



CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧國際工商學院



**MICHIGAN**  
ROSS SCHOOL OF BUSINESS



## CEIBS-Michigan Ross School of Business Joint Diploma in Management Programme

- Retain and develop the next generation of leaders

# CEIBS-Michigan Ross School of Business Joint Diploma in Management Programme

**Date/Language/Venue:** July 2010 / English / Beijing    **Fee:** RMB198,000

For more information, please visit <http://exed.ceibs.edu>

The CEIBS-Michigan Ross School of Business Joint Diploma in Management Programme is aimed at ambitious managers who have already distinguished themselves and are on a fast track of management development. By focusing on the individual, this programme enables participants to step back from their daily responsibilities and gain a broad, integrated perspective of general management. This programme specifically helps managers understand their role in their company, learn how to manage up, down, across and outside of their company's organisation, perform a working assessment of their organisation and formulate solutions to individual job challenge. The programme is divided into two parts – a compulsory section of eight modules and an elective section of two modules. Each compulsory module is presented in a single four-day session across a weekend from July 2010 to the second half of 2011. The timing of the elective modules, which are offered in 2011, depends entirely on the individual participant's specialty and choice.

## Objective

The objective of the programme is to provide participants with a sound business and management foundation that will enhance their performance within a profit-oriented company.

## Who Should Attend

The course is aimed at fast-track management staff who have been identified by senior executives in their companies as having high management potential.

## Selection Process

- >> Proficiency in spoken and written English
- >> Relevant work experience
- >> A letter of recommendation from a senior manager within the candidate's organisation
- >> A statement from the candidate's company releasing him or her for training
- >> A successful interview

## Programme Benefits

### Benefits to Participants

This programme will provide participants with:

- >> A firm foundation in the fundamentals of management, including skills in various functional areas
- >> A broad holistic approach to management that emphasises the importance of the big picture over day-to-day problems
- >> An understanding of their individual strengths and weaknesses as future leaders
- >> The chance to tap into the latest thinking on key business issues
- >> Opportunities to develop a personal network of useful contacts
- >> The ability to deal with complex issues with increased analytical problem-solving and decision-making capability
- >> A distinct awareness of the competencies required to manage effectively in the workplace
- >> An understanding of comprehensive business issues other than their own
- >> The knowledge that they have mixed with managers from a wide range of backgrounds and industries
- >> Access to all facilities (library and computer centre) and activities (e.g. Executive Forum) of the school
- >> Membership in the CEIBS alumni association

### Benefits to the Sponsoring Company

The Programme offers the participant's employer the following opportunities:

- >> To invest in the organisation's future by cultivating and retaining high potential management staff
- >> To ensure young managers are in line with latest management techniques and introduce new ideas into the organisation's operations
- >> To develop a professional management team with comprehensive management knowledge

# Programme Coverage

## Compulsory Modules

In order to enhance the relevance for both the participants and their companies, the programme has been structured into two parts, one part compulsory and the other part elective. The compulsory part includes eight regular modules covering a range of functional areas as well as the skills necessary for managerial advancement. During these eight modules, participants will gain a comprehensive knowledge in business management. These eight modules are:

### Pre-module: 360° Survey and Leadership Development Planning

#### Module 1: Introduction to Management

The primary goal of this module is to give participants a foundation in basic management thinking and practice, and to familiarise participants with different teaching styles and methodologies used in the programme. Working in organisations means working with people. It is important to understand why people in organisations behave the way they do. In short, this module will prepare you to manage employees and make sense of organisations. It is designed to change the way you approach problem solving and decision-making.

#### Module 2: Macro Economics and Strategic Management

This module seeks to integrate much of the knowledge you have gained in previous functional subject areas. It deals with strategic decisions at the business and corporate levels that affect competitive advantage and long and short-term performance of the firm. Topics include the direction setting task, strategic analysis, competitive strategy, corporate growth strategy, corporate restructuring, and managing strategic changes.

#### Module 3: Marketing

The objective of this module is to provide the participants with an in-depth and practical understanding of marketing within a Western company in China. The module examines how successful companies develop, implement and evaluate their marketing plans and programmes.

