



CEIBS Global Executive MBA

www.ceibs.edu/gemba

Ranked **Top 20** Globally for 8 Consecutive Years

- *Financial Times* EMBA Ranking

Become a World Class Executive Inside China and Out

CEIBS Global EMBA is a top-ranked programme that balances China Depth and Global Breadth for high-achieving business leaders who want to take their career and personal development to the next level. With modules available in 11 cities worldwide, a diverse student body from more than 20 countries, and two integrated cohorts running between China, Europe and Africa, CEIBS Global EMBA provides unparalleled opportunities for participants to expand their global network, while plugging into China's largest business school alumni network.





Programme at a Glance

20

Months

45

Days out of the Office

Flexible
Format

4 days
every month

OR

8 days
every 2 months

600

Classroom Hours

4+

Global Modules



A Transformational Learning Journey

IMPACT

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

LEADERSHIP

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

NETWORK

Expand your global reach and network, while accessing China's largest business school alumni community.

GLOBAL

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

FACULTY

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

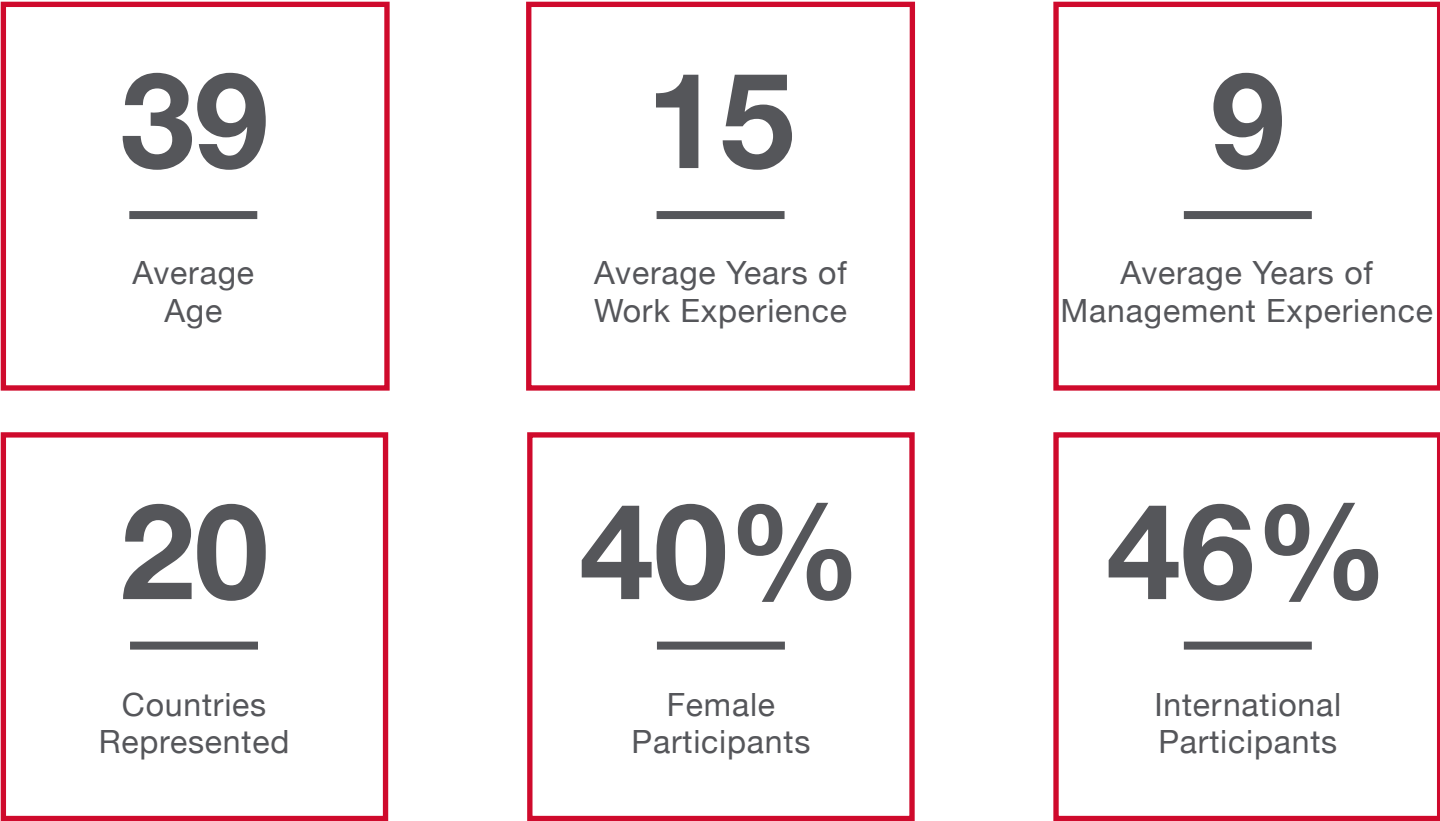
DIVERSITY

Learn from high-achieving classmates from over 20 countries and develop the collaboration skills needed to meet the complex challenges of today's global business environment.

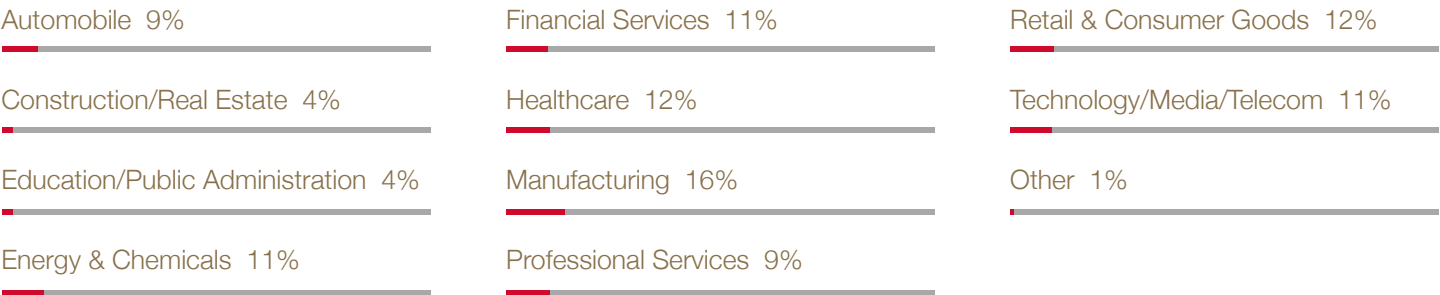


Diverse Peers Leading the Business World

Global EMBA Class of 2017



Industry Breakdown



