



中欧 MBA 奖学金： 一份意义深远的投资 CEIBS MBA Scholarship: A Worthwhile Investment

中欧校友捐赠奖学金
Alumni-donated
scholarships:

文/雷娜 By Lei Na

前些日子，一段由中欧 MBA 学生拍摄的“我爱中欧”视频在网上悄然传播开来。在上海校园的粉墙黛瓦、潋滟水光之间，一群来自全球各地的年轻人讲述着各自热爱中欧的理由，传递出满满的正能量。中欧 MBA 课程招生与职业发展主任李媛媛从事招生工作已有九年，当她谈起自己心爱的学生时，也不禁赞誉有加，“他们

是一群志向远大、眼界开阔的年轻人，融合中西方特质，有着国际化视野，跨文化交流的能力很强，充分体现了‘中国深度、全球广度’。”

目前，中欧 MBA 课程招生面临着激烈的竞争。“我们是站在世界的舞台上，与一些有着百年历史沉淀和雄厚资金积累的名校争夺人才。”李媛媛坦言，“优秀的学生一旦被中欧录取，无论其经济

安越奖学金

由中欧 MBA 校友马爽以上海安越企业管理咨询有限公司的名义捐赠设立

“从你迈入商学院的那一刻开始，就展开了一段终身学习的旅程，希望大家充分利用中欧的平台和资源，从这里取得更大的收获。”

——马爽

Anyue scholarship

Donated by CEIBS MBA alumnus Ma Shuang, on behalf of Shanghai Anyue Management

When you enter a business school, you start a life-long learning journey. I hope students can completely utilise the CEIBS platform and resources, and get bigger rewards from here.

- Ma Shuang

Some time ago, a video called “I Love CEIBS” quietly spread over the Internet. Shot by CEIBS MBA students, it showed a group of young people from around the world explaining why CEIBS has a special place in their hearts. The backdrop for their positive energy was the white walls, colourful tiles and serene lakes of the school’s Shanghai Campus. When Yvonne Li, Director of CEIBS MBA Admissions and Career Services, recalls the video and talks about her students, her love for them is clear. “They’re an ambitious and broad-minded group of young people from all over the world. They have an international scope, strong abilities in cross-cultural communication, and they are a full embodiment of CEIBS’ tag line China Depth, Global Breadth,” says Li.

The MBA market has always been tough as schools vie for the best students to groom into being tomorrow’s business leaders. “We’re pursuing talented individuals, on a global stage, and competing with some really renowned business schools that have hundreds of years of history and solid funding,” Li explains. “Once they’ve enrolled at CEIBS, these excellent students expect to feel the warmth of our vast but close-knit community and its will to nurture them no matter what their financial status. For students who need financial support,

the CEIBS MBA scholarship comes to their aid. It not only relieves their financial pressure, but also strengthens the programme’s competitiveness.”

There are three broad categories for CEIBS scholarships and student subsidies. First, there are those provided under the school’s budget including the Excellence Scholarship, Women Leadership Scholarship, Young Talent Scholarship, etc. Second, there are those provided by the government and third-party foundations, including the Shanghai Municipal Government Scholarship, Liu Ji Education Fund, and Wu Jinglian Education Fund. Third, there are those donated by CEIBS alumni and enterprises, including the Anyue Scholarship, Greenwood’s Scholarship, Morningside Scholarship, etc. In 2014, 43% of students benefitted from CEIBS

MBA scholarships, with 16% of the total scholarships coming from alumni donations. In addition, CEIBS students may access aid from financial institutions.

Gratitude and Expectations

Each scholarship donated is a crystallisation of thanks being given to CEIBS, and expectations for its future. They often come from grateful alumni such as Ma Shuang (MBA 2001). After he graduated from CEIBS, the former pilot launched the financial management consultancy Shanghai Anyue with a few partners. In the company’s ninth year, Ma donated the Anyue Scholarship to his alma mater. As he explains, “My gesture was aimed at inspiring CEIBS students. They can use my case to see that an MBA student learned business management



东渡国际·上海城市 & 乡村俱乐部奖学金

由中欧校友、东渡国际集团主席李海林捐赠设立

“支持教育是企业的一种社会责任，也是企业家精神的延续。中欧是中国最早的商学院，培养出了许多优秀的企业家和经理人，能够捐资给这样一所商学院，我深感荣幸。”

——李海林

DDI Shanghai Urban & Rural Club Scholarship

Donated by CEIBS alumnus,
Chairman of DDI Li Hailin

It’s our social responsibility, and an extension of the entrepreneurial spirit, to support education. CEIBS is China’s earliest business school, and it has nurtured numerous outstanding entrepreneurs and managers.

