



全球CEO课程

专门为中国CEO量身定做

哈佛商学院
中欧国际工商学院
IESE商学院
合作课程

多模块课程(中国、欧洲、美国三地授课)



HARVARD
BUSINESS
SCHOOL

EXECUTIVE EDUCATION

100
YEARS
1908-2008



CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧国际工商学院



University of Navarra

时间和地点：

模块一：2009年3月15日至20日 中国上海

模块二：2009年5月10日至15日 西班牙巴塞罗那

模块三：2009年6月21日至26日 美国波士顿

课程费用：

人民币35万元

更多信息请访问：

www.exed.hbs.edu、www.exed.ceibs.edu，或www.iese.edu。

著名商学院的强强联手

哈佛商学院、中欧国际工商学院以及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。该课程是根据中国的实际情况度身定制的，专门针对当今中国CEO所面临的商业和管理挑战。本着学术严谨和倡导多元化的原则，这个集合了杰出师资力量综合性管理课程力图以其独特性和高度的专业性创造非凡的学习体验。自2005年首次合作开课以来，至今已至第四年。

哈佛商学院

百年来，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，一直致力于发展以学员为中心的学习模式，在重新界定管理教育的性质、塑造各行各业的商业实践以及创造企业未来等方面，始终处于领先地位。

中欧国际工商学院

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年由欧盟和上海市合作建立以来，它一直将杰出的国际化管理教育与对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中国本土公司进行高层经理培训项目时的理想合作伙伴。

IESE商学院

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。

GLOBAL CEO PROGRAM FOR CHINA

DATES AND LOCATIONS:

Module One: March 15-20, 2009, Shanghai, China

Module Two: May 10-15, 2009, Barcelona, Spain

Module Three: June 21-26, 2009, Boston, U.S.

FEE: RMB 350,000

FOR MORE INFORMATION, PLEASE VISIT:

www.exed.hbs.edu, www.exed.ceibs.edu, or www.iese.edu

A POWERFUL ALLIANCE AMONG ESTABLISHED BUSINESS SCHOOLS

Harvard Business School (HBS), China Europe International Business School (CEIBS), 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 challenges facing CEOs in China today. Now in its fourth year, this highly specialized general management program brings together an outstanding faculty team and applies the principles of academic rigor and diversity to create an exceptional learning experience.

HARVARD BUSINESS SCHOOL

For 100 years, Harvard Business School has been educating leaders who make a difference in the world. Renowned for its legacy of innovation, HBS 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. With a dedication to participant-centered learning, 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.

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

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, CEIBS combines outstanding international management education with profound knowledge of the Chinese business environment. The School's reputation for excellence has made it the executive education learning partner of choice by a wide variety of leading multinationals and Chinese companies.

IESE BUSINESS SCHOOL

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.



全球CEO课程

课程概览

中国经济的高速发展和经济全球化趋势的加强，为中国企业在全中国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们必须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。

“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。”

神州数码（中国）有限公司
总裁兼首席执行官
郭为

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：哈佛商学院、中欧国际工商学院和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。

本课程将利用由哈佛商学院首创的广受赞誉的案例教学法，帮助您拓展在中国以及全球商业环境中的商务知识和战略远见，从而提升您的领导力技能。在完成该课程的学习之后，您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。



GLOBAL CEO PROGRAM FOR CHINA

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. However, company growth and sustainability 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 must 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 highly specialized executive education initiative that is being offered through an educational partnership among three established business schools—Harvard Business School, China Europe International Business School, and IESE Business School. 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 of these areas.

Leveraging the acclaimed case method pioneered by HBS, the program enhances leadership skills by helping you to broaden your business knowledge and to acquire strategic vision in both a Chinese and a global business context. You 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.

“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 informative.”

