

CEIBS Global Executive MBA

www.ceibs.edu/gemba

Ranked **Top 10** Globally for **3** Consecutive Years

– *Financial Times EMBA Ranking*

中欧国际工商学院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

GEMBA at a glance

Financial Times EMBA Ranking

FT



1st
Independent
EMBA in China

4th
Worldwide
for Salary Rank

5th
Worldwide for
Career Progress

 **Language:** English

 **Duration:** 20 months, September start

 **Schedule:** Part-time, 4 days per month

 **Days out of office:** 45

 **Location:** Shanghai, plus minimum 3 global modules

Why Choose CEIBS Global EMBA

How you benefit

- 1 **Transform your ability to lead yourself, your colleagues and your organisation more effectively.**
- 2 **Enhance your managerial effectiveness and return on investment by applying new skills, knowledge and frameworks within your company.**
- 3 **Work with world-class faculty, industry experts and high achieving classmates throughout a 20-month journey that balances China Depth and Global Breadth.**
- 4 **Expand your global reach and network, while accessing China's largest business school alumni community.**
- 5 **Develop the analytical and collaboration skills needed to meet the complex challenges of today's global business environment.**
- 6 **Develop a greater appreciation of global business opportunities by participating in a minimum of three global discovery modules.**

"Impossible to describe with words such an incredible journey. CEIBS GEMBA gave me the possibility not only to grow as a professional but more importantly to grow as a person by experiencing true 360 degree learning. The programme is a must do if you want to enjoy a real cross cultural experience and be able to do business successfully with China."

David Sancho, Spain



Global EMBA 2012
Chief Executive
Mango China

"Joining CEIBS EMBA programme has been the best decision I have made for my life. I really cherish the time I spent at the school. I have learned advanced knowledge from the very best faculty and shared inspiring views with the classmates. The clash of ideas made me even stronger, more open and more inclusive. CEIBS Global EMBA programme also provides a great platform for network-building which has benefited my professional and personal life. This is a great place to open a new world for yourself and to raise yourself up!"

Annie Qi, China



Global EMBA 2010
Senior Director, Human Resources
Unilever

"CEIBS Global EMBA was recommended as the leading programme in Asia, and one with an excellent global reputation. It's not about suddenly being able to spout 'business school speak'. It's a subtle, but important shift in the way I analyse a problem, ask a question, or think about a larger strategic issue."

Elizabeth O'Neill, USA



Global EMBA 2010
Executive Vice President
Council on International Educational Exchange

How your company benefits

- 1 **Accelerate your management team's ability to assume new challenges and responsibilities.**
- 2 **Invest in your organisation's leadership pipeline, including facilitating your executives' transition into more senior roles.**
- 3 **Develop and retain key management talent.**
- 4 **Integrate key learning outcomes from each module into your organisation.**
- 5 **Leverage CEIBS as a meeting place for Chinese and global business dialogue and opportunities.**

"Gaining the company support to join CEIBS GEMBA programme has been the best reward I have ever received in my career. I have experienced tremendous growth both in my personal and professional life while studying here. The professors from all over the world are all top in their field, bringing us the state-of-the-art management and business knowledge and skills. The heated discussion among the outstanding classmates from different industries and nationalities has inspired and opened up both my business thinking and my views on life. CEIBS deserves all the recognition it has received."

Kathy Mu, China



Global EMBA 2014
General Manager
Supply Chain
Coca-Cola




Student Profile


2012-2014 Global EMBA Participants' Profile



“Joining CEIBS has been one of the biggest things I’ve ever done for myself. It’s added so much to my life. I’ve learned so much from my classmates, both Chinese and international. I’ve learned so much from our professors as well. It’s been a fantastic journey and it’s a journey that I would do again and again if I were given the opportunity.”

Maria Agertoft, Denmark
 Global EMBA 2012
Senior Program Manager
Deloitte

“One of the true benefits of the GEMBA was becoming a CEIBS alumni. After meeting my classmates I knew it would be impressive, but still the depth and breadth of programme graduates stunned me. At the highest levels of government, consumer, high-tech, industrial and service sectors, it’s a compelling asset for students. The utility of the network at CEIBS was superb due to the bond formed in an environment with such high expectations and great people.”

