

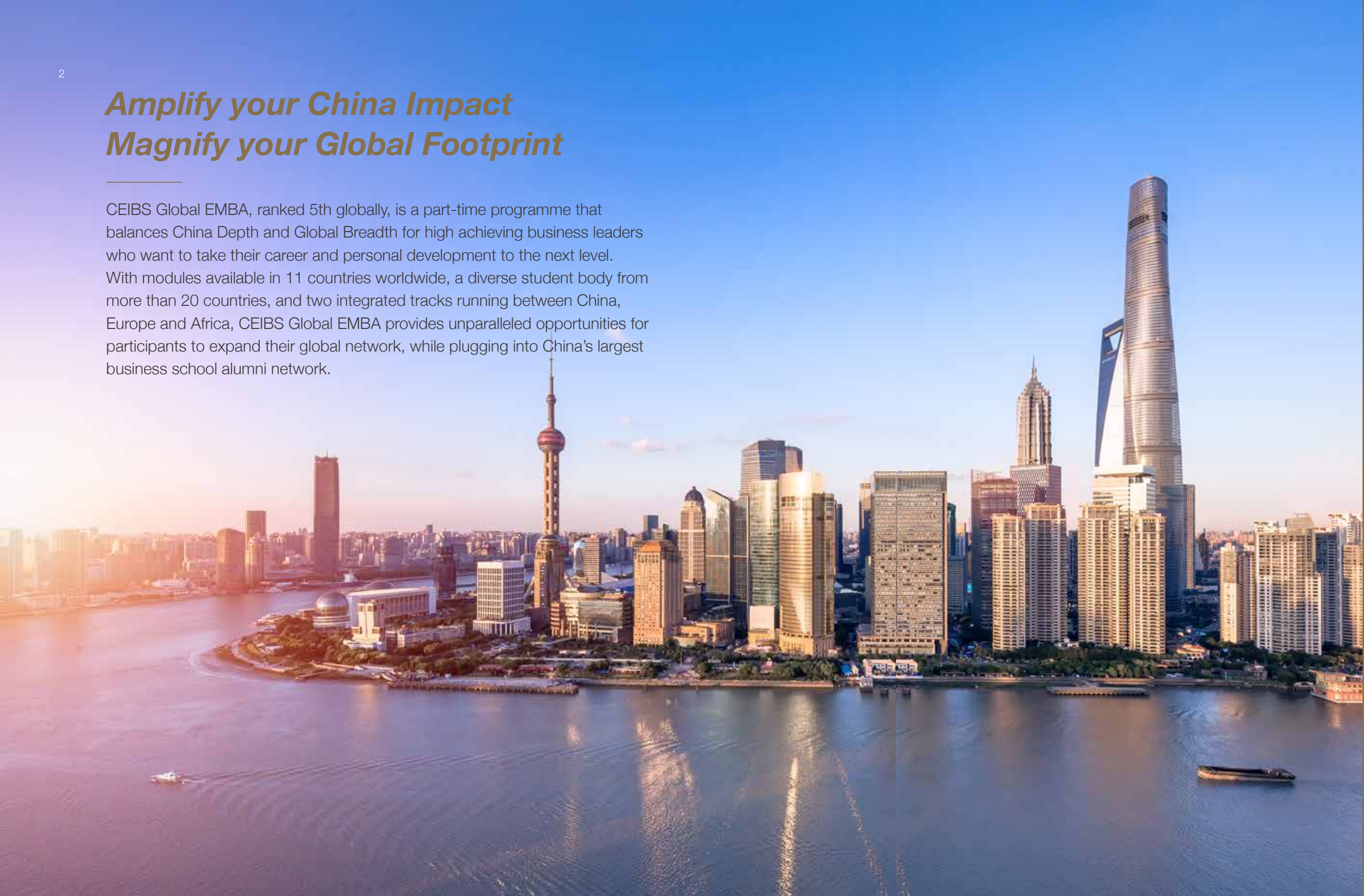


[www.ceibs.edu/gemba](http://www.ceibs.edu/gemba)

Ranked **5<sup>th</sup>** Worldwide  
- *Financial Times* EMBA Ranking 2019

# Amplify your China Impact Magnify your Global Footprint

CEIBS Global EMBA, ranked 5th globally, is a part-time 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 countries worldwide, a diverse student body from more than 20 countries, and two integrated tracks 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.