It’s a great honour to donate to such a great institution.

- Li Hailin

状况如何，我们都希望让他们感受到这个大社区的温暖，以及中欧想要栽培他们的意愿。这个时候，中欧的 MBA 奖学金和助学金就提供了重要的一臂之力，它不仅缓解了学生的经济压力，也增强了我们的 MBA 课程竞争力。”

目前中欧 MBA 奖学金、助学金项目大致可分为三大类：第一类由学院预算提供，包括卓越奖学金、女性领导力奖学金、青年才俊创业奖学金等；第二类由政府 and 第三方基金会提供，包括上海市外国留学生政府奖学金、刘吉管理教育基金助学金、吴敬琏管理教育基金助学金；第三类则是由校友和企业捐赠，包括安越奖学金、景林奖学金、晨兴资本奖学金等。2014 年，

中欧 MBA 奖学金在学生中的覆盖率为 40%，由校友捐赠的奖学金在奖学金总额中所占比例为 16%。此外，中欧还向学生提供财力支持项目（Financial Aid Program），有需要的中外学生都可以向相关银行申请贷款。

感恩与期待

每一份奖学金捐赠背后，都凝聚着对于中欧的感激、信任和期待。马爽（MBA 2001）曾经是一名飞行员，自中欧毕业以后，他与合伙人共同创立了上海安越企业管理有限公司。创业后的第九年，他以公司名义向母校捐赠了安越奖学金。马爽曾经表示，“我希望通过这个举动，给中欧 MBA 学生一些信心，提供给他们一个实例：一个 MBA 学生通过在中欧学习管理知识，毕业后自主创业，若干年以后，他也有能力回报中欧、回馈社会。”

东渡国际集团主席李海林（EMBA 2003，CEO 2003）在就读中欧之前已经是一位成功的企业家了。如何让自己的

企业走向国际化，他坦言从中欧获益良多，“中欧是我人生道路上的重要一站，我在这里获得了国际化视野，聆听了著名教授的课程，也结识了众多商界精英校友，这些都对我发生了深刻影响。”晨兴资本联合创始人刘芹（MBA 1998）则表示，捐赠是为了激发学生们的创业热情，“创业对于社会发展具有积极的推动作用。我们希望通过捐赠奖学金的方式回报母校，在学生中培养创业理念，分享创业经验，帮助创业者获得成功，从而为推动社会进步贡献力量。”

捐赠企业也参与到奖学金获得者的选拔之中。李媛媛解释道：“商学院讲求教学相长，在教学过程中体会企业的需求也格外重要。校友们既有系统的管理知识，也了解市场需求，让他们参与甄选奖学金获得者，客观上增加了公开性、透明性，增进了企业和 MBA 学生的交流，整个过程也显得更有效率、更有内涵。”

“捐赠企业可以推动商学院的发展，”中欧教育发展基金会秘书长葛俊



龙旗 - 中欧奖学金

由龙旗控股有限公司捐赠设立，龙旗集团主席杜军红（EMBA 2008）、首席执行官邓华（EMBA 2006）均为中欧校友

“希望奖学金获得者珍惜光阴、好好学习，多和 EMBA 校友和企业接触，等到力所能及的时候，去回报父母、回报中欧、回报社会。”

——邓华

Longcheer-CEIBS Scholarship

Donated by Longcheer Holdings Limited, Longcheer Group Chairman Du Junhong (EMBA 2008) and CEO Deng Hua (EMBA 2006).

We hope that recipients of our scholarship cherish their time at CEIBS, study hard, and interact more with EMBA alumni and enterprises. When they are able, they can repay their parents, CEIBS and the society.

- Deng Hua

景林奖学金

由中欧校友、景林资产管理公司董事长蒋锦志（CEO 2008）捐赠成立

“我和我的同仁一直关注和支持教育事业的发展。因为像我们这样的人，能够走到今天的位置，都是依靠教育改变了命运。”

——蒋锦志

Greenwoods Scholarship

Donated by Greenwood Assents Management Chairman Jiang Jinzhi (CEO 2008)

My colleagues and I care about and always do what we can to support educational development, because people like us depended heavily on education in our efforts to get where we are in life.

- Jiang Jinzhi



skills at CEIBS, started a business after graduation, and after several years he was able to repay CEIBS and the wider society.”

