



## CEIBS Global Executive MBA

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

Ranked **2<sup>nd</sup>** Worldwide  
- *Financial Times* EMBA Ranking 2020



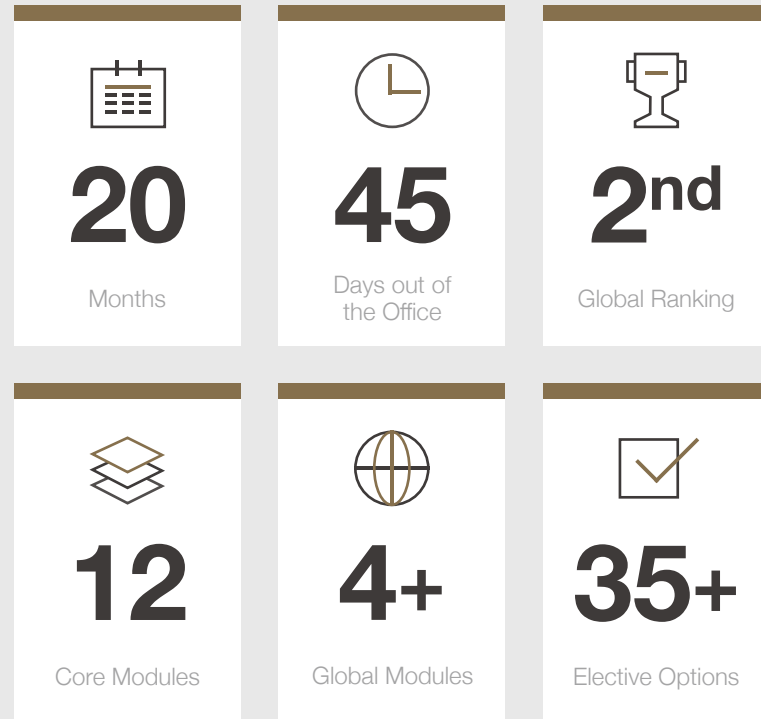
## ***Amplify your China Impact Magnify your Global Footprint***

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CEIBS Global EMBA, ranked 2<sup>nd</sup> globally, is a part-time programme that balances China Depth and Global Breadth for high achieving business leaders who want to take their career and personal development to the next level. With modules available in 11 countries worldwide, a diverse student body from 20 countries and regions, and two integrated tracks running between China, Europe and Africa, CEIBS Global EMBA provides unparalleled opportunities for participants to expand their global network, while plugging into China's largest business school alumni network.



