

全球 CEO 课程

GLOBAL CEO PROGRAM FOR CHINA



CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧国际工商学院



HARVARD
BUSINESS
SCHOOL

EXECUTIVE EDUCATION

哈佛商学院

空前未有的强力合作

中欧国际工商学院、IESE 商学院以及哈佛商学院集结强大的学术力量，共同提供全球 CEO 课程。该课程针对 CEO 在当今中国所面临的商业和管理挑战，专门为中国 CEO 量身定制。本着学术严谨和倡导多元化的原则，这个集合了杰出师资力量的综合性管理课程力图以其独特性和高度的专业性创造非凡的学习体验。自 2005 年首次合作开课以来，至今已迈入第五年。

中欧国际工商学院

中欧国际工商学院不仅是中国最早提供世界级工商管理教育的商学院，也是一所在亚太地区享有盛名的商学院。自 1994 年由欧盟和上海市政府合作建立以来，它一直将杰出的国际化管理教育与对中国商业环境的深刻理解相结合。中欧国际工商学院享有追求卓越的盛名，这使它成为诸多居于领先地位的跨国公司和中国本土公司进行高层经理培训项目时的理想合作伙伴。

IESE 商学院

IESE 商学院是西班牙纳瓦拉大学（the University of Navarra）下属的管理学院。它一向致力于在全世界范围内教育和培养企业领导者。1964 年，在与哈佛商学院共同组成的顾问委员会指导下，该学院首次开设了 MBA 课程。至今，顾问委员会成员每年仍就共同感兴趣和相关的问题展开讨论。该学院不仅是欧洲第一个针对企业领导者开办高层经理培训课程的商学院，而且发起了第一个合作式高层经理培训课程。如今，世界领先的商学院越来越多地采用了这一模式。自 1957 年建立以来，凭借其高质量的教学和研究，IESE 商学院为企业和社会提供服务，并成为世界上最大的商业案例制作者之一。

哈佛商学院

一百多年来，哈佛商学院一直以培养能够改变世界的领袖人物为使命。学院以拥有不断创新的传统而著称，把案例教学法引入到管理学教育领域，开创高层经理人教育理念，并创办了世界上第一个 MBA 课程。学院的五个研究中心分布于全球四大洲，这个研究网络使得学院能够把创新的研究延伸到国际市场的各个领域。致力于以学员为中心的教学法，哈佛商学院在重新界定管理教育的性质，塑造各产业的管理实践，以及创造商业未来等方面均领导世界潮流。

exed.ceibs.edu

www.iese.edu/gcpc

www.exed.hbs.edu

AN UNPARALLELED COLLABORATION

Now in its fifth year, this highly specialized general management program brings together an outstanding faculty team and applies the principles of academic rigor and diversity to create an exceptional learning experience. China Europe International Business School (CEIBS), IESE Business School (IESE), Harvard Business School (HBS) have joined academic forces to offer the Global CEO Program for China, which specifically addresses the business and management challenges facing CEOs in China today.

China Europe International Business School

China Europe International Business School is a pioneer of world-class management education in China and a well-known business school in the Asia Pacific region. Established in 1994 as a joint venture between the European Union and the municipal government of Shanghai, CEIBS combines outstanding international management education with profound knowledge of the Chinese business environment. The School's reputation for excellence has made it the executive education learning partner of choice for a wide variety of leading multinationals and Chinese companies.

IESE Business School

IESE Business School, the graduate school of management of the University of Navarra, is committed to the education and development of business leaders worldwide. The School launched its MBA program in 1964, under the guidance of an advisory committee set up by Harvard Business School and IESE, which continues to meet annually to discuss matters of mutual interest and relevance. The School not only pioneered the concept of executive education for business leaders in Europe, but also initiated joint-venture executive education, a growing tradition among leading business schools. Since its founding in 1957, IESE has served companies and society through high-quality teaching and research, and has become one of the world's largest producers of business cases.

Harvard Business School

For 100 years, Harvard Business School has been educating leaders who make a difference in the world. Renowned for its legacy of innovation, HBS introduced the case method to management education, developed the concept of executive education, and created the world's first MBA program. A global network of five research centers on four continents extends the School's groundbreaking research efforts to the international marketplace. With a dedication to participant-centered learning, HBS is a long-standing world leader in redefining the nature of management education, shaping the practice of business in every industry, and inventing the future of business.

