

# DIPLOMA IN MANAGEMENT PROGRAMME

2013



<http://exed.ceibs.edu>

中欧国际工商学院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL



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DIMP provided me with a great opportunity to gain insights into other management functions. The programme has broadened my views and enhanced the way that I approach management. The programme is not just about theory, it has real life application as well, and this is very valuable for our work. DIMP has encouraged me to keep reflecting on what I have done and how I can improve. It has been one of the great learning experiences in my professional life.

**Leilei ZHU**  
**HR Manager**

**ABB High Voltage Switchgear Co. Ltd.**

The Diploma in Management Programme at CEIBS is a top-ranked programme worldwide that contributes to the continuous development of managers and executives. Through this program, the participants can not only learn from renowned professors, but they can also learn from the high quality case studies. Furthermore, the programme also provides participants with an excellent social platform and network for their career and life. I gained enormous benefit from this program and I strongly believe that it is worth the investment in time and money.

**Xiqiao ZHOU**  
**Supply Chain Manager**  
**Sapa Heat Transfer (Shanghai) Ltd**

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# DIPLOMA IN MANAGEMENT PROGRAMME

## **Start Date / Language / Venue**

June 27 (afternoon), 2013 / English /  
Shanghai, Beijing

## **Fee**

RMB 208,000, which includes tuition, case  
licensing fees, lunches, stationery, and other  
course materials if required. Payment is  
required after notification of admission.

Early Bird Fee: RMB 200,000 (Payment  
received at least three months before  
programme starts is eligible for early bird  
fee.)

## **For more information, please visit**

<http://www.ceibs.edu/dimp/en>



The 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. The Diploma in Management 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 seven modules and an elective section of one module. Each compulsory module is presented in a single four-day session across a weekend from June 2013 to the second half of 2014. The timing of the elective module, which is offered in 2014, depends entirely on the individual participant's speciality 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

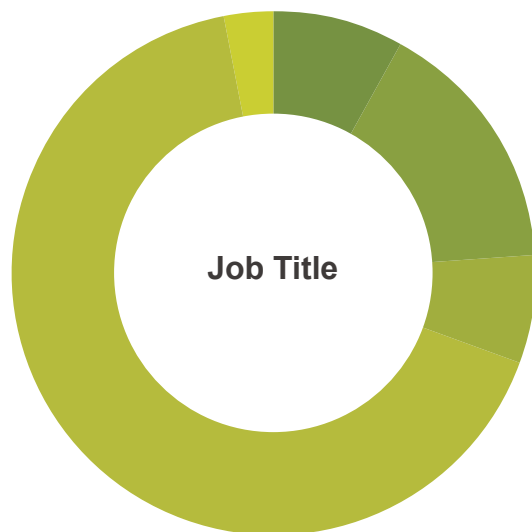
- Proficiency in spoken and written English
- Relevant work experience
- A letter of recommendation from a senior manager within the candidate's organisation
- A statement from the candidate's company releasing him or her for training
- A successful interview