Rob Murano, USA
 Global EMBA 2013
Director, Business and Technology
Photop Aegis

“The CEIBS Global EMBA programme was a great opportunity to wrap up my experience in China. The classes were always an occasion to step back from everyday operations, think in new ways and exchange experiences. And it was fun too!”

Christian Gobber, Italy
 Global EMBA 2008
Managing Director
Maserati Business Unit-China



Your Learning Journey



Leadership Stream




Ongoing Learning Integration

Online Pre-Class Preparation

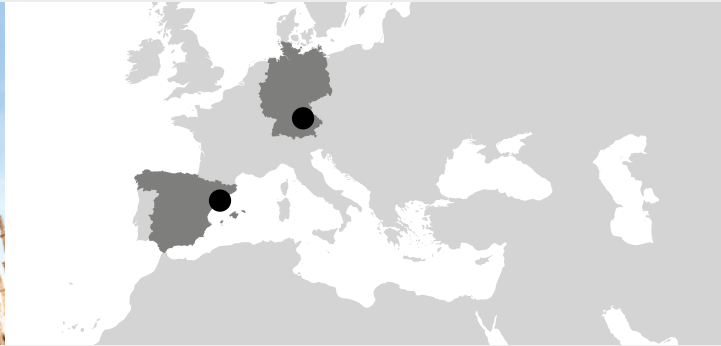

Post-Class Learning Synthesis


Live Cases: Company Visits and Industry Experts



Europe (compulsory)



Discovery Expedition





Silicon Valley (compulsory)

Innovation & Entrepreneurship




Global Electives (must choose at least one)

New York • São Paulo • India • Ghana • Japan & Korea




“CEIBS GEMBA helped me to better understand business concepts and how to combine them with practical experience to be more effective. It has taught me to become a better manager and a better leader. It has provided me a platform to expand my network and to make truly great friends.”



Wee Lim Shie, Singapore

Global EMBA 2012
General Manager
H.B.Fuller Adhesives Ltd.

“My expectations for this program have all been exceeded. I have been able to learn from my class-mates, to network with fellow business leaders, and I have become a better human being. It has been a memorable experience and a very important part of my life!”



Victor Li, China

Global EMBA 2013
Purchasing Director
Webasto Roof Systems



Programme Overview

The Global EMBA curriculum is rigorous along both the “hard” and the “soft” dimensions. The programme is 20 months long and you will meet with the class for four days (from Thursday to Sunday) per month.

- **PHASE I (Mastering Business Fundamentals)** will help you build a strong foundation of analytical skills, followed by the latest developments in the functional areas.
- **PHASE II (Building Strategic Capabilities)** moves on to strategic thinking skills. Elective courses will extend your knowledge in the areas in which you have an interest.
- **PHASE III (Integrating Business Functions)** you will learn to integrate knowledge across functions to diagnose and solve complex business problems in order to understand the unique challenges of operating in China’s transitional economic environment as an integrated part of the global economy.

The 12-month-long capstone project (in which you apply your learning to a real strategic issue faced by an organisation), together with the strategy simulation will provide the integration experience.

Our Learning Methodology: high tech, high touch

Our blended learning approach makes sure that your learning journey is much more than simply a 4-day residential module every month. Before each residential module there is **online pre-class preparation** including readings, self-assessment and videos. During each residential module we utilise case studies, role playing and industry experts to understand and analyse management issues through interactive discussions and collaborative analysis. After each residential module there is **post class learning synthesis** in the form of simulations, self-assessments, virtual group projects and videos with key take-aways.



Leadership and Personal Development Stream

Helping you develop further as a leader is a critical component of the CEIBS Global EMBA. The Leadership and Personal Development Stream runs throughout the 20 months of the programme and it includes the following elements:

- **360 degree feedback:** Understanding Yourself as a Leader
- **1 to 1 Coaching Sessions**
- **Career Management Workshops**
- **Managing Across Cultures**
- **Managing Team Dynamics**
- **Managing your Health**
- **Personal Leadership Development Plan**

These key elements will be integrated throughout the core modules. Participants will be constantly developing their competencies as a leader and applying these new skills and tools back to what they learn in the classroom. This will help participants grow personally and professionally beyond the core Global EMBA curriculum.

