

# CHINA'S B-SCHOOLS

## MBA Programs

NAME	LOCATION	DEGREE-GRANTING UNIVERSITY	PROGRAM LENGTH	LANGUAGE OF INSTRUCTION	TOTAL TUITION	MEAN GMAT	APPLICANTS ACCEPTED	POST-GRAD PAY HIKE (1)	GRADS WITH JOB OFFERS	FACULTY WITH WESTERN PHDS	STUDENT COMMENTS
Beijing International MBA at Beijing University	Beijing	Fordham University	18 months	English	\$13,372	664	35%	112%	98%	96%	3 OUT OF 4 STUDENTS SAID PROGRAM surpassed or vastly exceeded expectations. Program won high marks on leadership and teamwork, with 75% saying those efforts were outstanding or superior, and 83% saying classmates greatly enhanced their learning experience. Entrepreneurs felt left out: Only 42% said they learned what they needed to start a business. More than half cited an over-reliance on practicing professionals.
Cheung Kong Graduate School of Business MBA	Shanghai	Cheung Kong Graduate School of Business	17 months <sup>(2)</sup>	English	27,239	695	15	135	100	100	WHILE TEACHING WAS PRAISED—95% of students said it was excellent or outstanding—this program fared poorly elsewhere. Only about a third said it did a superior or outstanding job teaching international business, leadership, and entrepreneurship. About 1 out of 6 said network and recruiting efforts were poor or average. And 19% said the program barely met or failed to meet expectations of what a good program should be.
China Europe International Business School (CEIBS) MBA	Shanghai	CEIBS	18 months	English	18,300 <sup>(3)</sup>	688 <sup>(4)</sup>	34	181	96	94	OVERALL, NEARLY THREE-FOURTHS of students said the program surpassed or vastly exceeded expectations. But only a third rated teaching in core courses excellent or outstanding, more than half said they received information needed to start a business never or sometimes, and only 38% said the caliber of their classmates greatly enhanced the program. CEIBS was rated high in teamwork, but very low in entrepreneurship.
Fudan University International	Shanghai	Fudan University with Massachusetts Institute of Technology (MIT) course certificate	2 years	English	17,332	Required only of int'l. applicants	NA	Estimated 100-200	100	10 <sup>(5)</sup>	FEW STUDENTS RESPONDED TO SURVEY, but those who did criticized the unavailable faculty, less-than-spectacular classmates, and poor-quality instruction in international business, ethics, leadership, teamwork, and entrepreneurship. But in interviews, students praised the diverse student body and efforts by faculty to apply teaching and research methods from MIT to the China market.
Guanghua School of Management International MBA at Beijing University	Beijing, Singapore	Beijing University and the National University of Singapore	2 years	English/Chinese	16,863	664	28	150	100	96	STUDENT EVALUATIONS OF TEACHING WERE off the charts—94% said teaching in elective courses was excellent or outstanding, and 3 out of 4 said faculty were often or always available. Students were likewise impressed by high-caliber classmates and Guanghua's recruiting efforts. But only about half scored Guanghua's efforts in leadership and entrepreneurship as superior or outstanding.
Tsinghua University, School of Economics & Management, International MBA	Beijing	Tsinghua University with MIT course certificate	2 years	English	14,848	624	16	88	98	36	WITH A LOW RESPONSE RATE, no clear picture emerged, but students who answered the survey gave Tsinghua high marks for international business, ethics, leadership, and teamwork. Students applauded the school's huge and influential alumni network, demanding curriculum, and MIT-trained faculty. But they criticized the lack of Chinese case studies. Says 2005 graduate Zhou Shifeng, "We need to know more about how the best Chinese businessmen run companies."
Webster China MBA, with Shanghai University of Finance and Economics (SUFE)	Shanghai, Chengdu, Shenzhen	Shanghai & Shenzhen: Webster and SUFE; Chengdu: Webster and University of Electronic Science & Technology	2 years	English	Shanghai & Shenzhen: 12,495, Chengdu: 8,500	Not required	96	NA	NA	20	THE SIX STUDENTS WHO answered our survey said faculty were usually or sometimes available after class. They didn't think too highly of each other, either—none said their classmates greatly enhanced the learning process. About two-thirds deemed the alumni network and recruiting efforts average. Students criticized the faculty, who are not required to have PhDs. "Some teachers have a good business background, but they are not good at teaching," says student Bruce Tao.

