



www.ceibs.edu/mba



CEIBS students are active and engaged! They put their impressive talents to work organising numerous events and activities that enhance their learning environment, their school, and the wider CEIBS community.

Student-organised Events & Organisations

Being Globally Responsible Conference (BGRC)

First held in 2006, BGRC is the first student-organized Corporate Social Responsibility forum in China. CEIBS students design and deliver an innovative and thought provoking event each year at which executives, public officials, experts and MBA students from across Asia meet with a common goal of enhancing individual and corporate responsibility. Organising team members gain valuable practice of, professional and entrepreneurial skills. Attendees have, tremendous opportunities for self development and grow in this critical field of management leadership. BGRC is widely recognised as the leading business school conference in the Asia Pacific Region.

Green Campus

Launched by a team of passionate CEIBS MBA students in 2007, the Green Campus Initiative began as a commitment to make the school more environmentally friendly and raise awareness about environmental issues in the CEIBS community. In the past 5 years, the initiative has been taken up by incoming MBA classes who have launched a campus-wide recycling programme and a campaign to improve energy efficiency. Students are currently working with school leaders on an overall strategy for a sustainable campus. In May 2011, CEIBS became the first business school in Asia, and one of the very few globally, to achieve carbon neutral status.

Foundations for Leadership and Moral Empowerment (FLAME)

FLAME is a not-for-profit initiative dedicated to the development of young future leaders (aged 11-15). MBA students volunteer to deliver the programme, which is designed to ignite the flame of hope, faith, and perseverance within participants, instilling in them a spirit of service to society.

Community Outreach and Inclusion Network (COIN)

COIN provides a platform for MBA students to contribute to the community through volunteer work, donation drives, and educational efforts. Some of their initiatives: donation drives for orphanages, teaching at migrant schools, and working with the EMBA Charity Union to organise charity events on and off campus.



President of COIN Anchit Goel (MBA2011) won the "2012 Rotary Leadership Award" in recognition of the social responsibility initiatives he and other COIN members successfully spearheaded.

INNOVATEChina

Initiated in 2008 by CEIBS MBA students, INNOVATEChina is China's first student-run international business competition. It draws global attention to the challenges and opportunities in the Chinese market, and generates innovative ideas that make a real difference for companies.



CEIBS students work hard; and they play equally hard. Clubs are the perfect venue for developing networks, skills and making lasting friendships.

Dynamic Club Activities

Shanghai Night 2011

**Professional
Sports
Leisure & Community**



Blind Dating Performance by Significant Others Club

Basketball Club

Hong Kong Finance Career Trek by Finance Club



Career Trek

Participants take career trips to various Asian cities where they visit leading local companies in a variety of industries, such as international banking and consulting. Career Trek, organised by a group of MBAs, provides students with a rare opportunity to get first-hand information about target industries, and network with alumni.

Student Ambassador Programme

CEIBS MBA Ambassadors are a select group of students dedicated to promoting the CEIBS brand. Their main responsibility is to give prospective applicants insight into the CEIBS experience – from the student's perspective.

Shanghai Night

Initiated in 2005 and organised annually by the CEIBS MBA Student Committee, the elegant "Shanghai Night" is the first of its kind to assemble CEIBS alumni & students, their peers from other top business schools and working professionals in Shanghai. It has become an important tradition at CEIBS.

Student Committee

The Student Committee is a group of elected student representatives that liaises with the school administration to serve the interests of the entire MBA student body. Acting as the school's "informal ambassadors", their mandate is to work on goals and initiatives that benefit CEIBS and its students.

Career Development

Career Development Programme (CDP)

The CDP is a series of courses and workshops, offered by our Career Development Centre, that help students reflect upon their interests, passions, and skills in the process of shaping their career goals. The CDP is designed to teach the skills necessary for the job search: networking, self-positioning, resume and cover letter writing, interviewing, and the use of online resources.



CEIBS offers a full range of career support services to help students and employers achieve their mutual goals. As the earliest business school in Mainland China that provides Career Services to its students, the school currently attracts over 400 companies to recruit on campus. Every year, around 80% students realized career switches, and 80% started career in China.

