

CFO 课程

开课日期/语言/地点: 2012 年 7 月 4 日下午开课 (模块制)

部分汉语授课、部分英语授课配汉语交替翻译, 上海/北京/伦敦

课程费用: 人民币 178,000

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企业欲在商战中决胜千里, 于帷幄运筹之时便要求 CFO 更深入地参与到战略决策之中。执掌帅印的 CEO 们迫切期望 CFO 为决策提供全面的信息支持与咨询, 同时在企业的战略制定与执行方面发挥更积极的作用。同步时代的要求, CFO 不仅需要掌握更尖端的财务知识, 更需具备高超的管理与沟通技能以及丰富的战略决策经验。

目标

从控制过程转向参与全局是 CFO 在职责演变中最显著的变化, 本课程的设计旨在帮助学员实现全新的角色转换, 并提供必要的技能和有效的工具。

对象

本课程专为 CEO 的合作伙伴: CFO、财务总监或为企业最高决策者承担类似职责的高层财务经理而设置。课程要求学员在该领域拥有至少 8 年的中高层管理经验。同时此课程也有助于董事会成员加强财务知识, 提升战略决策能力。

受益

参加课程的学员将:

- 突破传统思维模式, 扩大战略视野
- 优化财务分析与规划能力
- 聚焦价值导向管理, 成为企业的价值创造者
- 帮助企业在公众中, 尤其在投资者与股东中建立并保持良好的信誉
- 优化配置资源, 实现财务业绩最大化
- 协助设计合理的绩效评估体系, 推动战略实施
- 获得中欧校友资格

课程内容

课程涵盖了以下五个模块:

模块一: 把握宏观经济环境与运筹方略, 2012 年 7 月 4 日下午-8 日, 上海

中国的出口型经济由于外部经济的疲软、内部不断攀升的生产成本、资源的滥用与枯竭而显示出其放缓的趋势。雪上加霜的是各行各业的潜规则频频传出, 三聚氰胺毁了牛奶行业、塑化剂毁了食品业、达芬奇造假重创家具行业, 这一系列有违道德底线的企业行为将企业由辉煌引向了灾难。CFO 如何帮助 CEO 正确解读各项经济指数, 认清经济信号, 正确预测未来的经济走势的同时坚守企业行为操守, 以制定有效的战略帮助企业实现可持续发展? 这要求 CFO 必须跳出传统的财务会计思维框架, 站得更高, 看得更远, 以全新的角度审视企业的运作。本模块的具体内容包括:

- 宏观经济政策与走势解读
- 商业伦理与社会责任

- CFO 的战略思维

模块二：以价值创造引领企业增长，时间待定，上海

源自美国房贷美、房利美的两房危机，象多米诺骨牌一样迅速演变成一场波及全球的经济危机，早已融入全球经济的中国已很难独善其身。这一令所有人都意想不到的突变为 CFO 们带来了前所未有的考验，是伏蛰待苏——积极搭建财务防御体系，帮助企业平稳渡过动荡期呢？还是伺机出动——积极寻找抄底机会，明智地制定投资决策，帮助企业实现逆势成长？在内外资本市场都处于极度动荡的环境下，CFO 们应该如何思考融资战略？曾经的避险工具成为此次危机的承载工具后，CFO 们又该如何重新认识、理解、运用它们呢？本模块的具体内容包括：

- 并购与融资
- 杠杆收购与结构融资
- 股利与股票回购
- 股票期权
- 风险管理（尤其是货币风险的测量和管理）
- 估值

模块三：财务报表：变革、挑战与趋势，时间待定，上海

近年来财务报告无论内容还是形式都有了非同一般的变化，这对 CFO 的使命产生了重大而深远的影响。CFO 既要能清楚地认识公司内部会计领域的敏感问题，那里往往是危险与机会并存的地方，又要掌握解密竞争对手财务状况的强有力工具。由于近几年国内外公司财务丑闻的频繁曝光，使得资本市场监管机构正紧密关注财务披露与公司治理机制的强化问题。为此，对新近出台的相关政策可能对公司带来的影响，CFO 们应该予以足够的关注。本模块包括以下内容：

- 会计准则演变
- 会计灰色地带
- 财务报表精析
- 公司治理
- 财务信息披露与投资者关系
- 审计与企业内部控制

模块四：实施有效的成本控制与业绩评估，时间待定，北京

CFO 需要有效运用和整合各种管理工具，如平衡积分卡、预算和作业成本管理等，使之形成合力。本模块将对上述内容从战略的角度进行深入探讨，从而提升 CFO 们有效实施成本控制和业绩评估的能力。本模块的具体内容包括：

- 成本结构、企业获利能力及风险管理
- 成本分摊与战略性成本管理
- 相关成本分析
- 预算、标准成本与方差分析
- 最优转移价格
- 绩效评估、绩效衡量标准与管理层薪酬

模块五：待定，伦敦

除了以上五个核心模块外，我们还在晚间安排了丰富的研讨会，内容涵盖 CFO 的法律责任、EVA、并购、

税务等。具体内容将在课程进行期间另行通知。

教授

苏锡嘉 — 课程主任



中欧国际工商学院会计学教授

教育背景:

加拿大康科迪亚大学，管理学博士学位

厦门大学，经济学硕士学位

厦门大学，会计及经济学学士学位

教学/研究领域:

苏教授是中欧国际工商学院会计学教授和 CFO 课程主任，此前，他是香港城市大学商学院会计学系副主任、副教授。他毕业于加拿大蒙特利尔市康科迪亚大学，获得管理学博士学位；1982 和 1987 年分别获得厦门大学经济学学士和硕士学位。苏教授主要从事国际会计、审计、公司管理、中国会计与审计等方面的研究。其研究课题主要包括家族企业的公司管理、审计员的岗位轮换、审计质量以及盈余管理。

学术成就:

苏教授的研究发表于众多知名的期刊，如《理论与实践期刊》、《亚太会计与经济研究》、《会计与公共政策期刊》、《国际会计期刊》、《中国会计与金融评论》、《国际会计研究》、《国际审计研究》、《当代会计研究》等。

芮博澜



中欧国际工商学院经济学教授

教育背景:

英国莱斯特大学，经济学博士学位

澳门大学，社会科学硕士学位

马来西亚农业大学，资源经济学学士学位

教学/研究领域:

芮教授是中欧国际工商学院经济学教授。之前，他担任诺丁汉大学马来西亚分校商学院代理院长。同时他还领导着旨在促进该学院研究及其与英国学术界合作研究的欧亚商业研究中心。在此之前，他曾执教于梅西大学（新西兰）和澳门大学。

芮教授先后获得澳门大学的社会科学硕士学位（主修经济学）及莱斯特大学的经济学博士学位。1988年以来，他执教于澳门、马来西亚、新加坡、新西兰和英国等地的高等院校，对多元文化背景学生的教学拥有丰富经验。他的研究领域主要为亚洲经济、外国直接投资、企业社会责任及国际商务战略。

