	Mon & Thur 13:30-15:20	319
Applied Econometrics (session F3)	Selcuk Celil	3	16F3R	Mon & Thur 15:30-17:20	313
Theory and Practice of Socialist Economics: Economics of Development-Economics of Development	Qing Wang	3	16GR	Tue & Fri 10:30-12:20	319
International Finance (session 1)	Jiao Shi	3	EE&ME&FE	Tue & Fri 13:30-15:20	313
Business Case Analysis (1st to 2nd module) counted as 2nd module course	Kevin Chastagner	3	EE&ME&FE	Mon 13:30-17:20	335
Empirical Industrial Organization	Zhutong Gu	3	EE&ME&FE	Mon & Thur 8:30-10:20	311
Taxation and Business Strategies	Insook Lee	3	EEME&FE	Mon & Thur 10:30-12:20	311
Business Mathematics (session E & F)	Yilin Zhang	3	GR	Tue & Fri 15:30-17:20	313
Social Insurance	Insook Lee	3	EE&FE	Mon & Thur 13:30-15:20	311
Theoretical Foundations of Corporate Finance (session 1)	Hyun Joong Im	3	EE&FE	Tue & Fri 8:30-10:20	319
Empirical Asset Pricing (session 1)	Hyun Joong Im	3	EE&FE	Tue & Fri 13:30-15:20	319
An Industrial Organization Approach to Finance	David Ong	3	EE&FE	Mon & Thur 13:30-15:20	231
Market Microstructure (session 1)	Daniel Kim	3	EE&FE	Mon & Thur 10:30-12:20	319
Business Mathematics (session M)	Yue Cheng	3	GR	Mon & Thur 13:30-15:20	211

Managing Organizational Networks	Terrill Frantz	3	ME	Mon & Thur 8:30-10:20	231
Leadership	Lan Liu	3	ME	Mon & Thur 13:30-15:20	325
Entrepreneurship	Kevin Chastagner	3	ME	Mon & Thur 10:30-12:20	335
Managing Mergers and Acquisitions (session 1)	Terrill Frantz	3	ME&FE	Mon & Thur 10:30-12:20	231
Entrepreneurial Finance (session 1)	Seungjoon Oh	3	ME&FE	Tue & Fri 10:30-12:20	311
Mergers and Acquisitions (session 1)	Seungjoon Oh	3	ME&FE	Tue & Fri 15:30-17:20	311
Applied Stochastic Processes	Jaehyuk Choi	3	FE	Mon & Thur 8:30-10:20	319
Financial Modeling I (session 1)	Frank Koger	3	FE	Tue & Fri 8:30-10:20	403
Financial Markets and Investments in China (session 1)	Xiaotian Zhu	3	FE	Tue & Fri 10:30-12:20	229
Trading and Arbitrage Strategy	Xiaotian Zhu	3	FE	Tue & Fri 15:30-17:20	229
Economic Theory and Practice in China (in Chinese, required for F1 students with no economics background)	Cuifen Weng	3	GE	Tue & Fri 7-9pm	401

Mid-Autumn Day: Sep. 30th National Day: Oct.1st -7th

Final Exam will be arranged on Nov. 13th-14th.

ER: Economics Required FR: Finance Required MR: Management Required GR: General Required JR: Journalism Required EE: Economics Elective

FE: Finance Elective ME: Management Elective GE: General Elective JE: Journalism Elective F1: Quantitative Finance F2: Finance2 F3: CUHK dual master (Finance3)

Second Module, Fall Semester (November 16 – January 19)

Course	Instructor	Credit	Note		
General English (3-4 sessions)	TBD	2	17GR		
Chinese 1 (session 1, International only) 1st to 2nd module	TBD	2	GE		
Chinese 1 (session 2 International only) 1st to 2nd module	TBD	2	GE		
Writing in English I (session 1)	Ed McDaniel	1	GR		
Writing in English I (session 2)	Priscilla Young	1	GR		
Writing in English I (session 3)	Priscilla Young	1	GR		
Writing in English I (session 4)	Priscilla Young	1	GR		
Introduction to Chinese Economy (International only)	Cuifen Weng	3	17GR		
Business Chinese II	TBD	3	16R		
Advanced Econometrics I (session E)	Chia-Shang Chu	3	17ER		
Advanced Microeconomics II	Zhutong Gu	3	17ER		
Research Methodology (session E)	David Ong	1.5	16ER		
Organizational Behavior (session 1)	Fanmin Kong	3	17MR		
Organizational Behavior (session 2)	Fanmin Kong	3	17MR		
Marketing Management (session 1)	Jooyoung Park	3	17MR		
Marketing Management (session 2)	Jooyoung Park	3	17MR		
Research Methodology (session M2)	James Yen	1.5	17MR		
Financial Markets (session 1)	Wei Xu	3	17F1R		
Financial Markets (session 2)	Wei Xu	3	17F1R		
Advanced Econometrics I (session F1)	Domenico Tarzia	3	17F1R		