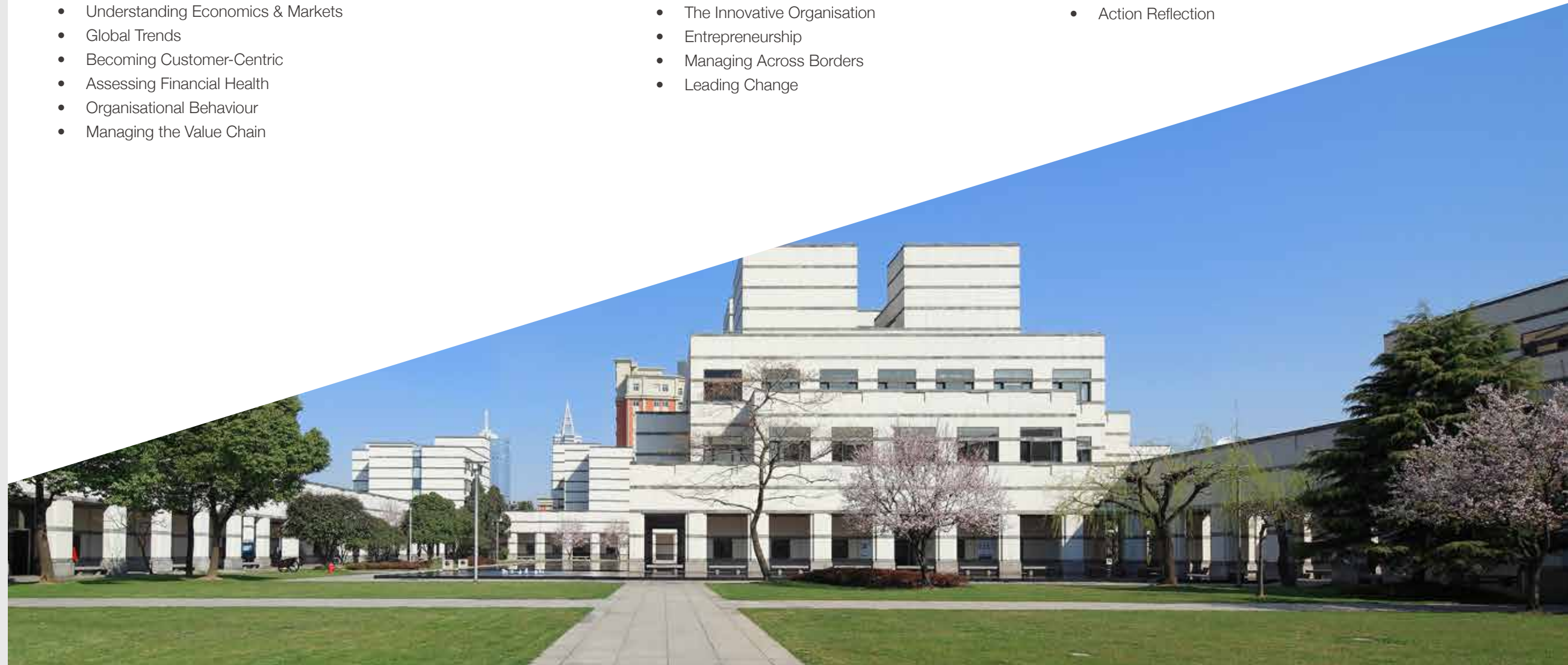
## Programme at a Glance



### *FLEXIBLE FORMAT*

**4** Days every month *or* **8** Days every 2 months

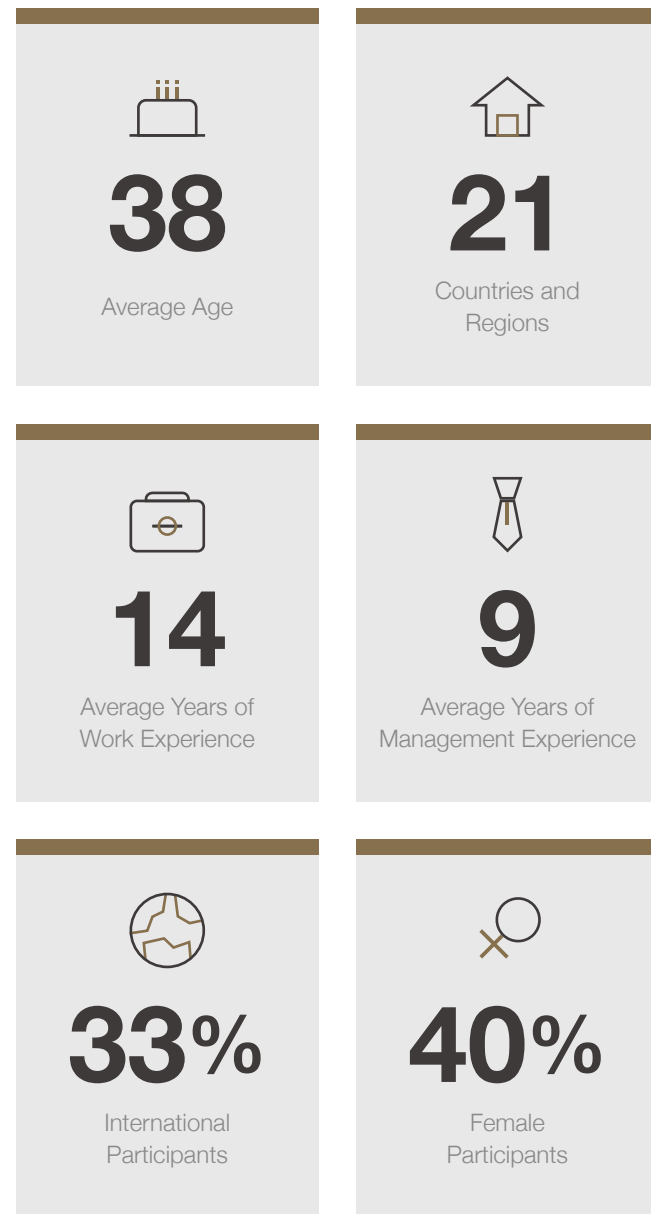
## Programme Design



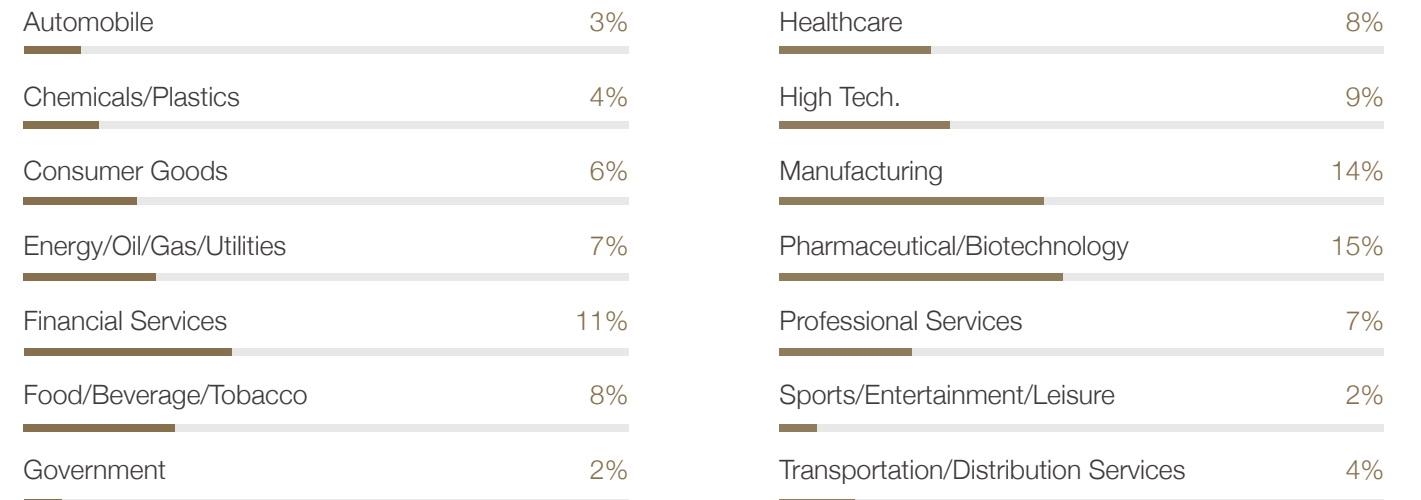


**Diverse Peers,  
Influential  
Connections**

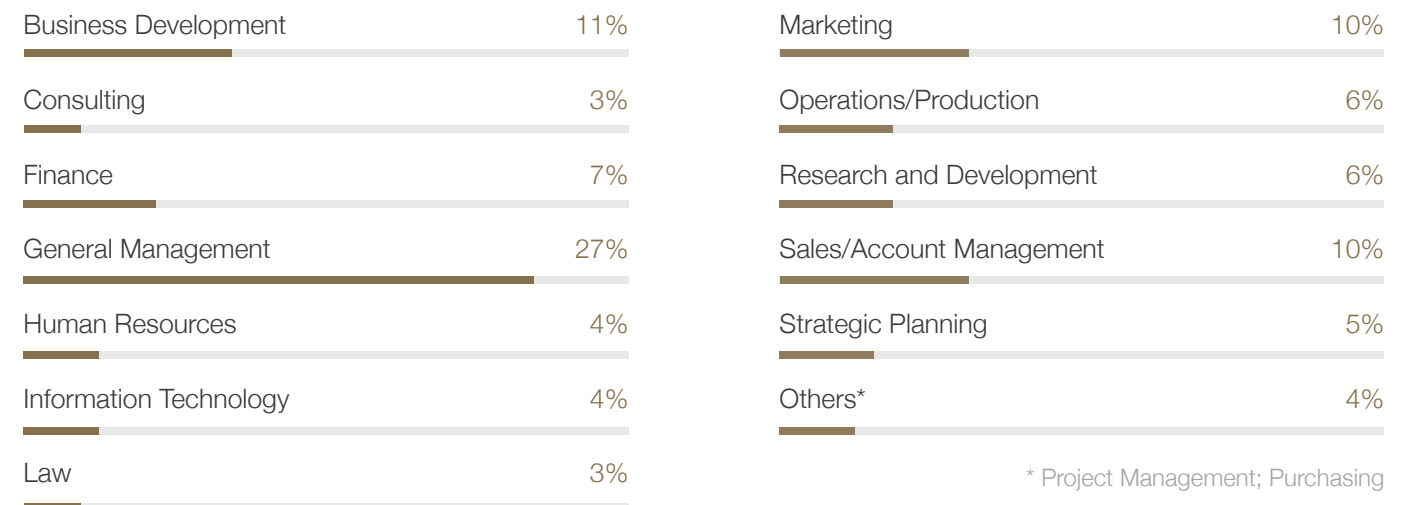
## Global EMBA Class of 2020



## Industry Breakdown



## Function Breakdown

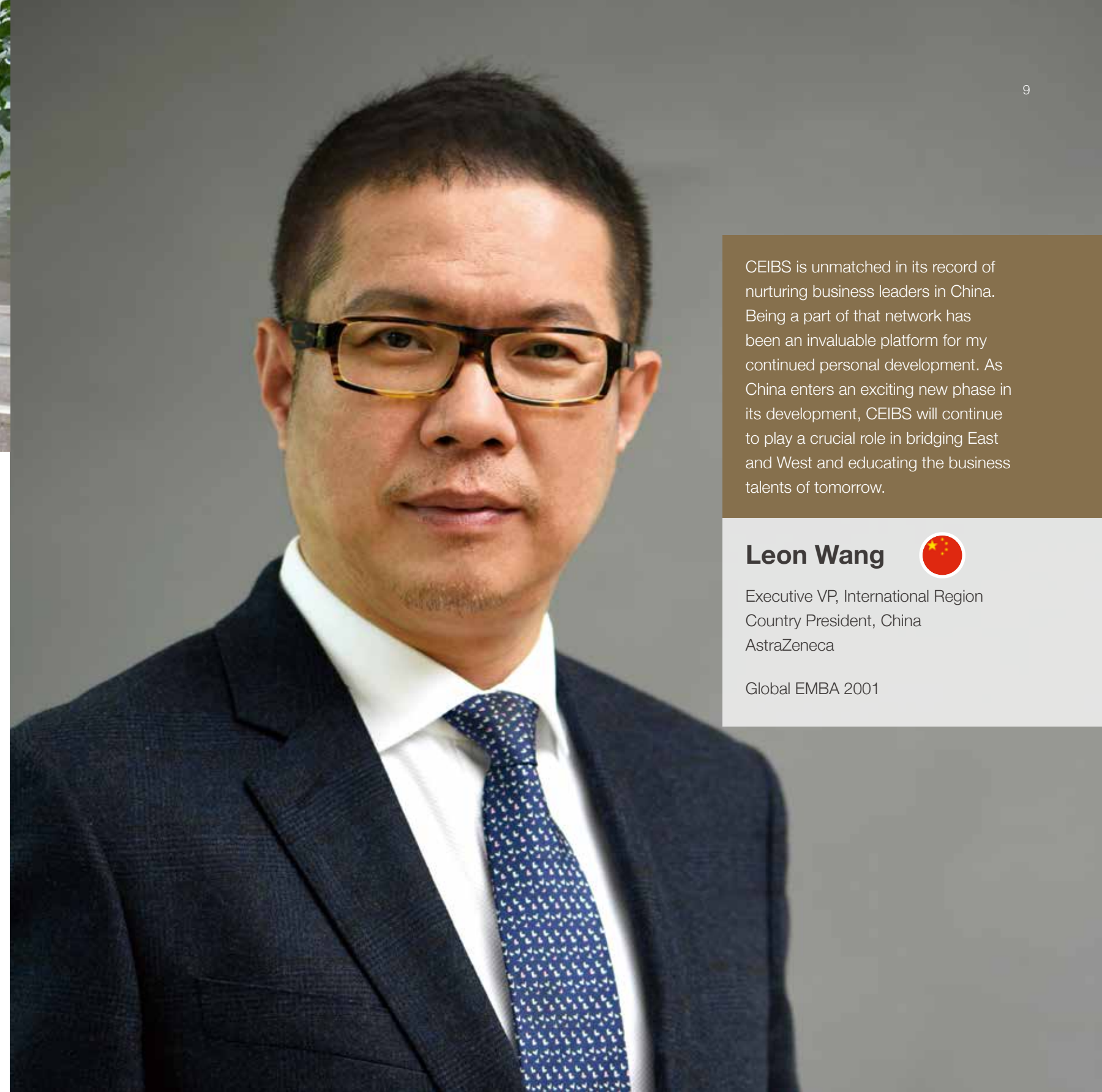


\* Project Management; Purchasing





## Global Recognition



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

**Leon Wang**

Executive VP, International Region  
 Country President, China  
 AstraZeneca

Global EMBA 2001





## Flexible Format for Today's Business Leaders

The CEIBS Global Executive MBA is a 20-month learning journey that begins in October each year. To provide maximum flexibility for participants, the