



CEIBS MBA | Connections

www.ceibs.edu/mba

Shanghai...connect yourself to China, connect yourself to the world.

Making the move to Shanghai will be your first bold step in shaping your global career. The city, with its elegant past, is now leading the 21st century as the world's most dynamic metropolis. Shanghai is home to many of the world's multinational companies and leading financial institutions, and is destined to soon become the undisputed commercial, logistical, and financial hub of Asia.

To support this trend, numerous companies and organisations in the last decade have moved their Asian headquarters to Shanghai from cities such as Hong Kong and Singapore, realising the importance of proximity to the world's largest consumer market of 1.3B+ consumers. This also makes Shanghai not only the ideal launching pad into China, but also the ideal springboard for a global career with leading multinational firms.

Shanghai is the place to experience life in "fast-forward". To witness first-hand the power of cutting-edge ideas being put into practice, and to closely observe the challenges and opportunities that come with rapid growth and globalisation. The city's virtually endless choice of cultural and entertainment activities, combined with Shanghai's international atmosphere, will stimulate your senses and curiosity to their limits.

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Global from Inception



Li Mingjun (China)
▴ President



Pedro Nueno (Spain)
President ▽



Ding Yuan (France)
▴ Vice President & Dean



Zhang Weijiong (China)
Vice President & Co-Dean ▽

Sino-EU Joint Venture

CEIBS is a non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Union. Its predecessor, the China-EC Management Institute (CEMI), was launched in Beijing in 1984. Currently CEIBS has its campus in Shanghai, Beijing, Accra (Ghana), Zurich, and teaching facilities in Shenzhen. CEIBS consistently ranks within the top-20 Business Schools in the world and is one of the leading business schools in Asia.

Message from our Director

You will very soon embark on a demanding and at the same time rewarding journey that will prepare you for a successful career in business.

“CEIBS offers you a unique environment in which you will have the opportunity to immerse yourself in a programme that integrates a deep knowledge of China business environment without losing the connection with the global economy. As our motto indicates, we provide China Depth and Global Breadth. This is reflected in our faculty’s broad international experience and cutting edge China research. Their experience and expertise is reflected in the classroom.

Our commitment is to provide you with a unique learning environment but in the end, your success depends on your effort and dedication during the programme. Take advantage of the many opportunities to learn and broaden your learning. During the first year, you will be exposed to core courses in different areas that will give you a solid business foundation. You will participate in consulting projects, short overseas modules in places such as Germany, US, Japan, Israel, and Malaysia. The second year is open to multiple opportunities suited to your interests. Our exchange programme will offer you the opportunity to spend a term in a foreign business school. We have partners in 36 business schools in 13 different countries. Finally, you will be able to follow a specialisation in four areas: Marketing, Finance, Entrepreneurship and Digital Business.

It is an exciting journey we offer you. We will be there with you to make sure you arrive successfully at your destination.”

Prof. Juan Antonio Fernandez
Associate Dean and MBA Programme Director





Why a CEIBS MBA?

The top business school in the world's largest consumer market

In an increasingly complex and competitive world, young professionals are constantly looking to differentiate themselves and stand out from the crowd. This is no longer an easy task. Simply doing an MBA no longer guarantees career stability or advancement as it may have in the past.

Global companies are now increasingly looking for a new generation of leaders, who have not only gained management knowledge in the classroom, but have also acquired the necessary international exposure, combined with personal skills and maturity to adequately compete in the cut-throat economy of the 21st Century.

Because of our unique location and rigor, the CEIBS MBA is a transformative process that can be matched by few other programmes. The intensive world-class curriculum based in Shanghai, combines case studies, experiential projects, study trips, and a plethora of activities that make our programme a truly one of a kind experience.

Divya Joseph

*MBA 2016 (India)
International Business Development
Alibaba Group*

"An MBA is about expanding your horizons, both from an intellectual and cultural point of view. In that respect CEIBS falls nothing short of giving the most authentic experience. I joined the MBA programme intrigued to learn about how China's evolving business landscape fits into the bigger picture of world business. My time at CEIBS not only helped me get a holistic view on this but also prepared me to make a career transition that called for a change in industry, function and location. I recommend CEIBS to anyone who is looking for an intense experience that challenges them to test their own limits and to go over and beyond to do what it takes to chase their dreams."



Samuel Feng

*MBA 2010 (China)
Senior Director of Strategy
Tencent*

"Mobile Internet is not only changing everyone's daily life but also dramatically reshuffling the landscape of many industries. Thanks to the business analysis skills, investment expertise, and networks gained at CEIBS, I now work in a critical position for one of the fastest growing internet giants in the world - allowing me to experience and help lead a team at the cutting edge of the mobile internet industry."



Some of the main benefits of the **CEIBS** MBA...

| You at the centre

action-oriented curriculum customised to your needs

| Vital exposure

to the world's largest and fastest growing market of 1.3B+ consumers

| Unmatched understanding of China

and Asia business in a truly global context

| First rate international faculty

with proven China experience

| Plug into and access virtually endless opportunities

through China's largest and most prestigious network of 19,000+ alumni, including more than 3000 CEOs

| Experience Shanghai

the 21st century's emerging global city and gateway to Asia - an ideal launching pad for a global career

| Excellent value for money

and rapid ROI when compared to European and U.S. schools

| Access to 30+ top-tier exchange programmes worldwide

including Wharton, Kellogg, LBS, INSEAD, etc.

| Accomplish your dream

and fund your business idea through a wealth of entrepreneurial resources

| Large offering of scholarships available

| DIFFERENTIATE yourself

after you graduate with an internationally recognised degree COMBINED with valuable China know-how

MBA Programme in Asia
BusinessWeek **Forbes**

#1

FT.com Full-Time
MBA
Programme
FINANCIAL TIMES

#11

China's largest MBA
alumni network

#1



Your Academic Journey and Personal Transformation

The CEIBS Full-Time MBA offers the rigor and immersion that no other part-time or online programme can. Our curriculum not only gives you the latest in management knowledge, but also allows you to undergo a personal transformation as you may never have experienced before.