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课程概览

时间和地点: 预备模块 (选修): 2010 年 2 月 25 日 - 27 日, 中国上海
模块一: 2010 年 3 月 14 日 - 19 日, 中国上海
模块二: 2010 年 5 月 2 日 - 7 日, 西班牙巴塞罗那
模块三: 2010 年 7 月 25 日 - 31 日, 美国波士顿

课程费用: 人民币 38 万元

详情请查询: exed.ceibs.edu www.iese.edu/gcpc
或 www.exed.hbs.edu



中国经济的高速发展和经济全球化趋势的加强为中国企业在全世界范围内的发展和成功提供了良好的环境。然而, 公司的增长和可持续性会受到行业整合、全球化以及经济改革等多种因素的影响。对公司高层管理人员而言, 要打造实力雄厚的公司, 并使其有效地融入全球市场是何等的艰巨和复杂。为了在竞争中脱颖而出, 中国的 CEO 们必须最大限度地发挥自身潜力, 去应对不断变化的环境、进行跨商业领域和跨国界的管理以及全面地领导整个组织。

全球 CEO 课程是一个特殊的高层经理培训项目。该课程由中欧国际工商学院、IESE 商学院和哈佛商学院三家在全球享有盛名的商学院联手推出。公司的成功不仅需要个人的积极努力, 还需要卓越的组织, 本课程特为肩负着这两种责任的中国 CEO 所设制, 他们通过反省和思考来实现这两方面的突破。

本课程将利用由哈佛商学院首创的广受赞誉的案例教学法, 它将帮助扩展您在中国以及全球商业环境中的商务知识和战略远见, 从而提升您的领导力技能。在完成该课程的学习之后, 您将迈上一个新的台阶, 信心百倍地去接受当前和未来的挑战, 并在全球的各种机遇中取胜。

“参加这一课程的培训使我拓宽了思维, 学会了从全球视角来看待经济发展和行业潮流的整体趋势, 并掌握了新的战略及财务思维方式。对我来说, 该课程极具启迪作用。”

神州数码 (中国) 有限公司总裁兼首席执行官郭为

PROGRAM OVERVIEW



DATES AND LOCATIONS:

Pre-Matriculation Module (Optional):

February 25–27, 2010, Shanghai, China

Module One: March 14–19, 2010, Shanghai, China

Module Two: May 2–7, 2010, Barcelona, Spain

Module Three: July 25–31, 2010, Boston, U.S.

PROGRAM FEE:

RMB 380,000

FOR MORE INFORMATION:

exed.ceibs.edu, www.iese.edu/gcpc,
or www.exed.hbs.edu

Countrywide economic growth and globalization of the world economy provide an excellent backdrop for businesses in China to develop and prosper on an international scale. However, company growth and sustainability can be threatened by various factors, including industry consolidation, globalization, and economic reform. The task of building strong companies and effectively integrating them into the global marketplace is a difficult, complex undertaking for top corporate executives. To distinguish their companies from the competition, chief executive officers (CEOs) in China must maximize their potential for coping with the changing environment, managing across business disciplines and country borders, and providing organization-wide leadership.

The Global CEO Program for China is a highly specialized executive education initiative that is being offered through an educational partnership among three established business schools—China Europe International Business School, IESE Business School, and Harvard Business School. Recognizing that companies succeed through individual initiatives and organizational excellence, the program is designed especially for Chinese CEOs who are in a position to review, reflect on, and make breakthroughs in both of these areas.

Leveraging the acclaimed case method pioneered by HBS, the program enhances leadership skills by helping you to broaden your business knowledge and to acquire strategic vision in both a Chinese and a global business context. You will leave the program better prepared to meet current and future challenges and to capitalize on opportunities around the world.

“Participating in this program helped me open up my mind and view the overall economic development and industry trends from a global perspective. I acquired new ways of thinking about strategy and finance models. For me, the program was very informative.” **Guo Wei [President and CEO], Digital China Limited, China**

课程目标

全球 CEO 课程为中国的 CEO 们提供了一个前所未有的机会，使他们得以对社会、文化、政治和经济等领域中各种对全球商业环境产生重大影响的重要因素形成全新的认识。通过深入分析各种关键问题、商业发展动向和新兴趋势，您将掌握必要的领导技能，在您的企业中创造并保持价值。

具体而言，该课程将帮助您增进以下几方面的能力：

- 应对全球激烈竞争环境的挑战
- 制定战略目标并实施战略，以打造竞争优势、为利益相关人创造价值
- 建立促进卓越执行的管理体系和组织流程
- 了解和管理打造世界一流公司所需的变革过程
- 以智慧、诚信及远见来领导并以此激励他人

“通过参加这次精彩的课程，让我有机会结识了团队里的各位精英，同时也让我获得了受益终身的精神财富。在此我非常感谢我们的授课教授和其他学员。”

中国深圳市农产品股份有限公司董事长陈少群





PROGRAM OBJECTIVES

The Global CEO Program for China is an unparalleled opportunity for CEOs in China to gain new insights into the major social, cultural, political, and economic factors that significantly impact business in the global marketplace. Through in-depth examination of critical issues, business developments, and emerging trends, you will gain the necessary leadership skills to create and sustain value throughout your enterprise.