Regional Breakdown



“ I am proud to be recognised by the senior leaders I work with for my business acumen. I credit my CEIBS Global EMBA learning experience with putting me on that path. The world-class faculty excelled at putting theories into a real-world context. Throughout, the practical application was emphasised to implement ideas and achieve outcomes. I also benefitted greatly from my classmates, all accomplished professionals with diverse backgrounds and experience. They were key to creating new perspectives and developing critical thinking. ”



Beate Bieniek

VP, Communications & Marketing
Global E/EA Segment & Asia-Pacific
Aptiv (Former Delphi Automotive)
Global EMBA 2004



“ CEIBS is unmatched in its record of nurturing business leaders in China. Being a part of that network has been an invaluable platform for my continued personal development. As China enters an exciting new phase in its development, CEIBS will continue to play a crucial role in bridging East and West and educating the business talents of tomorrow. ”



Leon Wang

Executive VP, International Region
Country President, China
AstraZeneca
Global EMBA 2001





GEMBA 2018 Schedule

Flexible Format for Today's Business Leaders

The CEIBS Global Executive MBA is a 20-month learning journey that begins in November each year. To provide maximum flexibility for participants, the programme has two separate but integrated tracks. The content and faculty are identical for each track, the only difference is the timing and structure of the core modules. Both tracks will mix for all their elective modules. Applicants are welcome to apply for either track and admission criteria is consistent for each.