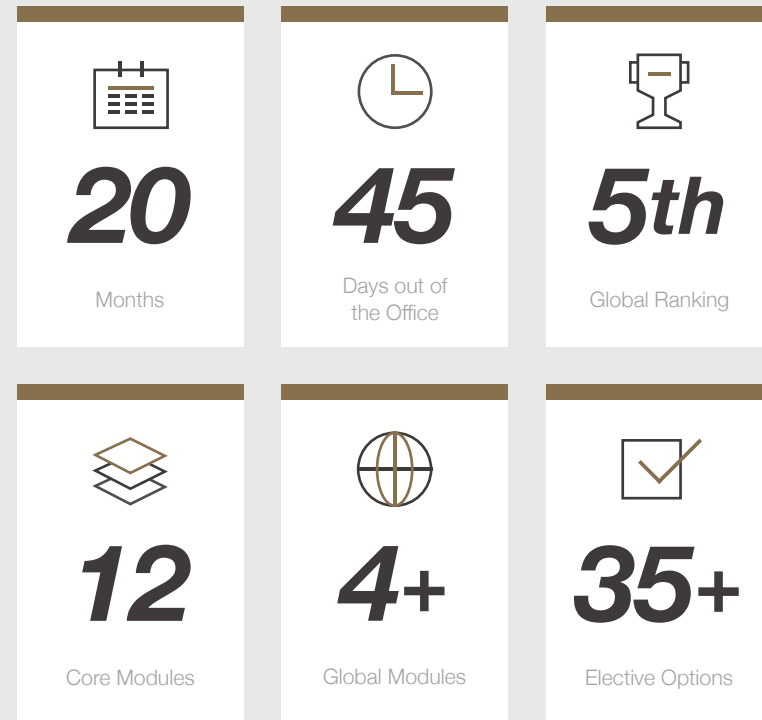


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## Programme at a Glance



### *FLEXIBLE FORMAT*

**4** Days  
every month

or

**8** Days  
every 2 months

### Impact

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

### Network

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

### Faculty

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

### Leadership

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

### Global

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

### Diversity

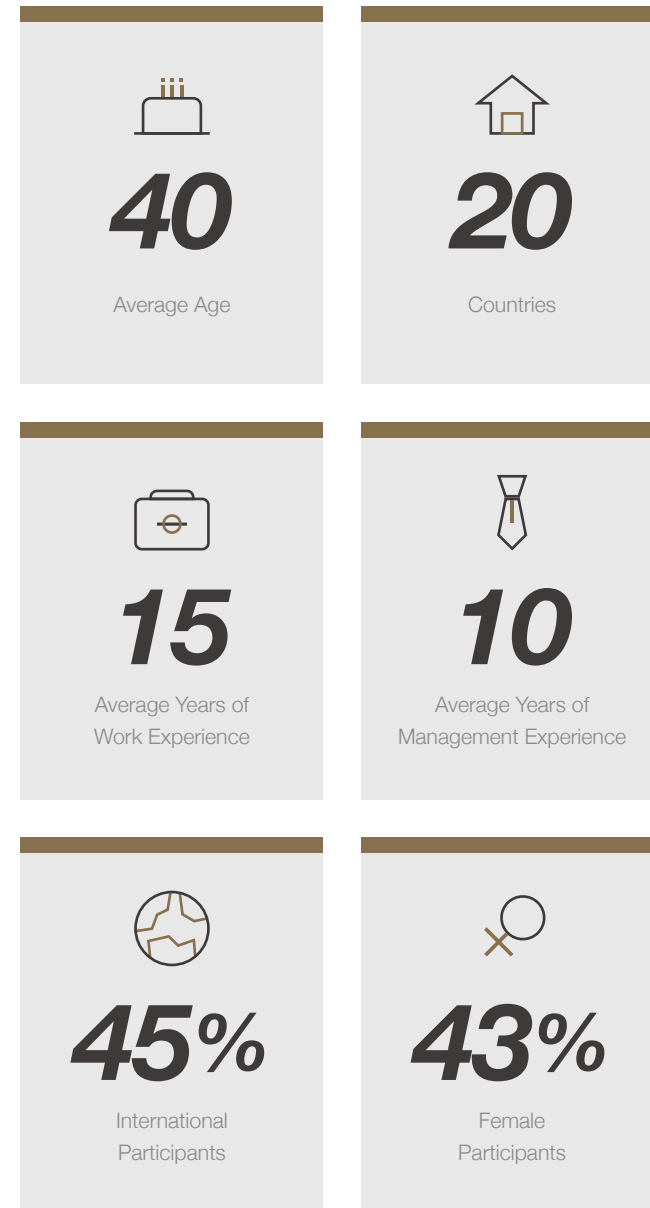
Learn from high-achieving classmates from over 20 countries and develop the collaboration skills needed to meet the complex challenges of today's global business environment.