programme has two separate but integrated tracks. The content and faculty are identical for each track, the only difference being the timing and structure of the core modules. Both tracks will mix for all their elective modules. Applicants are welcome to apply for either track. Admission criteria are consistent for each.

### Single Module Track


This track takes core modules **once every month for 4 days** (Thursday – Sunday) at CEIBS Shanghai campus. There are two core global modules which all participants must take together, in Barcelona and Zurich, lasting 5 days each.

### Double Module Track

This track takes core modules **once every two months** at a range of global locations (Shanghai, Barcelona, Accra and Zurich). Three of these modules will be in Shanghai, and will be delivered together with the Single Module Track.

## Programme Schedule

Single Module Track			Double Module Track		
2021	Oct	Shanghai 8 Days		Oct	2021
	Dec	Shanghai 4 Days	Accra 9 Days	Jan	
2022	Jan	Shanghai 4 Days		Barcelona 9 Days	Mar
	Mar	Barcelona 5 Days			
	Apr	Shanghai 4 Days	Shanghai 4 Days	Jun	
	May	Shanghai 4 Days			
	Jun	Shanghai 6 Days		Aug	
	Jul	Shanghai 4 Days	Zurich 9 Days		
	Aug	Zurich 5 Days			
2023	Sep - May	Local Electives and Global Electives		Sep - May	2023
	Jun	Shanghai 7 Days		Jun	

 Both tracks take class together

\*Dates are subject to change

My experience at CEIBS was a transformational one from a personal and professional leadership perspective. Global EMBA not only delivers world-class business education, but is helping shape the global business leaders of tomorrow.

### Louise Vogler



Managing Director,  
Head of Financial Institutions, Greater  
China, Global Banking, Corporate and  
Institutional Banking  
Standard Chartered Bank (HK) Limited