Global EMBA - Single Module Track

This cohort takes core modules once every month for 4 days (Thursday – Sunday) at CEIBS Shanghai campus. There are two core global modules which all participants must take together, in Barcelona and Zurich, lasting 5 days each.

Global EMBA - Double Module Track

This cohort takes core modules once every two months at a range of global locations (Shanghai, Barcelona, Accra and Zurich). Three of these modules will be in Shanghai, and will be delivered together with the Single Module Track classmates.

Single Module Track			Double Module Track			
2018	Nov	Shanghai 7 Days	Shanghai 7 Days	Nov	2018	
	Dec	Shanghai 4 Days	Barcelona 9 Days	Jan	2019	
2019	Jan	Shanghai 4 Days	Accra 9 Days	Mar		
	Feb	Shanghai 4 Days	Shanghai 9 Days	Jun		
	Mar	Shanghai 4 Days	Shanghai 4 Days	Aug		
	Apr	Barcelona 5 Days	Zurich 9 Days			
	May	Shanghai 4 Days	Local Electives Global Electives			Sept— May
	Jun	Shanghai 4 Days	Shanghai 7 Days	Jun		2020
	July	— — — —				
	Aug	Zurich 5 Days				
2020	Sept— May					
	Jun 2020	Shanghai 7 Days				

= Both tracks take class together



Rigorous Academic Focus

Core Modules

All participants will be required to complete the following core modules together with their respective cohort. The core modules will take place over the first 10 months of the programme (except Strategic Simulation, which occurs at the end of the programme).

- Leadership
- Economic Analysis
- Financial Reporting
- Marketing Management
- Organisational Behaviour
- Operations Management
- Corporate Finance
- Chinese Economy
- Strategic Managerial Accounting
- Strategic Management
- Entrepreneurial Management
- Strategic Simulation

Electives

The Elective stage allows you to specialise and tailor the course content to particular business needs. Participants will be able to choose from nearly 40 different electives in a variety of locations.

Local Electives

Participants can take local electives in Shanghai, Zurich, Accra, Beijing and Shenzhen. Chinese speakers can also join a selection of electives together with the CEIBS Chinese EMBA programme. The number of electives depends on the length and credit value of each elective; but on average, each participant will take 4 to 6 local electives.

Global Electives

Global EMBA participants are required to complete at least 2 Global Electives from a selection of 7 locations: New York, Accra, India, South-East Asia, Israel, Zurich, and São Paulo.

See full details about the Global Electives on page 18.

Capstone Project

The capstone project takes place during the last 12 months of the programme. Participants will form groups of 4-5 classmates, in which they will apply their learning to a real-life strategic issue facing a classmate's organisation. The capstone project will be defended by the team in front of a panel of professors during the programme's Exit Module.



Developing the Leader in You

Helping you develop further as a leader is a critical component of the CEIBS Global EMBA. The programme opens with a week-long module that focuses exclusively on developing participants' leadership capabilities. In this module, participants don't 'learn' leadership, they practice it.

Each participant is assigned an executive coach who works comprehensively with him/her throughout the module. The cornerstone of the module is an intensive day of outdoor activities, where each participant is filmed as he/she undertakes demanding leadership exercises. Using the video footage, the executive coaches will then analyse each participant's behaviour in a leadership context.

This innovative and far-reaching approach helps each participant understand their own leadership style, laying the foundation for the remainder of the 20-month programme.

