



## 校友分会与校友活动 Alumni Chapters & Events

2014年,中欧国际工商学院继续发展阵容强大、组织活跃、遍布全球的校友网络。截至2014年11月底,中欧校友人数逾15000名,并且今年首次迎来了61名中欧FMBA(金融MBA)校友。目前中欧校友已在全球范围内建立了60个国家和地区分会(其中国内分会46个,海外分会14个),并拥有60个校友行业协会和俱乐部。

In 2014, CEIBS gathered momentum in developing a strong, active alumni network around the globe. By the end of November 2014, CEIBS had more than 15,000 alumni, including the first group of 61 Finance MBA grads. To date, CEIBS alumni have established 60 national and regional chapters (including 46 in China, and 14 overseas) across the globe, with 60 alumni associations and clubs.

**中欧大讲坛:**2014年,好屋中国“中欧大讲坛暨教授巡回演讲”在昆明、大连、武汉、西安、南昌、杭州等城市举行。该论坛邀请中欧知名教授发表精彩演讲,帮助当地中欧校友开阔思路、融汇新知,是一个优秀的学术交流平台。

### Academic Exchange

Throughout the year, HAOWUCHINA “CEIBS Master Forum & Professors Speech Tour” featured excellent presentations by renowned CEIBS faculty. The events, a great platform for academic exchange, and disseminating fresh knowledge to local alumni, were hosted in Kunming, Dalian, Wuhan, Xi'an, Nanchang and Hangzhou.

# “好屋中国”2014中欧大讲坛暨教授巡回演讲 中国国际贸易与人民币国际化

Cover Story

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南昌 Nanchang

**杰出校友:** 2014年, 中欧校友会主办了“中欧20年20人”杰出校友评选活动。经过历时半年的提名、评选和复选, 最终获奖名单于11月8日在中欧校庆庆典晚会暨颁奖典礼上隆重颁布。本次杰出校友的获奖者为: 黄怒波(EMBA 1996)、蔡明泼(EMBA 2004, CEO 2009)、徐和谊(EMBA 1996)、王旭宁(EMBA 2001, CEO 2010)、刘强东(EMBA 2009)、徐航(EMBA 2002)、陈希(EMBA 2003)、马爽(MBA 2001)、刘芹(MBA 1998)、马克·赛基亚(Mark Secchia, MBA 1999)、何福龙(EMBA 2007)、曾李青(EMBA 2005)、黄清平(CEO 2003)、潘刚(EMBA 2002)、陈志列(EMBA 2004)、谢震(MBA 2000)、徐少春(EMBA 2002)、潘雪平(EMBA 2008)、陆风(EMBA 2002)、沈建芳(EMBA 1997)。他们是一群充满社会责任感的杰出企业家, 在各自领域均取得了令人瞩目的成就。

## Distinguished Alumni

After six months of nominations, selections and voting, the final results from “20 Years – 20 People” CEIBS Distinguished Alumni Award Selection was announced during the school’s 20th Anniversary Gala Evening & Award Ceremony on November 8th. Winners include Huang Nubo (EMBA 1996), Cai Mingpo (EMBA 2004, CEO 2009), Xu Heyi (EMBA 1996), Wang Xuning (EMBA 2001, CEO 2010), Liu Qiangdong (EMBA 2009), Xu Hang (EMBA 2002), Chen Xi (EMBA 2003), Ma Shuang (MBA 2001), Liu Qin (MBA 1998), Mark Secchia (MBA 1999), He Fulong (EMBA 2007), Zeng Liqing (EMBA 2005), Huang Qingping

(CEO 2003), Pan Gang (EMBA 2002), Chen Zhilie (EMBA 2004), Xie Zhen (MBA 2000), Xu Shaochun (EMBA 2002), Pan Xueping (EMBA 2008), Lu Feng (EMBA 2002) and Shen Jianfang (EMBA 1997). They are all outstanding entrepreneurs who take social responsibility seriously, and have had remarkable achievements in their respective fields.