“My Global EMBA experience at CEIBS was a transformational one from a personal and professional leadership perspective. CEIBS aims not only to deliver a world class business education, but to shape and create the global business leaders of tomorrow. CEIBS’ focus on leadership development is a key differentiator and I believe we will see more CEIBS Global EMBA alumni taking on an increasing number of influential business and community leadership roles both in China and globally in the future.”

Louise Vogler, Canada

Global EMBA 2010
Regional Credit Officer
Wholesale Bank
Standard Chartered Bank



Learning Across Cultures & Continents

Europe Module

Spain – Germany

The first global core module takes place over six days in Europe with CEIBS partner school IESE in Spain (Barcelona) and Germany (Munich).



Shanghai

Zhang Suyang, China



Global EMBA 1998
Partner
IDG Capital Partners

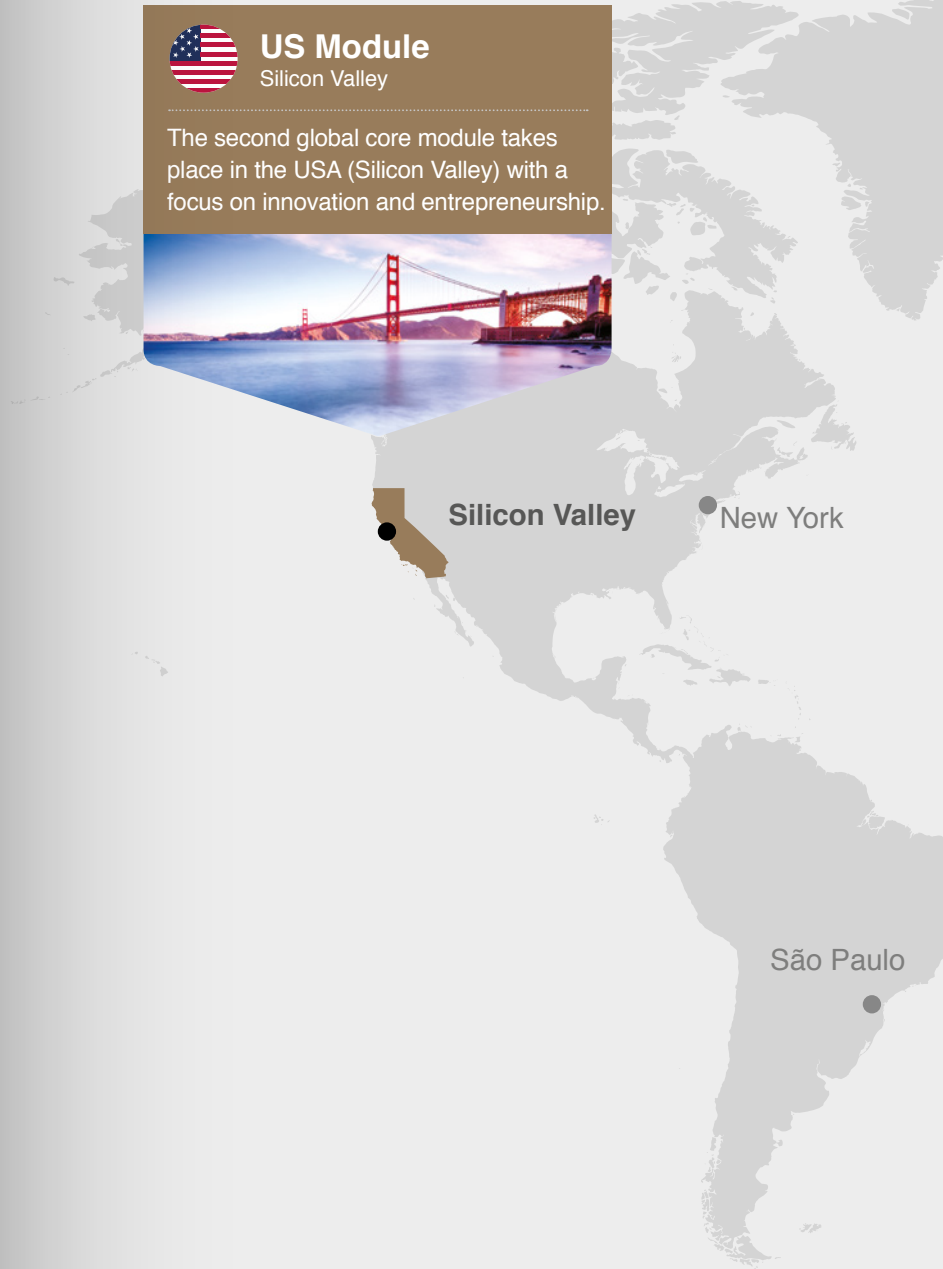
“After nearly two decades of growth, CEIBS has been widely recognised for its world-class faculty team with profound knowledge and rich experience, most talented staff with high professional commitment, and tens of thousands of alumni from various industries and backgrounds. They are the key to the school’s enduring success.”



