A transformational global learning journey, anchored in China

CEIBS Global EMBA, ranked 2nd globally, is a part-time programme that balances China Depth and Global Breadth and develops responsible global business leaders. The programme is a transformational self-development journey, allowing each student to step outside their everyday work environment and see business challenges from a whole new perspective.

With modules available in 10 countries worldwide, a diverse student body from nearly 20 countries, 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 and to take their career and personal development to the next level.
Just like a ship that requires an able captain to steer it safely to its destination, the current uncertain business environment requires managers who are not just leaders, but individuals who are responsible, empathetic and agile enough to take on unprecedented challenges as we move to the next stage in the evolution of the business world – a world where China plays a critical role in shaping the future. Underpinning the 20-month Global EMBA learning journey is the programme’s leadership dimension, as we prepare executives to think and act as global leaders who can make a lasting positive impact, not just on their own organisation, but on the wider society as well.

Bala Ramasamy
Professor of Economics, Associate Dean, Global Executive MBA

The Global EMBA classroom is truly diverse, with executives from different nationalities, industries, functional backgrounds and company types, allowing you to step outside your own environment and see business from a whole new perspective.

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The Global EMBA is a place where you can take risks, make mistakes and learn from them, away from the pressures of your everyday workplace.

Beyond Business
CEIBS Global EMBA provides a new vision of global leadership, with a strong focus on emerging economies. You will be challenged to evaluate the social impact of your business decisions on wider society.

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Beyond theories
CEIBS’ world-class faculty provide cutting-edge knowledge and case studies, while challenging you to apply your learning directly to your organisation.

Beyond your comfort zone
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Beyond Global
With a global student body, diverse faculty, and the opportunity to learn in over 10 locations worldwide, the Global EMBA provides a customised global journey that will comprehensively expand your own horizons.

Go Beyond Yourself

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Programme at a Glance

<table>
<thead>
<tr>
<th>20</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Months</td>
<td>Days out of the Office</td>
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<table>
<thead>
<tr>
<th>13</th>
<th>4+</th>
<th>35+</th>
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<tbody>
<tr>
<td>Core Courses</td>
<td>Global Modules</td>
<td>Elective Options</td>
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<table>
<thead>
<tr>
<th>4</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Days every month</td>
<td>Days every 2 months</td>
</tr>
</tbody>
</table>

Programme Design

- **Social Responsibility**: Ethical Leadership, Social Entrepreneurship, Volunteerism, Sustainable Strategy
- **Leadership**: Experiential Leadership, Managing Diversity in Organisations, Executive Coaching, Organisational Behaviour Action and Reflection
- **China Depth**: Chinese Economy, China Deep Dive, China and the World, China Electives
- **Global Breadth**: Global Core Modules, Global Electives, Global Perspectives, Global Strategies
- **Business Fundamentals**: Marketing Management, Economic Analysis, Financial Reporting, Corporate Finance
- **Integrating Capabilities**: Strategic Management, Strategic Management Accounting, Data-Driven Decision-Making, Operations Management
- **Strategic Capabilities**: Strategic Simulation, Capstone Project, Entrepreneurship and Innovation
A Collective Experience with Diverse Classmates

One of the greatest benefits of the Global EMBA is the interaction with your classmates, where the classroom dynamics will challenge your own vision of the world. The classroom is a uniquely diverse place, where you will find a variety of decision-makers from vastly different backgrounds.

The classroom diversity runs deeper than merely nationality. You will be exposed to classmates from a wide range of different industries, functional backgrounds and company types. Every business case and topic discussed in class will be examined through the prism of this enriching depth of diversity and divergent world views.

**Industry Breakdown**

- Pharmaceutical: 15%
- Professional Services: 12%
- Digital Technology: 11%
- Miscellaneous Manufacturing: 11%
- Medical Devices: 7%
- Automobile: 6%
- Consumer Goods: 6%
- Finance: 5%
- Chemicals: 4%
- Retail/Wholesale: 4%
- Textile: 4%
- Electronics: 3%
- Mining: 3%
- Transportation: 3%
- Others*: 6%

*Agriculture, Construction, Hospitality, Publishing, Real Estate

**Function Breakdown**

- General Management: 39%
- Strategic Planning: 9%
- Business Development: 8%
- Marketing: 8%
- Sales & Account Management: 7%
- Finance: 7%
- Human Resources: 6%
- Legal: 4%
- Sourcing and Procurement: 4%
- Project Management: 3%
- Engineering: 2%
- Research & Development: 2%
- Public Relations: 1%