Career Exploration Day

This one-day event is designed to help first-year MBA students deepen their knowledge of various industries in order to sharpen their job searching skills, and make them aware of suitable career choices after their 18 months of study at CEIBS. Business leaders and CEIBS alumni attend the event, sharing their insights into industry trends, as well as providing individual career planning and job searching strategies.

Visiting Leader Programme

CEIBS Visiting Leader Programme hosts lectures and roundtable discussions in which top-level executives and senior government officials share their expertise with students and faculty.

Recent Visiting Leaders include:

- Mr. Stephen S. Roach, Non-Executive Chairman of Morgan Stanley Asia
- Mr. Liu Chuanzhi, Founder and Chairman of Lenovo

Networking with Head-hunters

This event gives students a chance to learn, from leading headhunting companies, about the current job market, career planning and development. The event connects MBA students and alumni with renowned headhunting firms, and also enhances the ties between MBA talent within the school.

Executive Coaching

NEW

As supplementary career coaching to current MBAs, this programme provides students with one-to-one coaching from top-level executives. Students are guided in their career development and are able to learn from their coaches' experience. The team of career coaches is composed of CEIBS Visiting Leaders, mentors and corporate executives.

Recent Executives include:

- Mr. Richard Thoman, Managing Partner of Corporate Perspectives, is a broadly experienced executive and unique in being a "top five" executive under four "Fortune 75" U.S. companies, in three different industries - technology, financial services and food.
- Ms. Blythe McGarvie, a board member of Accenture, Viacom and Wawa, was one of only ten female CFOs in the Fortune 500 in 1995 and was recognised as one of the "Most Influential People in the Boardroom and in Corporate Governance".

Entrepreneurship

At CEIBS, entrepreneurship is about passion and having the right mindset. We encourage students to work hard – and have fun doing it!

Entrepreneurial Challenge

Jointly organised by CEIBS' MBA Entrepreneurial Club, China Business Club and the Centre for Entrepreneurship and Investment (CCEI), the Entrepreneurial Challenge provides a platform for communication among outstanding MBAs from top business schools who share a passion for start-ups. Students compete through business plan presentations, dialogue with entrepreneurs, and case competition.

HGI-FINAVES China Fund

The Fund is available to CEIBS alumni with a viable business plan or enterprise in need of capital. It also provides a full range of support services for start-ups, and has an advisory board of more than 30 prominent CEIBS alumni and well-known entrepreneurs tasked with guiding China's new generation of entrepreneurs.

Centre for Entrepreneurship and Investment (CCEI)

CCEI was established to support CEIBS MBA and EMBA programmes with high-quality entrepreneurship content in the form of cases and teaching material, as well as assistance in mobilising resources for new ventures. CCEI organises training for students and alumni and is used as a platform for developing investment and financing networks, as well as for connecting start-ups with investors.

Entrepreneurship Club

As one of the largest clubs at CEIBS, the Entrepreneurship Club allows MBA students to share entrepreneurial ideas, experiences and resources, and aims to encourage and promote entrepreneurial spirit among students. The club regularly organises lectures, workshops, study tours and competitions, and invites industry leaders, successful entrepreneurs and investors as guest speakers and mentors.

Networking



**"12,000+ Alumni Worldwide,
1,500 Added Annually"**

CEIBS boasts the most extensive network of business school alumni in the Greater China region, with more than 1,000 CEOs & top executives to date. We currently have more than 12,000 graduates, with 1,500 new, internationally located graduates added every year.

Mentoring Programme

With the largest EMBA programme in the world, CEIBS has an extensive network of high-calibre business executives across China. Through our Mentoring Programme, both EMBA students and alumni mentor MBA students. This gives the MBAs an opportunity to learn from experienced executives, preparing them for their post-graduation return to the business world. The programme is also a valuable opportunity for both mentors and mentees to enhance their personal and professional networks.

Executive Forum & Seminars

CEIBS forums offer our students unparalleled opportunities to interact with renowned scholars, entrepreneurs and senior government officials. Topics include the economy, politics, art, and diplomacy. These exclusive events provide a rare opportunity for students to experience different leadership styles, interact with Chinese and global leaders of industry and government, and hone their interpersonal skills.

Networking with Senior Executives

CEIBS provides numerous opportunities for MBA students to network and mingle with senior executives from the international business community.

