

中欧国际工商学院北京校园捐赠手册  
China Europe International Business School  
Guide for Beijing Campus Sponsors



联系我们

李晓舟 先生

中欧国际工商学院  
教育发展基金会

电 话: +86 21 2890 5113  
传 真: +86 21 2890 5330  
电子邮箱: ldavid@ceibs.edu  
网 址: www.ceibs.edu

Contact Us

Mr. David LEE

CEIBS Education  
Development Foundation

Tel: +86 21 2890 5113  
Fax: +86 21 2890 5330  
E-mail: ldavid@ceibs.edu  
Website: www.ceibs.edu







# 中欧国际工商学院介绍

## Overview of CEIBS

中欧国际工商学院 (CEIBS) 是一所由中国政府与欧洲联盟共同创办、专门培养国际化高级管理人才的非营利性中外合作高等学府。学院成立于1994年11月, 作为中国工商管理教育的先驱, 学院最早在中国大陆开设全英语教学的全日制工商管理硕士课程 (MBA)、高层管理人员工商管理硕士课程 (EMBA) 和高层经理培训课程 (Executive Education)。

学院恪守“认真、创新、追求卓越”的校训, 以国际化为特色, 坚持高质量办学, 经过十五年的辛勤耕耘, 中欧国际工商学院的课程及学位已获得了国际工商教育权威认证系统EQUIS和AACSB双认证, 并获得国务院学位委员会的正式认可。截至2008年11月, 中欧国际工商学院共培养了5,800多名MBA及EMBA毕业生, 为高层管理人员提供管理培训逾80,000人次。

中欧国际工商学院 (CEIBS) 不断追求卓越, 亚洲顶级国际商学院的美誉得到了不断充实和提升。目前, 中欧国际工商学院是亚洲唯一一所三大课程 (MBA、EMBA和高层经理培训课程) 全面进入世界25强的亚洲商学院。根据《金融时报》全球商学院年度排名, 中欧MBA课程连续6年在亚太地区独占鳌头, 2009年进入前十名排名第八。EMBA课程名列第23位, 高层经理培训 (EDP) 课程名列第19位。

中欧国际工商学院的使命是: 为中国培养立足本土、面向世界、适应全球经济一体化趋势, 具有参与国际合作与国际竞争能力的高级经营管理人才, 为中国经济发展服务, 并促进中国经济融入世界经济。

中欧国际工商学院, 比肩世界, 服务中国。

China Europe International Business School (CEIBS) is the leading China-based international business school, with all three programmes ranked in the global Top 25 by the *Financial Times*. The school's main objective is to contribute to the economic development of China by offering its students a thorough understanding of the latest international management knowledge and practices coupled with clear China expertise.

CEIBS was established on November 8, 1994 in Shanghai. Based on its own campus in the Pudong district of Shanghai, the school is a not-for-profit joint venture established under an agreement between MOFTEC and the European Commission. Today, CEIBS also has offices and operates programmes in Beijing in Shenzhen, and offers a certificate programme in developing regions of China.



## 中欧国际工商学院北京校园介绍 Overview of the CEIBS Beijing Campus



北京是中华人民共和国的首都，是全国政治、经济、文化全国性国有中心。中央政府各大部委、众多知名高校及研究机构、主要企业总部、大量跨国公司中国总部以及许多民营企业总部都设在北京。

在北京建立新校园符合中欧国际工商学院长期战略发展的要求，有利于密切学院同宏观经济主管部门以及行业主管部门的联系与交流，加速建成经济发展智库；有利于进一步在祖国北方区域推广普及高端工商管理教育，培养更多高级管理人才；有利于增强学院管理理论、实践和方法等方面的研究实力，提升学院的竞争力和影响力。

As the capital of the People's Republic of China, Beijing is the nation's political, economic, cultural and academic center. The city serves as the seat of the Chinese central government and is also home to many of the country's largest and most influential state-owned and private enterprises, as well as a large number of regional headquarters for multinational companies.

The construction of the new CEIBS Beijing Campus is in compliance with the long-term strategic development plan of the China Europe International Business School. Upon completion, the campus will play an important role in the following aspects: facilitating the school's contact and communication with competent authorities, accelerating the construction of economic development think tank, extending high-end business management education in North China, training senior management, strengthening the school's research capability in management theories, practices and methodologies, and increasing the school's competitiveness and influence.

中欧国际工商学院北京校园由欧洲著名建筑师设计并由国内优秀企业建设，将坐落于风景秀丽的国家级软件产业基地——中关村软件园的湖畔，占地3.3公顷，全部建设将分两期完成。北京校园一期已于2010年4月24日投入使用。

校园建筑的造型简洁现代，首层为不规则椭圆形内部穿插庭院，二、三层为5个长方条形规则的排列，体现了理性与感性的结合。建筑对外利用首层沿道路的连接落地玻璃窗和上层的上人屋顶平台，提供了与周

Designed by a leading European architect and built by an excellent domestic builder, the CEIBS Beijing Campus is located at the bank of the central lake in the picturesque Zhongguancun Software Park, China's national software industry base. Covering a land area of 3.3 hectares, the campus will be built in two phases. Phase I has been put into use since April 24, 2010 .