学术成就：

芮教授的研究成果发表在《国际银行营销杂志》、《亚太经济期刊》、《应用经济学杂志》、《商业研究杂志》、《技术教育》等学术期刊上。

企业经验：

芮教授主要在培训领域开展咨询活动，他在银行学、经济学、办公管理和东盟事务等领域开设了各种课程，其学员遍及各个阶层，既有银行初级职员，也有高级公务员。他曾应马来西亚工业总会的邀请，为该会会员讲授经济现状。他曾是马来西亚国家能源中心专家小组成员。他还曾被聘为马来亚大学欧洲研究课程客座教授。

张逸民



中欧国际工商学院金融学教授

教育背景：

加拿大不列颠哥伦比亚大学，博士（金融学与政策）学位
上海交通大学，硕士学位
哈尔滨船舶工程学院，学士学位

教学/研究领域：

张教授是中欧国际工商学院金融学教授。在加入中欧之前，他曾任职于加拿大新不伦瑞克大学和香港城市大学，并作为访问教授参与中欧的教学工作。他是《运输经济学与政策期刊》的编委，还是世界交通运输研究会议科学委员会的会员。张教授拥有加拿大不列颠哥伦比亚大学金融学与政策博士学位，之前他毕业于哈尔滨船舶工程学院和上海交通大学。他的研究领域主要是运营、融资与工业经济学，特别在运输经济方面。

学术成就：

张教授的研究成果发表于《公共经济学期刊》、《商业与经济统计学期刊》、《经济与统计评论》、《运输经济学与政策期刊》、《城市经济学期刊》、《太平洋地区金融市场和政策评论》等期刊上。他是2008年度中欧国际工商学院优秀教师奖获奖者。

黄明

中欧国际工商学院金融学教授



教育背景:

美国斯坦福大学，金融学博士学位
美国康奈尔大学，理论物理学博士学位
北京大学，物理学硕士学位

教学/研究领域:

黄教授是中欧国际工商学院金融学教授。2005年7月他在美国康奈尔大学约翰逊管理学院担任金融学教授，此前曾在斯坦福大学商学院担任副教授兼助理教授。1996至1998年间黄明博士在芝加哥商学院做助理教授，2004至2005年间以及2008年他在长江商学院工作，担任副教务长和金融学访问教授。2006至2009年4月还曾任上海财经大学金融学院院长。

学术成就:

黄教授的研究主要集中在行为金融学方面，尤其是认知心理学对金融资产定价的应用。与此同时他对信用风险、信用衍生工具、套现对资产定价的影响以及拍卖理论对收购的影响研究也颇有建树。最近几年，他针对中国的金融市场和公司财务开展了一系列广泛的研究课题。他一直担任《美国经济评论》副编辑。他的研究成果见诸于《政治经济学期刊》、《经济学季刊》、《美国经济评论》、《经济理论杂志》、《金融学杂志》等。

黄教授主要教授担任衍生证券、金融学导论和公司财务课程。在康奈尔大学任教期间，他曾向MBA学生讲授行为金融学以及两门博士生课程。与此同时他还在长江商学院担任多门高层经理培训课程的教授，包括衍生与风险管理、公司财务、衍生工具等课程。他在研究与教学领域曾多次获奖，如2000年其发表的论文《预期理论与资产定价》获得资产管理和金融工程国际中心授予的研究荣誉奖；2001年斯坦福大学商学院优秀教师奖；1997年芝加哥商学院优秀教学奖以及长江商学院“2009年最佳研究奖”。

企业经验:

黄教授从2008年8月份起担任英利新能源有限公司董事。2007年成为中国石油天然气集团公司的企业年金基金管理董事会非执行董事，2008年又在兴业全球基金管理有限公司的企业年金基金董事会任非执行董事一职。自2009年10月份开始担任花样年集团控股有限公司独立非执行董事。他是众多中国政府特设机构（如国资委）以及公司（如中国远洋运输集团总公司、中国东方航空公司、中国航空油料总公司以及许多非国有企业）的咨询专家。

许定波



中欧国际工商学院会计学教授
副教务长
管理委员会成员

教育背景:

美国明尼苏达大学，会计学博士学位
中国武汉大学，管理学硕士学位
中国武汉大学，理学学士学位

教学/研究领域:

许教授是中欧国际工商学院的长期教授。他为中欧 MBA、EMBA 和高层经理培训课程讲授管理会计和财务会计等课程。在加入中欧之前，他在香港科技大学会计学系任教近 8 年。他还在北京大学和美国明尼苏达大学执教 MBA 和 EMBA 课程。他曾得到多项教学奖，包括 2004 年和 2005 年中欧国际工商学院教学优秀奖。许教授的主要研究方向是机制设计、分权式管理体系中的协调与沟通问题，以及会计信息在管理决策、激励机制和业绩评价中的作用。

学术成就:

许教授的研究成果发表于《经济理论期刊》及其他一些书籍。他关于生产厂商和零售商之间的信息分享机制的研究，在理论和实践上均具有重大的意义。

企业经验:

许教授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，他还是《中国 MBA》杂志的顾问。他曾为许多公司设计及讲授了公司特设课程，其中包括 GE、IBM、百时美施贵宝、深圳中航集团等。

Kim Cameron



密歇根大学罗斯商学院 William Russell Kelly 管理与组织学教席教授

教育背景:

美国耶鲁大学，文学硕士学位及博士学位
美国杨百翰大学，理学学士学位及理学硕士学位

教学/研究领域:

Cameron 教授是密歇根大学罗斯商学院的 William Russell Kelly 管理与组织学教席教授，兼任密歇根大学教育学院高等教育学教授。他曾在凯斯西储大学维泽赫德管理学院担任教务长职务，兼任艾伯特·维泽赫德管理学教席教授；在杨百翰大学玛瑞伊特管理学院担任副教务长职务，兼任福特汽车公司/理查德·库克教席教授；在密歇根大学担任系主任职务，兼任多个高层主管培训课程的课程主任。他还曾任教于威斯康星—麦迪逊大学和瑞克斯学院。此外，他创办了全国高等教育管理系统中心在科罗拉多州玻尔德的市的

组织研究分部，并曾指导该组织的工作。目前，他主要研究组织内部及其本身的美德——例如，宽恕、感激、善意和同情——以及美德与绩效的关系。

Cameron 教授曾效力于国家研究委员会，担任过海湾资产融资公司总裁，并曾获富尔布莱特杰出学者奖。他是克利夫兰领导力课程班 2000 级毕业生，曾获组织行为教育协会颁发的“杰出教学奖”。此外，他还是密歇根大学积极组织学术研究中心的联合创始人之一，此项工作曾被《哈佛商业评论》评为 2004 年最具影响力的 20 个想法之一。

