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No. 4 Top Non-US Business Schools  
- *Forbes* (2009)  
No. 1 in Asia for Six Years (2004-2009)  
- *Financial Times*





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認真  
創新  
追求卓越

Conscientiousness  
Innovation  
and Excellence

No. 1 in Asia for Six Years (2004-2009)  
No. 22 Global MBA Ranking - *Financial Times* (2010)  
No. 4 Top Non-US Business Schools - *Forbes* (2009)  
No. 1 Most Valuable Business Schools in China - *Forbes China* (2005-2010)





# The CEIBS Difference

— Message from the MBA Directors

## Welcome to China Europe International Business School!

China's rapidly changing economy favours managers who are decisive in the face of uncertainty yet flexible and open-minded in implementing decisions; who are deeply knowledgeable of business fundamentals yet mindful of local business customs and sensitivities; who are aware of international best practices yet innovative in crafting their own solutions to business problems.

CEIBS is uniquely positioned to cultivate these essential business skills and insights in our MBA graduates. We do this by bringing together faculty, students and alumni with professional experience in dozens of countries and industries. As the longest running MBA programme in China, CEIBS has built a network that extends deeply and broadly across Chinese and international business circles. The strength and diversity of the CEIBS community is our key advantage.

When members of the CEIBS community come together to discuss business and to solve problems, there is sure to be debate. CEIBS' interactive teaching methods, consulting projects, club activities and international exchange programme ensure that opportunities for debate and discussion continue throughout the MBA programme. Working through their differences in culture, background and knowledge every day for 18 months, CEIBS students eventually develop sensitivities, skills and competencies that cannot be attained elsewhere. This is what recruiters from world-class companies have come to know as "the CEIBS difference".

The CEIBS MBA is a highly intensive, value-added process for people who are driven by the desire to make a difference, in China and abroad. Within the CEIBS environment, you can fully explore and develop your potential. A CEIBS MBA Degree offers an investment with the best return in yourself and your future career. Our beautiful campus, close-knit community, and world class facilities create a learning environment unparalleled in China. We invite you to explore for yourself by reading this brochure, visiting our website and visiting our campus. We look forward to meeting you at CEIBS.

**Prof. Lydia J. Price**

Associate Dean, CEIBS  
Academic Director  
MBA Programme

**Ms. Yvonne Li**

Operations Director  
MBA Programme



## Milestones in the Sino-EU Partnership

China Europe International Business School (CEIBS) is a non-profit joint venture established in Shanghai in 1994 under an agreement between the Chinese government and the European Commission. Its predecessor, the China-EC Management Institute (CEMI), was launched in Beijing in 1984. Currently, CEIBS operates a main campus in Shanghai, and, as of April 2010, a second campus in Beijing. The school also has a representative office and teaching facilities in Shenzhen.

- ▶ CEIBS is the first business school in mainland China to offer a full-time MBA, an Executive MBA and a wide array of Executive Development Programmes.
- ▶ CEIBS received international accreditation from the European Quality Improvement System (EQUIS) in 2004 and from US-based Association to Advance Collegiate Schools of Business (AACSB) in 2008.
- ▶ CEIBS is the only Asia-based business school that has achieved top-tier global rankings for its MBA, EMBA and Executive Development Programmes.

" CEIBS is one of the world's leading business schools. It is unique in its focus on China. No other business school can match CEIBS' excellence in this most relevant market."



**Prof. Rolf D. Cremer**  
Dean and Vice President, CEIBS



## What Makes Us Unique

The CEIBS MBA programme is designed to prepare talented young people with career aspirations, managerial potential, and international orientation for a career as a global business leader. CEIBS assures success for our students through these core assets:

- ▶ China-specific cases, discussions and projects differentiate CEIBS graduates and provide close access to the China business world.
- ▶ Well-integrated curriculum that balances theory and practice, hard skills and soft skills, as well as global perspective and local understandings. Strong emphasis on cross-cultural integration.
- ▶ Experienced faculty from more than a dozen countries, each with a solid reputation in China-focused business management expertise.
- ▶ International exchange partnerships with over 40 leading business schools, most of which are among the top 100 Global MBA Rankings by the *Financial Times*.
- ▶ Elite student body from nearly 30 countries and territories, with work experiences spanning a spectrum of industries.
- ▶ Engaging and challenging activities beyond the classroom including student-run conferences and forums, clubs, functions and parties, as well as international business school competitions and simulations.
- ▶ The most extensive network of MBA and EMBA alumni in the Chinese mainland, with nearly 10,000 graduates and 1,000 added annually, located around the world.
- ▶ Professional career development services and access to world-class corporate recruiters.

## CEIBS Mission

To support China's economic development and to further China's integration into the world economy by preparing highly competent, internationally-oriented business leaders capable of working within the Chinese economic environment, while adapting to the driving forces of business globalization, international competition, and international cooperation.





Professor Velamuri, S. Ramakrishna

# Who We Are

What sets CEIBS apart from other business schools is our mix of community members with rich China-related and international business expertise.

## CEIBS Faculty

Experienced faculty from more than a dozen countries, with strong reputation for authoritative business expertise, especially on China.

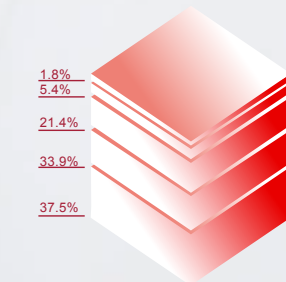
## Where They Received Their Ph. D Degrees

Catholic University of Paris  
 Columbia University  
 Concordia University  
 Cornell University  
 Harvard University  
 IESE Business School  
 Indiana University  
 INSEAD  
 London University  
 Massachusetts Institute of Technology  
 Michigan State University  
 Northwestern University  
 Pennsylvania State University  
 Purdue University  
 Shanghai Jiao Tong University  
 Southern Methodist University  
 Stanford University  
 Technical University of Darmstadt  
 University Montesquieu-Bordeaux IV  
 University of Auckland  
 University of Birmingham  
 University of British Columbia  
 University of California  
 University of Cambridge  
 University of Chicago

University of Florida  
 University of Hong Kong  
 University of Houston  
 University of Illinois, Urbana-Champaign  
 University of Leicester  
 University of Massachusetts  
 University of Michigan  
 University of Minnesota

University of Pennsylvania  
 University of Southern California  
 University of St.Gallen  
 University of Tilburg  
 University of Virginia  
 University of Wollongong  
 Yale University  
 York University

## Where They Come from



▶ North America 37.5%  
 ▶ Greater China 33.9%  
 ▶ Europe 21.4%  
 ▶ Southeast Asia 5.4%  
 ▶ Africa 1.8%

No. 12 worldwide in terms of the international diversity of faculty  
 - *Financial Times, 2010*





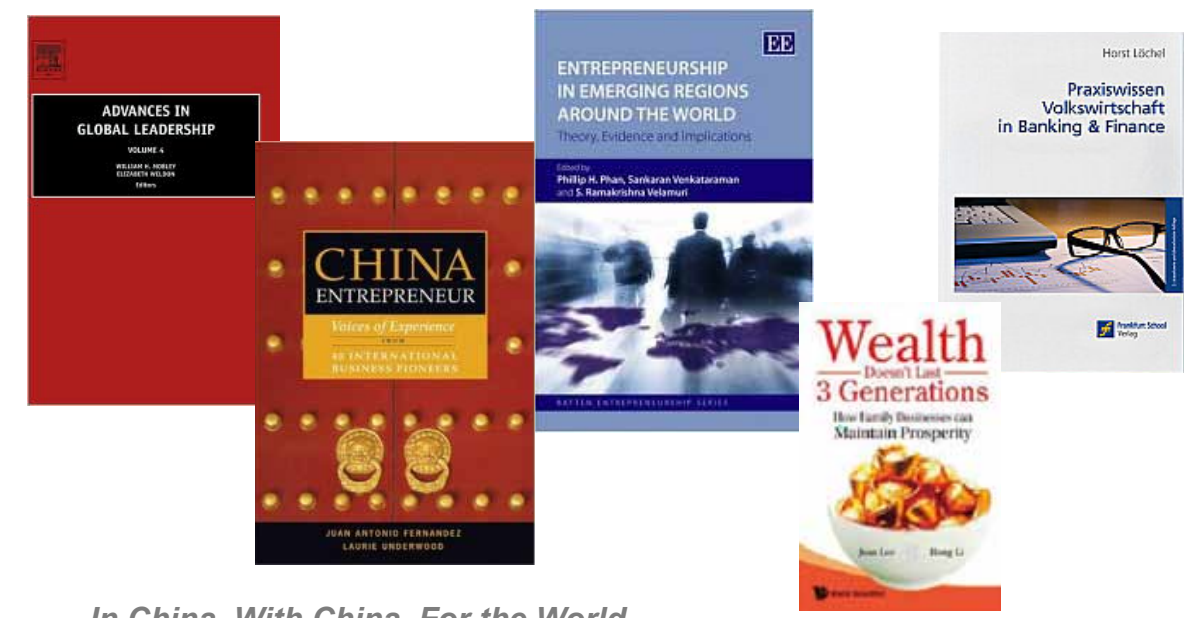
Professor Wu, Jinglian

## Faculty Research is Supported in Part by 16 Research Institutions:

- ▶ CEIBS Case Development Centre
- ▶ CEIBS Centre for Health Care Policy and Management
- ▶ CEIBS Lujiazui International Finance Research Centre
- ▶ CEIBS-Zhangjiang Centre for Innovative Entrepreneurship
- ▶ CEIBS-Zhejiang University Centre for International Entrepreneurship
- ▶ Centre for Emerging Market Strategy
- ▶ Centre for Global Management
- ▶ Centre for Global Operations Management and Value Chain Integration
- ▶ Centre of Chinese Private Enterprises
- ▶ Centre of Marketing & Innovation
- ▶ Centre of Organization and People Excellence
- ▶ China Centre for Financial Research
- ▶ China Service Outsourcing Centre
- ▶ Leadership Behavioural Laboratory
- ▶ The Euro-China Centre for Leadership and Responsibility
- ▶ The German Centre of Banking and Finance at CEIBS

