

PHBS and CIBL Sign Memorandum of Understanding for a Cooperative Program

Peking University HSBC Business School (PHBS) and Confucius Institute for Business London (CIBL) at London School of Economics and Political Science (LSE) signed a Memorandum of Understanding (MOU) on January 19 to promote cooperation and advancement of international understanding in academic and executive education, marking the launch of a cooperative program “PHBS-CIBL International MBA.”



The signing ceremony at PHBS, Shenzhen (from left to right, Associate Dean Ouyang Liangyi, Founding Dean Hai Wen, Dean Wang Pengfei, and Associate Dean Zhang Fanshan)

As China becomes increasingly appealing to companies trying to expand internationally, there is a growing demand for the mastery of knowledge on China. Thus, the cooperative program is well designed to offer opportunities for corporate executives, government officials, business practitioners, and private entrepreneurs to develop their connectivity in China and leadership capability in business management.

Hai Wen, vice chairman of Peking University Council and founding dean of PHBS, highlighted the significance of this endeavor, “PKU and LSE, in particular, have a long history of cooperation in research and education programs. With the opening of our UK Campus in 2018, and now the signing of this MOU with LSE, this is definitely a clear sign of how we are continuously building bridges of mutual understanding and learning!”

“This partnership is going to strengthen the learning and sharing opportunities so

that we can understand better our languages and culture,” remarked Dilly Fung, pro-director for education of LSE, referring to the school’s global commitment and enormous potential of this new program.



Representatives attend the online ceremony

The MOU was jointly signed by Professor Wang Pengfei, Dean of PHBS and Dr Catherine Xiang, UK Director of CIBL at LSE. According to the MOU, both sides will provide in tandem a two-year part-time postgraduate study program in business management and Chinese culture and language, integrating management and entrepreneurship studies with in-depth knowledge and understanding of Chinese culture and business. Students admitted into the program could not only take PHBS MBA courses, but also develop proficiency in Mandarin Chinese and intercultural communication expertise. The program will run in the evenings and weekends in London, UK.

Upon meeting the graduation requirements of PKU, graduates will be conferred with a PKU degree of Master’s in Business Administration (MBA). After completion of the requirements for CIBL, the Certificate of Chinese Language and Culture for Business (CLCB) will be awarded alongside a Hanyu Shuping Kaoshi (HSK) qualification in accordance with students’ Mandarin level. By the end of their studies, graduates will be equipped with professional management skills and language proficiency to better navigate their careers in ever-changing business settings.

“Our graduates are equipped with a globalized business sense and a Chinese focus. With this new program with LSE, it is my hope that we can continue to develop this dedication, to transform business education, and to empower our graduates from home and from abroad,” said PHBS Dean Wang Pengfei, looking forward to the bright prospect of this partnership.

Paul Kelly, chair of CIBL academic steering committee, added that “the program is

unique in that it combines the study of mandarin language which is increasingly common in UK and global leading universities, with business insights and cultural communication.”

Since HSBC serves as one of the founding corporate sponsors for CIBL as well as a key partner for PHBS, Rebecca Leung, director of Greater China affairs, HSBC, spoke highly of this new partnership, concluding: “This new collaboration between PHBS and LSE marks another important milestone. It opens a new chapter of university-to-university collaboration in the global dimension for benefits of UK-China communities.”

Other attendees included PHBS Associate Dean Young Joon Park, UK Campus Head Guy Liu, Senior Tutor Carryn Yong, and Director of the International Office Mao Na; Director of LSE Language Centre Neil McLean; CIBL Institute Manager Leo Pan; Martina Zuccarella, Executive Education Advisor and Community Manager, CIBL; George Y. Qin, Vice President of External Relations, Group Public Affairs, HSBC.

About PHBS UK campus

With its main campus located in the thriving and entrepreneurial city of Shenzhen, China, PHBS has taken a bold step to open a new campus in Boar’s Hill, England. The UK campus presently offers Master of Finance, Master of Management, and MBA programs, which are designed to focus on professional knowledge of China’s economy, financial market and corporate management.

About CIBL at LSE

The Confucius Institute for Business London (CIBL) is a non-profit educational partnership between LSE and Tsinghua University. It was launched in 2006 with five sponsoring companies: HSBC, BP, Deloitte, Swire and Standard Chartered. Specialising in business communication, CIBL helps London business communities to learn Mandarin and to develop their understanding business cultures in China. Alongside delivering business Chinese classes, CIBL also hosts a number of events offering insights into UK – China commercial relations. Most of these events are open to the general public. The range of courses CIBL provides includes its executive programme Chinese Language and Culture for Business (CLCB), in company Business Chinese classes, HSK preparation and bespoke 1-2-1 teaching and events.

[Pre-register here](#) to be the first to know about our MBA launch in 2023.