学术成果：

Cameron 教授以往在组织裁员、效能、品质文化以及管理技能培养等领域的研究成果，发布了 100 余篇文章和以下 10 部著作中：《香烟与企业战略》、《培养管理技能》、《组织文化诊断与变革》、《组织衰退》、《组织效能》、《悖论与转型》、《积极组织学术研究》、《价值观领导》、《竞争价值观领导力》以及《化不可能为可能》。

企业经验：

目前，Cameron 教授为北美、南美、亚洲、非洲以及欧洲地区的多家企业、政府和教育组织提供咨询。

Schon Beechler



中欧国际工商学院客座教授
杜克企业教育学院学术主任

教育背景：

美国密歇根大学，工商管理和社会学博士学位
美国奥伯林学院，社会学和人类学学士学位

教学/研究领域：

Beechler 教授现为杜克企业教育学院学术主任、中欧国际工商学院客座教授、西班牙 ESADE 商学院客座教授兼顾问、印度商学院客座教授。她获奥伯林学院社会学和人类学学士学位，获密歇根大学工商管理和社会学博士学位，是一位全球领导力和跨国公司管理专家。她曾在日本定居六年多，任一桥大学创新研究中心客座副教授。

1989-2006 年间，Beechler 教授执教于哥伦比亚大学商学院，任管理系副教授，主要教授 MBA、EMBA 和博士的学分课程。1994-2006 年间，她担任学院高级经理人课程（高层经理培训课程部的旗舰课程）的教务主任。2006 年，Beechler 教授加盟杜克企业教育学院，任学术主任。在 2010 之前，她还担任密歇根大学罗斯商学院高层经理培训班正向领导力课程的兼职教授及课程主任。

学术成就：

Beechler 教授的研究成果发表在众多领先的学术期刊上，包括《管理学会评论》、《管理学会学习与教育期刊》、《国际商业研究期刊》、《人力资源管理》和《国际管理期刊》等。此外，她的研究成果还被收录在一些书籍章节和业界期刊中。她撰写了两部有关日本企业管理的著作，并围绕日本企业管理与领导力主题定期撰写文章、提供咨询。

企业经验:

自 1991 年起, Beechler 教授在美国、澳亚地区和欧洲设计、指导并教授了大量公开课和公司特设课程。她还曾与众多客户展开合作, 包括美敦力、安万特、日立、日本伊藤忠商事株式会社、Credit Agricole、通力电梯、麦格理银行、微软、德勤、Alston & Bird、纽约艺术学院、纽约市警察局、纽约市消防局等。

Beechler 教授还曾连续五年当选为管理学会国际管理分会执行委员会委员, 并于 2004-2005 年间担任该分会主席。2006-2010 年间, 她担任非营利性组织支教美国的咨询顾问。

Gayle Christine Avery



中欧国际工商学院客座教授
澳大利亚麦克里大学研究生院管理系管理学教授

教育背景:

澳大利亚墨尔本莫纳什大学, 心理学博士学位

澳大利亚悉尼大学, 城市规划学硕士学位、心理学学士学位 (一等优秀毕业生)

教学/研究领域:

Avery 教授在香港、新加坡和悉尼三地教授领导力与激励课程, 其中的重点是组织内部的领导力。她定期在麦克里大学讲授公开课, 包括综合管理基础课程、麦克里高级管理课程和麦克里大学全球领导力课程等, 并在中欧国际工商学院讲授高绩效与可持续领导力课程。自 1999 年以来, 她已负责组织了 11 次“可持续领导力”欧洲游学活动——从她所研究的德国和瑞士 (有时是法国) 的 40 多个最佳实践组织中选取 8 个, 让参加活动的 MBA 学员与这些公司的高管进行交流。参与者基于 Avery 教授在组织与可持续领导力方面的研究, 对有助于组织绩效和复原能力的 23 项可持续领导力实践进行了考察。此外, 她还为来自澳大利亚和亚太地区的博士生担任导师, 并在德国和瑞士的一些著名商学院担任教学工作。

学术成就:

Avery 教授在众多国际期刊上发表了大量研究成果, 其中包括:《国际跨学科社会科学期刊》、《国际环境、文化、经济和社会可持续性期刊》、《领导力与组织发展》、《商业与经济研究期刊》等。此外, 她还是《引领可持续发展的未来: 如何在竞争中脱颖而出》和《领导学: 模式与案例》等两部书的作者。她与 Harald Bersgtainer 合著的新书《可持续领导力: 蜜蜂和蝗虫的启示》将于 2011 年由 Routledge 公司在美国出版发行 (该书的中文版也将不日由中欧出版集团出版发行)。

企业经验:

Avery 教授为许多来自企业和政府部门的客户设计并讲授管理发展与领导力方面的课程, 其中包括: 雅培、安联、安保资本投资有限公司、新西兰澳新银行、澳大利亚证券和投资委员会、新西兰审计署、澳洲房贷、Avant 公司、贝朗公司、澳大利亚经济发展委员会、Covance 公司、德尔塔集团、德意志银行、Lumley 公司、麦当劳、慕尼黑再保险 (澳大利亚) 公司、新南威尔士体育与娱乐部门、Pacific Wine Brands、辉瑞、ProVision 公司、快达航空公司、Rail Access 公司、澳大利亚储备银行、上海医药集团、西安杨森、西门子、太阳计算机系统、塔姆沃思技术与继续教育学院、TMP 公司、汤姆森出版集团、西太平洋银行公司、伍尔沃斯公司, 等等。在中国, 她为国家开发银行、真功夫、上海通用汽车和中海壳牌石油化工有限公司开设了领导力课程。

此外，她在与欧洲、澳大利亚和美国的政府机构、私营企业和高等院校合作方面也拥有丰富的经验。她是一位创业家、综合管理者、教授、应用研究者、作家、大会演讲者以及面向政府机构和私营企业的咨询顾问。

李秀娟



中欧国际工商学院米其林领导力和人力资源管理教席教授
管理学教授
管理学系系主任
中欧领导力行为实验室主任

教育背景:

美国麻省大学，组织发展博士学位、管理教育硕士学位
新加坡国立大学，文学士学位

教学/研究领域:

李教授是米其林领导与人力资源管理教席教授、中欧国际工商学院管理学教授、管理系主任、中欧领导行为实验中心研究主任。之前她是长江商学院的管理学教授和副院长。在来到中国之前，她曾在新加坡国立大学任教，担任新加坡国立大学商学院副院长，并且是新国大 EMBA 课程、国际 MBA 创办主任。她对华人企业管理及领导、跨文化管理、人力资源管理以及女性领导与企业家等方面的研究有着特别浓厚的兴趣。李博士曾获得多个优秀教学奖和杰出领袖服务奖。她曾获得 2005 年中国杰出人力资源教育奖、2007 杰出国际商业女性（卓越专业）奖以及 2008 及 2009 中欧国际工商学院的优秀教授奖。

