

China Studies At Huawei: Technology & Future Perspectives



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About the Founder

As one of the first Chinese companies to emerge as a global powerhouse, Huawei has surprisingly humble beginnings. It was founded in 1987 by Ren Zhengfei, a low-ranking army official equipped with an engineering degree and 20,000 RMB, had a dream to be considered relevant and productive in the highly competitive telecommunications industry. Fast forward 25 years and Huawei is present in over 170 countries, employs over 150 000 employees and is expecting to report \$5.53 billion profit in 2014.

Background of Huawei

Huawei Technologies Co. Ltd. is a Chinese multinational serving networking and telecommunications equipment headquartered in Shenzhen, China. It is one

of the world's most innovative companies, the largest telecommunications equipment provider and ranks third globally as a smartphone manufacturer. The company's strength lies in delivering fixed-line, wireless and IP technologies.

Tour of Huawei HQ

On March 5, 2015, Professor Haifeng Huang arranged for the international students enrolled in his "China Studies" course to visit Huawei's headquarters in Shenzhen. The trip provided students with a treasured opportunity to open their eyes to the remarkable world of telecommunications equipment. The majority of students were overwhelmed and unanimously agreed that Huawei is the most professional and luxurious business offices they had ever been given a chance to visit.

Huawei's vast estate in the Longgang District gives one the feel of entering a small town. In fact, it is so vast that they use shuttle buses to move from one building to the next; everyone was fascinated by the way the company campus was constructed. Upon entering the Administration block, students were awed by the lake and ducks and posed for some pictures. Indeed, students were mesmerized by members of the firm's public relations office and the professionalism and respect they handled our young curious minds with. The culture of the organization reverberates from their day to day conduct.

Exhibition Center

Our next stop was Huawei's exhibition hall, research and design center, where we learned more about the company. The majority of us had thought Huawei was only involved in smartphone manufacturing, but that was not the case. Their products range from cloud computing, public security, transport networking products and so much more. They have a wall with over 100 patents, which goes to signify the strength and innovation of their R&D department.

Q&A Session

While pursuing the tour, students had the chance to participate in a highly informative Q&A session run by the head of the Public Relations department. Numerous students took advantage of the visit and asked astute questions concerning the company's recruitment processes, products, and future aspirations for growth.

Interesting facts

-It is ranked number 285 on the Worldwide Fortune Top 500 and has a university called Huawei University located at their HQ. Here, they train interns about their products and showcase their products to potential buyers.

- The company has 30.000 of its employees that are non-Chinese.

-It is the only IT Company in the top 500 that is privately funded, with 80.000 of the employees as stockholders. This makes Huawei 100% employee owned.

Take Away Impressions from Students

-Evan Goodwin from Canada: "From the Huawei tour we were able to get a more complete idea of all of the technology that Huawei is involved in, and gain a clearer understanding of their strengths as a globally competitive firm. The people were all very kind to us and the trip was very educational."

-Radia Mansouri from Morocco, "The members of the company where so amiable and agreeable, they answered our questions with honesty and rectitude. It was one of the best corporate experiences I have ever had in my life ".

At the end of our tour, we were all given a gift bag containing a book called the "Huawei Story." Upon devouring its contents, I found it offering valuable insight into this global powerhouse and the story of a man who went on to change the world.

This proves to us that all you need is drive, a good business idea, a high dose of self-belief and you can achieve anything you set your sights on. After this excursion there is no doubt that PHBS will have international students seeking employment at Huawei subsequent to their graduation next June. Huge thanks to PHBS and Professor Haifeng Huang for planning and this eye opening trip.

Reported by Fortune Sanyanga and Mahmoud Berrajaa



The International Association



On campus associations are here to foster dialogue and harmony. All members are very active on spreading the word and are fully aware that building a strong community is important for our school in the long run. Everyone also knows that we are here to help and work together for the success of our campus and a better future.

To continue our series on introducing various Student Associations across the campus, we have interviewed the president of the International Association, Adam Hagge. This association has held many events around our school and is famous for speed tutoring, the event that took place the 21th of March 2015.

The International Association was founded in March 2012 by Tiago Loureiro and its primary mission is to provide support to the PKU International Student community with regard to academics, administrative issues, campus life and social issues, and intercultural exchange.

Let us go over some important points with Adam Hagge:

What makes the International Association stand out from the others?