Participants can complement this foundation in leadership with:

- A core module on Organisational Behaviour
- Several electives focused on leadership
- Additional inspiring lectures and seminars in the area of leadership throughout the programme
- Comprehensive reflection segments during the programme's Exit Module

“ Whether you are the CEO of an organisation or the president of a country, all decisions get made within small groups, and this is how we examine leadership in the Global EMBA. The leadership module gives participants the chance to really observe their own behaviour as a leader and to reflect on it. In highly developed, skilled teams, leading and following is indistinguishable, so we focus on developing the team and bringing participants to an understanding that leadership is not a formal role, it is a process. ”



Jack Wood

Professor of Management
CEIBS



“ The Leadership Module was the icing on the cake for my CEIBS Global EMBA experience. The level of introspection that the module brings out, especially with the guidance of the executive coaches has been a transformative experience. I now look at leadership in a new light and this has impacted my personal and professional development. I was grateful to have my fantastic peers around me throughout. It was only through their frankness and energy that I was able to reflect and grow. ”



China

Pang Lei

Senior Operations Director
Coca-Cola
Global EMBA 2016



“ As an entrepreneur and business owner, I entered the Global EMBA already at an advanced stage of my business. The programme provided great insights for me to better scale up my business and invaluable wisdom to make a happy working environment for stakeholders. I have learned about Chinese society and culture and how to better do business as a foreigner in this market. In addition, the alumni network is incredibly powerful which allowed me to solve my business challenges with speed and success. The programme allowed me to reflect and alter my personal life. My view of the world has been more balanced geographically and philosophically. ”



Korea

Peter (Hyonsok) Son

Chief Executive Officer
Handeul Co. Ltd
Global EMBA 2010



Tailor Your Own Global Journey

To excel in the global arena, you need to experience the global business environment first-hand. Global EMBA participants will have the opportunity to choose from 7 Global Elective Modules across 5 continents. All participants must choose at least 2 Global Electives in order to graduate.

Mergers & Acquisitions

Hosted at CEIBS campus on the shores of Lake Zurich, this course explores and evaluates enterprises' merger and acquisition (M&A) activities from a financial perspective, with a particular focus on Chinese multinationals' global expansion into Europe through M&A.

● Zurich

Opportunities and Challenges for Doing Business in India

This module will provide participants with insights into the country, its culture and economy, as well as how to overcome the challenges involved in exploiting both market seeking and efficiency seeking opportunities.

● India

● Israel

Innovation in Israel

This module explores new business models and emerging trends in one of the most innovative countries in the world, Israel. We will also use the trip to understand the factors influencing Israel to embark on such an entrepreneurial and innovative orientation.

● Ghana

Doing Business in Africa

Africa is now attracting significant foreign direct investment and while many international companies have successfully established their operations in the continent, sustaining these operations can be complex. This module will enable participants to better understand the challenges and opportunities of investing and doing business in Africa.

● South Asia

Doing Business in Emerging Economies

This module gives students access to one of the fastest and most dynamic regions in the world, visiting two major emerging economies, Thailand and Malaysia. An important feature of this region is the important role of government in designing and implementing policies that create a conducive business environment.

Shaping Consumer Behaviour in a Global World

This elective will focus on the new consumer world from the perspective of the consumers themselves, the sales force targeting them, and the service sector. Field visits, interactive workshops, academic sessions and knowledgeable guest speakers will complement classroom lectures.

● New York

Doing Business in Latin America

Participants will gain a first-hand understanding of Latin America today, with Brazil as an example. The module will include a historical, political and cultural overview of both locations, with case studies, company visits, guest speakers and networking opportunities with local managers.

● São Paulo

Beyond the Classroom



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

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.

Business Visits

Our strong corporate connections and alumni network allow CEIBS to have unique access to some of the most successful and innovative companies in China and overseas.



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 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.

Alumni Activities

CEIBS boasts the largest global alumni network among business schools in mainland China, with over 20,000 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
- CEIBS Alumini International Chapter
- Gobi desert challenge competition
- Events and study tours initiated by almost 50 local and 14 overseas chapters
- Sports club activities



“ My EMBA experience was fantastic and my classmates were a constant inspiration to me. The classroom brought such rich diversity. When we were discussing business cases, I could hear completely different perspectives from a range of cultures, functions and industries. It gave me the chance to step back from my own work bubble and reflect deeply upon myself and analyse business challenges and opportunities from a totally new angle. ”