学术成就:

李教授著述颇丰，在多种国内外期刊杂志上广泛地发表，其中包括《人际关系》、《家族企业评论》、《管理发展杂志》、《亚洲管理学会杂志》、《国际企业行为研究杂志》、《中小企业管理学杂志》、《国际管理学杂志》和《亚太管理学杂志》等。她还曾担任《亚太管理学杂志》的副主编。

企业经验:

李教授为许多跨国公司和国内外组织提供咨询服务和实施培训计划，其中包括新加坡航空公司、文莱航空公司、新加坡德华工业控股公司、许家兄弟集团公司、日本旭硝子株式会社、台湾信邦电子股份公司、中国银行、美国强生公司、西安杨森制药有限公司、印尼 BSG 公司集团、安塔捷旅侨团、马来西亚大众纸品包装公司、汇华集团、新加坡外交部和卫生部，新加坡佳通轮胎公司中国总部和香港沿海绿色家园集团等。她也是多家公司的独立董事。

肖知兴



中欧国际工商学院管理学副教授

教育背景:

欧洲工商管理学院，组织行为学博士学位
中国人民大学，学士学位

教学/研究领域:

肖教授是中欧国际工商学院管理学教授，创业研究中心副主任，国务院发展研究中心客座研究员。他于2004年获得欧洲工商管理学院(INSEAD)组织行为学博士学位(博士论文题目:“不同文化中的社会资本”),是中国首届国家优秀自费留学生奖学金获得者。他曾为纽约大学、伦敦经济学院和法国高等商业学院的各种管理课程授课。他是国际中国管理研究协会(IACMR)的发起人之一,是实践管理研究会(AAMP)的创始会长。肖知兴教授还是亨利·明茨伯格首创的第三代管理教育范式国际实践管理教育(IMPM)的中国负责人,任中国人民大学亨利·明茨伯格研究中心学术主任。肖知兴教授是中欧总经理课程(AMP)和管理发展课程(MDP)的创始课程主任。他的研究领域为社会资本、社会网络、社会认知与比较管理问题。

学术成就:

他的学术文章发表于《管理科学季刊》(英文)、《管理与组织评论》(英文)、《心理科学动态》(英文)和《组织行为与人类决策》(英文)等国际学术期刊。他是《欧洲管理评论》(英文)、《亚洲商业研究》(英文)的编委,也是中国领先的商业管理杂志《IT 经理世界》和《中国企业家》的专栏作者。肖知兴教授著有学术随笔集《东张西望》(被评为2004年十大最有价值的商业书籍之一)、《纸上谈兵说管理》、《中国人为什么组织不起来》(卓越网2006年管理类十大畅销书)和《论语笔记:传统中的基业之道》。即将出版的书还有《创痛:中国企业的创新困境》、《常识与管理》和《文史传习录》。肖知兴教授对中国企业的组织、战略、企业文化和领导力等方面问题有很深的研究和独到的见解。《经济观察报》、《中国青年报》、《中华工商时报》、《中国经济时报》、《市场报》、《新京报》、《上海证券报》、《中国保险报》、《国际金融报》、《新华书目报》、《每日经济报道》、英国《金融时报》、《哈佛商业评论》、《北大商业评论》、《中国商业评论》、《新华文摘》、《管理科学》、《价值》、《中国新时代》、《人力资本》、《培训》、《商学院》、《竞争力》、《中国企业家》、《环球企业家》、《东方企业家》、《世界经理人》、《中外管理》、《福布斯》、《新民周刊》、《周末画报》、《商务周刊》、《IT 时代周刊》、《21 世纪商业评论》、《环球商业评论》、《当代经理人》、《浙江日报》、《浙商》、《宁波日报》、中央电视台、中国教育电视台、美国公共广播电台等都曾刊登他的研究或报道他的学术观点。

企业经验:

在开始学术工作之前,肖教授曾任职于诺基亚(中国)投资有限公司(1997-1999)和中国技术进出口总公司(1993-1996)。

开课日期 / 语言 / 地点

2012年7月4日下午开课(模块制) / 部分汉语授课、部分英语授课配汉语交替翻译

模块一、二、三:上海(上海浦东红枫路699号中欧国际工商学院)

模块四:北京(北京市海淀区东北旺西路8号中关村软件园20号楼中欧国际工商学院北京校园)

模块五:伦敦

申请程序

- 申请者请登录中欧高层经理培训课程网站(<http://exed.ceibs.edu>),CFO 课程页面,点击下载申请表,填写完整之后传真、电子邮件或邮寄至中欧客户服务小组即可完成课程申请。您也可以致电中欧客户服务小组索取CFO课程申请表。
- 面试(在职CFO和财务总监可享受免试入学)
- 发放录取通知书

课程申请必须在开课前20个日前完成。所有申请根据先后顺序进行审核,席位以中欧最终确认为准。开课20个日内收到的申请视具体情况而定。如需咨询详情,请联络我院设于上海、北京和深圳的客户服务

务小组。

收费

整个课程费用人民币 178,000，包括学费、案例使用费、午餐费、资料费、文具费、其他相关材料费，以及口译和笔译费用（如有需要）。课程费用应在开课前 15 个日前全部缴清。开课前 15 个日内提出申请时需立即付费。

撤销报名

开课前 15 日（含第 15 日）之前取消课程，将退还全部学费，因为退款所发生的费用由学员/学员企业承担。在开课前 15 日之内取消课程，将收取应付学费总额的 20%。开课后，学员因任何原因自行退出学习，学费概不退还。

联系我们

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CFO Programme

Start Date / Language / Venue: July 4 (afternoon), 2012 (modular)

Partly Chinese and partly English with sequential Chinese interpretation

Shanghai/Beijing/London

Fee: RMB178,000

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

With increasing competition, limited resources, pressure for sustainable growth, and so much more, CEOs need access to accurate information, especially from their CFOs. The requirements of a CFO have and will continue to evolve. Increasingly, CFOs are playing a more proactive and important role in strategy development and implementation. To be prepared for these demands, CFOs must have an array of management and communication skills, as well as experience in strategic decision-making.

Objective

The programme aims at:

- Helping participants with their company's strategy development and communication
- Developing necessary competency and capabilities to be a real strategic partner to the CEO

Who Should Attend

The programme is tailor-made for CFOs, Finance Directors, and senior-level Finance Managers with at least 8 years management experience, who are taking the role of a strategic partner to the CEO or other top decision-makers in their organisations. It will also provide value to board members who intend to enhance their finance knowledge so as to make better decisions.