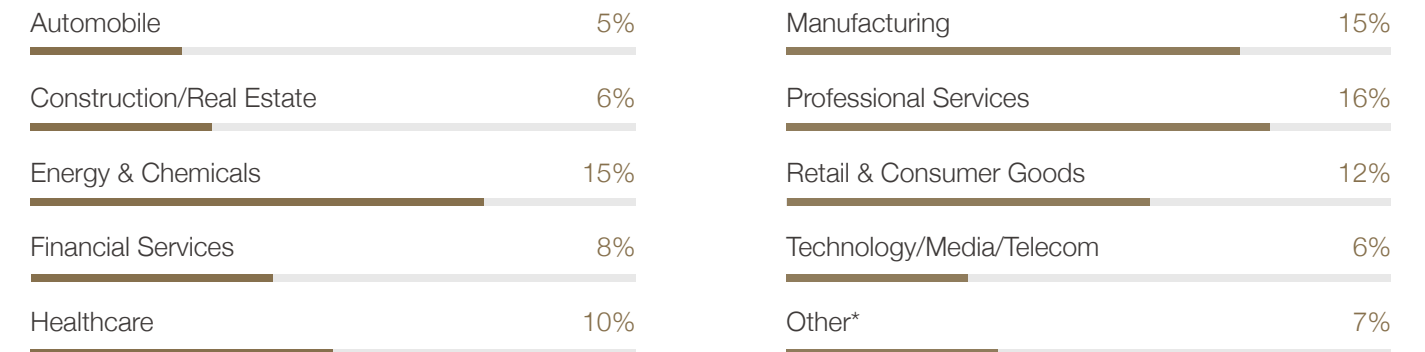


Diverse Peers,  
Influential  
Connections

## Global EMBA Class of 2019

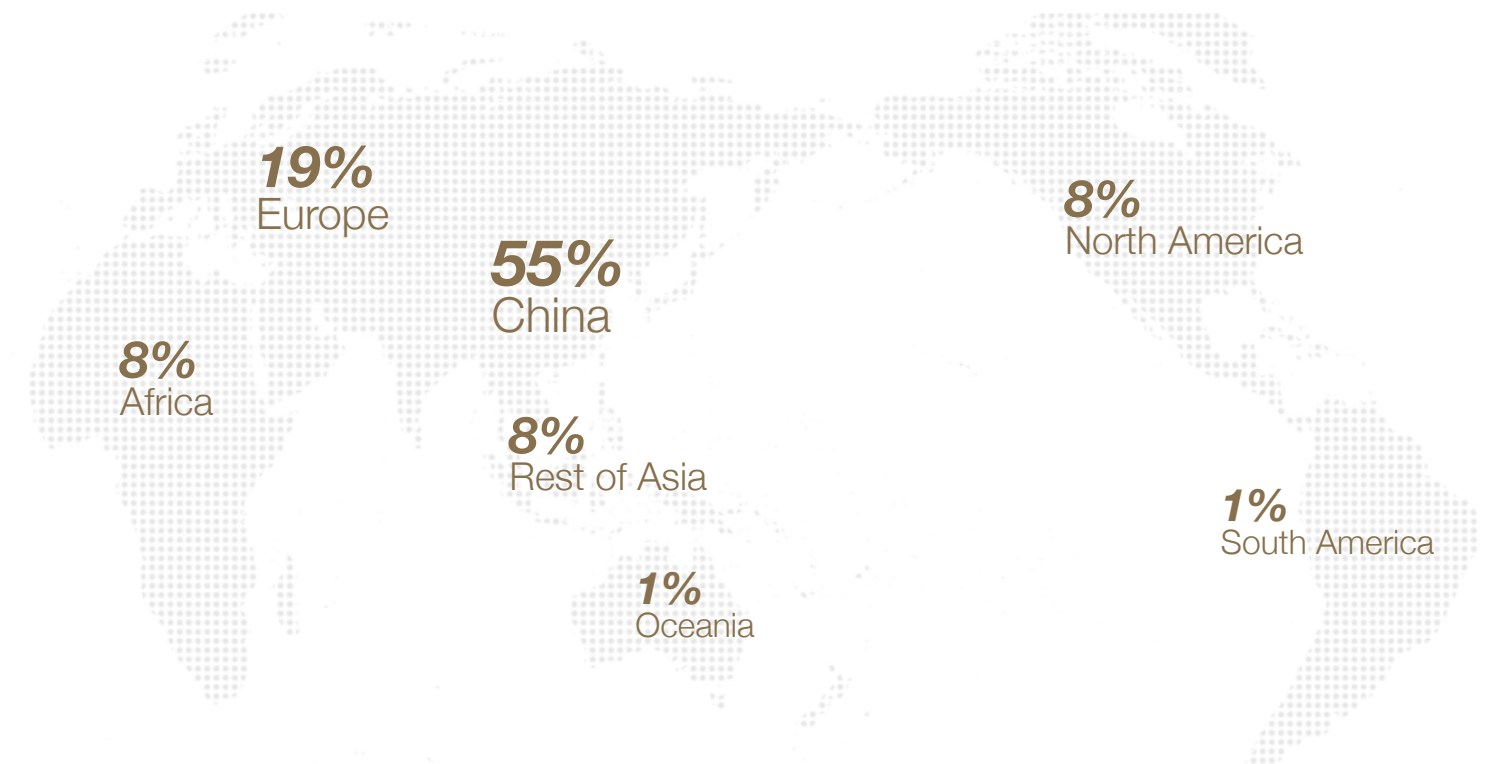


## Industry Breakdown



\* E-commerce/Internet; Transportation; Hospitality; Non-Profit/Charity

## Regional Breakdown



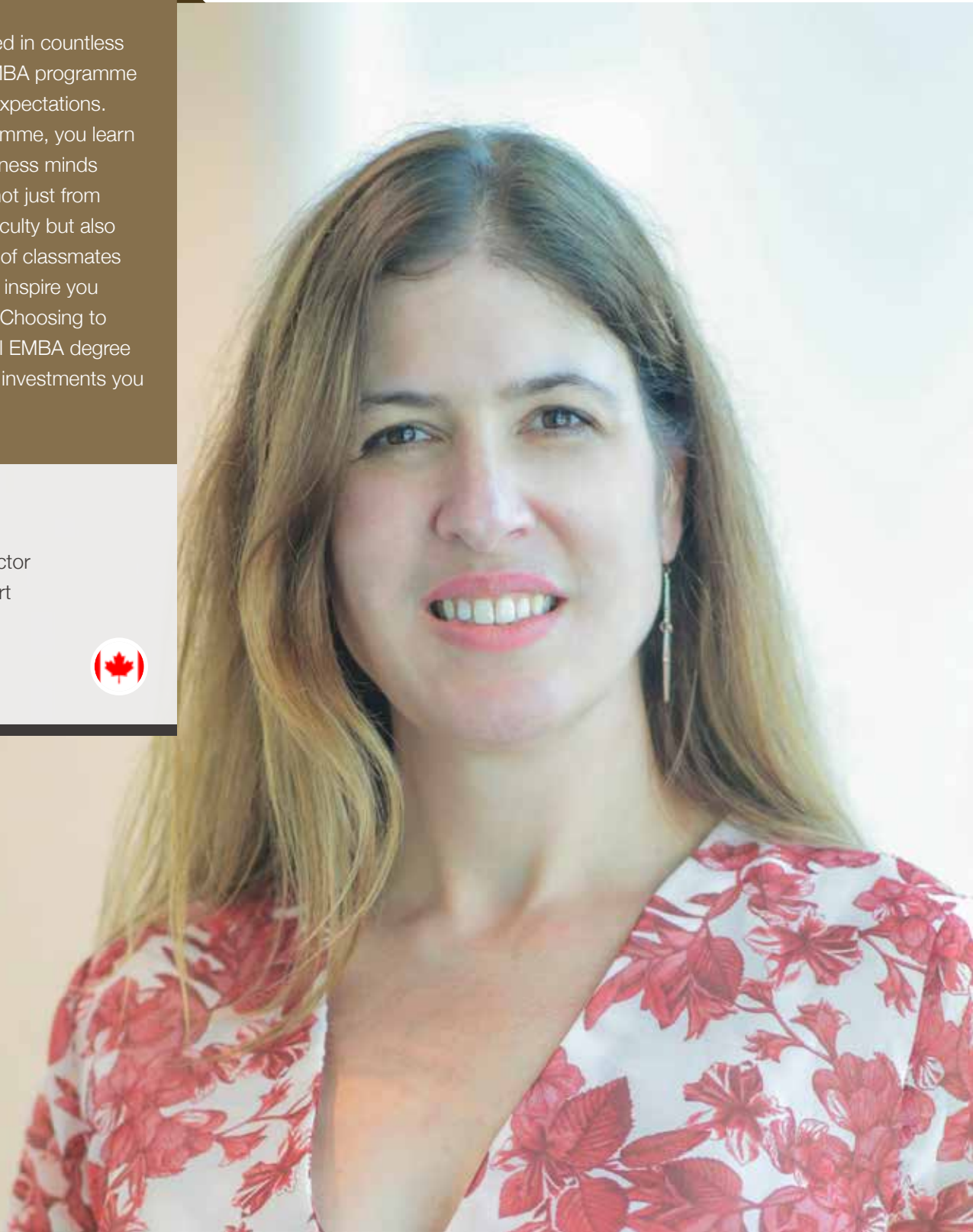


I have been transformed in countless ways by the Global EMBA programme – well surpassing my expectations. Throughout the programme, you learn from the sharpest business minds on the global stage – not just from the world-renowned faculty but also from an all-star cohort of classmates who will challenge and inspire you in unimaginable ways. Choosing to pursue a CEIBS Global EMBA degree is one of the soundest investments you can make in yourself.

