

中国深度 全球广度
CHINA DEPTH GLOBAL BREADTH





MBA Career Development Center
China Europe International Business School

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「认真 创新 追求卓越」

About CEIBS 关于中欧

China Europe International Business School (CEIBS), a joint-venture for management education, was co-founded by the Chinese government and European Union (EU) in 1994.

CEIBS has campuses in Shanghai, Beijing, Shenzhen, Accra in Ghana, and Zurich in Switzerland.

CEIBS is committed to educating responsible leaders versed in "China Depth, Global Breadth" in line with its motto of "Conscientiousness, Innovation and Excellence".

CEIBS offers MBA, Finance MBA, EMBA, Global EMBA, Hospitality EMBA, Executive Education, and E-platform programmes.

CEIBS is the first business school on the Chinese mainland to have been accredited by both EQUIS and AACSB and the first business school in Asia to have MBA and EMBA ranked within the Financial Times' global top 5. The CEIBS MBA was ranked #5 globally and #1 in Asia (2019) by the Financial Times among the world's top 100 full-time MBA programmes.

中欧国际工商学院是由中国政府和欧盟于1994年合作创办的高等管理教育机构。在上海、北京、深圳、加纳阿克拉和瑞士苏黎世5地设有校区或教研基地。

学院秉承"认真、创新、追求卓越"的理念, 致力于培养兼具中国深度和全球广度、积极承担社会责任的领导者, 在短短25年时间里发展成为亚洲领先、世界一流的国际商学院。

目前,学院开设的课程包括MBA、金融MBA、EMBA、Global EMBA、卓越服务EMBA、高层经理培训和众创平台(创业营+创投营)。学院在中国内地首家获得了欧洲质量发展认证体系(EQUIS)和国际商学院联合会(AACSB)双认证,是亚洲唯一一所MBA和EMBA同时进入英国《金融时报》全球排行榜5强的商学院。

MBA课程2019年《金融时报》全球排名第五,亚洲第一。

CEIBS MBA Program 中欧MBA课程





(12-month Option)

18 个月全职全英文项目 (提供一年制选项)

Finance, Marketing,

Entrepreneurship, Digital

USA, Denmark, Dubai,

综合管理为主线,金融财 务、市场营销、创业学、数 字化商业管理 4 个专业



6 个海外市场探索之旅 新加坡、香港)



Modules to USA, Germany, Japan,

6 个海外选修模块(美 国、德国、日本、马来西 亚、以色列、加纳)



Projects: ICSP (Integrated China Strategy Project) 3 个月综合战略咨询项目



国际化人才的本土化



(与30+全球顶尖商



Overseas Exchange (with 30+ top tier 1 个学期海外交换 IE. LBS. UCLA)







Ranking 金融时报排名: #1 in Asia, #5 globally 2019 亚洲第一,全球第5位(2019)





Overall Trends of 2018 - 2019 Recruitment Season 2018 - 2019 年度招聘季趋势

Looking back over the past year, we are pleased to share some of our employment highlights with a sense of achievement, as well as some recruitment trends we saw. During the recruitment season, 380 companies offered a total of 1026 opportunities to the school's MBA students via the Career Development Center (CDC). Within three months after graduation, 94.9% of the MBA2019 graduates reported having received at least one offer and 94.3% accepted an offer, both historic 10-year high increases (according to the MBACSEA new reporting standard that Job Offer Accepted Rate doesn't include "Starting Own Business" and "Back to Previous Employer"). 70.5% of the MBA2019 graduates leveraged CEIBS school resources to land their job, and 80.1% successfully switched their career post MBA graduation. We saw more recruiting in the Technology sector than in Financial Services, followed by Healthcare, Manufacturing and Consulting, rounding out the top-5 industries.

This year, China's economic downturn put huge pressure on the talent market. However, with the school management's close attention and the alumni community's great support, both the number of recruiting companies and job opportunities coming to CEIBS CDC increased over 2018, resulting in this year's highest placement rate during the past 10 years. Contributing to this was the continual rise of local Chinese companies expanding both their local and overseas businesses, which attracted many of our MBAs to pursue careers in these fast growing and dynamic Chinese firms. Chinese enterprises hired over 40% of graduates this year, with the number of Chinese enterprises hiring our graduates

similar to those of foreign enterprises. Together, the "China Depth" discovery, and the 'going global' trend of Chinese enterprises brought extensive opportunities to international students. Students working in APAC are more diversified than last year, further enhancing CEIBS' "Global Breadth." 88.2% of the placed international students successfully landed jobs in Asia, and among them, 52.9% found a job in mainland China.