#### Module 4: Introduction to Accounting and Finance

This module covers the accounting principles of internal planning and control, decision-making and performance evaluation of business units. It also introduces concepts used in management accounting. In addition to accounting, it will present theories and practices of financial management. The module includes analysis of financial information, corporate financial planning and control, working capital management and investment analysis.

#### Module 5: Organisation and Leadership

The objective of this module is to equip participants with a better understanding of the dynamics within organisations and the requirements for leadership in facilitating co-operation and change. It will help participants become more effective leaders by increasing their flexibility as leaders. It supplies insights to enable change within organisations without creating resistance to change.

#### Module 6: Operations Management

The aim of this module is to introduce participants to the critical aspects of business processes in a firm. Throughout the module, participants will get acquainted with the basic variables of a business process and the tools and concepts to describe, understand, manage and improve on such a system.

#### Module 7: Project Management

The objective of the module is to introduce participants to the project management process, to increase their awareness of potential risks, and to extend their knowledge and skills so that they can define, implement and evaluate projects using the best professional practices.

#### Module 8: Business Game

During the final module, participants will work in teams managing a company in a simulated environment. It is a comprehensive simulation in international management and covers different aspects of managing an international business. The simulation will involve active learning and is complemented with lectures on concepts linked to simulation.

## Elective Modules

After completing the eight compulsory modules, participants will begin an elective course of two modules. These two modules can be chosen according to the participants' own speciality from our short open programmes. The electives provide flexibility in both timing and subject matter. Participants will obtain advanced and in-depth learning that builds on the knowledge gained from the compulsory modules. They will be informed about the availability of electives on the completion of the compulsory modules. As a reference, we include the list of open programmes that are available in 2010.

### Strategy

- >> Game Theory in Practice
- >> Strategy Execution

### Leadership

- >> Emotionally Intelligent Leadership
- >> Leadership and Coaching
- >> Leadership and Change Management
- >> Leadership Programme for High Potentials
- >> High Performance and Sustainable Leadership
- >> Women in Leadership Programme

### Negotiation & Decision-making

- >> Strategic Negotiation Programme
- >> Management of Negotiation and Decision-making

### Multinational Management

- >> Negotiation Effectively with Chinese

### Organisation & Management

- >> New Perspective of HRM: Psychology, Human Nature and Culture
- >> EVA Performance Management
- >> Organisational Development and Change
- >> Becoming a Learning Organisation
- >> Human Resources Management

### Marketing & Sales

- >> Retailing Management
- >> Creating a Customer-centric Organisation
- >> Building and Managing Brands
- >> Integrated Marketing Communication
- >> Key Account Management
- >> Strategic Sales Forces Management

### Finance

- >> Managing Strategic Investment Decisions
- >> Financial Statements Interpretation for Decision-makers
- >> Managerial Accounting for Decision-makers

### CEIBS Lujiazui International Finance Research Centre Programmes

- >> Managing Foreign Exchange Risk
- >> Financial Derivatives

### Operations Management

- >> Delivering Service Excellence
- >> Supply Chain Management

Each module in the compulsory part lasts four days and is given approximately once every one and half months. The elective modules must be finished within the year of 2011. The programme will start in July 2010, and will be held in Beijing.

*\* CEIBS reserves the right to amend information on this programme including price, date, location, faculty, daily schedule and other details.*

## Date/Language/Venue

July 2010 / English / Beijing (CEIBS Beijing Campus, No.20, Zhongguancun Software Park, 8 Dongbeiwang West Road, Haidian District, Beijing, 100193, P.R.C.).

## Assessment

Participants who successfully complete the entire programme are awarded the CEIBS-Michigan Ross School of Business Joint Diploma in Management. Attendance is compulsory for all modules. At the end of each module in the compulsory part, participants are assessed. Those participants who fail any of the assessments are provided with a certificate of attendance but not a Diploma. In addition, participants must observe the CEIBS academic code of conduct to be eligible for a Diploma.

## Fee

The cost of the programme is RMB198,000, which includes tuition, case licensing fees, lunches, stationery, and other course materials if required. Payment is required after notification of admission.