# Profile of Participants

## Nationality of Participants









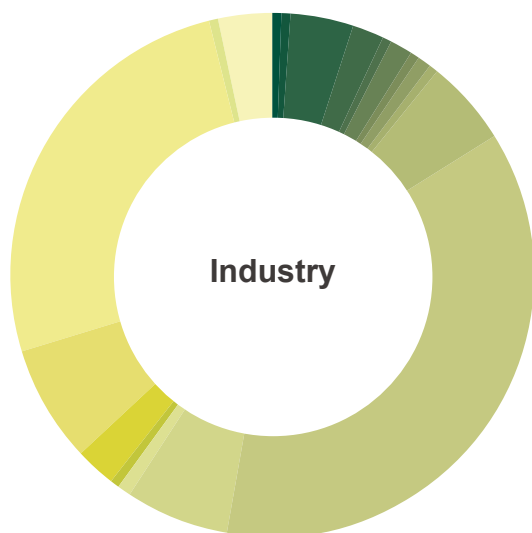
  
**CEO / GM**  
8.27%

  
**Department GM /  
Division President**  
6.77%

  
**Others**  
3%

  
**Director**  
15.79%

  
**Manager**  
66.17%




  
**Auto**  
0.65%

  
**Financial & Insurance**  
0.65%


  
**Paper**  
2.58%


  
**Business  
Consulting &  
Business Service**  
0.65%

  
**Hospital**  
0.65%

  
**Pharmaceutical &  
Health Care**  
7.10%

  
**Chemicals**  
3.87%

  
**IT & Hi-Tech**  
5.16%

  
**Power &  
Power Equipment**  
25.76%

  
**Conglomerate**  
1.94%

  
**Manufacturing**  
36.77%

  
**Real Estate &  
infrastructure**  
0.65%

  
**Consumer Products**  
0.65%

  
**Materials**  
6.45%

  
**Retailing &  
Wholesaling & Trading**  
3.23%

  
**Electrical**  
1.29%

  
**Media & Culture**  
0.65%

  
**Electronics**  
0.65%

  
**Oil**  
0.65%

## Organization Nature

**1.94%**

State-owned Enterprise

**94.84%**

Foreign Invested Enterprise

**3.22%**

Private-owned Enterprise

# 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 CEIBS Diploma in Management 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 seven regular modules covering a range of functional areas as well as the skills necessary for managerial advancement. During these seven modules, participants will gain a comprehensive knowledge in business management. These seven modules are:







### **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: 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 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: 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 5: 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 6: 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 7: 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 Module**

After completing the seven compulsory modules, participants will begin an elective module. This module can be chosen according to the participants' own speciality from our short open programmes. The elective 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 2013.





- Strategy
  - Game Theory in Practice: How to Compete and Cooperate More Effectively?
  - New Perspective on Strategy in An Ever-changing World
  - Platform Strategy
  - Financial Decisions Aligning with Corporate Strategy
- Leadership
  - Proactive Leadership
  - High Performance and Sustainable Leadership
  - The Psychology of Coaching Teams and Leading Organization
  - Women in Leadership Programme
- Negotiation & Decision-making
  - Strategic Negotiation Programme
- Organisation & Management
  - Managerial Psychology in Practice
  - Talent Management Programme
  - HRM: Psychology, Human Nature and Culture
- Marketing & Sales
  - Digital Marketing: The Future of Your Marketing
  - Key Account Management
  - Strategic Sales Forces Management
  - Creating Business Value and Marketing Power through Strong Brands
  - Pricing for Profit
  - Marketing Strategy and Planning
- Finance
  - Managing Strategic Investment Decisions
  - Managerial Accounting for Decision-makers
- Operations Management
  - Supply Chain Management

Each module in the compulsory part lasts four days and is given approximately once every one and half months. The elective module must be finished within the year of 2014. The programme will start in June 2013, and will be held in Shanghai and Beijing.



# Faculty



**David De Cremer** Programme Director

– Professor of Management, CEIBS



**Keith Goodall**

– Professor of Management, CEIBS  
– Senior Associate, Judge Business School, University of Cambridge  
– Senior Member Wolfson College, University of Cambridge



**Bala Ramasamy**

– Professor of Economics, CEIBS

Kalun Tse

– Professor of Finance, CEIBS

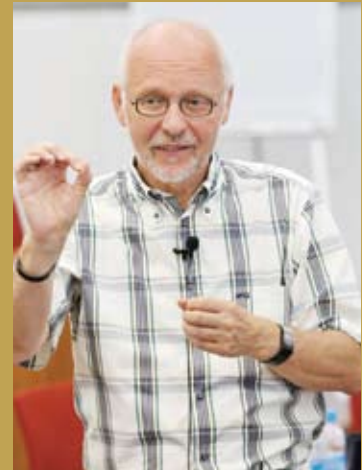


Donald Sexton

– Visiting Professor, CEIBS  
– Professor of Marketing and Decisions,  
Risk, and Operations;  
Director, Centre on International Business  
Education and Research,  
Columbia Business School

Jaume Ribera

– Port of Barcelona Chair of Logistics  
– CEIBS Center for Automotive  
Research Team Member  
– Professor of Production and  
Operations Management, CEIBS



André Wierdsma

– Visiting Professor of Management  
and Organization, CEIBS

## Admissions Procedures

- Fill out and submit the application form
- CEIBS interview
- Eligible candidates will receive admission notices

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

- A completed DIMP Application Form. Visit the DIMP Programme in CEIBS Executive Education website <http://exed.ceibs.edu>, click Application Form to download the form, then fill in the form and send it to the CEIBS Customer Service Team by email or mail.
- A letter of recommendation
- A statement from the financial sponsor
- A work release statement from the sponsoring company

Only a complete application will be considered by the Admission Committee. Applicants whose applications are received before May 15, 2013 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.