Australia

Ross Demirel

General Manager
Mobile Product Engineering
Telstra
Global EMBA 2010

“ CEIBS is an excellent platform for business leaders from China and around the world to step away from their everyday business lives and engage with fellow leaders from across the business spectrum. They brought a much bigger world and an array of infinite possibilities right in front of my eyes. Having seen the impact of CEIBS Global EMBA myself as a student, I have no hesitation in recommending the programme for high-potential talents in my organisation in the future. ”



Hong Kong (China)

Julie Wong

Chief Human Resources Officer
Greater China
Jones Lang LaSalle
Global EMBA 2011

International From Inception

<div>1994</div> <div>Inauguration of CEIBS in Shanghai</div>	<div>1995</div> <div>The first MBA and EMBA programmes offered in the Chinese mainland by CEIBS</div>	<div>1999</div> <div>Opening of Shanghai Campus</div>	<div>2002</div> <div>Opening of Shenzhen Representative Office</div>
<div>2004</div> <div>The first business school in the Chinese mainland to be awarded EQUIS Accreditation</div>	<div>2008</div> <div>Opening of Accra Campus</div>	<div>2009</div> <div>Accredited by AACSB</div>	<div>2010</div> <div>Opening of Beijing Campus</div>
<div>2014</div> <div>20th Anniversary</div>	<div>2015</div> <div>CEIBS establishes European base in Zurich</div>	<div>2016</div> <div>CEIBS launches its second GEMBA track</div>	<div>2017</div> <div>CEIBS Global EMBA ranked in top 20 globally for 8th consecutive year</div>

China Depth Global Breadth

ACCREDITED BY



CEIBS is a non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Union.

