


# 中欧国际工商学院校园扩建捐赠手册

## CEIBS Shanghai Campus Expansion Project Guide for Prospective Sponsors







3	中欧国际工商学院
5	中欧国际工商学院校园扩建项目介绍
9	中欧国际工商学院赞助伙伴计划
11	赞助伙伴受益
13	校园建设基金
15	上海校园功能区域捐赠一览表
17	联系我们



# Contents

3	China Europe International Business School
5	Overview of the CEIBS Shanghai Campus Expansion Project
9	CEIBS Corporate Partnership Programme
11	Corporate Partner Benefits & Priorities
13	CEIBS Campus Fund
15	Shanghai Campus Functional Areas Name Sponsorship
17	Contact Us



# 中欧国际工商学院

## China Europe International Business School



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赢利性中外合作高等学府。学院成立于1994年11月，是中国历史最长，规模最大，排名最高的国际工商学院。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。

创办16年来，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。截至2009年5月，中欧国际工商学院共培养了8,000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。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）全面走在世界前列的亚洲商学院。根据《金融时报》全球商学院年度排名，中欧 MBA 课程连续六年进入世界排名前25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。

CEIBS is the longest-running, largest and top-ranked China-based international business school, with all three programmes –MBA, EMBA and Executive Development short courses – 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 as a not-for-profit joint venture established under an agreement between China's MOFTEC and the EU Commission. The school opened in the Pudong district of Shanghai in 1999 and a second campus in Beijing's Zhongguangcun High Tech Park in 2010. Today, CEIBS also has offices and operates programmes in Shenzhen, and offers a certificate programme in developing regions of China. In 2009, CEIBS launched its EMBA Programme in Africa, with degree courses offered in Accra, Ghana. The CEIBS EMBA Programme is the largest in the world, with 800 students graduating each year; the MBA graduates 200 students yearly; and Executive Development Programme enrolls 10,000 students yearly. The CEIBS Alumni network includes 20,000 executives including many of China's most influential business, social and political leaders.





## 中欧国际工商学院校园扩建项目简介

### Overview of the CEIBS Shanghai Campus Expansion Project



中欧国际工商学院上海校园扩建项目将坐落于上海金桥校园的北侧，与已建校园相毗邻，占地38227平方米。全部建设将分两期完成。本次实施建设的一期项目建筑面积约36600平方米，包括教授办公室、行政办公楼、教学楼、学员餐饮与住宿区等。

二期项目规划建筑面积约23000平方米左右，单体功能包括教学、研发及学员住宿等。美国贝•柯•弗建筑师事务所（PCF）继续担任此次扩建项目的总体方案设计与建筑设计。扩建校园在建筑风格上延续了已建校园的特色。扩建校园将延续现有的中心庭院设计，为大家的学习与生活提供了一个安静优美的环境。中心区域也将设置一个标志性建筑，各单体建筑通过连廊互相连接。

CEIBS Campus Expansion Project, situated on a parcel of land of 38,226.7m<sup>2</sup>, will be located to the north of the existing campus in Shanghai. The expansion project is intended to provide exclusive and first-class environment and services to the CEIBS students and faculty.

The overall Project will be carried out in two Phases. The first phase alone is already 36,600m<sup>2</sup>, which is about the size of the whole existing campus. Phase I is composed of faculty and administration buildings, an academic center, a canteen and 2 accommodation buildings for the executive students. Phase II is planned to be 23,000m<sup>2</sup>, which includes buildings for teaching, research and more on-campus accommodation.

The architectural design of this project is carried out by Pei Cobb Freed & Partners Architecture Firm, who is also the architect of the existing campus. The two campuses share the same architectural design philosophy. Like the existing campus, the new campus will be composed of a landmark building at the gravity of the land and the individual buildings linked by a continuous arcade. Such design offers a tranquil environment for study and communication.



扩建校园将成为中高层管理人员的教学与培训场所，并为教授提供良好的办公与交流环境。一期项目将提供80间教授办公室，教学中心将设3个75人的阶梯教室，6个60人的平面教室，学员住宿区将配置210间左右的客房，并在客房各楼层按房间数量相应配备了分组讨论区，为学员在校期间更充分地进行交流与讨论提供了硬件条件，也为今后的教学模式的多元化奠定了基础。

The expansion project will provide training facility for the executive students, as well as offices for the faculty. There will be eighty individual faculty offices in the Faculty Building, three 75-seat case study rooms and six 60-seat flat classrooms in the Academic Center. The two accommodation buildings will provide two hundred and ten guest rooms, and there will be two breakout rooms on each floor of the accommodation buildings for students to meet in groups at night.

一期项目的施工建设估计将在2011年的3月开始，并计划于2012年6月底前完工。

上海校园扩建工程秉承环保和可持续发展的理念，坚持使用节能减排的原材料及服务。我们致力于建设一个绿色的中欧校园。

The current schedule shows that the construction of Phase I will start in March 2011 and is expected to be completed by June 2012.

In the design and outfitting of the Shanghai Campus Expansion, CEIBS is committed to a policy of environmental sustainability and supports use of products and services which promote energy efficiency and environmental protection.