Financial Economics I (session F1)	Yilin Zhang	3	17F1R	
Research Methodology (session F1)	Srinivasan Selvam	1.5	16F1R	
Financial Economics I (session F2)	Lei Sun	3	17F2R	
Advanced Microeconomics I (session F2)	Young Joon Park / Yang Xu	3	17F2R	
Advanced Econometrics I (session F2)	Sungbin Sohn	3	17F2R	
Research Methodology (session F2)	Srinivasan Selvam	1.5	16F2R	
Financial Economics I (session F3)	Lei Sun	3	17F3R	
Advanced Microeconomics I (session F3)	Young Joon Park / Yang Xu	3	17F3R	
Advanced Econometrics I (session F3)	Sungbin Sohn	3	17F3R	
Research Methodology (session F3)	Srinivasan Selvam	1.5	16F3R	
Business Ethics (session 1)	David Ong	1.5	16R	
Business Ethics (session 2)	David Ong	1.5	16R	
Business Ethics (session 3)	David Ong	1.5	16R	
Business Ethics (session 4)	David Ong	1.5	16R	
Behavioral Economics	Yang Xu	3	EE	
International Trade	Christopher Balding	3	EE	
Negotiations (session 1)	Christopher Balding	3	EE&ME	
Corporate Finance (session 3)	Di Li	3	EE&ME&FE	
Business Case Analysis (1st to 2nd module) counted as 2nd module course (TBD)	Kevin Chastagner	3	EE&ME&FE	
Principles of Risk Management & Insurance (session 1)	Lan Ju	3	EE&ME&FE	
Financial Econometrics	Chia-Shang Chu	3	EE&FE	
Financial Risk Management (session 1)	Timothy Lu	3	EE&FE	

Fixed Income Securities	Srinivasan Selvam	3	EE&FE	
Business Model Research (in Chinese)	Wei Wei	3	ME	
Digital Marketing	Cuiping Chen	3	ME	
Supply Chain Management	Deming Zhou	3	ME	
Managerial Accounting (session 1)	Nan Liu	3	ME&FE	
Financial Accounting	Nan Liu	3	FE	
Investments (session 1)	Domenico Tarzia	3	FE	
Behavioral Finance (session 1)	Chang Y. Ha	3	FE	
Financial Modeling II	Frank Koger	3	FE	

New Year's Day: Pending. Final Exam will be arranged on Jan 14th-15th.

ER: Economics Required FR: Finance Required MR: Management Required GR: General Required EE: Economics Elective

FE: Finance Elective ME: Management Elective GE: General Elective F1: Quantitative Finance F2: Finance F3: CUHK dual master

Third Module, Spring Semester (February 22 – April 26)

<u>Course</u>	<u>Instructor</u>	<u>Credit</u>	<u>Note</u>	<u>Time</u>	<u>classroom</u>
Chinese 1 (session 1, International only) 3rd to 4th module	Joanne Gao	2	GE		
Chinese 1 (session 2 International only) 3rd to 4th module	Joanne Gao	2	GE		
Writing in English I (session 5)	Ed McDaniel	1	GR		
Writing in English I (session 6)	Ed McDaniel	1	GR		
Writing in English I (session 7)	Ed McDaniel	1	GR		
Writing in English I (session 8)	Ed McDaniel	1	GR		
Writing in English II (session 1)	Sharon Condon	1	GR		
Writing in English II (session 2)	Sharon Condon	1	GR		
Writing in English II (session 3)	Sharon Condon	1	GR		
Writing in English II (session 4)	Sharon Condon	1	GR		
Theory and Practice of Socialist Economics: Economics of Development-Economics of Development	Gang Fan	3	16GR		
Theory and Practice of Socialist Economics: Economics of Development-Economics of Development (UK)	Guy Liu	3	16GR		
Advanced Macroeconomics II	Chunyang Wang	3	17ER		
Advanced Econometrics II	Qian Chen	3	17ER		
Applied Econometrics (session EF1) 一年级中国学生不能上, 留学生和二年级出去交换的学生上课	Zhutong Gu	3	17ER&17FR		
Empirical Business Analysis (session 1, Former title: Applied Econometrics)	Yeujun Yoon	3	17MR		
Empirical Business Analysis (session 2, Former title: Applied Econometrics)	Yeujun Yoon	3	17MR		

