CEIBS MBA

CEIBS MBA2017 CAREER REPORT

http://www.ceibs.edu/mba

CHINA DEPTH  GLOBAL BREADTH
CEIBS MBA Program

About CEIBS

CEIBS (China Europe International Business School) is an international business school jointly founded by the Chinese government and European Union (EU). In 2000, CEIBS is committed to educating global business leaders and is the first business school in China to award EMBA degrees internationally recognized and accredited by AMBA. CEIBS is also accredited by AACSB International.

CEIBS is located in Shanghai's Pudong district, one of China's most dynamic and rapidly developing areas. CEIBS is at the heart of this exciting city, providing students with access to a rich pool of experienced and successful business people in China and exposure to numerous opportunities for practical experience and professional growth.

Program Highlights

- Financial Times Program Rankings
  - 6th in Asia, No. 11 Globally 2017
  - China No. 1; Full-time MBA 2017
- Bloomberg Business Week Program Rankings
  - No. 1 in China, No. 24 Globally 2016
- Forbes Program Rankings
  - No. 1 in Asia, No. 4 Globally 2015

CAREER OPPORTUNITIES

- Career Services Team
  - Helps students find internships, full-time jobs, and start-ups
- Industry Networking Opportunities
  - Connects students with leading companies and organizations in China and globally
- International Exchange Programs
  - Opportunities for students to study abroad and gain international work experience
- Alumni Network
  - Provides a community of more than 10,000 global alumni who support each other and mentor current students

Contact

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Overall Trends of 2016-2017 Recruitment Seasons
2016-2017 年度招聘季趋势

Looking back over the past year, we are pleased to share our employment highlights and recruitment trends with a sense of achievement. During the recruitment season, 388 companies offered a total of 860 opportunities to the 608 MBA students at the Career Development Center (CDC), within three months after graduation. 292 of the 388 companies (75.1%) successfully matched their criteria post MBA graduation. The MBA graduates’ employment in financial services increased by a historical high because of the surge in demand for qualified professionals in the industry.

Located in the world’s most dynamic city — Shanghai, the CEIBS MBA Program is able to attract students from all over the world. This student body includes students from all over the world, and thus our MBA program is equipped with hard work and skills that allow them to make immediate contributions to business organizations.

This year, with local Chinese companies catching up and going global there was a much greater demand for high-quality international talents. We managed this trend by launching the Career Development Program to further student career success and growing reciprocal talent flows. We initiated internal internships and cooperation China MBA in a new and innovative way by linking these emerging and going global local enterprises in Shanghai, China. These new approaches are focused on students’ career development with local Chinese enterprises and expanding the global student body. As a result, 81.2% of our enrolled students successfully landed jobs in China and 18.8% remained in Asia. Together with "China Depth” discovery, more of our MBA students were successful in obtaining international opportunities by covering more regions, further enhancing CEIBS "Global Reach.”

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 believe our graduates’ unique China Depth and Global Reach qualities and make a difference.

MBA2017 Employment Highlights
MBA2017 届就业亮点

94.5% Job Offer Conversion Rate
92.0% Job Offer Acceptance Rate
81.2% Correct Switch Rate
108.7% Average Salary Increase
### Profile of MBA2017 & MBA2018
MBA2017 & MBA2018 届学生概况

<table>
<thead>
<tr>
<th></th>
<th>MBA2017</th>
<th>MBA2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>29.5</td>
<td>31</td>
</tr>
<tr>
<td>Male/Female</td>
<td>52.8%</td>
<td>44.5%</td>
</tr>
<tr>
<td>Average GMAT</td>
<td>630-740</td>
<td>640-740</td>
</tr>
<tr>
<td>Average Work Exp</td>
<td>7.4</td>
<td>7.1</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Technology: 23.1%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Financial Services: 16.4%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Consulting: 30.4%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Manufacturing: 22.6%</td>
<td>29.2%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Healthcare: 6.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Consumer Packaged Goods: 3.8%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Retail: 3.8%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Food: 2.2%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Media/Entertainment: 1.8%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Transportation &amp; Logistics Services: 1.8%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Pre-MBA Industry</td>
<td>Others: 6.6%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Designations/Origin</td>
<td>MBA2017</td>
<td>MBA2018</td>
</tr>
<tr>
<td>MBA2017</td>
<td>18.6%</td>
<td>17.0%</td>
</tr>
<tr>
<td>MBA2018</td>
<td>18.6%</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