## Admissions Procedures

To assess the qualifications and suitability of applicants, the following materials are required:

- >> Visit the DIMP Programme on CEIBS Executive Education website, click "Application Form" to download the form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail. You are also welcome to call the CEIBS Customer Service Team for a DIMP Application Form.
- >> A letter of recommendation
- >> A statement from the financial sponsor
- >> A work release statement from the sponsoring company
- >> Three recent ID-size photographs

Only a complete application will be considered by the Admission Committee. Applicants whose applications are received before May 31st, 2010 and who have succeeded in the interview are guaranteed a place in the programme. Applications received after this date will be handled on a space-available basis.

Applicants can apply for the programme in either form:

- >> Online application: Please visit the CEIBS Executive Education website, select the programme you want to take, and click "**Apply Now**" to apply for the programme; or
- >> Submit application by fax, email or mail: Please visit the CEIBS Executive Education website, select the programme you want to take, click "**Application Form**" to download the form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail. You are also welcome to call the CEIBS Customer Service Team for a printed Application Form.

CEIBS Executive Education website: <http://exed.ceibs.edu>

## Cancellations

If a confirmed booking is cancelled within 15 working days of the start of the programme, or if the applicant fails to attend the programme, a cancellation fee equaling to 20 percent of the total programme fee will be charged. If an applicant is unable to attend the programme, the applicant may transfer to another CEIBS Executive Education Programme within the same calendar year. When a request to substitute participant(s) for the same programme is made less than 15 working days prior to the start of the programme, the seat(s) will not be guaranteed.

## Programme Sponsorship

Participants in the Diploma in Management Programme must be nominated, sponsored and financially supported by their current employer. All sponsoring organisations must agree to provide CEIBS with a candid evaluation of the candidate's abilities and future prospects within the company. In addition, the sponsor organisation must agree to assume all fees, provide for reasonable expenses and relieve participants of work responsibilities during the programme.

## Contact Information

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# Programme Director

*Lorna Doucet*

Associate Professor of Management, CEIBS

## EDUCATIONAL BACKGROUND:

Ph.D., Management, The Wharton School, University of Pennsylvania, U.S.A.

M.A., Management, The Wharton School, University of Pennsylvania, U.S.A.

B.A.Sc. Chemical Engineering, University of Ottawa, Canada

## TEACHING/RESEARCH INTERESTS:

Professor Doucet was most recently a Visiting Assistant Professor of Management at Wharton School. Before that, she served at the University of Illinois at Urbana-Champaign as Assistant Professor of Management, where she taught MBA, Ph.D., and Executive Education courses. Her research interests focus on emotions in organisations, service quality, performance and cross-cultural interactions.

## ACADEMIC ACHIEVEMENTS:

Professor Doucet's scholarly work has appeared in such journals as *Journal of Organisational Behaviour*, *Academy of Management Journal*, *Industrial and Labour Relations Review*, and *Cultural Anthropology Methods*. She is a member of Academy of Management, International Association for Conflict Management, Association for International Business and American Psychological Association. She is also a member of Editorial Board of *Quality Management Journal*.



For professional managers who have entered into the ascending channel in their career life, especially for those who are transiting from routine management to strategic management, the Diploma in Management Programme at CEIBS is an “accelerator” for their career development.

Jason Yu  
Finance Controller Greater China  
Starbucks (China) Co., Ltd.

DIMP provides advanced management information that helps me to reflect and examine my current practices.

Wang Yuanzhe  
HR Manager  
Siemens VDO Automotive Changchun Co., Ltd.

DIMP is an effective programme that helps the participants to accelerate their careers. The programmes also provides a wonderful opportunity to build lasting friendships with other talented and successful participants.

Zhang Yuzhong  
Engineering Manager  
Cummins Power Generation





### Keith Goodall

*Professor of Organisational Behaviour, CEIBS  
Senior Associate, Judge Business School,  
University of Cambridge  
Senior Member Wolfson College, University of  
Cambridge*

EDUCATIONAL BACKGROUND:  
Ph.D., University of Cambridge, U.K.  
M.A., Manchester University, U.K.



