

# Global CEO Program for China

Jointly Offered by  
China Europe International Business School  
Harvard Business School  
And IESE Business School

A Multi-modular Program (in China, US and Europe)  
Specifically Designed for CEOs of Leading Chinese Enterprises



# **CONTENTS**

## **Powerful Alliance among Established Business Schools**

### **Message from Program Codirectors**

#### **Program Objectives**

#### **Program Overview**

#### **Four-part Curriculum**

#### **Program Participants**

#### **Learning Environment**

#### **Evaluation**

#### **Language**

#### **Program Fee**

### **Application and Admission Process**

#### **Faculty Team**

#### **Testimonials**

#### **Application Form**

## POWERFUL ALLIANCE AMONG ESTABLISHED BUSINESS SCHOOLS

---

China Europe International Business School (CEIBS), Harvard Business School (HBS), and IESE Business School (IESE) have joined academic forces to design, develop, and deliver the Global CEO Program for China, which specifically addresses the business and management demands on CEOs in China today. Applying the principles of academic rigor, diversity, and learning impact, this powerful educational alliance makes it possible for an outstanding faculty team to tailor a general management program with unique relevance to China.

**China Europe International Business School** is a pioneer of world-class management education in China and a well-known business school in the Asia Pacific region. Established in 1994 as a joint venture between the European Union and the Municipal Government of Shanghai, the School combines outstanding international management education with profound knowledge of the Chinese business environment. CEIBS' reputation for excellence has made it the executive education learning partner of choice by a wide variety of leading multinationals and Chinese companies.

For nearly a century, the mission of **Harvard Business School** has been to educate leaders who make a difference in the world. Renowned for its legacy of innovation, the School introduced the case method to management education, developed the concept of executive education, and created the world's first MBA program. A global network of five research centers on four continents extends the School's groundbreaking research efforts to the international marketplace. Founded in 1908, HBS is a long-standing world leader in redefining the nature of management education, in shaping the practice of business in every industry, and in inventing the future of business.

**IESE Business School**, the graduate school of management of the University of Navarra, is committed to the education and development of business leaders worldwide. The School launched its MBA program in 1964, under the guidance of an advisory committee set up by Harvard Business School and IESE, which continues to meet annually to discuss matters of mutual interest and relevance. The School not only pioneered the concept of executive education for business leaders in Europe, but also initiated joint-venture executive education, a growing tradition among leading business schools. Since its founding in 1958, IESE has served companies and society through high-quality teaching and research, and has become one of the world's largest producers of business cases.

## MESSAGE FROM PROGRAM CODIRECTORS

---

Dear CEO,

Thanks to rapid growth over the past several years, Chinese businesses are looking to expand, and many are realizing the need to implement models that have yielded success for other world-class corporations. However, entering the global economy and optimizing competitiveness demands significant insight into best practices and behaviors of visionary CEOs, particularly as it relates to corporate strategy, managing and investing in human and other strategic capital, resource allocation and other key operational elements.

Last year, three prestigious business schools, China Europe International Business School (CEIBS), Harvard Business School (HBS), and IESE Business School (IESE), created an executive education program that addressed the skills CEOs need to operate competitively against world-class multinationals. Feedback from last year's participants was overwhelmingly positive. Chinese CEOs learned to integrate key management concepts with enhanced organizational strategy to drive their performance and that of their organizations. You can see more of what they had to say by visiting <http://www.ceibs.edu/execed/programmes/open/3355.shtml>.

An outstanding faculty team from the three universities is preparing to guide the next group of Chinese CEOs through this comprehensive, professionally enlightening experience. Designed to promote shared learning among diverse peers, participants benefit from interactive lectures with world-renowned faculty, case studies, and self-assessment exercises. As a participant, you will explore proven methodologies, develop new ways of thinking about strategy and finance models, and view economic development and industry trends from a global perspective. We also believe that attending modules in China, Europe and the United States is a great experience that provides international exposure, which is highly relevant for you and your business.

Spending time reflecting with the faculty and your peers will enable you to step away from your daily activities and think about challenges and opportunities in new ways. Our primary goal is providing the tools to position your organization as a world-class company with sustainable advantage. We hope you will join us for this year's Global CEO Program for China.

Sincerely,

**Program Co-Directors**

Professor Zhang Weijiong	Professor Krishna G. Palepu	Professor Jaume Ribera
Professor of Management	Ross Graham Walker Professor of	Professor of Production and
Director of the Center of	Business Administration and Senior	Operations Management
Chinese Private Enterprises	Associate Dean for International	IESE Business School
Vice President and Co-Dean	Development	Port of Barcelona Chair in
Member of the Academic	Harvard Business School	Logistics
Council		CEIBS
CEIBS		

## **PROGRAM OVERVIEW**

---

Countrywide economic growth and globalization of the world economy provide an excellent backdrop for businesses in China to develop and prosper on an international scale. Company growth and sustainability, however, can be threatened by various factors, including industry consolidation, globalization, and economic reform. The task of building strong companies and effectively integrating them into the global marketplace is a difficult, complex undertaking for top corporate executives. To distinguish their companies from the competition, Chief Executive Officers (CEOs) in China need to maximize their potential for coping with the changing environment, managing across business disciplines and country borders, and providing organization-wide leadership.

The Global CEO Program for China is a special executive education initiative that is being offered through an educational partnership among three established business schools worldwide - China Europe International Business School (CEIBS), Harvard Business School (HBS), and IESE Business School (IESE). Recognizing that companies succeed through individual initiatives and organizational excellence, the program is designed especially for Chinese CEOs who are in a position to review, reflect, and make breakthroughs in both areas.

By enabling participants to broaden their business knowledge and to acquire strategic vision, the program enhances the leadership skills of CEOs in China. They will leave the program with a new level of readiness that is necessary to meet current and future challenges and to capitalize on opportunities around the world.

## **PROGRAM OBJECTIVES**

---

The Global CEO Program for China is developed as an unparalleled opportunity for CEOs in China to gain new insights with respect to important social, cultural, political, and economic factors that significantly influence business in the global environment. Through in-depth examination of critical issues, business developments, and emerging trends, participants will learn what is required of them and their organizations to create and sustain value throughout the enterprise.

Specifically, the program enhances the capacity of participants to:

- respond to the challenges of a competitive global environment
- formulate strategic objectives and implement strategies for creating competitive advantage and stakeholder value
- build management systems and organizational processes that facilitate execution excellence
- understand and manage the change process needed to create a world-class company
- lead with wisdom, integrity, and vision, while encouraging others to do the same

## FOUR-PART CURRICULUM

---

The Global CEO Program for China is designed to prepare Chinese CEOs to build world-class enterprises in a globalized environment. The comprehensive curriculum explores the CEO's job as it relates to various strategic, government, investor, market, society, and trade union concerns - and examines the impact of the new world order on the Chinese economy.

The four learning modules address important skill development areas, business phenomena, and operational aspects, including:

### MODULE 1

**China Europe International Business School, Shanghai, China    March 18 - 23, 2007**

- Global Strategy
- Marketing Strategy
- Financial Reporting and Corporate Governance
- Finance I: Financial Analysis and Valuation

### MODULE 2

**China Europe International Business School, Shanghai, China    April 15 - 20, 2007**

- Strategic Human Resources
- Using IT for Strategic Advantage
- Finance II: Mergers and Acquisitions
- Strategic Operations Management
- Chinese Economy

### MODULE 3

**IESE Business School, Barcelona, Spain    May 20 - 25, 2007**

- The Role of CEO
- Global Marketing Strategy
- Entrepreneurship
- Performance Measurement and Control
- Managing Corporate Boards

### MODULE 4

**Harvard Business School, Boston, USA    June 17 - 22, 2007**

- Global Strategy
- Business Government and International Economy
- Corporate Restructuring and Company Turnaround
- Leadership

### Follow-up Activities

- Join CEIBS CEO Learning Consortium and participate in roundtable conferences
- Communicate with professors from CEIBS, HBS and IESE, write cases and others

*Note: Curriculum structure and faculty are subject to change.*

## PROGRAM PARTICIPANTS

---

The Global CEO Program for China is developed primarily for CEOs who have more than 10 years' experience in senior management at successful, fast-growing companies in China. This exclusive learning opportunity also is appropriate for seasoned general managers and experienced directors of corporate boards. The goal is to assemble top executives and business leaders who represent diverse companies and industries, have a proven track record for leading and implementing, and exhibit high potential for contributing to and enriching the overall program experience.

