



## 课程发展 Programme Updates

9月, 中欧国际工商学院成立**在线学术委员会**, 并召开首次学术委员会会议, 这是中欧在在线教育领域战略发展的又一重要标志。2014年, 中欧各课程部门也展开了丰富多彩的活动。

On September CEIBS took yet another significant step forward in the increasingly important area of online education by officially launching the school's **Online Learning Academic Council** and convening its first meeting. There was also a lot happening with the school's programmes throughout the year.

## MBA

**第二届MBA夏令营:**今年,中欧MBA夏令营规模空前,达59人之多。营员来自美国、德国、肯尼亚、尼泊尔、牙买加、危地马拉等22个国家。夏令营为期五天,内容精彩而紧凑,不仅包含课程学习,还为营员提供了考察上海和中欧校园的机会。本届夏令营营员之间交流密切,其中不少人有申请中欧MBA课程的打算。

**2nd Boot Camp** – The class size for Summer Boot Camp more than doubled this year, to 59, with participants representing 22 countries including Kenya, Nepal, Jamaica, and Guatemala as well as the US and Germany. The Summer Boot Camp offers a unique opportunity for candidates to try out Shanghai and CEIBS for five intensive, learning-packed days. It created a close knit community of participants, with many planning to apply to the CEIBS full time MBA programme this year.

**职业数据:**2013–2014 招聘季中,共有340家公司通过中欧职业发展中心向189名毕业生发布了1087个职位。尽管就业形势严峻,但截至毕业后三个月,95.6%的MBA毕业生收到了至少一份工作邀约,平均薪资涨幅为95.5%,职业转换率为74.4%。目前,16.8%的毕业生选择到海外发展,77.1%的海外学生选择在亚太地区发展。

**Career Stats** – A look at full-time employment and summer internships for the 189 MBA 2014 students showed that during the recruitment season, 340 companies made available 1,087 positions to CEIBS MBA students through the school's Career Development Centre (CDC). Despite a tough market, an impressive 95.6% of CEIBS MBA 2014

graduates received job offers within three months of leaving the school and 74.4% of students successfully undertook a career switch. Currently 16.8% of graduates are working outside of the Chinese mainland, while 77.1% of the overseas students remained in the Asia-Pacific region.

**职业发展之旅:**11月,中欧职业发展中心组织了三组学员分赴北京、香港和新加坡参加MBA职业发展之旅。每支代表队都由中国内地学生和外国学生组成,他们与当地领军企业、跨国公司和金融机构的高管和人力资源总监会晤并建立联系,共商毕业之后的职业机会。职业发展之旅为学生们调查亚洲不同地区的人才市场提供了一个良好平台。

**Career Treks** – The CEIBS Career Development Centre in November led three groups of students to Beijing, Hong Kong, and Singapore for the annual MBA Career Treks. In each city, a select group of both Chinese mainland and international students had the opportunity to meet and network with key executives and HR directors from leading local and multinational companies, and financial institutions to discuss career possibilities after graduation. Career Treks are an excellent platform to survey the job market in different regions of Asia and leverage available career opportunities.



**海外选修:** 12月, 中欧MBA课程提供了三个宝贵的海外选修机会: 关注创业的学生可参访美国达顿商学院; 学生也可赴东京考察日本的新兴商业模式; 对奢侈品行业感兴趣的学生还可以去巴黎游学。

**Overseas Electives** – The MBA Programme offered three unique overseas electives in December. The visit to Darden School in the US focused on entrepreneurship. In Tokyo, students discussed New Emerging Business Models in the Japanese context, while those who are keen to explore the business of luxury travelled to Paris.

**一年学制:** 自2015年起, 中欧MBA课程将推出一年学制, 为学生提供更灵活的选择。学生通过更紧凑的课程安排, 可在12个月内完成全部学分, 降低机会成本, 一年之后回归工作岗位。

**One-Year Option** – Starting this year, the CEIBS MBA will launch a new “One-Year Programme” option, offering a shorter and more intensive form of study for selected students. Core courses will be taken together with participants in CEIBS’ standard 18-month programme. Extra electives will be front-loaded during the latter part of the first year so participants can complete the required amount of credits for graduation within 12 months.

