



AMP Club Launched

Keynote speeches on China's economic reforms and the impact of the mobile Internet were among the highlights of the CEIBS General Manager Forum, which also included the official launch of the AMP Club. More than 300 AMP alumni attended the event at the Shanghai Campus on November 29, 2014. Executive Deputy Director of CEIBS Lujiazui Institute of International Finance Dr Gary Liu gave the keynote speech entitled "Outlet of and Outlook on China's Economic Reform" while Xu Xin, Founder & CEO of Capital Today gave the keynote speech entitled "Mobile Internet Era: Embracing Changes".

Welcome Shanghai (Changning) Chapter

The January 18 launch of the CEIBS Alumni Association Shanghai (Changning) Chapter also included the first ever CEIBS Changning "Tongdao (common goal) Forum". More than 200 alumni and students attended. Chapter leaders are: President Deng Huancheng (EMBA 2003), Vice President Xu Jinquan (EMBA 2013) and Secretary-General Li Ning (EMBA 2010).

Investing in China's Banking Industry

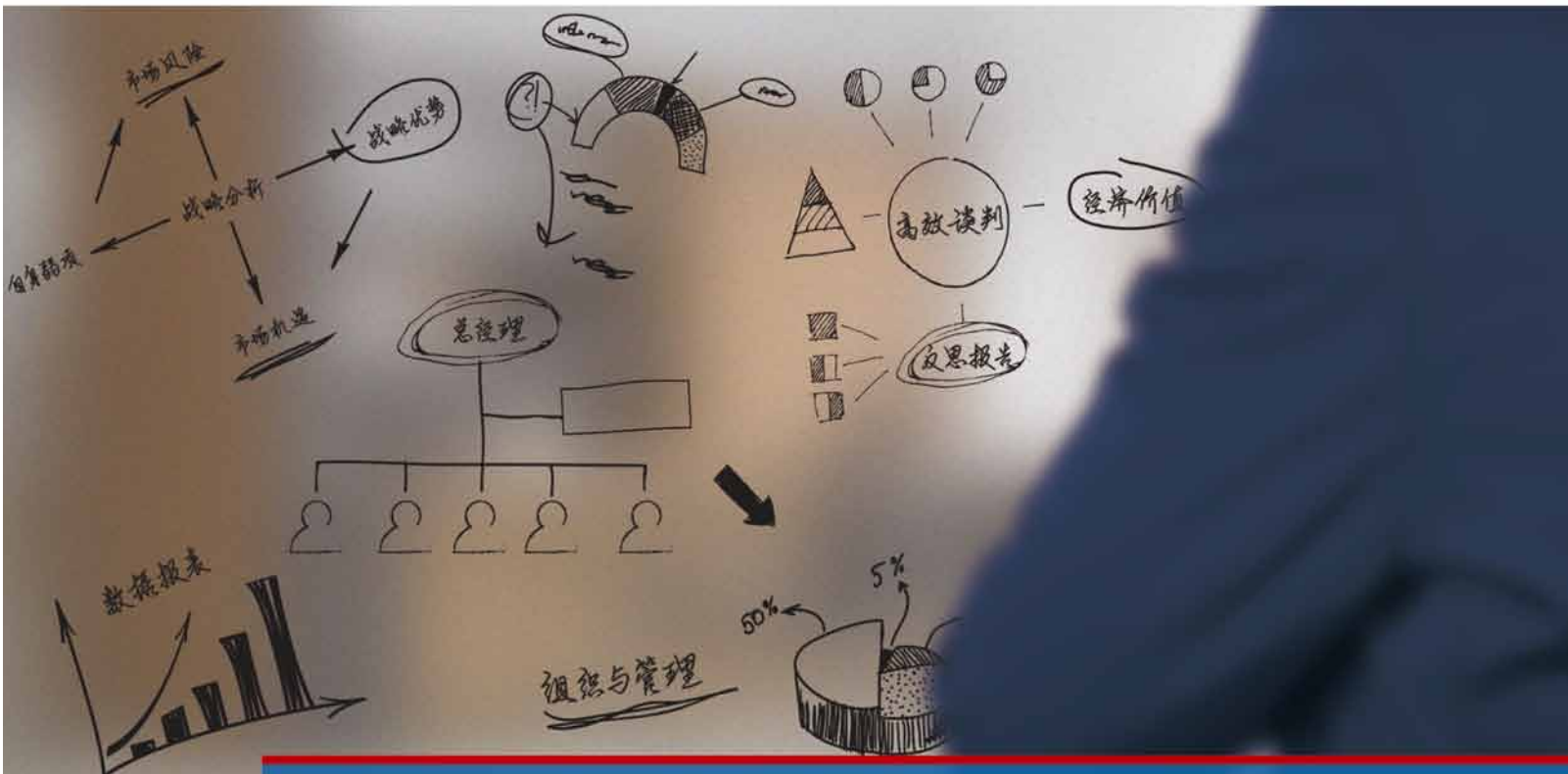
Winner of *New Fortune* magazine's 12th Best Banking Analyst Award, Guotai Junan Securities' Qiu Guanhua, shared his views on investing in China's banking industry

during an event co-organised by CEIBS FMBA Programme and the CEIBS Alumni Finance & Investment Club on January 15. The venue was CEIBS Shanghai Campus. During his lecture, Qiu stressed that one must be attuned to policies and have a thorough understanding of theoretical frameworks in order to understand China's banking sector, which has always been an integral part of the country's A share market.

Alumni Share Internet Success Stories

CEIBS alumni are leading innovation in China's online sector, and several shared case studies of their start-up successes during the 9th Alumni HGI FINAVES China Entrepreneurship

Forum held at the CEIBS Shanghai Campus on January 10. Vice President of e-commerce giant Yihaodian Huang Xiaoqiang (EMBA 2007) and Bridge HR Group President Hou Zhengyu (EMBA 2005) gave examples of how their companies have successfully leveraged their digital platforms. CEIBS Vice President and Co-Dean Professor Zhang Weijiong and HGI FINAVES China Fund Partner Zhang Yonghan (CEO 2010) led a discussion on the challenges and opportunities for start-ups in the Internet sector. Xu Jinquan (EMBA 1999) moderated and Wang Qingjiang, Director of the CEIBS Alumni Relations Office, gave the welcome speech. The forum was hosted by the CEIBS Alumni Association and sponsored by the HGI FINAVES China Fund.



“总”览商界变化，经营了然于心

总经理课程 2015年全年招生，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。

七大核心模块

- 宏观经济和管理学导论
- 管理会计
- 决策者的市场营销
- 高效谈判
- 战略管理
- 商业模拟+行为反思
- 毕业讲座与反思报告

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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和在职金融MBA课程。