Specifically, the program improves your capacity to:

- Respond to the challenges of a competitive global environment
- Formulate strategic objectives and implement strategies for creating competitive advantage and stakeholder value
- Build management systems and organizational processes that facilitate execution excellence
- Understand and manage the change process needed to create a world-class company
- Lead with wisdom, integrity, and vision, while encouraging others to do the same

“By taking part in this unparalleled program and becoming friends with a group of elite peers, I gained an enormous spiritual wealth to ‘spend’ all my life. I would like to thank my teachers and fellow participants.” **Chen Shaoqun [President], Shenzhen Agricultural Products Co., Ltd., China**

课程设置



该课程设置的综合内容旨在探索 CEO 在战略、治理、投资、市场和社会责任等各方面所担负的各种职能，并审视新的世界秩序对中国经济所产生的影响。课程包括三个学习模块，内容涉及众多重要的技能发展领域、商业现象和运营问题，其中包括：

预备模块（选修）

2010 年 2 月 25 日 – 27 日

中国上海

中欧国际工商学院

- 财务与会计

模块一

2010 年 3 月 14 日 – 19 日

中国上海

中欧国际工商学院

- 竞争战略
- 营销战略
- 战略人力资源管理
- 战略运营管理

模块二

2010 年 5 月 2 日 – 7 日

西班牙巴塞罗那

IESE 商学院

- 创业管理
- 全球营销
- 绩效评估与控制
- 资本市场

模块三

2010 年 7 月 25 日 – 31 日

美国波士顿

哈佛商学院

- 商业、政府与国际经济
- 创业学
- 领导力
- 公司治理
- 谈判学：如何达成交易

后续活动

参加各种圆桌会议，并与中欧国际工商学院、IESE 商学院和哈佛商学院的教授交流沟通；撰写案例；参与其它交流活动

备注：如课程设置及授课教授变更，恕不再另行通知。

IN-DEPTH CURRICULUM



The comprehensive curriculum explores the CEO's role as it relates to various strategic, governmental, investor, market, and societal concerns, and also examines the impact of the new world order on the Chinese economy. Three learning modules address important skill development areas, business phenomena, and operational aspects, including:

PRE-MATRICULATION MODULE (Optional):

February 25–27, 2010

China Europe International Business School
Shanghai, China

- Finance and Accounting

MODULE ONE:

March 14–19, 2010

China Europe International Business School
Shanghai, China

- Competitive Strategy
- Marketing Strategy
- Strategic Human Resources
- Strategic Operations Management

MODULE TWO:

May 2–7, 2010

IESE Business School
Barcelona, Spain

- Entrepreneurial Management
- Global Marketing
- Performance Measurement and Control
- Capital Markets

MODULE THREE:

July 25–31, 2010

Harvard Business School
Boston, U.S.

- Business, Government, and the International Economy
- Entrepreneurship
- Leadership
- Corporate Governance
- Negotiation: Dealmaking

FOLLOW-UP ACTIVITIES:

Participate in roundtable conferences and communicate with professors from CEIBS, IESE, and HBS; write cases; and engage in other exchange opportunities.

Note: Curriculum structure and faculty are subject to minor changes.

参加对象

全球 CEO 课程专为中国企业的首席执行官、董事长及企业最高决策者量身定制。学员均有 10 年以上的高层管理经验，并来自于快速成长的成功企业。

这些久经沙场的商界领袖来自各种类型的企业，包括中国国有、私营、及上市公司。这些企业不仅处于本行业的领导地位，还应具有优秀的商业道德和社会责任感。本课程的目的在于聚集一群代表不同公司和行业、富有实际领导力和执行战略转变能力的高层管理精英，从而增进和丰富整个课程的体验。

