



Leadership Lessons in the Desert

"I prefer experience teaching to case study since the former is based on first-hand experience while the latter is about other people's stories. So during this course, every group of 10 people needs to make decisions and accomplish tasks in a brutal environment," said CEIBS Associate Dean and EMBA Director Prof Charles Chen. He was explaining the rationale behind CEIBS' first ever "Leadership in Action" EMBA course that took place during the 10th Gobi Challenge. Led by Professors Chen and Jean Lee, 50 EMBA students walked 82 kilometres, learning valuable lessons as they went along. On day one, they focused on building a team, the second day was about how to respond to changes while on the final and most difficult day team members were asked to handle a major crisis. At the end of the four-day-long course, Prof Lee noted that it had been not only a test of endurance but also about putting leadership into action.

The Gobi Challenge has long been a signature event for CEIBS students with the school winning the challenge several years in a row. The trek retraces Monk Xuan Zang's arduous Tang Dynasty pilgrimage through the Gobi Desert 1,300 year ago. It has become a valuable cultural event and test of

physical endurance for EMBA students from China and global business schools. Five days after CEIBS' leaders, faculty and family members of this year's CEIBS team gathered at the Shanghai Campus Petrochemical Auditorium on April 24 to wish them well on the arduous journey ahead, the team took the competition's Shackleton Medal and the team title for their outstanding performance. Chen Changguo won three silver medals for his outstanding performance each day of the competition.

"After crossing the Gobi, through salt flats and the barren desert, we were about to collapse from the torturous sandstorms and scorching sun," recalled Peng Bo (AMP 21 Class). Peng almost quit because of excruciating pain in his knees on the second day. Teammate Ye Lun helped pull him along by tying a rope around their waists to keep them together. Ye's selfless action cost him the competition's individual award title for that day, but ensured that the entire team completed the course. "I will treasure this for the rest of my life," said Cai Hui (AMP 23 Class), the only female member of the CEIBS team, who burst into tears when they crossed the finish line.



MBA 2008, Together Again

CEIBS MBA 2008 alumni from both home and abroad gathered at the school's Shanghai Campus on June 13 to catch up on their career and personal successes of the last five years and reminisce about their days at CEIBS.

Thanks for your Support!

The CEIBS Alumni Association invited more than 400 alumni reps to the school's Shanghai campus on June 6 for the yearly Meeting of Class Representatives to say thanks for all their support. CEIBS President Prof Li Mingjun and Honorary President Liu Ji gave keynote speeches.

Champs!

CEIBS EMBA football team beat out teams from seven other Chinese b-schools during matches over the past six months, winning the National Football League.

Tennis Anyone?

On May 25, three teams from CEIBS Tennis Association impressed at the seventh Qinghua EMBA Tennis Group Classic, the top tennis competition for Chinese business schools. Among the 40 competing teams, CEIBS first team placed fourth in its category, the second team placed second in its grouping, while the third team placed fourth.