**合作学位:** 目前, 中欧国际工商学院颁发三种与美国一流商学院合作的专业联合学位: 1) 中欧与康奈尔大学酒店管理学院合作推出的工商管理/酒店管理 (MBA/MMH) 双学位; 2) 中欧与塔夫茨大学弗莱彻法律与外交学院推出工商管理/法律外交学硕士 (MBA/MALD) 合作项目; 3) 中欧与约翰霍普金斯大学布隆伯格公共卫生学院推出工商管理/公共卫生 (MBA/MPH) 合作项目。

**Coordinated Degrees** – CEIBS now offers three specialised Coordinated Degrees together with top US schools. In 2014 CEIBS and Cornell partnered to launch a prestigious Coordinated MBA with a Master of Hospitality Management, for those interested in receiving two world class degrees that will help them take part in China’s nascent hospitality industry. This joins the recently launched Coordinated MBA with the Master of Arts in Law and Diplomacy (MALD) at the Fletcher School of Law and Diplomacy, and the Master of Public Health with Johns Hopkins Bloomberg School of Public Health.





## 金融MBA FMBA

**首届毕业生:** 9月7日, 中欧国际工商学院第一届金融MBA(FMBA)学生在上海校区石化演讲厅举办盛大的毕业典礼, 为长达21个月的学习之旅画上了圆满句号。

**History in the Making** – September 7, 2014 will forever be remembered as the day the first CEIBS FMBA class graduated. Their 21-month study journey ended in a graduation ceremony in the Shanghai Petrochemical Auditorium at the CEIBS Shanghai Campus.

**新生入学:** 9月11日, 中欧迎来了2014级FMBA新生。开学典礼上, 副院长兼中方教务长张维炯教授与上海景林资产管理有限公司董事总经理田峰分别为新生颁发“新生奖学金”及“中欧-景林奖学金”。

**Starting Point** – CEIBS welcomed its second Finance MBA Class on September 11. During the opening ceremony for the Class of 2014, Vice President and Co-Dean Prof Zhang Weijiong and Tian Feng, Managing Director of the alumni company Greenwoods Asset Management, presented a “Freshman Scholarship” and the “CEIBS-Greenwoods Scholarship” to selected programme participants.

**招生开启:** 10月18日, 中欧2015级FMBA招生正式开启。近150名对课程感兴趣的金融行业人士齐聚上海校园, 聆听FMBA课程主任赵欣舸教授对2015级FMBA招生新政及课程动态的详细解读。资深投资银行家、中欧金融学兼职教授杨磊也在现场发表了题为“企业兼并与收购的战略应用”的演讲。2015级FMBA学生将于9月入学, 本次计划招收两个班, 并将向部分优秀的申请者提供新生奖学金。通过近两年的学习, 学生们将系统全面地掌握金融专业知识, 并收获管理之道。

**The Next Step** – When the recruitment of CEIBS FMBA 2015 students began on October 18, about 150 elite members of the financial industry gathered at CEIBS Shanghai Campus to hear Programme Director Prof Zhao Xin’ge explain the new recruitment policies and latest updates. Senior Investment Banker and CEIBS Adjunct Professor of Finance Yang Lei spoke about “The Application of M&A Strategies”. FMBA 2015 students begin classes in September, and during their two years of study, they will acquire financial expertise, and learn best practice management methods. The FMBA will enrol two classes of students with about 55 students in each class. Scholarships are available for qualified applicants.





## EMBA

**毕业典礼:** 11月1日, 2012级EMBA毕业典礼隆重举行。上海、深圳的学员来到中欧上海校区参加了毕业典礼, 北京学员则在北京校区举办典礼。学院领导、教职员工、毕业生及其家人参加了典礼。

**New Graduates** – The EMBA 2012 Graduation Ceremony was held on November 1. Participants from the Shanghai and Shenzhen programmes came together at CEIBS Shanghai, while the Beijing Campus played host to participants from that city. School leaders, along with faculty, staff and graduates' family members also attended.

**台湾修学:** 6月, 逾450位中欧EMBA学员参加了台湾文化修学课程。学员们赴台湾地区聆听了台北市市长郝龙斌、台湾“立法院”副院长洪秀柱、台湾公益平台文化基金会董事长严长寿的精彩演讲, 参观了佛教胜地法鼓山。

**Taiwan Tour** – In early June, more than 450 EMBA students enjoyed a study trip to Taiwan during which they benefited from the views of prominent figures such as Taipei Mayor Hao Longbin, Vice President of Taipei Legislature Hong Xiuzhu, and President of the Alliance Cultural Foundation Yan Changshou. The students also visited the Buddhist Resort Fa Gu Mountain.