**首届班委代表大会:** 6月28日, 2014中欧校友首届班委代表大会在上海校区举行。来自中欧MBA、EMBA、高层经理培训课程的京沪深三地近200个班级的300多位班委代表齐聚一堂, 共叙同窗情谊, 共饕学术盛宴。这也是中欧历史上出席率最高的班委会议, 促进了跨课程、跨年级、跨班级的班委之间的交流与互动。

## Alumni Reps Gather

More than 300 representatives from nearly 200 classes including MBA, EMBA and Executive Education programmes gathered at the Shanghai Campus for their annual meeting on June 28. During the Class Committee Meeting session, participants heard from seven class representatives who shared details of their class activities along with moving recollections of their time studying at CEIBS. This was the largest gathering ever for a Class Committee Meeting. These gatherings promote communication and interaction among representatives from different courses, grades and classes.

深圳 Shenzhen



### 校友组织

2014年,中欧校友分会和行业俱乐部进一步发展壮大。6月5日,中欧安徽校友分会成功举办第三届理事会成立仪式暨换届大会;6月8日,济南校友分会第三届理事会换届大会在当地举行;10月26日,深圳校友分会第五届理事会成立庆典暨特斯拉模式与颠覆式创新演讲在深圳举行,近300名校友前来参加活动,在这次会议上,第四届理事会会长徐航(EMBA 2002)荣任中欧校友会深圳分会名誉会长,曾李青(EMBA 2005)履新理事会会长,黄反之(MBA 2003)继任理事会秘书长。

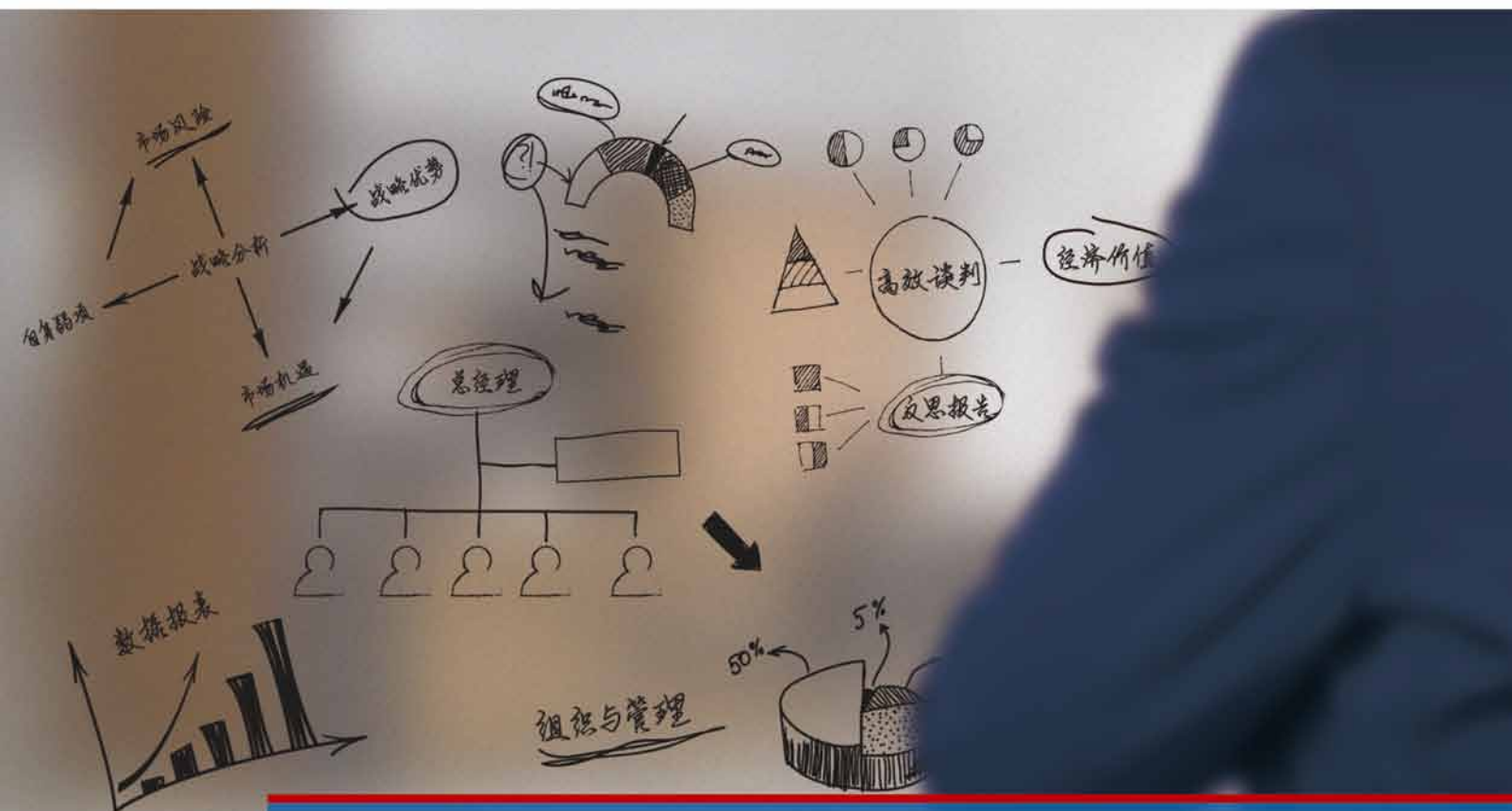
行业俱乐部方面的重大事件有:6月15日,中欧房地产及建设行业同学会(北京)在京召开全体理事会议,理事们一致选举苏鑫(EMBA 2003)担任第二届理事会会长,周青(EMBA 2005)担任秘书长,钟瑾(EMBA 2011)担任副秘书长;11月14日,中欧校友旅游行业协会正式成立,谢震(MBA 2000)担任首任会长。