### Karla Wang

Consumer Insight Director  
Shanghai Disney Resort

Global EMBA 2016

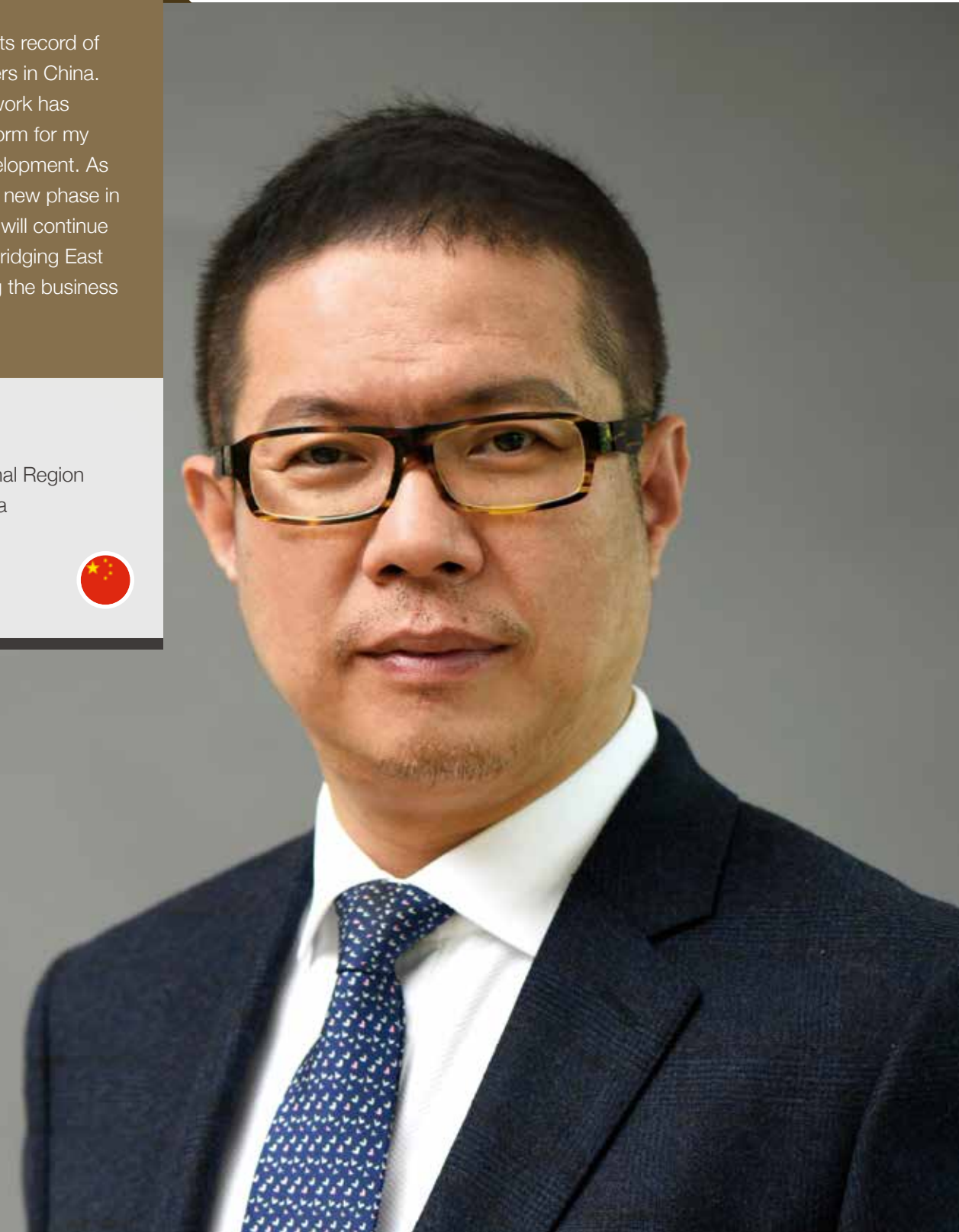


CEIBS is unmatched in its record of nurturing business leaders in China. Being a part of that network has been an invaluable platform for my continued personal development. As China enters an exciting new phase in its development, CEIBS will continue to play a crucial role in bridging East and West and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

### Leon Wang

Executive VP, International Region  
Country President, China  
AstraZeneca

Global EMBA 2001





# Learning Journey







# Flexible Format for Today's Business Leaders

The CEIBS Global Executive MBA is a 20-month learning journey that begins in October 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 being 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. Admission criteria is consistent for each.

## Single Module Track

This track 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.

## Double Module Track

This track 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.

## Programme Schedule

Single Module Track				Double Module Track			
2020	Oct	Shanghai 8 Days			Oct	2020	
	Dec	Shanghai 4 Days		Accra 9 Days	Jan	2021	
2021	Jan	Shanghai 4 Days					
	Mar	Barcelona 5 Days		Barcelona 9 Days	Mar		
	Apr	Shanghai 4 Days					
	May	Shanghai 4 Days		Shanghai 4 Days			
	Jun	Shanghai 6 Days			Jun		
	Jul	Shanghai 4 Days		Zurich 9 Days	Aug		
	Aug	Zurich 5 Days					
2022	Sep - May	Local Electives and Global Electives			Sep - May	2022	
	Jun	Shanghai 7 Days			Jun		

Both tracks take class together

\*Dates are subject to change

CEIBS attracted me with its strong reputation for connecting world-class business education with the China environment. The classes and school have a great blend of Chinese and international rising talents. I gained many new valuable perspectives beyond my own industry thanks to the rich interaction during the lectures and beyond. After graduation from the programme, the many alumni events and groups offer a strong platform for continuous learning, inspiration, and networking. The time and efforts invested paid off well for me.

