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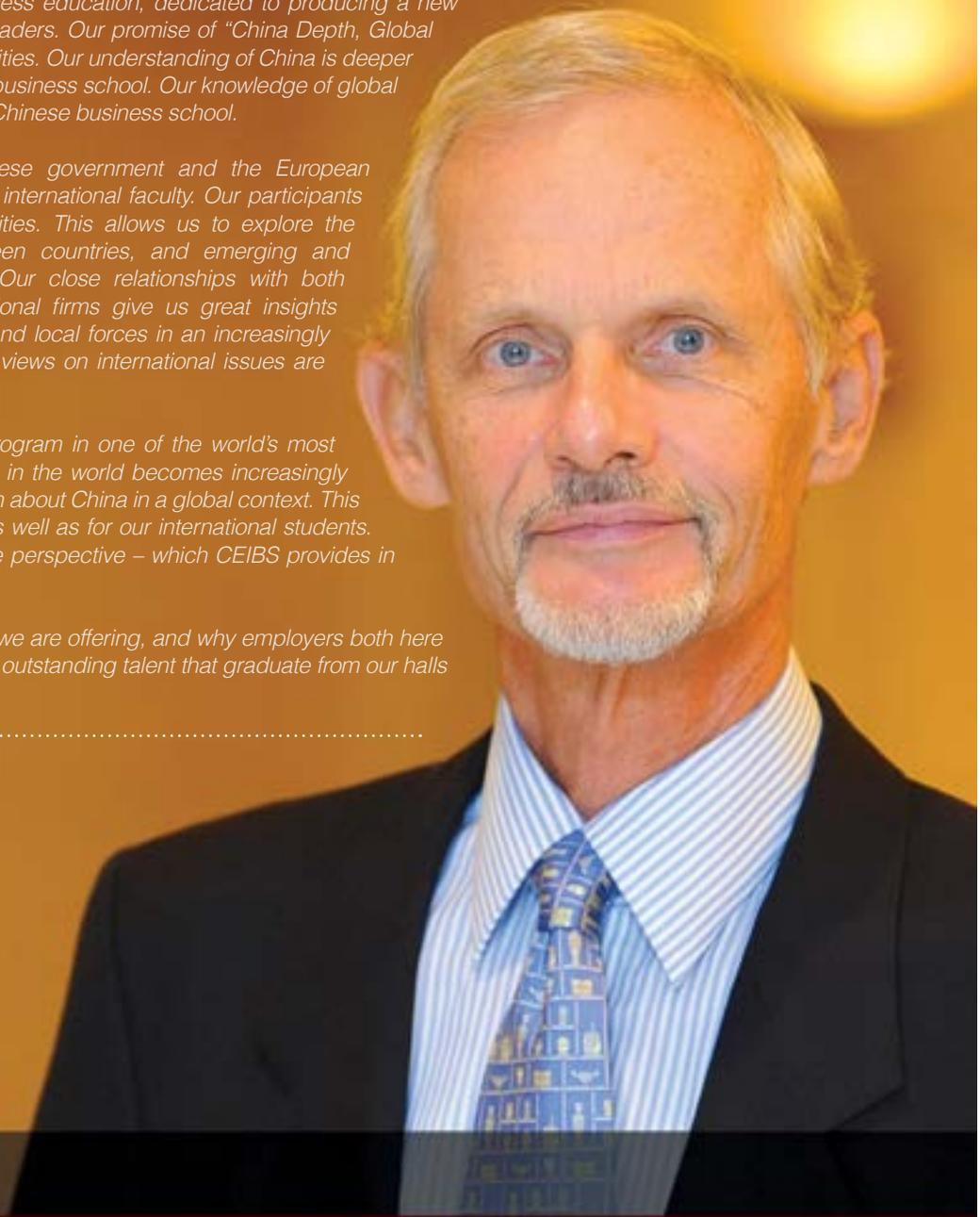
*As the longest running, largest, top-ranked business school in the Chinese mainland, CEIBS offers an outstanding business education, dedicated to producing a new generation of responsible global leaders. Our promise of “China Depth, Global Breadth” reflects two important realities. Our understanding of China is deeper than that of any other international business school. Our knowledge of global business is greater than any other Chinese business school.*

*We have two parents, the Chinese government and the European Commission, and an exceptionally international faculty. Our participants represent a great mix of nationalities. This allows us to explore the differences and synergies between countries, and emerging and advanced markets in particular. Our close relationships with both Chinese companies and multinational firms give us great insights into the tensions between global and local forces in an increasingly integrated world where one-sided views on international issues are seen as outdated.*

*We provide a world-class MBA program in one of the world's most exciting locations. As China's role in the world becomes increasingly important, so does the need to learn about China in a global context. This is true for applicants from China as well as for our international students. Future leaders need a comparative perspective – which CEIBS provides in many respects.*

*Please read on and discover what we are offering, and why employers both here and abroad have such thirst for the outstanding talent that graduate from our halls every year.”*

.....  
**Prof. Hellmut Schütte**  
**Dean and Vice President**



# Message from our Director

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*China Depth, Global Breadth is more than a motto at CEIBS, it is our raison d'être. Global Breadth at CEIBS means a diverse and elite student body coming from around the world to share differing perspectives and experiences. It involves studying business cases from China and across the globe. It is reflected in our world-class faculty from 17 countries in North America, Europe, Africa, and Asia. It translates into strong international partnerships with both business and academia. And, most importantly it reflects a culture that is predicated on understanding, innovation, and openness.*

China Depth is what clearly differentiates us from other global business schools. With the fastest growing and strongest network of alumni in mainland China, we serve our students throughout their careers both in and outside China. A large portion of our faculty live here, teach here, and advise and consult to leading Chinese and multinationals operating in China. Our roots and partnerships with local business and government are unmatched, and our success in placing students in top positions after graduation is second to none.

During the 18-month CEIBS MBA program, you will be challenged to your limits. Our integrated curriculum will give you what it takes to excel in today's business environment: fundamental business and China knowledge; critical managerial skills in communication, leadership, problem solving and decision making; as well as team-based strategic consulting experience. Together with engaging extracurricular activities, international exchange opportunities, and contact with your fellow students coming from virtually every continent, you will be transformed and enriched as never before. By the time you are done, you will have gained a broader view of the world and acquired the skills to accelerate your promotion to leadership positions.

*I look forward to having you with us!*

***Prof. Shimin Chen***

***Associate Dean and MBA Program Director***





“

*Nowhere in the world is there a market like this – nowhere. To me the 21st century will be the Chinese century. China will change the economic balance of the world.”*

.....  
*Guy Mcleod,*  
President, Airbus

\* CEO quote excerpts taken from book "China CEO", Fernandez & Underwood

# Why a CEIBS MBA?

*In an increasingly complex and competitive world, young professionals are constantly looking to differentiate themselves and to stand out from the crowd. This is no longer an easy task. Simply doing an MBA no longer guarantees career stability or advancement as it may have in the past. Rather, global companies are increasingly looking for a new generation of leaders, who have not only gained management knowledge in the classroom, but have acquired the needed personal skills and abilities combined with maturity, to adequately compete in the cut-throat economy of the 21st Century.*

Because of our location and our rigor, the CEIBS MBA is a transformative process that can be matched by few other programs in the world. The intensive world-class curriculum based in Shanghai, combines case studies, experiential projects, and a plethora of activities that make our program a truly unique experience.