In addition to the standard pressures that can be expected in a rigorous graduate school environment as prominent as Peking University, International Students face many challenges in adjusting to life in China and immersing themselves in the richness of Chinese culture. PKU Shenzhen has a vibrant community of social, athletic, artistic, and professional student clubs that enhance the campus experience. The IA serves to complement these organizations by focussing on the International experience in general, and trying to provide support for interests and issues not addressed by more specifically focussed clubs.

What kind of activities/events do you specialize in? How often are they organized?

The IA greatly enjoys collaborating with the PKU administration and student organizations such as the Student Union and English Association in promoting events that bring together International and Chinese students. Social events in the past have included Speed Tutoring events, international culture fairs, and off-campus outings to explore Shenzhen. The IA also helps organize large holiday events including the annual Thanksgiving Dinner, Christmas movie viewing parties, and Easter Egg Painting. We hold events at least once a module, but try to hold extra events during periods that do not conflict with midterm/finals preparation.

How big is the management team and how is the work organized?

There is a Board of Directors consisting of five members, elections are held annually near the end of Third Module. Other student organizations on campus such as the Student Union and English Association are invited to nominate a member of their leadership to act as honorary IA Board Members and help in the decision-making process.

What made you join IA?

I felt that the support the IA provides was important in enhancing the experience of International Students and that my time could be well-invested working with other student organizations and the administration to build a strong campus community. I am a member of various campus social and artistic associations as well.

Are you satisfied with what IA has accomplished?

As a relatively young International Student Program less than 10 years old, I am absolutely amazed by the progress that PKU Shenzhen has made in building an international community, and am very proud of the part the IA has played in supporting that development. But as with any great venture in life, there is always more work to be done!

What have you gained the most from this experience?

The ability to interface and develop relationships with both Chinese and International students from all around the world. It has been wonderful to experience the exposure to diversity and cultural exchange the PKU Shenzhen student community offers.

What have been the main challenges you have faced?

Time. Organizing events takes a lot of time and coordination between many students, and the academic rigor of PHBS makes this even more challenging. It is much harder to organize events during times when projects, midterms, and finals are due.

What is the future for the association? Where do you see it developing in the next year or two?

As the International Student enrollment numbers continue to increase, it is my hope that the IA will continue to play an active role in welcoming new foreign students to China and encouraging community growth with our Chinese classmates. Having more students from more countries means larger events and more cultural exchange!

We wish Adam and the International Association the best of luck in their future endeavours, and thank them for their generous efforts in organizing events enjoyed by both International and Chinese students in an attempt to bridge and share different cultures on the PKU campus.

Reported by Karlis Lubka



PKU Business Insider

Jan Smejkal is a young entrepreneur who has expanded his business from the Czech Republic to China. Let us see his venture in more detail and look at his future prospects.

Q: Jan, can you tell us about your Business venture?

I started my company with my classmate while studying as an undergraduate at Charles University in Prague. It is a trading company based in the Czech Republic and specializes in import/export, mostly between Europe and China.

With my keen market analysis skills, I deal with diverse products such as electronic parts for mobile phones, mineral water, beer and supplements such as vitamins. Today, my company already has strong networks all over Europe through partnerships. Today, I am looking forward to the next stage, which is to present high-quality products from the EU to China.

Q: What is your main product or business?

The company's main focus today is exporting Xiaomi's mobile phones from China to the Czech Republic. Xiaomi represents high quality for affordable price and this is very attractive for most customers in Europe. Also after a few months in China, I have realized that there is a high demand for imported European goods.

Q: What was your motivation to start your business?

Spotting demand from China and Europe was the biggest motivation to start my own business, even though I had good offers from other major companies.

Q: What is your ambition in the Chinese marketplace?

At the moment, I am focusing on expanding my operations in China. I will be working on importing European goods to China and will continue to build strong relationships between suppliers and customers in both markets.

Q: What does PHBS mean to you and your company?

Classes such as Negotiations (Prof. Christopher Balding), Entrepreneurship (Prof. Kevin Chastagner) and Cross Cultural Management (Prof. Marc Idelson) helped me develop skills needed for doing business in China and here is why:

Negotiation Class - Negotiation skills and interaction with Chinese students in various interesting negotiation simulations.

Entrepreneurship - The opportunity to meet local and successful entrepreneurs, interview them and learn from their experiences.

Cross Cultural Management - understanding Chinese culture, improving intercultural communication skills and teamwork.

Jan is actively participating in on-campus volunteer activities and is member of the business association at PKU. We thank him for sharing his thoughts and we look forward to hearing from him.

