



CEIBS | 中欧国际工商学院

TAP INTO A WORLD OF CUTTING-EDGE  
BUSINESS INSIGHTS

内心呼唤知识的人  
正在被时代呼唤



关注中欧官微



关注中欧MBA

MBA Career Development Center  
China Europe International Business School

699 Hongfeng Road, Pudong, Shanghai  
201206, PRC  
Tel: (86 21) 2890 5142  
Fax: (86 21) 2890 5200  
Email: cdc@ceibs.edu

中欧国际工商学院  
MBA职业发展中心

上海浦东新区红枫路699号  
邮 编: 201206  
电 话: (86 21) 2890 5142  
传 真: (86 21) 2890 5200  
电子邮件: cdc@ceibs.edu

CEIBS | MBA

中国深度 全球广度  
CHINA DEPTH GLOBAL BREADTH

## 中欧国际工商学院MBA2020就业报告 CEIBS MBA2020 CAREER REPORT

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

中欧国际工商学院  
CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL



认真 创新 追求卓越

### About CEIBS 关于中欧

China Europe International Business School (CEIBS) was co-founded by the Chinese government and European Union (EU) in 1994, with Shanghai Jiao Tong University and the EFMD serving as its executive partners. CEIBS has campuses in Shanghai, Beijing, Shenzhen, Accra in Ghana, and Zurich in Switzerland.

As China's only business school to originate from government-level collaboration, CEIBS is committed to educating responsible leaders versed in "China Depth, Global Breadth" in line with its motto of "Conscientiousness, Innovation and Excellence". Leaders from the Chinese central government and the EU, respectively, have lauded CEIBS as "a cradle of excellent executives" and "a role model of EU-China co-operation".

CEIBS offers MBA, Finance MBA, EMBA, Global EMBA, Hospitality EMBA, and Executive Education program. Renowned for its academic rigour, CEIBS is the first business school on the Chinese mainland to have been accredited by both EQUIS and AACSB and has been ranked #5 in the world for two consecutive years in the *Financial Times*' annual ranking of MBA and EMBA program.

中欧国际工商学院由中国政府和欧洲联盟于1994年共同创立，是中国唯一一所由中外政府联合创建的商学院。学院始终秉承“认真、创新、追求卓越”的校训，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商业领袖，已形成在三大洲五地（中国上海、北京、深圳、加纳阿克拉和瑞士苏黎世）办学的全球化格局，被中国和欧盟的领导人分别赞誉“众多优秀管理人士的摇篮”和“欧中成功合作的典范”。

伴随着中国经济迈向世界舞台中央的稳健步伐，历经26年砥砺奋进、不懈创新，学院也从西方经典管理理论的引进者、阐释者，逐渐成长为全球化时代中国管理知识的创造者、传播者，不仅建成了一所亚洲领先、全球知名的商学院，也构筑了中国和欧洲乃至世界经济文化交流的平台。

目前，中欧开设全日制全英文MBA、金融MBA（FMBA）、EMBA、Global EMBA（GEMBA）、卓越服务EMBA（HEMBA）和高管教育等课程。学院在国内率先获得欧洲EQUIS和美国AACSB双认证，并已连续两年位居英国《金融时报》MBA、EMBA排行榜全球五强。



# CEIBS MBA Program

## 中欧MBA课程



18-month Full-time English Program (12-month Option)  
18 个月全职全英文项目  
(提供一年制选项)



6 Overseas Market Exploration Treks to USA, Europe, Dubai, India, Singapore, and Hong Kong.  
6 个海外市场探索之旅(美国、欧洲、迪拜、印度、新加坡、香港)



4 Concentrations: Finance, Marketing, Entrepreneurship, Digital Business  
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 个专业方向



Career Reciprocity Partnership  
职业互惠合作项目  
(Harvard, INSEAD, IESE, IE, LBS, UCLA)

Shanghai-Zurich Dual City Module  
上海-苏黎世双城模块



3-Month Consulting Project: ICSP (Integrated China Strategy Project)  
3 个月综合中国战略咨询项目