Strategic Management (session 1)	Kevin Chastagner	3	17MR	
Strategic Management (session 2)	Kevin Chastagner	3	17MR	
Stochastic Finance	Jaehyuk Choi	3	17F1R	
Asset Valuation Theory (session F1)	Chang Y. Ha	3	17F1R	
Asset Valuation Theory (session F2)	Frank Koger	3	17F2R	
Asset Valuation Theory (session F3)	Frank Koger	3	17F3R	
Human Resources and Labor Economics	Qing Wang	3	EE	
Transition Economics	Gerhard Stahl	3	EE	
Institutional Economics	Gerhard Stahl	3	EE	
China Studies (International only)	Haifeng Huang	3	EE&ME&FE	
International Finance (session 2)	Jiao Shi	3	EE&ME&FE	
Game Theory	Young Joon Park	3	EE&ME&FE	
Corporate Finance (session 4)	Di Li	3	EE&ME&FE	
Entrepreneurs and Enterprises (in Chinese, 3rd to 4th module) counted as 4th module course	TBD	3	EE&ME&FE	
Cutting Edge Comparative Study of International Financial Service Laws (UK)	TBD	3	EE&ME&FE	
Fixed Income Securities (session 2)	Srinivasan Selvam	3	EE&FE	
Fixed Income Securities (UK)	TBD	3	EE&FE	
Strategic Management Research	Sai Lan	3	ME	
Technology Entrepreneurship	Sai Lan	3	ME	
Managerial Decision Making	James Yen	3	ME	
Consumer Behavior	Jooyoung Park	3	ME	
CEO and Top Management Team (Former title: Strategic Leadership)	Hong Zhu	3	ME	

Board of Directors	Hong Zhu	3	ME		
Managerial Economics	Yue Cheng	3	ME		
Project Management	Yue Cheng	3	ME		
Leadership (UK)	John Hoffmire	3	ME		
Managerial Accounting (session 2)	Nan Liu	3	ME&FE		
Managing Mergers & Acquisitions (session 2)	Terrill Frantz	3	ME&FE		
Corporate Governance	Di Li	3	ME&FE		
Investments (session 2)	Wei Xu	3	FE		
Research Topics in Corporate Finance	Selcuk Celil	3	FE		
Topics in Quantitative Finance	Jaehyuk Choi	3	FE		
Behavioral Finance (session 2)	Chang Y. Ha	3	FE		

ER: Economics Required FR: Finance Required MR: Management Required GR: General Required EE: Economics Elective
FE: Finance Elective ME: Management Elective GE: General Elective F1: Quantitative Finance F2: Finance F3: CUHK dual master

Fourth Module, Spring Semester (April 28 – July 1)

<u>Course</u>	<u>Instructor</u>	<u>Credit</u>	<u>Note</u>	<u>classroom</u>
Chinese 1 (session 1, International only) 3rd to 4th module	Joanne Gao	2	GE	
Chinese 1 (session 2 International only) 3rd to 4th module	Joanne Gao	2	GE	
Writing in English II (session 5)	Sharon Condon	1	GR	
Writing in English II (session 6)	Sharon Condon	1	GR	
Writing in English II (session 7)	Sharon Condon	1	GR	
Writing in English II (session 8)	Sharon Condon	1	GR	
Graduate Thesis Seminars (session E)	Chia-Shang Chu	NC	15GR	
Graduate Thesis Seminars (session M)	Hong Zhu	NC	15GR	
Graduate Thesis Seminars (session F1)	Chia-Shang Chu	NC	15GR	
Graduate Thesis Seminars (session F2)	Chia-Shang Chu	NC	15GR	
Graduate Thesis Seminars (session F2)	Chia-Shang Chu	NC	15GR	
Business Ethics (session 5)	Christopher Balding	1.5	17GR	
Research Methodology (session EF1, International Only)	Christopher Balding	1.5	16GR	
Research Methodology (session M1, International Only)	James Yen	1.5	16GR	
Political Institutions and Economic Development	Insook Lee	3	EE	
Experimental Economics	David Ong	3	EE&ME	
Negotiations (Session 2)	Christopher Balding	3	EE&ME	
Taxation and Business Strategies (session 2)	Insook Lee	3	EE&ME&FE	
Entrepreneurs and Enterprises (in Chinese, 3rd to 4th module) counted as 4th module course	TBD	3	EE&ME&FE	
Communication in Business	Priscilla Young	3	EE&ME&FE	

