

## **The Sponsor's Guide**

Applying to an Executive MBA programme is an important and great investment, which requires a lot of consideration, both from the applicant, but also from the applicant's employer and organisation.

The purpose of this sponsor's guide is to make it more straightforward and simple for the applicant's employer to make the sponsorship decision.

## **Sponsorship**

When applying to our EMBA programme, all applicants need to be sponsored by their organisation in terms of time off for the days that classes are conducted. Outside of sponsoring the time off, financial sponsorship is common as well.

## **Why the Sponsorship is important**

The CEIBS EMBA programme is rigorous and intense, and the students are expected to work hard, but . Maintaining a balance between studies and a full time job can therefore be hard, but not impossible. For this reason, the company and employer encouragement and support, financial or non-financial, is of great importance and vital for the success of the student.

## **Why CEIBS?**

CEIBS is the leading China-based international business school, offering MBA, Executive MBA and Executive Education and the school's main objective is to contribute to the economic development of China by offering its students a thorough understanding of the latest international management knowledge and practices, coupled with clear China expertise.

With the mission to support China's economic development and to further China's integration into the world economy, CEIBS prepares highly competent, internationally-oriented business leaders who are capable of working within the Chinese economic environment, while adapting to the driving forces of business globalization, international competition, and international co-operation.

## **CEIBS Faculty**

CEIBS' faculty members have attained impressive academic and professional reputations in China and abroad. The school has for five years running ranked among the top six worldwide in terms of the international diversity of its faculty according to the Financial Times. In addition CEIBS' research output has gathered significant momentum in recent years and now represents an impressive body of internationally published studies.

Applying to an Executive MBA programme is an important and great investment, which requires a lot of consideration, both from the applicant, but also from the applicant's employer and organisation.

## **Why CEIBS EMBA**

The CEIBS EMBA is a general management programme that hones students' leadership skills by combining 15 core courses and 4 electives. Students meet once a month, for four consecutive days from Friday morning to the following Monday afternoon. In this manner students are allowed to obtain a world-class MBA degree without interrupting their career.

Our programme has consistently been ranked among the world's top 25 EMBA programmes by the Financial Times. The programme is attracting an increasing number of overseas participants,

with different nationalities, experiences and cultures across Asia, Europe and America. The CEIBS EMBA has a team oriented approach, which not only re-enforces peer learning by sharing experiences in various markets, but also showcases different cultures and perspectives while building a truly global network. In this fashion, it is designed to prepare highly competent, internationally oriented managers, who are capable of adapting to the driving forces of business globalisation, international competition, and international cooperation.

### **Retain high potential employees**

Our partly- or fully sponsored students have, by their employer, generally been recognized as individuals with high potentials. The CEIBS EMBA programme will help them in developing existing skill sets broaden their responsibilities and further on contribute in accelerating the growth and progress of the organisation.

### **Direct Results**

Once employees are in the programme, the employer typically tends to see direct results, as the employee returns from each module and immediately commences the implementation of practices learnt in class. The alternation of work and studies gives a more efficient and sustainable learning curve, which is beneficial to both the student and the employer. In addition, one very important aspect is the interaction between students in class, who discuss practices and perceptions, which often result in new prospectives and the undertaking of new methods and processes that have not been considered before.

### **Benefits to the Students**

- Acquiring new knowledge and business practices with world renowned faculty
- Sharing experiences and developing friendship with accomplished entrepreneurs and executives
- Enhancing management expertise and broadening strategic perspectives without interrupting the career
- Obtaining an MBA degree from a world-class business school in the most promising emerging market

### **Benefits to the Student's Employers**

- Investing in the future of your organisations by developing and retaining business leaders
- Consistently bringing in innovative ideas and practices back into your organisations
- Upgrading networks and partnering with leading companies in the business arena

### **Student Testimonials**

Our students give their perspective on what the programme has meant to them

*At CEIBS, you can get real growth through professionally conducted courses, the professors and also smart classmates from all sorts of industries, education, culture and background.*

*During the courses you are encouraged to have discussions and in this way advance your way of thinking. This is very important and helpful when trying to solve issues in your daily work.*

*The professors at CEIBS have strong academic background and are from famous universities abroad, which can bring an international perspective and best practice to us.*

**Dillon Hu, PepsiCo Foods (China) Co.,Ltd., China**

*"As a business lawyer I am dealing with complex legal problems, which require profound economic knowledge in order to find the best solutions for my clients. The excellent core courses and electives of the CEIBS EMBA programme guarantee that I can enhance my knowledge on the economic topics relevant to my daily work."*

**Mario Feuerstein, Schulz Noack Baerwinkel, Germany**

*"CEIBS has certainly done amazingly well in the business education arena. Through my interactions with the school, it confirmed my belief that CEIBS has a strong/persistent focus on education. I have also been very impressed by the diversity of the faculty and their high degree of professionalism and I have always heard great things about CEIBS from colleagues!"*

**Roger Chen, General Mills Inc., USA**

*"Over the years I have gained lots of "real world" business experience, working for major multinational companies both in my home country Korea and here in China. These experiences were like pieces of a puzzles. I could see the individual pieces but could not always see how they fit together to help me solve new challenges.*

*The Executive MBA program at CEIBS has truly helped me to connect the pieces of the puzzle.*

*Much like the EMBA candidates themselves, the CEIBS professors have a wealth of real world experience. The combined interaction of the two leads to interesting discussions that are not always found in traditional MBA programs.*

*I have truly enjoyed seeing how the pieces of the puzzle fit together. To piece together real world experience with top notch academics to show "the big picture" and how to develop plans to succeed as a result."*

**HI Park, BASF, Korea**

*The true reason for the success in our class is the high tolerance among us: The great respect and strong focus on each other's strengths together with the high acceptance of the weaknesses.*

*I have never experienced this in a western environment before.*

*I have learnt that globalization is much more than global competition. The last two years with the class have for sure been the most important and valuable ones of my five years here in China.*

**Markus Kaehler, MCon Group, Germany**

*"The CEIBS EMBA programme provides me, as an executive, with the broad spectrum of knowledge and deep insights necessary to understand the modern Chinese and international business environment"*

**Andreas Tschirky, Roch R&D Center China, Switzerland**