### Bala Ramasamy

*Professor of Economics, CEIBS*

EDUCATIONAL BACKGROUND:  
Ph.D. in Economics, University of Leicester, U.K.  
M Soc. Sc. in Economics, University of Macau, P.R.C.  
BSc. in Resource Economics, Universiti Pertanian Malaysia, Malaysia



### Aneel G. Karnani

*Associate Professor of Corporate Strategy  
and International Business,  
Ross School of Business at The University  
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EDUCATIONAL BACKGROUND:  
D.B.A., Harvard University, U.S.A.  
M.B.A., Indian Institute Of Management, India  
B.Tech., Indian Institute Of Technology, India



### Willem Burgers

*Bayer HealthCare Chair in Strategy and Marketing  
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EDUCATIONAL BACKGROUND:  
Ph.D. and M.B.A. in Marketing, Michigan State University, U.S.A.  
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### Kalun Tse

*Professor of Finance, CEIBS  
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### André Wierdsma

*Professor in Management and Organisation, CEIBS  
Professor of Organising and Co-Creating,  
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EDUCATIONAL BACKGROUND:  
Ph.D. in Social Sciences, University of Tilburg, the Netherlands  
Msc. (cum laude) Organisational and Clinical Psychology, Free University  
of Amsterdam, the Netherlands  
Diploma in Business Administration, Nyenrode, The Netherlands School  
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### Izak Duenyas

*Visiting Professor, CEIBS  
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Professor of Industrial and Operations Engineering,  
Professor of Operations and Management Science,  
Ross School of Business at The University of Michigan*

EDUCATIONAL BACKGROUND:  
Ph.D., in Industrial Engineering, Northwestern University, U.S.A.  
M.S., Northwestern University, U.S.A.  
B.S., Bogazici University, Turkey



### Karen Brown

*Visiting Professor, CEIBS  
Professor of Operations and Project Management,  
Thunderbird, The Garvin School of International  
Management*

EDUCATIONAL BACKGROUND:  
M.B.A. and Ph.D., University of Washington, U.S.A.



### Gerald Fryxell

*Professor of Management, CEIBS*

EDUCATIONAL BACKGROUND:  
Ph.D., Indiana University, U.S.A.  
M.B.A., Grand Valley State Colleges, U.S.A.  
B.S., Wisconsin State University, U.S.A.

## About China Europe International Business School

China Europe International Business School (CEIBS) is the leading China-based international business school. Its main objective is to contribute to the economic development of this country and its business communities. It does this by offering to MBA students, to managers and senior executives of companies operating in, or planning to enter China, the latest knowledge and a thorough understanding of current practices in international management, helping participants to adapt them successfully to their own business environment.

CEIBS was established on November 8, 1994 in Shanghai. Based on its own campus in Pudong, Shanghai, the school is a not-for-profit joint venture established under an agreement between the Ministry of Foreign Trade & Economic Cooperation (MOFTEC) and the European Commission. CEIBS also has offices in Beijing and Shenzhen.

The British-based Financial Times has ranked the CEIBS' Executive Education open programmes as 20th in the world.

## About Ross School of Business at The University of Michigan

The University of Michigan is one of the leading research and teaching institutions in the United States. Nineteen schools and colleges, including business, law, medicine, engineering, architecture and design, music, and literature, science, and the arts make up this internationally renowned research centre.

For more than 60 years, Ross School of Business at The University of Michigan has been a pioneer in the development of executive education. World-class faculty, cutting-edge content, interactive peer-group learning, small class size, and specially designed facilities are just a few of the reasons top companies consistently choose Ross School of Business at The University of Michigan for executive education.



The Diploma in Management Programme offered by CEIBS is a very good investment for both the company and the individual. It provides an opportunity for the participants to learn about the modern science of management. Even more important is that it provides us with a broader view of the business and escape from the rigors of daily work to think more about the people, the other functional departments, the company, the industry and even the macro economy. This will help when people make better decisions. We also had fun together during our time at CEIBS. We have met so many new friends from different companies, different regions and even different countries. I would say to those who have a plan to take this programme at CEIBS, have fun and enjoy the course.