Principles of Risk Management & Insurance (session 2)	Lan Ju	3	EE&ME&FE	
Industrial Organization	David Ong	3	EE&FE	
Empirical Asset Pricing (session 2)	Hyun Joong Im	3	EE&FE	
Theoretical Foundations of Corporate Finance (session 2)	Hyun Joong Im	3	EE&FE	
Financial Economics II	Sungbin Sohn	3	EE&FE	
Market Microstructure (session 2)	Daniel Kim	3	EE&FE	
Financial Risk Management (session 2)	Timothy Lu	3	EE&FE	
Managing China Cross-Border Development	Cuifen Weng	3	ME	
Marketing Strategy	Yeujun Yoon	3	ME	
Decision Models and Business Game	Yingjie Lan	3	ME	
Strategic Human Resource Management	James Yen	3	ME	
Corporate Culture and Organizational Communication	Lan Liu	3	ME	
The Chinese Wisdom of Leadership	Lan Liu	3	ME	
Mergers & Acquisition (session 2)	Seungjoon Oh	3	ME&FE	
Entrepreneurial Finance (session 1)	Seungjoon Oh	3	ME&FE	
Behavioral Finance (session 2)	Domenico Tarzia	3	FE	
Investments (session 3)	Domenico Tarzia	3	FE	
Financial Markets and Investments in China (session 2)	Xiaotian Zhu	3	FE	
Credit Risk Modelling for Debt Investment	Xiaotian Zhu	3	FE	
Financial Modeling I (session 2)	Frank Koger	3	FE	
Derivative Pricing	Lei Sun	3	FE	
Spatial Distribution and Economic Growth (in Chinese)	Jie Tang	3	GE	

ER: Economics Required FR: Finance Required MR: Management Required GR: General Required EE: Economics Elective FE: Finance Elective ME: Management Elective GE: General Elective F1: Quantitative Finance F2: Finance F3: CUHK dual master

Appendix III Independent Study of China Regulations and Forms

1. International Students who started study on 2015 or later are required to complete Independent Study of China.
2. The study should satisfy the following criteria:
 - a) The topic of the study should be on issues related to China. Also, the topic should be chosen to fit the common research area of each student's program. (Economics, Management, or Finance)
 - b) The proposal of the project (due Friday of the 1st week of module 1 in year 2) should include the research question and concrete plan for the study project.
 - The completed "Proposal Form for Independent Study of China Research Project" must be completed and turned into the MA/PhD office by the deadline.
 - c) The final project (due at the end of module 1 in year 2) should be at least 20 pages in length (11 font, double space). The format of the final project should follow the common format of a research paper, which includes the title, research question, description of the analysis methods, results of the research, and interpretation of the results.
 - A digital and hard copy of the paper as well as the completed "Final Paper Form for Independent Study of China Research Project" must be turned into the MA/PhD office by the deadline.
 - d) The student should ask the thesis advisor to supervise the study. Both the proposal and the final report should be approved by the advisor and program director for the pass.
3. Evaluation
 - a) Thesis advisor and the program director will review the proposal and the final report to decide whether the project is passed or not.
 - b) The criteria for the evaluation are:
 - Is the research question valid and interesting?
 - Is the analytical tool used in the project appropriate?
 - Did the student put in reasonable effort to do the study and write the report?
 - Does the student show he or she has a good understanding of the subject?
 - c) The result will be sent to students before the beginning of the third module.

4. FAQ

- a) My thesis advisor is not interested in China-related research. Can I find someone else to supervise my independent study?
 - You may find another professor who is willing to help you to supervise your independent study.

- b) Can I use the same topic for my independent study and master thesis?
 - It is fine to use the preliminary results of your thesis for the independent study.