Global EMBA 2010



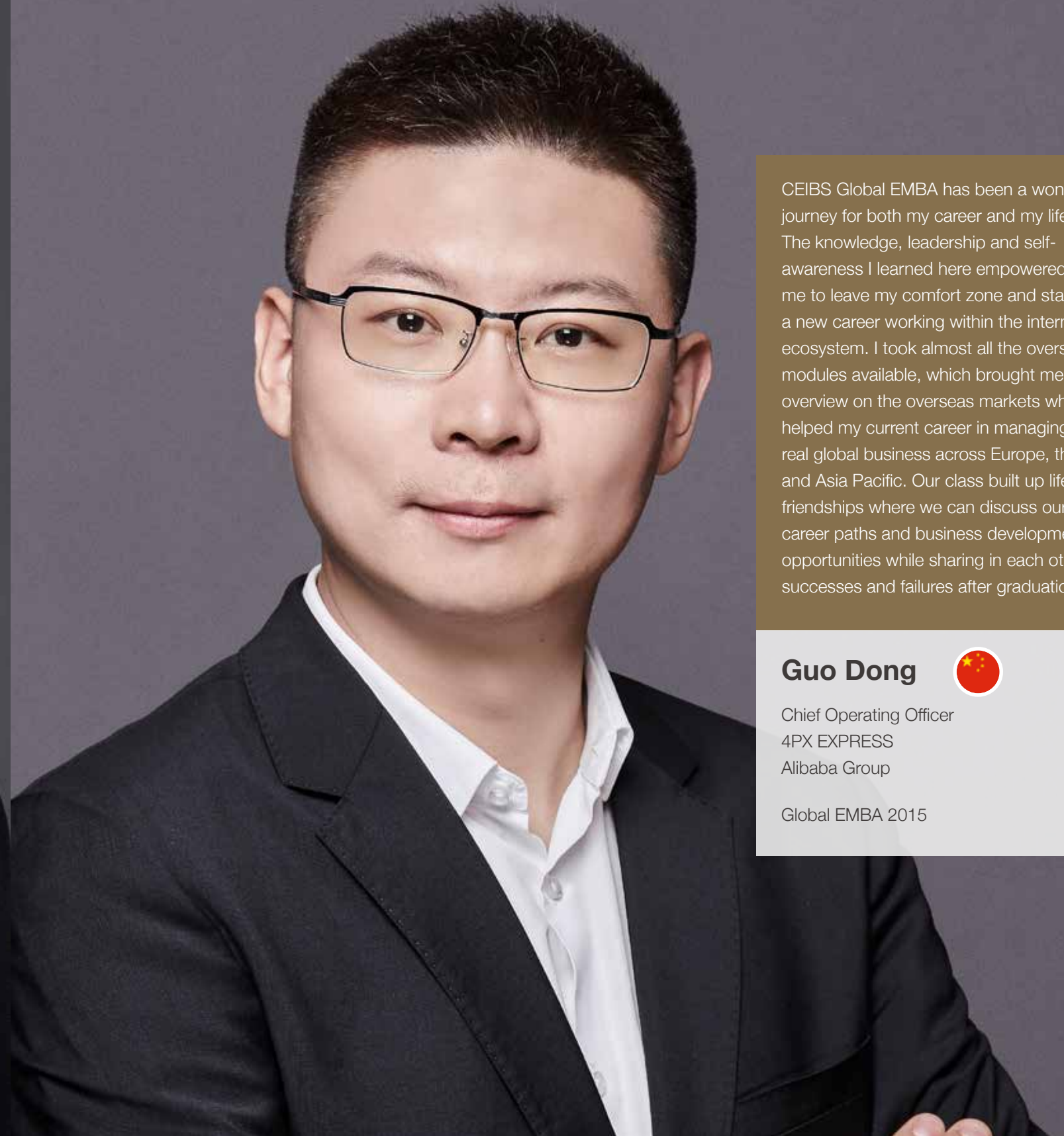
CEIBS Global EMBA has been a wonderful journey for both my career and my life. The knowledge, leadership and self-awareness I learned here empowered me to leave my comfort zone and start a new career working within the internet ecosystem. I took almost all the overseas modules available, which brought me an overview on the overseas markets which helped my current career in managing a real global business across Europe, the US and Asia Pacific. Our class built up lifelong friendships where we can discuss our career paths and business development opportunities while sharing in each other's successes and failures after graduation.

### Guo Dong



Chief Operating Officer  
4PX EXPRESS  
Alibaba Group

Global EMBA 2015





## Rigorous Academic Focus



### Core Modules

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

- Corporate Finance
- Economic Analysis
- Entrepreneurial Management
- Financial Reporting
- Leadership
- Marketing Management
- Operations Management
- Organisational Behaviour
- Strategic Management
- Strategic Managerial Accounting
- Strategic Simulation

### Electives

The Elective stage allows you to specialise and tailor the course content to your particular business needs. Participants will be able to choose from more than 35 different electives in a variety of locations.

#### Local Electives

Participants can take local electives in Shanghai, Zurich, Accra, Beijing and Shenzhen. Chinese speakers can also join a range of electives together with the CEIBS Chinese EMBA programme. The number of electives depends on the length and credit value of each elective; but on average, each participant will take 4 to 6 local electives.

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

#### Global Electives

Global EMBA participants are required to complete at least 2 Global Electives from a selection of 7 locations: New York, Accra, India, South-East Asia, Israel, Zurich, and São Paulo.

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

See full details about the Global Electives on page 18.



## Capstone Project

The capstone project, which takes place during the last 10 months of the programme, is one of the critical elements of the Global EMBA programme as it provides participants with a unique opportunity to apply their learning. The feature of the capstone project is that it has real-world applicability. Participants will tackle a real-life strategic question or problem facing a classmate's organisation.