## Some of the main benefits of the CEIBS MBA...

- *You at the center. Action-oriented curriculum customized to your needs*
- *Vital exposure to the world's largest and fastest growing market of 1.3B+ consumers*
- *Unmatched understanding of China business in a truly global context*
- *First rate international faculty with proven China experience*
- *Plug into and access virtually endless opportunities through China's largest and most prestigious network of 13000+ alumni, including more than 2000 CEOs*
- *Experience Shanghai, the 21st century's emerging global city and gateway to Asia – an ideal launching pad for a global career*
- *Excellent value for money and rapid ROI when compared to European and U.S. schools*
- *Access to top-tier exchange programs worldwide*
- *Accomplish your dream, and fund your business idea through a wealth of entrepreneurial resources*
- *Large offering of scholarships available*
- *DIFFERENTIATE yourself after you graduate with an internationally recognized degree and valuable China know-how*





• **#1** in China

- *Bloomberg BusinessWeek China*

• **#1** Most Valuable,  
Full-time MBA Program

- *Forbes China*

• **#1** Best Business  
School in China

- *Ed Universal (award chosen by 1000  
international b-school deans)*

• **#5** International 2-year  
MBA Programs

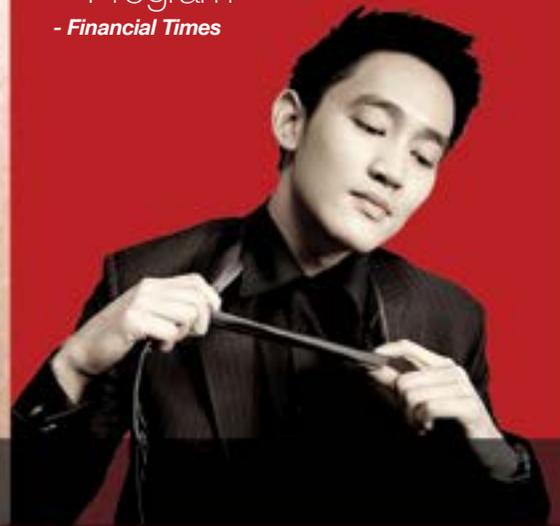
- *Forbes*

• **#15** Worldwide,  
Full-time MBA Program

- *Financial Times*

• **#7** Worldwide, EMBA  
Program

- *Financial Times*





# Global from Inception

## Sino-EU Joint Venture

CEIBS is a non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Union. Its predecessor, the China-EC Management Institute (CEMI), was launched in Beijing in 1984. Currently CEIBS has campuses in Shanghai, Beijing, Accra (Ghana), and teaching facilities in Shenzhen.

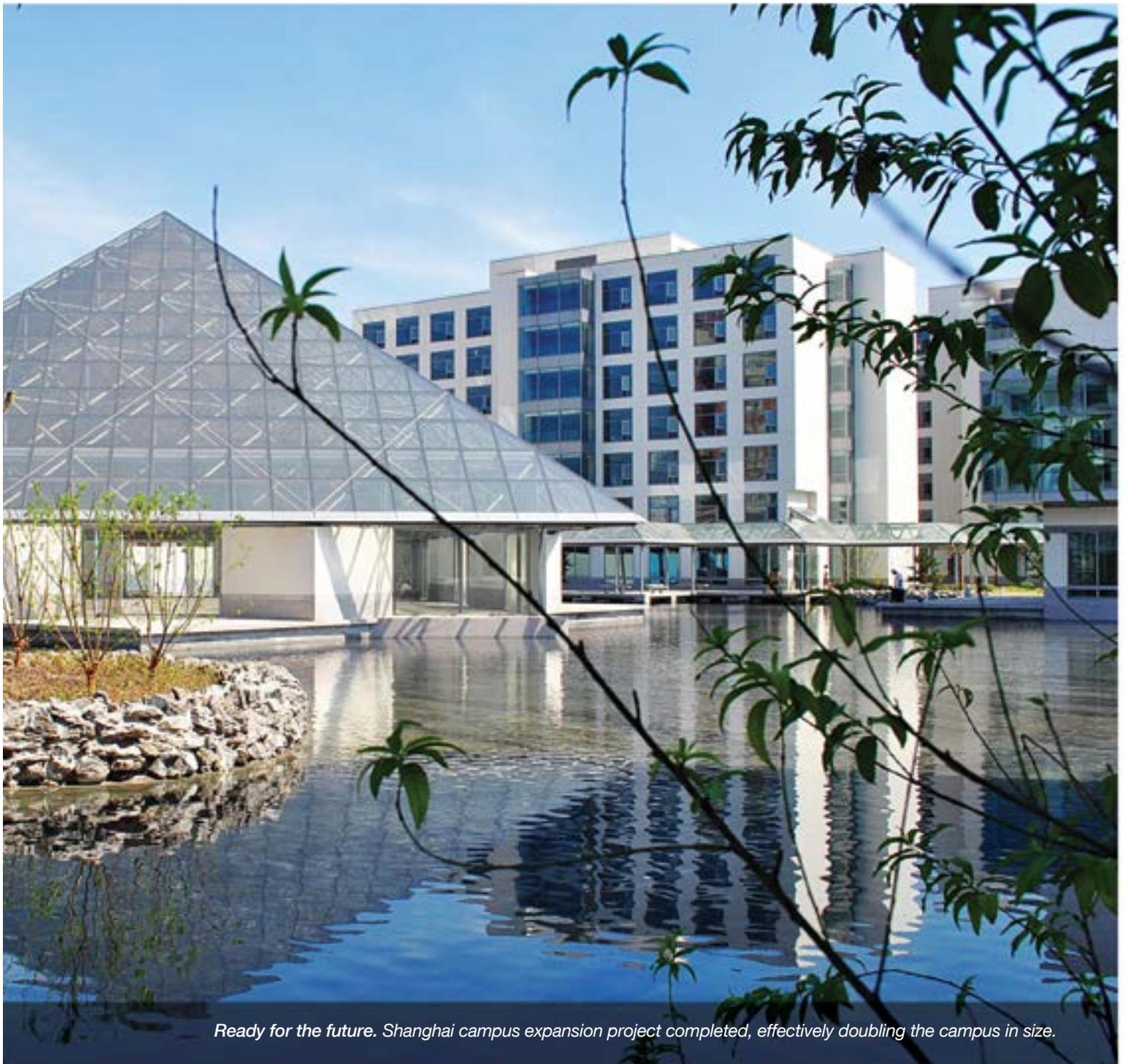
CEIBS is the first business school in the Chinese mainland to offer a full-time MBA, an Executive MBA, and a wide array of Executive Education programs. It is the first Asian business school to have simultaneously achieved global ranking for all three programs. By 2013 CEIBS will have graduated more than 13,000 MBA and EMBA students, and provided management training to more than 100,000 executives, contributing significantly to the rapid growth and internationalization of China's economy. CEIBS is classified as "special education zone" and has won international respect for its high teaching quality and unique operational model.



