



# CEIBS Global Executive MBA

[www.lorange.org/gemba](http://www.lorange.org/gemba)

Top 20 Globally for 6 Consecutive Years, #16 in 2015  
- *Financial Times EMBA Ranking*

中欧國際工商學院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

# About CEIBS

China Europe International Business School (CEIBS) is the leading international business school in China. The school is an autonomous non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Commission. Headquartered at its largest campus in Shanghai's financial hub, Pudong, CEIBS also has a campus in China's political capital, Beijing. The Lorange Institute of Business, Zurich is CEIBS' base in the heart of Europe. Classes are also offered at CEIBS' locations in Shenzhen, in south China, as well as in Accra, Ghana's bustling capital. CEIBS is the first Asia-based business school to achieve top-tier global rankings for its MBA, Global EMBA and executive education programmes, and is the first business school in mainland China to earn the internationally-recognised EQUIS accreditation.

## 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 Tsiriktsis**  
Professor of Operations Management  
Associate Dean  
Global Executive MBA



# CEIBS Global EMBA at a Glance

- 🗨️ **Language:** English
- 🕒 **Duration:** 20 months, September start
- 📅 **Schedule:** Part-time, 8 days every two months
- ➡️ **Days out of office:** 60
- 📍 **Location:** Zurich, Shanghai & Accra



# YOUR LEARNING JOURNEY...

## I MASTERING BUSINESS FUNDAMENTALS

- Understanding Economics & Markets
- Global Trends
- Becoming Customer-Centric
- Managing the Value Chain
- Assessing Financial Health
- Organisational Behaviour



## II BUILDING STRATEGIC CAPABILITIES

- Strategic Execution
- Managing Across Borders
- Leading Change
- The Innovative Organisation
- Electives/Specialisation



## III INTEGRATING BUSINESS FUNCTIONS

- Company Project
- Integrative Simulation
- Global Electives (choose at least one)  
USA, Brazil, India, Japan/Korea, Africa

SEPTEMBER 2016 → MARCH 2017 → APRIL 2017 → DECEMBER 2017 → JANUARY 2018 → JULY 2018

### DEVELOPING AS A LEADER



### Online Pre-class Preparation

- > Readings
- > Self-assessment
- > Videos
- > Case studies

### Residential Modules

- > Classroom Lectures
- > Case Discussion
- > Company Visits
- > Simulation Exercises
- > Leadership Thread
- > Industry Experts

### Post-class Learning Synthesis

- > Simulations
- > Self-assessments
- > Virtual group projects
- > Videos with key take-aways



ZURICH



SHANGHAI



ACCRA



# Curriculum

## Module Description

	Dates	Content
Opening Module <b>1</b>	September/ October 2016	Opening Module
Module <b>2</b>	October/ November 2016	Leading Change+ Operations Management
Module <b>3</b>	February 2017	Economic Analysis+ Marketing Management
Module <b>4</b>	April 2017	Financial Reporting+ Strategic Management
Module <b>5</b>	July 2017	Corporate Finance+ Management Accounting
Module <b>6</b>	September 2017	Organisational Behaviour+ Doing Business in China+ Capstone Project+ Strategic Simulation Project
Elective Module	October 2017/ June 2018	Number of electives can vary depending on credit numbers. At least one global elective must be taken.
Exit Module <b>7</b>	July 2018	Reflection+ Oral Defence





# Profile

## 2012-2015 Global EMBA Participants' Profile



"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."

Louise Vogler, Canada  
Global EMBA 2010  
Regional Credit Officer, Wholesale Bank  
Standard Chartered Bank

"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  
CEO (East Asia & India), Mango



# How you Benefit

## Leadership

Transform your ability to lead your colleagues and your organisation more effectively.

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## Impact

Enhance your managerial effectiveness and return on investment by applying new skills, knowledge and frameworks within your company.

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## Faculty

Work with world-class faculty and industry experts throughout a 20-month journey that balances China Depth and Global Breadth.

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## Network

Expand your global reach and network, while accessing the business school alumni community.

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## Global

Develop a greater appreciation of global business opportunities by participating in a minimum of three global discovery modules.

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## Peers

Learn from high-achieving classmates and develop the collaboration skills needed to meet the complex challenges of today's global business environment.

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Accredited by EQUIS and AACSB

# Admission Criteria

## Evaluation Criteria:

- ✓ Undergraduate university degree or above.

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- ✓ 10 years' work experience with 7 years in managerial positions.  
(You are welcome to contact us for an assessment of your experience)

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- ✓ Strong command of both written and spoken English.

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.

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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.

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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.





# Tuition

The tuition for the 2016 intake is CHF 90,000.

## Payment Schedule

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

- 1 First payment of CHF 30,000 (1/3) is due within 30 days of receipt of our Admission Notice to reserve your seat.
- 2 Second payment of CHF 30,000 (1/3) is due by 15 July 2017.
- 3 Third payment of CHF 30,000 (1/3) is due 31 January 2018.

Payment schedule can be discussed individually with the Admissions staff.

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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 residential module in Shanghai and the overseas elective
- > 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. If you need information or help in other ways to persuade your company, please don't hesitate to contact us.

## 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 note:

After 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.

# 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 Lorange admissions office will arrange an interview 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

Required documents are:

- > Application form
- > CV
- > Copy of your educational degrees or official transcripts

2



## Admission Test

You have to take the EMBA GMAT (please refer to [www.gmac.com](http://www.gmac.com))

3



## Interview

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

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## Admission Decision

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

### **CEIBS, AFRICA**

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### **LORANGE INSTITUTE OF BUSINESS, ZURICH A MEMBER OF THE CEIBS GROUP**

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