**Participants**

- 90 Participants
- 18 Countries & Regions
- 50% Female
- 41 Average Age
- 18 Average Years’ Work Experience
- 10 Average Years’ Management Experience
- 49% From Outside of Chinese Mainland
- 32% Overseas Experience
- 78% Master’s Degree & above
- 78% Overseas Experience

**Countries & Regions**

90 Participants

**Female**

50%

**Average Age**

41

**Average Years’ Work Experience**

18

**Average Years’ Management Experience**

10

**From Outside of Chinese Mainland**

49%

**Overseas Experience**

78%
Global Recognition

Ranked 2nd globally for three consecutive years (2020-2022)
Ranked in the top 5 for five consecutive years (2018-2022)
Ranked 2nd globally for alumni salary today
Ranked 14th globally for alumni work experience
Ranked 9th globally for alumni aims achieved
Ranked 17th globally for International Course Experience
Highest ranked single-school EMBA programme in Asia

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
Global EMBA 2001
Executive Vice President, International and China President at AstraZeneca
Flexible Format for Today’s Business Leaders

The CEIBS Global EMBA provides maximum flexibility for its participants in the following ways:

1. Students may choose between two separate but integrated tracks: the **Single Module Track** (attend courses every month for 4 days) and the **Double Module Track** (attend every two months for 8 days).

2. Students may switch courses between tracks/classes.

3. Elective options are available across all 5 CEIBS campuses worldwide, and other overseas cities.

The Single Module Track and Double Module Track feature identical content and are delivered by the same faculty members, as well as following the same admission criteria. Both tracks will mix for the Leadership Modules, some core courses and some electives.

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**Programme Schedule**

<table>
<thead>
<tr>
<th></th>
<th><strong>Single Module Track</strong></th>
<th><strong>Double Module Track</strong></th>
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<tbody>
<tr>
<td><strong>2023</strong></td>
<td></td>
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<tr>
<td>Nov</td>
<td>Shanghai Opening Leadership 8 Days</td>
<td>Nov 2023</td>
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<tr>
<td>Jan</td>
<td>Shanghai 4 Days</td>
<td>Zurich 6 Days</td>
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<tr>
<td>Feb</td>
<td>Zurich 4 Days [Global Core Europe 3 Days]</td>
<td>Feb</td>
</tr>
<tr>
<td>Mar</td>
<td>Shanghai 4 Days</td>
<td>Shanghai 8 Days</td>
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<tr>
<td>Apr</td>
<td>Shanghai 4 Days</td>
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<tr>
<td>May</td>
<td>Shanghai 4 Days</td>
<td>Shanghai/Accra 4 Days</td>
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<tr>
<td>Jun</td>
<td>Shanghai/Accra 4 Days</td>
<td>Global Elective Africa 3 Days</td>
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<tr>
<td>Jul</td>
<td>Shanghai 4 Days</td>
<td>Shanghai 5 Days</td>
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<tr>
<td>Aug</td>
<td>Shanghai 2 Days</td>
<td>Mid Term Leadership 3 Days</td>
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<tr>
<td>Sep to May</td>
<td></td>
<td></td>
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<tr>
<td>May</td>
<td>Global Electives</td>
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<tr>
<td>Jun</td>
<td>Shanghai 4 Days</td>
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<td>Sep to Jun</td>
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<tr>
<td><strong>2025</strong></td>
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<tr>
<td>Jul</td>
<td>Shanghai Capstone Project 1 Day</td>
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<td></td>
<td>Et Leadership 3 Days</td>
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*Schedule is subject to change*
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Nicole Wu  Global EMBA 2014
APAC Vice President, K-C Professional, Kimberly Clark

The Global EMBA journey was an amazing learning experience that will continue and not stop after graduation. During the programme, I worked and learned with many other executives from different industries who are now my friends. I gained great insights and ideas that I transferred successfully into my own work. The same is true with the many learnings from the Professors. Managing the programme during the pandemic situation was a challenge, one that I passed and will always cherish. I am now more ready than ever before for any other uncertain challenges that lay ahead in the future. The programme helped me tremendously to be the best me.