## Recent Books Published by CEIBS Faculty

- *Advances in Global Leadership*
- *Business-to-Business Marketing*
- *China Entrepreneur: Voices of Experience from 40 International Business Leaders*
- *China's Third Revolution*
- *Entrepreneurship in Emerging Regions around the World: Theory, Evidence and Implications*
- *Gains and Pains: Globalization of Chinese Firms*
- *International Joint Ventures in China: The Development of Human Resource Management Practice*
- *International Trade and Investment*
- *Letters to a Young Entrepreneur*
- *Marketing Revealed*
- *Sustainability in Finance and Insurance: Mainstreaming the Responsibility Principle*
- *Toward the Global Common Good: A Macro Paradigm Shift*
- *Wealth Doesn't Last 3 Generations: How Family Businesses Can Maintain Prosperity*
- *Winning by Talent: How to Upgrade Talent Management in Chinese Firms*



*In China, With China, For the World*

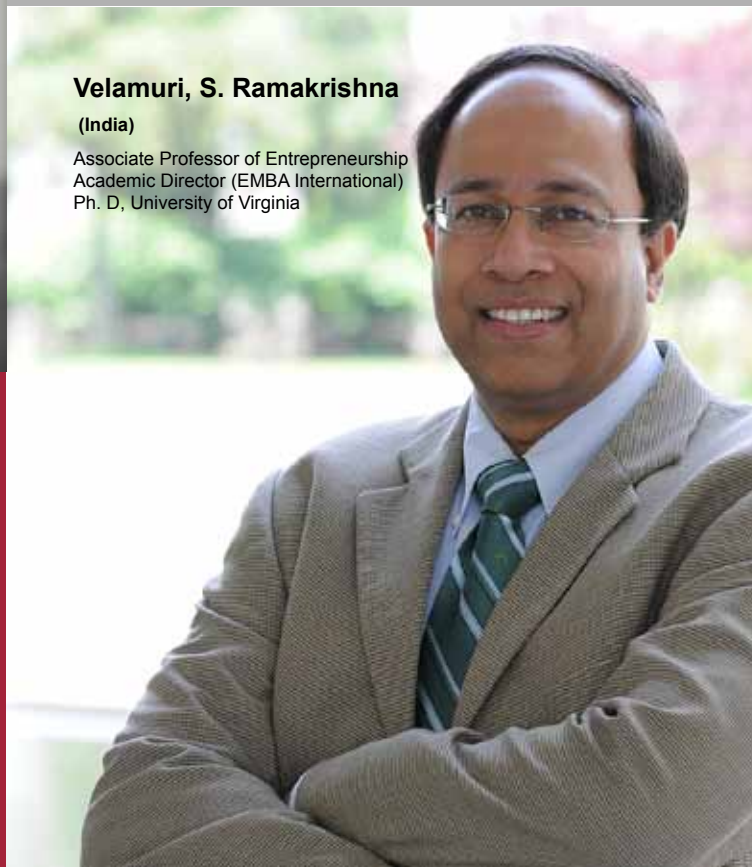


# Meet the CEIBS Faculty



**Zhu, Tian (PRC)**  
Professor of Economics  
Ph. D., Northwestern University

" There is wide recognition today that leaders of all organizations – start-ups, medium sized companies, large corporations, family businesses, non-profit organizations, public sector institutions and governmental institutions – must possess an entrepreneurial mindset. An entrepreneurial mindset is focused on opportunity and is vital to generating sustainable long term growth. In recognition of this reality, CEIBS has made Entrepreneurial Management a core course in the MBA curriculum. In addition, we have a number of other courses such as Starting New Ventures, Innovation and Entrepreneurship, Entrepreneurial Finance that provide a solid foundation for our graduates to be successful in their careers."



**Velamuri, S. Ramakrishna (India)**  
Associate Professor of Entrepreneurship  
Academic Director (EMBA International)  
Ph. D., University of Virginia

" At CEIBS, students acquire more than knowledge; they acquire the ability to competently and critically apply their learned knowledge and skills to contemporary business. This is achieved through the School's commitment to participant-centered learning and teaching. The classes at CEIBS are invariably interactive and case-based and they demand both the professors and the students to do their utmost in preparation."



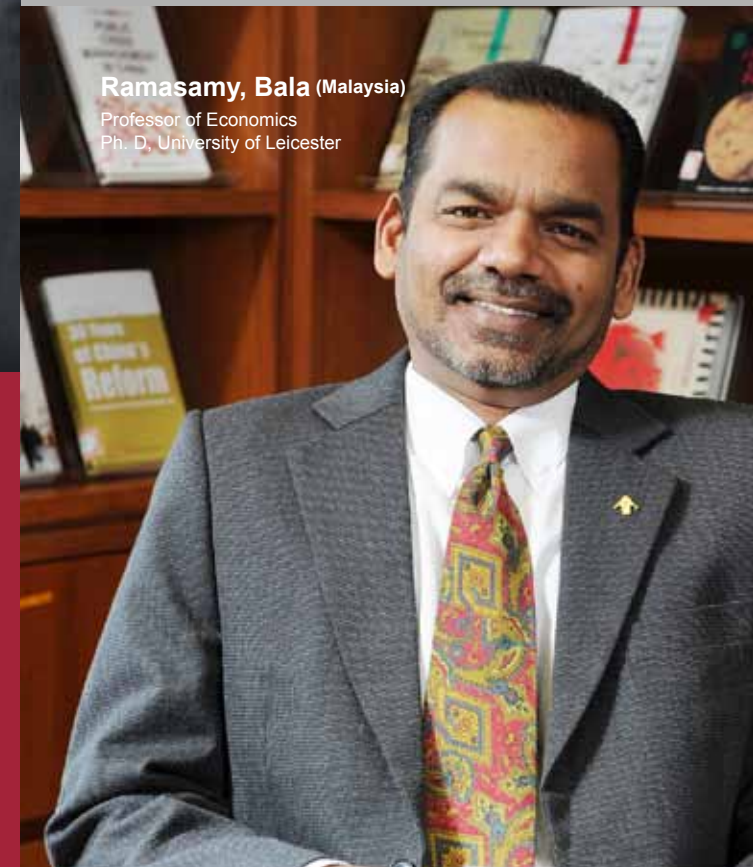
**Per, Jenster (Denmark)**  
Professor of Management  
Visiting Professor, CEIBS  
Ph. D., University of Pittsburgh

" The Integrated Strategy Projects supervised by senior faculty members and a group of Executive Mentors from large multinational firms and consultants. It is a major milestone for the CEIBS MBAs, as they apply all the functional concepts and tools to a real strategic issue faced by the senior management in one of the CEIBS sponsor companies. "



**Ramasamy, Bala (Malaysia)**  
Professor of Economics  
Ph. D., University of Leicester

" Since 2008 , the world has been going through a crisis ... again. It is now more obvious than ever that the world – and especially China with its many challenges needs responsible leaders. At CEIBS, we have taken the lead in ensuring that our graduates understand that profit, important as it maybe, is not the only objective of a company. Apart from the shareholder, other stakeholders are equally important. The company has a responsibility to its employees, its customers, to nature and to the community at large. At CEIBS, we strive to ensure that our students are exposed to the various demands made by the set of stakeholders. After all, the success of a business and the betterment of society are inseparable. "





# Meet the CEIBS Faculty



**Yu, Fang (PRC)**  
Assistant Professor of Finance  
Ph. D, University of Chicago

" Being the financial center of China, Shanghai hosts a large number of financial institutions presenting a wealth of opportunities for those who seek a career in finance. But it is also a highly competitive market, demanding a solid understanding of international practices as well as strong local knowledge and competency. A degree from CEIBS will open many doors for you but your personal initiative and effort is what will really secure your dream position. "

" There is growing recognition that emotions influence all aspects of organizational life. Effective leaders must be able to manage emotions in themselves and in others in order to reach organizational and personal goals. CEIBS offers an innovative course in Emotionally Intelligent Leadership, where students learn how to put scientific research on emotional intelligence into practice. The CEIBS classroom offers a highly interactive platform where students from dramatically different backgrounds share experiences and work together to hone their China-focused, global leadership skills."