US Module

Silicon Valley

The second global core module takes place in the USA (Silicon Valley) with a focus on innovation and entrepreneurship.



Silicon Valley

New York

São Paulo

Global Core Modules

To excel in the global arena, you will need to experience the global business environment first-hand. During the Global Modules, you will attend joint classes at our partner schools and visit leading multinational firms.

All participants will complete two global core modules, which take place in:

Europe (Spain, Germany)

United States (Silicon Valley)

Global Elective Modules

Participants will also have the opportunity to choose from several global elective modules. Not only do the global electives give participants the chance to experience the global business environment, in addition, these electives will be combined with the Global EMBA classes of IESE Business School from Spain. In this way you can further expand your network by interacting with business leaders based all over the world.

Global Elective Modules will take place in:

United States (New York)

Brazil (São Paulo)

India

Ghana (Accra)

Japan & Korea (Tokyo & Seoul)

Beyond the classroom

Career Platform

› Career Management Sessions

CEIBS Global EMBA programme offers a series of leadership workshops, coaching sessions, alumni panel discussions and executive search firm presentations on current career trends to help you develop and clarify your personal and professional goals.

› CEO Events

CEIBS regularly hosts CEOs from Fortune 500 and leading Chinese companies, which provides GEMBA students and alumni with the opportunity to gain first-hand knowledge of key strategic challenges facing high-profile corporate leaders.

› Industry Experts

CEIBS regularly invites highly experienced industry leaders for lectures, roundtable discussions and one-on-one sessions on industry and career management strategies.



Business Platform

› Executive Forums and Seminars

Each year CEIBS hosts various Executive Forums, which provides GEMBA students and alumni with the opportunity to interact with some of the world's leading private and public sector leaders.

› Industry Conferences

CEIBS hosts more than 10 industry forums each year that are open to GEMBA students and alumni, including the annual Automotive Forum, Real Estate Forum, China Bankers' Forum, Prestige Brands Forum, China Health Care Forum, and Agri-business Forum.

› Company Visits

Our strong corporate connections and alumni network allows CEIBS unique access to some of the most successful and innovative companies in China and overseas, thus increasing your awareness and understanding of different business models and go-to-market strategies across a range of industries.



Networking Platform

› EMBA Mixers

Each year CEIBS hosts China modules for leading overseas EMBA programmes, giving GEMBA students and alumni an opportunity to network with high-calibre executives from around the world.

› Global EMBA class activities

Each Global EMBA cohort elects its own Class Committee, one that is responsible for organising family days, charity events, sports days, social events, mini-forums and 'country days,' in addition to joint events with the Chinese EMBA classes.



Lifelong Community Platform

› Alumni activities

CEIBS boasts the largest global alumni network among business schools in mainland China, with over 15,000 members working in more than 60 countries. Some of the many activities available to our global alumni community include:

- › Annual school-wide alumni reunion
- › GEMBA-specific alumni reunions led by CEIBS professors
- › CEIBS International Alumni Association special events
- › Gobi desert challenge competition
- › Alumni charity activities
- › Events and study tours initiated by almost 50 local and 14 overseas chapters
- › Industry club events
- › Sports club activities



International from Inception

CEIBS was established in 1994 as a joint venture between China and the European Union. It has grown to become a prominent, independent, international business school.

“CEIBS is making a major contribution to China’s economic achievements today.”

José Manuel Barroso
President of the European Commission, 2004-2014



World-Class Faculty

CEIBS faculty are leading scholars and practitioners who are uniquely positioned to bridge and synthesise management practices from both East and West. CEIBS has developed an outstanding reputation for delivering participant-centred learning experiences supported by leading-edge research.