Programme Benefits

Participants in the programme will:

- Broaden business vision and develop strategic thinking capability
- Enhance financial analysis and planning skills
- Become a real value-creator for the company by implementing value-based management
- Help the company earn credibility, especially among investors and shareholders
- Better leverage resources to maximise financial performance
- Be able to design a proper performance measurement system for strategic implementation
- Have membership in the CEIBS alumni association

Programme Coverage

The programme includes five modules:

Module 1: Assessing Business Environment and Formulating Strategy , July 4pm-8, 2012, Shanghai

China's rapid export-driven economic growth is losing its momentum due to the external economic crisis, increasing internal production costs, and abuse and exhaustion of resources. What's more, the frequently exposed scams like melamine contamination in dairy industry, plasticizer crisis in food industry, and DaVinci furniture scandal in furniture industry have challenged the baseline of business ethics, which is destroying the businesses and the industries. How can a CFO help

his/her CEO make effective strategic decisions by interpreting economic indicators, identifying economic signals and forecasting future economic trends properly while adhering to rigorous ethical and professional standards? To do this, CFOs are required to go beyond the traditional financial accounting mindset and get more visionary and insightful, reviewing the operation of the enterprise from a brand-new perspective. This module covers the following issues:

- Interpretation of macro-economic trends and government policy
- Business ethics and social responsibility
- CFO's Strategic thinking

Module 2: Leading Corporate Growth through Value Creation, Shanghai

As the Fannie Mae and Freddie Mac crisis developed into a global economic crisis almost in an instant, Chinese economy, which has long been an integral part of the global economy, can never keep out of it. This abrupt change in the economic climate brought unprecedented challenges to CFOs. To be defensive or aggressive? That's the question. Should they seek to build sound financial defense systems that could help their companies survive the financial tsunami? Or should they actively make wise investment decisions to bottom fish and thus enable their companies to achieve growth against the market trend? In face of the severe turbulence on both domestic and external markets, how should they consider the financing strategies of their companies? When the derivatives used to serve as hedging instruments became the source of the financial crisis, how should CFOs get a new understanding of them and find new ways to use them? This module covers the following issues:

- Mergers and acquisitions and its financing
- Leverage buyouts and structured financing
- Dividend and share repurchase
- Stock options
- Risk management (especially currency risk measurement and management)
- Evaluation

Module 3: Financial Statements: Changes, Challenges and Trends, Shanghai

Recent years have seen dramatic changes in financial statements in both content and format, which has significant influence on the role of CFO. Nowadays, while keeping an eye on sensitive internal financial problems where the risks and opportunities often coexist, CFOs are required to have powerful tools in hand to decode their rivals' financial positions. With corporate accounting scandals increasing world-widely in recent years, the capital market regulators are focusing on financial disclosure and corporate governance. Therefore, CFOs should pay sufficient attention to possible influence of new relevant policies on their businesses. This module includes the following contents:

- Evolution of accounting standards
- Accounting gray area
- Financial statement analysis
- Corporate governance
- Financial information disclosure and investor relations
- Auditing and internal control

Module 4: Implementing Strategic Cost Control and Performance Measurement, Beijing

CFOs should fully utilise and integrate management tools such as balanced scorecard, budgeting and action-based costing. This module introduces and discusses the tools from a strategic angle, hence promoting CFOs' cost control and performance measurement capabilities. The following aspects shall be discussed in this module:

- Cost structure, profitability of the firm, and risk management

- Cost allocation and strategic cost management
 - Relevant cost analysis
 - Budgeting, standard costing and variance analysis
 - Optimal transfer pricing
 - Performance evaluation, performance metrics, and management compensation
-
- **Module 5: TBD, London**

In addition to the above five core modules, several evening talks on some critical issues in the finance area will be arranged to enrich the programme content and increase the practical aspect of the programme. Speeches will be given by experienced practitioners and the topics include: legal issues, EVA, Mergers & Acquisitions, and Tax in practice. Finalised topics will be announced during the programme.

Faculty

Su Xijia– Programme Director



Professor of Accounting, CEIBS

EDUCATIONAL BACKGROUND:

Ph.D. in Administration, Concordia University, Canada
Master of Economics, Xiamen University, China
Bachelor of Economics and Accounting, Xiamen University, China

TEACHING/RESEARCH INTERESTS:

Professor Su joined China Europe International Business School (CEIBS) as professor of accounting in July 2010 and now he is the programme Director of CFO Programme. Prior to joining CEIBS, he spent fourteen years on the faculty at City University of Hong Kong as Associate Professor & Associate Head in Department of Accountancy.

Professor Su received his Ph.D. in Administration from Concordia University, Montreal, Canada, his master degree and bachelor degree from Xiamen University, both in Economics. His diversified research interest in accounting, auditing and corporate governance with current focus on China related issues. Research topics include corporate governance in family firms, auditor switch and rotation, auditing quality, and earnings management.

ACADEMIC ACHIEVEMENTS:

Professor Su's work has been published in *The Journal of Practice and Theory*, *Asian Pacific Journal of Accounting and Economic*, *Journal of Accounting and Public Policy*, *The International Journal of Accounting*, *China Accounting and Finance Review*, *Journal of International Accounting Research*, *International Journal of Auditing*, *Contemporary Accounting Research* and so on.

Ramasamy Bala



Professor of Economics, CEIBS

EDUCATIONAL BACKGROUND:

Ph.D. in Economics, University of Leicester, U.K.

M Soc. Sc. in Economics, University of Macau, Macau, China

BSc. in Resource Economics, Universiti Pertanian Malaysia, Malaysia

TEACHING/RESEARCH INTERESTS:

Professor Ramasamy is Professor of Economics at CEIBS. Before joining CEIBS, he was the acting Director of Nottingham University Business School at the University of Nottingham in Malaysia. He also directed the Centre for Europe Asia Business Research, a research centre established to promote research within the Business School and to facilitate joint research with academics from the UK. Previously, Professor Ramasamy was on the Faculties at Massey University in New Zealand and University of Macau.

Professor Ramasamy received his Ph.D. degree from University of Leicester and his Master of Social Sciences from the University of Macau, both in Economics. He has been teaching at higher institutes of learning since 1988. He has had wide experience teaching students of different backgrounds and culture as he has given lectures in Macau, Malaysia, Singapore, New Zealand and the UK.

ACADEMIC ACHIEVEMENTS:

Professor Ramasamy 's research interest focuses on Asian economies, Foreign Direct Investment, Corporate Social Responsibility and International Business Strategy. His research has been published in *Journal of Business Ethics*, *World Economy*, *International Journal of Bank Marketing*, *Journal of Asia Pacific Economy*, *Journal of Applied Economics*, *Journal of Business Research*, *Technovation*, among others.