For Chairman of DDI Group Li Hailin (EMBA 2003, CEO 2003), providing a scholarship was a way of giving back. He'd been a successful entrepreneur before doing a CEIBS EMBA but he's well aware of how being a part of the CEIBS community has helped his business go international. “CEIBS was an important stop in my life. I acquired an international vision here, listened to lectures by famous professors, and got to know many elite businessmen and women who are part of the CEIBS alumni network. These are all events that had a deep influence on me,” he says.

An entrepreneurial joint venture, CEIBS places a strong emphasis on start-ups. That dovetails with Liu Qin's efforts to stimulate students' enthusiasm for launching businesses. The MBA 1998 alumnus and Co-founder of venture capital firm Morningside

sees “entrepreneurship as an active facilitator in social development. By donating a scholarship we hope to repay our alma mater, to cultivate the concept of entrepreneurship among students, share related experience, and help entrepreneurs to succeed, thus contributing our share to social progress,” he explains.

Donors usually participate in the scholarship recipients' selection process, something that MBA Director Li welcomes. “Business schools facilitate teaching and learning, and it's particularly important, during the teaching process, to look at what companies need. Our alumni are both systematically knowledgeable in management and aware of market demands, and their participation in the selection process adds to its objectivity and transparency and facilitates communication between companies and MBA students. This way, the whole process is more efficient and more meaningful.”

CEIBS Assistant President and

Secretary General of the CEIBS Education Foundation Ge Jun agrees. “Donating companies can push forward the development of business schools,” he says. “Business schools need to be more firmly grounded by listening to what entrepreneurs and the various industries have to say. No matter whether it's traditional teaching, Internet-based teaching, or the latest type of ‘revolutionary teaching’, we have to listen to the voice of the market. The donation process is one way the market and business schools listen to each other.”

Value of Goodwill

There has been strong support from the CEIBS community over the years. For example, the two-year MBA scholarship was established in 2012 when MBA 2001 donated RMB 270,000, and the class of 2000 donated RMB 260,000. This year, CEIBS professors donated RMB 180,000 to support international MBA students, and EMBA alumnus Zhou Zongming



晨兴资本奖学金

由晨兴资本捐赠设立，晨兴资本董事总经理刘芹、石建明（MBA 1998）、投资合伙人张斐（MBA 1997）均为中欧校友

“晨兴创投的三位合伙人都是中欧校友，中欧的教育给予了我们入行的机会，奠定了我们今天事业发展的基础。”

——刘芹

Morningside Scholarship

Donated by Morningside Capital, its GM Liu Qin (MBA 1998), Shi Jianming (MBA 1998), and its investment partner Zhang Fei (MBA 1997).

The three partners of Morningside are all CEIBS alumni, and it's our CEIBS education that opened the door for us to enter the industry, it's what laid the foundation for our success today.

- Liu Qin

说，“商学院需要接地气，需要聆听企业家和行业的声音。无论是传统式教学、基于互联网平台的教学，还是最新的颠覆式教学，都要倾听市场的声音。捐赠过程就是市场聆听商学院的过程，也是商学院聆听市场的过程。”

善念等价

2001级、2000级MBA校友曾经分别向母校捐赠27万元和26万元，用于设立为期两年的MBA奖学金。今年，中欧教授们也共同捐赠了18万元，用于资助2014级MBA海外学生。中欧校友周宗明先生（EMBA 2003）捐赠了为期十年的MBA奖学金。曾经的奖学金受益者、艺龙网首席运营官谢震先生（MBA 2000）向母校捐赠了20万元。在中欧二十周年华诞来临之际，这样的故事似乎每天都在发生着。除了大额捐赠之外，中欧教育发展基金会也开发了小额捐赠和定期捐赠等多种渠道，让处于不同发展阶段的校友都有机会支持中欧。得到了校友的鼎力相助，基金会对

于学生的资助也日趋多样化，前不久赴联合国南南合作组织纽约总部实习的两位MBA学生的海外生活费用，就是由基金会提供的。校友捐赠正日益成为中欧发展的催化剂。

中欧名誉院长刘吉教授曾经说过，“慈善事业是不求留名，只求心灵的净化。企业家没钱的时候，捐一元钱就是慈善；企业家有钱的时候，捐一百万也是慈善。在慈善事业中，一和一百万是等价的，因为是心灵的追求是相同的，向善的念想是等价的。”

