Apply
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

CEIBS MBA | Reforming a Better You
www.ceibs.edu/mba
Why a CEIBS MBA?

First rate international faculty
with proven China experience

Excellent value for money
and top ROI when compared to European and US schools

Plug into and access virtually endless opportunities through China’s largest and most prestigious network of 20,000+ alumni, including more than 3,000 CEOs

Access to 30+ top-tier exchange programmes worldwide

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

You at the centre of an action-oriented curriculum customised to your needs

Vital exposure to the world’s largest consumer market

Why a CEIBS MBA?

Large offering of scholarships available

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 metropolises. Shanghai is home to many of the world’s multinational companies and hosting thousands of institutions and establishments to serve beyond the urban fast growing, to personal, and financial hub of Asia.

To support the local entrepreneurs with innovative ideas that are making China and Asia more competitive, CEIBS has not only introduced an entrepreneurial curriculum, but it is also the only business school in China that embeds China’s culture and business environment into its first-year coursework as part of a global context.

To support the local entrepreneurs with innovative ideas that are making China and Asia more competitive, CEIBS has not only introduced an entrepreneurial curriculum, but it is also the only business school in China that embeds China’s culture and business environment into its first-year coursework as part of a global context.

To support the local entrepreneurs with innovative ideas that are making China and Asia more competitive, CEIBS has not only introduced an entrepreneurial curriculum, but it is also the only business school in China that embeds China’s culture and business environment into its first-year coursework as part of a global context.

To support the local entrepreneurs with innovative ideas that are making China and Asia more competitive, CEIBS has not only introduced an entrepreneurial curriculum, but it is also the only business school in China that embeds China’s culture and business environment into its first-year coursework as part of a global context.

To support the local entrepreneurs with innovative ideas that are making China and Asia more competitive, CEIBS has not only introduced an entrepreneurial curriculum, but it is also the only business school in China that embeds China’s culture and business environment into its first-year coursework as part of a global context.

To support the local entrepreneurs with innovative ideas that are making China and Asia more competitive, CEIBS has not only introduced an entrepreneurial curriculum, but it is also the only business school in China that embeds China’s culture and business environment into its first-year coursework as part of a global context.

To support the local entrepreneurs with innovative ideas that are making China and Asia more competitive, CEIBS has not only introduced an entrepreneurial curriculum, but it is also the only business school in China that embeds China’s culture and business environment into its first-year coursework as part of a global context.
Student Profile

Class Profile

- **MBA 2020**
- **175 Students Enrolled**
- **685 Avg. GMAT Score**
- **17 Country Coverage**
- **36.6% Overseas Students**
- **5.9 Years Avg. Work Exp.**
- **40.0% Female**

Industry

- **Financial Services** 24.1%
- **Technology** 16.1%
- **Manufacturing** 13.7%
- **Consulting Services** 12.0%
- **Healthcare (Including Products and Services)** 9.7%
- **Petroleum / Energy** 5.7%
- **Retail / Trading** 4.0%
- **Real Estate** 3.4%
- **Consumer Products** 2.3%
- **Logistics** 1.7%
- **Government / NGOs** 1.1%
- **Others** 5.1%

Function

- **Finance / Accounting** 23.5%
- **Marketing / Sales** 18.9%
- **General Management** 17.1%
- **Consulting** 11.4%
- **Operation / Logistics** 9.1%
- **Information Technology / R&D** 8.0%
- **Entrepreneur / Owner / Partner** 6.3%
- **Human Resources** 2.3%
- **Others** 3.4%

Work Experience

- **<=3 years** 20.6%
- **4-5 years** 37.7%
- **6-7 years** 21.1%
- **8+ years** 20.6%

Academic Background

- **Business & Management** 40.0%
- **Science & Engineering** 40.0%
- **Language & Arts** 10.9%
- **Others** 9.1%

Your Peers

You will have a privileged opportunity to work, interact, and create life-long friendships with an elite group of professionals, coming from diverse backgrounds, functions and sectors.
Leela Greenberg  
MBA 2017 (USA)  
Global Leadership Academy  
Alibaba Group  
“Anyone with an MBA will say business school is worthwhile, impactful, transformational. The difference at CEIBS is China. No other country, and no other school, can capture the same scale, scope and speed. Students plunge into a surging future drawn by China’s innovation, technology, business and government. At CEIBS, you get to ride the wave rather than watch it from the shore. For me, it propelled both an industry and functional switch and afforded me the privilege to land a job where I aid the globalization of one of China’s most progressive companies.”

Charlotte Li  
MBA 2018 (China)  
Leadership Development Programme Trainee  
Microsoft  
“Thanks to CEIBS, I broadened my horizons by working with many talents, each from unique and impressive backgrounds. I truly believe that the diverse nature of the MBA journey has successfully brought me to the edge of a higher level of business world, and the memories created on campus will forever be my lifelong treasures.”

Steven Yao  
MBA 2018 (China)  
Senior Brand Strategy Manager  
Vivo Communication Technology Co.  
“My decision to study at CEIBS is one the best I’ve made in my life. Not only did the school provide me with a valuable platform to challenge and transform myself, but it also gave me the opportunity to meet and connect with future business leaders both coming from and going into a myriad of industries across the world. Most importantly though, I could never have imagined transitioning into a new industry and taking on such a key role without CEIBS behind me.”

Urs Casagrande  
MBA 2017 (Switzerland)  
Industry Value Creation Private Equity Directs  
Partner Groups  
“CEIBS is like a leadership laboratory. Whether it’s through student organisations, sports or business clubs, there is a plethora of ‘experiments’ you can do to learn and grow. As president of the CEIBS Innovation Club, for example, I was able to easily approach anybody from high calibre executives to successful entrepreneurs and organise meaningful events. Anything is possible.”
**Career Development Support**

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 and sharpening your skills to exploring your options inside & outside of China and managing the final offer, the CDC is there to provide tools, trainings, platforms and guidance. The CEIBS alumni network, assistance from professors, and your personal network are all channels which should be tapped for optimal placement results.