In 2019, CEIBS 25th year anniversary, our MBA Program was ranked #5 globally by Financial Times, through the tremendous efforts of CEIBS and the business community. Hence, the CEIBS MBA Program is able to attract elite students from an excellent international pool. The students travel across the oceans to promote continuous learning, communication, reflection and growth. These students demand only the best from themselves, thrive on challenges, and graduate from CEIBS equipped with hard and soft skills that allow them to make immediate contributions to business organizations. Overall, it has been a great year of opportunities and challenges. Again, we would like to express appreciation to our recruiters for choosing CEIBS as your business and talent acquisition partner. We are confident that an even more splendid future is ahead!

我们很高兴与您分享过去一年的就业亮点与招聘季趋势。在整个招聘季中,共380家企业通过职业发展中心(CDC)提供了1026个招聘职位。毕业后三个月内,94.9%的毕业生收到至少一份工作邀约,签约率94.3%,创近十年新高(按照MBACSEA统计新标准,

签约率不包含创业和返回原雇主)。70.5%的毕业生借助中欧学校资源找到工作,80.1%的毕业生成功实现了职业转换。今年科技行业对MBA人才的需求增长迅猛,超过金融服务业跃居第一,医疗、工业品和咨询行业紧随其后。

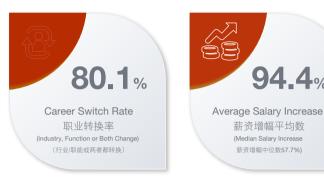
今年中国经济大环境下行的严峻趋势让就业市场承压。然而,在院领导的亲自关怀和校友们的大力支持下,今年CDC招聘企业和招聘职位数量均较去年逆势增长,签约率也因此创出十年新高。追本溯源,近些年中国企业的崛起极大地推动了MBA学生的职业发展,众多知名本土企业将中欧MBA英才收入麾下。MBA2019届毕业生加入中国企业的比例超过四成,成功招聘的中国企业与外企数量相当。扬帆远航,这些中国企业走向国际化的进程中也为国际学生创造了更广泛的就业机会。毕业生在亚太地区就业的国家数量较去年大幅增长。已签约的国际学生中,52.9%成功在中国大陆就业,88.2%选择留在亚洲发展。

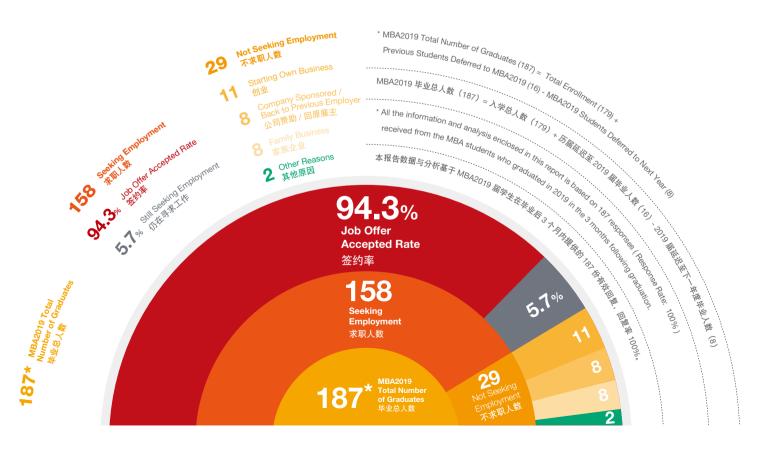
2019年适逢中欧25周年校庆,经过坚持不懈的努力,中欧MBA在2019年英国《金融时报》全球排名中跃居第五位。这让我们得以吸引来自世界各地的优秀学生。他们远渡重洋,只为不断地学习、交流、思辨和成长;他们精益求精、乐于挑战、软硬实力兼备,毕业后在商业领域大展才华。这是一个很好的时代,也是机遇与挑战并存的时代。再次感谢雇主们选择中欧作为业务发展与人才招聘的合作伙伴。我们相信,最好的中欧,仍在前方!