Katherine Xin – USA
Professor of Management,
Bayer Chair in Leadership
Associate Dean (Executive
Education Programmes)



Juan Fernandez – Spain
Professor of Management,
Department Chair
(Organisational Behaviour and
Human Resource Management)



Chiang Jeongwen – USA
Professor of Marketing



Bala Ramasamy – Malaysia
Professor of Economics

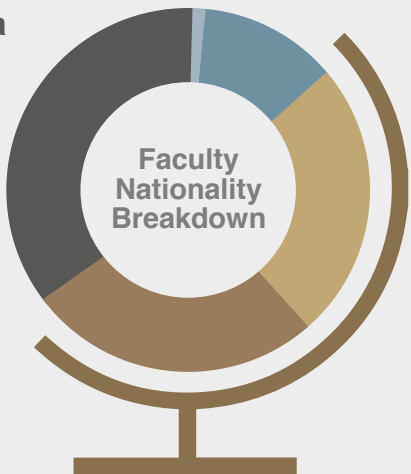


Jeffrey Sampler – UK
Professor of Management

For a complete and updated list CEIBS faculty, including their research and publications, please visit www.ceibs.edu/faculty.



Representing
17 countries



North America
35%
China
27%
Europe
25%

Southeast Asia & Oceania
12%
Africa
1%

How to apply

GEMBA operates with rolling admissions, meaning that candidates can submit their application at any time.

Once your completed application is submitted, the CEIBS admissions office will arrange an interview and/or a test for you. You will be notified of the admission result shortly after.

We strongly recommend completing your application as early as possible to give yourself the best chance for admission.

1



Application

Online application can be completed at: gemba.ceibs.edu

Required documents are:

- › Application form
- › Two recommendation letters
- › Your company's organisational chart and sponsorship letter
- › Your company's brochure
- › Copy of your educational degrees or official transcripts
- › Application fee: RMB 1,200

2



Admission Test

You may take either the GMAT or the CEIBS Admission Test, which is similar to GMAT in question format.

3



Interview

Based on an evaluation of your application package and the CEIBS written test or GMAT score, the Admissions Committee will make a decision on whether to invite you for an interview.

4



Admission Decision

The Admissions Committee will make an overall assessment of your candidacy after reviewing your written test/GMAT scores, application materials and interview results. This assessment will be made with in the context of a large, high-profile, talented applicant pool.



Our Admissions Team

Marcel Austin-Martin and Morris Hu are happy to help you with any enquiries.

GLOBAL EMBA PROGRAMME, CEIBS

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Pudong, Shanghai 201206, P.R.C.
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E gemba@ceibs.edu
www.ceibs.edu/gemba

Admission Criteria

Evaluation Criteria:

- ✓ Undergraduate university degree or above.
- ✓ 10 years' work experience with 7 years in managerial positions.
(You are welcome to contact us for an assessment of your experience)
- ✓ Strong command of both written and spoken English.
- ✓ A highly committed organisation that allows you two working days off each month to attend classes; financial sponsorship by your company is not obligatory.

Admission to the CEIBS Global EMBA programme is highly competitive. Not all qualified candidates can be admitted. The Admissions Committee strives to select candidates who have demonstrated outstanding achievements during their career, are well-prepared to fulfil our rigorous graduate study requirements, bring diversity to the class, and have the talent and integrity to become business leaders.

The Admissions Committee places great importance on your managerial experience, professional career, and leadership demonstrated either at or outside of work.

We would like to know what you have gained from your professional career and what vision you have for yourself and your organisation's future.

Your organisation must be supportive of you being admitted into the programme. Full financial sponsorship is not required, but your organisation must agree to release you from all job responsibilities on class days. Your organisation's endorsement means that they support your Global EMBA study and career development, and are committed to allowing you the intensive study necessary to fulfil the requirements of the programme.