## LEARNING ENVIRONMENT

---

The program's integrated learning environment creates an unrivaled opportunity for reflection, individual development, ongoing exchange, and action learning.

**Case Method** The program faculty's leadership and expertise in case writing and teaching adds a powerful dimension to the learning experience. As a result, participants engage in an interactive learning process that replicates executive decision making in actual business situations. Incorporating both written and "live" case studies that offer multiple levels of learning, the program compels executives to identify relevant issues and to apply practical business lessons to their own situations and companies.

**Dynamic Interaction** All program activities are structured to foster formal and informal interchange among high-level peers from different backgrounds, companies, and industries, as well as with the outstanding team of faculty members from the collaborating business schools. Classroom discussions, case studies, team projects, and study groups promote the exchange of ideas and experiences, stimulate fresh thinking, and encourage different points of view. This shared learning creates a unique opportunity for participants to reexamine and reformulate their goals and strategies, both professionally and personally.

**Action Orientation** The program's action-oriented team approach helps participants to apply their personal experience and new business knowledge to generate solutions in real time. While examining strategic issues, they are encouraged to consider specific areas for application, particularly how they can leverage structure, processes, culture, and incentives to implement strategic change within their organizations.

## EVALUATION

---

Participants who have successfully completed the program will be conferred the Global CEO Program for China certificate jointly signed by China Europe International Business School, Harvard Business School

and IESE Business School. It should be noted that attendance at all four modules is mandatory for successful completion of the program. We will not accept application for a single module.

## LANGUAGE

---

In Chinese or English (with Chinese interpretation).

## PROGRAM FEE

---

The program fee is RMB360,000, which includes tuition, fee for translation and interpretation, teaching materials, and board and accommodations in Shanghai, US and Europe. Round-trip airfare to the US and Europe as well as visa fees are not included. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

## APPLICATION AND ADMISSION PROCESS

---

To apply for participation in the Global CEO Program for China, candidates are required to complete the Global CEO Program for China application form and mail or fax it to the contact at CEIBS identified below. Written applications will be reviewed by the admissions committee, which is comprised of representatives from CEIBS, HBS, and IESE. Each candidate also will be interviewed by the program director. Applications are requested by January 30, 2007, and early response is encouraged. Qualified candidates will be admitted on a rolling, space-available basis, and late applications will be considered only if space permits.

### **For more information, please contact:**

Mr. Gordon Gao

Tel: (86 21) 2890 5185 / 13601642143

Fax: (86 21) 2890 5183

Email: ggordon@ceibs.edu

Ms. Anne Feng

Tel: (86 21) 2890 5184

Fax: (86 21) 2890 5183

Email: fanne@ceibs.edu

Executive Education

China Europe International Business School

699 Hongfeng Road, Pudong, Shanghai

Post Code: 201206

Website: [www.ceibs.edu](http://www.ceibs.edu)

## **FACULTY TEAM**

---

The teaching faculty, drawn from CEIBS, HBS, and IESE, comprises a team of educators who have distinguished academic and professional reputations. Through their research on business issues, teaching in executive programs, and hands-on experience as business executives, consultants, advisers, corporate board directors, and members of professional associations, they remain connected to the business community worldwide and make significant contributions to the practice of management. As authors and coauthors, program faculty members have produced volumes of books, cases, articles, and academic papers, many of which are global in both outlook and content and have been published internationally.

### **PROFESSORS FROM CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL**

#### **PROFESSOR ZHANG WEIJIONG – Program Codirector**

Professor Zhang Weijiong is Professor of Management, Vice President and Co-Dean at CEIBS. He is a Member of the Academic Council and the Director of the Center of Chinese Private Enterprises at CEIBS and was EMBA Program Director of the school. Before joining the school, he was Associate Professor and Associate Dean at the Management School of Shanghai Jiao Tong University. He received his MS in Marketing and his Ph.D. in strategy from the Faculty of Commerce and Business Administration at the University of British Columbia, Canada. His bachelor's degree is from the Department of Power Mechanical Engineering at Shanghai Jiao Tong University. His research has been published in Management Engineering, Journal of Asian Business, Journal of Pacific Affairs, Shanghai Management Science, and Journal of Advertising Research. His current research is focused on Chinese private enterprises, business environmental uncertainty and strategy, and internal price transfers.

#### **PROFESSOR PEDRO NUENO**

Professor Pedro Nueno is Executive President at CEIBS, Bertran Foundation Chair Professor for Entrepreneurial Management and Professor in the Department of Entrepreneurship at IESE, Spain. He received his Doctorate in Business Administration from Harvard University. As a founding member of CEIBS, he was instrumental in soliciting support from the European Union and the Shanghai municipal government in the establishment of the school. To recognize his outstanding contributions to the business education in China, the Shanghai municipal government awarded him "The White Magnolia Award", the highest honor for a foreign expert in China. He was the program executive co-director from Spain in "China from Inside", a joint program launched by CEIBS and IESE in the early years. Besides, he is the Vice Chancellor of

the International Academy of Management. He has published over 70 articles in periodicals, university journals, and collection of research papers. His *Reflotando la Empresa* has been translated into French, English and Dutch. And his recent works includes *Entrepreneurship*, and *The Light and The Shadow: How Breakthrough Innovation is Shaping European Business*. The latter was co-authored with Otto Kalthoff and Ikujiro Nonaka, and was translated into Spanish, Japanese, German, and Chinese. He has been a consultant for domestic and international institutions and corporations in many industries and serves in the board of several companies.

#### **PROFESSOR LYDIA PRICE**

Professor Lydia Price is Professor of Marketing, Associate Dean and Academic Director of the MBA Program at CEIBS. She began teaching at CEIBS as a visiting professor in 1996 and joined the faculty full-time in September 2003. Previously, Professor Price was on the faculties of Hong Kong University of Science and Technology, and INSEAD, France. She also has been a visiting professor at New York University, Beijing University, and Catholic University of Lisbon, Portugal. In addition to university appointments, she serves as Executive Advisor to Mithras Consulting Group. Professor Price has developed training and research projects with many companies including Apple, Datacraft, GE Medical, Hewlett-Packard, Kodak, Schneider Electric, HKSAR Government, and Swire Properties. At HKUST she received the awards of "Franklin Prize for Teaching Excellence" and "Ten Best University Lecturers". In 2004 Professor Price initiated executive training programs for CEO's and marketing managers on communications and working with the media. Professor Price's current research focuses especially on marketing and corporate communications, and cross-cultural consumer psychology. Her research appears in international journals such as *Marketing Letters*, *Journal of Business and Economic Statistics*, *Journal of Economic Psychology*, *Multivariate Behavioral Research* and *Journal of International Business Studies*.

#### **PROFESSOR WU JINGLIAN**

Professor Wu Jinglian is Bao Steel Chair Professor of Economics at CEIBS. He graduated from Fudan University, and is Professor of Economics at the Graduate School of the Chinese Academy of Social Sciences and Senior Research Associate at the Development Research Center of the State Council of the People's Republic of China. As one of the most senior and respected economists in China, he was previously an executive director at the Development Research Center of the State Council and a deputy director of the Programming Office for Economic Reform of the State Council. Besides, he was a Visiting Fellow and Professor at Yale University, MIT and Stanford University in the USA and Oxford University, UK. He has wide research interests and is the author of many articles in famous journals. He is the author of numerous books, including *Reform: Now at a Critical Point* (2001) and *Fifteen Critical Issues of the Reform of SOEs* (1999). His new book published recently is *Understanding and Interpreting Chinese Economic Reform*, Mason, Ohio: Thomson/South-Western.