MBA2019 Employment Highlights MBA2019 届就业亮点









Profile of MBA2019 & MBA2020

MBA2019 & MBA2020届学生概况

Class Profile 学生概况	MBA2019	MBA2020
Total Enrollment 入学总人数	179	175
International Students (excl. Hong Kong & Taiwan) 国际学生(不包括香港和台湾)	28.5%	31.4%
Places of Origin 生源地国家及地区数	22	17
Female 女性	40.2%	40.0%
Mid 80% GMAT Range 中间80% GMAT 成绩区间	620-740	640-730
Average Years of Work Experience 平均工作经验	5.8	5.9
Average Age upon Enrollment 平均入学年龄	29.3	29.6

Pre-MBA Industry 行业分布	MBA2019	MBA2020
● Technology 科技	16.2%	16.0%
Financial Services 金融服务业	14.5%	24.0%
● Consulting 咨询	12.8%	12.0%
Manufacturing 制造业	11.7%	13.7%
• Retail 零售	7.8%	4.0%
● Healthcare 医疗	6.7%	9.7%
Consumer Packaged Goods 消费品	5.0%	1.7%
• Energy 能源	4.5%	5.7%
● Real Estate 房地产	2.8%	3.4%
● Government / Non-Profit 政府/非营利组织	2.8%	1.1%
Transportation & Logistics Services 运输物流	2.2%	1.1%
• Media / Entertainment 媒体/娱乐	1.7%	2.3%
• Others 其他	11.3%	5.1%

Pre-MBA Function 职能分布	MBA2019	MBA2020
• Marketing / Sales 营销/销售	25.1%	18.9%
● Finance 金融	20.1%	23.4%
● General Management 综合管理	13.4%	17.1%
● Consulting 咨询	11.7%	11.4%
● Operation / Logistics 运营/物流	10.6%	9.1%
● Entrepreneur / Partner 创业者/合伙人	8.4%	6.3%
● Information Technology / R&D 信息技术/研发	4.5%	8.0%
● Human Resources 人力资源	3.9%	2.3%
• Others 其他	2.3%	3.4%

Geographic Origin 生源	MBA2019	MBA2020
• Mainland China 中国大陆	66.5%	63.4%
● Hong Kong & Taiwan 香港和台湾	5.0%	5.1%
Asia Pacific 其他亚太国家	16.8%	15.4%
 America 美洲 	7.2%	10.9%
• Europe 欧洲	3.9%	5.1%
• Africa 非洲	0.6%	0.0%

Academic Background 学科背景	MBA2019	MBA2020
Science & Engineering 理工科	40.8%	40.0%
● Business & Management 商科&管理	37.4%	40.0%
• Language & Arts 文科	7.3%	10.9%
• Others 其他	14.5%	9.1%



Jacky WENG | Manager, Digital Transformation,

MBA2019



Chloe XIA 夏雨潇

IRDP Manager, Operational Excellence, Janssen Pharmaceuticals of Johnson & Johnson



Nikhil

SRIVASTAVA ABInBev Korea

MBA2019

comfort zone -- a key characteristic of truly global professionals. Beyond this, I



MBA2019 Employment Analysis

MBA2019届就业分析



23.0% ● Technology 科技

21.6% ● Financial Services 全融服条业

12.8% • Healthcare

11.5% ● Manufacturing 制造业

8.1% • Consulting

6.8% • Consumer Packaged Goods 当典品

4.1% ● Real Estate 良地产

3.4% ● Education

3.4% ● Media / Entertainment 媒体/娱乐

2.0% ● Retail 零售

3.3% ● Others 其他



26.0% ● General Management

24.7% ● Finance

21.2% • Marketing / Sales 营销/销售

15.7% ● Consulting 次知

6.1% ● Operations / Logistics 运营/物流

2.1% ● Information Technology 信息技术

2.1% ● Human Resources 人力资源

2.1% ● Others 其他



42.5% • Manager

18.5% • Leadership Program (LDP)