## Michael Trinkus

Chief Operations Officer  
SF DHL Supply Chain

Global EMBA 2013

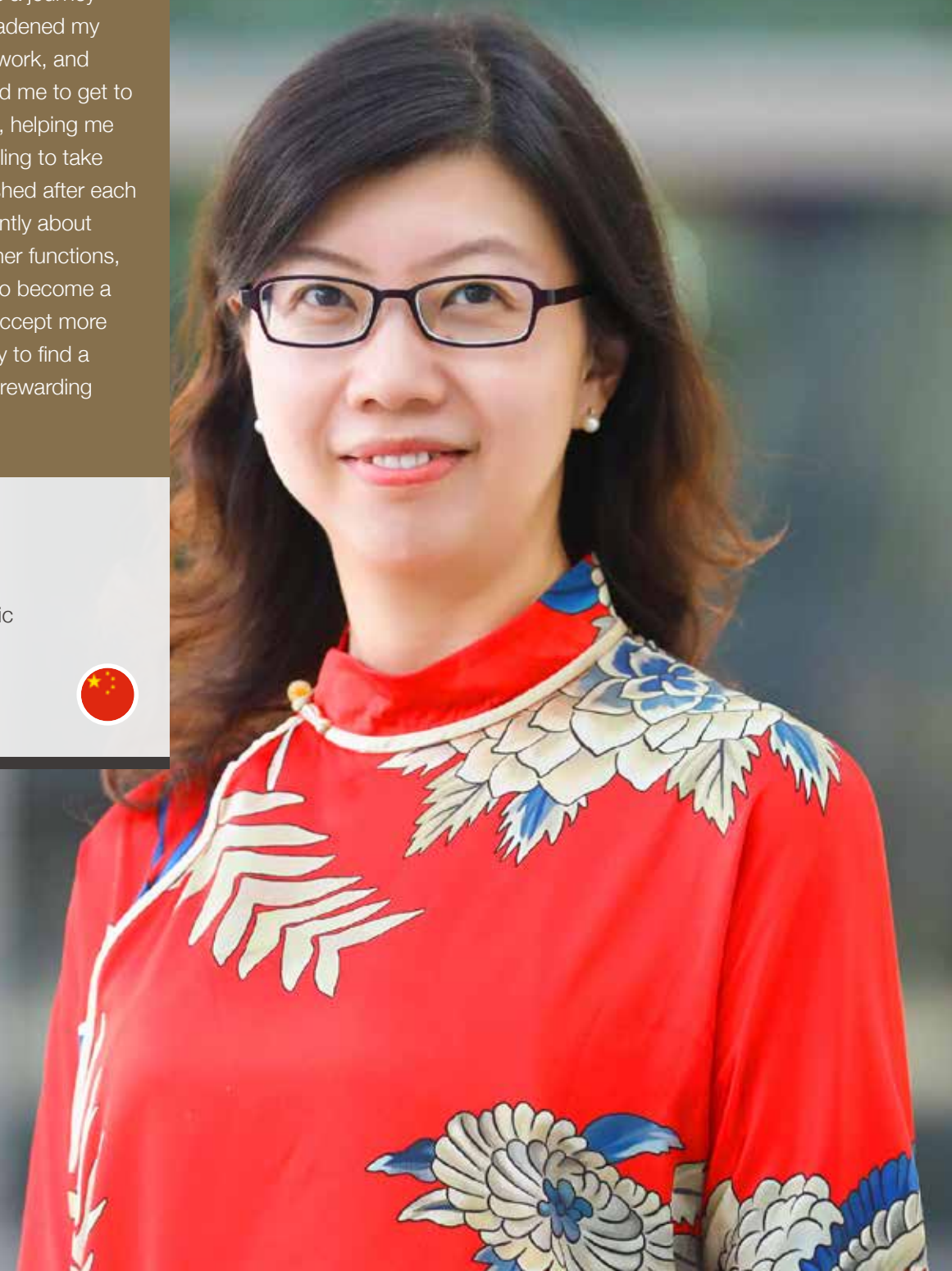


CEIBS Global EMBA was a journey of self-exploration. It broadened my views, expanded my network, and more importantly it helped me to get to know more about myself, helping me to be more brave and willing to take more risks. I felt so refreshed after each module. I learned constantly about other businesses and other functions, and this has helped me to become a better professional and accept more pressure. It was a journey to find a better me. It was such a rewarding journey!

## Joyce Yuan

Chief Finance Officer  
Life Science Asia & Pacific  
General Electric

Global EMBA 2017





# Rigorous Academic Focus



## Core Modules

All participants will be required to complete the following core modules together with their respective track. The core modules will take place over the first 11 months of the programme (except the Exit Module, which occurs at the end of the programme).

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| • Corporate Finance             | • Marketing Management            |
| • Economic Analysis             | • Operations Management           |
| • Entrepreneurial Management    | • Organisational Behaviour        |
| • European Business Environment | • Strategic Management            |
| • Financial Reporting           | • Strategic Managerial Accounting |
| • Leadership                    | • Strategic Simulation            |

## Electives

The Elective stage allows you to specialise and tailor the course content to your particular business needs. Participants will be able to choose from more than 35 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.

- |                                                        |                                                  |                                                            |
|--------------------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| • Branding Strategies for Business Success             | • International Corporate Finance and Governance | • Proactive Leadership                                     |
| • Chinese Economy                                      | • Introduction to Financial Derivatives          | • Rethinking Strategy for the Digital World                |
| • Doing Business in China                              | • Introduction to Venture Capital                | • Strategic Forecast: World and Markets in the Next Decade |
| • Entrepreneurial Finance                              | • Leading and Managing Change                    | • Strategic Negotiation Programme                          |
| • Financial Decisions Aligning with Corporate Strategy | • Managerial Psychology in Practice              | • Strategic Sales Forces Management                        |
| • Fixed Income Securities                              | • Managing Strategic Investment Decisions        | • Talent Management Programme                              |
| • High Performance and Sustainable Leadership          | • Marketing Strategy and Planning                | • The Future of Global Banking and the Case of China       |
| • Integrating and Managing Acquisitions                | • Negotiation Skills                             | • Value-Based B2B Marketing                                |
| • International Business Strategy                      | • Organization Design & Change                   |                                                            |
|                                                        | • Pricing for Growth                             |                                                            |

### 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.

- |                                                  |                                                          |
|--------------------------------------------------|----------------------------------------------------------|
| • Zurich: Service Excellence                     | • South Asia: Doing Business in Emerging Economies       |
| • Ghana: Doing Business in Africa                | • New York: Shaping Consumer Behaviour in a Global World |
| • Israel: Innovation in Israel                   | • São Paulo: Driving Business Success in Latin America   |
| • India: Immersion in India for Business Success |                                                          |

## 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.



# Learning Across Cultures and Continents

CEIBS Global EMBA provides extensive opportunities for participants to tailor their own global journey, through a combination of global electives and global core modules.



**Pang Lei**  
Senior Director - Business Development  
The Coca Cola Company  
Global EMBA 2016

“ The Global Modules are the single most important element of why I picked this programme. By bringing us out of our country, you really experience the business first-hand, and that really makes a huge impact, of how we think about business, how we do business. That really makes this trip fascinating and has given me a whole new perspective on what a global company in China can do.

”



**Ceci Chen**  
General Manager - Personal Health  
Johnson & Johnson  
Global EMBA 2015

“ The East Asia module allowed me to see first-hand the role that government can play in guiding economic development. We were able to observe different government approaches to infrastructure, social benefits and innovation plans. From this I was able to reflect on the role and policies of the Chinese government in making impacts on the Chinese economy.

”



**Ikenna Joseph Odike**  
Chief Executive Officer  
Outcess  
Global EMBA 2017

“ The global electives are all about immersion. You are immersed in the economy of that country, rather than just being in a classroom. You experience the culture, the people and the way of doing business first-hand. Having the professor as guide also maintains that business framework, and you can learn from the professors about what the countries are doing. There are so many things that I have learned that I am able to apply to my everyday business.

”



## 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

During the two-year journey at CEIBS, my understanding of intercultural management was deepened immeasurably. Learning about how to communicate with people from different cultural backgrounds and how to operate in a global environment gave me more confidence that has been invaluable to my own personal career development. The diversity of the classmates, not just in terms of nationality, but also in terms of industry and functional background was a constant eye-opener. My decision to join the Global EMBA was one of the most important I have made in my life.

### James Wang

Vice President & General Manager  
APAC eCommerce - Global Brands  
Colgate Palmolive

Global EMBA 2008





# Beyond the Classroom



## Expand Your Business Expertise

### Industry Conferences

CEIBS hosts more than 10 industry forums each year, that are open to Global EMBA students and alumni.

### Company Visits

Global EMBA arranges quarterly company visits, giving participants unique access to some of the most successful and innovative companies in China.

### CEO Events

CEIBS regularly hosts CEOs from leading companies, giving you first-hand knowledge of key strategic challenges facing high-profile corporate leaders.

## Expand Your Professional Network

### EMBA Mixers

Each year CEIBS hosts China modules for leading overseas EMBA programmes, giving Global EMBA 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.



## Expand Your Social Impact

### Class Charity Projects

Every Global EMBA class leads charity projects to leverage the class resources to make an impact in local communities.

### School-wide CSR Activities

CEIBS hosts a variety of annual events in the area of CSR, including the Being Globally Responsible Conference and the Social Responsibility Forum.

### CEIBS Case Centre

CSR is one of the key focal points of the CEIBS Case Centre, which is publishing more than 100 China-specific cases annually.