**青年领袖:** 3月11日, 世界经济论坛公布了2014年“全球青年领袖”获奖名单, 共有214位“青年领袖”因杰出的职业成就和社会贡献获此殊荣。京东创始人、CEO刘强东(EMBA 2009), 中欧EMBA学员、“免费午餐”发起人邓飞(EMBA 2013)从全球2000多位候选人中脱颖而出, 当选为2014年“全球青年领袖”。

**Global Leaders** – EMBA alumni Liu Qiangdong, CEO of e-commerce giant jd.com, and Deng Fei, a pioneer of philanthropy in China, were among the 214 people named “Young Global Leaders” for 2014 by the World Economic Forum (WEF) on March 11. Chosen from a global field of more than 2,000 candidates, they were honoured for their outstanding careers and contributions to society.

**新的开始:** 9月22日, 中欧上海、北京、深圳三地300多位EMBA学员共同开启了新的学习旅程, 本届学员共分为六个班。新生代表熊友辉在发言中阐述了中欧的“中国深度, 全球广度”是如何引起他的共鸣。

**New Beginning** – More than 300 participants in six classes in Beijing, Shenzhen and Shanghai began their CEIBS EMBA journey on September 22. Shenzhen participant Xiong Youhui spoke, on behalf of the new class, about how the CEIBS mission of “China Depth, Global Breadth” resonates with him.

# EMBA全球班 GEMBA

**话别:** 1月11日,来自16个国家的50多位2012级EMBA全球班(GEMBA)学员在中欧为期20个月的学习之旅画上了圆满句号,毕业典礼在中欧上海三期校园中举行,学员们在典礼上回顾求学经历,展望灿烂将来。

**Farewell** – More than 50 Global EMBA 2012 students, from 16 different countries, came together on January 11 for the final chapter in their 20-month study journey at CEIBS. They gathered at CEIBS Shanghai Campus Phase 3 for a graduation ceremony that offered both a chance for reflection and a look ahead to the future.

**迎新:** 9月12日,中欧国际工商学院为2014级GEMBA学员举办了开学典礼和欢迎宴会。本届全球班共汇聚了58位商业精英,分别来自中国等亚洲12个国家,学员平均工作年限为16年。

**Welcome!** – CEIBS welcomed the Global EMBA Class of 2014 on September 12, kicking things off with an Opening Ceremony and Banquet. The class comprises 58 business leaders from 12 different countries, based throughout China and Asia. The Class of 2014 has an average of 16 years' work experience, what makes for a formidable 900 years of combined work experience.

**排名:** 虽然商学院之间的竞争日趋白热化,但今年英国《金融时报》发布的排名显示,2014年中欧国际工商学院GEMBA课程仍在全球EMBA课程百强榜单中名列第十,并在全球独立运营的课程中跻身前五强。

**Ranking** – CEIBS Global Executive MBA Programme is #10 in the *Financial Times* ranking of the world's Top 100 EMBA programmes for 2014, despite an increasingly competitive field. CEIBS GEMBA is ranked among the Top 5 independently-run programmes worldwide, according to the *FT*.





当中国遇到非洲 When China Meets Africa

## 非洲项目 Africa Programmes

2014年,中欧国际工商学院非洲项目取得长足进展:新的课程启动,项目与赞助商、校友之间的关系进一步紧密,中、非企业高管之间架起了沟通桥梁。3月,中欧非洲项目举办了女性商业论坛;5月,非洲女性创业与领导力课程(WELA)在内罗毕开课。这一年的其他重大事件还有:

It was an eventful year for CEIBS' operations in Africa with new programme launches, strengthening of ties with sponsors and alumni, all while bridging the gap between business executives in China and Africa. In May the Women Entrepreneurship and Leadership for Africa (WELA) programme was launched in Nairobi and, a few months before in March, CEIBS Africa hosted the Women's Business Forum. A few highlights from other events:-

**研讨会:** 4月16日,逾50位来自能源行业的嘉宾来到中欧非洲项目阿克拉办学点的礼堂,参加了有关公用事业定价的研讨会。皇家特许管理会计师公会(CIMA)是本次研讨会的另一主办方。CIMA主席马尔科姆·菲伯(Malcolm Furber)在南非能源行业有着丰富的经验,他在这次会议上发表了主旨演讲。

### Let's Look at the Numbers

On April 16, more than 50 guests from the energy sector gathered in the auditorium of the school's Accra location for a seminar on the pricing of public utilities. The event was hosted in collaboration with the Chartered Institute of Management Accountants (CIMA). The keynote speaker was CIMA President Malcolm Furber who has vast experience within the South African energy industry.