Real-world projects, case studies, team preparation, study trips, club activities, and an almost non-stop offering of activities during the whole programme provides you with intense opportunities of personal growth - expanding your adaptability and openness, improving your social and communication skills, as well as gaining maturity and resilience to deal with adversity. These special programme characteristics combined with the intensely dynamic environment of Shanghai, are what truly make the CEIBS experience different from any other programme in the world!

Language of Instruction: English

First Year Fundamentals in Management

The MBA core courses provide fundamental business knowledge and problem solving skills, building a solid foundation for your further study in chosen areas. Courses cover Accounting, Economics, Finance, Marketing, Operations Management, Organisational Behaviour, Strategy, Human Resources, China within the world, and more. In addition, international experience is gained through at least one of the Overseas Electives, Exchange Programmes or Coordinated Degree Programmes.

Second Year Tailor Your Own Programme with 40+ electives

Students can specialise in their specific areas of interest by selecting from more than 40 elective courses taught by experts in their field. Elective courses delve in-depth into a range of business issues and areas, while building on the fundamentals acquired during the first year of study. A full list of our elective courses is available and updated on our website.

Full-Time MBA Action Oriented Curriculum Backed by Solid Fundamentals

18-Month Full-Time Programme

Our traditional 18-month full-time programme is ideal for those looking to substantially “upgrade” their professional prospects and make a career switch into a new role, industry, and/or global location. The programme allows you to select between a General Management track or up to two concentrations in Finance, Marketing, Digital business or Entrepreneurship. The 18 months include a 10-week summer internship followed by an optional exchange opportunity during the second year at one of the world’s most prestigious b-schools. In addition to the academic programme, you will use the 18 months to explore new opportunities, network and leverage your platforms internationally for your career search.

12-Month Option

An intensive academic option for those students who will return to their sponsor company, family business, or plan to start their own venture after graduation. Electives will be front-loaded during the 2nd and 4th terms of the first year, the summer internship period is shortened, and the exchange term is eliminated, (Overseas Electives are required instead). Due to the heavy workload of this shorter option, students will have less time to participate in the extracurricular activities or career service programmes. This is an ideal option for those with clear plans right after graduation.

China Depth

Case studies of China-based companies will help familiarise you with the Chinese business environment throughout the programme. China specific modules such as “China Discovery Series” and other events will further help you deepen your China understanding.



Digital Business

Digital business has wide ranging implications that will transform our professional world, sweeping through marketing, strategy, entrepreneurship, organisational behaviour, finance and social responsibility to name a few. The development also imposes a significant impact on the long term career development of MBA graduates. If today is digital, then in order to prepare for a better and more digitally integrated business world tomorrow, CEIBS has launched the Digital Business concentration.

Integrated China Strategy Project (ICSP)

Put what you learn in the classroom into practice! The ICSP is a challenging high-level group consulting project undertaken with CEIBS sponsor firms. Under the guidance of senior executives and professors, students develop innovative and effective solutions to real-life business challenges with leading companies.

Language Courses

In the first academic year, a list of non-credit language courses are offered free of charge: Chinese, French and Spanish. Non-Chinese speaking students are required to learn Chinese and pass the CEIBS Chinese language competency test (prior to graduation) in order to facilitate their MBA studies and future careers in China.

Overseas Electives/Study Trips

During the first academic year, a choice of five Overseas Electives are offered to enhance your global perspective. Each module includes lectures, company visits, and workshops with leading professors.



USA
Entrepreneurship
Ecosystems
and Networks



Japan
Entrepreneurship
& Innovation



Israel
Innovation in
the Start-Up Nation



Malaysia
Leadership for
Social Responsibility



Germany
Excellence in
Manufacturing/
Industry 4.0

Leadership Journey

Fundamental leadership skills will be taught and reinforced throughout the entire programme with a variety of activities and workshops. An intensive Leadership Journey begins during Orientation. Hone vital skills and qualities that will help you stand out in your future organisation not only as a manager, but also as an extraordinary leader.

Summer Internship

During the summer, the 10-week optional internship is an excellent opportunity to apply some of the new skills you have learned, as well as familiarise yourself with new industries and functions. An increasing number of student interns later receive a full-time employment offer from their summer employer - making the internship an outstanding platform for both sides to get to know each other.



MBA Programme Overview



Expedited One Year Option (12 months)

Regular Length Programme (18 months)

Your Teachers, Mentors and Peers



With approximately a third of our faculty originating from the U.S, a third from China, and a third from Europe and the rest of the world, you are guaranteed to receive an exceptionally diverse and enriching class experience - with no single cultural viewpoint dominating the discussions.

Our professors are selected from the world's most distinguished universities with an emphasis on their research as well as teaching abilities. In a world full of information, rigorous research often applied in real-life business situations has become an invaluable component of teaching. As most of our professors live and work in China, consulting for local and multinational companies, the

coursework will always revolve around contemporary and relevant business issues with a China focus. CEIBS has the goal to become the research and business case center of Asia. Each year, CEIBS professors publish numerous China related business cases, and contribute to scholarly journals and publications in various fields.

Our professors hold PhDs from the following prestigious schools (partial list):

- Harvard University
- Purdue University
- Yale University
- University of Pennsylvania
- MIT
- London Business School
- Columbia University
- University of Cambridge
- University of Auckland
- INSEAD
- University of Michigan
- Northwestern University
- Shanghai Jiao Tong University

**Lydia Price (USA),
Professor of Marketing**

"China never stops reinventing itself. Last decade's headlines were about economic growth; this decade's stories are digitalisation and globalisation. There simply is no more exciting market to work in than China."