#### **PROFESSOR XU DINGBO**

Professor Xu Dingbo is Professor of Accounting at CEIBS. Previously, he was Assistant Professor of Accounting at the Hong Kong University of Science and Technology. He was a visiting professor at Peking University teaching MBA and EMBA courses and also taught for the University of Minnesota's China EMBA program. He has been actively involved in several executive training programs both in Mainland China and in Hong Kong. He is a financial

management advisor to some local governments and several top multinational corporations. He is also an advisor to China MBA magazine. He has received several teaching awards, including the CEIBS Teaching Excellence Award in 2004 and 2005. Professor Xu received his Ph.D. in Accounting from the University of Minnesota. He earned both his master's degree in Management and bachelor's degree in Mathematics from Wuhan University. His research focuses on mechanism design, the role of accounting information disclosure on management decision-making, performance evaluation and incentive. His research has been published in the Journal of Economic Theory and several books.

#### **PROFESSOR ARTHUR YEUNG**

Professor Arthur Yeung is Philips Chair Professor of HRM, Director of Center of Organization and People Excellence, and Academic Advisor of Executive Education at CEIBS. He is also a Professor of Business Administration at University of Michigan Business School. He holds a Ph.D. degree from University of Michigan Business School. Prior to his recent return to academia, he was CHO and Corporate VP in Acer Group. He is the founding Executive Director of three executive learning consortia in U.S., Asia-Pacific, and Taiwan. He has published more than 20 articles in leading HR journals and is also a co-author of three books in strategic human resource management and organizational learning capability. He was awarded "researcher of the year" by the Society of Human Resource Management, and "paper of the year" by the Human Resource Planning Society. He was recognized by Business Horizon magazine in 1999 as a next-generation "Executive Development Guru" in honor of his outstanding contributions to executive education, and was featured as "Excellent CHO of the Year" by Smart Fortune magazine in China for his contribution to the development of management and structural revolution of Acer group. In addition to research and teaching, he has also been involved in training and consulting projects for corporations in North America and Asia.

#### **PROFESSORS FROM HARVARD BUSINESS SCHOOL**

##### **PROFESSOR KRISHNA G. PALEPU – Program Codirector**

Professor Krishna G. Palepu is the Ross Graham Walker Professor of Business Administration and Senior Associate Dean International Development, teaches in all three of the corporate governance programs. He was a coleader of a recent HBS initiative on corporate governance, leadership, and values, and is a coauthor of the award-winning book, Business Analysis and Valuation Using Financial Statements. He also has collaborated on several recent articles, including "How the Quest for Efficiency Corroded the Market" in the Harvard Business Review and "The Fall of Enron" in the Journal of Economic Perspectives, and "Expensing Stock Options: A Fair Value Approach" in the Harvard Business Review. He serves on the boards of Dr. Reddy's Laboratories, Satyam Computer Services, Enamics, and Harvard Business School Publishing Company.

##### **PROFESSOR ROBERT D. AUSTIN**

Professor Robert D. Austin is Associate Professor of Business Administration at Harvard Business School, teaches the required "Technology and Operations Management" course in the MBA curriculum. His research focuses on information technology management, particularly on the management of knowledge-intensive activities and IT infrastructure. During a recent leave of

absence, he served as a senior executive for a new business being established by a leading technology company. He is a coauthor (with L. Applegate and W. McFarlan) of three recent books: *Corporate Information Strategy and Management: The Challenge of Doing Business in a Network Economy*; *Corporate Information Strategy and Management: Text and Cases*; and *Creating Business Advantage in the Information Age*. His latest book is *Artful Making: What Managers Need to Know About How Artists Work* (with L. Devin), and a new title, *The Broadband Explosion* (with S. Bradley), is forthcoming.

**PROFESSOR ROSABETH MOSS KANTER (To be confirmed by Ani)**

Professor Rosabeth Moss Kanter is the Ernest L. Arbuckle Professor of Business Administration at Harvard Business School, specializing in strategy, innovation, and leadership for change. She advises major corporations and governments worldwide, and is the author or coauthor of 16 books, including her newest book, *Confidence: How Winning Streaks and Losing Streaks Begin and End* (September 2004) and *Evolve!: Succeeding in the Digital Culture of Tomorrow*. In 2001 she received the Academy of Management's Distinguished Career Award, its highest award for scholarly contributions, for her impact on management thought, and in 2002 received the World Teleport Association's Intelligent Community Visionary of the Year Award. She has received 21 honorary doctoral degrees and over a dozen leadership awards, and has been named to lists of the "50 most influential business thinkers in the world" (ranked in the top 10), the "100 most important women in America" and the "50 most powerful women in the world."

**PROFESSOR RICHARD VIETOR**

Professor Richard Vietor is the Senator John Heinz Professor of the Environment and Senior Associate Dean at the Harvard Graduate School of Business Administration where he teaches courses on the regulation of business and the international political economy. For his courses in business-government relations and environmental management, he has published more than three dozen case studies on international energy issues, on the regulation of natural gas, nuclear power, air pollution and hazardous wastes, and on strategy and deregulation in airlines, railroads, telecommunications, and financial services. Professor Vietor's research on business and government policy has been published in numerous journals and books. His books include *Contrived Competition* (1994), *Business Management and the Natural Environment* (1996), and *Globalization and Growth: Case Studies in National Economic Strategies*.

**PROFESSORS FROM IESE BUSINESS SCHOOL**

**PROFESSOR JAUME RIBERA – Program Codirector**

Professor Jaume Ribera is Professor of Production and Operations Management at IESE in Barcelona, Spain. He is also the Port of Barcelona Professor of Logistics at CEIBS. He was an industrial engineer before he received his Ph.D. in Industrial and Systems Engineering from the University of Florida, USA, and his Doctor of Engineering degree in Spain. He became a registered Professional Industrial Engineer in Spain in 1975. He is a Member of the Board of the European Operations Management Association, and a member of the Editorial Board of the *Harvard Business Review* (China). He has published many books and research papers. He has extensive consulting experience with private and public companies in Europe, America and Asia;

his consulting clients have included the European Union and the World Bank. His work concentrates on the design and improvement of operations systems in manufacturing and service operations, with special emphasis on healthcare systems. He has been cooperating with Chinese corporations since 1987.

#### **PROFESSOR ANTONIO DAVILA**

Antonio Dávila is associate professor of Accounting and Control at IESE. Professor Davila received a Bachelor Degree in Telecommunications Engineering from The Polytechnic University of Catalunya in Barcelona, Spain, an MBA from IESE, Spain and his Ph.D. from the Harvard Business School. Tony Davila's teaching and research interests include management systems in entrepreneurial firms, new product development and innovation management, and performance measurement. He teaches the Management Accounting class in the MBA program, a core course that covers the main topics in cost management and performance measurement, as well as in various executive programs. He has also teaches an MBA elective course entitled "Performance Measurement and Management Systems". Davila is co-author of Making Innovation Work and Performance Measurement and Management Control Systems to Implement Strategy. He is also author and co-author of various research articles in academic journals including The Accounting Review, Accounting Organizations and Society, Journal of Accounting and Economics, Research Policy, and Harvard Business Review. Davila has also developed teaching cases with companies, including Checkpoint, Logitech, Siebel Systems, CitiBank, and Salesforce.com. He is often asked to give presentations on accounting and control systems, and has done so at the Management Accounting Conference, the Strategic Management Society Meeting, and the European Accounting Meeting.