### MBA 2018 Placement Highlights

- **Total Graduates**: 183
- **Total Job Postings**: 879
- **Avg. Salary Increase**: 95.0%
- **Career Switch Rate**: 86.1%
- **International Students Working in Mainland China**: 44.8%

**Industry**
- Financial Services: 25.7%
- Technology: 24.3%
- Manufacturing: 12.1%
- Healthcare: 10.0%
- Consulting: 9.3%
- Consumer Packaged Goods: 3.8%
- Real Estate: 3.6%
- Total: 29.2%

**Position**
- Manager: 49.6%
- Professional: 42.4%
- Leadership Development Program (LDP): 12.8%
- Director: 8.7%
- Assistant Manager: 4.4%
- GM / Vice GM: 4.3%
- Supervisor: 2.2%
- Others: 1.5%

**Job Source**
- School Resource: 65.7%
- Personal Network: 17.5%
- Other: 14.4%
- Reciprocity Partnership: 4.4%
- Previous Employer: 4.4%
- Headhunter / Agency: 3.3%

### Professional Development Support

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

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

- **Explore Your Options**
- Job Fairs
- Career Treks
- Industry Mixers
- Campus Talks/Company Site Visits/Open Days
- CDC Signature Event
- Professional Club Events
- Reciprocity Partnership

- **Take Action**
- Projects
- Case Competitions
- Summer Internship
- Full-time Job Search
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.

Top 1+Top 1 Coordinated Degree Programmes

Master of Arts in Law and Diplomacy (MALD)
The Fletcher School of Law and Diplomacy
Tufts University, Boston, Massachusetts

Master of Public Health (MPH)
The Bloomberg School of Public Health
Johns Hopkins University, Baltimore, Maryland

Master of Management in Hospitality (MMH)
The School of Hotel Administration
Cornell University, Ithaca, New York

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

Expedited One Year Option (12 months)

Regular Length Programme (18 months)

LEARN MORE AT
http://www.ceibs.edu/mba
Your Teachers and Mentors

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 focus on China. 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
- University of Michigan
- Northwestern University
- University of Sydney
- INSEAD
- University of Auckland
- University of Auckland
- Shanghai Jiao Tong University
- Shanghai Jiao Tong University
- INSEAD
- University of Michigan
- Northwestern University

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 are an important guide to your future career goals and direction.

Mentoring Programme

The mentoring programme 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. The programme teams up to three MBA students with an experienced alumni or EMBA student mentor and receives excellent reviews from our students. Many students build long-lasting friendships with their mentors, helping them to better immerse themselves into the local business landscape.

Shimin Chen
Professor of Accounting

“Rooted in China Depth and Global Breath, our world-class curriculum, China-based and overseas immersion programmes, consulting projects, and extensive extra-curricular activities provide forward-thinking young professionals with unique opportunities for both personal and professional transformation.”

Lydia Price
Professor of Marketing

“China never stops reinventing itself. Last decade’s stories were about economic growth; this decade’s stories are digitalisation and globalisation. There simply is no more exciting market to work in than China.”
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 MBA2021 will be administered in Shanghai, Beijing, and Shenzhen on:

Test Date | Test City Offered
---|---
Jan. 19, 2019 | Shanghai, Beijing, Shenzhen
Mar. 23, 2019 | Shanghai, Beijing, Shenzhen

Test Date | Test City Offered
---|---
Nov. 14, 2018 | Shanghai, Beijing, Shenzhen
Dec. 15, 2018 | Shanghai, Beijing, Shenzhen
Mar. 16, 2019 | Shanghai, Beijing, Shenzhen
May. 09, 2019 | Shanghai, Beijing, Shenzhen

Enrollment
The CEIBS MBA programme has one intake each year, with three sections of approximately 80 students each. The MBA2021 school year will kick off in August 2019.

Admission Rounds and Deadlines for MBA2021

<table>
<thead>
<tr>
<th>Round</th>
<th>Application Deadline</th>
<th>Decision By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nov. 14, 2018</td>
<td>Dec. 15, 2018</td>
</tr>
<tr>
<td>2</td>
<td>Jan. 09, 2019</td>
<td>Mar. 16, 2019</td>
</tr>
<tr>
<td>3</td>
<td>Mar. 13, 2019</td>
<td>May. 09, 2019</td>
</tr>
</tbody>
</table>

Financing Your Study
CEIBS MBA programme offers a rich and diversified scheme of financial aid to qualified candidates, both domestic and international. Financial aid includes: merit based scholarships, diversity based fellowships, needy based education fund, company sponsored scholarships and social financial loans.

Our Financial Aid Office is here to help you finance your MBA studies. Backed by the large amount of financial aid offered in 2018, 30% of MBA 2020 students received scholarships or fellowships covering over 100% of their tuition fees. In addition to this, 40% of MBA 2020 students received loans covering 25-100% of tuition fees.

Application Fee (non-refundable)
- Chinese Applicants (including Hong Kong, Taiwan, and Macau): RMB 1,000
- International Applicants: USD 180

Tuition Fee
Tuition for the MBA2021 class is not yet published, please check the website for latest update.

For reference only, the MBA2020 tuition was RMB 428,000 (est. USD 61,400)
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 campuses in Shanghai, Beijing, Shenzhen, Zurich and Accra (Ghana). CEIBS consistently ranks within the top-20 Business Schools in the world and is one of the leading business schools in Asia.