### CEIBS Management Committee

- Prof. Zhu Xiaoming, Executive President
- Prof. Pedro Nueno, President
- Prof. Hellmut Schütte, Vice President and Dean
- Prof. Zhang Weijiong, Vice President and Co-Dean
- Prof. Xu Dingbo, Associate Dean
- Mr. Hobbs Liu, Assistant President

|                                                                                                                                        |                                                                                                                                 |                                                                                                             |                                                                                                                       |                                                                                          |                                                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>1984</b></p> <p>1 September<br/>Inauguration of CEMP<br/>(renamed CEMI in 1989)<br/>in Beijing</p>                               | <p><b>1985</b></p> <p>First MBA class of CEMI &gt;</p>                                                                          |                                                                                                             | <p><b>1987</b></p> <p>July<br/>First CEMI graduates<br/>receive their MBA<br/>degrees at EC<br/>headquarters &gt;</p> |                                                                                          |                                                                                                                                                                                                                     |
|                                                                                                                                        | <p><b>1994</b></p> <p>March<br/>CEMI relocated to<br/>Shanghai, renamed<br/>CEIBS</p>                                           | <p><b>1995</b></p> <p>May<br/>The first MBA and EMBA<br/>programmes offered in<br/>the Chinese mainland</p> | <p><b>1999</b></p> <p>15 October<br/>Inauguration of the new<br/>Pudong Main Campus &gt;</p>                          |                                                                                          | <p><b>2002</b></p> <p>8 January<br/>The Office of Academic<br/>Degree Committee of State<br/>Council formally recognized<br/>the CEIBS degree</p> <p>18 July<br/>The liaison office established<br/>in Shenzhen</p> |
| <p><b>2004</b></p> <p>31 March<br/>The first business school<br/>in the Chinese mainland<br/>to be awarded EQUIS<br/>accreditation</p> | <p><b>2009</b></p> <p>16 January<br/>Accredited by AACSB!</p> <p>MBA reached #8 in<br/>overall Financial Times<br/>Rankings</p> | <p><b>2010</b></p> <p>24 April<br/>Opening of Beijing<br/>campus &gt;</p>                                   |                                                                                                                       | <p><b>2013</b></p> <p>Fall<br/>Shanghai campus<br/>inauguration of<br/>new wing &gt;</p> |                                                                                                                                                                                                                     |



*Ready for the future. Shanghai campus expansion project completed, effectively doubling the campus in size.*

A photograph of the Shanghai skyline, featuring the Oriental Pearl Tower on the left and several modern skyscrapers on the right, all situated along the waterfront under a blue sky with light clouds.

# Shanghai

- The NEW Gateway to Asia and the World

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*Making the move to Shanghai will be your first bold step in shaping your global career. Already one of the most rapidly growing “global cities” and home to many of the world’s multinational companies and leading financial institutions, it is Shanghai’s goal to become the undisputed commercial, logistical, and financial hub for China and Asia.*

A wide-angle photograph of the Shanghai skyline, featuring prominent skyscrapers like the Shanghai Tower and the Oriental Pearl Tower, set against a blue sky with light clouds. The buildings are reflected in the water of the Huangpu River in the foreground, with a few boats visible.

To support this trend, numerous companies and organizations in the last decade have moved their Asian headquarters to Shanghai from cities such as Hong Kong and Singapore, realizing the importance of proximity to the world's largest consumer market. This also makes Shanghai not only the ideal launching ground into China, but also the ideal springboard into a global career with multinational firms.

Shanghai is the ideal place to experience life on “fast-forward”, to witness first-hand the power of cutting-edge ideas being put into practice, and to closely observe the challenges and opportunities that come with rapid growth and globalization. The almost endless choice of cultural and entertainment activities, combined with Shanghai's unique sights and sounds will stimulate your senses and cultural curiosity to their limits. The city's local and ethnic restaurants, chic bars, museums, theatres, and shopping areas offer students the added flavor to make the 18-month experience truly an unforgettable one.



“

*Right now, and for the next 20 years China is probably going to be one of our largest customer bases. China is a very important part of our strategy*

”

*Steve Schneider,*  
Chairman and CEO,  
General Electric China

# Your Academic **Journey** and Personal Transformation

## Information VS. Transformation

The CEIBS full-time MBA offers the rigor and immersion that no other part time or online program can, by not only giving young professionals the latest in management knowledge, but also allowing our students to undergo a personal transformation perhaps like they never experienced before. Experiential projects, case studies, team preparation, club activities, and an almost non-stop offering of activities during the 18-month program allows for intense opportunities of personal growth - expanding your flexibility and openness, shedding prejudices, improving social and communication skills, as well as gaining maturity and resilience to deal with adversity. These special program characteristics combined with the fast moving environment of China and Shanghai, make the CEIBS MBA an ever-more challenging and rewarding experience.

## A Tailored Approach Backed by Solid Fundamentals

CEIBS offers you the possibility of selecting the General Management track, or concentrating on Finance, Marketing, or Entrepreneurship.

## Language of Instruction

English

## First Year - Fundamentals in Management

The MBA core courses provide fundamental business knowledge and problem solving skills, building a solid foundation for students' further study in chosen areas. Courses cover Accounting, Economics, Finance, Marketing, Operations Management, Organizational Behavior, Strategy, Human Resources, the relationship between China and the rest of the world, and much more.

## Second Year - Tailor Your Own Program with 40+ Electives

Students can specialize in their specific areas of interest by selecting from more than 40 elective courses taught by experts in their field. Elective courses delve in-depth into a range of business issues and areas, while building on the fundamentals acquired during the first year of study. A full list of our elective courses is available and updated on our website.



## China Depth

Case studies of China-based companies will help familiarize you with the Chinese business environment throughout your 18 months; while China specific modules such as “China Discovery Week” and other events will further help you deepen your China understanding.

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## Integrated China Strategy Project

Put what you learn in the classroom into practice! The ICSP is a challenging high-level group consulting project undertaken with CEIBS sponsor firms. Under the guidance of senior executives and professors, students develop innovative and effective solutions to real-life business challenges with leading companies.

“

*With the Integrated China Strategy Project (ICSP) at CEIBS, my peers and I worked closely to investigate, analyze, and deliver a recommendation on key strategic issues for a multinational corporation. Through these experiences and the MBA curriculum, I was able to successfully transition my job industry and function. Most importantly however, I made lifelong friends at CEIBS and was left with numerous unforgettable memories in China*

”

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– Allen Fang  
(USA) MBA 2013



## Language Courses

In the first academic year, non-credit language courses are offered free of charge:

- Chinese - French - Spanish

Non-Chinese speaking students who wish to continue a career in China are highly encouraged to study Mandarin to facilitate their MBA study and job search after graduation.

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## Overseas Electives / Study Trips

In 2013, two overseas electives are offered to enhance your global perspective. Each module includes lectures, company visits, and workshops with leading professors.

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### Greece Module

**Theme:** How Leaders of Businesses Contend with a Highly Uncertain Environment

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### New York Module

**Theme:** Internet Enabled Strategies and a Visit to Wall Street

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## Leadership Workshop

Fundamental leadership skills will be taught and reinforced throughout the whole program with a variety of activities and workshops. The first term will begin with an intensive Leadership Workshop to hone in vital skills and qualities that will help you stand out in your future organization not only as a manager, but also as an extraordinary leader.

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## Summer Internship

During the summer, the 10-week optional internship is an excellent opportunity to apply some of the new skills you have learned, as well as familiarize yourself with new industries and functions. An increasing number of student interns later receive a full-time employment offer from their summer employer – making the internship an outstanding platform for both sides to get to know each other.





