



BOSCH

Bosch CEIBS Scholarship

Bosch is one of the world's leading suppliers of technology and services in the areas of automotive and industrial technology, consumer goods, and building technology. It is a major manufacturer of products such as heat pumps, and its subsidiary Bosch Rexroth is the world's largest independent supplier of wind-turbine gearboxes. Since 2008, Bosch has invested more than one billion euros in photovoltaics. It also developed hybrid and electric powertrain technologies for motor vehicles long before its competitors. Bosch employs some 283,000 associates in more than 150 countries worldwide. Together, they create innovative technology that is "Invented for life" – technology that benefits mankind and provides solutions to environmental problems. Nearly 50 percent of the company's four billion euro research and development budget thus focuses on protecting the environment and conserving resources. It also registers more than 3,800 patents each year. The development and manufacturing expertise of Bosch associates is evident in many high-end products.

Bosch sees leadership as a long-term commitment. Since Robert Bosch founded the company in 1886, there have only been six chairmen of the board of management. The Bosch Group's special ownership structure, with a charitable foundation, the Robert Bosch Stiftung, as the main shareholder, is geared to this long-term approach. Unlike listed companies, Bosch is not answerable to stakeholders who have invested capital. The company and its associates feel particularly committed to the Bosch values. These are values that do not exist solely in written form, but values that are lived by – day for day.

Scholarship Amount

One full scholarship of RMB 336,000 (Chinese Student)/USD 56,800 (Int'l Student)

Application Criteria

- Full-time MBA at CEIBS
- Working experience in primarily project management, engineering, controlling, sales or purchasing
- First priority to applicants from less-developed region
- First priority to applicants fit with Bosch value (Future and Result focus; Responsibility; Initiative and Determination; Openness and Trust; Fairness; Reliability, Credibility, and Legality; Cultural Diversity)
- The scholarship winner is required to finish ISP project at Bosch. For ISP details, please find at <http://www.ceibs.edu/mba/academics/practicum/index.shtml>.

Application

- Candidates submit **cover letter** and **resume** to CEIBS MBA office.

Obligation

Scholar must repay the scholarship, already committed, in the following circumstances:

- Failure to complete MBA program
- Failure to pass examinations
- Dismissal by CEIBS

#####

Bosch (China) Investment Ltd.
333 Fuquan (N.) Road
Shanghai 200335
P.R. China
Tel +86 21 2218-1111
Fax +86 21 2218-2238
#