**企业家交流会:** 6月9日,一些来自中国大型企业的代表参加了由中欧非洲项目举办的交流会,分享了他们对于建立成功商业联盟的经验。中国企业(加纳)商会会长丰年、国家开发银行驻阿克拉代表处副首代胡建平(音)博士协助中欧非洲项目主办了此次活动。

### Chinese Execs Share Insights with Peers from Ghana

Representatives from seven large Chinese companies shared their insights on building successful business alliances at a June 9 event in Accra. The event was organised by the CEIBS Africa Programme in cooperation with Feng Nian, President of the China Enterprises Chamber of Commerce in Ghana and Dr Hu Jianping, Deputy Chief Representative of the China Development Bank in Accra.

**加纳校友分会成立:** 随着中欧非洲项目的稳健发展,7月6日,中欧校友加纳分会正式成立,尼日利亚分会也在筹备当中。校友数量的迅速增加是早先的中欧校友非洲分会被各地区分会所取代的原因之一。目前加纳分会和尼日利亚分会的新一届理事会已经诞生。

### Ghana Alumni Chapter Launched

The robust development of CEIBS Africa Programme was evident on July 6 as alumni gathered to induct new members of the CEIBS Alumni Association's Ghana Chapter and to prepare to formally launch a Chapter in Nigeria at a later date. The growing number of alumni is one of the factors that led to the original CEIBS Alumni Association Africa being replaced by country-specific Chapters.





非洲女性创业与领导力课程 WELA

**当中国遇见非洲:** 7月20日,第四届中欧“当中国遇见非洲”年会在中欧陆家嘴国际金融研究院举行,来自中国和非洲的校友们围绕“为什么合作战略对于中非商务发展至关重要”这一主题展开了小组讨论。36位在上海完成最后课程模块的非洲2013级EMBA学员和50多位来自中国和欧洲的商业高管及学者出席了会议。

#### When China Meets Africa

A panel discussion between CEIBS alumni from both Africa and China on “Why Collaborative Strategies are Essential for China Africa Business Development” was among the items on the agenda during the 4th Annual CEIBS When China Meets Africa Conference held July 20 at the CEIBS Lujiazui Institute of International Finance. The conference also featured a line-up of keynote speakers from Europe, Africa and China, which gave participants a global perspective on African development and China/Africa trade. Conference participants included 36 students from the CEIBS Africa EMBA 13 class who were in Shanghai to complete their final programme module. They were joined by more than 50 senior business executives and academics from both China and Europe.

**高管演讲:** 7月24日,中欧非洲项目举办了首场高管讲座,喜力公司非洲与中东地区总裁诗博(Siep Hiemstra)与大家探讨了投资当地人才发展和供应链采购在该公司的非洲发展战略中所发挥的重要作用。喜力公司是中欧非洲项目的重要赞助商,Osei Tutu II高管教育与研究中心(OTCEER)及传统机构服务管理与领导力课程(SMTLA)均获得了该公司的大力支持。

#### Heineken Exec Talks Growth Strategy at CEIBS Africa Event

On July 24, during the very first Executive Talk organised by the CEIBS Africa Programme, Heineken's Africa and Middle East President Siep Hiemstra explored how investing in the development of local talent and supply chain sourcing would play a key role in the company's growth strategy for Africa. The global brewing company has been an invaluable corporate sponsor of the CEIBS Africa Programme, in particular the Osei Tutu II Centre for Executive Education & Research (OTCEER) and its Service Management and Leadership for Traditional Authorities (SMTLA) programme.