Li Mingjun
China
President

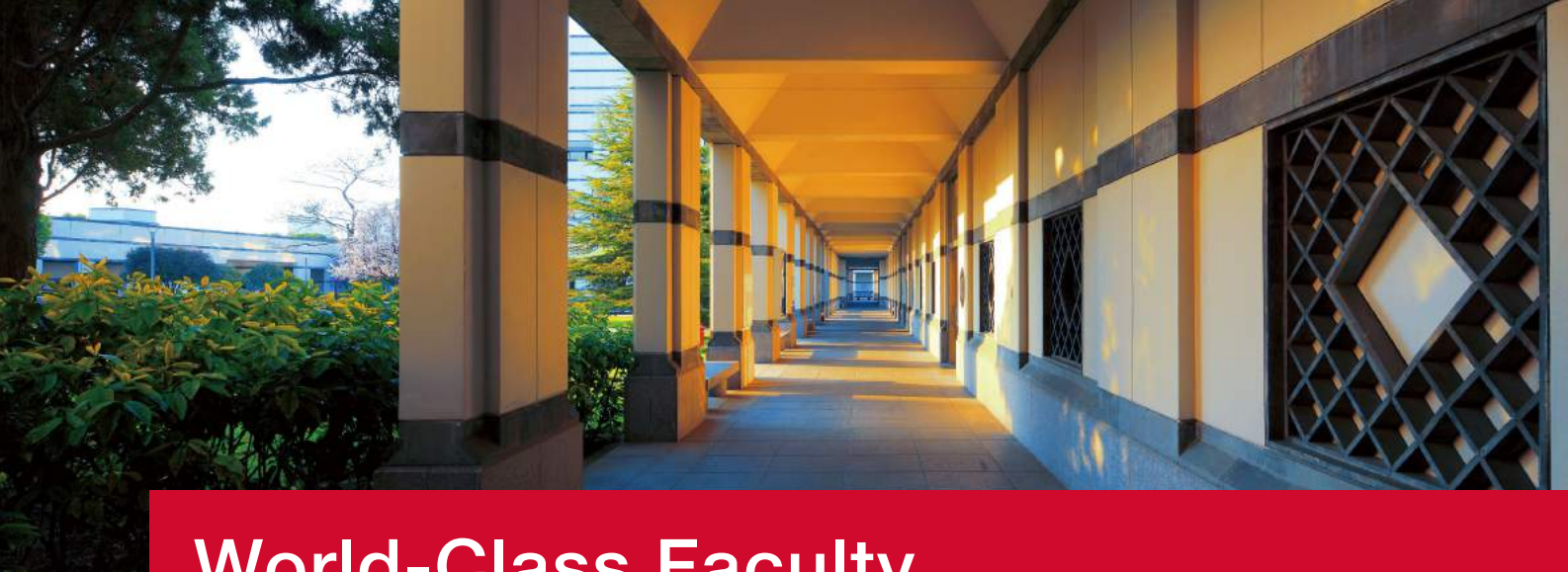
Ding Yuan
France
Vice President & Dean

Pedro Nueno
Spain
President

Zhang Weijiong
China
Vice President & Co-Dean

CEIBS has five locations worldwide, with its main campus in Shanghai, as well as campuses in Beijing, Shenzhen, Accra (Ghana) and Zurich (Switzerland). CEIBS has enjoyed a rapid rise and is now one of the top 20 business

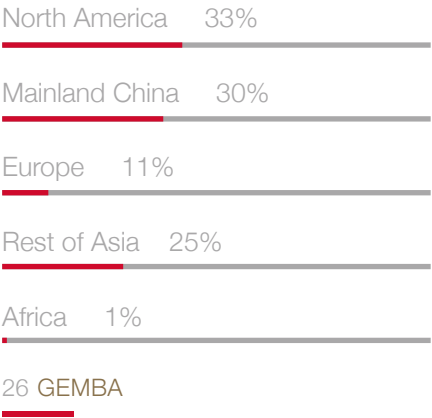
schools in the world and the leading business school in the Chinese mainland. CEIBS offers two integrated tracks for its English language, part-time Global Executive MBA programme.



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. **70% of CEIBS faculty are international.**

Faculty Nationality Breakdown



Katherine Xin

Professor of Management
Bayer Chair in Leadership
Associate Dean (Europe)
Co-Director of Centre for
Globalization of Chinese Companies



Bala Ramasamy

Professor of Economics
Associate Dean



Xu Bin

Professor of Economics and Finance
Wu Jinglian Chair in Economics
Associate Dean (Research)



Jeffrey Sampler

Professor of Management Practice

“ CEIBS Global EMBA is a 20 month learning journey for senior executives who want to develop their capability to lead in business in any location around the world, but retain a strong interest in understanding China within the world at a deeper level. The programme consists of three high-level pillars. First, is the leadership dimension: creating leaders who are adaptable and able to deal with uncertainty. Second, participants make a rigorous deep-dive into the full spectrum of the business fundamentals. Finally, we conclude with integrative modules to make sure participants understand how the different business functions work together, including global elective modules in seven countries around the world. ”



Greece

Nikos Tsikriktsis

Professor of Operations Management
Associate Dean
Global Executive MBA



Obtaining company support for your Executive MBA study is one of the critical steps in any decision to apply to the programme. Here is some advice that you, the applicant, can use when building a case for your employer to support your EMBA study.

Winning the Support of your Organisation

EMBA study is a **PARTNERSHIP** between you and your company

It is important to position your EMBA study as a partnership, where you and your organisation are making a shared investment and expect shared returns.

How to manage and quantify your investment of time?

Highlight the fact that you are also committing at least an equal amount of your own personal time. Consider the impact of your absence from the workplace and identify how to manage your work responsibilities while you are out of the office.

Understand your organisation's past practice and policies

Does your company have a history of sponsoring employees for EMBA study? Are there any formal internal policies in place already? Who is responsible for these policies? Do your competitors promote EMBA study for their executives?

What is a typical arrangement for financial investment?

Many EMBA participants will come to an arrangement of shared financial contribution and it is advisable to be prepared for this outcome. Many companies that provide financial support will insist on a retention clause.

How to address the 'retention' question?