ACADEMIC ACHIEVEMENTS:

Professor Ramasamy 's consulting activities has been primarily in the area of training. He has conducted various programs in the areas of banking, economics, office administration and ASEAN affairs. His audiences have ranged from junior bank officers to senior civil servants. He is regularly invited by government and corporate entities to speak on the current state of the economy. He was a member on the Panel of Experts, Pusat Tenaga Malaysia (National Energy Centre) and the Judges Panel of the Malaysian Environment and Social Responsibility Awards.

Zhang Yimin



Professor of Finance, CEIBS

EDUCATIONAL BACKGROUND:

Ph.D. in Finance and Policy, University of British Columbia, Canada

M.Sc., Shanghai Jiaotong University, China

B.Sc. Harbin Naval Engineering Institute, China

TEACHING/RESEARCH INTERESTS:

Professor Zhang is Professor of Finance at CEIBS. Before joining CEIBS, he has held faculty positions at Faculty of Business, University of New Brunswick, Canada, and Department of Economics and Finance, City University of Hong Kong. He has taught at CEIBS as visiting professor for years. He is a member of the editorial board of *the Journal of Transport Economics and Policy* and a member of the Scientific Committee of the World Conference of Transport Research (WCTR). He received his PhD in Finance and Policy from University of British Columbia, Canada, after graduating from Bachelor's programme in Harbin Naval Engineering Institute and MBA program in Shanghai Jiaotong University.

ACADEMIC ACHIEVEMENTS:

Professor Zhang's main research interest is in the areas of Operation, Financing, and Regulation of Transportation Industries. He has published in *Journal of Public Economics*, *Journal of Business and Economic Statistics*, *Review of Economics and Statistics*, *Journal of Transport Economics and Policy*, *Journal of Urban Economics*, and *Review of Pacific Basin Financial Markets and Policies*, among others. He is the recipient of the 2008 CEIBS Teaching Excellence Award.

Huang Ming



Professor of Finance CEIBS

EDUCATIONAL BACKGROUND:

Ph.D., Stanford University in Finance, U.S.A.

Ph.D., Cornell University in Theoretical Physics, U.S.A.

B.S., Beijing University in Physics, China

TEACHING/RESEARCH INTERESTS:

Professor Huang is Professor of Finance at CEIBS, and he has been a Professor of Finance at Johnson Graduate School of Management at Cornell University in the United States since July 2005. He was an Associate Professor of Finance and an Assistant Professor of Finance at Stanford University, Graduate School of Business, respectively, from 2002-2005 and from 1998 to 2002. Professor Huang also served as an Assistant Professor of Finance at University of Chicago Graduate School

of Business from 1996-1998. He was also the Associate Dean and Visiting Professor of Finance and the Professor of Finance at the Cheung Kong Graduate School of Business from 2004 to 2005 and since 2008 respectively. He served as the Dean of the School of Finance at Shanghai University of Finance and Economics from 2006 to April 2009.

ACADEMIC PUBLICATIONS:

While his academic work in recent years has focused mainly on behavioural finance and, in particular, the applications of cognitive psychology to understanding the pricing of financial assets, Professor Huang has also worked on credit risk and derivatives, on the effects of illiquidity on asset prices, and on the application of auction theory to takeovers. In recent years, he has also conducted extensive researches on financial markets and corporate finance in China. He serves as an Associate Editor for *The American Economic Review*. He has published in *the Journal of Political Economy*, *the Quarterly Journal of Economics*, *the American Economic Review*, *the Journal of Economic Theory*, and *the Journal of Finance*.

Professor Huang has taught MBA, EMBA and executive courses in Derivatives Securities, Introductory Finance, and Corporate Finance. At Cornell he currently teaches the course Behavioural Finance in the School's MBA program plus two Ph.D. courses. He also teaches in a number of senior executive education programmes at CKGSB, including Derivatives and Risk Management, Corporate Finance, Derivatives, M&A. Professor Huang has won awards for both research and teaching, such as the 2000 FAME Research Prize (for the paper "Prospect Theory and Asset Pricing") by the International Centre for Asset Management and Financial Engineering; the 2001 Stanford Business School Distinguished Teaching Award, the 1997 University of Chicago Graduate School of Business Teaching Award, and the Cheung Kong GSB "2009 Outstanding Researcher Award".

CORPORATE EXPERIENCE:

Professor Huang has been a board member of Yingli Green Energy Holding Co. Ltd., since August 2008. He has been a Non-executive Director of the Annuity Fund Management Board of China National Petroleum Corporation and Aegon-Industrial Fund Management Co., Ltd. since 2007 and 2008 respectively. He has been an Independent Non-executive Director of Fantasia Holdings Group Co., Ltd. since October 2009. He served as expert consultant for various Chinese government agencies (such as SASAC) and companies (such as COSCO, China Eastern Airline, China Aviation Oil, and many non-state-owned enterprises).

Xu Dingbo



Professor of Accounting, CEIBS
Associate Dean
Member, Management Committee, CEIBS

EDUCATIONAL BACKGROUND:

Ph. D. in Accounting, University of Minnesota, U.S.A.

M.A. in Management, Wuhan University, P.R.C.

B.A. in Mathematics, Wuhan University, P.R.C.

TEACHING/RESEARCH INTERESTS:

Professor Xu is a permanent professor at CEIBS. He teaches managerial accounting and financial accounting for MBA, EMBA and Executive Education programmes at CEIBS. Previously, he had been teaching at the Accounting Department of

the Hong Kong University of Science and Technology for 8 years. He also taught MBA and EMBA at Peking University and the University of Minnesota. He has received several teaching awards, including the CEIBS Teaching Excellence Award in 2004 and 2005. Professor Xu's research focuses on mechanism design, coordination and communication problems in decentralised management systems, and the role of accounting information on management decision-making, performance evaluation and incentive.

ACADEMIC ACHIEVEMENTS:

Professor Xu's research has been published in the *Journal of Economic Theory* and several books. His research in information sharing mechanism between producers and retailers is of great significance theoretically and practically, and has become classical literature in this field.

CORPORATE EXPERIENCE:

Professor Xu 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 designed and delivered company specific programmes for a number of companies, such as GE, IBM, BMS, CATIC Group etc.

Kim Cameron



**William Russell Kelly Professor of Management and Organisations,
Ross School of Business at the University of Michigan**

EDUCATIONAL BACKGROUND:

MA and PhD, Yale University, U.S.A.

BS and MS, Brigham Young University, U.S.A.