- c) I am not interested in doing independent study. Is there any way to get it exempted?
 - You have an option to replace the requirement of independent study by taking a course related to China. In this case, the course you used to replace the independent study will not be counted as your elective (no double counting). Currently, the following courses are eligible to be used for such purpose:
 1. China Studies
 2. Financial Markets and Investments in China
 3. Theory and Practice in Socialist Economics: Economics of Development
 4. Managing China Cross Border Development

- d) What if I did not get the passing result?
 - Then you need to take one of the following options:
 1. Replace your requirement for independent study by taking a course related to China (see above.)
 2. Postpone your graduation for 1 semester and re-do your independent study.

- e) Does this research paper have to be quantitative like the master's thesis (using statistics to analyze data)
 - The analytical tool of the study does not necessarily involve quantitative methods. Something like a case analysis or comprehensive report with qualitative analysis would be acceptable.

Proposal Form for Independent Study of China Research Project

This form is due to the MA/PhD office by September 30th of the student's second academic year.

Student Name		Student ID	
Major		Project Advisor's Name	
Research Project Title			

Research Project Proposal:

Your proposal should include: research question, source of data, analytical tools and methods, how it relates to China, how it relates to your major. (You may attach another page if needed.)

Student's Signature:

Date:

Advisor's Comments:

Signature:

Advisor's

Date:

Final Paper Form for Independent Study of China Research Project

This form and completed paper (hard copy and digital copy) are due to the MA/Phd Office by the end of the 2nd module in the student's 2nd year.

Student Name		Student ID	
Major		Project Name	Advisor's
Research Project Title			

Advisor's Assessment of the Project:
Advisor's Signature: Date:
Plagiarism Check Result:
Final Result:

Appendix IV Understanding Plagiarism and How to Avoid It

What is plagiarism?

Academic integrity is a bedrock of university education. To commit plagiarism, whether intended or not, is dishonest and makes others mistrust you.

“Plagiarism occurs when someone:

1. uses words, ideas, or work products
2. attributable to another identifiable person or source
3. without attributing the work to the source from which it was obtained
4. in a situation in which there is a legitimate expectation of original authorship,
5. in order to obtain some benefit, credit, or gain which need not be monetary.”

(<http://www.academicintegrity.org/icai/integrity-1.php>)

Self-Plagiarism

Yes, there is such a thing as self-plagiarism, and it is just as serious an issue as plagiarizing from other sources. Note its definition: “Self-Plagiarism is defined as a type of plagiarism in which the writer republishes a work in its entirety or reuses portions of a previously written text while authoring a new work.”

(<http://cdn2.hubspot.net/hub/92785/file-5414624-pdf/media/ith-selfplagiarism-whitepaper.pdf>)

Students self-plagiarize when they turn in papers previously written for another class and attempt to pass it off as new work. Self-plagiarism also occurs when a writer uses material in a new work that was previously published. To avoid this problem, the writer must cite his/her own work as though citing any other source.

Caution about using Internet sources

As the Internet has contributed to freely shared ideas and information around the world, there seems to be confusion in some individuals’ minds as to whether or not such information can be used and claimed as one’s own. Make no mistake: just because information may be free does not mean that one has the right to claim it as one’s own words and ideas.

Plagiarism can apply to content derived from the Internet or any source – even your own previously written work – whether electronic or in print. If the words and ideas are not your own, then you need to provide all appropriate sourcing information.

The purpose of this document is to help students understand what plagiarism is and how to avoid it. (Note that this document models the standards for appropriate paraphrasing and providing direct quotes, as well as in-text citations and references.)

Common errors leading to plagiarism

The two most common mistakes that students make is incorrectly citing others' work and mixing others' words into their own writing so that the reader is led to believe that the ideas and words are those of the student writer (Roen, Glau & Maid, 2011).

Citations and references

Whether you provide a direct quote or paraphrase an author's words or ideas, you must cite the source. In academic writing, citations take place in two parts. The first is the in-text citation. This means, at the very least, providing the name of the author and the date of his/her publication in the body of the written work. Depending on the sentence structure, the citation will either appear immediately following the quoted or paraphrased material or be used in the body of the text to introduce the idea. Your references at the end of your paper *refer* back to your in-text citations and are listed at the end of your paper. Note that this document provides in-text citations, as well as a reference list.

In-text citation examples:

The two most common mistakes that students make is incorrectly citing others' work and mixing others' words into their own writing so that the reader believes that the ideas are those of the student writer (Roen, Glau& Maid, 2011).