With simple and modern style, the campus architecture consists of three stories. The first story is in an irregular ellipse shape designed with interlinked courtyards, while the second and third stories are designed in a rectangular layout – the result is a perfect combination of the rational and the poetic.

边优质环境充分对话的条件；对内，在建筑的不规则椭圆形状外轮廓内插入一系列庭院，引入了庭院景观、自然光线和通风，并力图营造中国北方四合院的院落空间效果；在建筑中部营造了整个建筑的核心空间——共享街(缘于公共的和可聚合的特点)。在首层的这条长过百米的共享街联系了所有的主要功能区，沿街间隔设置四处单独的三层高的中庭，形成令人愉悦的节奏。共享街开放的空间通过大面积玻璃幕墙直通南面的园林及远处的中心湖景。建筑平面按功能分区明确，教学区、会议区、办公区严格划分。

在首都北京，中欧国际工商学院正以全新的面貌迎接来自国内外的各界精英。

The building's exterior details, including French windows and roof-decks, create a sense of harmony with the beautifully landscaped surroundings. Meanwhile, inside, a series of interlinked courtyards are interspersed throughout the ground floor design, allowing for garden views, natural lighting and ventilation. The result is an atmosphere reminiscent of North China's traditional "siheyuan" central courtyards. In the central core of the design, runs the "public street" - a 100-meter-long walkway that links all major functional areas of the school and is designed with four independent 3-storied atriums. At the far end, the public street leads to the southern garden and a picturesque lake. The architectural layout is strictly based on functions, including teaching areas, meeting areas, and office areas.

The CEIBS Beijing Campus has been accommodating top students and participants from around the world.





# 中欧国际工商学院伙伴计划

## The CEIBS Partnership Programme

中欧国际工商学院赞助伙伴计划旨在促进产学结合，院企协作。赞助伙伴机构借此方式支持学院，并发展长期互惠合作关系。该计划将促使瞬息万变的商业社会紧跟最前沿的工商管理教研发展，吸引中欧MBA管理英才以实习、小组咨询、或者签约加盟的方式服务工商企业。赞助伙伴机构籍此参与中欧校友活动，参加高层管理论坛，联系中欧师资定制高端管理发展课程，组织产业论坛，展开项目研究。同时，公司机构亦通过赞助伙伴通道与学院院长对话，积极提供反馈意见，持续关注学院发展，保证教研进度始终同步满足商界需求。

通过这种双边互惠，多维互动的方式，中欧赞助伙伴公司将成为学院教研活动中最活跃、最灵敏、且最令人瞩目的机构。

### 赞助伙伴公司可通过如下方式支持中欧

- |              |           |
|--------------|-----------|
| · 中欧教席捐赠基金   | 招募全球顶尖的教授 |
| · 研究中心及研究基金  | 开展世界一流的研究 |
| · 中欧校园建设基金   | 营造激发灵感的环境 |
| · 中欧发展基金     | 确保和谐持续的发展 |
| · 中欧MBA奖学金基金 | 吸引睿智聪慧的学子 |

The CEIBS Partnership Programme is CEIBS programme for fostering industry and academic cooperation. The partnership provides a single entry point to the school to develop productive and long-term relationships; it links the business community to the latest critical developments in business education and research; to our MBA talents for internships, group consulting projects and recruitment; to our vast Alumni network for Executive Forums and activities; to our faculty for the development of programmes, industry forums and research; to the CEIBS Dean to give continuous feedback on the school's relevance and activities making sure we are meeting the needs of the corporate community.

Through these mutually beneficial, multi-dimensional interactions, CEIBS Partners are the most active, best informed and consistently visible organisations at the school.

### The CEIBS Partnership Programmes at a glance

- |  |   |
|--|---|
| · CEIBS Named Chair Endowment Fund           | To attract the world-class faculty                |
| · CEIBS Centres of Research & Research Funds | To impact the classroom with world-class research |
| · CEIBS Campus Fund                          | To provide an inspiring campus                    |
| · CEIBS Development Fund                     | To ensure continuous Improvement                  |
| · CEIBS MBA Scholarship Fund                 | To attract the best students                      |

### 中欧校园建设基金

#### 冠名捐赠

发乎于心，立乎于形，存乎于名。赞助伙伴可以通过资助中欧校园建设获得对上海校园或北京新校园某一建筑物或设施的专享冠名权，并在该建筑物或设施上镌刻标识或品牌。

校友、EMBA、MBA、EDP学员亦可以集体形式冠名捐赠。

#### 实物捐赠

赞助伙伴也可以实物形式对中欧进行捐赠，例如：校园所需设备、艺术装饰品等等。

### CEIBS Campus Fund

#### Naming Opportunities

Partners can choose to make a donation to CEIBS and have their name associated with a particular building or facility on either the Shanghai or the new Beijing campus.

