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.

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

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.

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.

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 US schools

- **Access to 30+ top-tier exchange programmes worldwide**
  including Wharton, Kellogg, LBS, INSEAD, etc.

- **Accomplish your dream**
  start building a business dream 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
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

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 15-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.
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.

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

<table>
<thead>
<tr>
<th>Orientation/Term 1 / Term 2</th>
<th>Term 3 (Jan. - Mar.)</th>
<th>Term 4 (Mar. - Jun.)</th>
<th>Term 5 (Jun. - Aug.)</th>
<th>Term 6 (Sep. - Dec.)</th>
<th>Term 7 (Jan. - Feb.)</th>
<th>Graduation April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expedited One Year Option (12 months)</td>
<td>Basic Functions, China Module, Integration &amp; Specialisation</td>
<td>China Module, Integration &amp; Perspectives</td>
<td>Internship or Specialisation, Dual Degree Option</td>
<td>Specialisation or Exchange</td>
<td>Specialisation</td>
<td></td>
</tr>
<tr>
<td>Regular Length Programme (18 months)</td>
<td>Foundation, Basic Functions &amp; Skills</td>
<td>Overseas Elective</td>
<td>Overseas Elective</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Orientation/Term 1 / Term 2 (Aug. - Dec.)**
  - Foundation, Basic Functions & Skills
  - Overseas Elective

- **Term 3 (Jan. - Mar.)**
  - Basic Functions, China Module, Integration & Specialisation

- **Term 4 (Mar. - Jun.)**
  - China Module, Integration & Perspectives
  - Overseas Elective

- **Term 5 (Jun. - Aug.)**
  - Internship or Specialisation, Dual Degree Option
  - Overseas Elective

- **Term 6 (Sep. - Dec.)**
  - Specialisation or Exchange

- **Term 7 (Jan. - Feb.)**
  - Specialisation

- **Graduation April**
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; the dominant stories are digitalisation and globalisation. There simply is no more exciting market to work in than China.”

Lydia Price (USA), Professor of Marketing

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 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 (USA), Professor of Economics and Finance

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.

Lydia Price
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/NBs: 2.8%
- Real Estate: 2.8%
- Logistics: 2.2%
- Media/Entertainment: 1.7%
- Others: 11.2%

**Work Experience**

- <=3 years: 21%
- 4-5 years: 33%
- 6-7 years: 27%
- >=8 years: 19%

**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%

**Academic Background**

- Business & Management: 37%
- Science & Engineering: 41%
- Language & Arts: 7%
- Others: 15%

**Region**

- North America: 6.1%
- Latin America: 1.1%
- Europe: 3.9%
- Mainland China: 66.5%
- Asia Pacific & Oceania: 16.6%
- HK&TW: 5%
- Middle East: 2.6%

**Country Coverage**

- North America: 6.1%
- Latin America: 1.1%
- Europe: 3.9%
- Mainland China: 66.5%
- Asia Pacific & Oceania: 16.6%
- HK&TW: 5%
- Middle East: 2.6%

**Function**

- Marketing/Sales: 25.1%
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- Information Technology/Research & Development: 4.5%
- Human Resources: 3.9%
- Others: 2.2%

**Avg. Work Exp.**

- 21%
- 33%
- 27%
- 19%

**Overseas Students**

- 33.5%
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 alumni 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.”

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 alumnus 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.”
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:
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.

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

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".
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.

- Curriculum Focus: Entrepreneurship Concentration
- CEIBS eLab
- MBA Entrepreneurship & Investment Camp
- CEIBS eLab dedicated investment funds
  - ChairMee Incubation Fund with 30M RMB
  - Prosperity eLab Entrepreneurial Investment Fund with 50M RMB
- Changwei Venture Fund/HGI-Finavas 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.”

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.

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

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

Understand Your Value
Set Your Goals
- Career Development Programme
- Self-Assessment Tools
- Individualised Counseling
- Career Exploration Day/Industry Sharing by CDC consultants

Explore Your Options
Build Your Network
- Job Fairs
- Career Talks
- Industry Mixers
- Campus Talks/Company Site Visits/Open Days
- Networking Events with Recruiters

Professional Development
Sharpen Your Skills
- Resume Writing
- Interview Training
- Offer Management
- Executive Coaching
- Career Mentoring
- Peer Coaching
- Alumni Sharing

Take Action
Summer Internship
Full-time Job Search

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 a year, I’m excited to apply my expanded skill set and eager to see where it will take me.”

Luice 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, Jeffrey, helped me prepare for the job interview. His advice coming from his previous work experience in a German company was very helpful.”

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.