18.5% ● Professional 专业人士

10.3% ● Director 总监

4.1% • Assistant Manager

4.1% ● GM / Vice GM 总经理/副总经理



70.5% • School Resource

18.5% • Personal Network

4.8% ● Headhunter / Agency 猎头/代理

4.8% • Other Websites / Direct Mail 社会招聘

1.4% ● Previous Employer 原雇主

Job Locations 工作地点





■ Chinese Students 中国学生■ International Students 国际学生

Salary Statistics * 年收入分析

	Annual Base Salary 基本工资(RMB)			Other Guaranteed Compensation 其他固定收入(RMB)		
	Percentage 百分比	Median 中位数	Range 范围	Percentage 百分比	Median 中位数	Range 范围
All Students 全体学生	100.00%	450,000	107,000~1,080,000	100.00%	100,000	9,600~900,000
Chinese Students 中国学生	77.1%	450,000	150,000~900,000	77.1%	100,000	9,600~900,000
Working in Mainland China 在中国大陆就业	74.3%	450,000	150,000~900,000	74.3%	100,000	9,600~450,000
Working Outside Mainland China 在海外国家及地区就业	2.8%	430,000	300,000~900,000	2.8%	174,000	20,000~900,000
International Students 国际学生	22.9%	432,000	107,000~1,080,000	22.9%	83,575	21,000~388,585
Working in Mainland China 在中国大陆就业	12.5%	400,000	180,000~830,000	12.5%	60,000	21,000~172,800
Working Outside Mainland China 在海外国家及地区就业	10.4%	475,000	107,000~1,080,000	10.4%	135,768	54,000~388,585

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
Technology 科技	23.0%	500,000	107,000~1,000,000
Financial Services 金融服务业	21.6%	450,000	240,000~1,800,000
Healthcare 医疗	12.8%	518,400	240,000~773,500
Manufacturing 制造业	11.5%	695,000	360,000~1,350,000
Consulting 咨询	8.1%	650,000	345,600~894,400
Consumer Packaged Goods 消费品	6.8%	439,500	300,000~801,320
Real Estate 房地产	4.1%	675,000	384,000~850,000
Media/Entertainment 媒体/娱乐	3.4%	550,000	273,000~1,080,000
Education 教育	3.4%	300,000	180,000~800,000
Retail 零售	2.0%	500,000	410,000~690,000
Others 其他	3.3%	555,750	388,800~591,000

Annual Guaranteed Cash Range by Function 职能分类年收入(RMB)

	Percentage 百分比	Median 中位数	Range 范围
General Management 综合管理	26.0%	530,000	300,000~850,000
Finance 金融	24.7%	464,000	240,000~1,800,000
Marketing/Sales 营销/销售	21.2%	489,600	107,000~800,000
Consulting 咨询	15.7%	534,000	180,000~900,000
Operations/Logistics 运营/物流	6.1%	500,000	320,000~962,209
Information Technology 信息技术	2.1%	470,000	400,000~560,000
Human Resources 人力资源	2.1%	450,000	345,600~900,000
Others 其他	2.1%	800,000	300,000~1,350,000

Annual Guaranteed Cash Distribution 年收入分布(RMB)



MBA2019 Summer Internship Analysis MBA2019届暑期实习分析



Industry 行业

Financial Services 金融服务业	25.6%
Healthcare 医疗	16.0%
Manufacturing 制造业	15.2%
Technology 科技	14.4%
Consulting 咨询	11.2%
Consumer Packaged Goods 消费品	11.2%
Real Estate 地产	1.6%
Retail 零售	1.6%
Fneray 能源	0.8%

0.8%

0.8%

Function 职能

Finance 金融	29.4%
Marketing/Sales 营销/销售	29.4%
Consulting 咨询	24.5%
General Management 综合管理	9.5%
Operation/Logistics 运营/物流	2.4%
Human Resources 人力资源	2.4%
Others 其他	2.4%

Daily Salary / Allowance Range 日薪/补贴区间

Mid 60% Range 中间60%区间 ¥ **186 - 600**

Integrated China Strategy Projects (ICSP) & Internship Examples

综合战略咨询项目与暑期实习案例

Internship Examples 暑期实习案例

Finance 金融

Key areas include investment & industry analysis, valuation modeling, financial due diligence, M&A restructuring, performance benchmarking, budgeting & forecasting, etc.

投资与行业分析、估值建模、财务尽职调查、并购重组、业绩评估、预算预测等

Marketing

市场营销

Projects undertaken include branding strategy, online and offline marketing campaign, online channel development, market dynamics and trend analysis, business model design, etc.

品牌推广、线上线下整合营销、线上渠道管 理、趋势分析、构建商业模式等

Consulting

咨i

Students work on strategic planning, business transformation, commercial due diligence, strategic partnership, business innovation, business process design / optimization, etc.