**Doucet, Lorna (Canada)**  
Associate Professor of Management  
Ph. D, Wharton School, University of Pennsylvania



**Atuahene-Gima, Kwaku (Ghana)**  
Professor of Marketing and Innovation Management  
Director of Centre of Marketing & Innovation, CEIBS  
Ph. D, University of Wollongong

**Burgers, Willem P. (The Netherlands)**  
Professor of Marketing and Strategy  
Bayer Chair in Strategy and Marketing  
Ph. D, Michigan State University

**Callarman, Thomas E. (USA)**  
Professor of Operations Management  
Ph. D, Purdue University

**Chang, Chun (USA)**  
Professor of Finance  
Associate Dean  
ABN AMRO Chair Professor in Risk Management  
Member of the Academic Council  
Director of China Centre for Financial Research  
Ph. D, Northwestern University

**Chen, Jieping (PRC)**  
Professor of Accounting  
Associate Dean  
Director of EMBA Programme  
Ph. D, University of Houston

**Chen, Junsong (PRC)**  
Lecturer in Marketing  
Ph. D, University of Birmingham

**Chen, Shaohui (Sophie) (PRC)**  
Lecturer in Management  
Ph. D, University of Auckland

**Chen, Shimin (USA)**  
Professor of Accounting  
Ph. D, University of Georgia

**Chiang, Jeongwen (USA)**  
Professor of Marketing  
Department Chair (Marketing)  
Ph. D, University of Minnesota

**Cremer, Rolf D. (Germany)**  
Professor of Economics  
Dean and Vice President  
Member of the Academic Council  
Ph. D, Technical University of Darmstadt

**de Bettignies, Henri-Claude (France)**  
Distinguished Professor of Global Responsible Leadership  
ITP, Harvard Business School

**Ding, Yuan (France)**  
Professor of Accounting  
Department Chair (Finance and Accounting)  
Ph. D, University Montesquieu-Bordeaux IV

**Fang, Yue (USA)**  
Professor of Decision Sciences  
Chair and the Robert and Lois Braddock Distinguished Research Scholar in Department of Decision Sciences, Charles H. Lundquist College of Business, University of Oregon  
Ph. D, MIT

**Fernandez, Juan Antonio (Spain)**  
Professor of Management  
Ph. D, IESE

**Fryxell, Gerald E. (USA)**  
Professor of Management  
Ph. D, Indiana University

**Ge, Dingkun (PRC)**  
Assistant Professor of Strategy and Entrepreneurship  
Ph. D, University of Illinois at Urbana-Champaign

**Han, Jian (USA)**  
Associate Professor of Management  
Ph. D, Cornell University

**Huang, Ming (USA)**  
Professor of Finance  
Ph. D, Cornell University  
Ph. D, Stanford University

**Huang, Philip Y. (USA)**  
Professor of Operations Management  
Ph. D, Pennsylvania State University

**Lee, Jean S K (Singapore)**  
Professor of Management  
Department Chair (Management)  
Michelin Chair Professor of Leadership and Human Resources Management  
Director, CEIBS Leadership Behavioral Laboratory  
Ph. D, University of Massachusetts

**Liang, Neng (PRC)**  
Professor of Management  
Associate Dean  
Ph. D, Indiana University

**Nueno, Pedro (Spain)**  
Professor of Entrepreneurship  
President  
DBA, Harvard University

**Parr, William C. (USA)**  
Professor of Decision Sciences  
Ph. D, Southern Methodist University

**Pastor, Alfredo (Spain)**  
Spanish Chair Professor of Economics  
Professor of Economics, IESE  
Banc Sabadell Chair of Economics, IESE  
Ph. D, MIT  
Doctor en Ciencias Economicas, Universidad Autonoma de Barcelona

**Price, Lydia J. (USA)**  
Professor of Marketing  
Associate Dean  
Academic Director of MBA programme  
Ph. D, Columbia University

**Ribera, Jaume (Spain)**  
Professor of Production and Operations Management  
Port of Barcelona Chair Professor in Logistics  
Ph. D, University of Florida  
Doctor, Universitat Politcnica de Catalunya



# Meet the CEIBS Faculty

## Schütte, Hellmut (Germany)

Distinguished Professor of Management  
European Chair for Global Governance  
and Sino-European Business Relations,  
CEIBS  
Ph. D, University of St. Gallen

## Su, Xijia (Canada)

Professor of Accounting  
Ph. D, Concordia University

## Tsai, Terence (USA)

Associate Professor of Management  
Director of CEIBS Case Development  
Centre  
Ph. D, Judge Business School, University  
of Cambridge

## Tse, Kalun (The Netherlands)

Professor of Finance  
Professor of Finance, Nyenrode  
University  
Ph. D, London University

## Waldman, Charles (France)

Professor of Marketing  
DBA, Harvard University

## Wang, Gao (PRC)

Professor of Marketing  
Ph. D, Yale University

## Wang, Jianmao (PRC)

Professor of Economics  
Chairman of the Union  
Ph. D, University of Florida

## Wierdsma, André (The Netherlands)

Professor in Management and  
Organization  
Professor Organizing and Co-Creating;  
Programme Director, Advanced  
Management Programme  
Nyenrode Business University  
Ph. D, University of Tilburg

## Wu, Jinglian (PRC)

Baosteel Chair Professor of Economics  
Senior Research Fellow, Development  
Research Centre of the State Council of  
PRC  
Deputy Director, Advisory Committee for  
State Informatization  
Consultant, International Economic  
Association (IEA)

## Xiao, Zhixing (PRC)

Associate Professor of Management  
Ph. D, INSEAD

## Xin, Katherine R. (USA)

Professor of Management  
Founding Editor-in-Chief, Harvard  
Business Review (China)  
Ph. D, University of California

## Xu, Bin (USA)

Professor of Economics and Finance  
Department Chair (Economics and  
Decision Sciences)  
Ph. D, Columbia University

## Xu, Dean (Canada)

Associate Professor of Management  
Ph. D, Schulich School of Business, York  
University

## Xu, Dingbo (PRC)

Professor of Accounting  
Associate Dean  
Member, Management Committee  
Ph. D, University of Minnesota

## Xu, Xiaonian (PRC)

Professor of Economics and Finance  
Ph. D, University of California

## Yang, Yu (PRC)

Assistant Professor of Management  
Ph. D, University of Southern California

## Yeung, Arthur (USA)

Professor of Management  
Associate Dean  
Philips Chair Professor of Human  
Resource Management  
Director of Centre of Organizational and  
People Excellence  
Academic Advisor to Executive Education  
Programmes  
Ph. D, University of Michigan

## Zhang, Hua (PRC)

Lecturer in Finance and Economics  
Ph. D, University of Hong Kong

## Zhang, Wei (PRC)

Assistant Professor of Management  
Ph. D, Harvard University

## Zhang, Weijiong (PRC)

Professor of Strategy  
Vice President and Co-Dean  
Member of the Academic Council  
Ph. D, University of British Columbia

## Zhang, Yimin (Canada)

Professor of Finance  
Ph. D, University of British Columbia

## Zhao, Xinge (PRC)

Professor of Finance and Accounting  
Ph. D, Northwestern University

## Zhou, Dongsheng (Canada)

Professor of Marketing  
Associate Dean  
Ph. D, University of British Columbia

## Zhu, Xiaoming (PRC)

Professor of Management  
Executive President  
Vice Chairman, the Shanghai Committee  
of the Chinese People's Political  
Consultative Conference  
Honorary Dean of College of Economics  
and Management, Adjunct Professor,  
Ph. D, Advisor, Shanghai Jiao Tong  
University  
Member of the International Academy of  
Management  
Chairman, Shanghai Management  
Science Society  
Ph. D, Shanghai Jiao Tong University

## Zhu, Yu (USA)

Professor of Finance  
Ph. D, University of Pennsylvania



Professor de Bettignies, Henri-Claude



" As External Affairs Director, I coordinate our students' participation in various competitions at other top business schools around the world. These competitions offer us a great opportunity to expand our MBA experience beyond the classroom and work on current and real-life challenges from a wide range of business areas such as consulting, finance, marketing and entrepreneurship. Through these competitions we can both prove and improve our teamwork skills and business knowledge in a competitive environment and expand our MBA network at the same time."



MBA2009  
Jet Fung Yeung (Germany)

Student Ambassador  
Student Committee - External Affairs Director  
Previous Employer: Deloitte Consulting  
Senior Consultant

## Students

Elite student body from nearly 30 countries and territories, with work experiences spanning a spectrum of industries.

