

中欧国际工商学院MBA2015就业报告

CEIBS MBA2015 CAREER REPORT

<http://www.ceibs.edu/mba>

MBA2015 EMPLOYMENT SUMMARY

MBA2015届就业概况

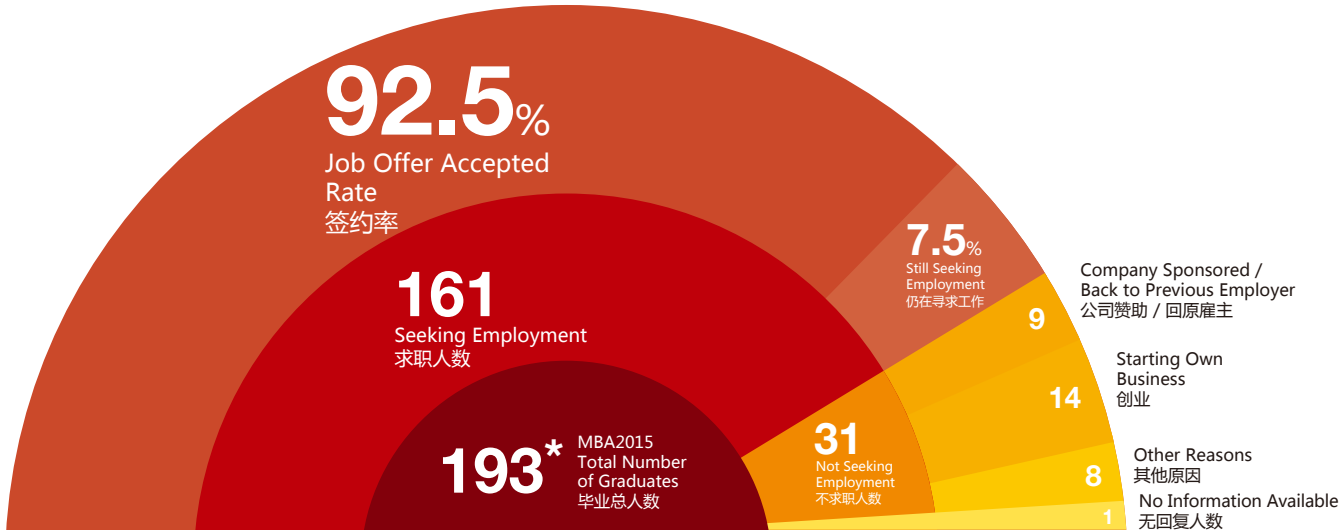
On April 26, 2015, 193 students graduated from CEIBS, among them, were 55 international students. During the recruitment season, 308 companies offered a total of 869 opportunities to the School's MBA students via the Career Development Center (CDC). Within three months after graduation, 94.4% of the graduates reported having received at least one offer and 92.5% accepted the offer. Based on the CDC statistics, 48.6% of the international students successfully landed jobs in mainland China and 85.7% of the international students remained in the Asia Pacific region.

2015年4月26日，193名中欧MBA2015届毕业生正式毕业，其中包括55名国际学生。在整个招聘季中，共308家企业通过职业发展中心（CDC）提供了869个招聘职位。毕业后三个月内，94.4%的毕业生收到至少一份工作邀约，92.5%的毕业生与企业签约。在所有毕业生中，48.6%的国际学生成功在中国大陆就业，85.7%的国际学生选择留在亚太地区发展。

All the information and analysis enclosed in this report is based on 192 responses (Response Rate: 99.5%) received from the MBA students who graduated in 2015 within three months after graduation.



