

# MARKETING STRATEGIES FOR PROFITABLE GROWTH—CHINA



## APPLICATION FOR ADMISSION

• Please answer all questions. This application must be fully completed and signed before review by the Admissions Committee.  
Please type or print legibly.

### GENERAL INFORMATION

NAME: \_\_\_\_\_  
*Last (family) First Middle Initial Prefix (Mr., Ms.) Suffix (Jr., II)*

NICKNAME/FAMILIAR NAME FOR NAME BADGE: \_\_\_\_\_  MALE  FEMALE

NAME IN CHINESE (if applicable): \_\_\_\_\_

COUNTRY OF CITIZENSHIP: \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_  
*Month/Day/Year*

TITLE OR POSITION: \_\_\_\_\_ DIVISION (if applicable): \_\_\_\_\_

COMPANY/ORGANIZATION NAME: \_\_\_\_\_

WHAT IS YOUR COMPANY'S CHINESE NAME, IF APPROPRIATE?: \_\_\_\_\_  
*(Preferably, written in Chinese characters)*

COMPANY/ORGANIZATION ADDRESS: \_\_\_\_\_  
*(P.O. boxes accepted outside U.S.) Street City State/Country Zip Code/Postal Code*

COMPANY/ORGANIZATION TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

COMPANY/ORGANIZATION WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ULTIMATE PARENT COMPANY: \_\_\_\_\_

YOUR HOME ADDRESS: \_\_\_\_\_  
*Street City State/Country Zip Code/Postal Code*

HOME TELEPHONE: \_\_\_\_\_ MOBILE PHONE: \_\_\_\_\_

PREFERRED MAILING ADDRESS:  BUSINESS ADDRESS  HOME ADDRESS

### LANGUAGE PROFICIENCY

The program will be taught in both English and Chinese with translation. Please indicate the preferred language for classroom instruction. In addition, please select the preferred language in which to receive your classroom material.

INSTRUCTIONS:  ENGLISH  CHINESE MATERIALS:  ENGLISH  CHINESE

### PLEASE RETURN THIS APPLICATION:

FOR SCHOOL OF MANAGEMENT, FUDAN UNIVERSITY

Ms. Helen Liu  
School of Management, Fudan University  
Senior Officer of Admissions  
Tel: +86-21-2501-1036/2501-1031  
Fax: +86-21-6511-0862  
Email: IEDP@fudan.edu.cn  
www.fdsfm.fudan.edu.cn/hbs

FOR HARVARD BUSINESS SCHOOL

Ms. Vivian Friedman  
Harvard Center Shanghai  
5/F, Shanghai IFC-HSBC Building,  
8 Century Avenue, Pudong Shanghai 200120, China  
Tel: +86-21-5012-1606  
Fax: +86-21-5012-1598  
Email: harvardchina@hbs.edu

**CONFIDENTIAL:** The information you provide below is for use by the Admissions Committee only.

## ORGANIZATION

	YOUR ULTIMATE PARENT COMPANY	YOUR COMPANY/DIVISION
Products/Services:		
Annual Sales Volume (in RMB):	<input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
Number of Employees:		
How many employees are under your direct supervision?		
How many reporting levels are above you, including the chief executive officer of the parent company?		
What is the title of the person to whom you report?		
Please describe your organizational hierarchy or provide an organizational chart.		

**PLEASE CHECK YOUR CURRENT INDUSTRY** (*check one only*):

### Manufacturing

- Aerospace/Automotive/Transportation Equipment
- Agriculture, Food, and Beverage
- Biotechnology
- Chemicals
- Consumer Products
- Energy/Extractive Minerals
- Heavy Capital Intensive/Raw Materials Suppliers
- High Technology/Electronics
- Highly Diversified Manufacturing and Nonmanufacturing
- Machinery and Equipment Manufacturers
- Medical/Healthcare Devices
- Paper and Forest Products
- Pharmaceuticals
- Software
- Textiles
- Other Manufacturing  
*specify:* \_\_\_\_\_

### Nonmanufacturing

- Accounting
- Advertising
- Advocacy/Legal Services
- Broadcasting
- Commercial Banking
- Computer-Related Services
- Construction
- Consulting
- Education
- Engineering
- Entertainment/Leisure
- Environmental Conservation
- Food Service/Lodging
- Foundation/Grantmaking
- General Government
- Health Services
- Housing and Urban Development
- Insurance and Diversified Financials
- Investment Banking/Brokerage

- Investment Management
- Military
- Printing/Publishing
- Real Estate
- Retailing/Wholesaling
- Social Services
- Telecommunications
- Trading
- Transportation
- Utilities
- Other Communications  
*specify:* \_\_\_\_\_
- Other Nonprofit  
*specify:* \_\_\_\_\_
- Other Services  
*specify:* \_\_\_\_\_

**WHAT FUNCTION BEST DESCRIBES YOUR POSITION?** (*check one only*):

- Accounting/Control
- Engineering
- Finance
- Fundraising
- General Management
- Human Resources
- Information Services
- Law
- Logistics
- Manufacturing/Operations
- Marketing
- Medicine
- Planning
- Product Development
- Project Management
- Public Relations
- Purchasing
- Religion
- Research & Development
- Sales
- Teaching
- Other  
*specify:* \_\_\_\_\_

**ANNUAL COMPENSATION (INCLUDING BONUS) IN RMB** \_\_\_\_\_

## WORK EXPERIENCE

Please list your positions in reverse chronological order, starting with your current one. If all positions are in the same company, please give the major promotional sequence.