Diverse Learning Platforms



Business Society & Environment (BSE)

BSE deepens students' understanding of the social and environmental challenges that accompany economic development. Students explore China's sustainability challenges, as well as efforts made by companies to develop more sustainable business models for the future. The course includes a project in which students develop plans for tackling some of China's most pressing sustainability concerns.

Recent project companies include:

- Danone: Rural area baby nutrition and healthcare



- Nike: How can the social value system in China be changed to improve children's access to sport?



- Shanghai United Foundation: Effective Philanthropy of Grassroots NGO



China Discovery Week

China Discovery Week gives students access to the latest research from our China-focused faculty. It deepens students' understanding of China's business environment and offers an opportunity to analyse perspectives on China's history, international relations and economic development.

Business Simulation

Business Simulation puts students in a simulated environment that refines their decision-making capabilities, and encourages them to use all of the skills and knowledge they have learned during the MBA programme. It involves group work and discussions, and professors provide supervision throughout the entire process.

CEIBS | MBA 志行千里 CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

志行千里·2012中欧MBA创业大赛

2012 CEIBS MBA Entrepreneurial Challenge

创业路无一帆风顺，有志者必披荆斩棘。大赛设置创意展示、快速决策和基业长青三个环节，分别考察参赛者的商业演讲、战略决策和向题解决能力。来「志行千里」，让创业之路更精彩。

The path to success is never smooth. By challenging the contestants in three sections – «Innovator pitch, prompt decision, and sustainable growth» – this competition is aimed at challenging and improving the presentation, decision-making, and operating skills of the future business leaders. Join us to explore your entrepreneurship!

赛程/Time: 2012.6.9-6.10 报名方式/Application: hzhaogang.m11@ceibs.edu
报名截止/Application deadline: 2012.5.21 地点/Venue: 中欧国际工商学院上海校区 CEIBS Shanghai Campus
主办方/Organized by: 中欧创业与投资中心 CCEI

志存高远，
足行千里。

中欧国际工商学院 CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

Books are not the only source of knowledge, learning does not only happen in classrooms, and professors are not the only ones we can learn from. With CEIBS' abundant resources, MBA students have access to fruitful and dynamic learning activities including:

Experiential Consulting Project – ISP

The mandatory Integrated Strategy Project (ISP) cultivates important holistic competencies such as integrated problem solving, team work, communications, and management of client/customer relationships. ISP involves students in the strategic development work of our sponsor firms. It provides students with insight into the realities of specific industries and specialisations that could help shape their career plans, and it helps them understand the unique challenges of operating in China's business environment.

Recent project companies include:



Deutsche Bank



PHILIPS



International Exchange

CEIBS has established exchange partnerships with more than 30 global top business schools. Every year more than 80 CEIBS MBA students will spend their fall semester studying abroad. The two-way flow will also bring a similar number of exchange students from partner schools to CEIBS. The exchange programme provides students a broader perspective on factors that can influence business and decision-making, and thus enhances their competitiveness in the global job market.

Global Business Competition

Students are highly encouraged to participate in global business competitions. These events provide excellent opportunities for them to sharpen their business acumen, as well as network with the world's leading business minds.

Language Study

Speaking the language of future clients is critical to building relationships and gaining unique insights into the way a foreign company does business. In the first academic year, Chinese, French and Spanish language courses are offered free of charge. There are also classes for non-Chinese speaking students, and this facilitates their MBA life and future career working with or in a Chinese company.





Launched in 1995, CEIBS MBA is the longest running MBA programme taught in English in mainland China and is now widely recognised as one of the top programmes in the world. It offers an ideal fit for the needs of an open China in a globalising world. CEIBS stands out for its:

- Well designed curriculum with a China focus and international faculty with China expertise
- Most extensive alumni network in Greater China region
- Enriched experience beyond the classroom
- Elite student body

Basic Facts of the Programme

- 18-month, full time, English
- 200+ students/year
- 690+ average GMAT
- 20+ country coverage
- 29 average age
- 5 average work experience
- 36% international students
- 33% female students

Application Requirements

- Bachelor Degree and above
- 2 years work experience and above
- GMAT score (competitive)
- English Competency

For more information please feel free to contact us by phone or E-mail.

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