Jason Liu  
Sales Department Manager  
Elkem International Trade (Shanghai) Co., Ltd.



For more information on CEIBS Executive Education Programmes listed below, please:  
Tick the box(es) next to the brochure(s) you are requesting

#### MULTINATIONAL MANAGEMENT

- ☐ Negotiating Effectively with Chinese  
☐ China Expatriate Programme

#### ADVANCED MANAGEMENT

- ☐ Chief Marketing Officer (CMO) Programme: A New Perspective of Marketing (Modular) <sup>New</sup>  
☐ CEIBS-Harvard Business School-IESE Business School Joint Global CEO Programme (Modular)  
☐ Mergers and Acquisitions  
☐ Advanced Management Programme (Modular)  
☐ CFO Programme (Modular)  
☐ CEIBS-Harvard Business School-TSEM Joint Senior Executive Programme (Modular)

#### CORPORATE GOVERNANCE

- ☐ CEIBS-Wharton Joint Programme: Corporate Governance and Board of Directors

#### GENERAL MANAGEMENT

- ☐ Leadership Development Programme for Hospital Executives (Modular) <sup>New</sup>  
☐ Diploma in Management Programme (Modular)  
☐ CEIBS-Michigan Ross School of Business Joint Diploma in Management Programme (Modular)  
☐ Management Development Programme (Modular)

#### STRATEGY

- ☐ Game Theory in Practice  
☐ Building Organisational Capability for Strategic Implementation  
☐ Developing Competitive Strategy  
☐ Strategy Execution

#### LEADERSHIP

- ☐ Emotionally Intelligent Leadership <sup>New</sup>  
☐ Leadership and Coaching  
☐ High Performance and Sustainable Leadership  
☐ Strategic Leadership  
☐ Leadership and Change Management  
☐ Leadership Programme for High Potentials  
☐ Women in Leadership Programme

#### NEGOTIATION & DECISION-MAKING

- ☐ Strategic Negotiation Programme  
☐ Management of Negotiation and Decision-making

#### ORGANISATION & MANAGEMENT

- ☐ New Perspective of HRM: Psychology, Human Nature and Culture <sup>New</sup>  
☐ EVA and Performance Management <sup>New</sup>  
☐ Becoming a Learning Organisation  
☐ Organisational Development and Change  
☐ Human Resources Management

#### MARKETING & SALES

- ☐ Retailing Management <sup>New</sup>  
☐ Creating a Customer-Centric Organisation  
☐ Managing Effective Pricing  
☐ Building and Managing Brands  
☐ Integrated Marketing Communication  
☐ CEIBS-Columbia Business School Joint Advanced Marketing Management Programme  
☐ Key Account Management  
☐ Management of Innovation and New Product Development  
☐ Marketing Strategy and Planning  
☐ Strategic Sales Forces Management

#### FINANCE

- ☐ Managing Strategic Investment Decisions <sup>New</sup>  
☐ Finance for Non-financial Executives  
☐ Financial Statements Interpretation for Decision-makers  
☐ Managerial Accounting for Decision-makers

#### CEIBS LUJIAZUI INTERNATIONAL FINANCE RESEARCH CENTRE PROGRAMMES

- ☐ Managing Foreign Exchange Risk  
☐ Financial Derivatives

#### OPERATIONS MANAGEMENT

- ☐ CEIBS-SMI Joint Programme: Global Excellence in Procurement and Supply <sup>New</sup>  
☐ CEIBS-SMI Joint Programme: Successful Sourcing and Supply Management in China <sup>New</sup>  
☐ Delivering Service Excellence  
☐ Supply Chain Management  
☐ Project Management: Leading Projects for Results

#### EXECUTIVE EDUCATION ALUMNI REUNION SERIES

- ☐ The Road to Value Investment (Modular) <sup>New</sup>

Name ( Mr./Ms. )	Position
»	»
Company	Address
»	»
City	Province/Country
»	»
Post Code	Tel/Mobile
»	»
Fax	E-mail
»	»

Complete and mail / fax the form

<http://exed.ceibs.edu>

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