It is also possible to have a group donation e.g. from an Alumni / EMBA / MBA / EDP class to make a joint commitment.

#### Gifts In Kind

Partners can choose to make an in-kind donation to CEIBS e.g. in the form of campus equipment, art, etc.

# 中欧国际工商学院北京校园一期主要功能区域 Introduction to Key Functional Areas of the CEIBS Beijing Campus (Phase I)

## 阶梯教室

三个阶梯教室均位于建筑首层，最西侧阶梯教室251平方米，可容纳120人。其余两个阶梯教室各213平方米，可分别容纳80人。

## 平面教室

三个平面教室位于建筑二层，最大平面教室202平方米位于建筑西侧可容纳近70人，167平方米的平面教室两个可分别容纳66人。

## 讨论室

29个讨论室分别位于建筑一、二层，紧邻教室，方便学员讨论使用。

## 演讲厅

由嘉华集团冠名赞助的演讲厅位于首层东侧，沿东西向布置，建筑面积362.3平方米，可容纳326人。演讲厅配有音视频控制室和同声翻译室，并于二层设有贵宾包厢，是举行大型活动的场所。

## 餐厅

位于地下一层，建筑面积606平方米，可供300人同时就餐。

## Terrace Classrooms

Three classrooms in total, each located on the first floor. west-side classroom measures 251 square meters, seats 120. The other two measure 213 square meters, seat 80.

## Flat Classrooms

Three classrooms in total, located on 2nd floor. The west-side classroom measures 202 square meters, seats 70. The other two measure 167 square meters, seat 66.

## Discussion Room

29 in total, located on 1st and 2nd floors, near the classrooms for the convenience of discussion.

## Auditorium

Sponsored by K. Wah Group, located at the east side of 1st floor, measuring 362.3 square meters, seats 326, equipped with audio/video control room, interpreter's booth, and VIP balconies on the 2nd floor. Ideal for large-scale activities and events.

## Dining Hall

Located on the ground floor, measuring 606 square meters, seats 300.



阶梯教室  
Terrace Classrooms



平面教室  
Flat Classrooms



演讲厅  
Auditorium



餐厅  
Dining Hall

共享街  
Public Street

**共享街：**室内营造的整个建筑的核心空间，东西走向长达100多米，并将主要的功能区域联系在一起，共享街开放的空间与南面巨大玻璃幕墙外的园林和湖面遥相呼应。

**Public Street:** The core feature for the campus' architectural design, this 100-meter-long pathway runs west to east, linking all major functional areas of the school, and leads to the South Garden and Lake.



## 北京校园捐赠区域表

### Functional Areas of the CEIBS Beijing Campus

序号	No.	功能区域	Functional Area
一	1	教学区域:	Teaching Area
1	1	阶梯教室 (213m <sup>2</sup> )	Terrace Classroom (213m <sup>2</sup> )
2	2	阶梯教室 (251m <sup>2</sup> )	Terrace Classroom (251m <sup>2</sup> )
3	3	平面教室 (171m <sup>2</sup> )	Flat Classroom (171m <sup>2</sup> )
3.1	3.1	吴敬琏教室	Wu Jinglian Classroom
3.2	3.2	海沃氏教室	Haworth Classroom
4	4	平面教室 (206m <sup>2</sup> )	Flat Classroom (206m <sup>2</sup> )
5	5	讨论室	Discussion Room
6	6	准备室	Preparation Room
二	2	办公区域:	Office Area
1	1	院长办公区多功能会议室	Dean Office Multi-Function Meeting Room
三	3	公共区域:	Public Area
1	1	餐厅	Dining Hall
2	2	咖啡厅 I	Coffee Bar I
3	3	咖啡厅 II	Coffee Bar II
4	4	贵宾厅	VIP Reception Area
5	5	一楼共享街	Public Street
6	6	二楼共享走廊	Public Corridor at F2
7	7	三楼共享走廊	Public Corridor at F3
8	8	二楼开放休息区	Open Lounge at F2
四	4	园林绿化:	Landscaping
1	1	内庭院 1: 晏青庭院	Inner Court 1: YanQing Garden
2	2	内庭院 2	Inner Court 2
3	3	内庭院 3: 用友庭院	Inner Court 3: UFIDA Garden
4	4	内庭院 4	Inner Court 4
5	5	内庭院 5: 九阳庭院	Inner Court 5: Joyoung Garden
6	6	内庭院 6	Inner Court 6
7	7	室外园林绿化	Outdoor Landscaping
7.1	7.1	其中: 树木	Including: Tree
7.2	7.2	灌木	Bush
7.3	7.3	南草坪	South Lawn
7.4	7.4	木栈道	Wooden Path
7.5	7.5	木凳	Wooden Bench
7.6	7.6	环形道路	Ring Road





## 中欧国际工商学院北京校园平面图 The Architectural Plans of CEIBS Beijing Campus