Roen, Glau, & Maid (2011) state that the two most common mistakes that students make is incorrectly citing others' work and mixing others' words into their own writing so that the reader believes that the ideas are those of the student writer.

Examples for references:

Please see the reference list at the end of this document.

Mixing an author's words with your own

Sometimes students paraphrase or summarize an author's words, do not cite the source, and then mix this language in with their own ideas (Roen, Glau, & Maid, 2011). In effect, then, the reader believes that the words expressing the idea were original to the student writer. Because you are sharing ideas from a source, even though you have paraphrased, you must provide an in-text citation.

Using direct quotations

Although the safest way to ensure that you do not plagiarize is to use and cite direct quotes, it is also the quickest route to being scolded by your professor for being a lazy scholar! (This is an accusation suffered by a former graduate student who currently is a professor and contributor to the document you are reading now!) So, it is essential to learn how to paraphrase and summarize. However, there are some circumstances in which direct quotes are appropriate:

- ◆ When the author's words are so outstanding that to paraphrase them would dilute their impact
- ◆ When the writer is an expert
- ◆ When you disagree with the author and will provide a critique; you must directly quote the idea that you will argue against (Roen, Glau & Maid, 2011).

In addition to quoting a published source, writers may also use information from mass media, correspondence, and face-to-face interviews

Avoiding plagiarism

In *Business Communication Process & Product*, Guffey (2000) provides these tips for avoiding plagiarism:

Take detailed notes. Whether you are copying and pasting from an electronic source or writing by hand, be sure to put quotation marks around all directly copied information to alert you to the fact that these are someone else's words. Write down the author's name, publication date, and all relevant information about the publication.

Understand what has to be documented. Anything that is common knowledge does not need documentation. Guffey (2000, p. 351) uses this example: "*The Wall Street Journal is a popular business newspaper.*" This does not need citation. However, if you say the following, then you must provide a citation: "*The Wall Street Journal is the largest daily newspaper in the United States*" (Guffey, 2000, p. 351). This is factual information that you derived from a source. Therefore, that source must be appropriately cited. As previously pointed out, any paraphrased, summarized, and directly quoted information must be appropriately cited.

Keep direct quotes to a minimum. Note that the following directly quoted information for an academic paper is set off as a separate paragraph and indented, and quotation marks are not used because there are more than 40 words (APA style).

Wise writers and speakers use direct quotations to (1) provide objective background data and establish the severity of a problem as seen by experts; (2) repeat identical phrasing because of its precision, clarity or aptness; or (3) duplicate exact wording before criticizing. Avoid the tendency of untrained report writers to overuse quotations. **Documents that contain pages of spliced-together quotations carry a hidden message: these writers have few ideas of their own** (Guffey, 2000, p. 351). [The boldface type is not in the original text, but provided here for emphasis.]

Provide summary words to introduce quotations. To prepare the reader for a quotation, introduce it with a brief summary or select summary words. Guffey (2000) provides this example: "*In predicting employment trends, Charles Waller believes the corporation of the future will depend on a small core of full-time employees*" (p. 351).

Correctly cite direct quotations. To reiterate, you must put quotation marks around directly quoted material. "These double quotation marks are correct." "This single quotation mark is *not* correct, and is used only when quoting within a quote or for other special purposes." Provide the correct in-text citation.

Examples for paraphrasing and summarizing

Paraphrasing is explaining something in your own words. Simply taking an author's sentence and substituting other words and changing the sentence structure slightly is not paraphrasing and can still be considered plagiarism. The key here is "in your own words." Putting something into your

own words means telling the story your own way. For instance, think about a news story you found interesting and then telling a friend about it. It is unlikely that you memorized the story. You will, instead, tell your friend in your own way, using your own words to tell what the story was about. Following are examples of an original passage, inappropriate paraphrasing, and appropriate paraphrasing.

Original text

“More than a billion people in the world today claim intellectual inheritance from ancient Greece. More than two billion are the heirs of ancient Chinese traditions of thought. The philosophies and achievements of the Greeks and Chinese of 2,500 years ago were remarkably different, as were the social structures and conceptions of themselves” (Nisbett, 2003, p. 1).

Special note: For an academic paper following APA style, quotes of 40 or more words are set off in a separate paragraph, indented and aligned with the indent, and do not carry quotation marks. Such a passage would look like this:

More than a billion people in the world today claim intellectual inheritance from ancient Greece. More than two billion are the heirs of ancient Chinese traditions of thought. The philosophies and achievements of the Greeks and Chinese of 2,500 years ago were remarkably different, as were the social structures and conceptions of themselves (Nisbett, 2003, p. 1).