This will, in all likelihood, be the number one concern for your organisation when considering an EMBA programme. Be prepared to highlight your own goals within the organisation for during your study as well as after graduation.

How can the EMBA meet the specific needs of your employer?

This will be the most critical part of building your case. It is important to tailor the expected returns to the organisation's own needs. What are the benefits that most readily apply to your organisation and the realities they are facing?



Benefits for your Company

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 to maintain your competitive advantage.

4 INTEGRATE key learning outcomes from each module into your organisation.

5 LEVERAGE CEIBS as a meeting place that fosters dialogue and opportunities for Chinese and global executives.

“ Being part of a Chinese company that is expanding with great pace *outside* of China, I sought a programme that would broaden my global perspective and hone my ability to lead in complex and diverse environments beyond my own doorstep. CEIBS Global EMBA provided this and so much more. It was truly a transformational experience and has greatly benefitted my own development and my contribution to my organisation. ”



China

Lucy Weng

General Manager
Ningbo Joysun Technology
Global EMBA 2011



“ I founded my own company, that now operates across Africa, based on a business plan idea conceived during the Entrepreneurship module of the Global EMBA. Now, as an entrepreneur, what we learn in class is directly relevant to aspects of my daily business. My learning experience was further enhanced by the diverse nature of the class. I really feel like the whole world is in my class. ”



Nigeria

Uju Uzo-Ojinnaka

CEO & Founder
Traders of Africa
Global EMBA 2016





Take the Next Step

The next Global EMBA class starts in November 2018

The dates of Admissions Rounds below are guidelines for planning your application.

Round 1:	17 March 2018
Round 2:	8 June 2018
Final Round:	31 August 2018

The sooner you apply, the sooner you'll receive a decision. We strongly recommend completing your application as early as possible to give yourself the best chance for admission. Applications to the Zurich and Accra campuses can be made on a rolling basis.

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 to attend classes; financial sponsorship by your company is not obligatory.

Application Process

1

Meet with Admissions Staff

It is strongly encouraged that you meet with admissions staff before you apply, so you are better informed of the programme details and are better able to decide if the programme is the right fit for you. It's also an opportunity for you to know how best to prepare your application to give yourself the best chance for admission.

2

Application

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

Required documents are:

- Application form and your CV
- Two recommendation letters
- Your company's organisational chart
- Copy of your educational degrees or official transcripts
- Four essay questions

3

Admission Test

Candidates are encourage to take the Executive Assessment, administered by the Graduate Management Admission Council (GMAC), creators of the GMAT® exam.

Learn more about the Executive Assessment by visiting www.gmac.com/ea

4

Interview

After you submit the completed application, qualified applicants will be invited for an interview.

An admission decision will be made within two weeks of you completing the application process. The Admissions Committee will make an overall assessment of your candidacy after reviewing your application materials, the test score and the interview result.



Tuition and Financial Support

The tuition for the 2018 intake is USD 96,000.

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.
- Attendance at Global EMBA-organised forums and lecture series.

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 banks and financial institutions to secure loans with a competitive interest rate and structure.

Scholarships

CEIBS offers several scholarships to fully or partially self-sponsored candidates to enhance the programme’s diversity. These are merit-based scholarships ranging from 5% to 25% of the tuition fee.

Find more information on our website:

<http://www.ceibs.edu/gemba/scholarships>

Contact us with your enquiries at any of our three locations worldwide:



Shanghai Campus

699 Hongfeng Road,
Pudong, Shanghai, P.R.C.
Tel: +86 13918275076
Email: gemba@ceibs.edu



Accra Campus

5 Monrovia Road, East Legon
Accra, Ghana
Tel: +233 544315238
Email: africaprogram@ceibs.edu



Zurich Campus

Zurich Institute of Business Education
Hirsackerstrasse 46, CH-8810
Horgen, Switzerland
Tel: +41 44 728 99 44
Email: info@ceibs.ch

Visit our website: www.ceibs.edu/gemba



GEMBA Wechat



GEMBA Website