“

*At CEIBS, you learn the unique features of Asian economies, culture, people and way of thinking from both a local and Western perspective.*

*I'm sure anyone who has been through CEIBS and the China experience can work and succeed anywhere in the world, and with anyone in the world.*

*For me, the MBA journey is priceless, both professionally and personally.*

”

.....  
*Apinya Phongwatantam*  
*(Thailand) MBA 2013*



Prof. Rama Vilamuri



Prof. Thomas Callarman



Prof. Zhao Xinge



Prof. Katherine Xin



Prof. Jeffrey L. Sampler



Prof. Wu Jinglian

# Your Teachers, Mentors and Peers

With approximately a third of our faculty originating from the U.S, a third from China, and a third from Europe and the rest of the world, you are guaranteed to receive an exceptionally diverse and enriching class experience – with no single cultural viewpoint dominating the discussions. Our professors are selected from the world’s most distinguished universities with an emphasis on their research and teaching abilities. In a world soaking with information, rigorous research often applied in real-life business situations has become an invaluable component to teaching. As most of our professors live and work in China, consulting for local and multinational companies, the coursework will always revolve around contemporary and relevant business issues with a China focus.

CEIBS has a vision to become the research and business case center of Asia. Each year, CEIBS professors publish numerous China related business cases, and contribute to scholarly journals and publications in various fields.

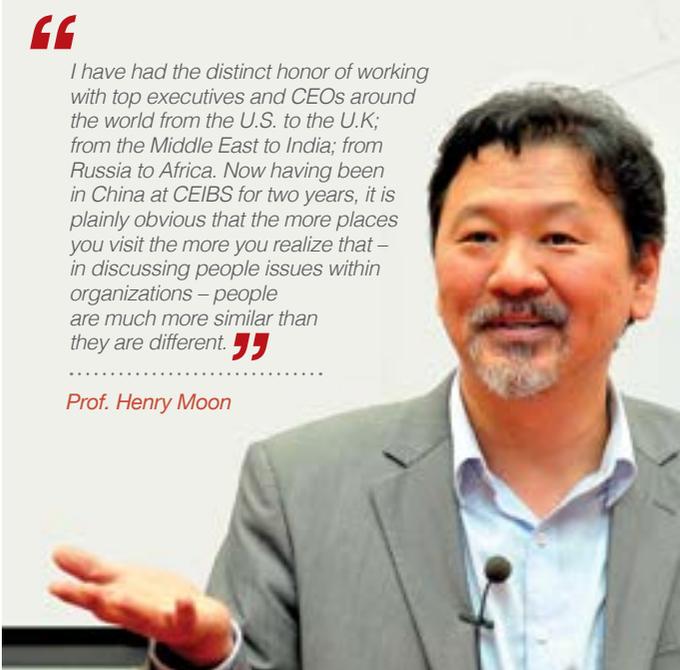
Our professors hold PhDs from the following prestigious schools (partial list):

- *Harvard University*
- *Purdue University*
- *Yale University*
- *University of Pennsylvania MIT*
- *London Business School*
- *Colombia*
- *University of Cambridge*
- *University of Auckland*
- *INSEAD*
- *University of Michigan*
- *Northwestern University*
- *Shanghai Jiao Tong University*

“

*I have had the distinct honor of working with top executives and CEOs around the world from the U.S. to the U.K; from the Middle East to India; from Russia to Africa. Now having been in China at CEIBS for two years, it is plainly obvious that the more places you visit the more you realize that – in discussing people issues within organizations – people are much more similar than they are different.”*

.....  
*Prof. Henry Moon*



“

*An inspiring campus where knowledge flows generously, an open laboratory to explore new ideas and practices, but more importantly, a front row seat to the grand stage of world affairs - the Chinese “renaissance” is arguably our era’s major factor of change. At China’s top B-School, you will not only become familiar with the dynamics recreating modern China and Asia, but also experience for yourself how the 21st century Middle Country is reshaping our global village. CEIBS, the school for a new world.”*

.....  
*David Gosset*

Director of CEIBS Academia Sinica Europaea and Founder of the Euro-China Forum



## Visiting Leaders

The CEIBS Visiting Leaders are globally recognized senior executives and business leaders who visit our school and contribute to the MBA community through different lectures, workshops, and coaching sessions. Their years of experience can act as an important guide to our students as their career progresses.

## Mentoring Program

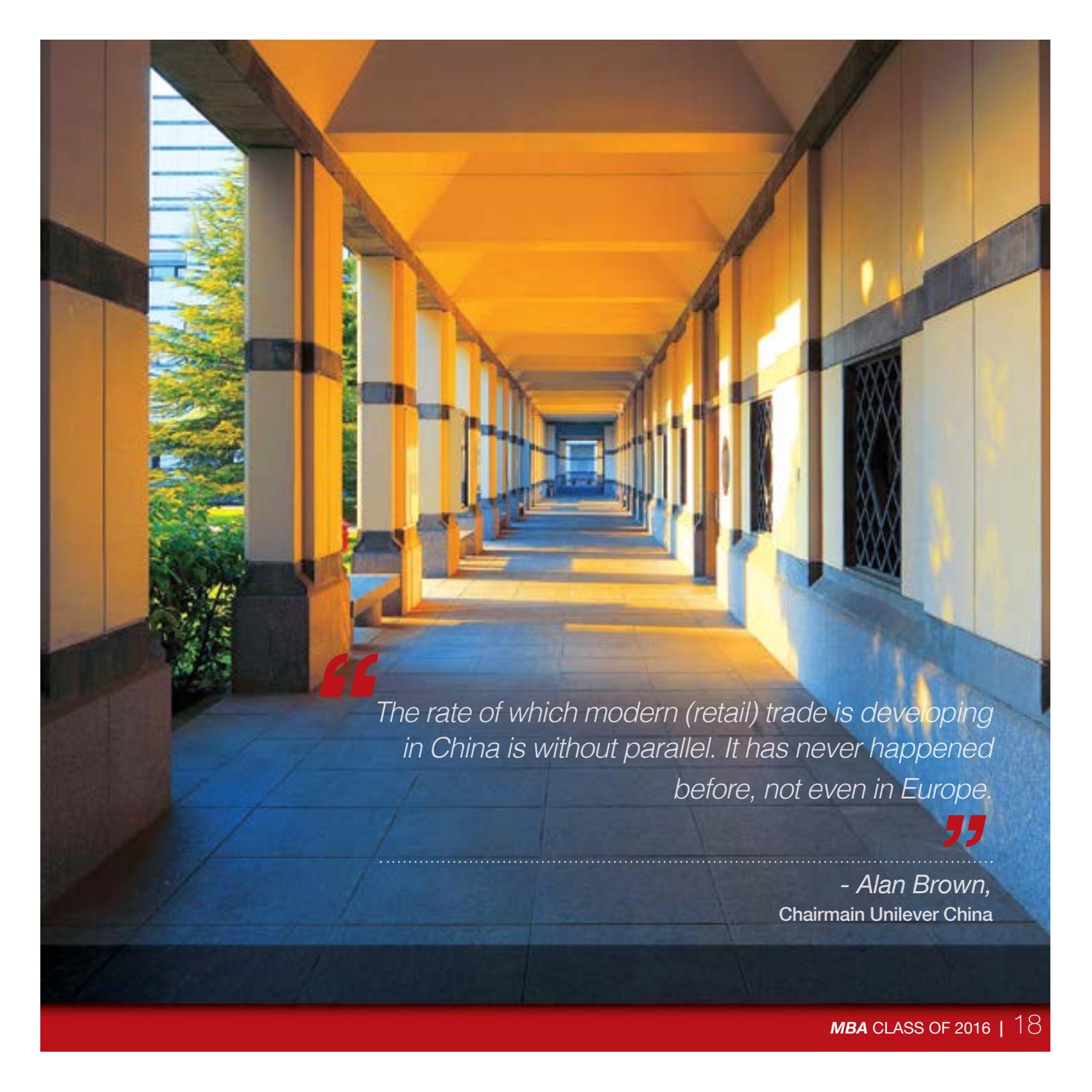
This optional program receives excellent reviews from our students. The program teams two or three MBA students with an experienced alumni or EMBA student mentor. It is designed to assist you to obtain knowledge and skills that are not necessarily accessible in the classroom, and to prepare you to effectively re-enter the job market after graduation. Many students build long-lasting friendships with their mentors, and in some cases even receive an internship or a job offer from their mentor’s company after graduation.