#### **PROFESSOR EDUARDO MARTINEZ ABASCAL**

Professor Eduardo Martinez Abascal is full Professor of Finance at IESE Business School and Associate Dean for the MBA Program. He is a member of the American Finance Association, the European Finance Association and former Chairman of the European MBA Directors Round Table. He holds a Doctorate in Economics and Business (University of Barcelona) and an MBA (IESE, University of Navarra). He teaches the core courses on Finance at MBA and Executive Education levels. His special field is Portfolio Management and Derivatives. His research interests cover Efficiency of Capital Markets, Portfolio Management, Mutual Funds, Risk Management and Privatizations via IPO.

#### **PROFESSOR JOSÉ LUIS NUENO**

Professor José Luis Nueno is professor in the marketing department in IESE. He received his Doctor of Business Administration degree from Harvard Business School, Master of Business Administration degree from IESE Business School, the University of Navarra, and his Bachelor Degree in Law from the University of Barcelona. His areas of specialization include manufacturer/distributor relationships, business to business and industrial marketing, distribution, market research and brands: luxury goods.

#### **PROFESSOR ERIC WEBER**

Professor Eric Weber is Associate Dean of Executive Education and the Global Executive MBA in IESE, and a professor in the department of accounting and control. He received his Doctor of Philosophy (Management) degree from the Northwestern University, the USA, and Master of

Business Administration degree from IESE Business School, the University of Navarra, Spain, and B.S. Industrial Engineering from the Universidad Simón Bolívar. His areas of interest include management control systems, cost accounting and decision-making: the design of cost systems, and the regulation of the auditing market: differences between North American and European (EU) systems and between specific countries within the European Union.

## TESTIMONIALS

---

“Participating in this program helped me open up my mind and view the overall economic development and industry trends from a global perspective. I acquired new ways of thinking about strategy and finance models. For me, the program was very enlightening.”

- Guo Wei, President & CEO, Digital China (China) Limited

“This program can help CEOs find new ways to improve their leadership skills, and that was an important factor for me. It also helped me to understand systematically all the links and aspects of the entire commercial operation of my own company.”

- Hou Songrong, Chairman & CEO, Konka Group Corporation Ltd.

“My vision has been broadened through this program! The Case Method is a very good way for me to reflect on my own company’s methods to see whether we are going in the right direction or not. I found one of the cases that dealt with HR most helpful in identifying what I needed to improve, particularly in terms of people management.”

- Dong Mingzhu, President, Gree Electric Appliances Inc. of Zhuhai

“I’ve enjoyed engaging in discussion with the other participants – whether we have the same or opposite viewpoints, it helps me to improve myself. I rather prefer people from different industries, because I learn something different from them and vice versa. It’s been very enlightening.”

- Ding Jiansheng, President & General Manager, Yantai Wanhua Polyurethanes Company



# Global CEO Program for China Application Form

All information in this form will be treated as confidential and will only be used by the Admission Committee.  
(Please type or print legibly.)

## Personal Information

Please fill in with a check mark ✓:       Mr.                       Ms.

Name(Chinese): \_\_\_\_\_ Name (Pinyin): \_\_\_\_\_

Name in English (if any): \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Home Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Home Telephone: \_\_\_\_\_

Mobile Phone : \_\_\_\_\_ E-mail: \_\_\_\_\_

## Company Information

Job Title: \_\_\_\_\_ No. of Employees you supervise: \_\_\_\_\_

Job Responsibilities: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Name in English: \_\_\_\_\_

Company Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Province/City: \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company's Total Asset: \_\_\_\_\_ Annual Sales (in ¥): \_\_\_\_\_

Public Company:       Yes                       No

Nature of Company:       State-owned Enterprise       Privately-run/Non-state Enterprise

Sino-foreign Joint Venture       Wholly-owned Foreign Enterprise       Government

**Which industry are you in?**

- |                                                        |                                                       |                                                        |
|--------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Aerospace/Aerospace Equipment | <input type="checkbox"/> Government Hospital/Hospital | <input type="checkbox"/> Pharmaceutical/Health Care    |
| <input type="checkbox"/> Automotive                    | <input type="checkbox"/> Investment                   | <input type="checkbox"/> Power/Power Equipment         |
| <input type="checkbox"/> Business                      | <input type="checkbox"/> Hotel/Resort                 | <input type="checkbox"/> Real Estate/Infrastructure    |
| <input type="checkbox"/> Consulting/Business Service   | <input type="checkbox"/> IT/Hi-Tech                   | <input type="checkbox"/> Retailing/Wholesaling/Trading |
| <input type="checkbox"/> Chemicals                     | <input type="checkbox"/> Manufacturing                | <input type="checkbox"/> Telecommunications            |
| <input type="checkbox"/> Consumer Product              | <input type="checkbox"/> Material                     | <input type="checkbox"/> Textile/Garment/Leather       |
| <input type="checkbox"/> Electrical                    | <input type="checkbox"/> Media/Culture                | <input type="checkbox"/> Transportation/Logistics      |
| <input type="checkbox"/> Electronics                   | <input type="checkbox"/> Petroleum/Oil/Gas            | <input type="checkbox"/> Conglomerate                  |
| <input type="checkbox"/> Financial Service/Insurance   | <input type="checkbox"/> Paper/Printing/Packaging     | <input type="checkbox"/> Other, please specify: _____  |
| <input type="checkbox"/> Food/Beverage                 |                                                       |                                                        |

**Education**

Name and Address of School	Major	Degree	Years attended

**Work Experience**

Company	Job Title	No. of Employees	Start Date/End Date

**Other Training**

School or Training Company	Program	Date(s) and Year(s) attended



**Person in charge of executive/management development for your company**

Please fill in with a check mark ✓:                     Mr.                     Ms.

Name (Chinese): \_\_\_\_\_ Job Title: \_\_\_\_\_

Company Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Province/City: \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Signature of Applicant:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Note**

Payment is due within 30 days of the invoice date. If a confirmed booking is cancelled 15 working days or less before the program begins, or if the nominee fails to attend the course, we will charge a cancellation fee of 20% of the tuition cost.

**Please return by fax/mail to**

Please mail the application form/consultation letter to:

Mr. Gordon Gao

Executive Education

China Europe International Business School

699 Hongfeng Road, Pudong, Shanghai, P.R.C.

Zip Code : 201206

Tel: (86 21) 2890 5185 / 13601642143

Fax: (86 21) 2890 5183

E-mail: ggordon@ceibs.edu

Website: www.ceibs.edu

Copy of applicant's business card  
(Chinese version)

Copy of applicant's business card  
(English version)

# 全球 CEO 课程

专门为中国 CEO 量身定做

中欧国际工商学院  
哈佛商学院  
IESE 商学院  
合作课程

多模块课程（中国、美国、欧洲三地授课）



# 目录

著名商学院的强强联手

课程主任致辞

课程概览

课程目标

课程设置

参加对象

学习环境

评估

授课语言

课程收费

申请和录取程序

部分核心教授

学员反馈

报名表

## 著名商学院的强强联手

---

中欧国际工商学院、哈佛商学院以及 IESE 商学院强强联手，集结强大的学术力量，共同设计、开发和讲授全球 CEO 课程。该课程专门针对当今中国 CEO 的工商管理教育需求而设计。本着学术严谨、倡导多元化和严格保证学习效果的原则，这个由三所著名商学院组成的强大的工商管理教育联盟组建了一支杰出的教授队伍，根据中国的实际情况度身定制了这个综合性管理课程。

**中欧国际工商学院**不仅是中国最早提供世界级工商管理教育的商学院，也是一所在亚太地区享有盛名的商学院。自 1994 年由欧盟和上海市政府合作建立以来，它一直将杰出的国际化管理教育与中国商业环境的深刻理解相结合。中欧国际工商学院享有追求卓越的盛名，这使它成为诸多居于领先地位的跨国公司和与中国本土公司进行高层经理培训项目时的理想合作伙伴。