GUO WEI, [PRESIDENT AND CEO], DIGITAL CHINA
(CHINA) LIMITED



“这次精彩的学习体验使我对管理层的作用、以及成为一位成功CEO的必要条件有了更深入的了解。现在，我比以前更相信自己有能力管理好一家成长型企业。如果你想成为一位杰出的CEO，并愿意为此付出努力，该课程无疑是你的最佳选择——因为它能够赋予你远见卓识。”

建业地产控股有限公司

董事总经理

王天也

“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。”

康佳集团股份有限公司

总裁兼首席执行官

侯松容

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，您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，该课程将帮助您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
- 以智慧、诚信及远见来领导并以此激励他人



GLOBAL CEO PROGRAM FOR CHINA

“Through this wonderful experience, I gained a much deeper understanding of management’s role and the requirements for becoming a successful CEO. I am now much more confident in my ability to manage a growing company. If you want to be a better CEO and are willing to work hard, this program delivers the insight and knowledge you need.”

TERRANCE WANG, [CEO AND EXECUTIVE DIRECTOR],
CENTRAL CHINA REAL ESTATE HOLDINGS LTD.,
P.R. CHINA

“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 AND CEO], KONKA GROUP
CORPORATION LTD.

PROGRAM OBJECTIVES

The Global CEO Program for China is 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 marketplace. Through in-depth examination of critical issues, business developments, and emerging trends, you will learn what is required of yourself—and your organization—to create and sustain value throughout the enterprise.

Specifically, the program enhances your capacity 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*



课程设置

该课程设置的综合内容旨在探索CEO在战略、治理、投资、市场和社会责任等各方面所担负的各种职能，并审视新的世界秩序对中国经济所产生的影响。课程包括三个学习模块，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：

预备模块（选修）：2009年2月下旬 （具体时间待定）

中欧国际工商学院
中国上海

- 财务与会计

模块一：2009年3月15日 - 20日

中欧国际工商学院
中国上海

- 竞争战略
- 营销战略
- 战略人力资源管理
- 嘉宾讲座：中国公司所面临的全球化挑战

模块二：2009年5月10日 - 15日

IESE商学院
西班牙巴塞罗那

- 公司财务
- 战略运营管理
- 全球营销
- 绩效评估与控制
- 首席执行官（CEO）的角色

模块三：2009年6月21日 - 26日

哈佛商学院
美国波士顿

- 商业、政府与国际经济
- 创业学
- 领导力
- 公司治理
- 谈判学：如何达成交易

后续活动

- 加入中欧首席执行官学习联盟；参加各种圆桌会议
- 与哈佛商学院、中欧国际工商学院及IESE商学院的教授交流沟通；撰写案例；参与其它交流活动

备注：课程设置及授课教授可能会有更改并不再另行通知。



FOUR-PART CURRICULUM

The comprehensive curriculum explores the CEO's role as it relates to various strategic, governmental, investor, market, and societal concerns, and also examines the impact of the new world order on the Chinese economy. The three learning modules address important skill development areas, business phenomena, and operational aspects, including:

PRE-MATRICULATION MODULE (OPTIONAL): Late February, 2009 (TBD)

China Europe International Business School
Shanghai, China

- Finance and Accounting

MODULE ONE: MARCH 15–20, 2009

China Europe International Business School
Shanghai, China

- Competitive Strategy
- Marketing Strategy
- Strategic Human Resources
- Guest Lecture: Globalization Challenges for Chinese Companies

MODULE TWO: MAY 10–15, 2009

IESE Business School
Barcelona, Spain

- Corporate Finance
- Strategic Operations Management
- Global Marketing
- Performance Measurement and Control
- The Role of the CEO

MODULE THREE: JUNE 21–26, 2009

Harvard Business School
Boston, U.S.

- Business, Government, and the International Economy
- Entrepreneurship
- Leadership
- Corporate Governance
- Negotiation: Deal Making

FOLLOW-UP ACTIVITIES

- Join the CEIBS CEO Learning Consortium and participate in roundtable conferences
- Communicate with professors from HBS, CEIBS, and IESE; write cases; and engage in other exchange opportunities

Note: Curriculum structure and faculty are subject to change without notice.