## Executive MBA Programs

NAME	LOCATION	DEGREE-GRANTING UNIVERSITY	PROGRAM LENGTH	LANGUAGE OF INSTRUCTION	TOTAL TUITION	APPLICANTS ACCEPTED	AVERAGE YRS. WORK EXPERIENCE	% OF CLASS TITLE OF PRES., CHM., CEO	TOP INDUSTRY, FUNCTION	FACULTY WITH WESTERN PHDS	STUDENT COMMENTS
CEIBS EMBA	Beijing, Shanghai, Shenzhen	CEIBS	2 years	English/Chinese	\$33,086	42%	14	61	Services, General Mgmt.	90%-95%	CEIBS WON PRAISE FOR ITS FACULTY, with two-thirds of students giving instructors kudos for providing new ways to approach problems. But only 56% said teachers were often or always available between classes, and fewer than 1 out of 3 gave top grades for leadership, teamwork, and entrepreneurship. Only 36% said their classmates greatly enhanced the program, but many were impressed by their high-powered colleagues. "They have a lot of experience," says Tony Tang, a 2006 grad.
University of Iowa EMBA in Food and Agribusiness, with Chinese Academy of Agricultural Sciences	Beijing	University of Iowa, with certificate from Purdue University	18 months	English, with simultaneous translation	25,000	30	20	45	Mfg., General Mgmt.	100	TEACHERS HERE RECEIVED SOME OF the highest praise of any school—88% of students declared teaching in core courses excellent or outstanding, and fully 100% said teachers were tops at giving students new ways to approach problems. But two-thirds of students said the emphasis on analytical skills was excessive. The percentage of students who found the handling of China-specific business issues "outstanding" was the lowest of any program: 13%.
Washington University, Olin School of Business, and Fudan University EMBA	Shanghai	Washington University, Olin School of Business	18 months	English	45,000	26	14	3	Mfg., Mkt. & Sales	95 <sup>(6)</sup>	STUDENTS REPORTED HIGH LEVELS of satisfaction, with faculty especially singled out for praise. More than 85% deemed the teaching top rate, and 90% said the program provides information that's useful on the job, a key measure of quality. But many students believe the emphasis on analytical skills is excessive, and 1 in 5 described the instruction in China-issues as poor or average.
Marshall Global EMBA with Aetna School of Management, Shanghai Jiao Tong University	Shanghai	University of Southern California, Marshall School of Business	21 months	English	46,000	92	13	8	Services, Mktg. & Sales	90	SATISFACTION LEVELS HERE WERE HIGH—93% of students said their expectations were surpassed or vastly exceeded, and 96% said teaching was excellent. This was one of the few programs that did well by entrepreneurs: 3 out of 4 students said they routinely received the information they needed to start their own business. The school's alumni network received high marks, but only half praised classmates.
Rutgers International EMBA	Beijing and Shanghai	Rutgers University	14 months	English	33,000	65	13	4	Mfg., Mktg. & Sales	100	ONE OF THE POOREST SHOWINGS OF ANY SCHOOL. While 3 out of 4 students said faculty members were frequently available between classes, only a third found teaching top-notch. Only 13% said classmates greatly enhanced the learning process. Scores on leadership, entrepreneurship, and China-specific business issues were among the lowest.
Smith EMBA with University of International Business and Economics (UIBE)	Beijing and Shanghai	University of Maryland, Smith School of Business with UIBE course certificate	18 months	English	39,750	79	13	11	Services, General Mgmt.	100	LOW RESPONSE RATE MADE IT impossible to discern quality. But in interviews students applauded the University of Maryland faculty, strengths in finance and accounting, and the "action learning" requirement—a special consulting project done at each student's company. Says Sharon Li, who graduates in January, "You always apply everything you learn here to your daily work."

All information with exception of student comments supplied by the schools. For the student comments, BusinessWeek China surveyed 990 graduates of the 13 programs in the table and received 262 responses, for an overall response rate of 26%. (Response rates for individual programs may differ.)

Data: BusinessWeek China, Susann Rutledge

(1) Pay increase is at graduation except for Cheung Kong and CEIBS, which track increases two and three years after graduation, respectively. (2) One year of course work, plus up to 5 months writing thesis, which can be completed after student resumes employment. (3) Tuition for Chinese students only; Int'l., Taiwan, Hong Kong, and Macau students to pay \$25,000. (4) GMAT is encouraged but not required at CEIBS. (5) 100% of faculty have visited MIT Sloan as a visiting scholar for at least one semester. (6) Does not include Chinese co-teachers from Fudan.



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