Lydia Price

**Xu Bin (USA),
Professor of Economics and Finance**

"The CEIBS classroom is a fascinating place with students eager to learn and professors enthusiastic to teach. CEIBS professors bring to the classroom their rich China knowledge and global perspective, while students from different backgrounds display their imaginative ways of thinking. Teaching and learning occur in an interactive environment, where puzzles are solved one after another through active discussions and debate."

Xu Bin

Visiting Leaders

The CEIBS Visiting Leaders are globally recognised senior executives and business leaders who visit our school and contribute to the MBA community through different lectures, workshops, and coaching sessions. Their years of experience can act as an important guide to your future career goals and direction.

Mentoring Programme

This mentoring programme receives excellent reviews from our students. The programme teams two or three MBA students with an experienced alumni or EMBA student mentor. It is designed to assist you to obtain knowledge and skills that are not necessarily accessible in the classroom, and to prepare you to effectively re-enter the job market after graduation. Many students build long-lasting friendships with their mentors, helping them to better immerse themselves into the local business landscape.

Class Profile

MBA 2019



179

Students Enrolled



682

Avg. GMAT Score



22

Country Coverage



5.8

Years Avg. Work Exp.



33.5%

Overseas Students



40.2%

Female

Your Peers

You will have a privileged opportunity to work, interact, and create life-long friendships with an elite group of professionals from all over China and the world, coming from diverse backgrounds, functions, and sectors. This diversity is guaranteed to enrich your experience and challenge you to the fullest.



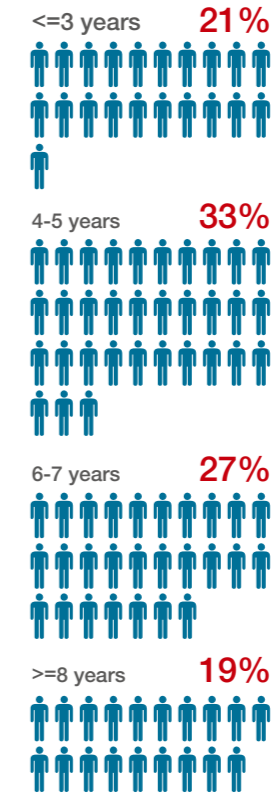
Industry

Technology	16.2%
Financial Services	14.5%
Consulting Services	12.8%
Manufacturing	11.7%
Retail/Trading	7.8%
Healthcare Products	6.7%
Consumer Products	5.0%
Petroleum/Energy	4.5%
Government/NGOs	2.8%
Real Estate	2.8%
Logistics	2.2%
Media/Entertainment	1.7%
Others	11.2%

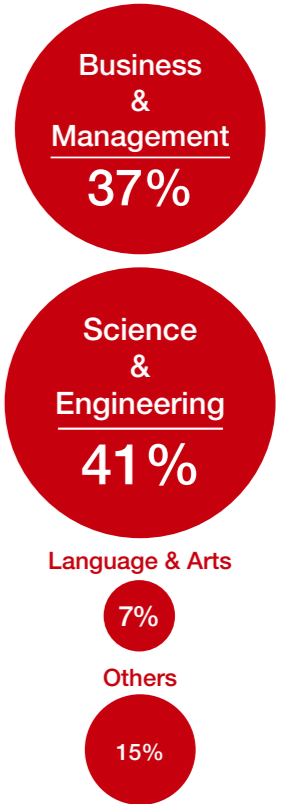
Function

Marketing/Sales	25.1%
Finance/Accounting	20.1%
General Management	13.4%
Consulting	11.7%
Operation/Logistics	10.6%
Entrepreneur/Owner/Partner	8.4%
Information Technology/Research & Development	4.5%
Human Resources	3.9%
Others	2.2%

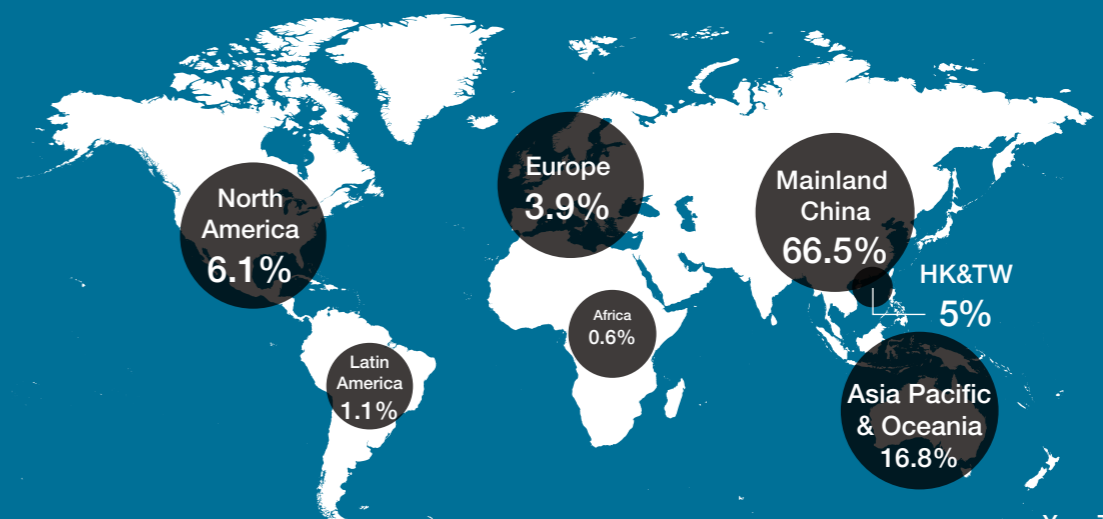
Work Experience




Academic Background



Region



The background image shows three individuals—two men and one woman—standing together and smiling. They are all wearing bright orange, high-visibility jackets. The woman in the center is wearing a colorful headband. Behind them is a white banner with the 'First Respond' logo, which consists of a stylized lightning bolt inside a circle, followed by the Chinese characters '第一反应' and the English text 'FIRST RESPOND'.