1 Semester Overseas Exchange (with 40 top tier B-schools globally)  
1 个学期海外交换  
(与 40 所全球顶尖商学院合作)



10-week Summer Internship  
10 周暑期实习



6 Overseas Elective Modules to USA, Germany, Japan, Malaysia, Israel and Ghana.  
6 个海外选修模块(美国、德国、日本、马来西亚、以色列和加纳)



Financial Times  
《金融时报》

Ranking 金融时报排名：

#1 in Asia, #5 Globally 2020

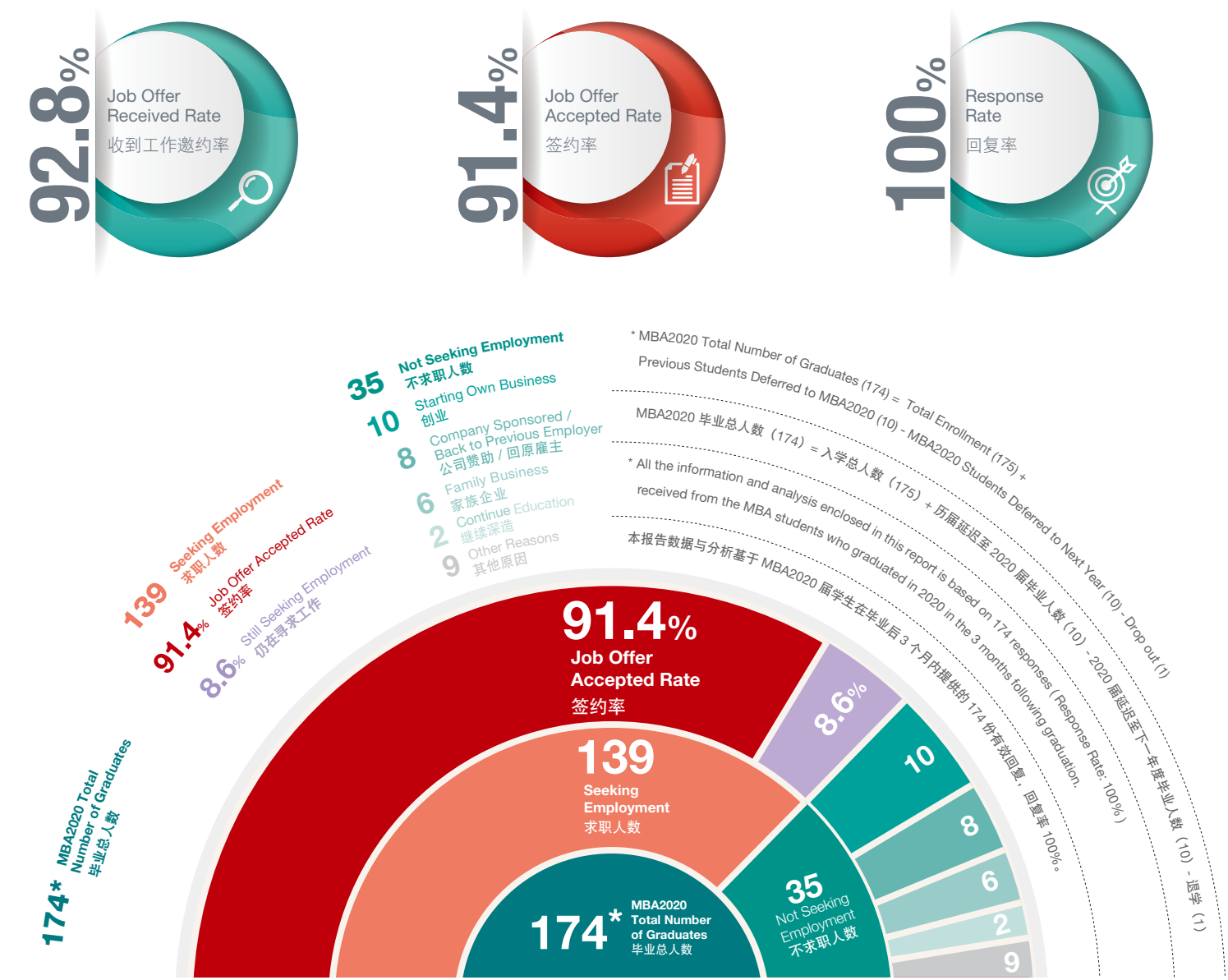
亚洲第一，全球第五位（2020）





# MBA2020 Employment Highlights

## MBA2020届就业亮点

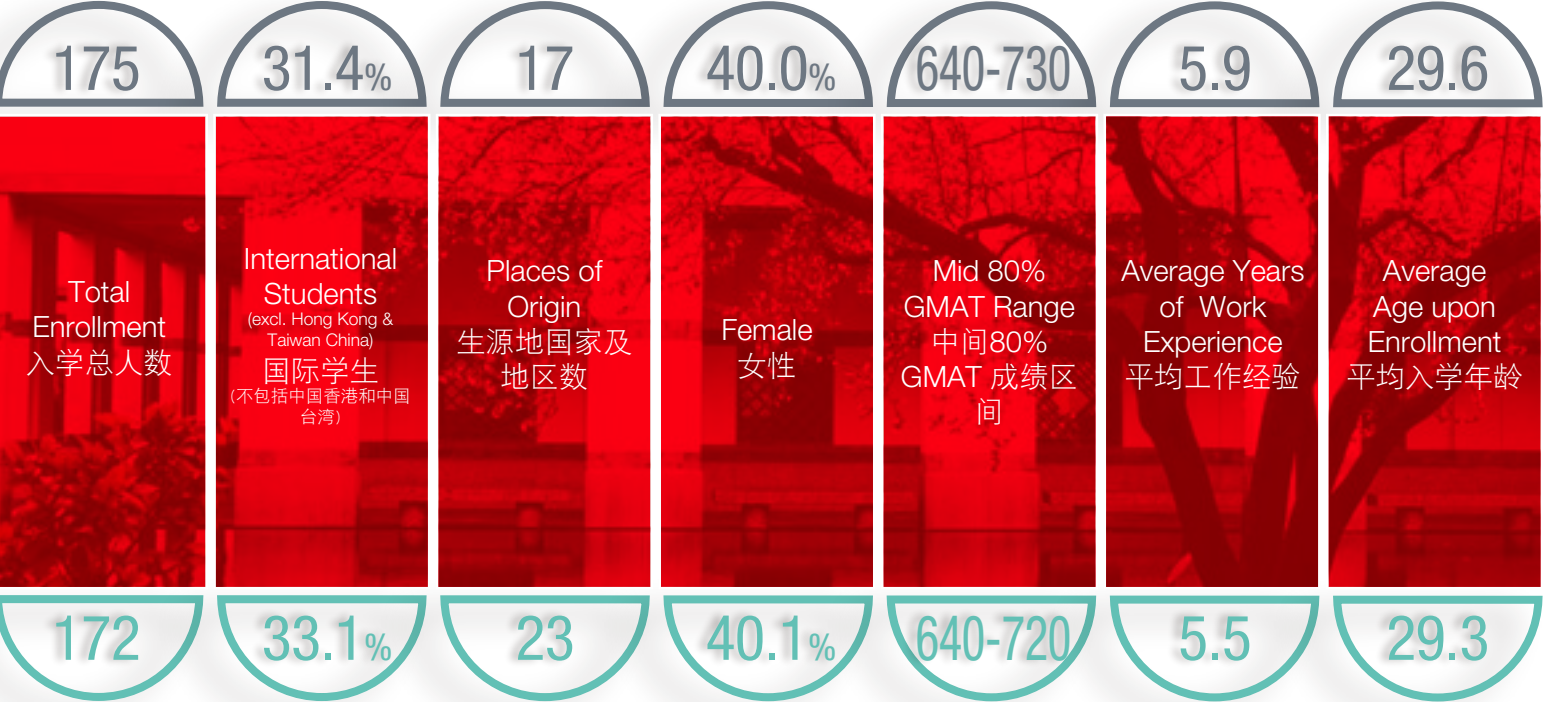




# MBA2020 & MBA2021 Students Profile

## MBA2020与MBA2021届学生概况

### MBA2020



### MBA2021

Pre-MBA Industry 行业分布	MBA2020	MBA2021
Financial Services 金融服务业	24.1%	26.8%
Technology 科技	16.0%	12.8%
Manufacturing 制造业	13.7%	11.6%
Consulting 咨询	12.0%	10.5%
Healthcare 医疗	9.7%	7.0%
Energy 能源	5.7%	2.9%
Retail 零售	4.0%	2.3%
Real Estate 房地产	3.4%	1.7%
Media/Entertainment 媒体/娱乐	2.3%	3.5%
Consumer Packaged Goods 消费品	1.7%	2.9%
