CEIBS Global Executive MBA

www.ceibs.edu/gemba

Ranked 5th Worldwide
Financial Times EMBA Ranking 2018

China Europe International Business School
Become a World Class Executive Inside China and Out

CEIBS Global EMBA, ranked 5th 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 more than 20 countries, and two integrated cohorts 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

20 months
45 days out of the Office
12 Core Modules
4+ Global Modules
35+ Elective Options
5th Global Ranking

A Transformational Learning Journey

IMPACT
Enhance your managerial effectiveness and return on investment by applying new skills, knowledge and frameworks within your company.

LEADERSHIP
Transform your ability to lead yourself, your colleagues and your organisation more effectively.

NETWORK
Expand your global reach and network, while accessing China’s largest business school alumni community.

GLOBAL
Develop a greater appreciation of global business opportunities by participating in a minimum of four global modules.

FACULTY
Work with world-class faculty and industry experts throughout a 20-month journey that balances China Depth and Global Breadth.

DIVERSITY
Learn from high-achieving classmates from over 20 countries and develop the collaboration skills needed to meet the complex challenges of today’s global business environment.
Diverse Peers Leading the Business World

Global EMBA Class of 2018

- Average Age: 39
- Countries Represented: 21
- Average Years of Work Experience: 15
- Female Participants: 36%
- International (non-Chinese): 39%
- Average Years of Management Experience: 10

Industry Breakdown

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>6%</td>
</tr>
<tr>
<td>Energy &amp; Chemicals</td>
<td>8%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8%</td>
</tr>
<tr>
<td>Technology/Media/Telecom</td>
<td>11%</td>
</tr>
<tr>
<td>Construction/Real Estate</td>
<td>5%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>7%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>11%</td>
</tr>
<tr>
<td>Others</td>
<td>8%</td>
</tr>
<tr>
<td>Education/Public Administration</td>
<td>6%</td>
</tr>
<tr>
<td>Healthcare/Pharmaceutical</td>
<td>14%</td>
</tr>
<tr>
<td>Retail &amp; Consumer Goods</td>
<td>16%</td>
</tr>
</tbody>
</table>

Regional Breakdown

- Africa: 11%
- Mainland China: 60%
- Americas: 10%
- Europe: 10%
- Rest of Asia: 7%
- Oceania: 2%
“CRIBS truly has the perfect combination of global breadth and China depth, which it achieves not only through the rich international classroom environment, but also through top notch global and local faculty and a rich offering of international modules outside China. It has been the perfect trigger for personal transformation to make me a more rounded professional.”

Vanessa Aicala Gros
Global Production Manager
IBM
Global EMBA 2017

“CRIBS 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, CRIBS 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 EMBA is a 20-month learning journey that begins in November 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 and admission criteria is consistent for each.

### Global EMBA - Single Module Track

This cohort 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.

### Global EMBA - Double Module Track

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

### GEMBA 2019 Schedule

<table>
<thead>
<tr>
<th>Single Module Track</th>
<th>Double Module Track</th>
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<tbody>
<tr>
<td><strong>2019</strong></td>
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</tr>
<tr>
<td>Nov</td>
<td>Shanghai 8 Days</td>
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<tr>
<td>Dec</td>
<td>Shanghai 4 Days</td>
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<tr>
<td>Jan</td>
<td>Shanghai 4 Days</td>
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<tr>
<td>Feb</td>
<td>Shanghai 4 Days</td>
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<tr>
<td>Mar</td>
<td>Shanghai 4 Days</td>
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<tr>
<td>Apr</td>
<td>Barcelona 5 Days</td>
</tr>
<tr>
<td>May</td>
<td>Shanghai 4 Days</td>
</tr>
<tr>
<td>Jun</td>
<td>Shanghai 4 Days</td>
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<tr>
<td>July</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>Zurich 5 Days</td>
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<tr>
<td><strong>2020</strong></td>
<td></td>
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<tr>
<td></td>
<td>Shanghai 9 Days</td>
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<tr>
<td></td>
<td>Acra 9 Days</td>
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<tr>
<td></td>
<td>Barcelona 9 Days</td>
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<tr>
<td></td>
<td>Shanghai 9 Days</td>
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<tr>
<td></td>
<td>Shanghai 4 Days</td>
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<tr>
<td></td>
<td>Zurich 9 Days</td>
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<tr>
<td><strong>2021</strong></td>
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<tr>
<td>Sept-May</td>
<td>Shanghai 7 Days</td>
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<tr>
<td></td>
<td>Shanghai 7 Days</td>
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<tr>
<td></td>
<td>Local Electives</td>
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<td></td>
<td>Glocal Electives</td>
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= Both tracks take class together
The two years in the Global EMBA coincided with my career transition, from a foreign company to a Chinese private company. During my studies, I fully realised the importance of the proper combination of methodology and management culture. The guidance from my professors and the experience sharing of my classmates in CEBBS not only helped me successfully tide over those challenges, but also gave me a deeper appreciation of China Depth, Global Breadth.

Li Jinyuan
Vice President
GSL System Integration Technology
Global EMBA 2015

I was first attracted to the CEBBS vision of China Depth. Looking back, it has been so much more: a melting pot of cultures, characters, ideas, insights and experiences. A truly fantastic and unique learning journey that has broadened and enriched my business and personal life. And while the programme is completed after 20 months, the invaluable connections, networks and friendships last. You are a member of the CEBBS family.

Andreas Brandt
Vice President - Marketing
Cevadro
Global EMBA 2017
Rigorous Academic Focus

Core Modules

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

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 10 months of the programme (except Strategic Simulation, which occurs at the end of the programme).