### Where They Worked Before MBA Study (MBA 2010 intake)

#### Consulting

Accenture  
BCG  
Deloitte  
Frost & Sullivan  
KPMG  
Lloyd's  
McKinsey & Company  
PwC  
...

Standard Chartered Bank  
UBS  
...

#### Government & Public Services

Consulate General of Portugal in Shanghai  
Investment Promotion Bureau of Dongying Economic Development Zone  
...

#### IT/Telecom

China Mobile Group  
Dell  
Huawei  
IBM  
Microsoft  
Nokia Siemens Networks  
Oracle  
SAP  
Singapore Telecommunications  
SK Telecom  
Yahoo  
...

#### Healthcare/Pharmaceutical/ Biotech

Bayer  
GE Healthcare  
HUIDA Medicine  
...

#### Logistics

China Shipping Container Lines  
DHL  
Lufthansa  
Maersk  
Schenker  
...

#### Consumer Products & Services

LG  
Motorola  
Nestle  
P&G  
Samsung  
...

#### Industrial Products & Services

BMW  
Dow Chemical  
Exxon Mobil  
Fuji Electric  
GE  
Renault  
Schneider Electric  
SIEMENS  
3M  
...

#### Others

Agence France-Presse  
New Oriental Education Group  
Ogilvy Public Relations  
Taiwan Professional Golfer's Association  
...

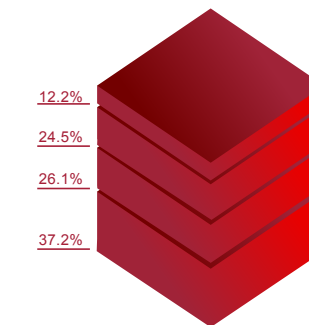
#### Financial Services

AXA  
Bank of America  
Bank of Tokyo-Mitsubishi UFJ  
Citibank  
Credit Suisse  
HSBC  
Jiayin Investment Securities  
Merrill Lynch  
Mizuho Securities  
Morgan Stanley  
Nomura Securities  
Royal Bank of Scotland

## Profile of MBA 2010 Class

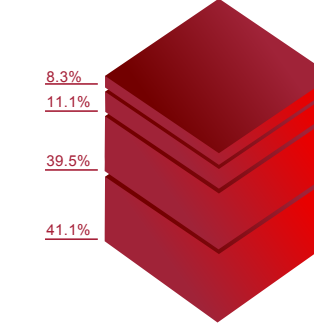
Total enrollment	180	Average age	29	Average GMAT	691
Female	37%	Average work experience	54	Mid 80% GMAT Range	640-740
International students	36%	Dual BA degree or above	31%	GMAT >=700	51%

### Work Experience



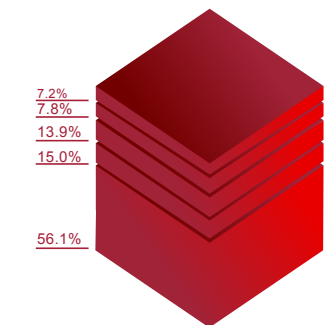
4-5 years	37.2%
6-7 years	26.1%
<=3 years	24.5%
>=8 years	12.2%

### Academic Background



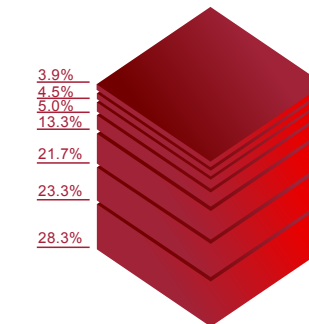
Science & Engineering	41.1%
Business & Management	39.5%
Language & Arts	11.1%
Others	8.3%

### Region



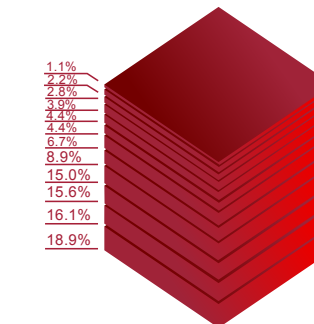
Mainland China	56.1%
Europe	15.0%
Asia Pacific	13.9%
HK&TW	7.8%
America	7.2%

### Position Level



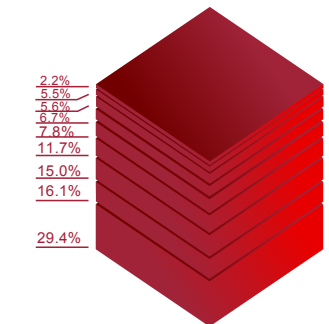
Senior Professional	28.3%
Middle Management	23.3%
Junior Management	21.7%
Junior Professional	13.3%
Senior Management	5.0%
Top Management	4.5%
Others	3.9%

### Industry



Financial Services	18.9%
Consulting Services	16.1%
Industrial/Consumer Products & Services	15.6%
IT/Telecom	15.0%
Others	8.9%
Wholesale/Retail/Trade	6.7%
Nonprofit org. & gov.	4.4%
Healthcare/Pharmaceutical/biotech	4.4%
Media/Entertainment	3.9%
Logistics	2.8%
Energy & Utilities	2.2%
Real Estate	1.1%

### Function



M&S/BD/Strategic Planning	29.4%
Finance & Accounting	16.1%
Consulting	15.0%
Project Management	11.7%
SCM & Operations Mgmt	7.8%
General Management	6.7%
R&D/Engineering	5.6%
Others	5.5%
Human Resource	2.2%





## Meet Our Students

" One thing that is common across all students at CEIBS is their interest in China. One way we learn about the amazing things that are happening in business here are the in-class discussions on different cases about China-based companies, both local and multinational. These are an effective way to understand what different companies have done to capitalize on the opportunities presented by the Chinese market and what skills people need to lead in those situations. "

MBA 2009

### **Shantanu Bawari (India)**

President, Student Committee, MBA 2009  
Previous Employer: UBS  
Senior Analyst, Learning & Development

" CEIBS is a good place for me to verify and refine the career plan I had before starting my MBA. The people who offer the most valuable advice are actually those I bump into everyday – classmates, who do the cases or go parties with me, and professors, who teach us how to analyze problems."

MBA 2009

### **Chen Yong (PRC)**

President, Student Ambassador  
Previous Employer: GCW Consulting  
Consultant

" Shanghai is a place that is always moving, always building, and always growing. It's like one of those long-exposure camera shots, and everything is blurry because this city never stops. There's always something to do or see in Shanghai - you have to try hard to be bored in this city."

MBA2009

### **Toby Overmaat (The Netherlands)**

President of CEIBS Green Campus  
Previous Employer: Morgan Stanley  
Research Associate

" One exciting element of the CEIBS experience is its interactive learning process. We are encouraged to question, comment, share and debate in class, and as members of a team we jointly research, analyze, and present cases and projects to faculty and classmates. We are no longer just receivers of knowledge; we actually become an integral part of the learning process that creates the knowledge for ourselves and our classmates."

MBA 2009

### **Henrik Schöpfer (Germany)**

Student Committee Treasurer  
Previous Employer: Bayer HealthCare AG  
Controller





# CEIBS Alumni

## 35 Alumni Chapters

### 30 in China

Anhui, Beijing, Changzhou, Chongqing, Dalian, Fujian, Guangzhou, Guizhou, Hebei, Henan, Heilongjiang, Hongkong & Macau, Hubei, Hunan, Jiangxi, Jinan, Nanjing, Ningbo, Qingdao, Shanghai, Shannxi, Shenzhen, Shenyang, Sichuan, Suzhou, Taiwan, Tianjin, Wuxi, Yunnan, Zhejiang.

### 5 Overseas

Europe, Seoul, Singapore, Toronto and Vancouver.

## 36 Alumni Clubs

### By Industry

- ▶ Entrepreneur Club
- ▶ Auto Industry Club
- ▶ Finance and Investment Club
- ▶ Marketing Association
- ▶ Human Resources Research Association
- ▶ Pharmaceutical & Health Industry Schoolmate Association
- ▶ Media Industry Schoolmate Association

And more ...

### Others

- ▶ Sailing Club
- ▶ Drama Club
- ▶ Golf Club
- ▶ Photography Club
- ▶ Health Club
- ▶ Contemporary Art Club

And more ...

## 58 Countries & Regions

CEIBS boasts the most extensive network of business school alumni in mainland China, with over 10,000 graduates and 1,000 added annually, located around the world.





# What We Offer

## Programme Structure



\* For more information, please refer to [www.ceibs.edu/mba](http://www.ceibs.edu/mba)







" What satisfies me most is the dynamism of CEIBS curriculum which always keeps the pace with changing global paradigm. The professors have 'real time' in depth analysis to make students ponder on emerging issues. "

MBA2008  
**Jitesh Jaipuriyar (India)**

Secretary of MBA Student Committee  
Director of News Team, MBA Student Ambassador  
Founding member of Energy & Environment Club  
Previous Employer: Maersk  
Captain

## Courses

**Well-integrated curriculum that balances theory and practice, hard skills and soft skills, as well as global perspective and local understanding.**

By encouraging independent thought, team collaboration and interactive communication in the classroom, CEIBS provides students with the right toolkit for success in their future careers. The curriculum is designed to ground students in the fundamentals of management, while addressing their individual interests and career ambitions.

