

Executive Assessment

The [Executive Assessment](#) (EA) or the [GMAT](#) is a mandatory part of the application process for the CEIBS Global EMBA Programme. They have been developed as an assessment of your readiness for study, and they support your overall application as it helps us understand your strengths and areas to focus on.

We find that an increasing number of CEIBS Global EMBA applicants are taking the Executive Assessment, due to it being shorter in length (90 minutes in duration) and requiring less preparation – it is considered less strenuous to prepare for the EA than the GMAT. For these reasons we encourage applicants to choose EA when applying for CEIBS Global EMBA, though we can still accept GMAT if you prefer.

What is the Executive Assessment?

You are a seasoned professional with years of work experience. You are busy juggling the demands of your work and family life. You are willing to take an assessment that evaluates your real-world skills, but you do not have months to study prior to entering an EMBA programme. At the same time, you want to be prepared for the programme and be placed with other high-caliber, experienced cohort members.

This is why in 2016, CEIBS worked with the Graduate Management Admission Council (GMAC), and five other top-tier Executive MBA Programmes across the globe, in co-designing the Executive Assessment (EA), with executive candidates in mind.

The Executive Assessment was specifically designed to evaluate the skills you have already acquired during your career. This design makes extensive preparation unnecessary. It focuses on skills that are critical both at work and in an Executive MBA program: Integrated Reasoning, Verbal Reasoning, and Quantitative Reasoning.

Why should you take the Executive Assessment?

- It is specially designed for Executive MBA candidates.
- It is shorter. The Executive Assessment is only comprised of three 30-minute sections.
- It requires only modest preparation. Most candidates we talked with told us they spent about 10 hours on preparation.
- It is highly flexible. The Assessment is globally accessible year-round at over 600 centers worldwide.
- Rescheduling is easy and it's free up to 48 hours before the scheduled appointment.

CEIBS Global EMBA

Shanghai | 699 Hongfeng Road, Shanghai P.R.C. | T: +86 21 2890 5209 | E: gemba@ceibs.edu
Zurich | Hirsacker strasse 46, P.O. Box, CH-8810 Horgen, Switzerland | T: +41 44 728 99 44 | E: info@ceibs.ch
Accra | 5 Monrovia Road, East Legon, Accra, Ghana | T: +233 544315238 | E: africaprogram@ceibs.edu

How is the Executive Assessment Structured?

During the assessment, you will be evaluated on higher-order reasoning in three areas: Integrated Reasoning, Verbal Reasoning, and Quantitative Reasoning. The scale for each section of the assessment is 0 to 20. The total scale ranges from 100 to 200, and all three sections are equally weighted in determining your total.

You will use English language and math skills to demonstrate your knowledge, and you will have 90 minutes to complete the assessment.

Section	Questions	Question Types	What It Measures	Timing
Integrated Reasoning	12	<ul style="list-style-type: none"> Multi-Source Reasoning Graphics Interpretation Two-Part Analysis Table Analysis 	The ability to evaluate information presented in multiple formats from multiple sources. These skills are necessary to succeed in our data-driven world.	30 min
Verbal	14	<ul style="list-style-type: none"> Reading Comprehension Critical Reasoning Sentence Correction 	The ability to evaluate arguments and to read, understand, and edit written material using standard English.	30 min
Quantitative	14	<ul style="list-style-type: none"> Data Sufficiency Problem Solving 	The ability to analyze data and draw conclusions using reasoning skills. The math skills required for this section are at a secondary school level.	30 min
Total Exam Time				90 min

How do you register for the Executive Assessment?

- [Create an account](#) on the EA website and provide personal information
- Choose school and track(s):

[China Europe International Business School \(CEIBS\)](#)

Global EMBA – Double Module Track (MDQ-HH-55)

Global EMBA – Single Module Track (MDQ-HH-67)

- Choose a test center near you
- Select date and time of your choice
- Pay USD 350 test fee to secure the appointment

How do you prepare for the Executive Assessment?

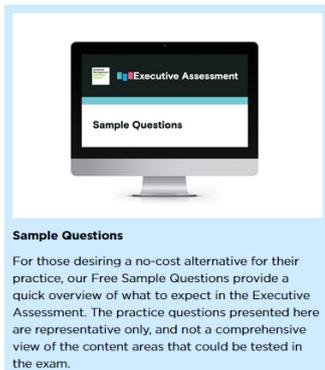
The Executive Assessment was specifically designed to evaluate the skills you have already acquired during your career. This design makes extensive preparation unnecessary, but we do strongly suggest that you practice enough to feel comfortable responding to each question in a

CEIBS Global EMBA

Shanghai | 699 Hongfeng Road, Shanghai P.R.C. | T: +86 21 2890 5209 | E: gemba@ceibs.edu
 Zurich | Hirsacker strasse 46, P.O. Box, CH-8810 Horgen, Switzerland | T: +41 44 728 99 44 | E: info@ceibs.ch
 Accra | 5 Monrovia Road, East Legon, Accra, Ghana | T: +233 544315238 | E: africaprogram@ceibs.edu

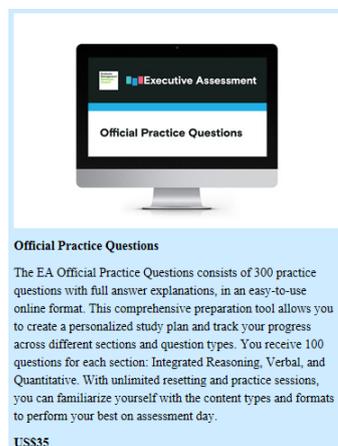
short time frame. The following tools are available on GMAC's official website (click [HERE](#)) and will be very helpful in your preparation.

- **Free Sample Questions**



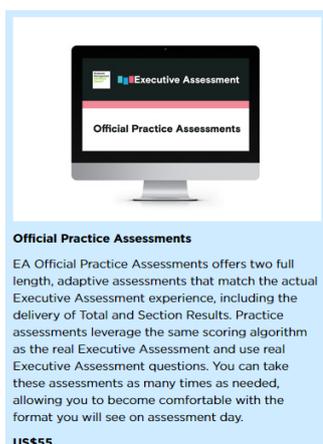
You can find free sample questions for the three sections on the EA official website. It gives you a quick overview of what to expect in the EA. Some candidates think this is enough preparation for the test on its own.

- **Official Practice Questions** (containing 300 questions with full answer explanations)



For most candidates, we encourage you to use this tool to give yourself further preparation for the EA. Most of you have been out of a school environment for many years, it is natural that you may have forgotten some of the math knowledge. The Official Practice Questions will be very helpful to familiarize yourself with the question formats and some of the skills required.

- **Official Practice Assessments** (two full length, adaptive assessments that match the actual experience)



For those of you who would like to be even better prepared, the two full length Practice Assessments are also available. This Official Practice Assessment offers you an actual test experience by providing you real EA questions and section/total score results.

If you have any questions regarding the EA, please contact us directly. Good luck!