## Lifelong Community Plaform

### Alumni Activities

CEIBS boasts the largest global alumni network among business schools in mainland China, with over 22,000 members working in more than 60 countries. Some of the many activities available to our global alumni community include:

- Annual school-wide Alumni Reunion
- Annual European Alumni Reunion
- GEMBA-specific Alumni Reunions
- CEIBS Alumni International Chapter
- Gobi desert challenge competition
- Events and study tours initiated by almost 50 local and 14 overseas chapters
- Sports club activities





# Boost Your Career Beyond Graduation

CEIBS offers comprehensive career support and guidance for Global EMBA alumni, to ensure that you have the tools and the platform to continually enhance your career, even after graduation.

As an alumnus, you will have access to the following dedicated services:

## Career Mentoring Sessions

More than 20 senior business leaders and HR executives will share their industry insights and provide career planning guidance through one-to-one sessions. CEIBS also offers career sessions with our Career Development Centre consultants.

## Career Development Events

CEIBS will provide targeted events designed to broaden your network and deepen your understanding of career opportunities and industry trends. Events will include: Annual Career Forum; Industry Sharing; Networking Sessions; Experts Insights and Career Treks in locations outside China.

## Placement Opportunities

You will have full access to the CEIBS online database of job postings. With hundreds of postings annually. These cover all key industries, including (but not limited to) Financial Services, Healthcare/ Pharmaceutical, Manufacturing, Professional Services, and FMCG.

## Alumni Network

As an alumnus of CEIBS, you will become part of China's largest business school alumni network. There will be regular alumni events and networking opportunities, allowing you to open new doors into the Chinese business community.

After 20 years of work experience covering most of Asia in industrial sales and management, I felt that I needed to re-sharpen myself, which is why I joined CEIBS Global EMBA. In the 2 years with the programme I gained an insight into my own management style as I explored different strategies and validated the theories we learned. I learned from the diverse perspectives of my peers, which is something that is difficult to find in your own workplace. I have gained friendships and memories that will last a lifetime. Knowledge is a life long journey, the earlier you embark on it the faster you will enjoy and prosper in your life.

## Toon Howe Tan

Vice President & Regional Director  
Asia Pacific  
Cabot Corporation

Global EMBA 2010





## CEIBS: International From Inception

**1994**

Inauguration of CEIBS in Shanghai

**1995**

The first MBA and EMBA programmes offered in the Chinese mainland by CEIBS

**1999**

Opening of Shanghai Campus

**2002**

Opening of Shenzhen Representative Office

**2004**

The first business school in the Chinese mainland to be awarded EQUIS Accreditation

**2008**

Opening of Accra Campus

**2009**

Accredited by AACSB

**2010**

Opening of Beijing Campus

**2015**

CEIBS establishes European base in Zurich

**2016**

CEIBS launches its second Global EMBA track

**2018**

CEIBS Global EMBA ranked #5 globally by *Financial Times*

**2019**

25th Anniversary

## China Depth Global Breadth

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

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 both its Global EMBA and full-time MBA programmes are now ranked in the world top 5.

ACCREDITED BY



**Li Mingjun**  
President



**Dipak Jain**  
President ( European )



**Ding Yuan**  
Vice President & Dean

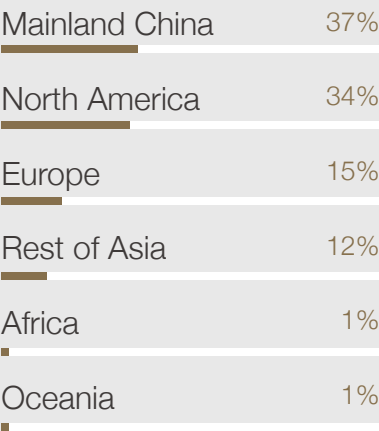


**Zhang Weijiong**  
Vice President &  
Co-Dean



# World-Class Faculty

## Nationality



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. 63% of CEIBS faculty are international.



**Bala Ramasamy**

Professor of Economics  
Associate Dean



**Katherine Xin**

Professor of Management  
Bayer Chair in Leadership  
Associate Dean ( Europe )



**Xu Bin**

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



**Mathew Tsamenyi**

Professor of Management Practice in  
Accounting  
Executive Director of CEIBS Africa



**Juan Antonio Fernandez**

Professor of Management  
Associate Dean  
Director of MBA Programme, CEIBS



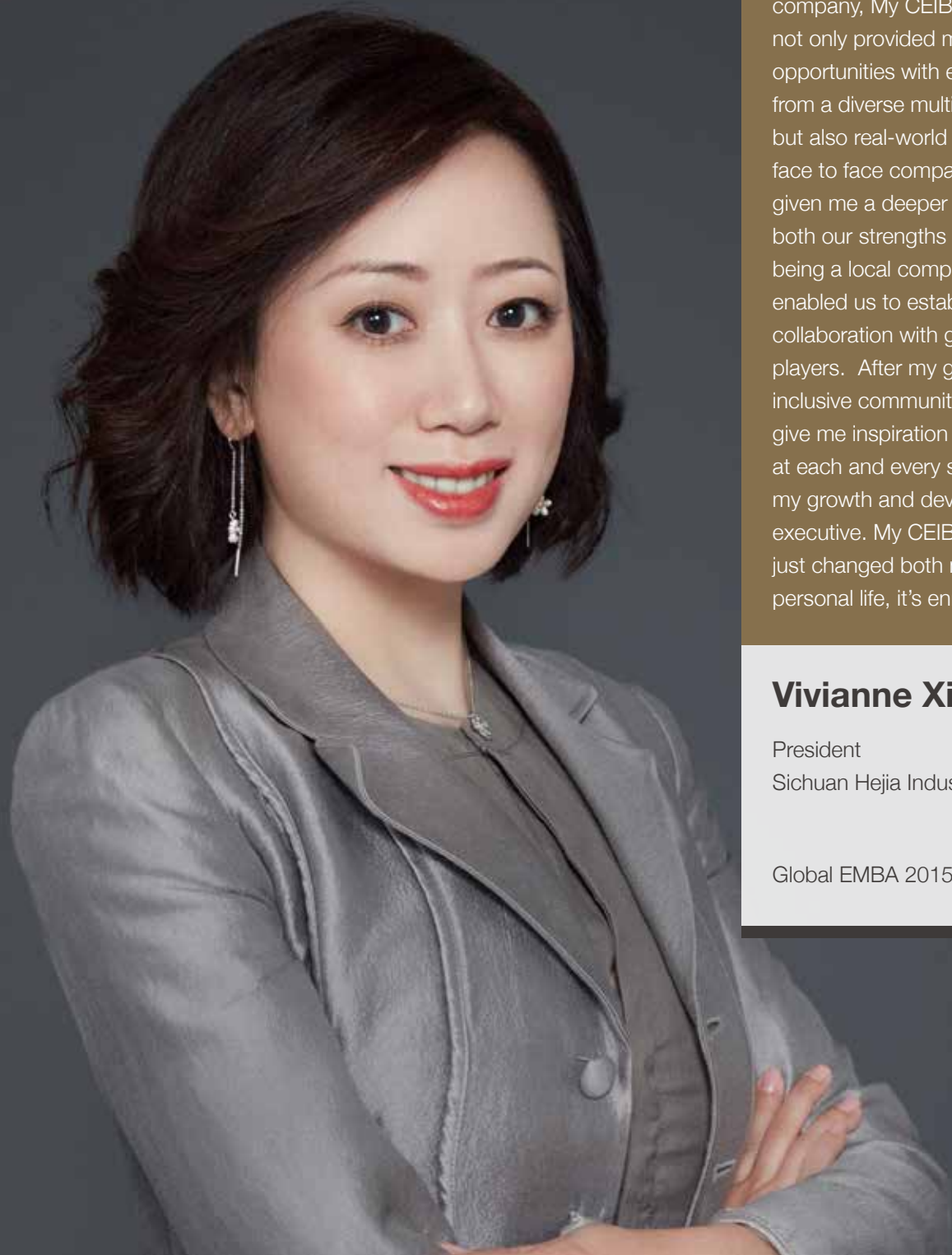
CEIBS Global EMBA is a transformational 20 month learning journey that delivers China Depth and Global Breadth to high-achieving executives from around the world. Graduates of our programme will come out transformed: as professionals, as leaders and as people. We first make a rigorous deep-dive into the full spectrum of business fundamentals. But simply learning about business is not enough to enact real change. The programme will constantly put you in scenarios where you are forced to put these business concepts into practice, teaching you to see how the business functions fit together at a strategic level. Finally, through the programme’s leadership dimension, you will make a rigorous examination of yourself as a person and as a leader, to uncover your blind spots and prepare yourself for the next stage in your career.