Written by Jin Ho Bang & Stella Park





Culmination of Your Education – Master Thesis

My thesis is written in



By the official definition - "A thesis is a document submitted in support of candidature for an academic degree or professional qualification presenting the author's research and findings".

Writing a Master's thesis is not easy to do, if it were so it would not take at least one year to finish. We all have read many official guides and articles on how to write a good thesis, but most of them are standardized rules that do not actually give us the real working process.

Many students who work on their thesis always seek advice and practical tips. Let's see what advice second year students can provide.

For our purposes, we interviewed students from PHBS, who are working on their thesis right now and are near the finish line. Those students are Ms. Kristina Penzaz from Russia, majoring in Quantitative Finance and Mr. Federico Paolucci from Italy, pursuing a Master's degree in Management.

Finding an advisor

Many students say choosing a thesis advisor is the most important decision of their student lives. This choice more or less always effects future career decisions. This is an important commitment, as advisors and students do not start as equals; At first, the relationship is essentially an apprenticeship. But although a student starts as an apprentice, ideally, he/she should end that process as a colleague.

For Kristina, finding an advisor was quite easy, as she is working with Professor Daniel Kim. In class, his professionalism impressed her right away and she realized that he is a brilliant teacher and very popular among students.

But apparently becoming Prof. Kim's advisee is not an easy task. He requires every candidate an interview to find out whether it would be a suitable partnership.

We can see that choosing an advisor is not an easy decision. One advisor can be perfect for a certain student but inefficient for another; suitability is an important factor to consider. Advisors' characteristics should fit with the student's individual needs and desires. In Prof. Kim's case, he met with his students regularly on weekly basis until December, and will start again from April.

For Federico the process of choosing an advisor was a little bit different. During the course of research methodology, one of the homework assignments was to check all the professors at PHBS and choose 5 of them that could be suitable for him. So

he studied their professional and research backgrounds and decided that Terrill Frantz would be his best option--Professor Frantz advising style provided him more freedom and independence.

Research Topic

One of the most common questions first and second year students ask is how to choose a thesis topic. It can be a frustrating issue for finalizing your research ideas. You have to commit to something, but how do you know you are setting out on the right track?

First, students need to understand what area they want to do the research work in, then find a professor from that field and decide on the topic while keeping in mind the advisor's suggestions.

A lot of reading is required. If you sit and wait for one perfect idea to come, you will be waiting for a very long time. The eureka moment is a myth! Instead, there is a process you need to go through, which helps you get on the right track. Rather than looking for one perfect idea, it is better to consider the process of idea generation. Then testing and selection by elimination. After all these steps are taken, you are good to go!

Kristina's topic is "tools for bankruptcy prediction"- "basically I'm comparing statistical models for developed (US) and developing (China) countries, to see whether results of these two statistical models are different"- she says. Choosing a topic "is very hard", deciding what you want to work on for one year and at the same time find the way to contribute knowledge is very important.

To articulate these thoughts, students need to read as many articles as possible, at least 50 published research papers to get the idea of the field and come up with the possible research topic and questions.

Federico said he was interested in supply chain operations logistics as it is a very important topic in management. Until January, he was sure he would write his thesis in this field, but when the time came he could not come up with any viable topic. He then chose Organizational Behavior as a field- "Spreading disorder in Chinese companies", now he is checking workplace lateness; when employees come to work and how they react to certain incentives.

In his case, he has read 180 articles. "You need to do research to prove that they studied the required research work"- he said. He suggests reading at least 50 papers, as knowing the basic theories is important as well as the most recent discoveries.

Dataset

No matter how good or original the idea is, everything students present in their thesis relies upon good data. No amount of writing, analysis or creativity can correct for the poor quality data, so making this the "ultimate criterion" when choosing the topic might be the best way to deal with future problems.

Our school has subscriptions for very big databases- WARTEN and SISMAR for example. For both of them, you need to register first. In WARTEN's case, it only takes about 3 days to get the login and password. For the SISMAR it is even easier. There are other options too, for example, Bloomberg terminal in the financial lab is also good source of data.

Overall, our final recommendation is: "Start Now! Start reading articles as early as you can and learn econometrical programing - SAS or STATA"- suggests Kristina.

"Start as soon as possible. It's actually fun and interesting but requires time."- recommends Federico.