近 100 年来，**哈佛商学院**的使命是为那些对世界产生重大影响的领导者们提供教育。哈佛商学院向来以其创新的传统而著称——它在管理教育中引入了案例教学法、发展了高层经理培训的概念，并在全球首先开办了 MBA 课程。哈佛商学院还在全球四大洲拥有五个研究中心，凭借这一全球网络，其开创性的研究扩展至了国际市场。哈佛商学院自 1908 年建立以来，在重新界定管理教育的性质、塑造各行各业商业实践以及创造企业未来等方面，一直处于领先地位。

**IESE 商学院**是西班牙纳瓦拉大学（the University of Navarra）下属的管理学院。它一向致力于在全世界范围内教育和培养企业领导者。1964 年，在与哈佛商学院共同组成的顾问委员会指导下，该学院首次开设了 MBA 课程。至今，顾问委员会成员每年仍就共同感兴趣和相关的问题展开讨论。该学院不仅是欧洲第一个针对企业领导者开办高层经理培训课程的商学院，而且发起了第一个合作式高层经理培训课程——如今，世界领先的商学院越来越多地采用了这一模式。自 1958 年建立以来，凭借其高质量的教学和研究，IESE 商学院为企业和社会提供服务，并成为世界上最大的商业案例制作者之一。

## 课程主任致辞

---

尊敬的 CEO：

随着近几年来经济的快速增长，中国企业也在不断地发展壮大。目前，已有许多企业认识到，有必要实行已在其他世界级企业中得以成功运作的经营模式。然而，要想融入全球经济并实现竞争最优化，要求具有远见卓识的 CEO 们充分了解企业最佳实践与行为，特别是洞察企业战略、人力及其他战略资本的管理与投资、资源配置及其他关键运营要素的能力。

去年，中欧国际工商学院（CEIBS）、哈佛商学院（HBS）以及 IESE 商学院（IESE）三家在全球享有盛名的商学院联手推出了这一高层经理培训课程，为各个公司的 CEO 提供与世界一流跨国公

司展开竞争时所必需的技能培训。从去年参加培训学员的反馈来看，该课程赢得了一致赞誉。中国的 CEO 从中学到了如何将重要的管理理念与先进的组织战略相结合，以大幅提升其所在企业的经营业绩。访问以下地址 [http://www.ceibs.edu/execed\\_c/programmes/open/3345.shtml](http://www.ceibs.edu/execed_c/programmes/open/3345.shtml)，您可获得更多来自学员的感悟。

现在，由上述三所商学院联手组成的一流师资队伍已经准备就绪，他们将引领下一批中国 CEO 获得全面而富有实效的学习体验。本课程旨在进一步促进诸位同行的知识共享，所有学员均可在蜚声国际的教授指导下，通过案例研究及自我评估等练习，从我们的互动式授课中获益。作为一名学员，您还将深入探讨各种已获验证的方法理论，形成战略及财务模块的全新思维方式，并学习如何从全球视角来看待经济与行业发展的趋势。我们深信，参加中国、欧洲和美国等三地模块的学习，必将为您提供一次不同寻常的亲身体验，您还将由此获得与国际接轨的机会，而这一点对您和您的企业而言可能具有十分重要的意义。

与教授和同行共同进行一段时间的反思，将使您暂时摆脱日常的事务活动，并用全新的思维方式来思考企业面临的挑战和机遇。我们此举的主要目的，就是要为您提供工具，帮助您的组织成长为世界一流、拥有可持续发展优势的公司。我们热切盼望您能够加入本年度的全球 CEO 课程。

顺颂  
商祺！

**联席课程主任**

张维炯教授

中欧国际工商学院管理学教授  
中国民营企业研究中心主任  
副院长兼中方教务长  
学术委员会成员

克里士纳·佩勒普 (Krishna Palepu) 教授

罗斯·格兰姆·沃尔克工商管理教授  
高级副院长—国际发展

任杰明 (Jaume Ribera) 教授

IESE 商学院生产经营管理教授  
中欧国际工商学院巴塞罗那港物流学教席教授

## 课程概览

---

中国经济的高速发展和经济全球化趋势的加强，为中国企业在全世界范围内的发展和成功提供了良好的环境。然而，公司的增长和可持续性会受到行业整合、全球化以及经济改革等多种因素的影响。对公司高层管理人员而言，要打造实力雄厚的公司，并使其有效地融入全球市场，这样的任务可谓艰巨、复杂。为了在竞争中脱颖而出，中国的 CEO 们要最大限度地发挥自身潜力，去应对不断变化的环境、进行跨商业领域和跨国界的管理以及领导整个组织。

全球 CEO 课程是一个特殊的高层经理培训项目。该课程由三所世界上著名的商学院合作开办，即：中欧国际工商学院、哈佛商学院和 IESE 商学院。公司的成功不仅需要个人的积极进取和努力，同时还需要有卓越的组织为共同的目标而奋斗，本课程就是专门为那些希望在这两个方面进行回顾、

思考并实现突破的中国 CEO 而开设的。

本课程将帮助学员拓展他们的商业知识和战略远见，从而提升中国 CEO 的领导技能。在完成该课程的学习之后，他们将迈上一个新的台阶，为应对当前和未来的挑战以及利用全球范围内的各种机遇做好充分的准备。

## 课程目标

---

全球 CEO 课程为中国的 CEO 们提供了一个前所未有的机会，使他们得以对社会、文化、政治和经济等领域中各种对全球商业环境产生重大影响的重要因素形成全新的认识。通过深入分析各种关键问题、商业发展动向和新兴趋势，学员们将学会如何通过自身以及所在组织的努力，在整个组织范围内创造和保持价值。

具体而言，该课程将帮助学员增进以下几方面的能力：

- 应对全球激烈竞争环境的挑战
- 制定战略目标并实施战略，以打造竞争优势、为利益相关人创造价值
- 建立促进卓越执行的管理体系和组织流程
- 了解和管理打造世界级公司所需的变革过程
- 有智慧、有远见、有诚信地实施领导，同时鼓励他人效仿

## 课程设置

---

此次开设的全球 CEO 课程旨在培养中国 CEO 在全球化环境中打造世界级公司的能力。该课程的内容综合性强，探索 CEO 在战略、政府、投资者、社会和工会等领域的职责，并考察新的世界秩序对中国经济产生的影响。该课程的四个模块内容涉及众多重要的技能发展领域、商业现象和运营问题，其中包括：

### 模块一

**中国上海 中欧国际工商学院 2007 年 3 月 18 日至 23 日**

- 全球战略
- 营销战略
- 财务报告和公司治理
- 财务（一）：财务分析和估值

### 模块二

**中国上海 中欧国际工商学院 2007 年 4 月 15 日至 20 日**

- 战略人力资源
- 利用信息技术打造战略优势

- 财务（二）：收购与兼并
- 战略运营管理
- 中国经济

### 模块三

西班牙巴塞罗那 IESE 商学院 2007 年 5 月 20 日至 25 日

- 首席执行官（CEO）的角色
- 全球营销战略
- 创业学
- 业绩评估和控制
- 管理公司董事会

### 模块四

美国波士顿 哈佛商学院 2007 年 6 月 17 日至 22 日

- 全球战略
- 商业治理和国际经济
- 公司重组和重建
- 领导力

### 后续活动

- 加入中欧 CEO 学习联盟、圆桌会议
- 与中欧、哈佛及 IESE 商学院教授交流，案例撰写等等

备注：课程设置及授课教授以最后确认为准。

## 参加对象

---

全球 CEO 课程主要针对中国的 CEO 开设。参加课程的学员需要具备 10 年以上的高级管理经验，并且其所在公司已经取得了成功并仍在快速发展。此外，富有经验的总经理和董事长也适于参加这个课程，把握这一独特的学习良机。该课程旨在让来自不同公司和行业的高层管理者和公司领导者会集一堂，为大家提供一个学习、思考和交流的平台。学员们的领导和实施能力都已经在实践中得到了证明，这无疑会给整个课程带来更加丰富的内容和体验。