**Jeffrey Lynn Sampler**

Professor of Management Practice  
Acting Associate Dean  
Global EMBA Programme  
CEIBS







Coming from a Chinese private company, My CEIBS experience has not only provided me networking opportunities with elite business leaders from a diverse multicultural background, but also real-world learning through face to face company visits. This has given me a deeper understanding of both our strengths and weaknesses being a local company, and has enabled us to establish strategic collaboration with global industry players. After my graduation, the inclusive community has continued to give me inspiration and encouragement at each and every step towards my growth and development as an executive. My CEIBS experience hasn't just changed both my business and personal life, it's enriched it!

### Vivianne Xia

President  
Sichuan Hejia Industrial Group

Global EMBA 2015



The Global EMBA programme has opened my eyes on the real me and enlightened my leadership skills. The density of the learning, the insightfulness of the concepts taught, the reality of the case studies, the quality and diversity of the participants, under the guidance of world class faculty professors have completely transformed both my way of thinking and my vision.

Learning across the five continents, and within the seven countries we visited, coupled with the company visits and after class activities in addition to networking, were amazing and priceless.

In my role as a top executive, the practical application of all the learning to my daily life makes me discover and live a passion to lead people; and solve problems to the benefit of my organization.

### Jean-Baptiste Siate

Managing Director  
Ecobank - Democratic Republic of Congo

Global EMBA 2017







# Take the Next Step

The next Global EMBA class starts in October 2020.

## Admission Rounds

The dates below are guidelines for planning your application.

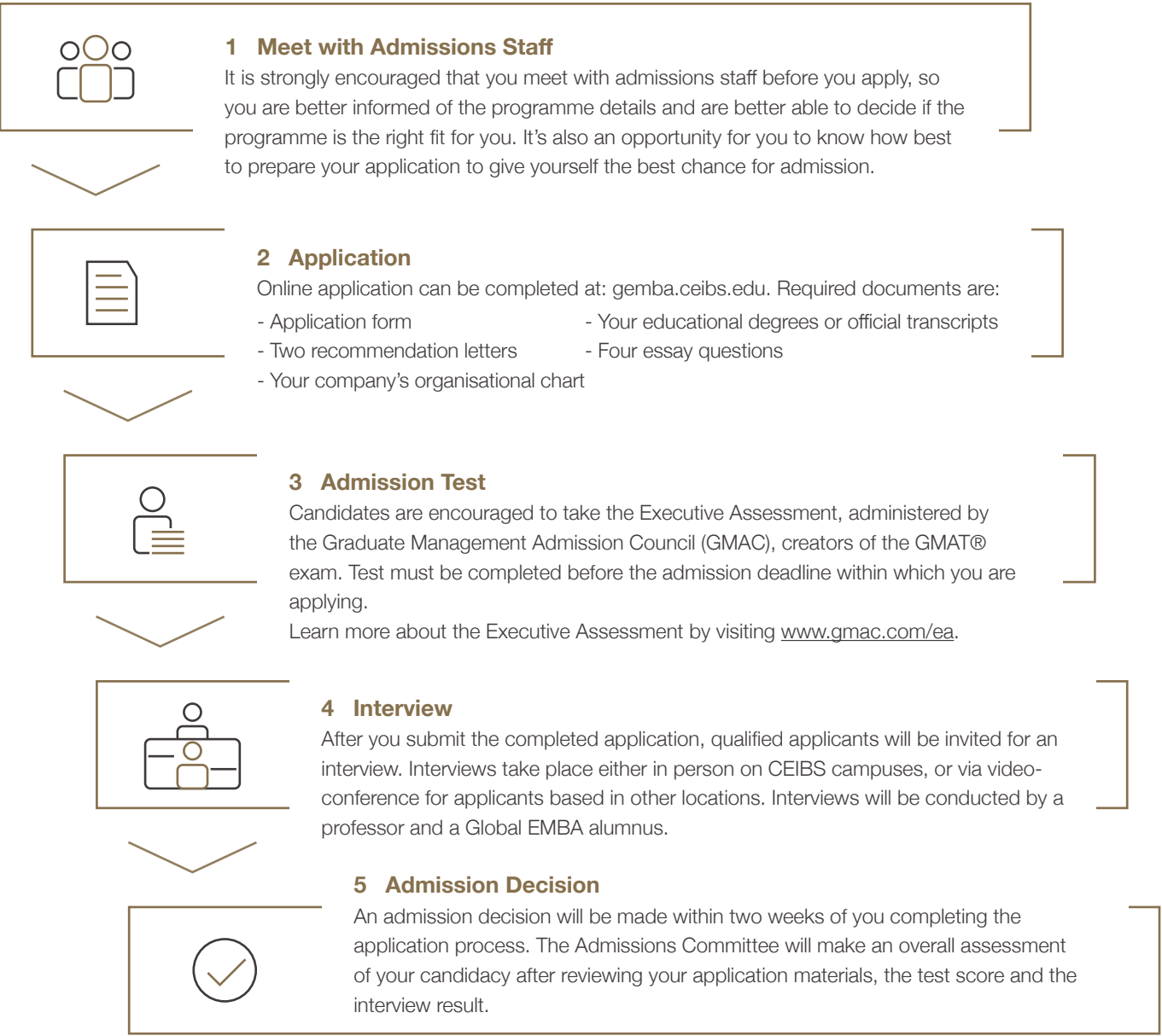
	Test / Application Deadline	Interview Period	Admission Decision
Round 1	6 January	Mid January	Early February
Round 2	28 March	Early April	Late April
Round 3	13 June	Late June	Early July
Final Round	23 August	Early September	Mid September

We strongly recommend completing your application as early as possible to give yourself the best chance for admission. Applications to the Accra campus can be made on a rolling basis.