### Three Options

General Management  
Finance Concentration  
Marketing Concentration

### Electives

Students are given the opportunity to specialize in their areas of interest by taking elective courses. CEIBS offers more than 40 elective courses.

### Language of Instruction

English

### Language Courses

In the first academic year, a list of non-credit language courses are offered free of charge.

- ▶ Chinese
- ▶ French
- ▶ Spanish

### Compulsory Courses

The MBA core courses provide fundamental business knowledge and problem solving skills. They build a solid foundation for students' further study in chosen areas. Core courses cover Accounting, Economics, Finance, Marketing, Operations Management, Organizational Behaviour, Strategy, HR, the relationship between China and Europe and more.

Non-Chinese speaking students are required to learn Chinese and pass the CEIBS Chinese language assessment to facilitate their MBA study and future career in China.



# Learning beyond Classroom

## China Discovery Week

China Discovery Week gives students access to the latest research and thinking of our China-expert faculty. It deepens students' understanding of China's business and offers an opportunity to dig into perspectives on China's history, international relations and economic development.

## Integrated Strategic Project (ISP)

ISP is a challenging high-level strategic project undertaken with CEIBS sponsor firms. Under the guidance of senior executives and professors, ISP aims to develop innovative and effective solutions to contemporary business challenges. ISP is designed to lay a solid foundation of management fundamentals, while allowing students to integrate the various elements of the business curriculum.



" The ISP project has been a great opportunity to use various tools & frameworks that we learned in class, and apply them in real business setting. There are many things about business that you just can't learn from textbooks and lectures, and the project has been really helpful in allowing us to learn by doing. It serves as a great linkage between academic theories and actual business practices. "

MBA2009  
**James Hu (Taiwan, PRC/Canada)**  
Previous Employer: Ipsos Taiwan  
Project Manager

" CEIBS gave me exposure to an excellent and diversified student body. I could share my MBA journey with talented peers from a balanced mix of functions, industries and nationalities. Colleagues were always eager to share their expertise and ideas. This valuable attitude generated an unlimited learning experience. "

MBA2009  
**Alex Quintieri (Spain)**  
IT Club President  
Previous Employer: GE Money  
Country Information Security Officer



## Responsible Leadership Project (RLP)

RLP gives students first-hand experience in tackling some of China's most challenging threats to sustainable growth. Students engage a research and business plan development with partner organizations on a theme of their choosing such as migrant labor, poverty, pollution, urbanization, green energy, etc.





# International Exchange

International exchange partnerships with over 40 leading business schools, most of which are among the top 100 Global MBA Rankings by the *Financial Times*.\*

Number of outbound exchange students in 2010: 73

Number of inbound exchange students in 2010: 90

## Partner Schools by Ranking (partial list)\*\*

- London Business School
- University of Pennsylvania: Wharton
- Hong Kong UST Business School
- IESE Business School
- Indian School of Business
- New York University: Stern
- Dartmouth College: Tuck
- HEC Paris
- ESADE Business School
- Duke University: Fuqua
- Northwestern University: Kellogg
- Rotterdam School of Management, Erasmus University
- Nanyang Business School
- Chinese University of Hong Kong
- University of Michigan: Ross
- University of Virginia: Darden
- UCLA: Anderson
- Cornell University: Johnson
- SDA Bocconi
- Manchester Business School
- University of Toronto: Rotman
- University of North Carolina: Kenan-Flagler
- ...



\* Please refer to CEIBS website for the complete list

\*\* According to "Global MBA Rankings 2010" - Financial Times



# Beyond the Classroom

Engaging and challenging activities beyond the classroom including student-run conferences and forums, clubs, functions and parties, as well as international business school competitions and simulations.

## Seminars & Events

To be a great business leader with a global outlook, you need more than business knowledge. The varied on campus industry forums, seminars and events provide unparalleled opportunities for students to gain in-depth insights on business and life, to experience different leadership styles, to interact with their role models, and to further develop interpersonal skills.

## Clubs

Student-organized club activities play an important role in campus life. Besides sharing common interests and having fun, the clubs offer profound opportunities to expand network, to strengthen students' leadership opportunities and managerial experiences. CEIBS students now run 35 active clubs.

CEIBS 2010

CEIBS 2010

Basketball

Team

Competition



International Club

Outdoor Club

CEIBS WINE APPRECIATION CLUB  
09 LAUNCH EVENT



Art Appreciation Week 2010



Dance Club



Significant Others Club







" CEIBS community is a bonding place for me. I enjoyed the classroom studying but also the extracurricular activities. From culture nights to social events and to sports tournaments, I am always amazed about the vigor and energy of my classmates. As the club activity director, I am fortunate to work with a group of talents to make our campus life more enjoyable."

MBA2009  
**Zhu Li (PRC)**

Student Ambassador  
Club Activities Director of Student Committee  
Local Sponsor Director, 2010 Being Globally Responsible Conference  
Previous Employer: Smiths Group  
Business Development Project Manager

## Mentoring Programme

The CEIBS Mentoring Programme teams 2-3 MBA students with an experienced alumnus or EMBA student mentor. It is designed to assist MBA students in obtaining knowledge and skills that are not accessible in the classroom, and to prepare them to re-enter the market after graduation. The platform also functions as a precious opportunity for both mentor and mentee to enhance friendships and business-partnerships, which are likely to last for a lifetime.

" Organizing BGRC is the best memory in my MBA life. It wasn't simply event planning; it also required concept forming, fund raising, team building, etc. We had complete freedom and motivation to use our creativity to take the event to a different level. Also, working with 14 other team members from 8 countries and regions for 7 months was a great experience to improve my leadership. "

MBA2009  
**Xiong Chenguang (PRC)**

President, 2010 Being Globally Responsible Conference  
Previous Employer: PricewaterhouseCoopers  
Senior Associate



## Achievements & Initiatives of CEIBS MBA Students

### Art Appreciation Week

Art Appreciation Week is an annual activity launched by students in 2009. In June, globally recognized artists inspire the CEIBS community through a variety of events, performances and exhibitions.

### Being Globally Responsible Conference

Held for consecutive five years, BGRC is the first student organized CSR conference for future business leaders worldwide.

### Global Business Competitions & Forums

Global Business Competitions & Forums provide excellent opportunities for students to practice business fundamentals and leadership skills with their peers. CEIBS students are highly encouraged to participate in these in many locations. Their performances have been outstanding when competing against the world's best. Highlight of some awards the students received are:

- ▶ Olympus Business Leadership Challenge – Top prize
- ▶ Kenan-Flagler VCIC Asian Round – Second place
- ▶ NYU Odyssey Competition – Third place
- ▶ Global Business Forum – 2010 Student Leadership Award

### Green Campus

The Green Campus initiative is a long-term campaign to raise awareness about environmental issues and to promote a culture of responsible behavior among members of the CEIBS community. The energy and resource-saving initiatives adopted at CEIBS are serving as models for others as the campaign extends its reach to other organizations in Shanghai.

### INNOVATEChina

Founded in 2008, the annual INNOVATEChina is the first student-run international business school competition which draws global attention to the challenges and threats of the China market, and generates innovative ideas that make a real difference.

### Shanghai Night

Initiated and organized annually by the student committee, Shanghai Night is the first of its kind to assemble CEIBS alumni, students and the elite from the top business schools in Shanghai.



### Career Development

Professional career development services and access to world-class corporate recruiters.

Eighteen months can fly by faster than you imagine. From the first day at CEIBS, you are encouraged to start the self-exploration process essential to career management. You will have access to a wide range of resources to help you identify your interests and strengths, explore career options and strengthen skills to accelerate achievement of your career objectives. CEIBS Career Development Center (CDC), as the first career service set-up in business schools in mainland China, offers valuable services to help students build a strong foundation for career management.