**Visiting Leader: Ms. Blythe McGarvie - Board member of Accenture, Viacom and Wawa**



**Visiting Leader: Mr. Richard Thoman - Former CFO of IBM Corporation, former CEO of Xerox Corporation**



“

*The rate of which modern (retail) trade is developing  
in China is without parallel. It has never happened  
before, not even in Europe.*

”

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- Alan Brown,  
Chairman Unilever China

# Your Peers

*You will have a privileged opportunity to work, interact, and create life-long friendships with an elite group of professionals from all over China and the world, coming from diverse backgrounds, functions, and sectors. This diversity will guarantee to make your team and class discussions exciting as well as challenging at times.*

## Class Profile MBA 2015

|                          |                        |                        |                       |                          |               |
|--------------------------|------------------------|------------------------|-----------------------|--------------------------|---------------|
| 192<br>Students Enrolled | 695<br>Avg. GMAT Score | 21<br>Country Coverage | 5.5<br>Avg. Work Exp. | 35%<br>Overseas Students | 43%<br>Female |
|--------------------------|------------------------|------------------------|-----------------------|--------------------------|---------------|



## Work Experience



|           |     |
|-----------|-----|
| <=3 years | 24% |
| 4-5 years | 36% |
| 6-7 years | 27% |
| >=8 years | 13% |

## Academic Background



|                       |     |
|-----------------------|-----|
| Business & Management | 41% |
| Science & Engineering | 35% |
| Language & Arts       | 13% |
| Others                | 12% |

## Region



|                        |     |
|------------------------|-----|
| Mainland China         | 65% |
| Asia Pacific & Oceania | 16% |
| HK&TW                  | 7%  |
| North America          | 7%  |
| Europe                 | 5%  |
| South America          | 1%  |

## Position



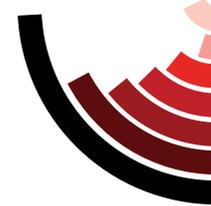
|                   |     |
|-------------------|-----|
| Professional      | 47% |
| Manager           | 31% |
| Assistant Manager | 7%  |
| Supervisor        | 7%  |
| GM/Vice GM        | 4%  |
| Director          | 3%  |

## Industry



|                               |     |
|-------------------------------|-----|
| Technology/Telecommunications | 21% |
| Financial Services            | 14% |
| Industrial Products           | 13% |
| Consulting Services           | 11% |
| Consumer Products             | 9%  |
| Non-For-Profit/Government     | 5%  |
| Other                         | 27% |

## Function



|                             |     |
|-----------------------------|-----|
| M&S/BD/Strategic Planning   | 24% |
| Finance/Accounting          | 16% |
| General Management          | 13% |
| Project Management          | 12% |
| Consulting                  | 11% |
| Ops/Logs/Supply Chain Mgmt. | 6%  |
| Other                       | 18% |

# Exchange Journeys

*Studying at China's leading business school has its advantages. Whether deciding to go abroad or stay in Shanghai, you will have the opportunity to work and study with your peers from the world's best business schools. More than 100 exchange spots are offered every year for CEIBS students in business schools throughout the globe.*

**Please obtain a full list of our exchange schools on our website. Below is a partial list**

- *London Business School*
- *University of Pennsylvania: Wharton*
- *INSEAD*
- *HKUST Business School*
- *IESE Business School*
- *Indian School of Business*
- *HEC Paris*
- *Dartmouth College: Tuck*
- *Duke University: Fuqua*
- *Northwestern University: Kellogg*
- *ESADE Business School*
- *University of Michigan: Ross*

“

*I joined the exchange program to Melbourne Business School last September. The exchange experience helped me to expand my horizon, experience a different culture, and finally helped me to make the decision to settle down in Australia.*

”

*Michelle Ge*  
(China) MBA 2013





# Make an Impact

*Being a true leader means leaving a mark, having an impact where you have served, and successfully collaborating with your peers. CEIBS offers various activities and programs beyond the classroom that allow you to live the MBA and China experience to the fullest, and put your leadership skills to the test. Some of the many programs, events, and student initiatives at CEIBS include:*

## Being Globally Responsible Conference (BGRC)

CEIBS students organize an innovative and thought-provoking event each year at which executives, public officials, experts and MBA students from across Asia meet to promote and discuss issues of individual and corporate social responsibility.

## INNOVATEChina

Founded in 2008, INNOVATEChina draws global attention to the challenges and threats of the China market. Competing teams generate innovative ideas and solutions to real world challenges of China's emerging economy.

## Global Business Competitions & Forums.

A large range of national and international business case competitions give you the opportunity to "strut your stuff" and demonstrate your capabilities to the rest of the world. In addition, a variety of distinguished business forums in different industries are open to MBA students throughout the year. A few examples from 2013 include:

- **IESE International Case Competition**
- **IPADE - Deloitte Global Case Competition**
- **MIT Simulation Competition**
- **NUS Asian MBA Stock Pitch Competition**
- **Odyssey Global MBA Competition**
- **St Gallen Symposium**
- **Tsinghua Case Competition**
- **Graduate Business Forum**

## Student Clubs

CEIBS has more than 40 clubs that cover a wide range of interests from business to pleasure. The clubs offer a great opportunity to learn outside the classroom, network, experience new things, or to just have fun.





“

*After five years of professional work experience in the United States, CEIBS allowed me to significantly broaden my perspective on the international business environment.*

*Through CEIBS, I was able to gain familiarity with China's cultural nuances and business customs, network with internationally minded classmates, and polish my Mandarin. Through my participation in the student committee,*

*I was able to refine my leadership skills while ensuring that the student voice was being heard by the school administration. My experience at CEIBS has allowed me to transition into a professional career in emerging Asia—exactly where I wanted to be.*

”

.....  
*Brian McMahon*  
(USA) MBA 2013





# For the Entrepreneurially Minded

*Entrepreneurship is not only a state of being but a state of mind. Living in China provides a multitude of opportunities to start one's own business, as well as innovate and create within an existing organization. With access to funding as well as being a hub of entrepreneurial activity, China is an ideal place for entrepreneurs. At CEIBS we offer an outstanding wealth of tools and resources to help support your dreams. This year we have also launched a new Entrepreneurial Concentration offering a wide choice of electives in the area of entrepreneurship.*

With the support of the CEIBS Center for Entrepreneurship and Innovation we offer our MBA students access to the following:

- Angel Investor Forum
- Fund Raising Forum
- IPO Forum
- Annual Entrepreneurship Conference
- Incubation Training for Seed Stage
- Entrepreneurial Challenge Competition
- Entrepreneur's Camp
- HCI-Finaves Fund and Chengwei Venture Fund – In-House VCs to help fund new ventures launched by CEIBS graduates. Combined, these funds offer more than US\$100M for student and alumni initiated ventures!