## Application 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





# Tuition and Financial Support

The tuition fee for the 2020 Global EMBA is USD 103,000.

**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**

Tuition payment can be made in 4 instalments, spread over the course of the programme.



**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**

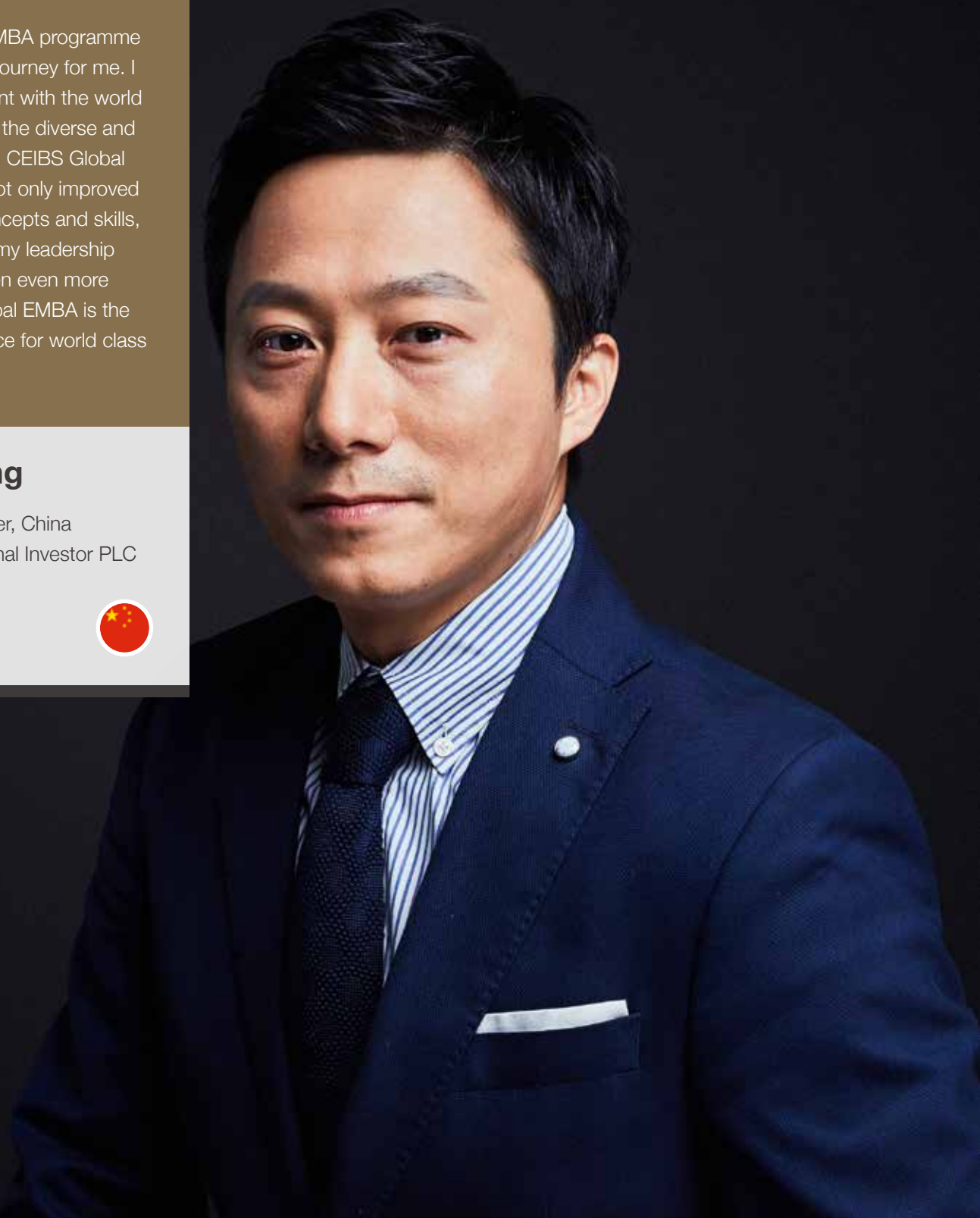
CEIBS offers several merit-based scholarships to fully or partially self-sponsored candidates to enhance the programme’s diversity. Find more information on our website: <http://www.ceibs.edu/gemba/scholarships>.

The CEIBS Global EMBA programme has been a valuable journey for me. I enjoyed the time spent with the world class professors and the diverse and talented classmates. CEIBS Global EMBA programme not only improved my management concepts and skills, but it also reshaped my leadership ability, which has been even more valuable. CEIBS Global EMBA is the always the best choice for world class business leaders.

**Romeo Wang**

Chief Executive Officer, China  
Euromoney Institutional Investor PLC

Global EMBA 2012



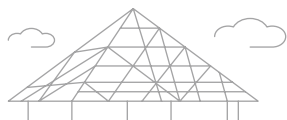


## Contact Us

**CEIBS Global EMBA Programme has three admissions offices among five campuses worldwide:**

### China Admissions Office

Shanghai Campus  
699 Hongfeng Road,  
Pudong, Shanghai, P.R.C.  
Tel: +86 13918275076  
Email: [gemba@ceibs.edu](mailto:gemba@ceibs.edu)



### Europe Admissions Office

Zurich Campus  
Hirsackerstrasse 46, CH-8810  
Horgen, Switzerland  
Tel: +41 44 728 99 44  
Email: [info@ceibs.ch](mailto:info@ceibs.ch)



### Africa Admissions Office

Accra Campus  
5 Monrovia Road, East Legon  
Accra, Ghana  
Tel: +233 544315238  
Email: [africaprogram@ceibs.edu](mailto:africaprogram@ceibs.edu)



Beijing Campus

Building 20, Zhongguancun Software  
Park, 8 Dongbeiwang West Road,  
Haidian District, Beijing, P.R.C.



Shenzhen Campus

Suite 10A, Taihua Wutong Industrial  
Park, Gushu Development Zone,  
Hangcheng sub-district, Baoan,  
Shenzhen, P.R.C.

Visit our website: [www.ceibs.edu/gemba](http://www.ceibs.edu/gemba)



Global EMBA  
WeChat



Global EMBA  
Website