本报告数据与分析基于MBA2015届学生在毕业后3个月内提供的192份有效回复，回复率 99.5%。



* MBA2015 Total Number of Graduates (193) = Total Enrollment (192) + Previous students deferred to MBA2015 (11) - MBA2015 students deferred to next year (10)
MBA2015 毕业总人数 (193) = 入学总人数 (192) + 历届延迟至2015届毕业生人数 (11) - 2015届延迟至下一年度毕业人数 (10)

MBA2015 EMPLOYMENT HIGHLIGHTS

MBA2015届就业亮点

94.4%

Job Offer Received Rate
收到工作邀约率

92.5%

Job Offer Accepted Rate
签约率

78.7%

Career Switch Rate
(Industry, Function or Both Change)
职业转换率

128.6%

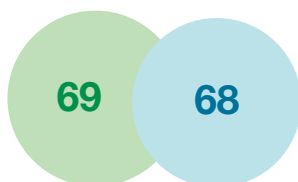
Average
Salary Increase
平均薪资增幅
(Mid 80% Average Salary Increase
中间80%平均薪资增幅 96.4%)



MBA2015



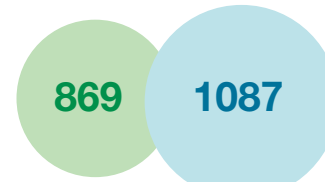
MBA2014



On Campus Presentations
校园宣讲总数



Total Recruiting Companies
招聘公司总数



Total Job Postings
职位总数

1. Class Profile is based on data reported by MBA Admissions (Aug. 2013).
学生概况统计数据是根据MBA招生办公室提供的2013年8月入学时的信息。
2. Total percentage may not equal 100% due to rounding.
由于采用舍入计算，百分比总和可能并非100%。

PROFILE OF MBA2015 & MBA2016

MBA2015届 & MBA2016届学生概况

	MBA2015	MBA2016
Total Enrollment 入学总人数	192	166
International Students (excl. Hong Kong & Taiwan) 国际学生（不包括香港和台湾）	28.1%	34.3%
Places of Origin 生源国家及地区数	21	24
Female 女性	43.2%	32.5%
Mid 80% GMAT Range 中间80% GMAT成绩区间	640-740	640-730
Average Years of Work Experience 平均工作经验	5.5	5.9
Average Age upon Enrollment 平均入学年龄	29.1	29.4

Pre-MBA Industry 行业分布

	MBA2015	MBA2016
• Technology 科技	20.8%	15.7%
• Financial Services 金融服务业	14.1%	15.7%
• Manufacturing 制造业	13.0%	13.9%
• Consulting 咨询	10.9%	13.9%
• Consumer Products 消费品	8.9%	9.0%
• Pharmaceutical/Biotechnology/ Healthcare Products 医药/生物科技/保健	5.3%	6.6%
• Non-Profit Org. 非盈利组织	5.3%	5.4%
• Retail/Trading 零售/贸易	5.3%	3.6%
• Petroleum/Energy 能源	4.2%	4.8%
• Media/Entertainment 媒体/广告	3.2%	3.6%
• Real Estate 房地产	3.2%	1.8%
• Others 其他	5.8%	6.0%

Geographic Origin 生源

	MBA2015	MBA2016
• Mainland China 中国大陆	64.6%	57.3%
• Hong Kong & Taiwan 香港和台湾	7.3%	8.4%
• Asia Pacific 亚太地区	15.6%	16.3%
• Europe 欧洲	8.0%	6.6%
• America 美洲	4.5%	10.2%
• Middle East 中东地区	0.0%	1.2%

Academic Background 学科背景

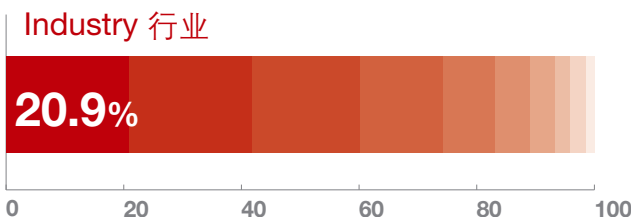
	MBA2015	MBA2016
• Science & Engineering 理工科	40.6%	41.6%
• Business & Management 商科&管理	34.9%	40.4%
• Language & Arts 文科	12.5%	10.2%
• Others 其他	12.0%	7.8%



