

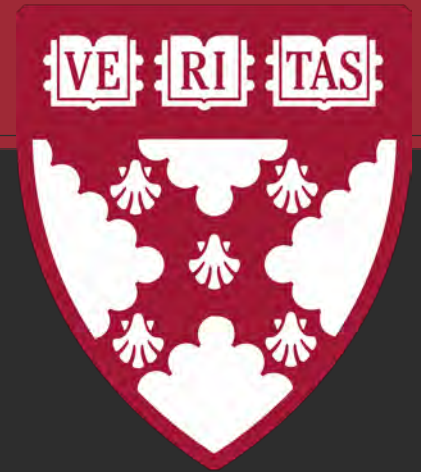
Harvard in Asia Pacific

HAA Asia-Pacific Club, Contacts & SIGs Leaders Meeting

March 19, 2017

Singapore

H A R V A R D | B U S I N E S S | S C H O O L



Topics of Content

- Harvard Center Shanghai Programs and Activities
- HBS Asia-Pacific Research Center Updates



“ONE HARVARD”



HARVARD
BUSINESS
SCHOOL

EXECUTIVE EDUCATION

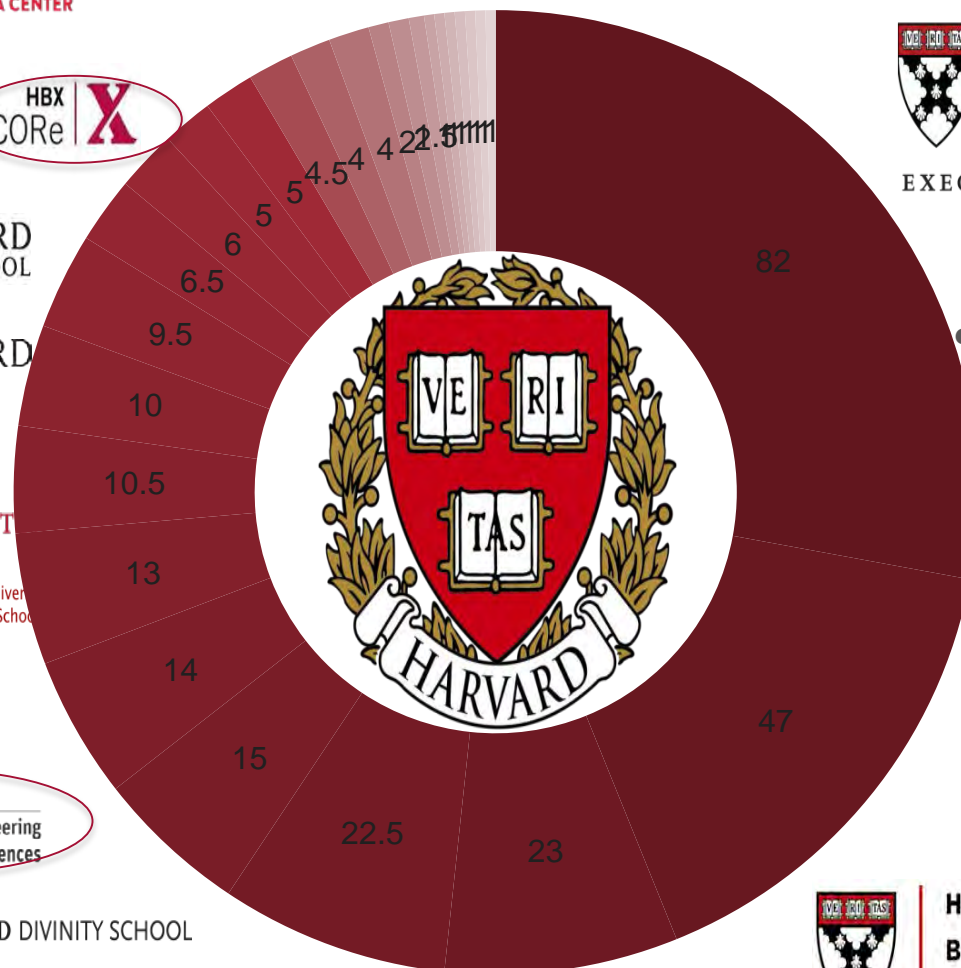


of September 30, 2016

294 Programs

444.5 Days

18,741 Guests

HARVARD
BUSINESS
SCHOOL

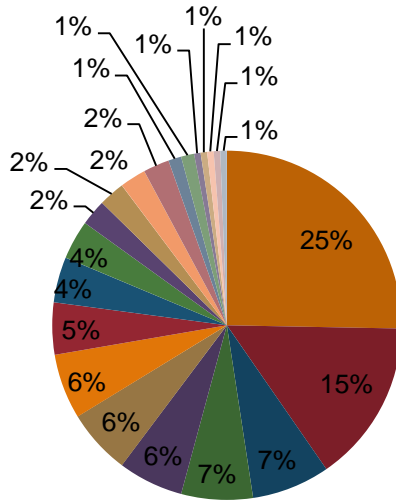
HARVARD DIVINITY SCHOOL



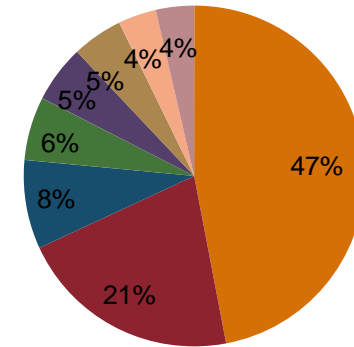
**HARVARD
BUSINESS SCHOOL**
Alumni

Distribution of Program Days (October 2015 – September 2016)

School/Unit Involvements



Category of Programs



■ HBS ExecEd

■ School of Dental Medicine

■ Harvard Business Publishing

■ School of Public Health

■ HBS GEO

■ HCF

■ Harvard University

■ Law School

■ School of Engineering and Applied Sciences

■ School of Government

■ Harvard College

■ Medical School

■ HBSA

■ HBS Others

■ HAUSCR

■ Faculty of Arts and Sciences

■ Graduate School of Education

■ Asia Center

■ Harvard Alumni Association

■ College Fund

■ Harvard Management Company

■ Teaching Program

■ Faculty/Speaker Talk

■ Admissions Event

■ Fundraising Event

■ Symposium/Conference

■ Alumni Event

■ Student Event

■ Board Meeting

Teaching Program (examples)

- January 2016, HBS Global Experience Office

FIELD II (MBA first-year required course) and IFC (MBA second-year elective course)

- May 2016, Harvard School of Dental Medicine

Continuing Education Course on "A Comprehensive Treatment Strategy in Implant Dentistry"

- August 2016, HBS Executive Education

Law Firm Leadership and Management - China

- November 2016, Harvard Medical School Office of Global Education

China Leadership in Medicine Bridge - Clinical Scholars Research Training Program



Reception, MBA FIELD II
61 first-year MBA students with 3 senior executives



Teaching Session, EE LAW Program
34 participants from leading law firms in China



Virtual Session, HMS OGE Workshop
93 doctors from different hospitals