“在中国的捐赠文化中，人们往往会把教育发展、慈善救助和市场营销混为一谈。人们通常认为扶危济困是刚性需求，市场营销是有产出的投入，但对教育发展的关注度不够。”葛俊表示，“目前中国的经济不断发展，在全球500强企业中国，中国企业已经占了近20%。希望企业家们在从事慈善事业时，能够更加关注教育的发展，因为推动一所好的商学院发展，能够对经济社会产生极大的影响力。”

在中国，与中国，为全球

中欧、校友、学生，三者之间有着不可分割、荣辱与共的情感联系；中欧、中国、世界，三者之间有着生生不息、超越国界的价值传递。正如李媛媛所说的，“中欧虽然只有短短二十年历史，却能够跻身世界商学院前二十强，这个成绩堪称奇迹。我们希望吸引全球最优秀的人才利用中欧的平台和资源实现职业抱负，也希望中欧能够完成自己的宏伟愿景——在中国，与中国，为全球。感谢为中欧MBA课程捐赠奖学金的校友，因为你们的帮助，中欧招收到了更优秀的学生。他们未来的成就将让学院更卓越，让中国和世界的未来更有希望。我想告诉捐赠校友，这是一份意义深远的投资。”

MBA 2001 班级奖学金

由中欧 2001 级 MBA 的 127 名校友共同捐赠设立

“我们希望为 MBA 学生创造一个好的、宽松的学习环境，让未来的中欧人更出色、更成功，中欧在这样的良性循环下也会获得更快的发展。”

——李柏洲 (MBA 2001)

MBA 2001 Class Scholarship

Donated by 127 CEIBS MBA 2001 alumni

We hope to create a good, open learning environment for MBA students, making future CEIBS students more outstanding and more successful, and that CEIBS will enjoy faster development with such a virtuous cycle.

- Li Baizhou (MBA 2001)

周宗明奖学金

由中欧 2003 级 EMBA 校友周宗明捐赠设立

Zhou Zongming Scholarship

Donated by CEIBS EMBA 2003 Zhou Zongming

中欧奖学金捐赠咨询电话：
CEIBS Scholarship Donation Hotline:
+86 21 2890 5898

MBA 2000 班级奖学金

由中欧 2000 级 MBA 全体校友捐赠设立

MBA 2000 Class Scholarship

Donated by CEIBS MBA 2000 alumni

感谢曾经和正在向中欧捐赠奖学金的企业

Thanks to the following companies for their consistent support to CEIBS MBA scholarships

艾默生

宏盟

熙可集团

浙江第一银行

欧莱雅

华侨银行

私募股权奖学金

韩亚银行

宝钢

博世

好利安

LVMH 集团

联合利华

Emerson

Omnicom

CHIC Group

Chekiang First Bank Limited

L'Oreal

OCBC Bank

A Capital-CEIBS Private Equity Scholarship

Hana bank

Baosteel

Bosch

Hovione

LVMH

Unilever

donated RMB 1,000,000 to establish a ten-year MBA scholarship. Xie Zhen (MBA 2000), COO of elong.com, a former scholarship recipient, donated RMB 200,000 to CEIBS. As the November 8 date for CEIBS' 20th Anniversary approaches, there are many similar stories of donations being made. In addition to large, regularly scheduled investments, CEIBS Education Foundation has also developed various channels for smaller donations and periodic ones. This provides opportunities for the school's alumni at different stages of their development to support their alma mater. With the staunch support of CEIBS alumni, the Foundation has been increasingly able to provide students with varied forms of help. Not long ago, CEIBS

covered the living expenses for two MBA students doing internships at the United Nations' Office for South-South Cooperation's New York headquarters. Alumni donations are becoming a catalyst for CEIBS' development.

Chairman of CEIBS Foundation and the school's Honorary President Liu Ji sees it this way, "Charity is for the purification of the soul, not for fame. When an entrepreneur doesn't have a lot of money, a RMB 1 donation is charity; when he becomes rich, a RMB 1 million donation is also charity. One and one million are the same in charity, because the aim in both cases is pursuit of purification, and the will to do good is the same."

But China doesn't have a very strong donation culture when it comes

to education. CEIBS has been trying to change that among its alumni, students and staff. "In China's donation culture, people tend to mix up educational development, charity & aid, and marketing expenses. People usually think that helping the poor and needy is urgent, that marketing is an investment that has a return, but they don't pay enough attention to educational development," says Ge Jun. "With China's economy constantly growing, nearly 20% of the world's Top 500 companies are Chinese. We hope that entrepreneurs can focus on educational development when they do charity work, because the development of a good business school will be hugely influential to the development of the entire society."