## 学习环境

---

该课程综合性的学习环境为学员提供了无与伦比的机会，使他们可以不断地思考、发展自我、相互交流和投入行动式学习。

**案例教学** 该课程的教授在案例撰写和教学方面具有卓越的能力和专长，这也是此次课程学习体验中一个强有力的方面。案例教学法是一种效力强大的教学工具，它使学员参与到一种互动式的学习过程中，其中模拟真实商业环境中高层管理者的决策过程。该课程在教学中融合了书面案例与“鲜

活”案例的分析研究，为学员提供多层次的学习体验，促使学员识别相关问题，并将课堂上学到的实用商业知识应用到自身和公司的实际情况中。

**动态互动** 该课程的学员都是来自不同背景、不同公司和行业的高层人士，而教授队伍则来自合作开设该课程的三所著名商学院，都是杰出的学者。所有课程活动的设计都旨在促进他们之间正式和非正式的交流。课堂讨论、案例研究、团队项目和研究小组等多种教学方式加强了学员间的思想和经验交流，激发他们的创新思维，并鼓励他们提出不同的观点。这种共享式的学习方式为学员提供了一个独特的机会，使他们得以重新检视和制定自己的职业以及个人发展目标和战略。

**行动导向** 该课程采取了以团队和行动为导向的学习方法，帮助学员在实际工作中应用个人经验和新商业知识寻求解决方案。在研究战略问题的同时，我们还鼓励学员思考具体的应用领域，尤其是如何运用结构、流程、文化和激励体系在组织内部实施战略变革。

## 评估

---

成功学完整个课程的学员将被授予中欧国际工商学院、哈佛商学院和 IESE 商学院共同认可并联合签发的全球 CEO 课程证书。学员必须参加所有模块的学习，为保证课程质量和知识结构完整性，我们恕不接受单个模块学习的申请。

## 授课语言

---

中、英文授课，英文授课均配有中文翻译。

## 课程收费

---

本课程费用为 36 万人民币，包括学费、书本费用、案例材料费用、笔译费、口译费以及在上海、美国和欧洲三地的住宿、餐饮费用。从中国赴美国和欧洲的往返机票和签证费用需要自理。请在付款通知开出日起 30 天内支付课程费用。在课程开始前 30 天内才收到录取通知书的学员请在收到付款通知之时即付费。有关退出课程的规定将与录取通知书一并发放告知。

## 申请和录取程序

---

全球 CEO 课程的招生工作由中欧国际工商学院负责，中欧将在全国范围内甄别优秀企业的杰出 CEO 作为课程的候选学员，并向他们发出参加课程的邀请。申请者需填写完整所附的“全球 CEO 课程申请表”，并按下述联系信息邮寄或传真给中欧国际工商学院的联系人。中欧国际工商学院、哈佛商学院和 IESE 商学院将派出代表，共同组成招生委员会，对书面申请进行审查。此外，中欧将专门安排课程主任进行深度访谈，进一步了解 CEO 本人和所在公司的经营情况及学习动机、期望等等，力求使课程能为每位学员提供价值最大化的学习机会。所有申请必须在 2007 年 1 月 30 日前完成。我们鼓励申请者尽早申请，因为我们将根据实际情况滚动招收合格申请者，因此，只有在招生名额尚有剩余的情况下，我们才会对那些递交申请较迟的申请者加以考虑。

#### **详情敬请联系：**

上海市浦东新区红枫路 699 号  
中欧国际工商学院  
高层经理培训部  
邮政编码：201206  
高效云先生  
电话：(86 21) 2890 5185 / 13601642143  
传真：(86 21) 2890 5183  
电子邮件：ggordon@ceibs.edu  
封媛小姐  
电话：(86 21) 2890 5184  
传真：(86 21) 2890 5183  
电子邮件：fanne@ceibs.edu  
网址：www.ceibs.edu

## **部分核心教授**

---

此次课程的教授队伍由来自中欧国际工商学院、哈佛商学院和 IESE 商学院的教授组成。他们在学术和专业上享有盛名。教授们对商业问题进行研究，在培训项目中执教，并在担任公司高级管理人员、咨询顾问、公司董事会成员和专业协会成员的过程中积累了实践经验。通过这些活动，他们与全球商业界保持着密切的联系，并对管理实践做出了重大贡献。在本课程中执教的教授还独自撰写或与他人合著了大量书籍、案例、文章以及学术论文，其中大部分著作都具有全球性的内容和视角，并在全球出版。

### **中欧国际工商学院教授**

#### **张维炯教授—联席课程主任**

张维炯教授是中欧国际工商学院的管理学教授、副院长兼中方教务长、中国民营企业研究中心主任、学术委员会成员。他曾担任过中欧 EMBA 课程主任。加入中欧之前，他在上海交通大学管理学院任副教授、副院长。他在加拿大不列颠哥伦比亚大学商学院获得市场学硕士学位和企业战略博

士学位，在上海交通大学动力机械工程系获得学士学位。他的研究成果见诸于《管理工程》、《亚洲工商》、《太平洋事务》、《上海管理科学》和《广告调研》等杂志。他目前在从事中国民营企业、商业环境的不确定性和战略以及内部价格转移等方面的研究。

### **佩德罗·雷诺教授**

佩德罗·雷诺教授是中欧国际工商学院执行院长、IESE 商学院伯特恩基金会创业学教席教授及创业学系主任。他获得哈佛大学工商管理博士学位。他是中欧国际工商学院的创始人之一，在欧盟与上海市政府合作办学的过程中起了非常积极的作用，曾被授予在华外籍专家的最高荣誉“白玉兰奖”。他曾在 IESE 与中欧早期联办的课程“透过面纱看中国”中担任西班牙方面的课程执行主任。此外，他还担任国际管理学会副会长。他在多个期刊、学报和研究论文选集中发表了 70 多篇文章。他的著作《企业起死回生》已被翻译成法文、英文、荷兰文等多国文字。他的近期著作还包括《创业》，以及与奥托·卡尔特霍夫野中郁次郎合著的《光与影—企业创新》，后者现已被翻译成西班牙文、日文、德文、中文等多种语言版本。他还为不同行业中众多的国内和国际企业提供咨询服务，并在一些公司中担任董事。

### **白诗莉教授**

白诗莉教授是中欧国际工商学院市场营销学教授，副教务长以及 MBA 学术主任。自 1996 年起，她就担任中欧的客座教授，并在 2003 年 9 月成为中欧的长期教授。加入中欧国际工商学院之前，白诗莉教授曾执教于香港科技大学和法国欧洲工商管理学院。她还是纽约大学、北京大学和葡萄牙里斯本天主教大学的客座教授。除了教学之外，白诗莉教授还担任 Mithras 咨询集团的顾问。她与许多公司共同开发培训与研究项目，如苹果公司、新加坡 Datacraft 公司、通用医疗、惠普、柯达、施耐德电气、香港特别行政区政府和香港太古集团。她曾获得香港科技大学颁发的“范凯霖杰出教学奖”和“十佳教师奖”，她还多次获得研究资助。2004 年白诗莉教授开设了一门培训课程，讲授首席执行官和市场经理如何与媒体沟通合作。白诗莉教授目前的研究主要集中于市场学与企业沟通，及跨文化消费者心理学。她的研究成果发表在《市场营销通讯》、《商业与经济统计期刊》、《经济心理学期刊》、《多元行为研究》和《国际商业研究期刊》等国际期刊上。