“

*CEIBS provided me with a great foundation for doing business in China. Both inside and outside of the classroom, I had the opportunity to truly learn about China's business culture. My classmates, professors and alumni have helped me become a better entrepreneur. With my company based in Shanghai, I am helping farmers across the country better deal with issues of soil deterioration, by implementing improved farming methods for increased crop yield.*

”

**Devon Nixon**

CEO Soil Tap China- (USA) MBA 2010



“

*Most Korean professionals my age rarely consider starting their own business. I didn't either until I came to CEIBS. During and after my journey at CEIBS, my personal and professional life has changed radically. After "INNOVATE CHINA" where I participated with one Chinese and one Indian classmate, we launched our own start-up in the area of fashion and e-commerce. I never imagined that I could run my own business in China before coming here. Through my journey at CEIBS, I could sharpen my entrepreneurial mindset, build truly reliable friendships, and successfully changed my life-long career to become an entrepreneur.*

”

**– Jong Keun Lee**

(Korea) MBA 2013



# Career Journey

*"#2 in the World for Salary Percentage Increase" – Financial Times*

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*Many of our students say that a clear advantage of being in China to pursue a career is the opportunity for rapid advancement. Because of the country's unparalleled growth rates, managers quickly find that their responsibilities and titles expand more quickly than they would have imagined or experienced in more developed markets. This makes China an ideal place for those students who are thinking of switching their career to a new function or industry.*

The Career Development Center (CDC) at CEIBS offers a full range of services to support you in your career development and job search efforts from the day you begin the program. Nevertheless, during your time at CEIBS, you are encouraged to use all resources that are available for you to help you in your efforts. These include the many networking events offered by the school and student clubs. The CEIBS Alumni network, assistance from professors, as well as your personal network are also channels which should be tapped for optimal placement results.

CDC aims to assist in the following areas:

## Guide Career Planning

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- Individual and tailored career counseling by CDC consultants, an average of 4 hours per student
- Executive Coaching Program
- Peer Coaching Program
- Career Mentor Program

## Bridging Students with Employers

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- Company site visits
- Career Treks to cities such as Hong Kong, Singapore
- Annual Job Fair in Shanghai
- Networking events with executive search firms
- Recruiter appreciation workshops in Shanghai and Shenzhen
- Industry Mixer

## Enhance Job Searching and Networking Skills

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- Career Development Program (CDP)
  - Market information
  - Improving soft skills
  - Alumni sharing
- Career Exploration Program
- Mock Interviews

## **EXCLUSIVE!** - Do Your Job Search Abroad

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CEIBS now offers a Career Services Reciprocity Program with the world's top business schools. A limited number of CEIBS students each year can now use the Career Services office and resources for one full day at the Harvard Business School when visiting Boston, IESE in Spain, and at INSEAD in France and Singapore.



“

*As Director of Career Services and Admissions at CEIBS for over eight years, I am very aware of the high expectations our students have for their career after graduation. After all, we are here to make their “dreams” become a reality. I am proud to say that I head one of the leading and most comprehensive Career Development Centers of its kind in Asia and even globally. Our consultants come directly from the business world and clearly understand the needs of employers as well as our students in this rapidly changing business environment. I have also witnessed a growing demand from both MNCs and local businesses for CEIBS graduates who know China well and have extensive international exposure. Equally impressive, are the many talented entrepreneurs who have graduated with their CEIBS MBA and gone on to open their very successful business ventures both in China and abroad, four of whom were recently featured in Forbes China’s list of top “30 under 30 Entrepreneurs.”*

”

*- Yvonne Li,  
Director of Admissions and Career Services*



“

*I was a “boring” finance professional before my MBA, after graduation I made a major transition and joined the second largest media group in China. Today I am doing what I have always dreamed of, and have the unique opportunity to participate in the pre-IPO process for a film company!*

”

.....  
— Eugene Diao  
(China) MBA 2013



# Selected companies recruiting at CEIBS:

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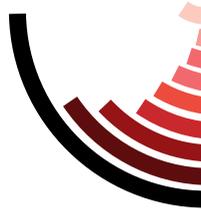
# MBA 2013 Placement Highlights

## Industry



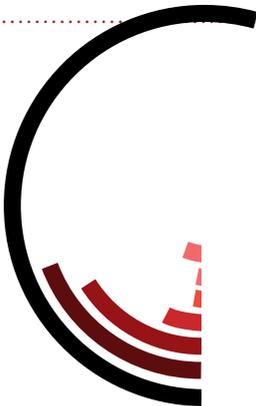
|                           |     |
|---------------------------|-----|
| Financial Services        | 26% |
| Industrial Products       | 23% |
| IT/Telecommunications     | 14% |
| Healthcare/Biotech/Pharma | 11% |
| Consulting Services       | 9%  |
| Energy/Utilities          | 6%  |
| Consumer Products         | 2%  |
| Retail/Trading            | 2%  |
| Other                     | 5%  |

## Function



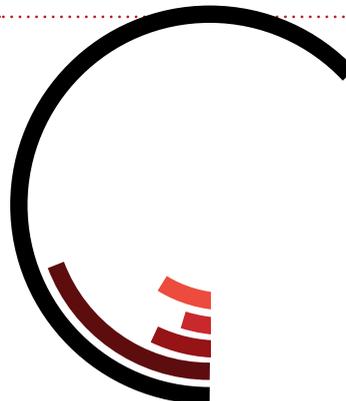
|                        |     |
|------------------------|-----|
| Finance/Accounting     | 25% |
| Consulting             | 16% |
| Marketing              | 13% |
| Sales/Sales Management | 9%  |
| General Management     | 9%  |
| Business Development   | 5%  |
| Strategic Planning     | 5%  |
| Project Management     | 4%  |
| Other                  | 12% |

## Position



|                    |     |
|--------------------|-----|
| Manager            | 55% |
| Professional       | 19% |
| Management Trainee | 16% |
| Assistant Manager  | 4%  |
| Director           | 1%  |
| GM/Vice GM         | 1%  |
| Other              | 5%  |

## Job Source



|                   |     |
|-------------------|-----|
| School Resources  | 65% |
| Personal Network  | 19% |
| Previous Employer | 5%  |
| Headhunter/Agency | 2%  |
| Other             | 9%  |

195  
Total  
Graduates

90.1%  
Employment  
Rate

83.5%  
Career Switches  
(Industry, Function  
or Both)

337  
Recruiting  
Companies

1088  
Total Job  
Postings

87.8%  
Avg. Salary  
Increase

82.1%  
Overseas  
Students  
Working in  
Asia-Pacific

“

*Before my MBA, I used to work in product planning for an automobile company in India. Post MBA, I am working in supply chain for a FMCG company in China. The CEIBS MBA helped me change all three parameters – function, industry and location. CEIBS has broadened my understanding of business and helped me grow my personal and professional network.*

*A CEIBS MBA is a rewarding experience and a memorable journey.”*

*Ravi Mittal*  
(India) MBA 2013



“

*Without the intensive business training with a diversified batch of colleagues at CEIBS, I would never have the vision nor the confidence to devote myself to a rising and dynamic company like Tencent. I can testify that the value and effectiveness of the methodology and problem solving skills learned at the school have been “battlefield” proven in the real business world. Without a doubt, the CEIBS MBA program was the wisest investment I’ve ever made.*

”

*Billy Zhang*  
(China) MBA 2009  
Tencent - Assistant General Manager, Strategy & Investment Department



# Plug into China with an Unrivalled Alumni Network

.....  
**13,000+** Alumni Representing 66 Countries  
.....