战略规划、业务转型、商业尽职调查、战略 合作、业务创新、流程设计与优化等

2019 Hot Topics 热点话题



Nov.	Submission & selection of projects		
Mid Feb.	· · · · · · · · · · · · · · · · · · ·	¥	
Mid Feb. Mid Jun.	Students meet client and work on ICSP projects 项目进行		
Mid Jun.	Final report. Recommendation & proposal for implementation 项目报告与建议	221	
Mid Jun. Dec.	Possibility for student internship to assist in execution of plan 项目实施		

MBA2019 Graduates Employers (Full-Time & Summer Internship)

MBA2019届毕业生雇主(全职与暑期实习)

ЗМ	Covestro 科思创	IJK Capital IJK 资本
	CQY Fund 干毅资本	Indegene 英谛捷
ABInBev 百威		Infineon 英飞凌
adidas 阿迪达斯	D Daifuku 大福	Intel 英特尔
AdRealm	Dalian Financial Assets Exchange 大连金融资产交易所	iPayLinks 启赟金融信息服务
Aeternam Stella Financial Holdings 中恒星光金融控股	Danaher 丹纳赫	IQVIA 艾昆纬
Alibaba 阿里巴巴	Delta Capital 达泰资本	
Allergan 艾尔建	Didi 滴滴	J J.P.Morgan 摩根大通
Altran 亚创	DJI 大疆	JD 京东
Amazon 亚马逊	DowDuPont 陶氏杜邦	Johnson & Johnson 强生
Anta 安踏	DSM 帝斯曼	Junyuan Venture 君远创投
Apple 苹果		Juss Intellisports 久事智慧体育
AstraZeneca 阿斯利康	E EBON 益邦控股	
Automobility 上海谋拓咨询	Eddingpharm 亿腾医药	K King & Wood Mallesons 金杜律师事务所
<u> </u>	Emerson 艾默生	Kraft Heinz 卡夫亨氏
Bain & Company 贝恩	EverBright Prestige Capital 首誉光控	KT Licensing 利鸥品牌
BoA Merrill Lynch 美银美林		•
BASF 巴斯夫	Fanli.com 返利网	Lafayette 148 拉飞逸
Bayer 拜耳	Fidelity 富达	Lazada 来赞达
BDA Partners 毕德投资	FinlandWay International Preschools	LC Consulting 领成咨询
Bean Tech 仙豆智能	Flyingwings 弗徐威	Legend Capital 君联资本
BeiGene 百济神州	Ford 福特	Lilly 礼来
Beijing Shuzhi Technology 数知科技	Fortive 福迪威	LINK REIT 领展房地产信托基金
Beijing Wisdombud Software Technology 慧萌信安软件	Fosun Group 复星集团	LPS
Bekaert 贝卡尔特	Fresh Capital 清新资本	Luxembourg Microfinance & Development Fund
BFC Group	FRESHFRESH 两鲜	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Biogrowing 润盈	FTI Consulting	MelchersRaffel 美最时
Booz Allen Hamilton	Fyntegrate	Mercedes Benz 梅赛德斯奔驰
BP 英国石油		Methanex 梅赛尼斯
Bridgepoint 桥点资本	GAC Fiat Chrysler 广汽菲亚特克莱斯勒	Microsoft 微软
Burger King 汉堡王	GEZE 盖泽	Mindshare 传立媒体
	Go High Capital 高和资本	Monitor Deloitte 德勤摩立特
Canature 开能	Golden Pine Capital 旭松资产管理	Mornton Bolotto (Mag) 7-22 (V
Carqill 嘉吉	Google 谷歌	// NCC 开域资本
Carrefour 家乐福	GP Healthcare Service Capital 金浦健服	New Oriental 新东方
Castbox	Greenland 绿地	Nike 耐克
Cathay Fortune Corp 鸿商控股	Guosen Securities 国信证券	Novartis 诺华
CCB Trust 建信信托	and the second s	Novozymes 诺维信
CDB Private Equity 国开装备基金	H Hermes 爱马仕	Novozymes Asem
CEIBS 中欧国际工商学院	HGC Investment Management 兆瑞资本	ONE Championship
China Fortune Land Development 华夏幸福	Hikvision 海康威视	OPPO
China Renaissance 华兴资本	Himalaya fm 喜马拉雅 fm	UFFU
China Smart City Technology 中城智慧科技	Honeywell 霍尼韦尔	Ding An Asset Management 艾宁次位
CHVC 晨晖创投	HRS Group	P Ping An Asset Management 平安资管
CICC Capital 中金资本	HSBC 汇丰银行	Ping An Technology 平安科技
Cifi Group 旭辉集团	HungerBox	Plug and Play
Columbia China 哥伦比亚中国	Tranger Box	PPG PPG