Government/Non-Profit 政府/非营利组织	1.1%	4.1%
Transportation & Logistics Services 运输物流	1.1%	1.7%
Others 其他	5.2%	12.2%

Pre-MBA Function 职能分布	MBA2020	MBA2021
Finance 金融	23.4%	26.1%
Marketing/Sales 营销/销售	18.9%	19.2%
General Management 综合管理	17.1%	22.7%
Consulting 咨询	11.4%	9.3%
Operation/Logistics 运营/物流	9.1%	10.5%
Information Technology/R&D 信息技术/研发	8.0%	4.7%
Entrepreneur/Partner 创业者/合伙人	6.3%	3.5%
Human Resources 人力资源	2.3%	0.6%
Others 其他	3.5%	3.4%

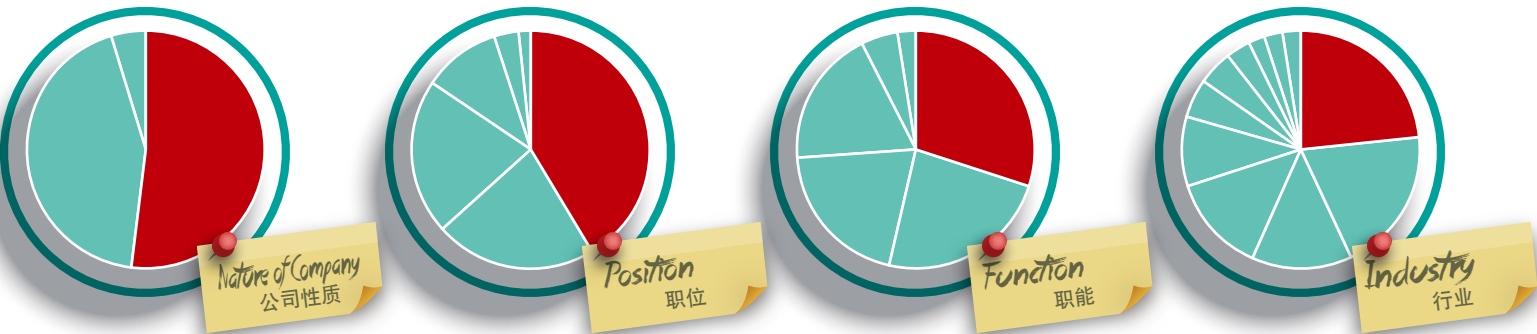
Geographic Origin 生源	MBA2020	MBA2021
Mainland China 中国大陆	63.5%	62.8%
Hong Kong & Taiwan, China 中国香港和中国台湾	5.1%	4.1%
Asia Pacific 亚太地区	15.4%	19.2%
America 美洲	10.9%	8.1%
Europe 欧洲	5.1%	4.7%
Africa 非洲	0.0%	1.1%

Academic Background 学科背景	MBA2020	MBA2021
Science & Engineering 理工科	40.0%	32.6%
Business & Management 商科&管理	40.0%	50.0%
Language & Arts 文科	10.9%	4.6%
Others 其他	9.1%	12.8%