Robin Lu

*MBA 2010 (China)
Partner and COO
First Respond*

“I was seeking an opportunity to contribute my service to society by leveraging what I learned in business school. Inspired by the story of EMBA alumni Le Lu, I joined First Respond in 2015 aiming to solve a social problem with technology and business innovation. CEIBS gave me the knowledge and support network to explore next generation business trends - use business for good and make global impact. In my daily work, I am learning how to face business challenges from EMBA alumni and believe that the mixture of talent that we have in our team will help us grow into a global leader.”

Min Ko

*MBA 2016 (Korea)
Partner & Int'l Affairs Director
First Respond*

“Being a global nomad my entire life, I joined the CEIBS MBA in search of learning to use business as a force for good with a hope to leverage my global experiences of studying and working in Korea, China, and the US. During my journey, CEIBS has given me more than what I hoped for, a strong network of dedicated Changemakers and countless opportunities to create a real impact in the world. Today, I work with the best team of CEIBS EMBA and MBA graduates at a leading social enterprise and the very first certified B Corp in Mainland China with an aim to empower everyone in the country to save a life and put an end to premature deaths.”

Le Lu

*EMBA 2009 (China)
Founder & CEO
First Respond*

“CEIBS is unquestionably the top school to find the best business partners and promising young talents. Coming from a serial entrepreneur background in the IT industry, I was ready for the next big step in my life, to start a mission-driven business and co-create a safer society in China. Motivated by a rather personal experience of losing two great CEIBS alumnus due to sudden cardiac arrests, I founded First Respond with like-minded classmates and now lead this pioneering social start-up of almost 50 employees, in which 5 of the key partners are all from CEIBS.”

Exchange Journeys

Studying at China's leading business school has its advantages. Whether deciding to go abroad or stay in Shanghai, you will have the opportunity to work and study with your peers from the world's best business schools. About 120 exchange spots are offered every year for CEIBS students in business schools throughout the globe. Please obtain a full list of our exchange schools on our website. Below is a partial list.



London Business School



University of Pennsylvania: Wharton



INSEAD



HKUST Business School



IESE Business School



Indian School of Business



University of Chicago: Booth



Dartmouth College: Tuck



Duke University: Fuqua



Northwestern University: Kellogg



Melbourne Business School



University of Michigan: Ross



Make an Impact

Being a true leader means leaving a mark, having an impact where you have served, and successfully collaborating with your peers. CEIBS offers various activities and programmes beyond the classroom that allow you to live the MBA and China experience to the fullest, and put your leadership skills to the test.

Some of the many programmes, events, and student initiatives at CEIBS include:



Global Business Competitions & Forums

A large range of national and international business case competitions give you the opportunity to “strut your stuff” and demonstrate your capabilities to the rest of the world. In addition, a variety of distinguished business forums in different industries are open to MBA students throughout the year. A few examples include:

- Venture Capital Investment Competition
- IESE Rolan Berger International Case Competition
- IESE Impact Investment Competition
- IPADE Global Case Competition
- Morgan Stanley Sustainable Investing Challenge
- Warsaw Negotiation Round
- Rotman International Trading Competition
- The St Gallen Symposium
- The Nespresso Sustainability MBA Challenge Competition
- Amalgamation - Mergers & Acquisitions Challenge

INNOVATEChina

Founded in 2008, INNOVATEChina draws global attention to the challenges and threats in the China market. Competing teams generate innovative ideas and solutions to real world challenges of China’s emerging economy.

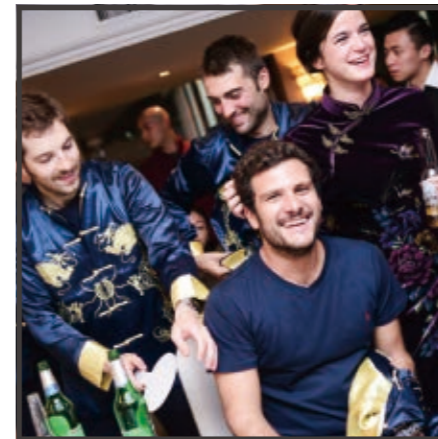
Sustainability Related Forum

CEIBS students organise an innovative and thought-provoking event each year at which executives, public officials, experts and MBA students from across Asia meet to discuss sustainability related issues as well as social responsibilities.



Student Clubs

CEIBS has diversified clubs that cover a wide range of interests from business to pleasure. The clubs offer a great opportunity to learn outside of the classroom, network, engage in new experiences, or just “have fun”.



For the Entrepreneurially Minded

Entrepreneurship is not only a state of being but a state of mind. Living in China provides a multitude of opportunities to start your own business, as well as innovate and create within an existing organisation. With access to funding as well as being a hub of entrepreneurial activity, China is an ideal place for entrepreneurs. At CEIBS we offer an outstanding wealth of tools and resources to help support your dreams. eLab fosters a great environment within CEIBS for MBA students and alumni to cultivate creativity, innovative thinking, and entrepreneurial spirit. The Entrepreneurial Concentration offers a wide choice of electives in this area.

The Entrepreneurship Concentration is backed by specialised electives to help students start their new ventures. Together with CEIBS eLab, four "in-house" VC funds and the Alumni Office, we offer numerous forums and activities for fund raising and networking.