NAME OF COMPANY	TITLE OR POSITION	FROM <i>Month/Year</i>	TO <i>Month/Year</i>
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PLEASE ESTIMATE YOUR TOTAL YEARS OF PROFESSIONAL EXPERIENCE: \_\_\_\_\_

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR ORGANIZATION AND/OR BUSINESS UNIT.

PLEASE DESCRIBE YOUR CURRENT RESPONSIBILITIES, INCLUDING YOUR LEVEL IN THE ORGANIZATION.

PLEASE EXPLAIN YOUR OBJECTIVES AND GOALS AS THEY RELATE TO ATTENDING THIS PROGRAM. ALSO DESCRIBE WHAT YOU THINK OTHER PROGRAM PARTICIPANTS MAY LEARN FROM YOU (E.G., PERSPECTIVES, SKILLS, EXPERTISE).

WHAT ARE THE MOST FORMIDABLE CHALLENGES FACING YOUR ORGANIZATION AND/OR BUSINESS UNIT?

## EDUCATION

DEGREE (*check only*  
*highest level attained*):

<input type="checkbox"/> High School	<input type="checkbox"/> Two-Year College	<input type="checkbox"/> BS/BA	<input type="checkbox"/> MS/MA	<input type="checkbox"/> MBA	<input type="checkbox"/> Harvard MBA
<input type="checkbox"/> JD/Law	<input type="checkbox"/> PhD	<input type="checkbox"/> MD	<input type="checkbox"/> Foreign Diploma	<input type="checkbox"/> Fudan University MBA	
<input type="checkbox"/> Other ( <i>specify</i> ): _____					

UNIVERSITY: \_\_\_\_\_ YEAR: \_\_\_\_\_

**HOW DID YOU LEARN ABOUT THIS PROGRAM?**

- Direct mail package                       HBS website                       Print advertisement                       Other (specify): \_\_\_\_\_
- Email notification                       Internet search                       Social media                      \_\_\_\_\_
- Fudan website                       Online advertisement

**IF YOU SAW A PRINT ADVERTISEMENT, PLEASE SPECIFY WHERE:**

- Bloomberg Businessweek                       China Entrepreneur                       Economic Observer                       Other (specify): \_\_\_\_\_
- China Business News                       Eastern Air                       Harvard Business Review                      \_\_\_\_\_

**IF YOU SAW AN ONLINE ADVERTISEMENT, PLEASE SPECIFY WHERE:**

- Bloomberg Businessweek                       The Economist                       Harvard Business Reveiw                       The Wall Street Journal
- Caijing                       Financial Times                       Nikkei Business (CEC Online)                       Other (specify): \_\_\_\_\_

**CANCELLATION POLICY**

Payment is due within 30 days of the invoice date. Cancellations or deferrals must be submitted in writing more than 30 days before the program start date to receive a full refund. Due to program demand and the volume of preprogram preparation, cancellations or deferrals received 14 to 30 days before the program start date are subject to a fee of one-half of the program fee. Requests received within 14 days of the program start date are subject to full payment of the program fee.

*Upon acceptance, payment is required prior to the program start date.*

SIGNATURE OF APPLICANT: \_\_\_\_\_ DATE: \_\_\_\_\_

I certify that all the information and accompanying material provided in connection with this application are authentic and accurate.

**SPONSORING INFORMATION**

Harvard Business School Executive Education and School of Management, Fudan University require that a senior executive within the organization sponsor the applicant. (Please note that the sponsor must be someone other than the applicant.)

NAME OF ORGANIZATION: \_\_\_\_\_

nominates this leader for the *Marketing Strategies for Profitable Growth—China* program. It is understood that this executive, if admitted, will be completely free of official duties while participating in the program.

SIGNATURE OF SPONSORING EXECUTIVE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_  
*Last (family)                      First                      Middle Initial                      Prefix (Mr., Ms.)                      Suffix (Jr., II)*

TITLE OR POSITION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
*(P.O. boxes accepted outside U.S.)                      Street                      City                      State/Country                      Zip Code/Postal Code*

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**BILLING INFORMATION**

An invoice will be emailed to the individual indicated below.

NAME: \_\_\_\_\_  
*Last (family)                      First                      Middle Initial                      Prefix (Mr., Ms.)                      Suffix (Jr., II)*

TITLE OR POSITION: \_\_\_\_\_

COMPANY/ORGANIZATION NAME: \_\_\_\_\_

COMPANY/ORGANIZATION ADDRESS: \_\_\_\_\_  
*(P.O. boxes accepted outside U.S.)                      Street                      City                      State/Country                      Zip Code/Postal Code*

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

*In accordance with Harvard University policy, Harvard Business School does not discriminate against any person on the basis of race, color, sex or sexual orientation, gender identity, religion, age, national or ethnic origin, political beliefs, veteran status, or disability in admission to, access to, treatment in, or employment in its programs and activities.*