### Exploring the World

- Marketing/Sales
- Financial Management
- Consulting
- Finance
- Technology
- Manufacturing
- Healthcare
- Consumer Packaged Goods
- Retail
- Food
- Media/Entertainment
- Transportation & Logistics Services
- Others

### Academic Background (LLM) 2017 & 2018

<table>
<thead>
<tr>
<th></th>
<th>MBA2017</th>
<th>MBA2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science &amp; Engineering</td>
<td>31.0%</td>
<td>47.0%</td>
</tr>
<tr>
<td>Business &amp; Management</td>
<td>22.6%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Language &amp; Area Studies</td>
<td>16.9%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Others</td>
<td>9.9%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

### Pre-MBA Functions

- Marketing/Sales: 26.0%
- Financial Management: 14.7%
- Consulting: 13.3%
- Finance: 12.0%
- Technology: 11.2%
- Manufacturing: 10.2%
- Healthcare: 9.2%
- Consumer Packaged Goods: 6.2%
- Retail: 4.3%
- Media/Entertainment: 2.9%
- Transportation & Logistics Services: 1.8%
- Others: 6.6%

### Designations/Origin

- MBA2017: 18.6%
- MBA2018: 18.6%
Diego GARCIA FERNANDEZ  
MBA2017  
Global Leadership Associate  
Albaba Group

"The CEIBS MBA journey has been transformational from every angle. As a former financial analyst, I am now able to tackle business problems from a more holistic perspective. The MBA experience allowed me to make mistakes, intern in consulting and pharma only to discover that my passion lied in technology. It also provided me with a global mindset and a base on doing business in China."

Emily TENG  
MBA2011  
Commercial Operations Manager - International Region  
AstraZeneca

"While I was hesitant to make a choice between MBA and a financial rewarding job, the 18 months MBA program at CEIBS has reassured that I made the right decision. CEIBS has equipped me with the ability to make rational business decision by offering a combination of knowledge and real cases. Working with a group of energetic, determined and entrepreneurial classmates across the globe inspired me to set higher personal and professional goals in the years to come. Completing CEIBS MBA has not been an easy ride, but it would be a challenging and rewarding experience that I will never regret."
MBA2017 Employment Analysis
MBA2017届毕业生就业分析

Industry 行业
- 30.4% 智能服务
- 17.3% 基础设施
- 15.2% 制造
- 8.5% 医疗
- 5.4% 咨询
- 4.7% 消费品
- 3.4% 媒体/娱乐
- 2.7% 零售
- 2.6% 其他

Function 职能
- 30.3% 金融
- 26.7% 综合管理
- 16.6% 市场/销售
- 12.0% 咨询
- 9.7% 产品/运营
- 3.1% 人力资源
- 1.4% 信息技术
- 0.2% 其他

Position 职位
- 39.1% 管理
- 29.0% 专业人员
- 17.8% 领导力
- 10.4% 咨询
- 8.0% 资深
- 5.1% 副经理
- 2.2% 区域管理
- 2.2% 经理
- 2.0% 其他

Job Source 工作来源
- 66.2% 猎头
- 28.1% 个人关系
- 5.8% 其他网站/传单
- 0.8% 前雇主
- 2.2% 引荐
- 2.2% 其他

Job Locations 工作地点
MBA2017 All Students 全体学生

- 86.4% 中国
- 5.0% 欧美
- 2.1% 美
- 1.4% 德
- 0.7% 韩
- 0.7% 其他

- 8.6% 印度
- 2.1% 香港
- 1.4% 新加坡
- 1.4% 泰
- 0.7% 日本
- 0.7% 韩
- 0.7% 其他
INTEGRATED CHINA STRATEGY PROJECTS (ICSP) & INTERERNHIP EXAMPLES
综合战略咨询项目与暑期实习案例