Andreas Hornfischer  Global EMBA 2020
General Manager, E.G.O. Components (China) Co., Ltd.
Core Courses

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- Leadership
- Organisational Behaviour & Managing Diversity
- Corporate Social Responsibility
- Managing Diversity in Organisations
- Marketing Management
- Chinese Economy
- Economic Analysis
- Operations Management
- Financial Reporting
- Strategic Managerial Accounting
- Corporate Finance
- Strategic Management
- Strategy Simulation

Electives (Local & Global)

The Electives part of programme 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, with a selection of electives being available online.

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 and Hospitality EMBA programme. The total number of electives taken will depend on the length and credit value of each chosen elective; but on average, each participant will take 4 to 6 local electives.

The following is a sample list of local electives delivered in the past*

Rigorous Academic Focus

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**Capstone Project**

The Capstone Project, which takes place during the last 10 months of the programme, provides participants with a unique opportunity to apply what they have learned in a practical business context. Participants will tackle a real-life strategic problem or challenge currently facing a classmate's organisation, giving the project real-world applicability. 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 throughout the programme.

Students will form groups of 4-6 classmates and each group is assigned a CEIBS faculty member who will guide them through the entire project with in-depth feedback and instruction. Each team will produce a 30-page report, which will then be orally defended by all team members in front of a panel of professors.

CEIBS Global EMBA not only helped me grow from a functional leader to a real business leader, it truly empowered me as a global leader with China Depth and Global Breadth. With classmates from all over the world, across various industries and with different educational, cultural, and professional backgrounds, I enjoyed our interactions and treasured everyone’s input. The social, professional, and academic value CEIBS brought me are equally pivotal, but I believe it is always people that makes the difference. CEIBS represents a journey where talented people meet, share and grow together.

Junjie Yuan  Global EMBA 2018  
Vice President, Bayer Healthcare
Developing the Leader in You

Helping you develop further as a leader is a critical component of the CEIBS Global EMBA. Throughout the programme students will be continually challenged and inspired through immersive, experiential leadership exercises, helping you understand your own leadership style and blind spots.

Further than that, the Global EMBA aims to develop empathetic, responsible business leaders who are able to create a lasting impact, not only on their own organisations, but also on broader society. For this reason, aspects of Corporate Social Responsibility are weaved into all the leadership components in the programme to contribute to the programme’s vision of developing responsible leaders who are well-versed in China Depth and Global Breadth.

There are several major touchpoints on leadership and CSR throughout the programme:

- **Opening Leadership Module**
  - Classroom lectures
  - Coaching sessions
  - Peer review
  - Outdoor exercises
  - Self-review
  - CSR
  - Each participant assigned an Executive Coach for the week

- **Mid-term leadership module**
  - Includes CSR focus

- **Organisational Behaviour**
  - Core module

- **Managing Diversity in Organisations**
  - Core module

- **Exit Module & Action Reflection**
  - Understand your individual leadership strengths and weaknesses
  - Manage conflicts through successful leadership transactions
  - Develop resilience in the face of adversity
  - Embrace lifelong learning to sustain your leadership performance

Joining the Global EMBA programme at CEIBS turned out to be the right choice when I decided to step out of my normal circle and tried to challenge myself through an exposure to new minds, different angles and methods to read the world. The part I like most, and find really valuable, is that the programme is designed around leadership. It shows you why you need to be a good leader and how to be a good leader, both at work and in life. I benefited from it and my lovely classmates immeasurably. I learned I am not alone; we all have passion and want to better ourselves, we just need a bit of courage!

**Jenny Zhu**
Global EMBA 2020
Global Business Head, Engineering Materials, Celanese (China) Holding
Beyond the Classroom

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 organizing 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 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 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 Chinese mainland, with over 27,000 members working in more than 90 countries and regions. 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 17 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.

All alumni will have access to…

Alumni Network
As a member of the alumni community 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.

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.

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.

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.

Fairy Li
Global HRBP Head, Vehicle Engineering, NIO

The CEIBS Global EMBA programme opened a new world for me. The sharing and inspiration from professors and classmates with various backgrounds helped unfold my potential, encouraging me to exercise more leadership both in my work and life, while enriching my knowledge on top of my job expertise, all of which have boosted my career transformation smoothly. Furthermore, the continuous support and care from the GEMBA community and CEIBS Alumni endowed me with courage, confidence, and resilience to face more challenges in this fast changing world.