Curriculum

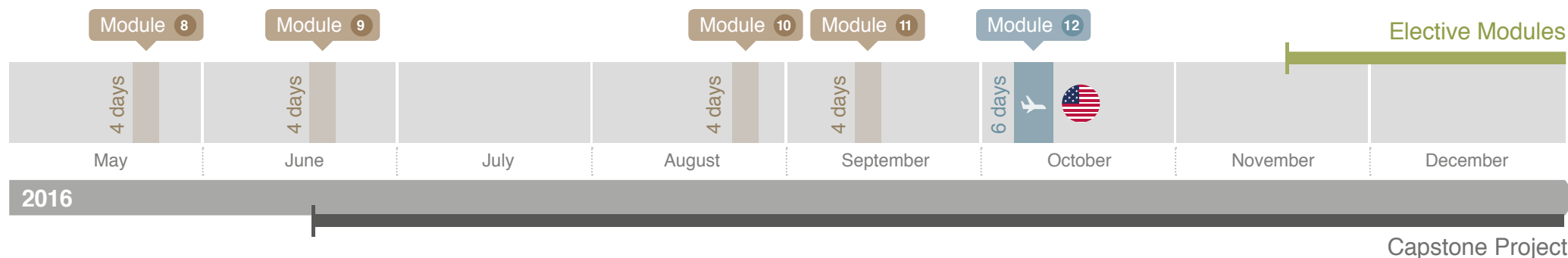
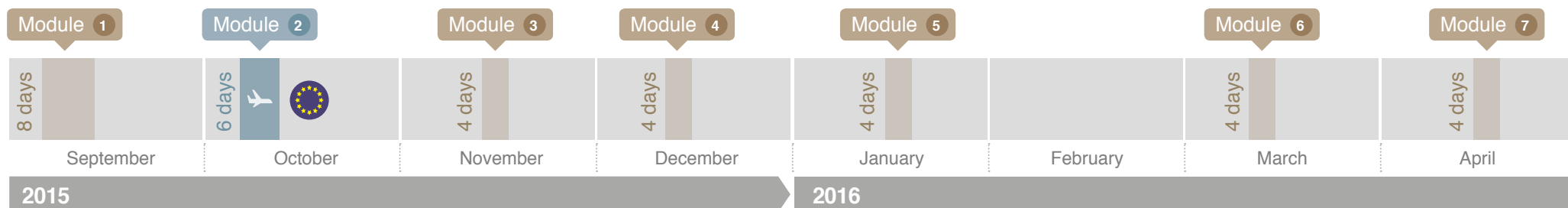
Module Description

	Dates	Content	Professors
Opening Module 1	September 5-12 2015	Opening Residency Module (8 days)	Jack Wood, Katherine Xin, Juan Fernandez, Pablo Cardona, Bala Ramasamy, David Gosset, Klaus Meyer
Module 2 <i>Barcelona & Munich</i>	October 5-10 2015	Europe Module (6 days)	IESE (TBC)
Module 3	November 12-15 2015	Operations Management (4 days)	Nikos Tsikriktsis
Module 4	December 10-13 2015	Economic Analysis (4 days)	Bala Ramasamy
Module 5	January 14-17 2016	Organisational Behaviour (2 days) + Marketing Management (2 days)	Katherine Xin, Lydia Price
Module 6	March 10-13 2016	Financial Reporting (4 days)	Earl Stice
Module 7	April 14-17 2016	Organisational Behaviour (2 days) + Marketing Management (2 days)	Pablo Cardona, Chiang Jeongwen
Module 8	May 19-22 2016	Strategic Management (4 days)	Jeff Sampler, Weiru Chen
Module 9	June 16-19 2016	Leading Change (2 day) + Strategic Managerial Accounting (2 day)	Juan Fernandez, Yuhchang Hwuang
Module 10	August 25-28 2016	Corporate Finance (3 days) + Capstone Project (1 day)	Kalun Tse, Nikos Tsikriktsis
Module 11	September 8-11 2016	Strategic Simulation Exercise (4 days)	Daniel Chng, Kim Tae-Yeol
Module 12 <i>Silicon Valley</i>	October 10-15 2016	US Module (6 days)	TBC
Elective Module	November 2016 – April 2017	Number of electives can vary depending on credit numbers. At least one global elective must be taken.	
Exit Module 13	May 10-14 2017	Reflection (2.5 days) + Oral Defense (1.5 days)	TBC