To conclude, a thesis can be a wonderful culmination of your entire university education. In academic papers, an effective thesis should generally answer the "how", "what", and "so what". If you accomplished all of these, then only thing left to say to you is - CONGRATULATIONS!

Reported by Sophiko Tsotskolauri



The 2015 Peking University Games

"Dear all,

Glad to inform you The 2015 Peking University Games are coming on April 24, which will last three days. Proudly, PKU Shenzhen has won the championship three times consecutively, and this year, without excuses or hesitation, we're marching towards this title for the FOURTH time." This was the e-mail every student at PKUSZ Graduate School received.

Everyone knows how competitive students can get when it comes to the competitions. According to one of the organizers, Mr. Shu Wenbo - a 4th year student at School of Urban Planning and Design - more than 30 students gathered at the stadium of PKU Shenzhen on March 13th, the first day of tryouts and even though it should have lasted for only two days, because of students interest and requests, one more day was added (March 19th) and more participants were able to tryout to get in the final team, that will travel to Beijing on April 24th for the championship.

The first day of tryouts was held on March 13th. There were originally two days of tryouts scheduled, but due to the amount of interest and requests, another day was added (March 19). As a result, more participants were able to tryout to get on the final team headed for Beijing on April 24th for the championship.

Participants were required to tryout for at least 2 out of the 12 sporting events offered. These events included running (from 100 meter to 5000 meter), Long Jump, Shot Put, Discus Throw and Javelin for both men and women.

Students were little bit nervous during the competitive tryouts; some of them came to win, others wanted a trip to Beijing, but overall 29 participants made the final team, afour of which are international students.

Persistence and attitude, when coupled with at least some talent, go a long way, so those who made through these tryouts now face one month of regular practices and preparatory work to get ready for 2015 Peking University Games, and it should be said, that it is not going to be easy for them, as the bar is already set quite high - three consecutive wins, so let's wish them good luck!

Reported by Sophiko Tsotskolauri



New Exchange Students, How Are They Doing?

This semester, Peking University Shenzhen welcomed thirty new exchange students hailing from fifteen different countries. At the time of writing, it has already been more than two weeks since their arrival. How is their stay going? Do they love our campus? All these questions are important, and here we take the time to check in with a few of them.

Radia, an international from Morocco, received her bachelor's degree in London and went back to her home country to study international business. In fact, this is her second masters, and she was open to the idea of travelling and doing an exchange program. She has always thought about trying Asia out, as she really loves travelling and experiencing new cultures.

She told us that she loves China, Shenzhen and its people. The first couple of days were hard for her because of her unfamiliarity with the city. What frightened her the most was that the campus and city were somewhat empty because of the Spring Festival. But after that, everything returned to normal and Shekou became her favorite place in Shenzhen. When you go somewhere new, chances are that you will find many shocking things. What she found really surprising was the thought that was all locals could speak and understand basic English words, but that is not always case. Moreover, the fact that local students get their dinner around five was quite different from that of her country.

Being asked about her plan for the next few months, she said she would love to join some student associations in order to learn more about Chinese culture. She also wants to travel and discover other fun places.

Also from Morocco, we have Mahmoud who studies international business. He is really into sports like football, swimming, and rugby. Moreover, he likes helping people, which he considers as social life..

Mahmoud enjoys life here even though Chinese food is not really his type, but he got used to it anyway. He was really surprised by the fact that even old ladies can repair bikes. "You can never see this in Morocco" he said. During the interview, Mahmoud showed a lot of enthusiasm about China, as he is studying Chinese with the help of two Chinese tutors.

Another international is Louis from France. At PHBS, Louis studies finance and the reason that brought him to China was the thought that people in Asia were very kind. In fact, he lived in Taiwan for one year, and as a result he has more knowledge of Mandarin than others.

Louis loves life on campus, even though he thinks it is not truly Chinese life. Meanwhile, he also enjoys the city and his off campus activities.

In regards to his future, he told me that after finishing his exchange here, he will return to Paris and have an internship this summer in a bank. He will finish his degree in December this year, and after that he would like to look for internship in Hong Kong..

Next up is Adrienne Fritchley, an undergraduate exchange student from Australia. In the future, she wants to be an investment banker, which in my opinion is a really tough work. But when you meet Adrienne, you will immediately why she can do it—she has so much energy and determination. She also loves being active and playing basketball. She chose to do her exchange at PHBS because of her interest in Chinese culture.