师资力量

此课程的师资由来自中欧国际工商学、IESE 商学院和哈佛商学院的教授组成。他们在学术和专业上均享有盛名。通过科研、教学以及亲身担任咨询，董事以其它高级管理职位，教授们因此具备实战经验。通过这些活动，他们与全球商业界保持着密切的联系，并对管理实践做出了重大贡献。

教授的详细履历，可查询下列网址：

www.ceibs.edu/execed/index/3355.shtml#Faculty;

www.iese.edu/faculty; 或

www.exed.hbs.edu/programs/gcpc/faculty.html

“该课程可帮助首席执行官发现改进领导技巧的新方法，这一点对我来说极为重要。此外，它还能帮助我对本公司总体商业运营的各个环节和方面有了系统的了解。”

康佳集团股份有限公司总裁兼首席执行官侯松容



PROGRAM PARTICIPANTS

The Global CEO Program for China is developed for CEOs, board chairs, and chief decision makers who have more than 10 years' experience in senior management in successful, fast-growing companies in China.

Participants are seasoned business leaders who represent state-owned enterprises, privately owned enterprises, and Chinese companies. These companies not only should be leaders in their industry, but also should demonstrate strong business ethics and social responsibility. The goal is to assemble an exclusive group of top executives who represent diverse companies and industries, have a proven record of leading and implementing strategic change, and exhibit high potential for contributing to and enriching the program experience.

FACULTY TEAM

The distinguished teaching faculty is drawn from China Europe International Business School, IESE Business School, and Harvard Business School. Through their research, teaching, and hands-on experience as business executives, consultants, and board directors, they remain connected to the global business community and make significant contributions to the practice of management.

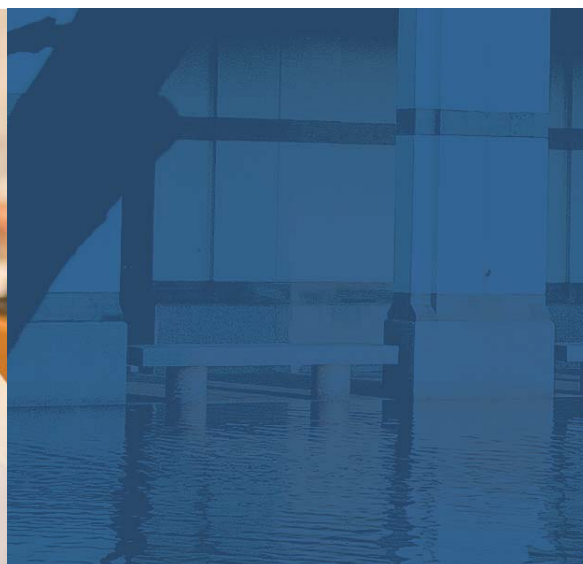
Detailed biographies are accessible at:

www.ceibs.edu/execed/index/3355.shtml#Faculty;

www.iese.edu/faculty; or

www.exed.hbs.edu/programs/gcpc/faculty.html

"This program can help CEOs find new ways to improve their leadership skills, and that was an important factor for me. It also helped me to understand systematically all the links and aspects of the entire commercial operation of my own company." **Hou Songrong [Chairman and CEO], Konka Group Corporation Ltd.**





学习环境

该课程综合性的学习环境为学员提供了无与伦比的机会，使他们可以发展自我、相互交流并在以行动为导向中学习。

案例教学法 案例教学法是由哈佛商学院开发的一种教学方法，长期以来被认为是极为有效的工商管理教育工具。此外，该课程的教授在案例撰写和教学方面的卓越能力和专长，从另一方面增进了这一课程的学习体验。通过参与互动式教学，学员们在模拟的真实商业环境中做商业决策。该课程在教学中融合了书面案例与“鲜活”案例的分析研究，为学员提供多层次的学习体验，促使学员识别相关问题，并将课堂上学到的实用商业知识应用到自身和公司的实际情况中。

动态互动 该课程的学员都是来自不同背景、不同公司和行业的高层管理人士，而教授则来自合作的三所商学院。所有课程活动的设计都旨在促进他们之间正式和非正式的交流。课堂讨论、案例研究、团队项目和讨论小组均为加强学员间的思想和经验交流，激发他们的创新思维，并鼓励他们提出不同的观点。这种共享式的学习方式为学员提供了一个独特的机会，使他们得以重新检视和制定自己职业和个人发展的目标和战略。

行动导向 该课程在哈佛商学院以学员为中心教学法的推动下，采取了以团队和行动为导向的学习方式，帮助学员应用个人经验和最新商业知识来寻求实际解决方案。在研究战略问题的同时，我们还鼓励学员思考具体的应用领域，尤其是如何运用结构、流程、文化和激励体系在组织内部实施战略变革。