# MBA2020 Employment Analysis

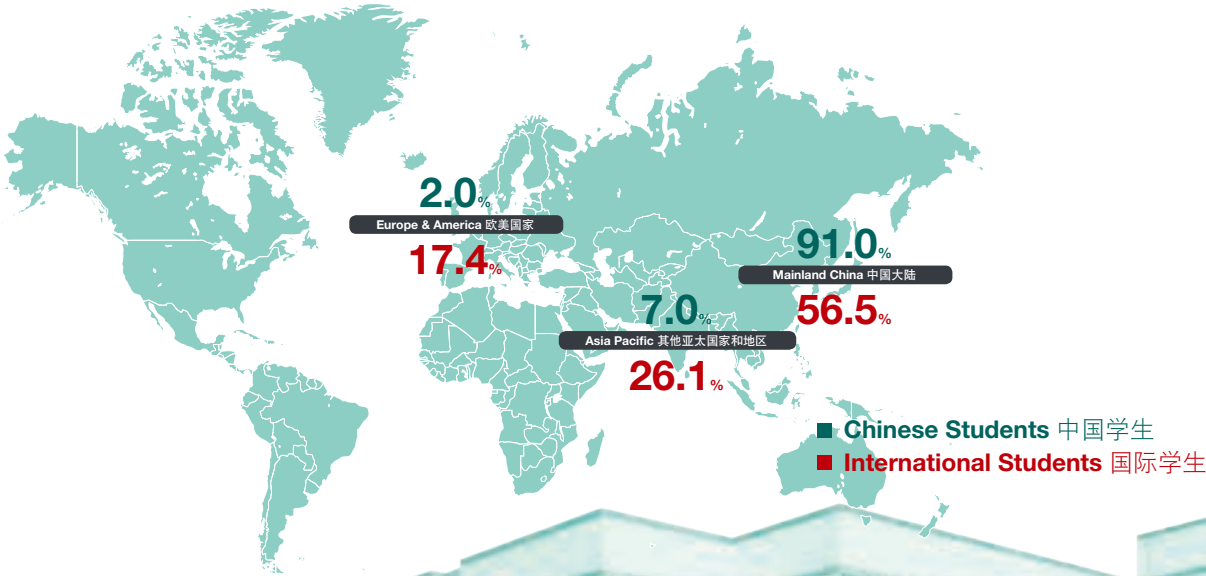
## MBA2020届就业分析



- |  |   |  |  |
|--|---|--|--|
| <b>52.0%</b> • Foreign Owned Enterprise 外资公司         | <b>41.5%</b> • Manager 经理                     | <b>30.1%</b> • General Management 综合管理   | <b>23.6%</b> • Technology 科技                   |
| <b>43.3%</b> • Chinese Private Owned Enterprise 中资民企 | <b>22.0%</b> • Leadership Program (LDP) 领导力项目 | <b>23.6%</b> • Marketing/Sales 营销/销售     | <b>19.7%</b> • Financial Services 金融服务业        |
| <b>4.7%</b> • Chinese State Owned Enterprise 中资国企    | <b>21.1%</b> • Professional 专业人士              | <b>20.3%</b> • Finance 金融                | <b>13.4%</b> • Healthcare 医疗                   |
|  | <b>10.6%</b> • Director 总监                    | <b>18.7%</b> • Consulting 咨询             | <b>13.4%</b> • Manufacturing 制造业               |
|  | <b>3.2%</b> • Supervisor 主管                   | <b>4.9%</b> • Operations/Logistics 运营/物流 | <b>9.4%</b> • Consulting 咨询                    |
|  | <b>1.6%</b> • GM/Vice GM 总经理/副总经理             | <b>2.4%</b> • Others 其他                  | <b>5.5%</b> • Real Estate 房地产                  |
|  |   |  | <b>4.7%</b> • Retail 零售                        |
|  |   |  | <b>3.1%</b> • Consumer Packaged Goods 消费品      |
|  |   |  | <b>2.4%</b> • Education 教育                     |
|  |   |  | <b>2.4%</b> • Transportation & Logistics 运输/物流 |
|  |   |  | <b>2.4%</b> • Others 其他                        |

# Job Locations

## 工作地点



# Salary Analysis

## 薪资分析

	Annual Base Salary 基本年薪(RMB)			Other Guaranteed Compensation 其他固定年收入(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%	428,000	160,000~1,350,000	100.00%	100,000	18,000~300,000
Chinese Students 中国学生	83.2%	420,000	160,000~800,000	83.2%	100,000	28,000~300,000
Working in Mainland China 在中国大陆就业	76.1%	400,000	160,000~780,000	76.1%	96,243	28,000~300,000
Working Outside Mainland China 在海外国家及地区就业	7.1%	660,000	600,000~800,000	7.1%	120,000	80,000~200,000
International Students 国际学生	16.8%	490,000	240,000~1,350,000	16.8%	88,000	18,000~200,000
Working in Mainland China 在中国大陆就业	9.7%	450,000	240,000~720,000	9.7%	84,000	37,000~200,000
Working Outside Mainland China 在海外国家及地区就业	7.1%	595,500	350,000~1,350,000	7.1%	168,000	18,000~200,000