### **吴敬琏教授**

吴敬琏教授是中欧国际工商学院宝钢经济学教席教授。他毕业于复旦大学经济学系。他是中国社会科学院研究生院教授和国务院发展研究中心研究员。他是中国当代最杰出的经济学家之一，他曾担任过国务院发展研究中心副主任和国务院经济改革规划办公室副主任。他曾在耶鲁大学、牛津大学、斯坦福大学和麻省理工学院任客座教授和客座研究员。他的研究领域相当广泛，在著名杂志上发表过很多文章。他的著作丰厚，包括最近出版的英文书“Understanding and Interpreting Chinese Economic Reform”、《改革：我们正在过大关》（2001 年）和《国企改革攻坚 15 题》（1999 年）等。

### **许定波教授**

许定波教授是中欧国际工商学院会计学教授。在加入中欧之前，他是香港科技大学会计学助理教授。许定波教授还是北京大学的访问教授，讲授 MBA 和 EMBA 课程；并曾在美国明尼苏达大学教授中国 EMBA 课程。他积极参与中国大陆和香港地区的高层经理培训项目。他是一些政府机构和几家全球最大跨国公司的财务管理顾问，他是《中国 MBA》杂志顾问。许教授曾得到多项教学

奖，包括 2004 年和 2005 年中欧国际工商学院教学优秀奖。许定波教授拥有明尼苏达大学会计学博士学位、武汉大学管理学硕士学位和武汉大学理学学士学位。他的研究主要集中于机制设计、会计信息披露对管理决策、绩效评估和激励的作用。他的研究成果发表于《经济理论期刊》及数本学术专著上。

### **杨国安教授**

杨国安教授是中欧国际工商学院飞利浦教席人力资源管理学教授、中欧组织与人力资源研究中心主任、中欧高层经理培训部学术顾问，也是密歇根大学商学院工商管理学教授。他拥有密歇根大学博士学位。在回归商学院之前，他曾任全球 10 大计算机公司之一的台湾宏基集团首席人力资源官兼公司副总裁。他还曾是美国、亚太地区以及台湾的三个高层经理教育组织的创始执行董事。他著作颇多，先后在人力资源权威杂志上发表了 20 余篇文章，并且与他人合作出版了三部有关战略性人力资源管理及组织学习能力的专著。他曾经荣获美国两家知名人力资源协会颁发的杰出研究奖：人力资源管理协会的“约达河内曼人事研究奖”以及人力资源协会颁发的“年度最佳研究论文奖”。为了表彰其在高层经理教育方面所做的贡献，1999 年，他被美国《Business Horizon》杂志评为全球“高层经理培训大师”之一。作为对其在宏基集团的领导发展和组织变革中所做的卓越贡献的表彰，2002 年他又被中国《智财》杂志评为“年度杰出高层人力资源经理”。除了研究和教学工作，他还一直参与北美与亚洲许多大型公司培训与咨询项目。

### **哈佛商学院教授**

#### **克里士纳·G·佩勒普教授 — 联席课程主任**

克里士纳·G·佩勒普教授是哈佛商学院罗斯·格兰姆·沃尔克（Ross Graham Walker）工商管理教授及高级副院长。他执教所有三个公司治理课程项目。他是哈佛商学院最近实施的公司治理、领导力及价值计划的领导人之一。他还与他人合著了一部获奖著作《利用财务报表进行业务分析和评估》，以及多篇论文，包括发表于《哈佛商业评论》的“效率如何侵蚀了市场”与“将股票期权计为费用：一种公允价值方法”，和发表于《经济展望杂志》的“安然公司的陨落”。他还担任了多家公司的董事，其中包括瑞迪博士实验室（Dr. Reddy's Laboratories）、萨特亚姆电脑服务公司、依奈密克斯公司（Enamics），以及哈佛商学院出版公司。

#### **罗伯特·D·奥斯汀教授**

罗伯特·D·奥斯汀教授是哈佛商学院工商管理副教授。他讲授 MBA 必修课程“技术与运营管理”。他的主要研究领域是信息技术管理，尤其是知识密集型活动和信息技术基础架构的管理。在最近一次学术休假期间，他担任了一家主要技术公司下属新公司的高级管理人员。最近，他还与阿普尔盖特（L. Applegate）和麦克法伦（W. McFarlan）一起合著了三部著作：《公司信息战略与管理：网络经济中的商业挑战》、《公司信息战略与管理：教材与案例》以及《在信息时代打造商业优势》。他最近出版的一部著作是《艺术过程：管理者需要向艺术家学习的工作方法》（与 L·德温合著），另一部正待付梓的新著作是《宽带爆炸》（与 S·布拉德利合著）。

#### **罗莎贝丝·莫斯·坎特教授**

罗莎贝丝·莫斯·坎特教授是哈佛商学院厄奈斯特·L·阿尔伯克尔（Ernest L. Arbuckle）工商管理教授。她的主要研究领域是战略、创新以及领导变革。她为世界上多个大公司和政府机构提供过咨询服务，并独自或与他人合著了 16 部著作，其中包括她的新作《信心：公司成败是如何开始和结束的》（2004 年 9 月）以及《e 变——决胜第二次网络浪潮》。由于她对管理学思想所带来的重大影响，2001 年她荣获了美国管理学会杰出事业奖，这是管理学学术贡献的最高荣誉。2002 年，她还获得了世界通讯端协会智能社区论坛颁发的“年度卓越远见奖”。她拥有 21 个名誉博士学位，十多项领导力奖。同时，她还被评为“世界 50 位最有影响力的商业思想家”（前 10 名），“美国 100 位最重要的女性”以及“世界 50 位最有权力的女性”。

### **理查德·卫特教授**

理查德·卫特教授是哈佛工商管理研究生院的约翰·海恩兹参议员（Senator John Heinz）环境管理学教授、高级副院长。在该院，他讲授商业法规和国际政治经济课程。他为他所讲授的企业政府关系与环境管理课程发表了 30 多篇案例研究，涉及国际能源问题，天然气、核能、空气污染及有害废物的控制，以及航空、铁路、电信及金融服务的战略与开放政策。他在商业和政府政策方面的研究成果发表于多种期刊和著作中。他的著作包括《人为竞争》（1994 年）、《商业管理与自然环境》（1996 年）以及《全球化和增长：国民经济战略案例研究》。

### **IESE 商学院教授**

#### **任杰明教授—联席课程主任**

任杰明教授是 IESE 商学院生产经营管理教授，同时还是中欧国际工商学院巴塞罗那港物流学教授。他最初是一名工业工程师，后就读于佛罗里达大学，获工业与系统工程博士学位，并且在西班牙获得工程专业博士学位。1975 年，他成为西班牙注册工业工程师，同时还是欧洲生产经营管理协会会员以及《商业评论》的编委会成员。他曾出版大量著作与研究文章，同时具有为欧洲、美洲和亚洲一些国家的私营公司提供培训与咨询服务的丰富经验。他还曾担任过欧盟和世行的咨询顾问。他的咨询工作重点是制造与服务行业，尤其是医疗保健业中的生产经营系统的设计与改进。1987 年起他一直与中国公司进行合作。

#### **爱德瓦多·马丁内兹·阿巴斯卡尔教授**

爱德瓦多·马丁内兹·阿巴斯卡尔教授是 IESE 商学院的全职财务学教授及工商管理硕士课程教务长。他是美国财务协会和欧洲财务协会的成员，并是欧洲工商管理硕士主任圆桌会议的前主席。他拥有经济学和商业学博士学位（巴塞罗那大学）和工商管理硕士学位（纳瓦拉大学 IESE 商学院）。他为工商管理硕士和高层经理培训课程讲授财务核心课程。他的专长是组合管理和衍生品，研究领域包括资本市场效能、组合管理、共同基金、风险管理和通过首次公开募股（IPO）实现私有化。