Below is some of what we offer to support our entrepreneurs:

- Curriculum Focus: Entrepreneurship Concentration
- CEIBS eLab
- MBA Entrepreneurship & Investment Camp
- CEIBS eLab dedicated investment funds
 - ChairMan Incubation Fund with 30M RMB
 - Prosperity eLab Entrepreneurial Investment Fund with 50M RMB
- Chengwei Venture Fund/HGI-Finaves Fund with US\$100M in available financing
- Access to Angel Investor/IPO/Fundraising Forums
- MBA & Alumni Entrepreneurship Clubs
- Entrepreneurship Faculty Advisor & Mentors



Jeffery Pi

MBA 2009 (Canada)
DCS Union Founder & Studio Stare Partner

"Nearly all of my career achievements can be traced back to my time at CEIBS. My current business network and experience would not have been possible without my alumni, professors and the CEIBS platform. A decade has passed since making the decision to do my MBA at CEIBS and this decision continues to pay off year after year."



Career Journey

"#4 in the World for Salary Percentage Increase"
- **Financial Times**

As the second largest economy in the world, China is still undergoing rapid growth. Many local Chinese companies are going global, which opens up huge demand for high profile talents. With our unparalleled expertise in China Depth and Global Breadth, CEIBS is the natural place for students who are thinking of developing a career in China or doing business with China.



Career Development Support

Understand Your Value Set Your Goals

- Career Development Programme
- Self-Assessment Tools
- Individualised Counseling
- Career Exploration Day/Industry Sharing by CDC consultants

Professional Development Sharpen Your Skills

- Resume Writing
- Interview Training
- Offer Management
- Executive Coaching
- Career Mentoring
- Peer Coaching
- Alumni Sharing

Explore Your Options Build Your Network

- Job Fairs
- Career Treks
- Industry Mixers
- Campus Talks/Company Site Visits/Open Days
- Networking Events with Headhunters

Take Action

- Summer Internship
- Full-time Job Search

The Career Development Center (CDC) at CEIBS offers a comprehensive programme to support you in your career development from the day you begin. You are encouraged to use all of our school resources to help fulfill your career potential. From setting your goals, sharpening your skills, exploring your options inside and outside of China, managing the final offer- the CDC is there to provide tools, trainings, platforms and guidances. The CEIBS alumni network, assistance from professors, and your personal network are all channels which should be tapped for optimal placement results.

Kevin James Shimota

MBA 2016 (USA)
International Marketing Manager
Tencent Wechat

“In this increasingly complex world it’s tough to get an edge - but once you found one, the world is at your fingertips. CEIBS helped me develop that edge. I gained financial and strategic skills, a strong network, and a heightened ability to perceive and act upon industry trends. Now I’m at Tencent Wechat, leading the information age, facilitating instantaneous and complex interactions across the globe. Having only graduated for a year, I’m excited to apply my expanded skill set and eager to see where it will take me.”



Exclusive!

Your Job Search Abroad at Harvard, INSEAD, LBS, IESE and IE

CEIBS now offers a Career Services Reciprocity Programme with the world’s top business schools. A limited number of CEIBS students each year can now use the Career Services office and resources for one full day at the Harvard Business School when visiting Boston, IESE and IE in Spain, INSEAD in France and Singapore, and at London Business School in the UK.



Luce Jin

MBA 2017 (Korea)
Business Strategy Unit
Allianz Insurance

“CEIBS was the right choice for me. The motto of the school, China Depth Global Breadth, has instilled in me a lot along the way. Now, I am happy be able to live up to the motto by being in charge of China market while belonging to a global team of 13 nationalities in a global company based in Germany. My CDC consultant, Jeffery, helped me to prepare for the job interview. His advice coming from his previous work experience in a German company was very helpful.”

The CEIBS Advantage

Leverage Your Job Search Globally

With CEIBS you can now leverage your career search globally like few other schools or platforms can.

CEIBS Career Development Center

Use the resources of our CDC to search for hundreds of opportunities across China and Asia. For those who would like to work outside of mainland China we offer annual career treks to Singapore, Hong Kong, USA and Germany. For those international students who would like to seek opportunities within mainland China we offer industry mixers and a domestic career trek specifically for international students.

Leadership Development Programmes

CEIBS is a leading business school in Asia that offers on average more than 40 lucrative positions every year in MNC global leadership programmes. Many have no language requirement and offer rotational positions across China, Asia, and the globe.

Exchange Term

During your exchange you can use the Career Services at selected partner schools to find opportunities in North America, Latin America, Europe, Southeast Asia, and Australia.

Career Reciprocity Programme

Use the Career Services of the world's best business schools when visiting their city...

Boston - Harvard Business School

Paris & Singapore - INSEAD

Barcelona - IESE Business School (including reciprocity job fair)

Madrid - IE Business School

London - London Business School



MBA 2017 Placement Highlights

Industry	
Financial Services	30.4%
Technology	17.6%
Manufacturing	15.5%
Healthcare	8.1%
Consulting	5.4%
Consumer Packaged Goods	4.7%
Education	3.4%
Media/Entertainment	3.4%
Retail	2.7%
Others	8.8%

Job Source	
School Resources	66.2%
Personal Network	20.1%
Other Websites/Direct Mail	5.8%
Previous Employer	2.9%
Headhunter/Agency	2.2%
Others	2.8%

Function	
Finance	32.2%
General Management	26.7%
Marketing/Sales	16.4%
Consulting	12.3%
Operations/Logistics	2.7%
Human Resources	2.1%
Information Technology	1.4%
Others	6.2%

Position	
Manager	39.1%
Professional	21.0%
Leadership Development Programme (LDP)	17.4%
Director	8.0%
Assistant Manager	5.1%
GM/Vice GM	2.2%
Supervisor	2.2%
Others	5.0%



92.0%
Employment Rate

108.7%
Avg. Salary Increase

81.2%
Career Switches
(Industry, Function or Both)

78.1%
International Students Working in Asia-Pacific



Ritwik Ghosh

MBA 2011 (India)
 Vice President - Acquisitions
 SunEdison/Terraform Global

“Coming from a very diverse background I chose CEIBS at the outset of the global financial crisis. It was a difficult decision to choose CEIBS over a couple of other top business schools. Now, 6 years after graduation as I look back, I feel very confident that if I could go back in time I would choose CEIBS again. CEIBS with its education, well recognised brand, deep alumni relations and continued support from the MBA office, even years after graduation provided me the platform for a very rapid and satisfying career growth. In these 6 years I have progressively moved to senior positions doing investments in biggest companies in their respective sectors. Now I am pursuing my entrepreneurial ambitions.”