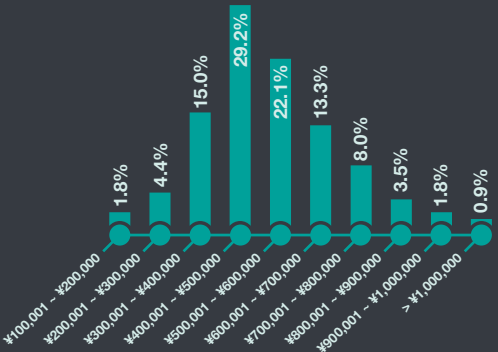
### Annual Guaranteed Cash Range by Industry 行业分类年收入(RMB)

	Percentage 百分比	Median 中位数	Range 范围
Technology 科技	23.6%	550,000	240,000~900,000
Financial Services 金融服务业	19.7%	485,000	180,000~1,350,000
Healthcare 医疗	13.4%	540,000	300,000~780,000
Manufacturing 制造业	13.4%	595,500	350,000~780,000
Consulting 咨询	9.4%	490,000	400,000~1,000,000
Real Estate 房地产	5.5%	520,000	400,000~700,000
Retail 零售	4.7%	423,136	364,000~482,000
Consumer Packaged Goods 消费品	3.1%	676,000	400,000~920,000
Education 教育	2.4%	400,000	364,000~429,000
Transportation & Logistics 运输/物流	2.4%	515,000	490,000~540,000
Others 其他	2.4%	358,800	328,000~456,000

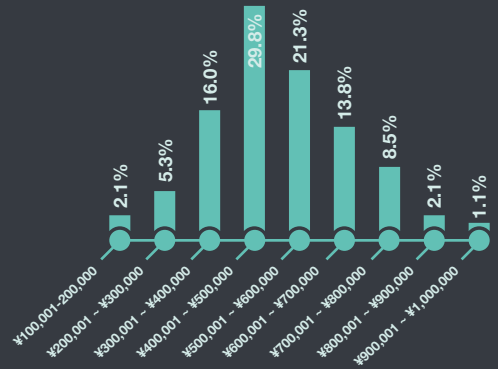
### Annual Guaranteed Cash Range by Function 职能分类年收入(RMB)

	Percentage 百分比	Median 中位数	Range 范围
General Management 综合管理	30.1%	538,000	325,000~920,000
Marketing/Sales 营销/销售	23.6%	452,500	240,000~900,000
Finance 金融	20.3%	530,000	180,000~1,350,000
Consulting 咨询	18.7%	500,000	350,000~1,000,000
Operations/Logistics 运营/物流	4.9%	540,000	440,000~676,000
Others 其他	2.4%	565,000	470,000~660,000

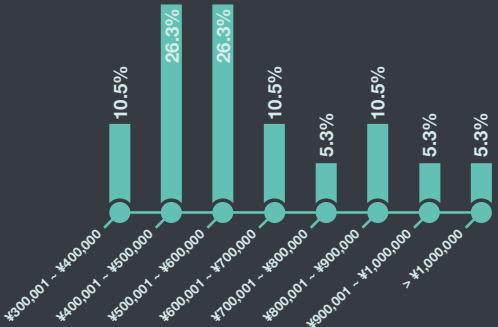
### Annual Guaranteed Cash Distribution 年收入分布(RMB)



All Students 全体学生



Chinese Students 中国学生



International Students 国际学生

#### \* Note 附注

The Salary Analysis enclosed in this report is based on 113 responses who have useable salary information. Among the 113 responses with useable salary information, 71 responses have reported Other Guaranteed Compensation in addition to the Annual Base Salary.

本报告中的薪资分析是基于 113 份包含有效薪资信息的回复。在这 113 份有效薪资回复中, 71 份回复报告了除基本年薪之外的其他固定年收入。



# MBA2020 Summer Internship Analysis

## MBA2020届暑期实习分析

Industry 行业		Function 职能	
Financial Services 金融服务业	27.9%	Finance 金融	30.3%
Technology 科技	24.6%	Consulting 咨询	26.2%
Healthcare 医疗	16.4%	Marketing/Sales 营销/销售	25.4%
Consulting 咨询	11.5%	General Management 综合管理	9.0%
Manufacturing 制造业	11.5%	Operation/Logistics 运营/物流	2.5%
Consumer Packaged Goods 消费品	5.7%	Information Technology 信息技术	2.5%
Media/Entertainment 媒体/娱乐	1.6%	Others 其他	4.1%
Education 教育	0.8%		
		Daily Salary/Allowance Range 日薪/补贴区间	
		Mid 60% Range 中间60%区间	¥ 200~730

# Internship Examples & Integrated China Strategy Project (ICSP)

## 暑期实习案例与综合中国战略咨询项目

### Internship Examples 暑期实习案例

Finance 金融	Marketing 市场营销	Consulting 咨询
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	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	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