The project is designed for participants to blend management theory with business practice as they 'connect the dots' and integrate the different business fundamentals that they have learned through the first half of the programme. Participants will form groups of 4-6 classmates across different industries and functions. Each group is assigned a CEIBS faculty member who will guide them through the entire project with in-depth feedback and instruction. Teams will use real company/industry data as the basis of their analysis and recommendations in the project. The project is a challenging but rewarding final piece of the programme.

Each team will produce a 30-page report, which will then be defended by the team in front of a panel of professors during the programme's Exit Module.



CEIBS Global EMBA has been a most amazing and rewarding journey for me. It helps me to connect the dots, while broadening my horizons through a lifelong journey of better self-awareness and continuous self-exploration. Most important of all, it has connected me with so many alumni from diverse backgrounds who have given me inspiration.

**Annabelle Cao**



Vice President HR and Deployment  
Business Excellence  
Bosch

Global EMBA 2018

# Learning Across Cultures and Continents

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



**Zion Cheng**  
Sales and Commercial Director  
Greater China  
Medela  
Global EMBA 2018

“ The Global Modules are the essence of the Global EMBA programme, providing tremendous experiences with insightful business immersion tours in different countries. One of the most memorable modules was the Israel elective module, which focused on socio-political aspects of the region and their impact on leadership development and high tech competition. The inspirations and observations along the way benefited me in multiple ways, enhancing my business acumen and further developing my network.

”



**Ceci Chen**  
Sales General Manager  
Johnson & Johnson  
Global EMBA 2015

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

”



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

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

”



## Developing the Leader in You

Helping you develop further as a leader is a critical component of the CEIBS Global EMBA. The programme opens with a week-long module that focuses exclusively on developing participants' leadership capabilities. In this module, participants don't 'learn' leadership, they practice it.

Each participant is assigned an executive coach who works comprehensively with him/her throughout the module. The cornerstone of the module is an intensive day of outdoor activities, where each participant is filmed as he/she undertakes demanding leadership exercises. Using the video footage, the executive coaches will then analyse each participant's behaviour in a leadership context.

This innovative and far-reaching approach helps each participant understand their own leadership style, laying the foundation for the remainder of the 20-month programme.

### Participants can complement this foundation in leadership with:

- A core module on Organisational Behaviour
- Several electives focused on leadership
- Additional lectures and seminars in the area of leadership throughout the programme
- Comprehensive reflection segments during the programme's Exit Module

The Global EMBA has been more than just an academic programme. It has opened a door for me into a fabulous network of executives which has been a real game-changer for my own professional development. Having worked for 15 years with one company, the monthly classes allow me to step away from my existing office environment and be exposed to a whole new range of perspectives, from different functions and industries. The international dimension to the class is a real plus as well, with people from all around the world providing their own unique viewpoints. The classroom is a real melting pot and it has been a privilege to be part of this network.

### Stefano Tiziani



Asia Procurement Head  
Whirlpool Corporation

Global EMBA 2019



## Beyond the Classroom



### Expand Your Business Expertise

#### Industry Conferences

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

#### Company Visits

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

#### CEO Events

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

### Expand Your Professional Network

#### EMBA Mixers

Each year CEIBS hosts China modules for leading overseas EMBA programmes, giving Global EMBA students and alumni an opportunity to network with high-calibre executives from around the world.

#### Global EMBA Class Activities

Each Global EMBA cohort elects its own Class Committee that is responsible for organising family days, charity events, sports days, social events, mini-forums and 'country days', in addition to joint events with the Chinese EMBA classes.



### Expand Your Social Impact

#### Class Charity Projects

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

#### School-wide CSR Activities

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

#### CEIBS Case Centre

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

### Lifelong Community Platform

#### Alumni Activities

CEIBS boasts the largest global alumni network among business schools in mainland China, with over 24,000 members working in more than 60 countries. Some of the many activities available to our global alumni community include:

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





## Boost Your Career Beyond Graduation

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

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

### Career Mentoring Sessions

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

### Alumni Network

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

### Placement Opportunities

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

### Career Development Events

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

The new global context involves preparing, adapting and making new networks of contacts and learning from those who know the most. CEIBS Global EMBA allowed me to learn from the best and act as a kind of accelerator for my own entrepreneurship. I matured in various aspects and this helped me position myself better with my employer and now my business partner. The more time I spend as a graduate, the more I can capitalize on the investment of having chosen the Global EMBA program.

### Dante Bustos



Chief Executive Officer  
Benelli Bike  
Chief Marketing Officer  
Benelli and Keeway Motorcycles

Global EMBA 2016



## CEIBS: International From Inception

**1994**

Inauguration of CEIBS in Shanghai

**1995**

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

**1999**

Opening of Shanghai Campus

**2002**

Opening of Shenzhen Representative Office

**2004**

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

**2008**

Opening of Accra Campus

**2009**

Accredited by AACSB

**2010**

Opening of Beijing Campus

**2015**

CEIBS establishes European base in Zurich

**2016**

CEIBS launches its second Global EMBA track

**2019**

CEIBS 25<sup>th</sup> Anniversary

**2020**

CEIBS Global EMBA ranked #2 globally by *Financial Times*

## China Depth Global Breadth

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

CEIBS has five locations worldwide, with its main campus in Shanghai, as well as campuses in Beijing, Shenzhen, Accra (Ghana) and Zurich (Switzerland).