Laura Loof

MBA 2018 (Germany)
 Leadership Development Programme Trainee
 Covestro

“My CEIBS MBA journey was a truly transformational experience. Studying in an international environment while gaining a deep understanding of the Chinese economy and culture helped me to complement my western perspective with a Chinese point of view. I think that this China focus is a real differentiator and therefore CEIBS was the perfect choice to launch my global career.”

Selected Companies Recruiting at CEIBS

Tencent 腾讯

amazon

McKinsey&Company

ANZ



BAIN & COMPANY

UBS

Standard Chartered

HUAWEI



Microsoft

FOSUN
 Discover. Manage. Prosper.



JAGUAR LAND-ROVER

AstraZeneca



accenture

JD 京东



Google



Roland Berger
 Strategy Consultants

Baidu 百度



J.P.Morgan



Lilly

rb
 HEALTH · HYGIENE · HOME

Infosys

QIMING
 FUTURE PARTNERS

Johnson & Johnson

国泰君安证券
 GUOTAI JUNAN SECURITIES



Plug into China with an Unrivalled Alumni Network

19,000+

Alumni Representing
85 Countries

65

Regional and Country
Chapters Worldwide

65

Alumni Clubs and
Industry Associations



With China's longest running MBA programme and the biggest EMBA programme in the world, CEIBS is endowed with China's largest and most prestigious business school alumni network, spreading not only across China but also around the globe. Our elite executive training programmes attract executives from an incredibly broad industry background, with almost 3000 CEO's joining our distinguished alumni community to date.

CEIBS alumni have consistently shown outstanding loyalty and affiliation to the school. Being a CEIBS alumnus allows you to access this large and influential community, making sure you're always in touch and doing business with colleagues of a high level of professionalism and ethical values.



Coordinated Degree Programmes

CEIBS offers three Coordinated Degree Programmes with leading universities in the United States. The Coordinated Degree, allows you to earn two prestigious degrees in a shorter amount of time, enabling you to further specialise and focus on a specific industry and career path.



CEIBS and the Fletcher School of Law and Diplomacy MBA/MALD - Master of Arts in Law and Diplomacy

The MBA/MALD is intended to prepare you for careers focusing in international management and business. It is designed for those professionals who seek management responsibilities in international corporations, global financial institutions, international economic and development institutions, and government agencies. By combining the excellence and traditions of two schools from different continents, you will gain a broader perspective and will be better equipped to meet the challenges of an ever more complex, interdependent, and globalised world.

CEIBS and the Johns Hopkins Bloomberg School of Public Health MBA/MPH - Master of Public Health

With ageing populations in many regions around the world including Asia and the West, public health issues have become ever more pressing and complex. This has created challenges as well as enormous opportunities for the health care industry and government. In countries like China, the health care sector is booming, spawned by heavy government spending and foreign investment to modernise its infrastructure, as well as by the dramatic shift in country's age demographics. The CEIBS and Johns Hopkins MBA/MPH will enable you to integrate the philosophies, functions, and competencies of the seemingly disparate fields of public health and business. You will acquire knowledge and skills in the principles of population-based health, as well as finance and management, which will enable you to be an effective manager and leader in health-related agencies and organisations.



CEIBS and the Cornell University School of Hotel Administration MBA/MMH - Master of Management in Hospitality

The Cornell School of Hotel Administration is the only Ivy League programme in Hospitality Management, and the world leader in its field. With the continuing meteoric expansion of the Chinese hospitality sector, this Coordinated Degree Programme offers tremendous value for those individuals interested in the field both in China and abroad.



Take the Decision

- How to begin the admissions process

Admission Requirements

1. Bachelor's degree or its equivalent
2. Two year minimum work experience
3. GMAT, GRE or CEIBS Admissions Test Score
4. Proficiency in English

Application Review Criteria

The MBA Admissions Committee takes a holistic approach when reviewing a candidate's qualifications. The applicant's academic record, work experience, response to essay questions, references, interview performance, GMAT /GRE/ CEIBS Admission Test score etc., will all be considered in the decision making processes.

What We Are Looking For?

Proven Academic Ability + Excellent Career Potential + Language Competence + Good "Fit" with CEIBS Culture, Values, and Needs