## Recent Placement Report

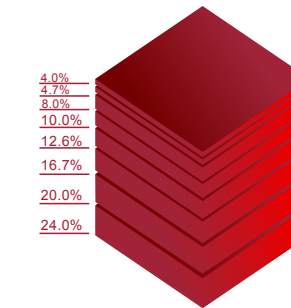
- ▶ Class: MBA 2008 Intake
- ▶ Class size: 184
- ▶ No. of recruiting companies: 257
- ▶ No. of job openings: 850
- ▶ Employment rate (3 months after graduation): 92.8 %

\* For more information, please refer to CEIBS MBA Career 2010 Report

## Recent Recruiting and Internship Companies (partial list)

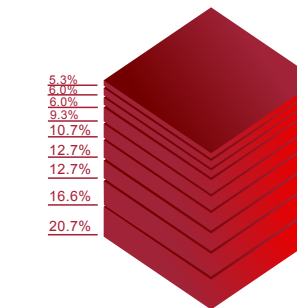
AB InBev China	JMP Securities
AdChina	Johnson & Johnson
Alcatel-Lucent	L.E.K.
Allianz	Li & Fung Group
AXA	LVMH W&J China
Bayer	Michelin
BEKAERT	Microsoft
Cargill	Morgan Stanley
China eCapital	NOKIA
CICC	Novartis
Cisco	OCBC
Colgate	PHILIPS
CORNING	Ping An Group
DANAHER	Prudential
Deloitte	Roche
Disneyland Paris	Roland Berger & Partners
Dow Chemical	Santander
GE Healthcare	Schlumberger
Google	Shanghai Securities
GSK	SIEMENS
Home Depot	Standard Chartered Bank
Honeywell	Starbucks
HP	Swiss Finance Academy
Hua An Fund	TENCENT
IBM	Thomas Reuters
IKEA	UBS Investment Bank
Infosys	Warner Bros. China
JCDecaux Airport	...

## Industry



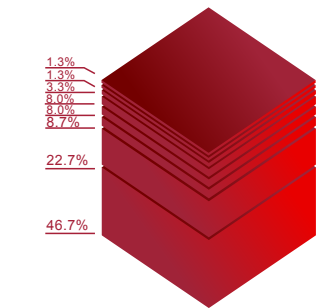
Financial Services	24.0%
Industrial Products & Services	20.0%
IT/Telecom	16.7%
Others	12.6%
Consumer Products & Services	10.0%
Consulting Services	8.0%
Healthcare Products & Services	4.7%
Energy & Utilities	4.0%

## Function



Finance & Accounting	20.7%
Others	16.6%
Consulting	12.7%
Marketing	12.7%
General Management	10.7%
Business Development	9.3%
Sales/Account Management	6.0%
Strategy	6.0%
Project Management	5.3%

## Position Level



Manager	46.7%
Professional	22.7%
Director	8.7%
GM/Vice GM	8.0%
Management Trainee	8.0%
Assistant Manager	3.3%
Supervisor	1.3%
Others	1.3%

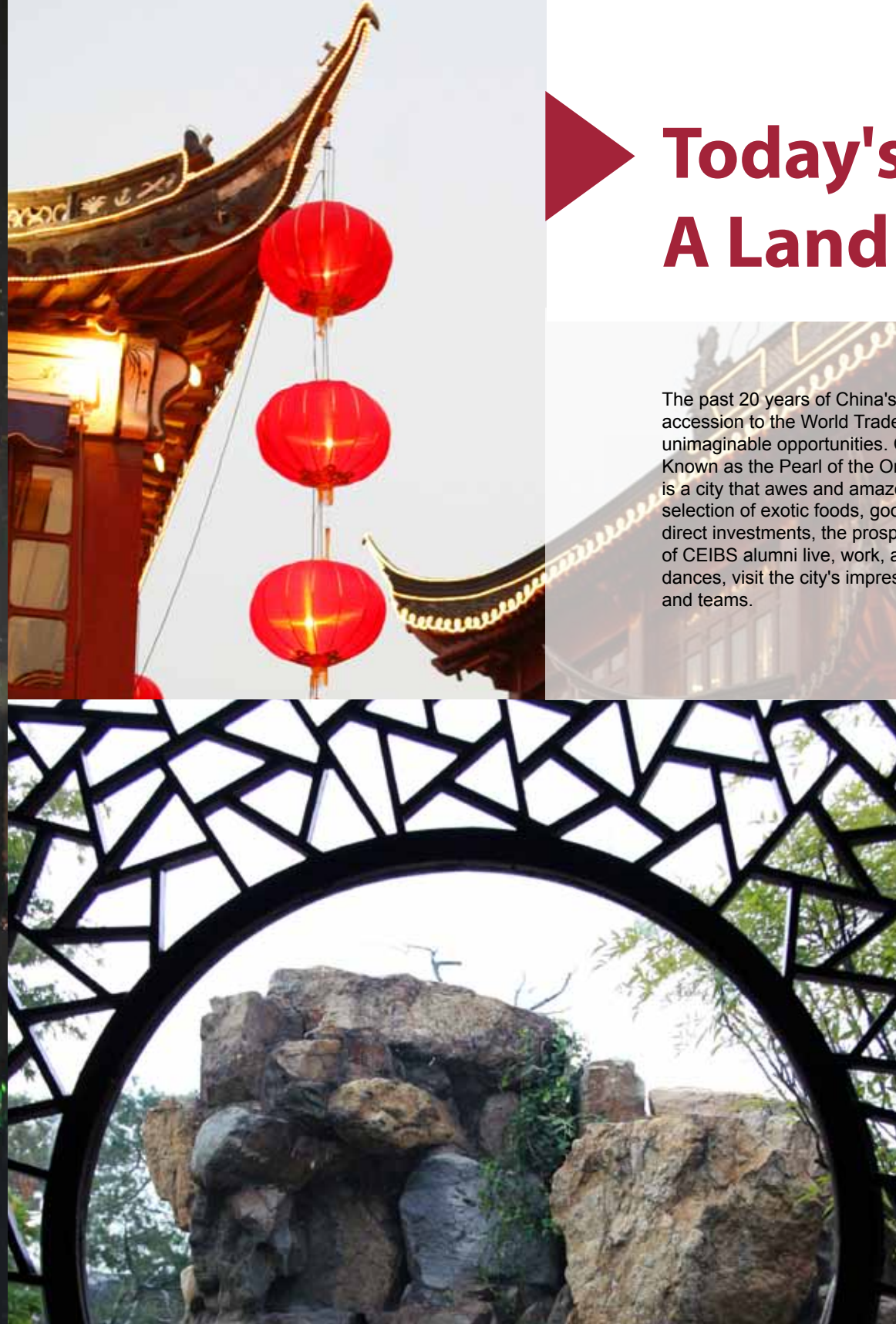






" Would you stop at the dictionary entry for 'lemon' – or actually take bite at it? Would you rely on hearsay about China – or experience it first hand? It is only by being 'inside the wall' that I acquired a truly valuable insight on global business."

MBA2006  
**Gael Mion (Italy)**  
Bain & Company  
Consultant



# ▶ Today's China: A Land of Opportunities

The past 20 years of China's history has brought dramatic changes to the country and the world. China's accession to the World Trade Organisation (WTO) along with its unparalleled economic growth offers unimaginable opportunities. CEIBS' main campus is located in one of the world's fastest growing cities. Known as the Pearl of the Orient, Shanghai is a city that entices visitors, investors, and businesses. It is a city that awes and amazes people with its evolving skylines, babel of international languages, vast selection of exotic foods, goods and experiences. Home to 19 million residents and around 30,000 foreign direct investments, the prosperous city provides a wealth of opportunities to CEIBS graduates. Thousands of CEIBS alumni live, work, and play in this dynamic city where people can attend world-class operas and dances, visit the city's impressive museums and galleries, and cheer on their favourite sports professionals and teams.





## Campus & Facilities

**Unparalleled learning environment created by beautiful campus of east-west style, close-knit community, and world-class facilities.**

Designed by world-renowned architects, Pei Cobb Freed and Partners, the school's architecture combines Western perspective with the subtlety of Chinese beauty and grace. Using "Suzhou tiles" to band the walls and lattice the windows, the architects create a unique identity for the 4-hectare site in Pudong, Shanghai. With the reflecting-pool surrounded library as the centre, all the school's buildings are connected by arcade walkways into a harmonious whole.

The Shanghai campus will be expanded by 2012 upon completion of phase III. The 36,000m<sup>2</sup> area is adjacent to the existing campus, and will almost double the current campus.





# Join us

## Admissions Requirements

- ▶ A Bachelor's Degree or its equivalence
- ▶ A full-time work experience of two years or longer
- ▶ A GMAT score or CEIBS Admission Test score
- ▶ Proficiency in English

## Application Evaluation

The MBA Admissions Committee will take a holistic review of an applicant's academic record, work experience, response to essay questions, recommendations, interview performance, GMAT or CEIBS Admission Test score, etc.. To enrich the diversity of the student body, special qualifications such as professional certificates, awards and language skills may be considered as extra merits.