Inappropriate paraphrasing

Over a billion individuals worldwide these days claim intellectual roots from Ancient Greece. Over two billion people trace their ways of thought from the ancient Chinese. The philosophies and accomplishments made by the Chinese and Greeks 2,500 years prior were very different, as were their social structures and how they thought about themselves (Nisbett, 2003).

The above is too similar in structure to the original. The so-called paraphrasing is mere substituted words.

Appropriate paraphrasing

Even though cultures change over time, ancient systems of thought are deeply rooted. If we look back 2,500 years, we can see that how the Greeks and Chinese viewed the world, their communities and their individual identities sharply contrasted. Even these two cultures' inventions and how they approached problem solving were quite different. (Nisbett, 2003).

The above captures the author's ideas but is paraphrased in the writer's own words within a differently structured paragraph.

Citation and reference styles

There are several citation and reference styles for academic writing, and the one you use depends on the field of study for which you are writing your paper. In the West for example, two major

academic writing styles are APA (which stands for American Psychological Association) most often used in social sciences, and MLA (which stands for the Modern Language Association), most often used in liberal arts and humanities. Although there are some slight differences in how in-text citations and references are formatted from one style to another, the one constant is using them correctly to give credit to your sources. Consult your professor for the academic style he or she prefers.

A helpful resource

One of the best resources for writers in English is the Purdue University Online Writing Lab, known as the Purdue OWL. Not only does this site provide general guidance on the conventions of writing in American English, but it also provides complete guides for APA and MLA styles. Here is the URL for the Purdue OWL: <https://owl.english.purdue.edu/owl/>
Use it wisely and use it often!

A final note

When in doubt about any aspect of your writing, consult your professor.

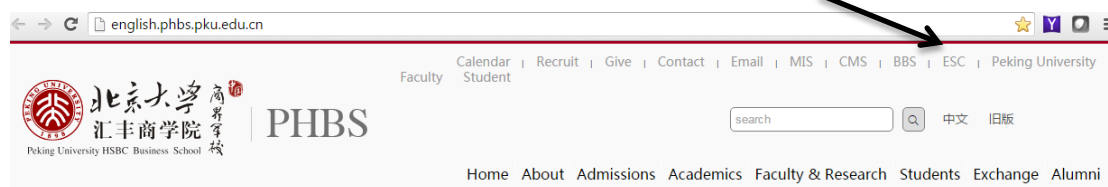
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Appendix V PHBS English Skills Center

Get help with writing, presentation skills and reading at the English Skills Center. One-on-one tutoring is available by appointment. Here is how to make an appointment:

In the top right-hand corner of the PHBS webpage, click the link titled “ESC.”



This will take you to the English Skills Center homepage. Then, simply click the “Make an Appointment” box and follow the instructions. A tutor will get back to you to arrange your help session.

A screenshot of the English Skills Center homepage. The header features the Peking University HSBC Business School logo and navigation links: 'Home | Policies | Prepare for Your Appointment | Information for Faculty | Resou...'. Below the header is a large image of a building with a 'Make an Appointment' button overlaid. A black arrow points from the text above to this button. To the right of the image is a text area with information about the center's mission, services, and contact details.

Home | Policies | Prepare for Your Appointment | Information for Faculty | Resou...

English Skills Center

The English Skills Center’s mission is to help PHBS students learn so that they will complete successful academic assignments – the capstone being the master’s thesis – and be prepared for successful professional work upon graduation.

Even if you do not expect to work in a setting where English is the working language, we advise you to master English to the best of your ability for the ever-expanding global marketplace. If you are lucky, you will have a long life, and you do not know where circumstances and opportunities will lead you in the future.

The point is that good writing, good presentations, and good understanding are based in good thinking-indispensable in any culture-and good communication skills.

Our services are free! Appointments are for 45 minutes.

Our tutors are PHBS students who excel in writing and public speaking/presentation skills.

Hours
Click the “Make an Appointment” link to view available hours for the current module.

English Skills Center Director, Priscilla L. Young, senior lecturer, PHBS. Contact: pyoung@phbs.pku.edu.cn

Located in PHBS 718, the English Skills Center helps students with

- Writing
- Presentation skills
- Reading comprehension
- Avoiding plagiarism