How to Apply

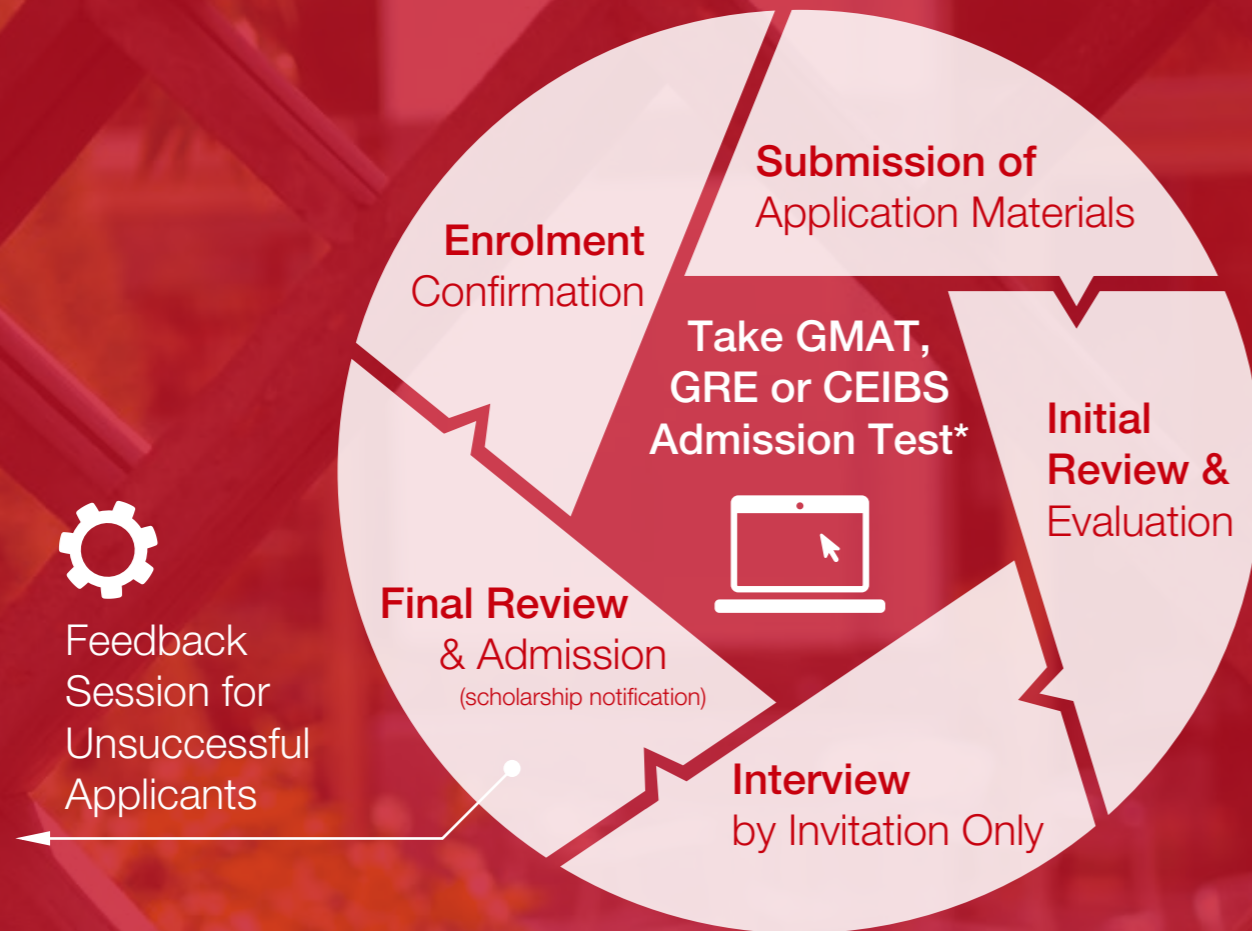
- Submit a completed online application through: <http://application.ceibs.edu/MBAApplication/welcome.jsp>
- Send official GMAT/GRE score report to CEIBS (CEIBS GMAT Code: MDQ-HH-39. CEIBS GRE Code: 3654)

For those who choose not to take the GMAT or GRE, we offer you the alternative of taking the CEIBS Admission Test. The test is similar to the GMAT, except it is paper-based and does not contain the AWA and IR sections found on the GMAT. The CEIBS Admission Test for MBA2020 will be administered in Shanghai, Beijing, and Shenzhen on:

Round	Test Date	Test City Offered
2	Jan. 27, 2018	Shanghai, Beijing, Shenzhen
3	Mar. 31, 2018	Shanghai, Beijing, Shenzhen

For details on any of these programmes please see our website or talk to one of our Admissions representatives

Application & Evaluation



Enrolment

The CEIBS MBA programme has one intake each year, with three sections of approximately 60 students each. The MBA2020 school year will kick off in August 2018.

Admission Rounds and Deadlines for MBA2020

Round	Application	Deadline Decision By
1	Nov. 08, 2017	Dec. 15, 2017
2	Jan. 17, 2018	Mar. 23, 2018
3	Mar. 21, 2018	May. 18, 2018

Financing Your Study

CEIBS provides a larger number of scholarships and fellowships to outstanding candidates. Most scholarships are merit-based and fellowships are diversity based. Many of the scholarships and fellowships displayed are available to both Chinese and international students. For MBA2019, we offered a total of 70 scholarships that covered 35%-100% of

tuition for the qualified students. For CEIBS sponsored scholarships no additional information is necessary, and your candidacy is automatically submitted along with your application. For external scholarships additional information and materials maybe necessary. Please check our website for the latest details.

Application Fee (non-refundable)

Chinese Applicants (including Hong Kong, Taiwan, and Macau): RMB 1,000
International Applicants: USD 180

Tuition Fee

Tuition for the MBA2020 class is not yet published, please check the website for latest update.
For reference only, the MBA2019 tuition was RMB 399,000 (est. USD 58,700)



Estimated Expenses

Housing Expenses¹

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

Estimated Expenses ¹ (excl. tuition fee, in RMB ²)
Single Room ⁴ : RMB 3,000/USD 441/month
Int'l Exchange Programme ³ RMB 60,000 - 100,000/USD 8,824 - 14,706
Overseas Electives ³ RMB15,000 - 25,000/USD 2,206 - 3,676
Textbooks: RMB 4,000/USD 588
Housing ⁴ RMB 54,000/USD 7,941
Meals: RMB 28,000/USD 4,118
Insurance ⁵ : RMB 5,500 - 23,000/USD 809 - 3,382
Miscellaneous: RMB 30,000/USD 4,412
Total: RMB 199,500 - 267,000/USD 28,530 - 35,882