### ICSP Schedule 项目时间表





# MBA2020 Graduates Employers (Full-Time & Summer Internship)

## MBA2020届毕业生雇主(全职与暑期实习)

<b>1</b> 1003 Polo	Deloitte Consulting 德勤咨询 Delta Capital 达泰资本 Didi 滴滴 Diligent Management DJl 大疆 Donglai Coating Technology 东来涂料 Doorroad Technology 上海入得网络科技 DuPont 杜邦	Intuitive Surgical-Fosun 直观复星
<b>A</b> AbbVie 艾伯维 Accenture 埃森哲 adidas 阿迪达斯 Alibaba 阿里巴巴 Align Tech 爱齐科技 Allergan 艾尔建 Alvarez & Marsal 安迈企业咨询 Amazon 亚马逊 Ascensia Diabetes Care 健臻医疗 AstraZeneca 阿斯利康 Automobility 奥拓谋咨询	<b>E</b> Easternbell Venture Capital 钟鼎资本 Ecolab 艺康 Edenred 雅智捷 Edwards Lifesciences 爱德华医疗用品 Eisai 卫材 Everbright Securities 光大证券	<b>J</b> J.P.Morgan 摩根大通 JD 京东 JD Logistics 京东物流 JINDI Union Holding Group 金帝联合控股 Johnson & Johnson 强生 Joyoung 九阳 Joyson Electronics 均胜电子
<b>B</b> BASF 巴斯夫 Bayer 拜耳 BCW Group Bean Tech 仙豆智能 Bluepower Medtech 蓝威医疗器械 Bocom Int'l Equity Investment Management 交银国际股权投资 Boohee 薄荷信息科技 Bosch 博世 Budweiser APAC 百威亚太 BXB Exchange ByteDance 字节跳动	<b>F</b> F&G Venture 方广资本 Faurecia 佛吉亚 FIOT- LAB 福州物联网开放实验室 Foodchem 枫晴生物 Fortive 福迪威 Fosun 复星 FreshFresh 两鲜	<b>K</b> KPMG 毕马威 Kroll 德安华商业风险管理咨询
<b>C</b> CandyPay 即富 Cathay Capital 国泰资本 CATL 宁德时代 CCB Trust 建信信托 CEIBS 中欧国际工商学院 Chic 熙可康养湾 China Fortune Land Development 华夏幸福 China Merchant Venture Capital Management 招商局资本 China Renaissance 华兴资本 CIFI Holdings 旭辉控股 Citi 花旗银行 Covestro 科思创 Creative Capital 创腾企业管理咨询	<b>G</b> GF Fund Management 广发基金 GfK GMO Google 谷歌 Greenwoods Investment 景林投资 Grundfos 格兰富 GSK 葛兰素史克 Guangdong Haid Corp 广东海大集团 Guosen Securities 国信证券 Guotai Junan Securities 国泰君安证券	<b>L</b> Lear 李尔 LEGO 乐高 Lilly 礼来 Lödige Industries Lombard International Loyal Valley Capital 正心谷创新资本
<b>D</b> Danaher 丹纳赫 DBS 星展银行	<b>H</b> Hilti 喜利得 Hongta Securities 红塔证券 HRS Group HRS集团	<b>M</b> Macquarie 麦格理 Mandarin Hill Capital 御岭资本 Medtronic 美敦力 Merck 默克 Methanex 梅赛尼斯 Microsoft 微软 Mininglamp Technology 明略科技 Minority Asset Management 少数派投资管理
	<b>I</b> In3act 意汇通咨询 Industrial Securities 兴业证券 INTEGRAL 恺枫商务咨询 Intel 英特尔	<b>N</b> NetEase 网易 Niu Technology 小牛电动 Noah 诺亚 Novartis 诺华
		<b>O</b> OC&C Strategy Consultants 欧析企业管理咨询 Onedot 万粒网络 Orix Asia Capital 欧力士亚洲资本 Oriza 元禾原点
		<b>P</b> Ping An Technology 平安科技 Powerhouse Capital 华旭保和资本 PwC 普华永道

<b>Q</b> Qutoutiao 趣头条	Swiftpass 威富通	vivo VSPN 量子体育
<b>R</b> R.R.Donnelley 当纳利 Roland Berger 罗兰贝格	<b>T</b> Taiping AMC 太平资产 Tencent 腾讯 Thermo Fisher 赛默飞 Thinkwithu 申友教育 True Influence Tsinghua Holding Capital 华控基金	<b>W</b> Walmart 沃尔玛 Werfen 沃芬 Whalehouse 鲸仓科技
<b>S</b> SAI Medpartners SAI市场咨询 Sailing Capital 赛领资本 Share Capital 分享投资 Shopee Simon-Kucher & Partners 西蒙顾问和管理咨询 SoftBank China Venture Capital 软银中国资本 SOWOW 速网 Starkids Children Hospital Shanghai 上海星晨儿童医院 Sunic Capital 临芯投资	<b>U</b> Ultras Chemical 亚创化工 UNISOC 紫光展锐	<b>Y</b> Yili Healthcare 海南医理健康科技 Yinding AMC 银鼎企业管理 YOOZOO 游族网络 Youhug Media 耀客传媒 YUYUAN Inc. 豫园股份
	<b>V</b> VanEck 范达投资 Vertiv 维谛 VIPThink 豌豆思维	<b>Z</b> Zhihuishu 智慧树网 Zhongliang 中梁

### Employers' Testimonial 雇主反馈



**李育芸**  
人力资源高级副总裁  
沃尔玛中国

“中欧国际工商学院作为与国际接轨的中国顶尖商学院之一，为各行各业输送了大量具有国际化视野的高质量人才。沃尔玛作为全球最大的零售商，进入中国二十四年以来也同样将人才视为公司最宝贵的财富和核心的竞争力。在公司持续开展全渠道转型变革的背景下，我们期待更多新鲜的血液加入沃尔玛，发挥他们的潜能和智慧，与沃尔玛携手共创未来，为顾客和会员提供更好的服务。同时我们也希望能够充分发挥企业自身优势，与更多高校深化合作，助力在校学生的职业发展和培养，为未来零售业输送更多优质人才。”



**Steven Chen**  
Sr. Director of Talent  
Danaher China

"Danaher's General Manager Development Program seeks top-notch MBAs who not only possess the right educational background, but also match our culture's extremely high standards, passion for solving business problems as well as our determination to succeed. In the past three years, CEIBS has contributed nearly half of successful hires to our program. From strategy to impact, we have seen they excel in areas of GROWTH, LEADERSHIP and LEAN throughout the Danaher family of companies. At Danaher, our core value is 'The Best Team Wins' and the nicest thing about the best team is that we always have CEIBS on our side."