CEIBS has enjoyed a rapid rise and both its Global EMBA and full-time MBA programmes are now ranked in the world top 5.

ACCREDITED BY



**Wang Hong**  
President



**Dipak Jain**  
President ( European )



**Ding Yuan**  
Vice President & Dean



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








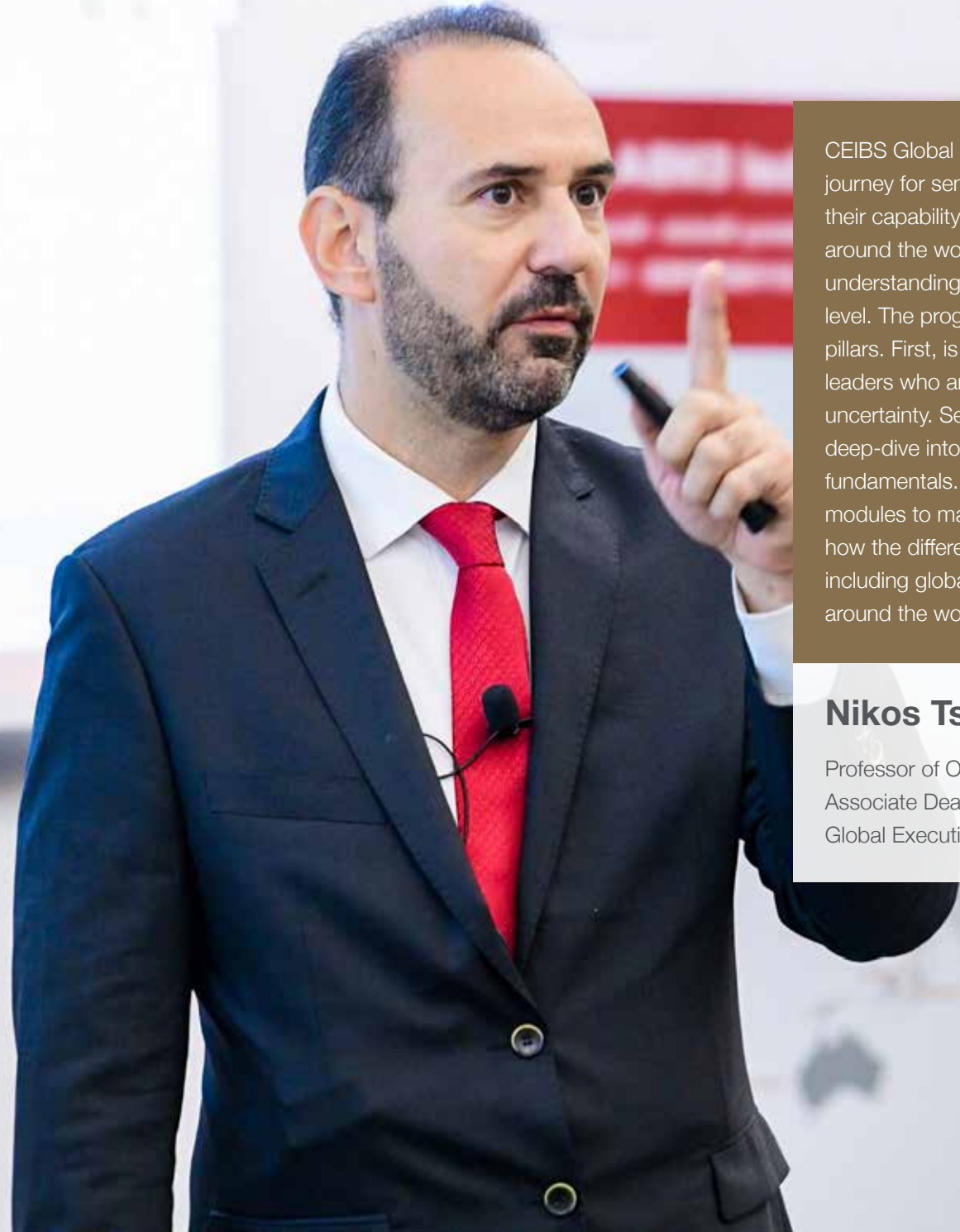
# World-Class Faculty

## Nationality

Mainland China	40%
North America	32%
Europe	13%
Rest of Asia	13%
Africa	1%
Oceania	1%

CEIBS faculty are leading scholars and practitioners who are uniquely positioned to bridge and synthesise management practices from both East and West. CEIBS has developed an outstanding reputation for delivering participant-centred learning experiences supported by leading-edge research. 60% of CEIBS faculty are international.