When we talked about plans, she told me she was going to study. She thought study in China would be hard and strict. She really became a Chinese student. But she also had some travel plan like going to Guangzhou and Sichuan which is a part of Chia study course.

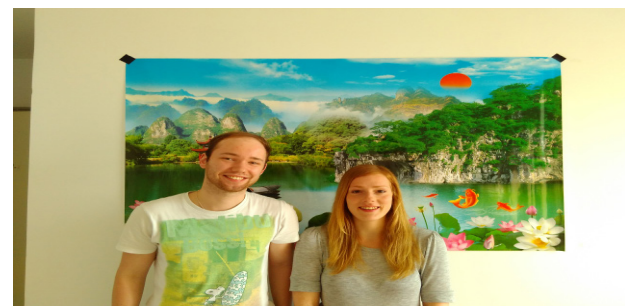
When you meet an exchange student in PKU campus, chances are he or she is German. There are thirty exchange students, eleven of which are from Germany. Friederike and Carsten both attend the same university in Germany. Friederike enjoys cooking, while Carsten loves music and movies. Because German universities do not have a campus environment like PKU, they find it quite good living in a campus and getting close to other students.

There are several things which are different from Germany. First of all, of course is food. There are many more dishes that you can choose in the canteen than in Germany. Another difference is the mindset. Friederike said teachers in PHBS were very strict. And for her, it seemed like that there are just two types of students, really good ones and losers and there was nothing between them.

Friederike said that she would like to join the chess club and more sport activities. And she really wants to visit beach. As for Carsten, he wants to travel all around China.

Seems as though all the exchange students quite enjoy their life here.. How are you enjoying yours?

Reported by He Jian



International Students Travel the World for Winter Break

Where does one start after embarking on a trip of a lifetime? Just seven months ago, I was with my grandmother in the village, not knowing my world was soon going to evolve and I would explore the other side of the hemisphere. The winter break spanned from mid-January until early March. Some students started travelling as soon as the clock struck to mark the end of exams. It was a much needed break given the hard-work and long hours we had put in for our first semester.

Fortune's Solo Trip

To kick-start my trip, I took two weeks of the school break and filled it with complete idleness. I was planning on going to Kuala Lumpur, Melaka and Putrajaya, Malaysia; followed by Manila, El Nido and Puerto Princessa in the Philippines. I left Shenzhen having told myself not to expect anything, just wait for the world to surprise you and I feel nothing could have prepared me for this; it was such a great experience with some drama of course.

In Kuala Lumpur one taxi took off with me after refusing to pay the exorbitant bill he decided to charge me, forgetting I could read the meter too. This was one of the scariest times

of my life. Whereas the perennial haggling with the taxis in Manila became a bore pretty quick, some refused to use the meter at all. Being a solo female African lady traveller proved to be a shock to almost everyone I met and to others they just saw an opportunity to make a quick buck.

Cansin's Travels from East to West

Some students like Cansin Barkay, a first year full time student at PHBS from Turkey, and a group of friends went to Cebu in the Philippines for a week, a day after exams. They went there for scuba diving, snorkelling and underwater life. They swam with sharks and whales. Such a fun experience, right? The trip was not without drama, there were some pick pockets and Cansin had his iPhone stolen and some lost their cameras.

Of course, he did not let this deter his experience, and posted a photo on Facebook captioned, "I will miss you Cebu". His trip did not end there, as he was to carry on travelling to the United States of America where he went to Florida, Fort Lauderdale, Ohio and Cleveland. He came back looking all tanned and refreshed.

Brian's Asia Marathon

My all-time favourite tour was by Brian Yogie, a PHBS international student From Indonesia, who kicked off his holiday with a weekend in Hong Kong, then Japan, Tokyo; then Singapore; then Boracay in the Philippines, and Vietnam....should I go on. The list has several more additions Laos, Cambodia, Thailand, Malaysia and finally a stop home in Indonesia.

I remember chatting with him in November and he had started planning this gigantic mission. Logistically, you do not want to miss connecting flights or mix them up or it will easily turn into a nightmare. He exhausted every search site for accommodation and cheap budget flights, the benefits of being a student are that it teaches you diligence. My favourite statement from him after the trip was, "Now back on budget".

I guess after all the euphoria, we all have to come back to reality. The good thing is you come back with a whole new perspective on life in general. This trip changed my life, my outlook on things and awakened my dormant travelling bug. I pen off with a quote from Miriam Beard, "Travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living."



Reported by Fortune Sanyanga