TEACHING/RESEARCH INTERESTS:

Professor Cameron is William Russell Kelly Professor of Management and Organisations at the University of Michigan Business School and Professor of Higher Education in the School of Education at the University of Michigan. He has served as Dean and Albert J. Weatherhead Professor of Management in the Weatherhead School of Management at Case Western Reserve University, as Associate Dean and Ford Motor Co./Richard E. Cook Professor in the Marriott School of Management at Brigham Young University, and as a department chair and director of several executive education programmes at the University of Michigan. He also served on the faculties of the University of Wisconsin-Madison and Ricks College. He organised and directed the Organisational Studies Division of the National Centre for Higher Education Management Systems in Boulder, Colorado. His current research focuses on virtuousness in and of organisations—such as forgiveness, gratitude, kindness, and compassion—and their relationship to performance.

Professor Cameron served on the National Research Council, was president of Bay Asset Funding Corporation, and was a Fulbright Distinguished Scholar. He is a graduate of Leadership Cleveland Class of 2000 and a recipient of the Organisational Behaviour Teaching Society's Outstanding Educator Award. He is one of the co-founders of the Centre for Positive Organisational Scholarship at the University of Michigan, and this work was recognised as one of the 20 highest impact ideas of 2004 by the Harvard Business Review.

ACADEMIC PUBLICATIONS:

Professor Cameron's past research on organisational downsizing, effectiveness, quality culture, and the development of management skills has been published in more than 100 articles and 10 books: *Coffin Nails and Corporate Strategies*, *Developing Management Skills*, *Diagnosing and Changing Organisational Culture*, *Organisational Decline*, *Organisational Effectiveness*, *Paradox and Transformation*, *Positive Organisational Scholarship*, *Leading with Values*, *Competing Values Leadership*, and *Making the Impossible Possible*.

CORPORATE EXPERIENCES:

Professor Cameron currently consults with a variety of business, government, and educational organisations in North America, South America, Asia, Africa, and Europe.

Schon Beechler



**Visiting Professor, CEIBS
Academic Director of Duke Corporate Education**

EDUCATIONAL BACKGROUND:

Ph.D. in Business Administration and Sociology, the University of Michigan, U.S.A.

B.A. in Sociology and Anthropology, Oberlin College, U.S.A.

TEACHING/RESEARCH INTERESTS:

Professor Beechler is currently Academic Director, Duke Corporate Education; Adjunct Professor, China Europe International Business School; Visiting Faculty and Consultant, ESADE Business School, Spain; and Visiting Faculty at the Indian School of Business, Hyderabad, India. She received her undergraduate degree with high honors in Sociology and Anthropology from Oberlin College and earned a joint PhD in Business Administration and Sociology from the University of Michigan. She is a specialist in global leadership and the management of multinational corporations. She lived in Japan for over six years and was Visiting Associate Professor at the Centre for Innovation Research at Hitotsubashi University.

From 1989 until 2006, Professor Beechler served as faculty member, Columbia Business School, where she held the title of Associate Professor of Management and taught credit courses in the MBA, Executive MBA and PhD programmes. She also served as Faculty Director of the Columbia Senior Executive programme, Columbia's flagship senior executive programmes from 1994 until 2006. In 2006, she joined Duke Corporate Education as Executive Director and The University of Michigan as Adjunct Faculty and Director of Positive Leadership programme in Executive Education at the Stephen M. Ross School of Business, a position she held until 2010.

ACADEMIC ACHIEVEMENTS:

Professor Beechler has published a number of articles on her work that have appeared in leading academic journals, including the *Academy of Management Review*, *Academy of Management Learning and Education Journal*, the *Journal of International Business Studies*, *Human Resource Management*, and the *Journal of International Management*. In addition to academic journal publications, her research has also been published in book chapters and practitioner-oriented journals. She has authored two books on Japanese management and regularly writes and consults on the topic of Japanese management and leadership.

CORPORATE EXPERIENCES:

Since 1991 Professor Beechler has designed, directed, and taught in numerous open enrollment and custom programmes in the United States, Austral-Asia, and Europe. She has worked with clients such as Medtronic, Aventis, Hitachi, Iberdrola, Itochu, Credit Agricole, Kone, Macquarie Capital, Microsoft, Deloitte Touche Tohmatsu, Alston and Bird, the Arts Institute of New York, New York Police Department, and the Fire Department of New York.

Professor Beechler was also elected to the Executive Committee of the International Management Division, Academy of Management for five years, serving as Chair of the Division from 2004 until 2005 and worked as a pro bono consultant with Synergos, Save the Children and Teach for America between 2006 and 2010.

Gayle Christine Avery



Visiting Professor, CEIBS

Professor of Management, Macquarie Graduate School of Management, Australia

EDUCATIONAL BACKGROUND:

Ph.D. in Philosophy in Psychology, Monash University, Australia

M.T.C.P. in Town and Country Planning and B.A. with first-class honours in Psychology, The University of Sydney, Australia

TEACHING/RESEARCH INTERESTS:

Professor Avery teaches Leadership and Motivation for students in Hong Kong, Singapore and Sydney, which is focused on leadership within organisations. She has been a regular presenter in public programmes at Macquarie University, including the Foundations of General Management Programme, Macquarie Advanced Management Programme and Macquarie University Global Leadership Programme as well as in the High Performance & Sustainable Leadership at CEIBS. Starting in 1999, she has run 11 European Study Tours in Sustainable Leadership, whereby groups of MBA executive students meet with senior executives at 8 of the over 40 best practice organisations in Germany and Switzerland (sometimes France) that she studies. Tour participants investigate 23 sustainable leadership practices that contribute to organisational performance and resilience, stemming from her research interests in organisational and sustainable leadership. She also supervises doctoral students from Australia and the Asia Pacific and teaches at leading business schools in Germany and Switzerland.

ACADEMIC ACHIEVEMENTS:

Professor Avery has published extensively in international journals, including *International Journal of Interdisciplinary Social Sciences*, *International Journal of Environmental, Cultural, Economic and Social Sustainability*, *Leadership and Organisational Development*, *Journal of Business and Economics Research*. She is the author of *Leadership for Sustainable Futures: Achieving Success in a Competitive World* and *Understanding Leadership: Paradigms and Case*. Her new book *Sustainable Leadership: Honeybee & Locust Approaches*, co-authored with Harald Bersgteiner, will be published in the USA by Routledge in 2011 and in Chinese by CEIBS Publishing soon.

CORPORATE EXPERIENCE:

Professor Avery has designed and taught extensive management development and leadership programmes for corporate and government clients, including: Abbott, Allianz, AMP Capital Investors, ANZ National Bank of NZ, Australian Securities & Investment Commission, Audit Office of NSW, Aussie Home Loans, Avant, B Braun, Committee for Economic Development of Australia, Covance, Delta Group, Deutsche Bank, Lumley, McDonald's, Munich Reinsurance Australia, NSW Sport &

Recreation, Pacific Wine Brands, Pfizer, ProVision, Qantas, Rail Access Corporation, Reserve Bank of Australia, Shanghai Hospital Pharmacists, Xian-Janssen Pharmaceutical, Siemens, Sun Microsystems, Tamworth TAFE, TMP, Thomson's Publishers, Westpac Banking Corporation, Woolworths and etc. In China she has delivered leadership programmes to China Development Bank, Kungfu, Shanghai GM and CSPC. She also has extensive experience working in government, private enterprise and universities in Europe, Australia and the USA. She is an entrepreneur, General Manager, Professor, Applied Researcher, Author, Convention Speaker and Consultant to government and private enterprise.