1: 18-month basis, and varying significantly with lifestyle and preference

2: RMB6.8=USD 1 (approx). (Exchange Rate checked in July 2017, please double check again if it changes dramatically)

3: Int'l Exchange and Overseas Electives tuition is waived; Expense varied by destination and travel expenses

4: Based on rental of 21 months

5: Varied with age and insurance plan

Scholarships for MBA 2020

CEIBS Scholarship

Outstanding Achievements Scholarship
 Business Leadership Scholarship
 Women Leadership Scholarship
 Excellence Scholarship
 Merit Scholarship
 Entrepreneurship Scholarship
 Young Talent Scholarship
 Diversity Fellowship
 Latin-American Talent Scholarship
 Middle East & Central Asia Talent Scholarship
 African Talent Scholarship
 MBA Fellowship
 Shanghai Municipal Government Scholarship
 Liu Ji Education Fund
 Wu Jinglian Education Fund

Scholarship for Second-year Students

Emerson Scholarship

Student Loans

CEIBS - Noah Talent Loan Programme -
 Dishuiquan (for all students)
 China Merchants Bank (for Chinese citizens)
 Prodigy Loan (for Int'l students)
 Credila (for Indian Citizens)
 Deutsche Bildung (for German Citizens)

Company/Alumni Sponsored Scholarship

DDI Scholarship
 Greenwoods Scholarship
 Infineum Scholarship
 Longcheer Scholarship
 Omnicom Scholarship
 Prosperity Fund Scholarship
 Zhou Zongming Alumni Scholarship





CEIBS International Advisory Board Members

CEIBS International Advisory Board (IAB)

CEIBS IAB Honorary Chairman:

Mr. Liu, Chuanzhi

Chairman of Legend Holdings

Dr. Quelch, John A.

Charles Edward Wilson Professor of Business Administration, Harvard Business School

CEIBS IAB Co-Chairman:

Dr. Ma, Weihua

Chairman, National fund for Technology Transfer and Commercialization (NFTTC)

CEIBS IAB Honorary Co-Chairman:

Dr. Lorange, Peter

President of Lorange Business Institute Zurich (LIBZ)

CEIBS IAB Board Members:

Dr. Angeloni, Umberto
President and CEO of Raffaele Caruso S.P.A.

Mr. Cai, Mingpo
Founder and President of Cathay Capital Private Equity

Mr. Cho, Tak Wong
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Dr. Schwager, Harald
Executive member of the Board Evonik Industries

Mr. Fang, Hongbo
Chairman & CEO of Midea Group

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Mr. Haythornthwaite, Richard
Chairman of MasterCard Worldwide

Mr. Huang, Nubo
Chairman of Zhongkun Real Estate Group

Mr. Kant, Ravi
Former CEO, Managing Director/ Vice Chairman, Tata Motors

Mr. Koch, Olaf
CEO of Metro Group

Mr. Kwakwa, Kofi
Partner at African Capital Alliance and Founder of Sagevest Holdings

Mr. Lafont, Bruno
Co-Chairman of the Board of Directors of LafargeHolcim

Mr. Li, Dongsheng
Chairman & CEO of TCL Corporation

Mr. Li, Jiange
Chairman of Shenyin & Wanguo Securities and Vice Chairman of Central Huijin Investment Ltd.

Mr. Liang, Wengen
Chairman of SANY Group Co. Ltd

Mr. Liu, Jiren
Chairman & CEO, Neusoft

Mr. Idei, Nobuyuki
Advisory Board Member of Fourth Valley Concierge
Former Chairman and Group CEO of Sony

Mr. Norsa, Michele
CEO of Zegna

Mr. Sagnières, Hubert
Chairman & CEO Essilor Group

Mr. Shih, Stan
Chairman of Stans Foundation & iD SoftCapital Group; Co-founder & Honorary Chairman Emeritus of the Acer Group

Dr. Sikka, Vishal
CEO and Managing Director, Infosys Ltd

Dr. Thoman, Richard
Former CEO of Xerox Corporation

Mr. Xu, Hang
Founder and Chairman of Shenzhen Mindray Bio-Medical Electronics

Mr. Wang, Xuning
Chairman & CEO of Joyoung Company Limited

Mr. Wu, Guangquan
Chairman, China Aviation Industry General Aircraft Co., Ltd.

Ms. Yang, Marjorie
Chairman of Esquel Group

Shanghai Attractions



- 1 Shanghai campus of the top 20 Business School - **CEIBS**
- 2 Join the morning joggers or relax with a picnic in **Century Park**
- 3 Witness China's frantic pace of development at **Lujiazui Financial District**
- 4 Study alfresco with a coffee in the European surroundings of **Xintiandi**
- 5 Enjoy brunch in the French Concessions on **Ferguson Lane**
- 6 Prepare for the week ahead with Taiji in **People's Square**
- 7 Cocktails at **Bar Rouge** with stunning views of the Bund
- 8 East meets West in the art world at **M50 Creative Space**
- 9 Choose from German beers to South African wines on Shanghai's most international bar street - **Yongkang Lu**
- 10 Recharge your batteries and relive your youth at **Disneyland**
- 11 Catch up with friends by the river or on the beach at **The Cool Docks**
- 12 Shop till you drop with global brands galore at **Kerry Parkside**
- 13 Linking Puxi and Pudong, the **Nanpu Bridge**
- 14 Surround yourself with artistic inspiration at the **China Expo Pavilion**
- 15 Travel the culinary world without leaving **Biyun Lu** only a short walk from campus



MBA WeChat



MBA Website

Apply

MBA Admissions Office

China Europe International Business School

699 Hong Feng Road, Pudong

Shanghai, 201206, PRC

Tel: (86 21) 2890 5555

Fax: (86 21) 2890 5200

Email: admissions@ceibs.edu

Website: <http://en.ceibs.edu/mba>