	<p><b>Bala Ramasamy</b> Professor of Economics Associate Dean</p>
	<p><b>Katherine Xin</b> Professor of Management Bayer Chair in Leadership Associate Dean ( Europe )</p>
	<p><b>Xu Bin</b> Professor of Economics and Finance Wu Jinglian Chair in Economics Associate Dean ( Research )</p>
	<p><b>Mathew Tsamenyi</b> Professor of Management Practice in Accounting Executive Director of CEIBS Africa</p>
	<p><b>Jeffrey Lynn Sampler</b> Professor of Management Practice CEIBS</p>



CEIBS Global EMBA is a 20 month learning journey for senior executives who want to develop their capability to lead in business in any location around the world, but retain a strong interest in understanding China within the world at a deeper level. The programme consists of three high-level pillars. First, is the leadership dimension: creating leaders who are adaptable and able to deal with uncertainty. Second, participants make a rigorous deep-dive into the full spectrum of the business fundamentals. Finally, we conclude with integrative modules to make sure participants understand how the different business functions work together, including global elective modules in seven countries around the world.

**Nikos Tsikriktsis** 

Professor of Operations Management  
Associate Dean  
Global Executive MBA



Learning is a life-long journey and the Global EMBA has brought me the best chapter of this journey, in helping me expand my potential. The diversity and internationalization of the programme make it one of the best business school programmes in the world. I have been constantly inspired by the professionalism and dedication of the Global EMBA faculty, who always focus on the best educational quality and students' gains. The powerful and passionate alumni bring a lot of positive surprises and encourage me to keep moving forward.

## Jeanne Wang



Chief Financial Officer  
CanSino Biologics Inc.

Global EMBA 2019



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

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

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

## Jean-Baptiste Siate



Managing Director  
Ecobank - Democratic Republic of Congo

Global EMBA 2017





# Take the Next Step

The next Global EMBA class starts in October 2021.

## Admission Rounds

The dates below are guidelines for planning your application.

	Test / Application Deadline	Interview Period	Admission Decision
<b>Round 1</b>	16 January	Late January	Early February
<b>Round 2</b>	10 April	Mid April	Late April
<b>Round 3</b>	19 June	Late June	Early July
<b>Final Round</b>	11 September	Mid September	Late September

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

## Application Criteria

- Undergraduate university degree or above
- 10 years' work experience with 7 years in managerial positions (You are welcome to contact us for an assessment of your experience.)
- Strong command of both written and spoken English
- A highly committed organisation that allows you to attend classes; financial sponsorship by your company is not obligatory

## Application Process



### Meet with Admissions Staff

It is strongly encouraged that you meet with admissions staff before you apply, so you are better informed of the programme details and are better able to decide if the programme is the right fit for you. It is also an opportunity for you to know how best to prepare your application to give yourself the best chance for admission.



### Application

Online application can be completed at: [gemba.ceibs.edu](http://gemba.ceibs.edu). Required documents are:

- Application form
- Two recommendation letters
- Your company's organisational chart
- Your educational degrees or official transcripts
- Four essays



### Admission Test

You are encouraged to take the Executive Assessment, administered by the Graduate Management Admission

Council (GMAC), creators of the GMAT® exam. The test must be completed before the admission deadline within which you are applying. Learn more about the Executive Assessment by visiting [www.gmac.com/ea](http://www.gmac.com/ea).



### Interview

After you submit the completed application, qualified applicants will be invited for an interview. Interviews take place either in person on CEIBS campuses, or via video-conference for applicants based in other locations. Interviews will be conducted by a professor and a Global EMBA alumnus.



### Admission Decision

An admission decision will be made within two weeks of you completing the application process. The Admissions Committee will make an overall assessment of your candidacy after reviewing your application materials, test score and interview result.

## Tuition and Financial Support

The tuition fee for the 2021 Global EMBA is USD 108,000.

### The tuition fee covers

- Tuition for the 20-month programme
- Textbooks and other teaching materials
- Access to the school library, computer resources and other school facilities
- Lunches and coffee breaks during all the modules
- Attendance at Global EMBA-organised forums and lecture series

## CEIBS Global EMBA offers different solutions to help candidates finance their studies.



### Instalments

Tuition payment can be made in 3 instalments. Admitted students are required to pay 10% within 3 weeks after receiving the admission result, 50% before the programme opening, and 40% in the second year of the programme.



### Loans

On behalf of Chinese and international participants, CEIBS cooperates with banks and financial institutions to secure loans with a competitive interest rate and structure.



### Scholarships

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



I still remember Day 1 of my CEIBS journey. I was excited and full of wonder and curiosity. I was surrounded by global leaders from diverse cultural backgrounds. CEIBS provided me a world-class curriculum with excellent professors. I enjoyed the benefits of absorbing the unique perspectives from peers, and they all became my best friends, mentors, and business partners. CEIBS provided me with numerous opportunities to build my professional strength, and the unique, strong global network empowered me to become a global leader.

**Will Lee**



Head of Startup Ecosystem  
Amazon Web Services

Global EMBA 2015

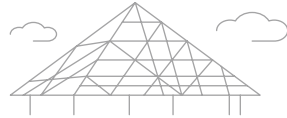


## Contact Us

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

### China Admissions Office

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



### Europe Admissions Office

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



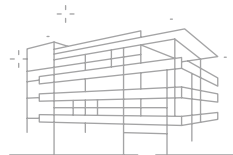
### Africa Admissions Office

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



Beijing Campus

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



Shenzhen Campus

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

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



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