

## **The Sponsor's Guide**

Applying to a Global Executive MBA programme is an important and great investment, which requires a lot of consideration, both from the applicant, but also from the applicant's employer and organisation.

The purpose of this sponsor's guide is to make it more straightforward and simple for the applicant's employer to make the sponsorship decision.

## **Sponsorship**

When applying to our Global EMBA programme, all applicants need to be sponsored by their organisation in terms of time off for the days that classes are conducted. Outside of sponsoring the time off, financial sponsorship is common as well.

## **Why the Sponsorship is important?**

The CEIBS Global EMBA programme is rigorous and intense, and the students are expected to work hard, but maintaining a balance between studies and a full time job can therefore be hard, but not impossible. For this reason, the company and employer encouragement and support, financial or non-financial, is of great importance and vital for the success of the student.

## **Why CEIBS?**

CEIBS is the leading China-based international business school, offering MBA, Executive MBA, Global EMBA, Finance MBA and Executive Education and the school's main objective is to contribute to the economic development of China by offering its students a thorough understanding of the latest international management knowledge and practices, coupled with clear China expertise.

With the mission to support China's economic development and to further China's integration into the world economy, CEIBS prepares highly competent, internationally-oriented business leaders who are capable of working within the Chinese economic environment, while adapting to the driving forces of business globalization, international competition, and international co-operation.

## **CEIBS Faculty**

CEIBS' faculty members have attained impressive academic and professional reputations in China and abroad. The school has for five years running ranked among the top six worldwide in terms of the international diversity of its faculty according to the Financial Times. In addition, CEIBS' research output has gathered significant momentum in recent years and now represents an impressive body of internationally published studies.

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### **Why CEIBS Global EMBA**

The CEIBS Global EMBA is a general management programme that hones students' leadership skills by combining 14 core courses and 4 electives. Students meet once a month, for four consecutive days from Friday morning to the following Monday afternoon. In this manner students are allowed to obtain a world-class MBA degree without interrupting their career.

Our programme has consistently been ranked among the world's top 10 EMBA programmes by the Financial Times. The programme is attracting an increasing number of overseas participants, with different nationalities, experiences and cultures across Asia, Europe and America. The CEIBS Global EMBA has a team oriented approach, which not only re-enforces peer learning by sharing experiences in various markets, but also showcases different cultures and perspectives while building a truly global network. In this fashion, it is designed to prepare highly competent, internationally oriented managers, who are capable of adapting to the driving forces of business globalization, international competition, and international cooperation.

### **Retain high potential employees**

Our partly or fully sponsored students have, by their employer, generally been recognized as individuals with high potentials. The CEIBS Global EMBA programme will help them in developing existing skill sets broaden their responsibilities and further on contribute in accelerating the growth and progress of the organisation.

### **Direct results**

Once employees are in the programme, the employer typically tends to see direct results, as the employee returns from each module and immediately commences the implementation of practices learnt in class. The alternation work and studies gives a more efficient and sustainable learning curve, which is beneficial to both the student and the employer. In addition, one very important aspect is the interaction between students in class, who discuss practices and perceptions, which often result in new perspectives and the undertaking of the new methods and processes that have not been considered before.

### **Benefits to the Students**

1. Transform your ability to lead yourself, your colleagues and your organisation more effectively.
2. Enhance your managerial effectiveness and return on investment by applying new skills, knowledge and frameworks within your company.
3. Work with world-class faculty, industry experts and high achieving classmates throughout a 20-month journey that balances China Depth and Global Breadth.
4. Expand your global reach and network, while accessing China's largest business school alumni community.
5. Develop the analytical and collaboration skills needed to meet the complex challenges of today's global business environment.
6. Develop a greater appreciation of global business opportunities by participating in a

minimum of three global discovery modules.

### **Benefits to the Student's Employers**

1. Accelerate your management team's ability to assume new challenges and responsibility.
2. Invest in your organisation's leadership pipeline, including facilitating your executives' transition into more senior roles.
3. Develop and retain key management talents.
4. Integrate key learning outcomes from each module into your organisation.
5. Leverage CEIBS as a meeting place for Chinese and global business dialogue and opportunities.

### **Student Testimonials**

Our students give their perspective on what the programme has meant to them

*The Global EMBA programme truly delivers on the CEIBS vision of China Depth and Global Breadth. Within the class we had impressive Chinese classmates from diverse companies and functions as well as fantastic expat participants from all over the globe. As a result of this diversity, the class discussion was lively, engaging and encompassed a huge range of perspectives, anchored of course by the superb faculty direction. The added bonus was the global modules where we could truly experience what it means to do business outside of China, and of course they were great fun as well where the team bonded really well. I also had ample opportunity to engage with many activities, meaning I could expand my network wide as well as deep. In this globalized world every company in China is touched in some way by international factors and the Global EMBA challenges you to take on a new perspective and improve yourself in ways you didn't think possible.*

**Susanna Li**

**Vice President**

**McDonald's Restaurants (Hong Kong) Limited**

*As a business lawyer I am dealing with complex legal problems, which require profound economic knowledge in order to find the best solutions for my clients. The excellent core courses and electives of the CEIBS Global EMBA programme guarantee that I can enhance my knowledge on the economic topics relevant to my daily work.*

**Mario Feuerstein**

**Partner, German Attorney-at-Law**

**Schulz NoackBaerwinkel, Germany**

*10 years on from graduating I can reflect that the CEIBS Global EMBA remains an absolutely crucial part of my professional development. It gave me a chance to step outside the office once a month, to hear different perspectives from diverse business leaders, and to look at the challenges that my company faces in a whole new light. The Global EMBA has provided the foundations for me to progress as a leader and to reach heights in my organization that would have otherwise been out of my reach. I recommend the Global EMBA for anyone who wants to*

*propel their career to a new level.*

**Frank Wang**

**President Manager, China**

**Asia Pacific, Delphi Electronics & Safety**

*Over the years I have gained lots of “real world” business experiences, working for major multinational companies both in my home country Korea and here in China. These experiences were like pieces of a puzzles. I could see the individual pieces but could not always see how they fit together to help me solve new challenges.*

*The Global Executive MBA program at CEIBS has truly helped me to connect the pieces of the puzzle.*

*Much like the Global EMBA candidates themselves, the CEIBS professors have a wealth of real world experience. The combined interaction of the two leads to interesting discussions that are not always found in traditional MBA programs.*

*I have truly enjoyed seeing how the pieces of the puzzle fit together. To piece together real world experience with top notch academics to show “the big picture” and how to develop plans to success as a result.*

**HI Park**

**Global Key Account Management**

**BASF, Korea**

*The true reason for the success in our classes is the tolerance among us: The great respect and strong focus on each other’s strengths together with the high acceptance of the weaknesses. I have never experienced this in a western environment before. I have learnt that globalization is much more than global competition. The last two years with the class have for sure been the most important and valuable ones of my five years here in China.*

**Markus Kähler**

**General Manager, Owner**

**Markus Kähler Consulting, Germany**

*The CEIBS Global EMBA programme provides me, as an executive, with the broad spectrum of knowledge and deep insights necessary to understand the modern Chinese and international business environment.*

**Andreas Tschirky**

**VP of EU Region**

**Hangzhou Tigermed Consulting Co., LTD.**