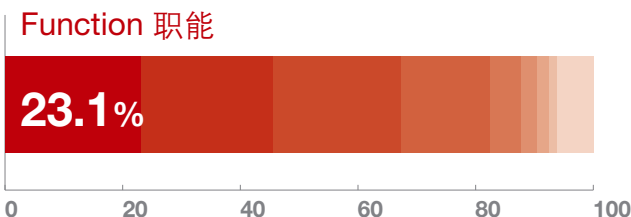
CEIBS MBA2015 Graduates
中欧MBA2015届毕业生

MBA2015 EMPLOYMENT ANALYSIS

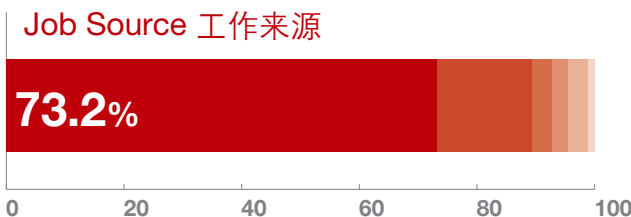
MBA2015届就业分析



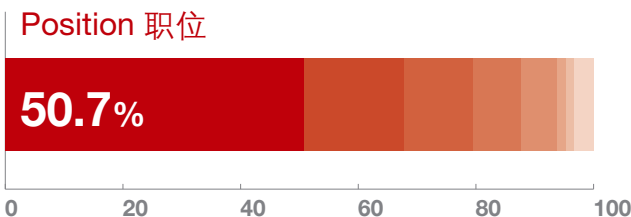
Financial Services 金融服务业	20.9%
Technology 科技	20.9%
Pharmaceutical/Biotechnology/Healthcare Products 医药/生物科技/保健	18.2%
Manufacturing 制造业	14.2%
Consumer Products 消费品	8.8%
Consulting 咨询	6.1%
Real Estate 房地产	4.1%
Media/Entertainment 媒体/广告	2.7%
Petroleum/Energy 石油/能源	2.7%
Others 其他	1.4%



Marketing/Sales 营销/销售	23.1%
Finance 金融	22.4%
General Management 综合管理	21.8%
Consulting 咨询	15.0%
Operations/Logistics 运营/物流	5.4%
Human Resources 人力资源	2.7%
Information Technology 信息技术	2.0%
Research & Development 研发	1.4%
Others 其他	6.2%



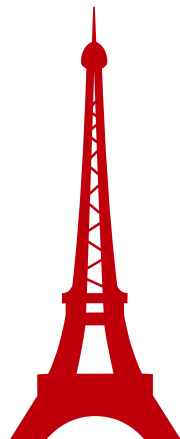
School Resource 学校资源	73.2%
Personal Network 个人渠道	16.1%
Previous Employer 原雇主	3.4%
Headhunter/Agency 猎头/代理	2.7%
Others 其他	3.4%
No Response 无回复	1.2%



Manager 经理	50.7%
Leadership Program (LDP) 领导力项目	17.1%
Director 总监	11.6%
Professional 专业人士	8.2%
Assistant Manager 助理经理	6.2%
GM/Vice GM 总经理/副总经理	1.4%
Supervisor 主管	1.4%
Others 其他	3.4%

JOB LOCATIONS

工作地点



Europe
欧洲

Mainland China
中国大陆

Asia Pacific
其他亚太国家和地区

Chinese Students
中国学生

0.9%

96.4%

2.7%

International Students
国际学生

14.3%

48.6%

37.1%

MBA2015 All Students
MBA2015届全体学生

4.1%

85.1%

10.8%

Germany 1.3%
德国
France 0.7%
法国
Switzerland 0.7%
瑞士
Belgium 0.7%
比利时
Other EU Countries 0.7%
其他欧洲国家

Shanghai 66.2%
上海
Beijing 14.8%
北京
Shenzhen 4.1%
深圳

Hong Kong 4.0%
香港
Korea 3.4%
韩国
Singapore 1.4%
新加坡
India 1.3%
印度
Japan 0.7%
日本

SALARY STATISTICS *

年收入分析

Annual Base Salary 基本工资 (RMB)

	Percentage 百分比	Median 中位数	Range 范围
All Students 全体学生	100.0%	360,000	95,000 ~ 1,440,000
Chinese Students 中国学生	76.4%	360,000	120,000 ~ 700,000
Working in Mainland China 在中国大陆就业	73.7%	360,000	120,000 ~ 700,000
Working Outside Mainland China 在海外国家及地区就业	2.7%	498,491	336,000 ~ 600,000
International Students 国际学生	23.6%	400,000	95,000 ~ 1,440,000
Working in Mainland China 在中国大陆就业	11.4%	375,000	120,000 ~ 650,000
Working Outside Mainland China 在海外国家及地区就业	12.2%	456,222	95,000 ~ 1,440,000