参加对象

全球CEO课程专为中国企业的首席执行官、董事长及企业最高决策者量身定制。学员均有10年以上的高层管理经验，并来自于快速成长的成功企业。

这些久经沙场的商界领袖来自各种类型的企业，包括国有企业、私营企业、上市公司以及中国的跨国企业等等。这些企业不仅处于本行业的领导地位，还应具有优秀的商业道德和社会责任感。本课程的目的，在于形成一个代表不同公司和行业、拥有实际领导力和执行力的最高管理人员群体，从而丰富整个课程的体验。

师资力量

此次课程的教授队伍由来自哈佛商学院、中欧国际工商学院和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会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。具体的教授简历，可以访问下列网址：

- <http://www.exed.hbs.edu/programs/gcpc/faculty.html>
- http://www.ceibs.edu/execed_c/index/3345.shtml#Faculty
- <http://www.iese.edu/en/Programs/ExecutiveEducation/ProgramasDireccionGeneral/CEO/Faculty/Faculty.asp>

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。

案例教学法 案例教学法是由哈佛商学院开发的一种教学方法，长期以来都被公认为一种极为有效的工商管理教育工具。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 and 战略。

行动导向 该课程在哈佛商学院以学员为中心的学习模式的推动下，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。



PROGRAM PARTICIPANTS

The Global CEO Program for China is developed for CEOs, board chairs, and chief decision makers who have more than 10 years' experience in senior management at successful, fast-growing companies in China.

Participants are seasoned business leaders who represent state-owned enterprises, privately owned enterprises, and Chinese companies. These companies not only should be leaders in their industry, but also should demonstrate strong business ethics and social responsibility. The goal is to assemble an exclusive group of top executives who represent diverse companies and industries, have a proven record for leading and implementing strategic change, and exhibit high potential for contributing to and enriching the program experience for all.

FACULTY TEAM

The elite teaching faculty—drawn from Harvard Business School, China Europe International Business School, and IESE business School—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 innumerable books, cases, articles, and academic papers, many of which are global in both outlook and content, and have been published internationally. Detailed biographies are accessible at: <http://www.exed.hbs.edu/programs/gcpc/faculty.html>; <http://www.ceibs.edu/execed/index/3355.shtml#Faculty>; or <http://www.iese.edu/en/Programs/ExecutiveEducation/ProgramasDireccionGeneral/CEO/Faculty/Faculty.asp>

LEARNING ENVIRONMENT

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

CASE METHOD The case method developed by HBS has been long recognized as an incredibly powerful business education tool. Moreover, the program faculty's leadership and expertise in case writing and teaching add a powerful dimension to the learning experience. You will 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 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 you to reexamine and reformulate your goals and strategies, both professionally and personally.

ACTION ORIENTATION The program's action-oriented team approach, driven by HBS's participant-centered methodology, helps you to apply your personal experience and new business knowledge to generate solutions in real time. While examining strategic issues, you are encouraged to consider specific areas for application, particularly how you can leverage structure, processes, culture, and incentives to implement strategic change within your organization.



评估 / 证书

成功学完整个课程的学员将被授予哈佛商学院、中欧国际工商学院和IESE商学院共同认可并联合签发的全球CEO课程证书。学员必须参加所有三个模块的学习，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

全球CEO课程的官方语言为汉语。必要时我们将为学员提供英译汉的口、笔译服务。

课程收费

本课程费用为350,000元人民币，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。哈佛商学院、中欧国际工商学院和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2008年12月31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：

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EVALUATION/CERTIFICATION

Participants who have successfully completed this program will be conferred the "Global CEO Program for China Certificate" jointly signed by Harvard Business School, China Europe International Business School, and IESE Business School. Please note that attendance at all three modules is mandatory for successful completion of this program. We will not accept applications for a single module.

LANGUAGE

The official language of the Global CEO Program for China is Chinese. Translation and interpretation to Chinese will be provided for participants.

PROGRAM FEE

The program fee is RMB 350,000, which includes tuition, the fee for translation and interpretation, teaching materials, and board and accommodations in Shanghai, the United States, and Europe. Round-trip airfare to the United States and Europe, as well as visa fees, are not included. Payment is due within 30 days of the date of payment notice. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the payment notice. 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 appropriate CEIBS contact person identified below. Written applications will be reviewed by the Admissions Committee, which is comprised of representatives from HBS, CEIBS, and IESE. Each candidate also will be interviewed by the program director.

Applications are requested by December 31, 2008, 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:

FOR MORE INFORMATION, PLEASE CONTACT:

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