**54** Regional and Country Chapters Worldwide  
.....

**56** Alumni Clubs and Industry Associations  
.....

With China's longest running MBA program and the largest EMBA program in the world, CEIBS is endowed with China's largest and most prestigious business school alumni network. Our global orientation has spurred our alumni to spread across the world. Our elite executive training programs attract executives from an incredibly broad industry background, with more than 2000 CEO's joining our distinguished alumni community to date.

CEIBS alumni have consistently shown outstanding loyalty and affiliation to the school. Being a CEIBS alumnus allows you to access this large and influential community, making sure you're always in touch and doing business with colleagues of a high level of professionalism and ethical values.



Swiss Chapter Inauguration by the Lake



Singapore Chapter Event by the Bay



Taiwan Chapter



U.S. Chapter Sailing Party

“

*While many business schools now offer lectures on China as well as short study trips, we had the opportunity to really dive into the business culture and establish personal contacts with many CEIBS alumni who are holding very senior positions in China's leading companies. Only CEIBS offers this deep network of trusted classmates and alumni to turn to when pursuing business in Mainland China throughout ones future career.*

”

*Mathis Wilke*  
(Germany) MBA 2013

*\*Studio photos were taken by Enol Chen (MBA 2013)*

# Coordinated Degree Programs

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*This year CEIBS will offer three Coordinated Degree Programs with leading universities in the United States. The Coordinated Degree, allows you to earn two prestigious degrees in a shortened amount of time, enabling you to further specialize and focus on a specific industry and career path.*

**CEIBS offers the following three Coordinated Degrees for 2014:**

## CEIBS and the Fletcher School of Law and Diplomacy MBA/MALD - Master of Arts in Law and Diplomacy

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The MBA/MALD is intended to prepare you for careers focusing in international management and business. It is designed for those professionals who seek management responsibilities in international corporations, global financial institutions, international economic and development institutions, and government agencies. By combining the excellence and traditions of two schools from different continents, you will gain a broader perspective and will be better equipped to meet the challenges of an ever more complex, interdependent, and globalized world.

## CEIBS and the Johns Hopkins Bloomberg School of Public Health MBA/MPH - Master of Public Health

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With ageing populations in many regions around the world including Asia and the West, public health issues have become ever more pressing and complex. This has created challenges as well as enormous opportunities for the health care industry and government. In countries like China, the health care sector is booming, spawned by heavy government spending and foreign investment to modernize its infrastructure, as well as by the dramatic shift in country's age demographics. The CEIBS and Johns Hopkins MBA/MPH will enable you to integrate the philosophies, functions, and competencies of the seemingly disparate fields of public health and business. You will acquire knowledge and skills in the principles of population-based health, as well as finance and management, which will enable you to be an effective manager and leader in health-related agencies and organizations.



## CEIBS and the Cornell University School of Hotel Administration MBA/MMH - Master of Management in Hospitality

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The Cornell School of Hotel Administration is the only Ivy League program in Hospitality Management, and the world leader in its field. With the continuing meteoric expansion of the Chinese hospitality sector, this Coordinated Degree Program offers tremendous value for those individuals interested in the field both in China and abroad.

For details on any of these programs please see our website

# Take the Decision

How to begin the admissions process

## Admissions Requirements

- Bachelor's degree or its equivalent
- Two year minimum work experience
- GMAT or CEIBS Admissions Test Score
- Proficiency in English

## Application Review Criteria

The MBA Admissions Committee takes a holistic approach when reviewing a candidate's qualifications. The applicant's academic record, work experience, response to essay questions, references, interview performance, GMAT / CEIBS Admission Test score etc., will all be considered in the decision making processes.

## What We Are Looking For?

Proven Academic Ability + Excellent Career Potential + Language Competence + Good "Fit" with CEIBS Culture, Values, and Needs

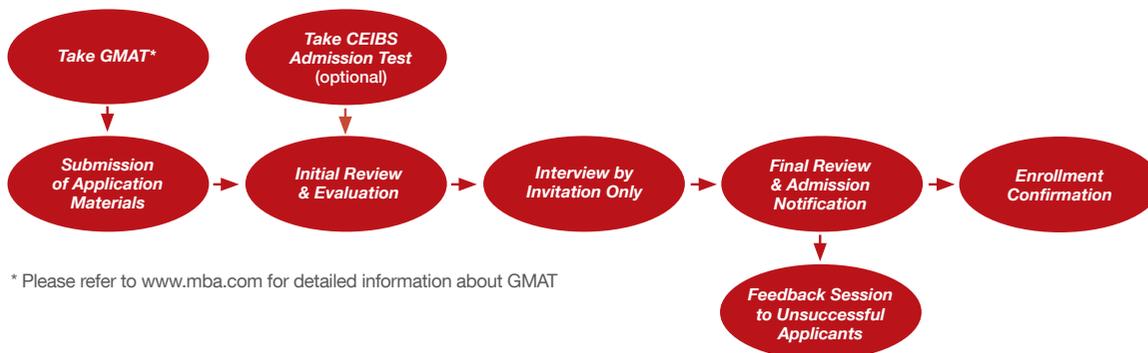
## How to Apply

- Submit a completed online application through: <http://interact.ceibs.edu/application/mba.do>
- Send official GMAT score report to CEIBS (CEIBS GMAT code: MDQ-HH-39)

For those who choose not to take the GMAT, we offer you the alternative of taking the CEIBS Admission Test. The test is similar to the GMAT, except it is paper-based and does not contain the AW or IR sections found on the GMAT. The CEIBS Admission Test for MBA2016 will be administered in Shanghai, Beijing, and Shenzhen on:

| No. | Test Date     | Test City Offered               |
|-----|---------------|---------------------------------|
| 1   | Mar. 1, 2014  | Shanghai, Beijing, and Shenzhen |
| 2   | Apr. 19, 2014 | Shanghai, Beijing, and Shenzhen |

## Application & Evaluation



\* Please refer to [www.mba.com](http://www.mba.com) for detailed information about GMAT

## Annual Size of Enrollment

200 (divided into three sections) CEIBS MBA programme has one intake each year. The MBA 2016 school year will kick off in August 2014.

## Admission Rounds and Deadlines for 2014

| Round | Application Deadline | Decision By   |
|-------|----------------------|---------------|
| 1     | Nov. 20, 2013        | Dec. 20, 2013 |
| 2     | Feb. 19, 2014        | Mar. 28, 2014 |
| 3     | Apr. 10, 2014        | May 23, 2014  |

## Application Fee (non-refundable)

**Chinese applicants** (including Hong Kong, Taiwan, and Macau): RMB 1,000

**International Applicants:** USD 180

## Tuition Fee

Please refer to our website for the most updated information.