Other Guaranteed Compensation 其他固定收入 (RMB)

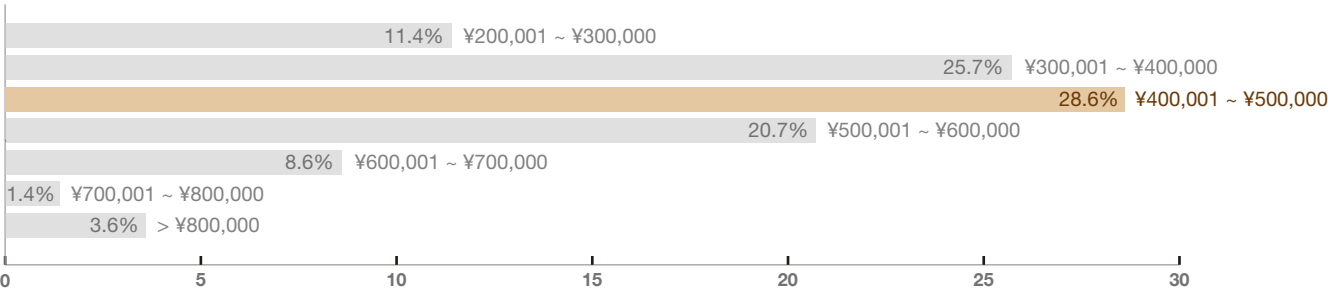
	Percentage 百分比	Median 中位数	Range 范围
All Students 全体学生	100.0%	50,000	0 ~ 400,000
Chinese Students 中国学生	76.4%	55,350	0 ~ 300,000
Working in Mainland China 在中国大陆就业	73.7%	57,850	0 ~ 300,000
Working Outside Mainland China 在海外国家及地区就业	2.7%	22,791	0 ~ 108,000
International Students 国际学生	23.6%	16,500	0 ~ 400,000
Working in Mainland China 在中国大陆就业	11.4%	87,000	0 ~ 400,000
Working Outside Mainland China 在海外国家及地区就业	12.2%	0	0 ~ 235,000

Annual Guaranteed Cash Range by Industry 行业分类年收入 (RMB)

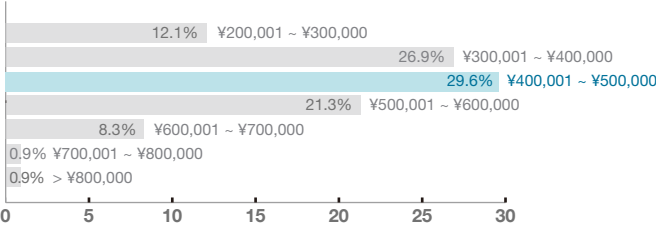
	Percentage 百分比	Median 中位数	Range 范围
Financial Services 金融服务业	20.9%	447,000	204,000 ~ 1,440,000
Technology 科技	20.9%	490,000	240,000 ~ 720,000
Pharmaceutical/Biotechnology/Healthcare Products 医药/生物科技/保健	18.2%	490,000	295,000 ~ 649,000
Manufacturing 制造业	14.2%	450,000	326,000 ~ 840,000
Consumer Products 消费品	8.8%	400,000	270,000 ~ 885,000
Consulting 咨询	6.1%	500,000	276,000 ~ 728,000
Real Estate 房地产	4.1%	610,000	322,000 ~ 1,000,000
Media/Entertainment 媒体/广告	2.7%	400,000	240,000 ~ 500,000
Petroleum/Energy 石油/能源	2.7%	414,000	300,000 ~ 580,000
Others 其他	1.4%	340,000	300,000 ~ 380,000

Annual Guaranteed Cash Distribution 年收入分布 (RMB)