评估/证书

成功学完整个课程的学员将被授予中欧国际工商学院、IESE 商学院和哈佛商学院共同认可并联合签发的全球 CEO 课程证书。学员必须参加所有三个模块的学习，方可视为完成课业。我们恕不接受单个模块学习的申请。

授课语言

为中国开设的全球 CEO 课程使用的语言为汉语。我们将为学员提供英译汉的口、笔译服务。



LEARNING ENVIRONMENT

The program's integrated learning environment creates an unrivaled opportunity for individual development, ongoing exchange with peers, and action learning.

CASE METHOD Developed by HBS, the case method has been long recognized as an incredibly powerful business educational tool. Moreover, the program faculty's leadership and expertise in case writing and teaching add a powerful dimension to the learning experience. You will engage in an interactive learning process that replicates executive decision making in actual business situations. Incorporating both written and "live" case studies that offer multiple levels of learning, the program compels executives to identify relevant issues and to apply practical business lessons to their own circumstances and companies.

DYNAMIC INTERACTION All program activities are structured to foster formal and informal interchange among high-level peers from different backgrounds, companies, and industries, as well as with faculty members from the collaborating business schools. Classroom discussions, case studies, team projects, and study groups promote the exchange of ideas and experiences, stimulate innovative thinking, and encourage different points of view. This shared learning creates a unique opportunity for you to reexamine and reformulate your goals and strategies, both professionally and personally.

ACTION ORIENTATION The program's action-oriented team approach, driven by HBS's participant-centered methodology, helps you to apply your personal experience and new business knowledge to generate solutions in real time. While examining strategic issues, you are encouraged to consider specific areas for application, particularly how you can leverage structure, processes, culture, and incentives to implement strategic change within your organization.

EVALUATION AND CERTIFICATION

Participants who have successfully completed this program will be conferred the "Global CEO Program for China Certificate" jointly signed by China Europe International Business School, IESE Business School, and Harvard Business School. Please note that attendance at all three modules is mandatory for successful completion of this program. Applications for a single module are not allowed.

LANGUAGE

The official language of the Global CEO Program for China is Chinese. Translation and interpretation to Chinese will be provided for participants.

课程收费

本课程费用为 380,000 元人民币，包括学费、书本、案例材料费用、笔译费、口译费以及在上海、美国和欧洲三地的膳宿费用。从中国赴美国和欧洲的往返机票和签证费用则要自理。请在付款通知开出日起 30 天内支付课程费用。在课程开始前 30 天内收到录取通知书的学员请在收到付款通知之时即付费。有关撤销申请的规定请见申请表。

申请和录取程序

拟参加全球 CEO 课程的学员须填写申请表并将表格邮寄、传真或电邮至下列任意一位联系人。书面申请将由中欧国际工商学院、IESE 商学院以及哈佛商学院三校组成的招生委员会共同审阅。项目主任还将对申请人进行面试。

课程申请必须在开课前 30 天完成，合格的候选人将被陆续录取直至额满为止，开课前 30 日之内收到的申请将视空额情况而定。

详情敬请联系：

高效云先生

高层经理培训部客户总监

电话：(86 21) 2890 5185 / 136 0164 2143

传真：(86 21) 2890 5183

电子邮件：ggordon@ceibs.edu

或

徐郑华女士

高层经理培训部课程经理

电话：(86 21) 2890 5191

传真：(86 21) 2890 5183

电子邮件：xsindy@ceibs.edu

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宗蔚冰女士

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PROGRAM FEE

The program fee is RMB 380,000, which includes tuition, the fee for translation and interpretation, teaching materials, and board and accommodations in Shanghai, the United States, and Europe. Round-trip airfare to the United States and Europe, as well as visa fees, are not included. Payment is due within 30 days of the payment notice. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the payment notice. Cancellation policies are outlined in the information provided to applicants upon admission.

APPLICATION AND ADMISSION PROCESS

To apply for participation in the Global CEO Program for China, candidates are required to complete the program application form and mail, fax, or email it to one of the contact people listed below. The Admissions Committee, which is composed of representatives from CEIBS, IESE, and HBS, will review all written applications. The program director also will interview each candidate.

Applications are requested 30 days prior to the program start date. Qualified candidates will be admitted on a rolling, space-available basis, and late applications will be considered only if space permits.

FOR MORE INFORMATION, please contact:

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