CEIBS MBA 26
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 cities…

<table>
<thead>
<tr>
<th>Position</th>
<th>MBA 2017 Placement Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager</td>
<td>39.1%</td>
</tr>
<tr>
<td>Professional</td>
<td>21.0%</td>
</tr>
<tr>
<td>Leadership Development Programme (LDP)</td>
<td>17.4%</td>
</tr>
<tr>
<td>Director</td>
<td>8.0%</td>
</tr>
<tr>
<td>Assistant Manager</td>
<td>5.1%</td>
</tr>
<tr>
<td>GM/Vice GM</td>
<td>2.2%</td>
</tr>
<tr>
<td>Supervisor</td>
<td>2.2%</td>
</tr>
<tr>
<td>Others</td>
<td>5.0%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry</th>
<th>MBA 2017 Placement Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>32.2%</td>
</tr>
<tr>
<td>General Management</td>
<td>26.7%</td>
</tr>
<tr>
<td>Marketing/Sales</td>
<td>16.4%</td>
</tr>
<tr>
<td>Consulting</td>
<td>12.3%</td>
</tr>
<tr>
<td>Operations/Logistics</td>
<td>2.7%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>2.1%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>1.4%</td>
</tr>
<tr>
<td>Others</td>
<td>6.2%</td>
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<table>
<thead>
<tr>
<th>Function</th>
<th>MBA 2017 Placement Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>30.4%</td>
</tr>
<tr>
<td>Technology</td>
<td>17.6%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>15.5%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>8.1%</td>
</tr>
<tr>
<td>Consulting</td>
<td>5.4%</td>
</tr>
<tr>
<td>Consumer Packaged Goods</td>
<td>4.7%</td>
</tr>
<tr>
<td>Education</td>
<td>3.4%</td>
</tr>
<tr>
<td>Media/Entertainment</td>
<td>3.4%</td>
</tr>
<tr>
<td>Global</td>
<td>2.7%</td>
</tr>
<tr>
<td>Others</td>
<td>8.8%</td>
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<table>
<thead>
<tr>
<th>School Resources</th>
<th>MBA 2017 Placement Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Resources</td>
<td>66.2%</td>
</tr>
<tr>
<td>Personal Network</td>
<td>20.1%</td>
</tr>
<tr>
<td>Other Websites/Direct Mail</td>
<td>5.8%</td>
</tr>
<tr>
<td>Previous Employer</td>
<td>2.9%</td>
</tr>
<tr>
<td>Headhunter/Agency</td>
<td>2.2%</td>
</tr>
<tr>
<td>Others</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>187 Total Graduates</th>
<th>92.0% Employment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 Recruiting Companies</td>
<td>81.2% Career Switches (Industry, Function or Both)</td>
</tr>
<tr>
<td>880 Total Job Postings</td>
<td>78.1% International Students Working in Asia-Pacific</td>
</tr>
<tr>
<td>108.7% Avg. Salary Increase</td>
<td></td>
</tr>
</tbody>
</table>
Selected Companies Recruiting at CEIBS

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 so 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."

Tencent  
amazon

McKeevy & Company  
ANZ

UBS  
Standard Chartered

Google  
Microsoft

JD.com  
AstraZeneca

Microsoft  
Fosun

McKeevy & Company  
ANZ

IBM  
Oracle

McKeevy & Company  
ANZ

BP  
CFLD

"
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.

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.

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

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

Take the Decision
- How to begin the admissions process

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:

<table>
<thead>
<tr>
<th>Round</th>
<th>Test Date</th>
<th>Test City Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Jan. 27, 2018</td>
<td>Shanghai, Beijing, Shenzhen</td>
</tr>
<tr>
<td>3</td>
<td>Mar. 31, 2018</td>
<td>Shanghai, Beijing, Shenzhen</td>
</tr>
</tbody>
</table>

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

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**Admission Round and Deadlines for MBA2020**

<table>
<thead>
<tr>
<th>Round</th>
<th>Application Deadline</th>
<th>Decision By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nov. 08, 2017</td>
<td>Dec. 15, 2017</td>
</tr>
<tr>
<td>2</td>
<td>Jan. 17, 2018</td>
<td>Mar. 23, 2018</td>
</tr>
<tr>
<td>3</td>
<td>May 21, 2018</td>
<td>May 18, 2018</td>
</tr>
</tbody>
</table>