**何 辉**  
京东集团副总裁  
京东物流集团  
人力资源副总裁

“中欧国际工商学院作为全球最优秀的商学院之一，在为学生提供洞察全球经济的学习机会和深入商业应用场景的培养体系，同时也为社会输送了很多具备国际化视野的优秀人才，体现了学院的社会责任与温度。京东物流一直以来和中欧国际工商学院建立了良好的校企合作关系，非常感谢中欧在协同京东物流成为全球供应链基础设施服务商这一愿景的道路上做出的人才贡献。期待中欧有更多优秀的学子加入京东物流，一起为降低社会物流成本而努力。”



*Shenzhen HUANG*

Consultant  
Roland Berger Middle East

"CEIBS covers a wide range of topics, all of which have opened my eyes to better understand the business world. The diverse environment of CEIBS has improved my ability to better communicate and work with people from different backgrounds. The 18-month journey taught me the power to build a network and the role of being a fellow CEIBSer to make the CEIBS community stronger."



*Rishabh RAJHAN*

Program Manager  
Private Brands, Amazon China

"My MBA journey at CEIBS was a life changing experience. In-class discussions, on-campus events, international study programs, I experienced everything I wanted to. Be it internships or full time job opportunities, CEIBS helped me become a truly global professional."

I will always cherish the friendships I developed during my time at CEIBS and I'm excited for this new journey as an alumnus."



*George SHANG*

Asset Management Director  
Fosun Hive

"CEIBS is my home. The MBA journey not only equipped me with skills to understand the business world and various industries, but also provided tremendous opportunities to be bound with the talents around the world, to reflect on my past career, and to see the new territories in Asia."



*Catherine FANG*

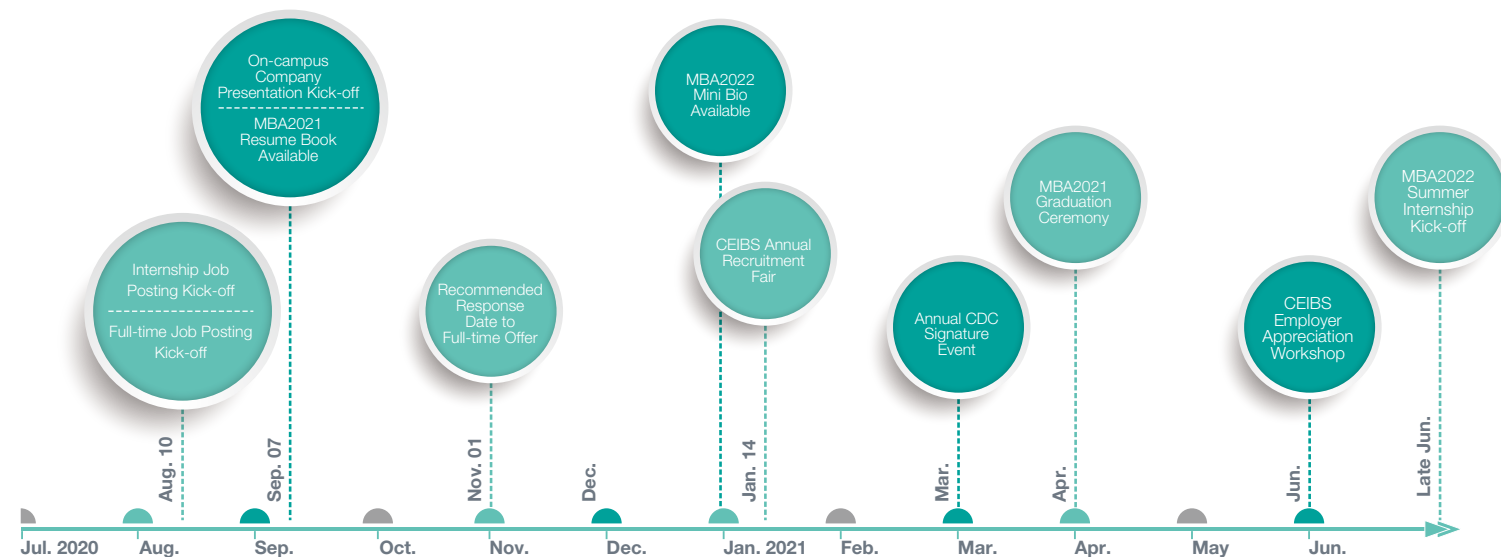
Supervisor, Corporate  
Strategic Vertical Marketing  
Thermo Fisher Scientific

"CEIBS MBA journey is one of the most memorable experiences. It not only facilitated me to achieve the career transition but also enriched my life experience. During the 18-month study, I learned solid business knowledge and gained hands-on industry experience. Beyond that, the support received from CEIBS community also made the journey more meaningful."