#### **安东尼奥·戴维拉教授**

安东尼奥·戴维拉教授是 IESE 商学院会计与控制学副教授。他拥有西班牙加泰罗尼亚科技大学通信工程学士学位、IESE 商学院工商管理硕士学位，并在哈佛商学院获得博士学位。他的教学和研究领域包括创业公司管理体系、新产品开发和创新管理，以及绩效评估。他为工商管理硕士课程以

及各类高层经理培训课程教授管理会计。他还教授工商管理硕士选修课程“绩效评估和管理体系”。安东尼奥·戴维拉教授合著了《使创新生效》和《通过绩效评估和管理控制体系执行战略》。他还著有或合著了许多研究论文，发表在各学术期刊上，如《会计评论》、《会计组织和社会》、《会计学和经济学期刊》、《研究政策》和《哈佛商业评论》等。他还与众多公司合作开发了教学案例，包括 Checkpoint、罗技、西贝尔系统、花旗银行和 Salesforce.com 等。他还曾应邀在管理会计会议、战略管理学会会议，以及欧洲会计会议等会议上发表关于会计和控制系统的演讲。

### 约瑟·路易斯·雷诺教授

约瑟·路易斯·雷诺教授是 IESE 商学院市场营销学系教授。他先后获得哈佛商学院工商管理博士学位、西班牙纳瓦拉大学 IESE 商学院工商管理硕士学位及巴塞罗那大学法学士学位。他的专业研究领域包括制造商/分销商关系、企业对企业（B2B）营销与工业营销、分销、市场调研以及品牌：奢侈品等。

### 埃里克·韦伯教授

埃里克·韦伯教授是 IESE 商学院高层经理培训课程以及全球高层管理人員工商管理硕士课程副教务长，会计与控制学系教授。他先后获得美国西北大学管理学博士学位、西班牙纳瓦拉大学 IESE 商学院工商管理硕士学位和西蒙·玻利瓦尔大学（Universidad Simón Bolívar）工业工程学学士学位。他的研究领域包括管理控制系统、成本会计与决策、成本系统设计、审计市场监管、北美与欧洲（欧盟）体系之间以及欧盟各国之间的差异等等。

## 学员反馈

---

“参加这一课程的培训使我拓宽了思维，学会了从全球视角来看待经济发展和行业潮流的整体趋势，并掌握了新的战略及财务模式思维方式。对我来说，该课程极具启迪作用。”

——郭为，总裁兼首席执行官，神州数码（中国）有限公司

“该课程可帮助首席执行官发现改进领导技巧的新方法，这一点对我来说极为重要。此外，它还帮助我对本公司总体商业运营的各个环节和方面有了系统的了解。”

——侯松容，总裁兼首席执行官，康佳集团股份有限公司

“这个课程让我开阔了眼界！案例分析法对我来说是种行之有效的方法，我可以用它来反思我们公司的做法，并判断我们是否沿着正确的方向发展。我还发现，有一个关于人力资源的案例极有帮助，借助它能够明确自己还需要在何处做出改进，特别是在跟员工管理相关的方面。”

——董明珠，总裁，珠海格力电器股份有限公司

“我特别喜欢与其他学员共同参与讨论——无论我们的观点是否相同，讨论总能帮助我实现自我改进。我也很乐意跟来自不同行业的人们同窗学习，因为我可以从他们身上学到不同的东西，反之亦然。该课程的确令人深受启发。”

——丁建生，董事长兼总经理，烟台万华聚氨酯股份有限公司



# 全球 CEO 课程 申请表

此表所填写的所有信息仅为招生委员会使用，绝不外泄。（请填写清楚）

## 个人信息

请打✓： 先生  女士

姓名（中文）：\_\_\_\_\_ 姓名（拼音）：\_\_\_\_\_

英文名（如有）：\_\_\_\_\_ 出生日期：\_\_\_\_\_

住宅地址：\_\_\_\_\_

邮编：\_\_\_\_\_ 住宅电话：\_\_\_\_\_

手机：\_\_\_\_\_ 电子邮件：\_\_\_\_\_

## 工作背景

职位：\_\_\_\_\_ 主管员工人数：\_\_\_\_\_

主要职责：\_\_\_\_\_

公司名称：\_\_\_\_\_

公司英文名：\_\_\_\_\_

公司地址：\_\_\_\_\_

邮编：\_\_\_\_\_ 省市：\_\_\_\_\_

电话：\_\_\_\_\_ 传真：\_\_\_\_\_

电子邮件：\_\_\_\_\_

公司总资产：\_\_\_\_\_ 年销售额（人民币）：\_\_\_\_\_

是否为上市公司： 是  否

公司性质： 国有企业  民营/私营企业  中外合资  外商独资  政府机构

### 公司所属行业

- |                                    |                                    |                                         |
|------------------------------------|------------------------------------|-----------------------------------------|
| <input type="checkbox"/> 航空技术/航空设备 | <input type="checkbox"/> 政府机关      | <input type="checkbox"/> 医药/保健          |
| <input type="checkbox"/> 汽车        | <input type="checkbox"/> 医院/医院投资管理 | <input type="checkbox"/> 电力/电力设备        |
| <input type="checkbox"/> 商业咨询/商业服务 | <input type="checkbox"/> 宾馆/酒店/度假村 | <input type="checkbox"/> 房地产/基础建设       |
| <input type="checkbox"/> 化工        | <input type="checkbox"/> 信息技术/高科技  | <input type="checkbox"/> 零售/批发/贸易       |
| <input type="checkbox"/> 消费品       | <input type="checkbox"/> 工业制造      | <input type="checkbox"/> 电信             |
| <input type="checkbox"/> 电器产品      | <input type="checkbox"/> 原料        | <input type="checkbox"/> 纺织/服饰/皮具       |
| <input type="checkbox"/> 电子产品      | <input type="checkbox"/> 媒体/文化     | <input type="checkbox"/> 运输/物流          |
| <input type="checkbox"/> 金融服务/保险   | <input type="checkbox"/> 石油/天然气    | <input type="checkbox"/> 多元化集团          |
| <input type="checkbox"/> 食品/饮料     | <input type="checkbox"/> 造纸/印刷/包装  | <input type="checkbox"/> 其他, 请注明: _____ |

### 学历

学校及所在地	专业	学位/学历	起止时间 年/月

### 以往工作经历

公司	职务	员工人数	起止时间 年/月

### 以往接受过的培训

商学院/培训公司	课程名称	起止时间 年/月

简答题（请用正楷书写，如内容较多可用 A4 纸打印并贴上）

1. 请简要介绍贵企业的情况。
2. 您参加本课程的目的是什么？
3. 请列出贵企业目前所面临的挑战。

## 贵公司负责培训的人员

请打✓： 先生  女士

姓名（中文）：\_\_\_\_\_ 职位：\_\_\_\_\_

公司地址：\_\_\_\_\_

邮编：\_\_\_\_\_ 省市：\_\_\_\_\_

电话：\_\_\_\_\_ 传真：\_\_\_\_\_

电子邮件：\_\_\_\_\_

申请人签名：\_\_\_\_\_ 日期：\_\_\_\_\_

## 注意

请在付款通知开出日起 30 天内支付课程费用。在课程开始前 30 天内才收到录取通知书的学员请在收到付款通知之时即付费。开课前 15 个工作日内要求撤销报名，或指定学员未能上课，我们将收取学费的 20% 作为手续费。

## 请将此表寄至或传真至

申请表或咨询信件请寄以下地址：

上海市浦东新区红枫路 699 号

中欧国际工商学院

高层经理培训部

高效云先生

邮政编码：201206

电话：(86 21) 2890 5185 / 13601642143

传真：(86 21) 2890 5183

电子邮件：ggordon@ceibs.edu

互联网主页：www.ceibs.edu

申请人名片  
(中文版)

申请人名片  
(英文版)