Prophet PwC 普华永道

- D Quan Wai E-School 圈外同学 Quattroquant 玄武智慧
- Renault Nissan Mitsubishi Alliance 雷诺-日产-三菱联盟 Richemont 历峰 Rici Healthcare 瑞慈医疗 Roche 罗氏 Roland Berger 罗兰贝格
- SAIC Capital 上汽资本 SAIC-GM Automotive 上汽通用 Samsung BioLogics 三星生物制剂 Sartorius 寨多利斯 SBCVC 软银中国资本 SenseTime 商汤科技 Shanghai CapitalEdge Investment 上海国富投资

Shanghai Kindly Enterprise Development Group 康德莱 Shanghai Kinlita Chemical 金力泰化工 Share Capital 分享投资 Shawcor Shopee 虾皮信息科技 Shougang Fund 首钢基金 Simcere 先声药业 Summit Capital Equity Investment Fund 鼎域恒睿股权投资 SUN Group Enterprises Super Brand Mall 正大广场

- Tahoe Group 泰禾集团 Taokaenoi 老板仔 Tencent 腾讯 The Arena Capital 动域资本 TOSPUR Real Estate Consulting 同策房产咨询
- vivo VTEX Wanfeng Jinyuan Investment 万丰锦源投資 WEBi 韦博教育 Werfen 沃芬 West Summit Captial 华山资本 Westlake Partners WeWork 众创空间

Value Retail 唯泰集团

WuXi AppTec 药明康德

vip.com 唯品会

- Xin Hua Du 新华都 7 YI Technology 小蚁科技
 - Z Zeiss 蔡司

Quotes from Employers 雇主反馈



首席人才官 华兴资本

Deloitte

U UCloud 优刻得

Andreas Maennel **MBA** Recruitment Lead Partner

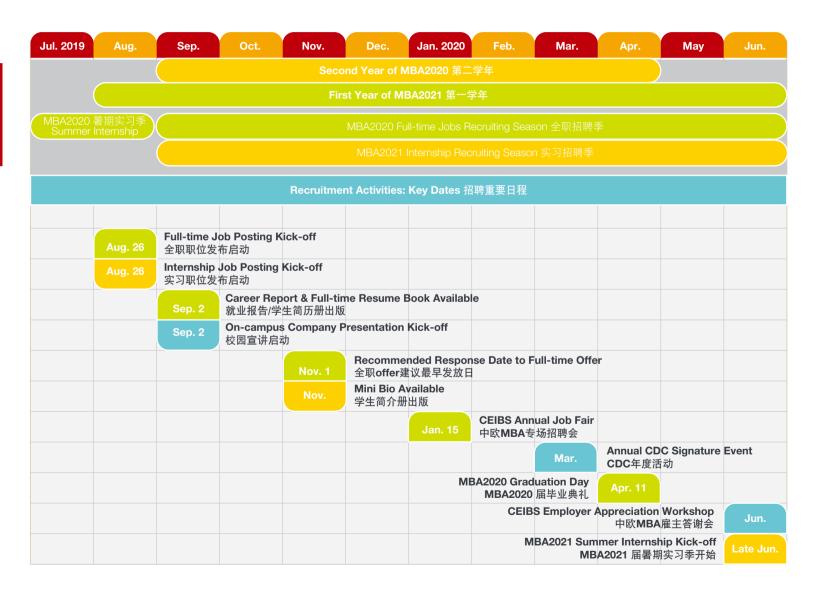
Deloitte Consulting Strategy & Operations **一**商汤

张春娟 人力资源执行总监 商汤科技

"Deloitte Consulting's Strategy & Operations multi-faceted business problems. Our MBA are one of the most established in the Chin market place, and we have successfully ecruited and developed CEIBS graduates in the past several years. Witnessing the CEIBS, we are excited about the prospect of increasing our future hiring as well as furthe

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2019/2020 Recruiting Calendar 2019/2020 招聘日历



Partner with CEIBS 合作中欧

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 / 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

Market Exploration Trek / Company On-site Visit / Campus Visit 市场探索之旅/公司拜访/中欧校园访问

Mentoring Program 导师项目

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

Executive Education 企业高层管理培训

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 22,000+ CEIBS alumni for immediate hiring needs. 向22,000余名中欧校友发布即时职位。

CEIBS Alumni App 中欧校友汇平台