### Alumni Association

CEIBS alumni chapters and clubs saw further development and growth in 2014. On June 5th, CEIBS Anhui Alumni Chapter hosted an inauguration ceremony for its third Council. Three days later, the Jinan Chapter also elected its third Council. Then on October 26th, during a ceremony to welcome the Shenzhen Chapter's fifth Council, nearly 300 alumni turned out for a session on the Tesla Model and Disruptive Innovation. During the meeting, Xu Hang (EMBA 2002) President of the fourth Council, was named Honorary President; Zeng Liqing (EMBA 2005) became President of the new Council, with Huang Fanzhi (MBA 2003) named Secretary General.

Among the major events hosted by alumni clubs throughout the year: on June 15, CEIBS Real Estate and Construction Industry Alumni (Beijing) hosted a plenary Council meeting where they elected representatives of the second Council. Su Xin (EMBA 2003) was named President, Zhou Qing (EMBA 2005) was made Secretary General, and Zhong Jin (EMBA 2011) Deputy Secretary General. Then on November 14, the CEIBS Tourism Industry Alumni Association was established with Xie Zhen (MBA 2000) as its President.





## “总”览商界变化，经营了然于心

总经理课程 2015年4月，模块制，上海、北京、深圳

总经理课程不仅有最核心的管理模块和最顶尖的教授，更有创新的学习模式和精心设计的学习流程，使学员能成功地将书本上、课堂上的概念与自身实践经验相结合，反躬而思，超越旧的思维框架，最终实现学以致用。

### 招生对象

实际、实践、实战是本课程的特点，我们招生对象为高速成长的成功企业的总裁、总经理和集团公司事业部的总经理，以及极具潜质的高层管理人员，他们应拥有八年以上的管理实践经验。

### 六大核心模块

- 宏观经济和管理学导论
- 领导力与变革管理
- 高效谈判
- 管理会计
- 决策者的市场管理
- 战略管理

### 四大创新学习模式

- 温故知新：教授将引导学员进行反思和互相学习，充分暴露个人的偏见和盲点。
- 学而时习：要求学员运用学习日志，回顾当天学到的、思考过的、有重要心得的要点。
- 以人为镜：学员自由组成两人小组，到彼此工作岗位上去作为为期两天的访问，把访问经历写成报告，主人也写一份报告作为回应。
- 知行合一：完成一篇反思论文，把各模块的内容与公司的实际相联系。

• 中欧国际工商学院同时开设MBA、EMBA和在职能金融MBA课程。

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