## 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. All changes and cancellations are subject to the final confirmation of CEIBS.

## 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.

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





## Contact Information

### Ms. Aileen ZHANG

Executive Education Department  
China Europe International Business School  
699 Hongfeng Road, Pudong  
Shanghai, 201206, P.R.C.  
Tel: (86 21) 2890 5234  
Mobile: 139 1723 3196  
Email: [zaileen@ceibs.edu](mailto:zaileen@ceibs.edu)  
Website: <http://exed.ceibs.edu>

### Ms. Yilin PANG

CEIBS Beijing Campus  
No.20, Zhongguancun Software Park,  
8 Dongbeiwang West Road, Haidian District,  
Beijing, 100193, P.R.C.  
Tel: (86 10) 8296 6683  
Mobile: 139 1088 5595  
Email: [pyilin@ceibs.edu](mailto:pyilin@ceibs.edu)

### Ms. Belinda MU

CEIBS Shenzhen Representative Office  
8F, RongChao Business Centre Block A,  
6003 Yitian Road, Futian District,  
Shenzhen, 518026, P.R.C.  
Tel: (86 755) 3337 8156  
Mobile: 139 2378 0211  
Email: [mbelinda@ceibs.edu](mailto:mbelinda@ceibs.edu)

## MULTINATIONAL MANAGEMENT

- Doing Business in China
- CEIBS-INSEAD Expanding Opportunities - Doing Business in Europe

## ADVANCED MANAGEMENT

- CEIBS-Harvard Business School-IESE Business School Global CEO Programme for China (Modular)
- Leadership for CEOs in China: A Journey to Leadership at Peak (Modular)
- Integrating and Managing Acquisitions
- Advanced Management Programme (Modular)
- Shaping Innovative Companies: Inspiring, Managing and Implementing Innovation (Modular)
- Chief Marketing Officer (CMO) Programme (Modular)
- CEIBS-LBS Chief Finance Officer (CFO) Programme (Modular)
- CEIBS-Harvard Business School-Tsinghua SEM Senior Executive Programme (Modular)

## CORPORATE GOVERNANCE

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

## GENERAL MANAGEMENT

- Future Leaders' Boot Camp (Modular) **New**
- Diploma in Management Programme (Modular)
- Management Development Programme (Modular)

## STRATEGY

- Financial Decisions Aligning with Corporate Strategy **New**
- Platform Strategy **New**
- New Perspectives on Strategy in an Ever-Changing World
- Game Theory in Practice: How to Compete and Cooperate More Effectively?
- Building Organisational Capability for Strategic Implementation

## LEADERSHIP

- The Psychology of Coaching Teams and Leading Organization **New**
- High Performance and Sustainable Leadership
- Proactive Leadership
- Women in Leadership Programme

## NEGOTIATION & DECISION-MAKING

- Strategic Negotiation Programme

## ORGANISATION & MANAGEMENT

- Human Resources Management: Psychology, Human Nature and Culture
- Human Resources Management
- Talent Management Programme
- Managerial Psychology in Practice

## MARKETING & SALES

- Creating Business Value & Marketing Power through Strong Brands **New**
- Pricing for Profit **New**
- Key Account Management
- Strategic Sales Forces Management
- Marketing Strategy and Planning
- Digital Marketing: The Future of Your Marketing

## FINANCE

- Managing Strategic Investment Decisions
- Finance for Non-financial Executives
- Financial Statements Interpretation for Decision-makers
- Managerial Accounting for Decision-makers

## OPERATIONS MANAGEMENT

- Supply Chain Management

## OTHERS

- CEIBS-Christie's Artwork Investment and Management (Modular) **New**
- China Entrepreneurial Leadership Programme (Modular)