# 中欧国际工商学院赞助伙伴计划

## The CEIBS Corporate Partnership Programme

中欧国际工商学院赞助伙伴计划旨在加强院企协作，促进产学研结合。赞助伙伴以此支持学院，并发展长期互惠战略合作关系。该计划将促使瞬息万变的商业社会与最前沿的工商管理教研发展紧密结合，相得益彰。通过这种双边互惠，多方互动的方式，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。


The CEIBS Partnership Programme fosters business-academic cooperation through building long term, mutually beneficial relationships. Corporate Partners engage in a wide spectrum of customized joint projects and initiatives with CEIBS.

### 中欧赞助伙伴计划：捐赠选项一览

#### CEIBS Partnership Programme Investment Options at a Glance

中欧教席捐赠基金	CEIBS Named Chair Endowment Fund
研究中心及研究基金	CEIBS Centres of Research & Research Funds Investments Options:
中欧校园建设基金	CEIBS Campus Fund Investment
中欧发展基金	CEIBS Development Fund
中欧MBA奖学金基金	CEIBS MBA Scholarship Fund
专项基金	Special Funds





# 赞助伙伴受益

## Corporate Partner Benefits & Priorities

“投之以桃，报之以李”。对于赞助伙伴的大力支持与投入，中欧国际工商学院通过中欧精心设计的回报计划予以诚挚答谢。

- 加入中欧国际工商学院公司顾问委员会
- 出席学院行业论坛和活动
- 获邀为中欧高层管理论坛演讲
- 获邀为中欧MBA、EMBA、校友进行客座演讲
- 学院赞助伙伴优先邀请中欧教授为公司高层管理人员做专题报告
- 合作项目（包括商业计划竞赛，媒体公关活动，案例研究和撰写等）
- 获得校友杂志《LINK》的宣传及优惠广告机会
- 获得中欧各类宣传资料、互联网站、以及各类杂志的推广机会
- 优先优惠价租用学院校园设施
- MBA学员小组咨询项目（春季）及实习（夏季）
- 赞助伙伴机构选派学员优先参加中欧国际工商学院高层经理培训公开课程。
- 赞助伙伴与中欧国际工商学院高层经理培训部优先合作开发公司特设课程。

At CEIBS we pledge a return on investment to our Partners through The CEIBS Advantage, manifested in the following benefits.

- CEIBS Corporate Advisory Board (CAB)
- Participation in CEIBS Industry Forums and Conferences
- Speaking Opportunities via CEIBS Executive Forums
- Guest Lecturing to CEIBS MBA, EMBA and Alumni Community
- Customized Professor Briefings
- Joint Initiatives (Business Plan Competitions, Media Events, Case Studies & Research, Awards)
- Coverage & Advertising via The LINK magazine
- Promotion via CEIBS Campus, Website, Brochures
- Access to CEIBS Campus Facilities
- CEIBS MBA “Intergrated Strategy Projects” (Spring) & Internship (Summer)
- Partner Priority to enroll in CEIBS Open Executive Education Programmes
- Priority on CEIBS Company Specific Programmes – most are reserved for corporate partners



## 校园建设基金

### CEIBS Campus Fund

#### 冠名捐赠

赞助伙伴、校友、MBA/EMBA/EDP学员以公司、个人、或班级名义出资，获得上海校园或北京新校园已有或既有建筑物或设施的冠名权，并在该建筑物或设施上永久镌刻标识或品牌。对上海扩建项目专项冠名捐赠积累的资金将全部用于中欧国际工商学院上海校园扩建工程。

#### 实物捐赠

学院也号召赞助伙伴、校友、MBA/EMBA/EDP学员以及各界人士以实物或服务支持上海校园的扩建工程，例如捐赠建设所需的建材、设备、电器、艺术品、软件、服务等。

#### Naming Opportunities

Corporate Partners, alumni, and MBA/EMBA/EDP class can sponsor a particular building, room or facility on either the Shanghai or the Beijing campus. The fund donated to the Shanghai Campus Expansion will be used on the Expansion Project.

#### Gifts In Kind

Corporate Partners, alumni, and MBA/EMBA/EDP class, and all walks of life can make an in-kind donation to CEIBS e.g. in the form of campus furniture, equipment, electronic devices, artworks, software or relevant business services.







上海校园功能区域冠名赞助 Shanghai Campus Functional Areas Name Sponsorship				
	功能区	Functional Area	面积 m <sup>2</sup>	数量
教学中心 Academic Center	一层			
	阶梯教室	Case Study Room	207.36	3
	讨论室	Breakout Room	16.20	28
	学生茶歇区	Coffee Break LoungeLounge	324.00	1
	二层			
	平面教室	Classroom	207.36	3
	讨论室	Breakout Room	16.20	11
	三层			
	平面教室	Classroom	207.36	3
	讨论室	Breakout Room	16.20	7
行政楼 Faculty Building	一层			
	贵宾接待室	VIP Meeting Room	220.32	1
	中庭	Atrium	204.12	2
	二层			
	会议室	Meeting Room	77.76	1
	三层			
	会议室	Meeting Room	77.76	1
	四层			
综合楼 Commons Building	一层			
	住宿接待处	Accommodation Reception	116.64	1
	多功能大厅	Lounge	298.08	1
	24h餐厅/酒吧	Dining/Bar	233.28	1
	二层			
	餐厅	Dining	1600.00	1
学生招待所 (1) Student Residence (1)	一层			
	接待大堂	Lobby	77.76	1
休息亭 Central Pavilion	休息亭	Central Pavilion	740.00	1



# 联系我们

## Contact Us

详情请洽

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