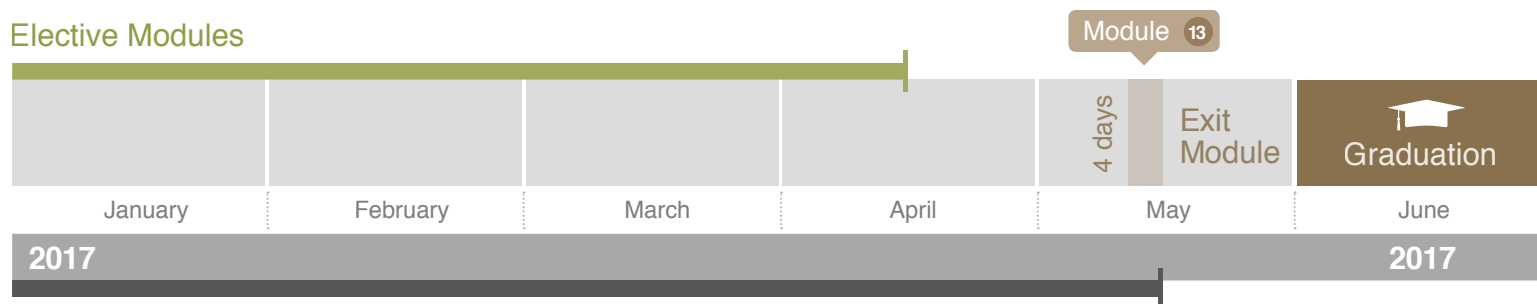
* Faculty and dates of modules are subject to change

Global EMBA calendar

Core Modules



Elective Modules



Capstone Project

** Faculty and dates of modules are subject to change*

Tuition

The tuition for the 2015 intake is RMB 588,000

International students can pay the tuition fee in US dollars or euros, based on the exchange buying rate on the day of the payment.

Payment Schedule

The Global EMBA tuition fee can be paid in three installments.

- 1 First payment of RMB 58,000 (10%) is due within two weeks of receipt of our Admission Notice to reserve your seat.
- 2 Second payment of RMB 294,000 (50%) is due by 15 July 2015.
- 3 Third payment of RMB 236,000 (40%) is due 15 July 2016.

For self-sponsored students, a payment schedule can be discussed individually with the Admissions staff.

The tuition fee covers:

- › Tuition for the 20-month programme
- › Textbooks and other teaching materials
- › Access to the school library, computer resources and other school facilities
- › Lunches during all the modules
- › Accommodation and meals during the two residential modules (entry and exit)
- › Attendance at EMBA-organised forums and lecture series
- › Tuition for all compulsory Global Modules, including ground transportation and lodging costs. Students are required to make their own flight arrangements.

Company Sponsorship

CEIBS Global EMBA office will be very happy to support you in different ways to help secure sponsorship from your company. Candidates are encouraged to inform their employers that the curriculum, methodology and schedule is designed to meet the needs of working executives. In addition, the programme will allow you to integrate your GEMBA studies into your work environment, thus providing a genuine opportunity for return on investment. Currently, most CEIBS Global EMBA students are sponsored or partly sponsored by their employers. If you need information or helps in other ways to persuade your company, please don't hesitate to contact us.



Please note: After the registration, those who drop out of CEIBS for personal reasons or who are expelled from CEIBS for disciplinary reasons, do not qualify for a refund of tuition fee.

When paying the application fee or tuition fee, please note your name and the programme you are applying to in the Sender's Remarks, and send/fax the photocopy of the bank slip to the CEIBS Global EMBA office.

Financial Support and Scholarships

CEIBS Global EMBA offers different solutions to help candidates finance their studies.

Instalments

Participants who are self-sponsored can apply for a flexible payment schedule to spread out the cost of tuition. Conditions can be discussed confidentially with Global EMBA Admissions staff.

Loans

On behalf of Chinese and international participants, CEIBS cooperates with China Merchants Bank to secure loans with a competitive interest rate and structure.

Scholarships

CEIBS offers several scholarships to Global EMBA candidates to enhance the programme's diversity and leadership focus. If you expect to be fully or partially self-sponsored, you can apply for a Global EMBA scholarship. These are merit-based scholarships ranging from 5% to 30% of the tuition fee.