Symposium/Conference (examples)

- May 2016, Harvard School of Public Health
"Building Leadership for Healthy Urban Sustainability"
- September 2016, HBX
Introduce HBX: Innovation of Online Education at HBS
- November 2016, HBS Executive Education
Global Family Business Seminar
- November 2016, Harvard Management Company
Healthcare Innovation and Investment Forum
- April 2017, Harvard Management Company
Fintech Forum



Faculty Talk (examples)

- February 2016, Harvard Center Shanghai

Case Teaching Open Classes - Wanda Group

- June 2016, Harvard Graduate School of Education

"Educational Innovation in the 21st Century" featuring Prof. Fernando Reimers

- August 2016, HBS Executive Education

"Transforming Organizations with Services and Data - China" featuring Prof. Willy Shih

- November 2016, Harvard Kennedy School

"A Perfect Storm - The U.S. Presidential Campaign and What It Means" featuring Prof. Steven Kelman

- March 2017, Harvard Business School

"Can China Lead in the Age of Rising De-globalization" featuring Prof. William C. Kirby



Alumni Event (examples)

November 2016, HBS Alumni Club of Shanghai and Beijing

The 9th HBS Entrepreneurship Forum

Approximately 140 alumni, entrepreneurs and company executives attended



- November 2016, Harvard Alumni Association
HAA Asia-wide Alumni Reception
Harvard Club of Shanghai Annual Meeting
Nearly 120 alumni and friends from different countries and regions



Admissions Event (examples)

- June 2016, Harvard Center Shanghai
Harvard and HBS New Admits Welcome Reception
- August 2016, Harvard Business School
Admissions Information Session
- September 2016, Harvard Graduate School of Education
Virtual Admissions Information Session
- October 2016, Harvard Business School
HBS MBA China Prospective Student Webinar



Student Event

- March 2016, Harvard Kennedy School

Harvard China Trek 2016

- March 2016, Harvard College Association for U.S.-China Relation

China Thinks Big 2016

- June 2016, Harvard China Fund

Harvard China Student Internship Program Orientation



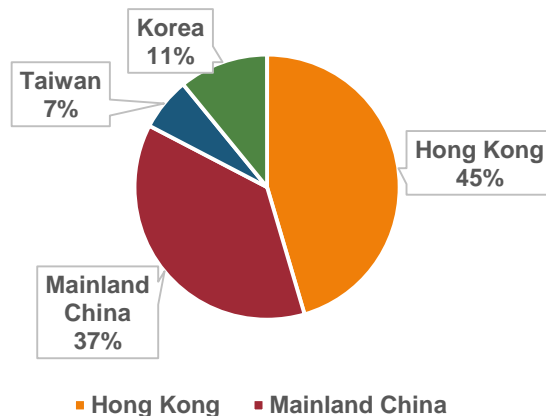
HBS Executive Education Programs in China