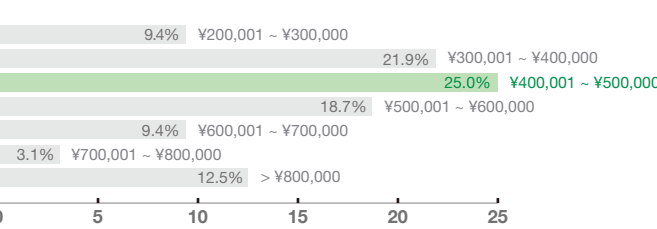
All Students 全体学生



Chinese Students 中国学生



International Students 国际学生



* The Salary Statistics are based on 140 responses with valid salary information. Total students who accepted job offers are 149. Salary response rate is 94%.
年收入分析是基于140份包含薪资信息的有效回复。签约学生总数149。薪资回复率94%。



MBA2015届毕业生雇主

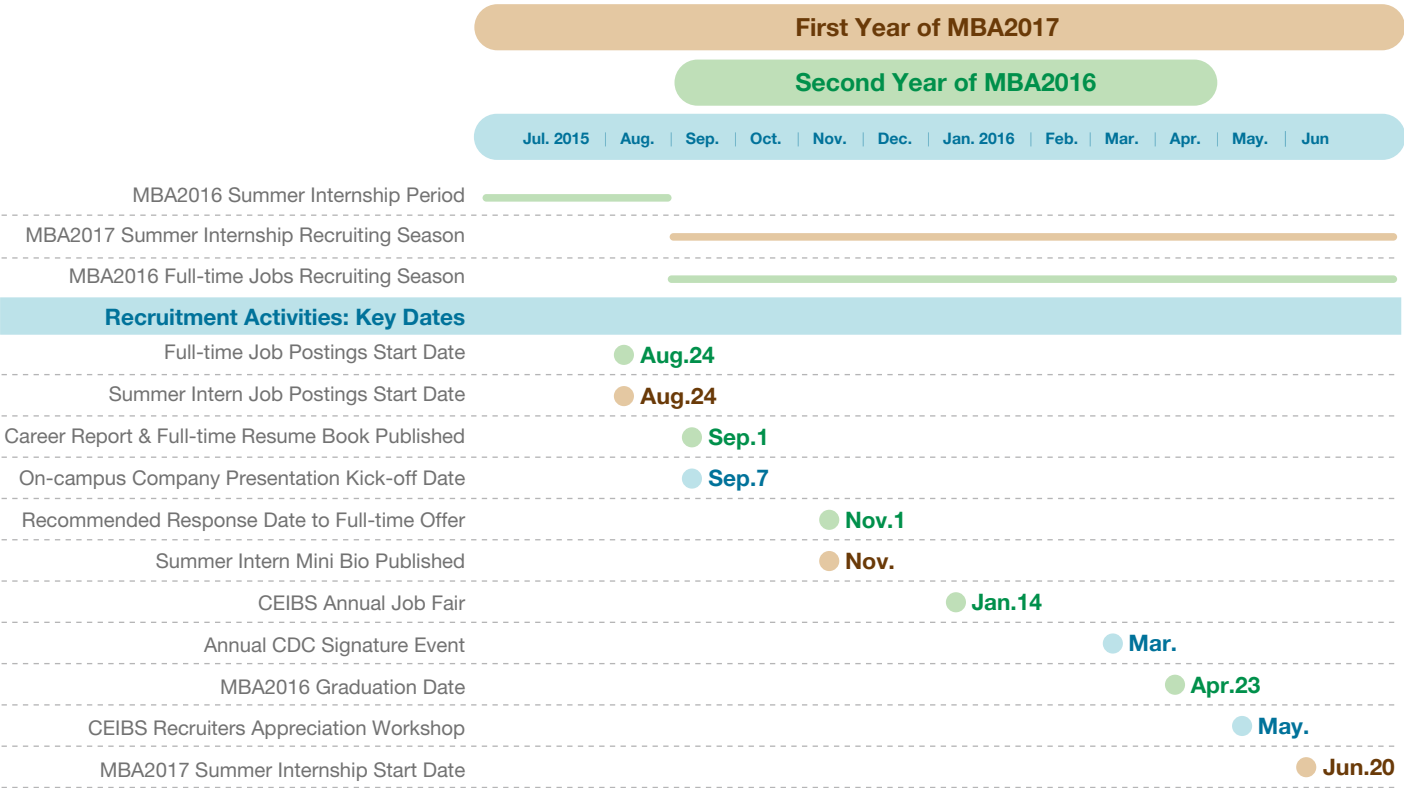
A	AB InBev Abbott Accenture AIA AkzoNobel Amazon * Amore Pacific Corporation Anbang Insurance Group Apple Inc. Applied Materials AstraZeneca *	F	Ford Fosun Group Ginger Capital Advisory Haitong Securities Henkel HFT Investment Management Hilti Huawei	P	Penta Global Adviser Pfizer PGC Capital Pioneer Energy PwC
B	Baidu Bain & Company Baozun Inc. Baxter Bayer * Beijing Jiufang Tianhe New Energy Technology Bestv New Media Boston Consulting Group Boston Scientific BP	G	IDEX IMAX China IMS Consulting Indegene Life Sciences Industrial Securities Invesco	R	RB Roche Roland Berger
C	CBI Consulting Cheyipai China Fortune Land Development Chrysler CITIC M&A Fund Management Criteo CURA Investment	I	Jaguar Land Rover JD.COM Johnson & Johnson JP Morgan Jupai Holdings	S	Samsung Sanofi Shanghai 100me Internet Technology Shanghai TM Automation Instrument Shanghai Zhongyan Information Technology Share Capital Shi He Chuang Xiang Management Consulting Siemens Solvay SooChow Securities Standard Chartered
D	DC Healthcare fund Diageo DuPont	J	Keboda Technology Kunyu Capital	T	Tencent Thermo Fisher Scientific Tyco
E	E-capital Transfer eHi Car Services E-land Group Eli Lilly Emerson Equis Funds Group	K	Landsea Green Properties Lewater Sports & Leisure LG Lianchu Securities Longcheer Longfor Properties	U	Uber UBS UnionPay International
F	Fonssino	L	MASTECK McKinsey & Co. Merck Microsoft Morgan Stanley Movoya	V	Vanke Vic VIPABC Virtus Inspire Investment
		M	NextTao Technology Nike Novartis	W	Westbank Corp
		N		Y	YiMei Capital
				Z	Zhao Online