Jean Lee



Michelin Chair Professor of Leadership and Human Resources Management
Professor of Management
Department Chair (Management), CEIBS
Director, Leadership Behavioral Laboratory, CEIBS

EDUCATIONAL BACKGROUND:

Ph.D. & MEd., University of Massachusetts, U.S.A.
B.A., National University of Singapore, Singapore

TEACHING/RESEARCH INTERESTS:

Professor Lee is Professor of Management at CEIBS. Prior to joining CEIBS, she is the Professor of Management and Associate Dean at the Cheung Kong Graduate School of Business (CKGSB). Before coming to China, she taught at the National University of Singapore (NUS). She was the former Associate Dean and the Founding Director of the International MBA and Executive MBA (Chinese) programme at NUS. Her research interests include leadership, corporate culture, women in management, Chinese business management, Change management, HR management and cross-culture management.

ACADEMIC ACHIEVEMENTS:

Professor Lee has published extensively in local and international journals, such as *Human Relations*, *Family Business Review*, *Journal of Management Development*, *Asian Academy of Management Journal*, *International Journal of Entrepreneurial Behaviour Research*, *Journal of Small Business Management*, *Women in Management Review*, *Applied Psychology*, *Managerial Psychology*, *Management Education and Development*, *International Journal of Management*, and *Asia-Pacific Journal of Management* etc. She has served as the Associate Editor of the *Asia-Pacific Journal of Management*.

CORPORATE EXPERIENCE:

Professor Lee has consulted and conducted training programmes for many multinational, local and international organisations in South-East Asia and mainland China such as the Singapore Airlines, Bank of China, Johnson & Johnson, Xian Janssen Pharmaceutical Co. Asahi Techno Vision Pte Ltd, Leader Steel Ltd, Public Package Sdn Bhd, Teckwah Industrial Corporation, Koh Brothers Ltd. etc. She is a Senior Consultant to the Grandtour Tire Co. (China Headquarter) and Hong Kong Coastal International Holdings Ltd. She also serves as Independent Director of several companies.

Xiao Zhixing



Associate Professor of Management, CEIBS

EDUCATIONAL BACKGROUND:

Ph.D. in Organisational Behaviour, INSEAD, France
Bachelor, Renmin University of China, P.R.C.

TEACHING/RESEARCH INTERESTS:

Professor Xiao is the deputy director of the Entrepreneurship Center, and Visiting Research Fellow at the National Development Research Centre. He received his Ph.D. degree in Organisational Behaviour from INSEAD, France. He was awarded the Outstanding Overseas Student Prize from China Scholarship Foundation. He taught management courses of New York University, London School of Economics and HEC. He is a founding member of the International Association of Chinese Management Research (IACMR), and also the founding chairman of Association for Advancing Management Practices (AAMP). He is also responsible for the development of Henry Mintzberg's International Masters in Practising Management (IMPM) in China. Prof. Xiao directs the Advancement Management Program (AMP) and Management Development Program (MDP) at CEIBS. He conducts research on social capital, social networks, social cognitions and comparative management issues.

ACADEMIC ACHIEVEMENTS:

Professor Xiao's research is published in *Administrative Science Quarterly*, *Management and Organisation Review*, *Organisational Behaviour and Human Decision Processes*, etc. Professor Xiao is a member of the editorial board of *European Management Review*. He is an academic advisor and column-writer for *CEO&CIO*, and *China Entrepreneur*, two leading business magazines in China. He is the author of the books, *On Management in the East and West* (One of the "Ten Most Valuable Business Books" of 2004 by value magazine), *Why Chinese Cannot Organise Themselves* (Top ten in management at Amazon China), *Book Management and Street Management*, *Notes on Analects of Confucius*. And his new books, *The Painful Predicament Chinese Enterprises Faced in Innovation*, *Common Sense and Management*, *A Review of Analects on Culture and History*, will be published soon. Professor Xiao also has deep research and insight in Chinese organisation, strategy, organisational culture and leadership etc. His works and views are frequently published or quoted by various media, e.g. *Economic Observer*, *China Youth Daily*, *China Business Times*, *China Economic Times*, *Market Daily*, *The Beijing News*, *Shanghai Securities News*, *China Insurance News*, *International Finance News*, *Xinhua Book Catalogue*, *National Business Daily*, *Financial Times*, *Harvard Business Review*, *PKU Business Review*, *China Business Review*, *Xinhua Digest*, *Management Science*, *Value*, *China New Time*, *Human Capital*, *Training Magazine*, *Business Management Review*, *Advantage*, *China Entrepreneur*, *Global Entrepreneur*, *Asian Business Leaders*, *Chief Executive China*, *Sino Foreign Management*, *Forbes*, *Xinmin Weekly*, *Modern Weekly*, *Business Watch*, *IT Time Weekly*, *21st Century Business Review*, *Insight*, *Contemporary Manager*, *Zhejiang Daily*, *Zhejiang Businessman*, *Ningbo Daily*, CCTV, CETV, PBS, etc.

CORPORATE EXPERIENCE:

Before his academic career, Professor Xiao worked for Nokia (China) Investment Co., Ltd. (1997-1999) and China National Technical Import & Export Corporation (1993-1996).

Start Date / Language / Venue

July 4 (afternoon), 2012 (Modular) / Partly Chinese and partly English with Chinese interpretation

Module 1-3: Shanghai (CEIBS Campus, 699 Hongfeng Road, Pudong, Shanghai)

Module 4: Beijing (CEIBS Beijing Campus at No.20, Zhongguancun Software Park, No.8, Dongbeiwang West Road, Haidian District, Beijing)

Module 5: London

Admissions Procedures

- Please visit CEIBS Executive Education website (<http://exed.ceibs.edu>) and download the CFO Application Form in the CFO Programme webpage. Fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail. Please call the CEIBS Customer Service Team for a printed Application Form.
- CEIBS interview (incumbent CFOs and Finance Directors may be exempted from interview)
- Eligible candidates will receive admission notices

Applications are requested 20 days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on a space-available basis. For more information, please contact our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB178,000, which includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 15 days before the start of the programme. Applications made within 15 days of the start of a programme require immediate payment.

Cancellations

Any cancellation made 15 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, the expenses arising therefrom shall be for the account of the applicant or his/her employer. Any cancellation made less than 15 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme starts, no fees shall be refunded for participants who withdraw from the programme for any reason.

Contact Information

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