## What We Are Looking for



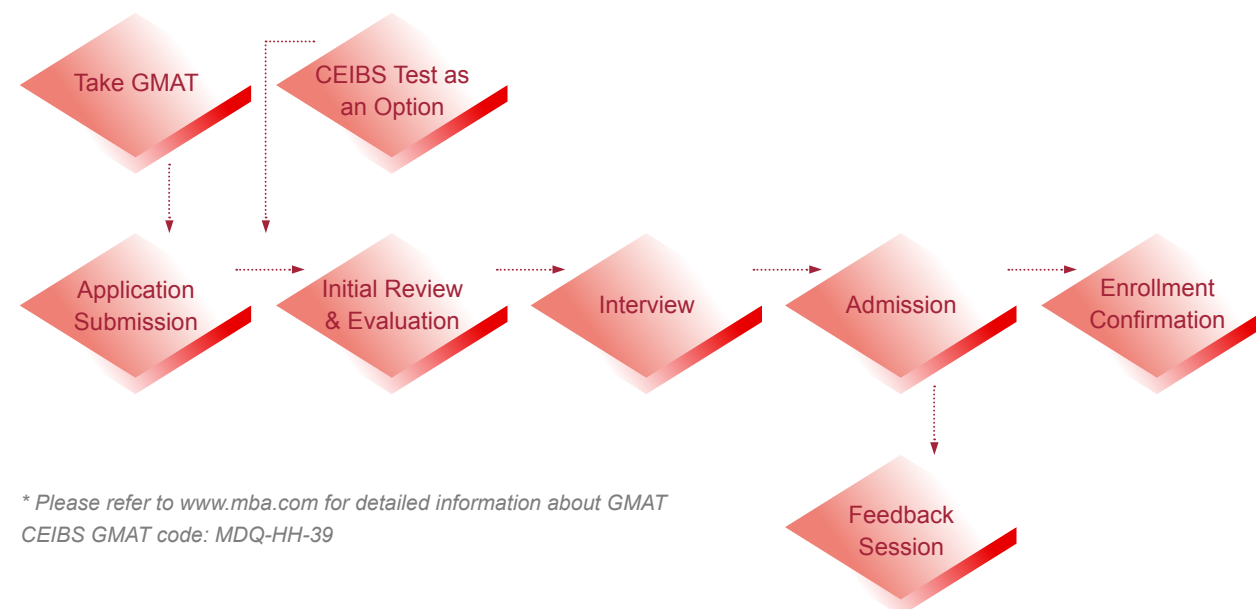
## How to Apply

- ▶ Submit a completed online application form through <http://interact.ceibs.edu/application/mba.do>
- ▶ Send official GMAT score report to CEIBS (CEIBS GMAT code: MDQ-HH-39).
- ▶ Mail to CEIBS the supporting documents, including 2 letters of recommendation, official university transcript(s), photocopies of degree certificate(s), passport or ID, proof of application fee payment and business card, etc..

Alternatively, you may take CEIBS Admission Test which is similar in style to GMAT except that the CEIBS Admission Test does not have the AWA section and is paper-based. The CEIBS Admission Test for 2011 intake will be administrated in Shanghai, Beijing and Shenzhen on:

- ▶ Feb. 19, 2011
- ▶ Apr. 9, 2011

## Application & Evaluation Procedure



\* Please refer to [www.mba.com](http://www.mba.com) for detailed information about GMAT  
CEIBS GMAT code: MDQ-HH-39

## Size of Enrollment: 180

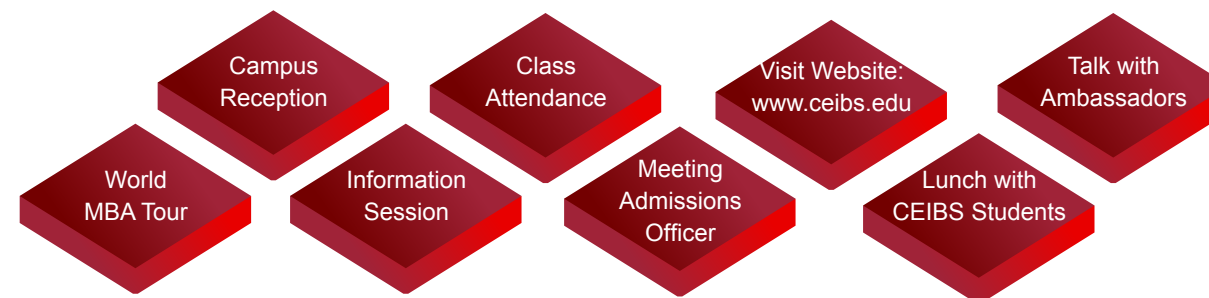
Admission Rounds and Deadlines for 2011 Intake\*

Round	Application Deadline	Interview in	Decision by
1	Nov. 15, 2010	Shanghai, Beijing & Shenzhen	Dec. 20, 2010
2	Feb. 12, 2011	Shanghai, Beijing & Shenzhen	Apr. 2, 2011
3	Apr. 6, 2011	Shanghai, Beijing & Shenzhen	May 14, 2011

\* CEIBS MBA programme has one intake each year, with classes kicking off in August

## Visit Us to Learn More

You are welcome to visit us by any of the following means:





## Fees & Expenses

### Application Fee (Non-refundable)

Chinese applicants (including Hong Kong, Taiwan and Macau): RMB 1000  
International applicants: USD 150

### Tuition Fee

Please refer to our website for the most updated information.

### Housing & Expense\*

Students can choose to live on or off campus. There are three student dormitory buildings on campus. Each room is equipped with telephone, air-conditioning, bathroom, computer network connection, and satellite TV hook-up.

	Dormitory Building 1 & 2	Dormitory Building 3
Single Room	RMB1,850/person/month	RMB2,550/person/month
Twin-Bed Room	RMB950/person/month	RMB1,300/person/month

\* The price is based on 18-month's stay, and is subject to change. Please refer to our website for updates

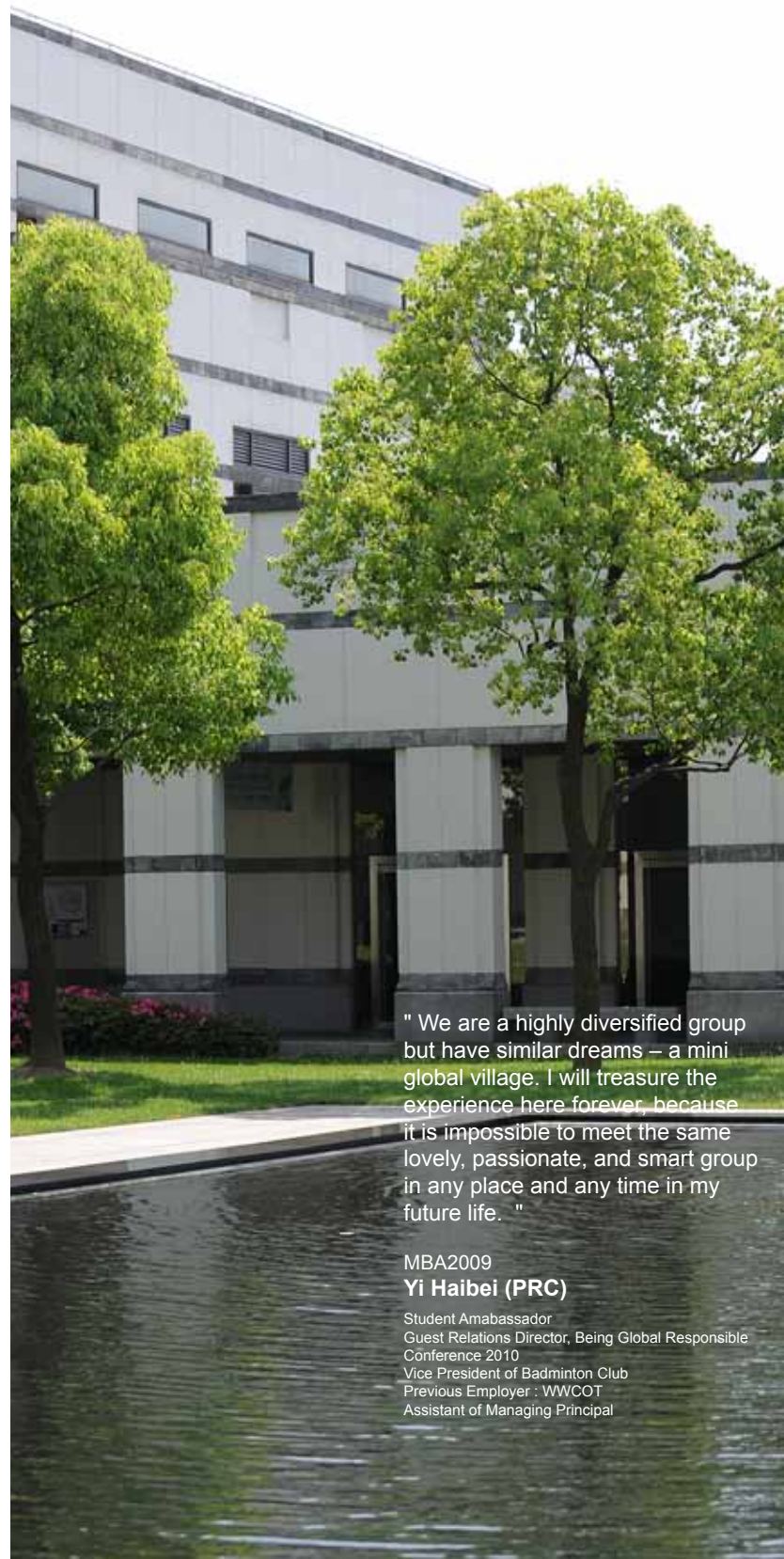
### Estimated Expenses\* (excl. tuition fee, in RMB\*\*)

Textbooks: 4,000  
Laptop: 15,000  
Housing\*\*\*: 17,000  
Meals: 15,000  
Miscellaneous: 20,000  
Total: 71,000

\* 18-month basis, and varying significantly with life style and preference

\*\* RMB6.8 = USD1 (approximately)

\*\*\* based on the rent of twin-bed room accommodation



" We are a highly diversified group but have similar dreams – a mini global village. I will treasure the experience here forever, because it is impossible to meet the same lovely, passionate, and smart group in any place and any time in my future life. "

MBA2009  
**Yi Haibei (PRC)**  
Student Amabassador  
Guest Relations Director, Being Global Responsible Conference 2010  
Vice President of Badminton Club  
Previous Employer : WWCOT  
Assistant of Managing Principal

## Financing Your Study

CEIBS provides scholarships to selected outstanding candidates. Most scholarships are merit-based. Unless stated otherwise, all scholarships are available to both Chinese and international students.