- Leading and Transforming Family Businesses-China
(March – July 2017)
- Global CEO Program for China
(April – July 2017)
- Senior Executive Program-China
(August – December 2017)

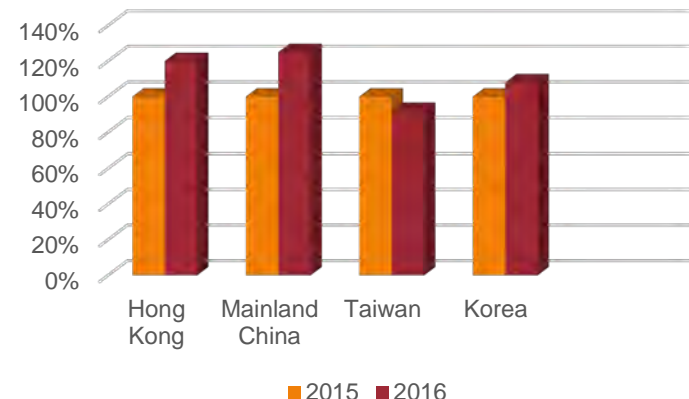
HBP Higher Education in Greater China and Korea

- School accounts: 46
- Campus engagement: delivered 26 presentations, workshops and visits
- Faculty meetings: over 100
- Case Mapping: 28
- Total revenue increase compared to FY15: 20%

FY16 revenue contribution by region



Revenue contribution FY15 vs FY16



MBA Class of 2018

MBA Admissions

TOTAL MBA ENROLLMENT	934
APPLICATIONS	9,759
% ADMITTED -----	11%
YIELD -----	90%

Citizenship

NORTH AMERICA	640	68%
United States	605	65%
ASIA	125	14%
EUROPE	100	11%
CENTRAL/SOUTH AMERICA	44	5%
AFRICA	12	1%
OCEANIA	13	1%

Class Composition

WOMEN	398	43%
US ETHNIC MINORITIES*	238	25%
INTERNATIONAL*	329	35%
AVERAGE AGE	27	
COUNTRIES REPRESENTED	68	
DOMESTIC UNIVERSITIES	141	
INT'L UNIVERSITIES	149	
GMAT – MIDDLE 80%	690-760	
MEDIAN GMAT	730	
AVERAGE GPA**	3.67	

* Includes U.S. permanent residents

** Based on 671 students whose schools used a 4.0 grading scale

MBA Admissions in Greater China

- New leadership: Chad Losee's China trip
- 4 Admissions Information Sessions in August, 2016:
 - Shanghai, Shenzhen, Beijing and Hong Kong
 - More than 400 prospective applicants attended
- China Prospective Student Webinar
- Two Rounds Interviews in Shanghai: Nov & Feb



MBA FIELD II in Asia (ex. India) 2016

- MBA Year 1 RC: Field Immersion Experiences for Leadership Development
- 4/12 Countries, 5/15 Cities in Asia
- **300** MBA First Year students came to Asia-Pacific in January, 2016

China		Philippines		Cambodia	
Shanghai (10)	YH Bravo	Manila (10)	ZALORA	Phnom Penh (10)	YINKOK Food Corp
	Wacai		NutriAsia		vKirirom
	Vanke		Manila Water		SOMA
	Nippon Paint		Greenwich		Platinum Cineplex
	K-Boxing		Globe		Legend Cinema
	Huazhu		FEU		Brown Coffee
	DianRong		FamilyDOC		Brands Management
	Dabuwawa		BPI		Attwood
	CP Lotus		Ayala Land		Aprati
	Cloud 9		Abenson		AMK
		Indonesia			
Chengdu (10)	Yan Ji You	Jakarta (10)	Viva Generik		
	Y.N.G. Media		Simba		
	Sunyuki		Re.juve		
	Sinostage		Pan Brothers		
	Plateno Hotels		Marriott		
	Mercy Corps		Gikoko		
	Marriott		COTTONINK		
	Harley-Davidson		Coffee Toffee		
	GreenEarth		BTPN		
	ADIsports		Blue Bird		



HBX coming to Asia Pacific



Corporate Outreach:
(Tencent, Yili, PingAn, etc.)



Marketing Event:
China Education 30 Forum



Media Interview:
HBX - Innovation of Online
Education at HBS