

中欧FMBA学生分享会： 投资精英缘何“投资”中欧

Benefits of the CEIBS FMBA: A Student Perspective



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3月21日，中欧在职金融MBA（FMBA）学生分享会在中欧陆家嘴国际金融研究院举行。三位来自投资领域、沿着不同职业轨迹快速发展的2012级FMBA学生向参会者介绍了他们选择中欧的原因，以及中欧FMBA课程为他们的职业生涯所带来的改变和帮助。

周慧（FMBA 2012）目前在硅谷银行资本（中国）担任投资总监一职。在金融投资领域打拼多年后，周慧来到中欧就读FMBA课程，这为她的职业生涯带来了新的机遇。经同学介绍，2013年她顺利跳槽加入了隶属美国硅谷银行金融集团的硅谷银行资本（中国）。周慧认为，与国外商学院相比，中欧有着扎根本土的优势；与国内同类课程相比，中欧FMBA又拥有专注于金融行业的核心竞争力。同学们的工作背景基本涵盖了金融系统的各个领域，大家共处一间教室，往往在几十分钟内就可以完成整个金融生态链上所有环节的信息沟通，并相互指导，这种学习方法非常新颖而高效。

陆晓晖（FMBA 2012）在分享时坦言，他矢志不移地选择中欧，是因为坚信“中欧是中国最好的商学院”。陆晓晖从大一开始涉足股票投资，毕业后作为一名普通银行柜员进入金融业，以平均每半年一个级别的速度晋升到销售管理层。但处于职业上升期的他放弃了别人眼中的康庄大道，而选择了布满荆棘的创业之路，与人合伙开设了高端社区理财中心。从创业初期的彷徨到后来方向逐渐明确，陆晓晖意识到创业之初的

盈利还存在很多偶然因素，为了找到正确的复制模式，他选择来中欧就读FMBA，并获得了超乎预期的回报。在FMBA课程历时15个月的小组课题报告中，陆晓晖所在的小组索性将他的公司当做研究对象，为公司搭建系统、解决问题；更可贵的是，在课题研究的过程中，几位同学都“爱上”了这家企业，他们积极投身到公司的运营管理中，为实际经营和后期复制提供了极大的帮助。

丘剑是2013级FMBA一班的班长。科班出身的他毕业于上海财经大学银行与国际金融专业，目前担任新华都实业集团（上海）投资有限公司副总经理。丘剑认为，与大学时期的专业教育相比，中欧FMBA课程赋予了他不同的学习体验与视角：首先是金融知识的升华与系统化，金融行业人士经历多年的工作实践后再重理论，会收获更多的灵感与启迪；其次，中欧FMBA课程讲授的不仅是金融理论，还有管理类精华课程，这些课程内容都是根据金融行业的特点来设置的，与金融业的管理需求高度契合，因为中欧FMBA要培养的不仅是金融行业人才，更是金融业的未来领袖。此外，加入中欧最大收获之一就是是一群可爱的同学。大家经验共分享，疑难相与析，结下了深厚的同窗情谊。

目前，2014级中欧FMBA课程已进入第二轮报名阶段。在此次分享会中，课程部也对招生信息做了提纲挈领的介绍，并特别强调：今年中欧FMBA招生将于2014年6月12日截止。



An entrepreneur, an investment banker and the manager of a private equity/venture capital investment fund recently shared, with senior executives from Shanghai's finance industry, how the CEIBS Part-time Finance MBA Programme (FMBA) has helped them advance their careers. The March 21 event, held at the CEIBS Lujiazui Institute of International Finance, was part of the second round of candidate recruitment for the 2014 FMBA intake. It followed a similar event held in February.

The entrepreneur, Mr Lu Xiaohui, explained how he began his career as a bank teller, then was quickly promoted to salesman and then sales manager. He decided to leave the bank, and together with some partners began a high-end community banking centre. Though the fledgling business saw some early success, he was concerned about its long-term, sustainable development and decided to apply to the CEIBS FMBA to help enable him to steer his business in the right direction. He didn't consider any other business schools as said he believes CEIBS to be the best, and after his studies began he found an unexpected benefit to his decision. The FMBA programme curriculum divides students into small groups for a 15-month practical case study project that has them analyse and develop solutions for real businesses; his group chose his company for their project, enabling him to tap into his classmates' expertise for ways to address many of the challenges faced by his company. Some members of his group have even become active participants in

the company's management.

Ms Zhou Hui (FMBA 2012) is the investment director of Silicon Valley Bank Capital (China). In her talk she explained how her FMBA studies helped enable her to find new career opportunities. She found her current position after enrolling at CEIBS; previously she had been at China Renaissance Capital Investment. She said she considered many business schools but ultimately chose CEIBS over its foreign competitors because of its "China Depth", and the focus on finance offered by the FMBA Programme. She finds that being in a classroom with other experienced finance executives heightens the level of discussions, and she believes the programme to be both innovative and effective. She suggests that prospective students have a clear objective in mind before they begin, in order to get the most out of the programme.

Mr Qiu Jian (FMBA 2013 Class 1) earned his undergraduate degree from Shanghai University of Finance and Economics, where he majored in Banking and International Finance. He said he finds the CEIBS FMBA Programme to be quite a different learning experience compared to his university studies, and it has broadened his perspective. Reviewing various theories after having several years of work experience under his belt has been inspiring, and he is also enjoying learning many new things. Mr Qiu Jian is currently Deputy General Manager of Xinhua Industrial Group (Shanghai), where he is responsible for private equity, venture capital and

secondary market investment. He believes the curriculum helps fulfil many of the management needs of the financial sector; the programme trains not only financial professionals, but also future financial industry leaders. One of the biggest benefits has been the friendships he has developed with his classmates. He said he enjoys studying with peers who have similar goals – everyone strives to learn and share their knowledge with a positive attitude – and wants to be well-prepared to deal with future financial reforms and innovation.

The event closed with a presentation from FMBA staff who provided more details on the programme and the admissions process. The application for the second and final round of admissions is June 12, 2014.