Continuous support from the GEMBA community has endowed me with courage, confidence, and resilience to face any challenge in this fast-changing world.
# China Depth Global Breadth

During times of great economic uncertainty, business leaders want to learn more, to focus more on their personal development. Given the wide-ranging challenges we face today, broadening your global horizons while deepening your understanding of business in China is a great investment. China is an unavoidable partner and competitor in global business today, and there is no substitute for being here, on the ground, to experience China’s business culture in person. The GEMBA programme offers its students the opportunity to learn alongside the world’s top professors and their fellow executives, drawn from different countries and industries, providing you with unmatched learning experiences.

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**Dominique Turpin**

President (European)
World-Class Faculty

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.

I was very impressed by the rigor of the GEMBA programme, the quality of the tailored case studies, the richness of the international modules and the diversity of its students.

Jean-Baptiste Siate  Global EMBA 2017
Managing Director, Ecobank - Democratic Republic of Congo
The next Global EMBA class starts in November 2023.

**Global Mindset**
A global perspective and commitment to diversity and inclusion.

**Ability to Contribute**
Open-mindedness and an enthusiasm for learning; Willingness to contribute in the classroom environment.

**Supportive Platform**
A highly committed organisation that allows you to take time off work to attend classes; financial sponsorship by your company is not obligatory.

**Academic Ability**
Undergraduate university degree or above; Strong command of both written and spoken English.

**Management Experience**
Minimum of 10 years’ work experience with 7 years in managerial positions (You are welcome to contact us for an assessment of your experience.)

**Leadership Potential**
Maturity, initiative, strategic vision and a consistent career progression that demonstrates potential for continued growth and leadership roles in the future.

**What we expect from our applicants:**

- **Global Mindset**
A global perspective and commitment to diversity and inclusion.

- **Ability to Contribute**
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- **Supportive Platform**
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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 Process**

1. **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.

2. **Application**
Online application can be completed at: gemba.ceibs.edu.
- Application form
- Two recommendation letters
- Your company’s organisational chart
- Your educational degrees or official transcripts
- Four essays

3. **Admission Test**
Applicants are required to take the Executive Assessment, administered by the Graduate Management Admission Council (GMAC). Applicants must complete the test no later than 1 week after the application deadline. Learn more about the Executive Assessment, including its structure, practice questions, and registration process by visiting www.gmac.com/ea.

4. **Interview**
The Admission Committee will first review all applications and determine those applicants who are qualified for an Admission Interview.
Only qualified applicants will be invited for the Admission 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.

5. **Admission Decision**
An admission decision will be made within two weeks of you completing the application process. The Admission Committee will make an overall assessment of your candidacy after reviewing your application materials, test scores and interview result.
Tuition and Financial Support

The tuition fee for the 2023 Global EMBA is USD 115,000 or RMB 805,000.

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
- Admitted students in Round 1 and 2 are required to pay 10% of the total tuition within 3 weeks after receiving the admission result, and 50% by 15 August, 2023.
- Admitted students in Round 3 and 4 are required to pay 60% within 3 weeks after receiving the admission result.
- Admitted students in Round 5 are required to pay 60% within 1 week after receiving admission result.
- All students are required to pay the final 40% in the second year of the programme.

Loans
CEIBS cooperates with banks and financial institutions to secure loans with a competitive interest rate and structure for our participants. Find more information on our website: http://www.ceibs.edu/gemba/loans.

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.

My personal example demonstrates that attending CEIBS Global EMBA can be truly transformational to one’s career. At the time when I joined CEIBS back in 2009, I was managing a small regional business unit. Ten years after completing my CEIBS Global EMBA, I am a CEO of a globally-leading organization with close to 40,000 employees around the world. CEIBS Global EMBA challenged my thinking, expanded my network and gave me the confidence and the toolkit with which to address the most complex business issues of today and tomorrow.

Stan Zurkiewicz  Global EMBA 2009
Chairman of the Management Board and CEO, DEKRA
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

**Europe Admissions Office**
Zurich Campus
Hirsackerstrasse 46, CH-8810
Horgen, Switzerland
Tel: +41 44 728 99 80
Email: info.zh@ceibs.edu

**Africa Admissions Office**
Accra Campus
5 Monrovia Road, East Legon
Accra, Ghana
Tel: +233 544315238
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Visit our website: [www.ceibs.edu/gemba](http://www.ceibs.edu/gemba)