# 2020/2021 Recruiting Calendar

## 2020/2021 招聘日历



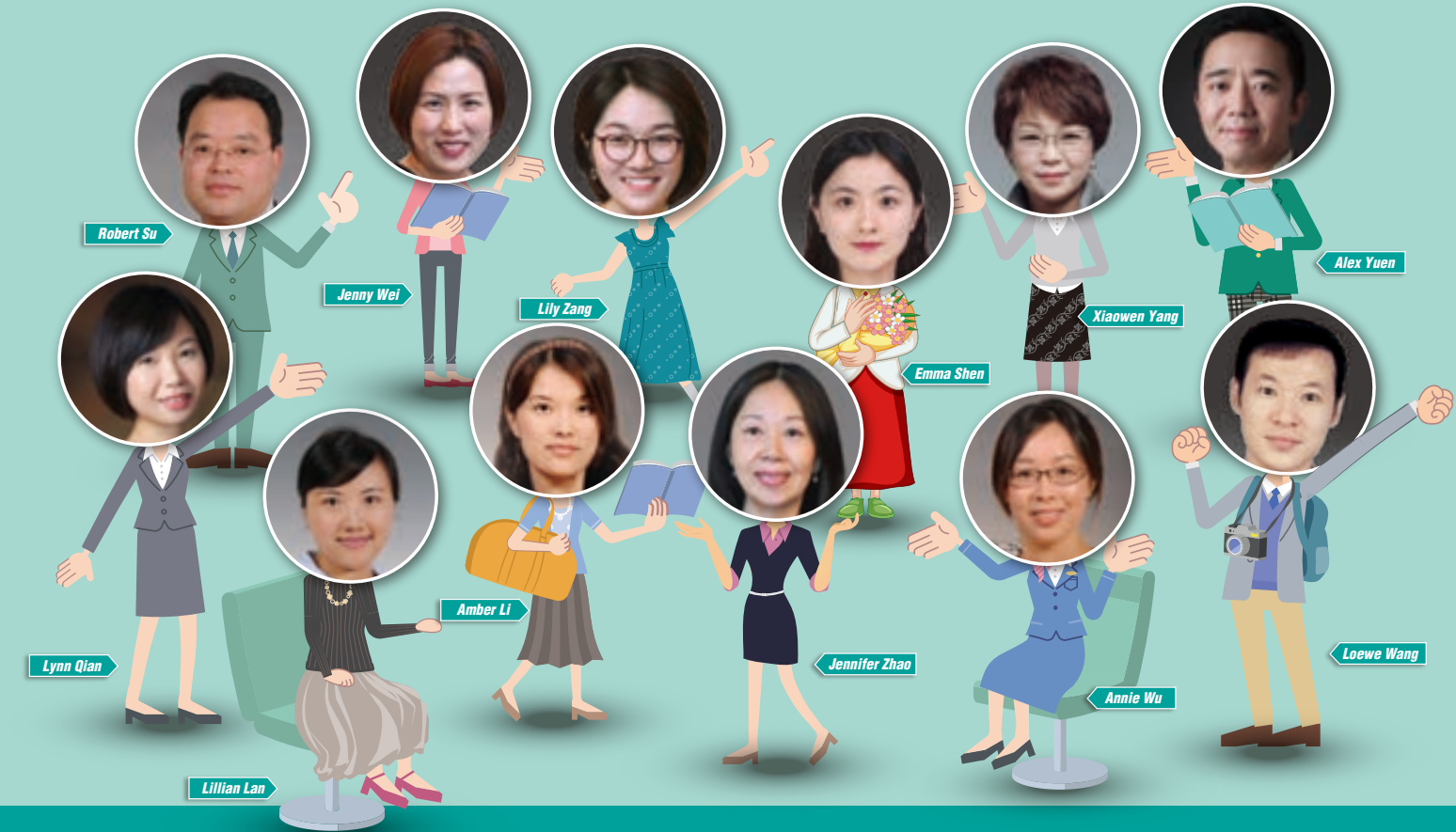
Recruitment Activities: Key Dates	
MBA2021 Summer Internship	MBA2022 Internship & MBA2021 Full-time Recruitment Season





# Career Development Center (CDC)

## 职业发展中心



### MBA Students Career Support

#### 学生职业支持

The mission of Career Development Center is to provide MBA students with customized career support through career counseling, career insights and career & networking opportunities. CDC partners with students to develop a career plan that helps to shape their career goals. Comprehensive career support includes Career Development Program, Counseling & Coaching, Career Related Events & Programs, and Enterprise Relationship.

职业发展中心为MBA学生提供定制化的职业规划辅导、行业信息分享、工作机会以及与行业互动交流的机会。CDC助力学生做好生涯规划，实现职业目标。全面的职业支持包括职业发展项目、职业辅导与教练、职业相关活动与项目、企业雇主关系。

### Alumni Career Support

#### 校友职业支持



# 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 综合中国战略咨询项目/暑期实习

Industry/Executive Forum 行业论坛/高层管理论坛

Career Workshop/Mock Interview/ Career Exploration Program 职业发展工作坊/模拟面试/职业探索项目

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 高管教育

### 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

Recruitment 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 24,000+ CEIBS alumni for immediate hiring needs. 向 24,000 余名中欧校友发布即时职位。

CEIBS iCampus App iCampus平台