---

**Feedback Session for Unsuccessful Applicants**

**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.
Estimated Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Estimated Cost (in RMB)</th>
<th>Estimated Cost (in USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Expenses1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Room</td>
<td>3,000</td>
<td>441</td>
</tr>
<tr>
<td>Intl Exchange Programme</td>
<td>60,000 - 100,000</td>
<td>8,824 - 14,706</td>
</tr>
<tr>
<td>Overseas Electives2</td>
<td>15,000 - 25,000</td>
<td>2,206 - 3,676</td>
</tr>
<tr>
<td>Textbooks</td>
<td>4,000</td>
<td>588</td>
</tr>
<tr>
<td>Housing1</td>
<td>54,000</td>
<td>7,941</td>
</tr>
<tr>
<td>Meals</td>
<td>28,000</td>
<td>4,118</td>
</tr>
<tr>
<td>Insurance5</td>
<td>5,500 - 23,000</td>
<td>809 - 3,382</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>30,000</td>
<td>4,412</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>199,500 - 267,000</strong></td>
<td><strong>28,530 - 35,882</strong></td>
</tr>
</tbody>
</table>

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. Intl Exchange and Overseas Electives tuition is waived. Expenses varied by destination and travel expenses
4. Based on rental of 24 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 Intl students)
- Credila (for Indian Citizens)
- Deutsche Bildung (for German Citizens)

Company/Alumni Sponsored Scholarship
- DDI Scholarship
- Greenwoods Scholarship
- Inbohuam Scholarship
- Longchae Scholarship
- Omnicom Scholarship
- Prosperity Fund Scholarship
- Zhou Zongming Alumni Scholarship

Miscellaneous: RMB 30,000/USD 4,412
### CEIBS International Advisory Board Members

**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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Angeloni, Umberto</td>
<td>President and CEO of Raffaele Caruso S.P.A.</td>
</tr>
<tr>
<td>Mr. Cai, Mingpo</td>
<td>Founder and President of Cathay Capital Private Equity</td>
</tr>
<tr>
<td>Mr. Cho, Tak Wong</td>
<td>Chairman of Fuyao Industry Glass Group</td>
</tr>
<tr>
<td>Dr. Schwager, Harald</td>
<td>Executive Member of the Board Evonik Industries</td>
</tr>
<tr>
<td>Mr. Fang, Hongbo</td>
<td>Chairman &amp; CEO of Midsea Group</td>
</tr>
<tr>
<td>Dr. Gao, Guofu</td>
<td>Chairman of SIF Bank Co., Ltd.</td>
</tr>
<tr>
<td>Mr. Haythornwaite, Richard</td>
<td>Chairman of MasterCard Worldwide</td>
</tr>
<tr>
<td>Mr. Huang, Nubo</td>
<td>Chairman of Zhongkun Real Estate Group</td>
</tr>
<tr>
<td>Mr. Kant, Ravi</td>
<td>Former CEO, Managing Director/Vice Chairman, Tata Motors</td>
</tr>
<tr>
<td>Mr. Koch, Olaf</td>
<td>CEO of Metro Group</td>
</tr>
<tr>
<td>Mr. Kwakwa, Koti</td>
<td>Partner at African Capital Alliance and Founder of Sagevest Holdings</td>
</tr>
<tr>
<td>Mr. Lafont, Bruno</td>
<td>Co-Chairman of the Board of Directors of LatagHolzem</td>
</tr>
<tr>
<td>Mr. Li, Dongsheng</td>
<td>Chairman &amp; CEO of TCL Corporation</td>
</tr>
<tr>
<td>Mr. Li, Jiange</td>
<td>Chairman of Shenyin &amp; Wangju Securities and Vice Chairman of Central Hujin Investment Ltd.</td>
</tr>
<tr>
<td>Mr. Liang, Wengen</td>
<td>Chairman of SANY Group Co. Ltd.</td>
</tr>
<tr>
<td>Mr. Liu, Jiren</td>
<td>Chairman &amp; CEO, Nausoft</td>
</tr>
</tbody>
</table>
| Mr. Idei, Nobuyuki        | Advisory Board Member of Fourth Valley Concierge  
                           | Former Chairman and Group CEO of Sony     |
| Mr. Norsa, Michele        | CEO of Zegna                                |
| Mr. Sagnides, Hubert      | Chairman & CEO  
                           | Essilor Group                             |
| Mr. Shih, Stan            | Chairman of Stan Foundation & ID SoftCapitcal Group; Co-founder & Honorary Chairman Emeritus of the Acer Group |
| Dr. Sikka, Vishal         | CEO and Managing Director, Infosys Ltd     |
| Dr. Thomas, 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 Aircosh Co., Ltd. |
| Ms. Yang, Majorie         | 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 a fresco 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 Nanhui 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
Apply

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China Europe International Business School
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Shanghai, 201206, PRC
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Website: http://en.ceibs.edu/mba