ICSP 综合战略咨询项目

Daily Salary/Allowance Range 日薪/补贴区间
¥120 - 600

MBA2017 SUMMER INTERNSHIP ANALYSIS
MBA2017届暑期实习分析

FUNCTION 功能

FINANCE 金融

Marketing / Sales 销售

Consulting 咨询

General Management 综合管理

Research & Development 研发

Information Technology 信息技术

Operations / Operations 操作

Human Resource 人力资源

Other 其他

Other Other

Industry 4.0 工业4.0

Big Data 大数据

IoT 物联网

E-Commerce 电子商务

Other 其他

Digital Communications 数字通信

Internet of Things 物联网

VR/AR 虚拟现实

Others 其他

Internship Examples 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.

Marketing 市场营销

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

Consulting 咨询

Students work on strategic planning, business transformation, commercial due diligence, strategic partnering, business innovation, business process re-engineering, etc.
MBA 2017 Grads Employers (Full-Time & Summer Internship)  
MBA 2017届毕业生雇主（全职及暑期实习）

Companies 校企
- Goldman Sachs 高盛
- Deloitte 毕马威
- Accenture 阿克泰克
- Amazon 亚马逊
- Apple 苹果
- AlibabaglobalCorporation 阿里巴巴
- AlibabaGroup 阿里巴巴集团
- AlibabaCloud 阿里云
- AlibabaGlobalCorporation 阿里巴巴集团
- Alibaba Global Group 阿里巴巴集团
- JD.com 阿里巴巴
- Tencent 阿里巴巴
- Alibaba.com 阿里巴巴
- Lenovo 联想
- Google 谷歌
- Microsoft 微软
- Oracle 甲骨文
- IBM IBM
- HP惠普
- Dell 戴尔
- Fujitsu 富士通
- IBM
- Intel 英特尔
- Samsung 三星
- Sony 索尼
- Intel
- Intel
- Intel

Quotes from Employers  
雇主反馈

“The MBA localization program is one of the most important initiatives to impress 3M China’s marketing capabilities. CEO3D provides an excellent pool of talent, and will certainly be very conducive to 3M’s long-term development in China. 3M will continue to strengthen its cooperation with CEID in the future, and maintain a strong development platform for our MBA students. Thank you again. CEO3D.”

Marc Huang  
Head of Talent Acquisition  
3M Greater China

*此课程根据中英双语的需求而开发，旨在为学员提供高质量的英语技能，帮助他们更好地应对未来的商业挑战。课程内容包括英美语言、商务沟通、全球视野等模块，旨在培养学员在全球化背景下的领导力和竞争力。

MBA 2017 Grads Employers (Full-Time & Summer Internship)  
MBA 2017届毕业生雇主（全职及暑期实习）

Companies 校企
- Goldman Sachs 高盛
- Deloitte 毕马威
- Accenture 阿克泰克
- Amazon 亚马逊
- Apple 苹果
- AlibabaglobalCorporation 阿里巴巴
- AlibabaGroup 阿里巴巴集团
- AlibabaGlobalCorporation 阿里巴巴集团
- Alibaba Global Group 阿里巴巴集团
- JD.com 阿里巴巴
- Tencent 阿里巴巴
- Alibaba.com 阿里巴巴
- Lenovo 联想
- Google 谷歌
- Microsoft 微软
- Oracle 甲骨文
- IBM IBM
- HP惠普
- Dell 戴尔
- Fujitsu 富士通
- IBM
- Intel 英特尔
- Samsung 三星
- Sony 索尼
- Intel
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- AlibabaGroup 阿里巴巴集团
- AlibabaGlobalCorporation 阿里巴巴集团
- Alibaba Global Group 阿里巴巴集团
- JD.com 阿里巴巴
- Tencent 阿里巴巴
- Alibaba.com 阿里巴巴
- Lenovo 联想
- Google 谷歌
- Microsoft 微软
- Oracle 甲骨文
- IBM IBM
- HP惠普
- Dell 戴尔
- Fujitsu 富士通
- IBM
- Intel 英特尔
- Samsung 三星
- Sony 索尼
- Intel
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