The scholarships available for Global EMBA applicants are as follows:

- **Global EMBA Public Service Scholarship**
- **Global EMBA Entrepreneur Scholarship**
- **Global EMBA International Scholarship**



Please check the website for more information about each scholarship and how to apply.

www.ceibs.edu/gemba/scholarships



Sample Module

Home Module, Shanghai



		Event
Thursday	09:00-12:30	Organisational Behaviour class – Prof. Katherine Xin
	12:30-13:30	<i>Lunch Break</i>
	13:30-17:30	Organisational Behaviour class – Prof. Katherine Xin
	18:00-19:30	Leadership thread: reflective leadership and sharing – Prof. Juan Fernandez
	20:00-21:30	Class Casual Dinner off-campus
Friday	09:00-12:30	Organisational Behaviour class – Prof. Katherine Xin
	12:30-14:00	<i>Lunch Break</i>
	13:15-13:45	<i>Class Mini Seminar: RMB Internationalisation: Trends & Opportunities (optional)</i>
	14:00-18:00	Organisational Behaviour class – Prof. Katherine Xin
	18:30-20:30	Individual Coaching Session
Saturday	09:00-12:30	Marketing Management class – Prof. Lydia Price
	12:30-14:00	<i>Lunch Break</i>
	13:15-13:45	<i>Taiji Practice (optional)</i>
	14:00-17:30	Marketing Management class – Prof. Lydia Price
	17:30-18:30	Guest lecture combined with Chinese EMBA class (optional)
	18:30	<i>Free time</i>
Sunday	08:00-8:30	<i>Group Jogging (optional)</i>
	09:00-12:30	Marketing Management class – Prof. Lydia Price
	12:30-14:00	<i>Lunch Break</i>
	14:00-15:45	Marketing Management class – Prof. Lydia Price

* This is an example of a Global EMBA home module based on past modules. Content and activities may differ and are subject to change.



Sample Module (Global)

Global Module, Europe

			Event
Spain	Saturday		Arrive in Barcelona
	Sunday	Free Day	<i>Check in Hotel (Welcome Dinner)</i>
	Monday	09:30-10:00	Arrival at campus and Welcome by faculty
		10:00-11:15	Case Study and discussion with IESE professor
		11:45-13:00	Lecture with IESE professor
		13:00-14:00	<i>Group Photo & Lunch</i>
		14:00-15:15	Case Study and discussion with IESE professor
		15:45-16:45	Sustaining Executive Performance with IESE professor
		18:15	<i>Cultural Performance + Tapas</i>
	Tuesday	09:00-10:00	Sustaining Executive Performance by IESE professor
		10:00-11:15	Case Study and discussion with IESE professor
		11:45-13:00	Interactive exercise with IESE professor
		13:00-14:00	<i>Lunch</i>
		14:00-15:15	Case Study and discussion with IESE professor
		15:45-17:00	Lecture with IESE professor
		18:00-21:30	<i>Networking dinner with IESE GEMBA</i>
	Wednesday	09:00-12:00	Company Visit
		12:00	<i>Lunch</i>
		14:30-16:00	<i>Optional Visit to Barcelona Football Club</i>
		19:00 	<i>Flight to Munich</i>
Germany	Thursday	08:30-12:30	Lecture with IESE professor
		12:30-13:30	<i>Lunch</i>
		13:30 - 17:30	Lecture with IESE professor
		18:00	<i>Cultural Experience and dinner</i>
	Friday	08:30-12:30	Case Study and discussion with IESE professor
		12:30-13:30	<i>Lunch</i>
		13:30 - 17:30	Lecture with IESE professor
		19:00	<i>Closing Dinner</i>
	Saturday	09:00-11:00	Company Visit
		12:30-13:30	<i>Lunch</i>
			<i>Free Time</i>
	Sunday		Departure



* This is an example of a Global module based on past modules. Content and activities may differ and are subject to change.



Message from the Director



CEIBS Global EMBA is a 20-month learning journey that balances China Depth and Global Breadth and offers you unlimited potential to expand your global network while having access to China's largest business school alumni community. Learning with and from high achieving classmates

and a team of world-class faculty will provide you with the world-class knowledge you need to take your career and your organisation to the next level.

Nikos Tsikriktsis

Professor of Operations Management
Associate Dean
Global Executive MBA



The CEIBS Global EMBA team



GLOBAL EMBA PROGRAMME, CEIBS

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