### First-year Scholarships

1st Place CEIBS MBA Scholarship  
2nd Place CEIBS MBA Scholarship  
3rd Place CEIBS MBA Scholarship  
EU-China BMT MBA Scholarship (for mainland Chinese only)  
Liu Ji Education Fund (for mainland Chinese only)  
Wu Jinglian Education Fund (for mainland Chinese only)  
CHIC Leadership Development Programme Fund  
Bosch Scholarship  
Omnicom Scholarship (for Great China region candidates)  
Shanghai Municipal Government Scholarship (for international candidates only)  
La Caixa and Casa Asia Scholarship (for Spanish only)  
Talentia Fellowship Programme (For EU candidates only)  
...

### Second-year Scholarships

Emerson Scholarship  
Baosteel Scholarship (for mainland Chinese students only)  
A Capital-CEIBS Private Equity Scholarship (Internship Scholarship)  
EU-China BMT MBA Exchange Scholarship  
...

### Student Loans

Bank loans are available to mainland Chinese students in 27 major Chinese cities. Students meeting the criteria set by the bank can apply for a student loan of up to 80% of the tuition with a discounted interest rate. All loans with interest must be repaid within three years from the date of approval by the bank. For more details, please visit relevant webpage.

[www.ceibs.edu/mba\\_c/admissions/expenses](http://www.ceibs.edu/mba_c/admissions/expenses)



# Sponsorship Partners

CEIBS is very proud to cooperate with some of the world's leading business organizations:

## CEIBS Chair Endowment Fund

Baosteel  
Basque Government  
Bayer  
British American Tobacco  
Chengwei Ventures  
Michelin  
Philips Electronics China Group  
Port of Barcelona  
Spanish Government  
The Royal Bank of Scotland Group

## CEIBS Research Fund

Banco Sabadell  
Banco Santander  
Bank of Shanghai  
Bayer HealthCare  
BBVA  
Dow Chemical  
EVOC Group  
Government of Cantabria  
HuaAn Fund Management  
ICEX  
L'Oréal Asia  
Landsea Group  
Lujiazui Development Group  
Mindray  
Mr. Smith W Investment  
Shanghai Pudong Development Bank  
Shenzhen CATIC Group  
Spanish Government  
Telefónica  
Topspring International Holdings Limited  
Treenity Real Estate  
Yurun Group

## CEIBS Campus Fund

Bekaert  
China Telecom Group, Shanghai Telecom Corp.  
Global Sources  
Haworth  
Heineken  
Huatai Securities  
IDOM  
K. Wah Group  
PSA Peugeot Citroën  
Shanghai Jahwa Group  
Shanghai Jinqiao Group  
SINOPEC Shanghai Petrochemical Co., Ltd.  
Spanish Government  
TCL  
Wind Info

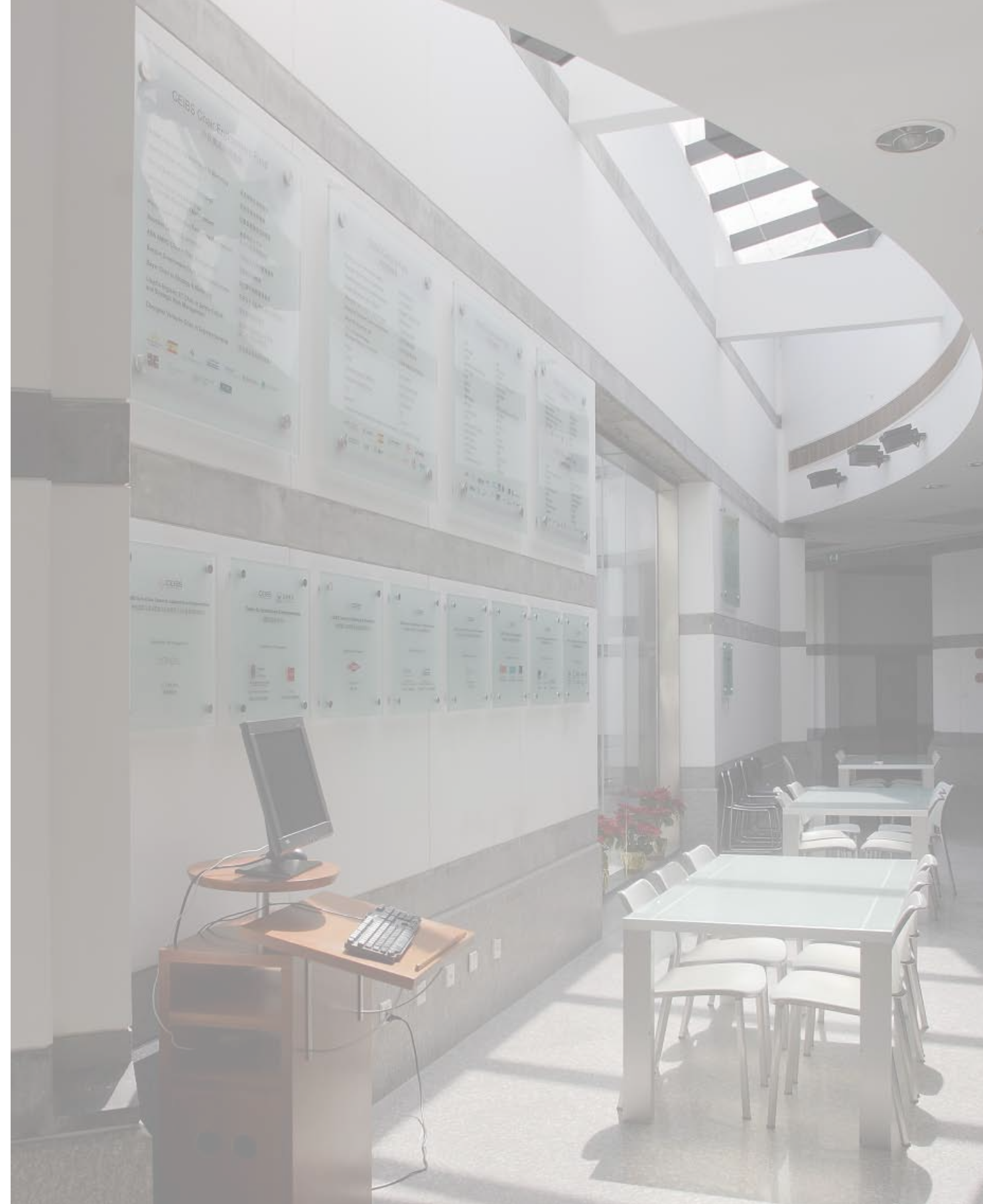
## CEIBS Scholarship Fund

Anheuser-Busch InBev China  
Baosteel  
Bosch (China) Investment  
Emerson  
"la Caixa"  
Liu Ji Education Fund  
LVMH  
OCBC Bank  
Omnicom Group Inc.  
Wu Jinglian Academic Fund

## CEIBS Development Fund

ABB  
Akzo Nobel  
Alcatel-Lucent

Apax Partners Worldwide LLP  
Arcelor Mittal  
Atlas Copco  
AXA  
Barco  
BNP Paribas  
BP China  
British Airways  
CHIC  
Ciba Specialty Chemicals  
Cifi Group  
Dow Corning  
Eli Lilly Asia, Inc.  
Emerson  
Evonik Industries  
Fondazione Italia Cina  
FTSE  
GE  
Henkel Asia-Pacific  
Hong Kong Real Estate  
IBM  
IDEPA  
Lufthansa German Airlines  
Mandarin Capital Partners  
McKinsey & Company  
Pengxin Group  
Pudong Shangri-La  
Randstad  
Schneider Electric  
Shengli Petroleum Administration  
Tesco  
TNT Greater China  
Treenity Real Estate





## 中欧国际工商学院 MBA 招生办公室

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Website: www.ceibs.edu/mba