## Housing Expenses\*

Students can choose to live on or off campus. There are four student dormitory buildings on campus. Each room is equipped with telephone, air-conditioning, bathroom, computer network connection, and satellite TV hook-up.

|                      | Dormitory Building 1 & 2 | Dormitory Building 3 & 4 |
|----------------------|--------------------------|--------------------------|
| <b>Single Room</b>   | TBA                      | RMB 2,550/month          |
| <b>Twin-Bed Room</b> | TBA                      | RMB 1,300/person/month   |

## Estimated Expenses\* (excl. tuition fee, in RMB\*\*)

|                       |               |                                                                          |
|-----------------------|---------------|--------------------------------------------------------------------------|
| <b>Textbooks:</b>     | 4,000         | *18-month basis, and varying significantly with lifestyle and preference |
| <b>Laptop:</b>        | 8,000         | ** RMB6.15=USD 1 (approx).                                               |
| <b>Housing***</b>     | 23,400        | *** Based on rental of twin-bed room accommodation                       |
| <b>Meals:</b>         | 22,000        |                                                                          |
| <b>Miscellaneous:</b> | 24,000        |                                                                          |
| <b>Total:</b>         | <b>81,400</b> |                                                                          |

## Financing Your Study

CEIBS provides scholarships to outstanding candidates. Most scholarships are merit-based and many of the scholarships displayed are available to both Chinese and international students. Please check our website for the latest details.

## Scholarships for 2014

### First Year

|                                               |
|-----------------------------------------------|
| CEIBS Excellence Scholarship                  |
| CEIBS Merit Scholarship                       |
| CEIBS Women Leadership Scholarship            |
| CEIBS Entrepreneurship Scholarship            |
| CEIBS Young Talent Scholarship                |
| Middle-East & Central Asia Talent Scholarship |
| Latin-America Talent Scholarship              |
| African Talent Scholarship                    |
| Diversity Fellowship                          |
| Shanghai Government Scholarship               |
| Wu Jinglian Educational Fund                  |
| Liu Ji Educational Fund                       |
| Hovione Scholarship                           |
| Omnicom Scholarship                           |
| Hana Bank Scholarship                         |
| Easy Finance Scholarship                      |
| DDI Scholarship                               |
| Longcheer Scholarship                         |
| La Caixa/Casa Asia                            |
| Talentia Fellowship Program                   |
| Emerson Scholarship                           |
| Baosteel Scholarship                          |

### Second Year

## Student Loans

- China Merchants Bank (for Chinese citizens)
- China Construction Bank (for Chinese citizens)
- Bank of China (for Chinese citizens)
- Credila (India)



“

*Our headquarters realize that China is a very big market. Because of this, the expectation tends to be built very high. But China is going to be a very long-term play. China is about potential, potential, potential ”*

*- Alan Brown,*  
Chairman Unilever China



# Business Links

## CEIBS Sponsor Companies

### Chair Endowment Fund

Port of Barcelona  
 “la Caixa”  
 Bayer  
 Baosteel  
 Chengwei Capital  
 Cathay Capital Private Equity  
 Philips (China) Investment Co. Ltd.  
 Michelin  
 The Royal Bank of Scotland Group  
 Basque Government  
 Banco Santander  
 Spanish Government  
 British American Tobacco  
 Zhongkun Group  
 Zoomlion  
 Zhongtian Group

### Campus Fund

TCL  
 Barco  
 Bekaert  
 PSA Peugeot Citroën  
 DIAGEO  
 China Development Bank  
 Haworth  
 Huatai Securities

Global Sources  
 K. Wah Group  
 Greenwood Asset Management  
 Unilever  
 Shanghai Jahwa Group  
 Shanghai Jinqiao Group  
 Shanghai Chlor-Alkali  
 Chemical Co., Ltd.  
 Schneider Electric  
 Red Avenue Group  
 Wind Info  
 Volvo  
 IDOM  
 Spanish Government  
 Heineken  
 Far East Holding Group Co., Ltd.  
 China Telecom Shanghai  
 SINOPEC Shanghai  
 Petrochemical Company Limited

### CEIBS Development Fund

ABB  
 BP China  
 Telefónica  
 TNT Greater China  
 Atlas Copco

Emerson  
 Arcelor Mittal  
 AXA  
 Anheuser-Busch InBev  
 BNP Paribas  
 Hengdian Group  
 HGI FC  
 Coca Cola  
 McKinsey & Company  
 Mandarin Capital Partners  
 Eli Lilly Asia, Inc.  
 Pengxin Group  
 Pudong Shangri-La  
 Hong Kang Real Estate  
 Shenzhen Co-stone Capital  
 Investment Co., Ltd.  
 Dow Chemical  
 GE  
 MasterCard Worldwide  
 IDEPA  
 BBVA  
 Banco Sabadell  
 CHIC Group  
 Future Holdings  
 Yincheng Real Estate Group  
 Evonik Industries

### CEIBS Scholarship Fund

Emerson  
 “la Caixa”  
 Morningside Ventures  
 DDI Group  
 Hovione  
 Omnicom Group Inc.  
 Longcheer Group  
 Liu Ji Education Fund  
 Easyfinance Management Consulting  
 Wu Jinglian Academic Fund  
 Hana Bank

### CEIBS Research Fund

ICEX  
 AXA  
 Akzo Nobel  
 Philips (China) Investment Co. Ltd  
 Shell  
 DSM  
 Siemens Ltd, China  
 AGFA  
 Siemense Healthcare  
 Jinsheng Group  
 Kaifeng Foundation  
 Lujiazui Development Group  
 Bank of Shanghai



## CEIBS International Advisory Board Members

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Shanghai Pudong Development Bank  
HuaAn Fund Management  
Mindray  
EVOG Group  
Evergreen Holding Group  
Jinsheng Group  
FD Johnson  
AVIC International  
Share Capital Partners  
Chengwei Capital  
Chrysler  
Yincheng Real Estate Group  
W&Smith Shanghai Inc.  
Landsea Group  
Yurun Group  
Rentai Group  
Sunriver Holding Group Co., Ltd.  
Huaxiang Group  
TopSpring International Holdings Limited  
Merck KGaA  
Hanlian Investment Group  
Cifi Group

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**Mr. Carlos Brito**  
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**Mr. Cao Dewang**  
Chairman of Fuyao Group

**Ms. Dong Mingzhu**  
President of Gree Electric

**Dr. Klaus Engel**  
CEO of Evonik Industries

**Mr. Isidre Faine**  
President of La Caixa

**Mr. Douglas Flint**  
Group Chairman of HSBC

**Ms. Orit Gadiesh**  
Chairman of Bain and Company

**Dr. Gao Guofu**  
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**Mr. Huang Nubo**  
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**Mr. Olaf Koch**  
CEO of Metro Group

**Mr. Bruno Lafont**  
CEO of Lafarge

**Dr. John Lechleiter**  
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**Mr. Li Jiange**  
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**Mr. Liu Jiren**  
Chairman and CEO of Neusoft

**Dr. Ma Weihua**  
President and CEO of China Merchants Bank

**Mr. Dennis Nally**  
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**Mr. Ning Gaoning**  
Chairman of COFCO Ltd.

**Mr. Michele Norsa**  
CEO of Salvatore Ferragamo

**Mr. Stan Shih**  
Chairman of iD SoftCapital Group

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Former CEO of Xerox Corporation

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President of AVIC International  
Holding Corporation

**Mr. Xu Lejiang**  
Chairman of Baosteel Group

**Ms. Marjorie Yang**  
Chairman of Esquel Group

**Ms. Yang Lan**  
Chairperson of Sun Media Group and Sun  
Culture Foundation



## Contact Us

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Shanghai, 201206, PRC

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**Fax:** (86 21) 2890 5200

**Email:** [admissions@ceibs.edu](mailto:admissions@ceibs.edu)