上海 Shanghai

## 中欧高层经理培训课程 Executive Education

中欧国际工商学院是亚洲唯一一所连续五年进入由英国《金融时报》评选的“全球高层经理培训项目30强”榜单的商学院。2014年，中欧继续为中国和亚太地区提供一流的高层经理培训课程，帮助各个组织发展和培养符合当今和未来需要的领导者。

CEIBS is the only Asian business school among the *Financial Times'* ranking of global Top 30 executive education providers. In 2014, CEIBS continued to offer first-class executive education to China and the Asia Pacific region, with a goal of helping organisations cultivate current and future leaders.

**CMO同学汇:** 1月11日，中欧首席营销官(CMO)课程校友返校日活动在上海校区举办。活动以“掌控自我，引领未来”为主题，吸引了近百名CMO校友参加。中欧市场营销学教授、CMO课程学术主任王高在活动上宣布“中欧CMO同学汇”正式成立。

### CMO Alumni Society Launched

On January 11, CEIBS CMO alumni back-to-school day was held at the Shanghai Campus. With a theme of “Master Yourself, Lead the Future”, the event attracted nearly 100 CMO alumni. CEIBS Marketing Professor & CMO Programme Academic Director Prof Wang Gao announced the launch of CEIBS CMO Alumni Society during the event.

**艺术课程:** 4月26日，中欧与佳士得美术学院首次合作的“全球艺术市场：艺术品收藏与投资课程”毕业典礼在伦敦佳士得公司总部举行。该课程历时一年，横跨四个国际大都市，呈现了中国和西方艺术的精华，深受学员好评。

### Artistic Collaboration

On April 26, the commencement ceremony for the first-time cooperation between CEIBS and Christie's Education on the “Global Art Market: Artistic Collection and Investment Programme” was held at CE's headquarters in London. The



one-year programme which spans four international metropolises represents the essence of Chinese and Western art. It was very well received by participants.

**巅峰之旅:** 7月9日,由中欧高层经理培训部推出的顶级课程“中国CEO领导力课程:领导力巅峰之旅”在上海校区开课。该课程学员为企业最高管理层,今年近40名学员中大部分是中欧EMBA、CEO、总经理课程校友。中欧副教授、管理学教授忻榕担任本届课程主任,中欧管理实践教授杰克·伍德(Jack Wood)担任第一模块主讲教授。

#### **New CEO Leadership Summit**

On July 9, CEIBS Executive Education's flagship offering “China CEO Leadership Programme: Leadership Summit Trip” got underway at the school's **Shanghai** Campus. The programme is designed for top corporate management, and the almost 40 participants were mostly CEIBS EMBA, CEO, and GM programme alumni. Co-Dean and Professor of Management Katherine Xin was Programme Director, while Professor of Management Practice Jack Wood lectured during the first module.

**CFO协会成立:** 10月23日,中欧国际工商学院首席财务官(CFO)协会在中欧北京校区成立。中欧副院长兼教务长张维炯教授和中国总会计师协会会长刘红薇被推选为名誉会长。宝钢股份有限公司CFO陈纒担任会长,海尔集团CFO谭丽霞、大连

信和皮装有限公司总经理何纯担任副会长,英国皇家特许管理会计师公会(CIMA)北亚区总裁李颖担任秘书长兼常务副会长,多位来自企业界的校友担任理事。苏锡嘉、许定波、黄钰昌、丁远、张逸民、芮萌、赵欣舸、张华等中欧资深教授组成了强大的协会顾问团队。10月11日,中欧CFO协会支持协办了成立后的首场大型活动“2014中国管理会计论坛:当代管理会计的趋势与挑战”。

#### **CFO Association Founded**

On October 23, CEIBS CFO Association was established during a ceremony at the Beijing Campus. Vice President and Dean Prof Zhang Weijiong and President of China Association of Chief Finance Officer Liu Hongwei were elected Honorary President. Baosteel Co Ltd CFO Chen Ying was named President, CFOs of Haier Group and Dalian Xinhe Leather Apparel Tan Lixia and He Chun Vice Presidents, President of CIMA North Asia Li Ying was made Secretary General and Standing Vice President, and a number of alumni from the corporate world were made board members. CEIBS professors Su Xijia, Xu Dingbo, Hwang Yuchang, Ding Yuan, Zhang Yimin, Oliver Rui, Zhao Xinge and Zhang Hua make up the Association's powerful board of consultants. On October 11, CEIBS CFO Association undertook its first major event, the “2014 China Management Accountants Forum: Trends and Challenges for the Modern Management Accountant”.