* Companies employed at least 5 graduates

* 公司招聘了5名或以上毕业生

RECRUITING CALENDAR OF 2015/2016

2015/2016 招聘日历

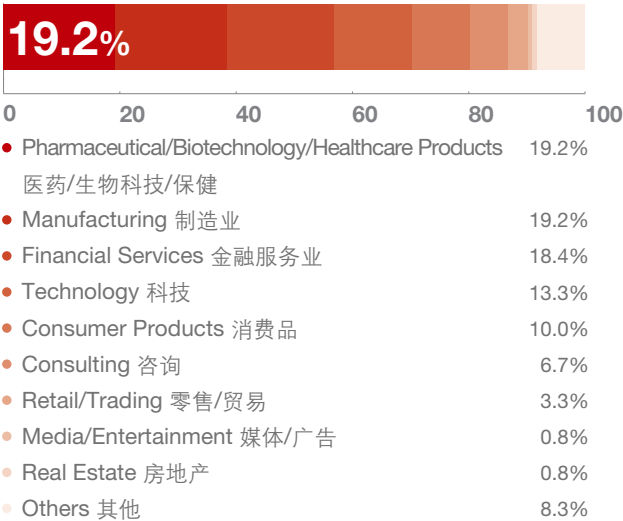


MBA2015 SUMMER INTERNSHIP ANALYSIS

MBA2015届暑期实习分析



Industry 行业



Function 职能



Daily Salary/Allowance Range

日薪/补贴区间

Mid 80% Range
中间80%区间

¥ 240 - 670

RECRUITERS OF MBA2015 SUMMER INTERNS

MBA2015届暑期实习公司

A	Abbott AB InBev ACG adidas Aditya Birla Group ADM AirAware Amazon * Amphenol Analogic Medical Devices Apple Inc. AstraZeneca Avia-Tek	E	eHi Car Services Elite Capital EMC Essence Security Estee Lauder Companies	L	L'Oreal China
B	Bain & Company Baird Capital Bayer BD Becton, Dickinson and Company Bizpro International Bosch Boston Consulting Group BP	F	Federal-Mogul	M	Mapletree
C	China Culture Industrial Investment Fund China Merchants Capital Chrysler Corning	G	Fosun Group GMO Google Gouten Consulting Ltd.	O	Medtronic
D	Dao Resort DuPont *	H	H&M Haitong Securities Henkel Hilti Honeywell Hospira Hovione Holding Inc Huijiang.com	P	Neuberger Berman Nike Novartis * PayPal Phoenixtree Capital PwC
		I	IMS Consulting Intel	Q	Qiming VC
		J	Jaguar Land Rover JD.COM Jiangxi Copper Trading International Johnson & Johnson	R	RB * Roche
		K	Kavo Sybron KKM Capital KPMG	S	Sanofi SAP Softbank China Venture Capital SuChong Fund
				T	Tencent
				U	UBS United Nations
				V	Van Eck Global
				W	Wealth River

Companies in bold employed at least 2 interns
以粗体显示的公司招聘了2名或以上实习生

* Companies employed at least 5 interns
* 公司招聘了5名或以上实习生

CEIBS MBA PROGRAM

中欧MBA课程

Ranking

Financial Times: #1 in Asia and #11 globally (2015), Top 25 in the past 11 years

Bloomberg Business Week: #1 in Asia and #17 globally (2014)

Program Highlights

- ▶ 18-month full-time English program (12-month option)
- ▶ 3 Concentrations: Finance, Marketing, Entrepreneurship
- ▶ 3 Months Consulting Projects: ICSP (Integrated China Strategy Project)
- ▶ 1 Semester Overseas Exchange (with 30+ top tier B-schools globally)
- ▶ 10 weeks full-time Summer Internship
- ▶ 5 Overseas Electives to USA, France, Korea, Japan and Israel
- ▶ 4 Overseas Career Treks to USA, Korea, Singapore and Hong Kong
- ▶ Career Development Reciprocity Program Partners: Harvard, LBS, INSEAD, IESE, IE

排名

《金融时报》：亚洲第一，全球排名第11位（2015），连续11年全球25强

《彭博商业周刊》：亚洲第一，国际MBA排名第17位（2014）

课程亮点

- ▶ 18个月全职全英文项目（提供一年制选项）
- ▶ 综合管理为主线，金融财务、市场营销、创业学3个专业方向
- ▶ 3个月综合战略咨询项目
- ▶ 1个学期海外交换（与30+全球顶尖商学院合作）
- ▶ 10周暑期全职实习
- ▶ 5个海外选修模块（美国、法国、韩国、日本、以色列）
- ▶ 4个海外职业发展之旅（美国、韩国、新加坡、香港）
- ▶ 职业发展互惠合作院校：哈佛、伦敦商学院、INSEAD、IESE、IE

PARTNER WITH CEIBS

合作中欧

RECRUIT MBA STUDENTS

应届生招聘

Hire current students for summer internship, part-time or full-time positions

招聘暑期实习生、兼职或全职雇员

Campus Presentation
校园宣讲

Job Posting
职位发布

Job Fair
招聘会

Resume Book
简历册

Online Resume Access
线上简历访问

RECRUIT CEIBS ALUMNI

校友招聘

Connect with CEIBS alumni for immediate hiring needs
向中欧校友发布即时职位

Weekly Job Posting
每周职位发布

CEIBS iAlumni App.
中欧校友汇—职来职往

ENGAGE

合作

Collaborate with CEIBS faculty, students and alumni to expose and increase corporate brand awareness
与中欧师生、校友合作，扩大企业影响，提升企业品牌

**Integrated China Strategy Project/
Summer Internship**
综合战略咨询项目/暑期实习

Industry/Executive Forum
行业论坛/高层管理论坛

**Career Workshop/Mock Interview/
Career Exploration Day**
职业发展工作坊/模拟面试/职业探索日

**Career Trek/Company On-site Visit/
Campus Visit**
职业发展之旅/公司拜访/中欧校园访问

Career Mentor
职业导师

Student Event Guest Speaker & Sponsorship
学生活动嘉宾及赞助

Corporate Sponsorship/Student Scholarship
学院发展赞助/学生奖学金



Please contact us for more information: cdc@ceibs.edu
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