Electives

The Elective stage allows you to specialise and tailor the course content to particular business needs. Participants will be able to choose from more than 25 different electives in a variety of locations.

Local Electives

Participants can take local electives in Shanghai, Zurich, Accra, Beijing and Shenzhen. Chinese speakers may also join electives together with the GEMBA Chinese EMBA programme. Each participant will take 4 to 6 local electives, on average.

Global Electives

Participants are required to complete at least 2 Global Electives from a selection of 8 locations: New York, Accra, India, South-East Asia, Israel, Zurich, Dubai and São Paulo. See full details about the Global Electives on page 18.

Capstone Project

The capstone project takes place during the last 12 months of the programme. The project will challenge participants to integrate and apply their learning from the programme.

Participants will form groups of 4-5 classmates, in which they will apply their learning to a real-life strategic issue facing a classroom’s organisation.

The capstone project will be defended by the team members in front of a panel of professors during the programme’s Exit Module.
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 training lectures and seminars in the area of leadership throughout the programme
- Comprehensive reflection segments during the programme’s Exit Module

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The GEMBA programme has been a personal transformational journey, which has reshaped me into a better professional. This comprehensive reflection starts from the very first week with the leadership module, where you will get to meet world-class faculty and classmates who will be able to challenge, support and coach you intensively throughout the programme. This constant self-reflection and leadership training will transform you every day. Transform yourself, with CEIBS GEMBA!

South Korea

John Park
Chief Information Officer
Chanel
Global EMBA 2016
The World as Your Classroom

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

CEIBS Global Campuses

- **Shanghai**
  - Most core modules will take place at CEIBS main campus in Shanghai. Many local electives are also available here.

- **Beijing**
  - Elective modules available.

- **Shenzhen**
  - Elective modules available.

- **Zurich**
  - Elective modules available.
  - All participants complete 1 core module here.

- **Accra**
  - Elective modules available.
  - Double Module Track: participants complete 1 core module here.

Core Global Modules

- **Barcelona**
  - Doing Business in Asia

- **Dubai**
  - Global Business Assignment

- **Ghana**
  - Doing Business in Africa

- **India**
  - Innovation in India for Business Success

- **New York**
  - Shipping Consumer Behaviour in a Global World

- **São Paulo**
  - Doing Business in Latin America

- **Zurich**
  - Margins & Acquisitions

Global Electives (all participants must choose 2)

- **Zurich**: Margins & Acquisitions
- **Israel**: Innovation in Israel
- **New York**: Shipping Consumer Behaviour in a Global World
- **South-East Asia**: Doing Business in Asia
- **Ghana**: Doing Business in Africa
- **India**: Innovation in India for Business Success
- **São Paulo**: Doing Business in Latin America
- **Dubai**: Global Business Assignment
Beyond the Classroom

CEO Events
CEIBS regularly hosts CEOs from Fortune 500 and leading Chinese companies, which provides GEMBA students and alumni with the opportunity to gain first-hand knowledge of key strategic challenges facing high-profile corporate leaders.

Industry Experts
CEIBS invites highly experienced industry leaders for lectures, roundtable discussions and one-on-one sessions on industry and career management strategies.

Executive Forums and Seminars
Each year CEIBS hosts various Executive Forums, which provide GEMBA students and alumni with the opportunity to interact with some of the world’s leading private and public sector leaders.

Industry Conferences
CEIBS hosts more than 10 industry forums each year; these are open to GEMBA students and alumni.

Business Visits
Our strong corporate connections and alumni network allow CEIBS to have unique access to some of the most successful and innovative companies in China and overseas.

Networking Platform

EMBA Mixers
Each year CEIBS hosts China modules for leading overseas EMBA programmes, giving GEMBA 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.

Lifelong Community Platform

Alumni Activities
CEIBS boasts the largest global alumni network among business schools in mainland China, with over 25,000 members working in more than 60 countries. Some of the many activities available to our global alumni community include:

- Annual school-wide alumni reunion
- GEMBA-specific alumni reunions
- CEIBS Alumni International Chapter
- Gobi desert challenge competition
- Events and activities initiated by 63 chapters and 67 clubs globally.
- Sports club activities
CEIBS offers comprehensive career support and guidance for Global EMBA alumni, to ensure that you have the tools and the platform needed to continually enhance your career, even after graduation.

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

1. Career Mentoring Sessions
   More than 30 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.

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

3. 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.

4. 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.

“Even after managing for 10+ years, my career had been confined to technology management. I always wanted to do something entrepreneurial, to be a CEO. The Global EMBA was exactly what I was looking for, a programme that was local in Shanghai, yet global in coverage. The fantastic curriculum and classmates allowed me to learn about general management. The Global EMBA programme finally gave me the confidence to launch my own startup in 2013, and I am grateful for this education.”

Bobby Lee
Co-Founder – BTCC
Board Member – Bitcoin Foundation
Global EMBA 2012

Boost your Career Beyond Graduation
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 is now among the top business schools in the world and the leading international business school in mainland China.
“CEIBS Global EMBA is a 18-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 a deeper-level understanding of China’s role within the world. 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 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
CEIBS

CEIBS faculty are leading scholars and practitioners who are uniquely positioned to bridge and synthesize 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.
In choosing an EMBA programme, I was looking for an experience that was relevant to my unique world in a developing market but also with a proven approach in developed markets. My experience at CERBS was truly beyond my expectations. The experience I had, the quality of the cohort I studied with, the global experience I gained, and the practical application during the modules, were all stand-outs for me. The experience was truly innovative, relevant and contemporary.

Gimba Mohammed
Head Regional Business, Oil & Gas
Main One Cable Company
Global EMBA 2016

It is 15 years since my graduation, and CERBS has become a lifelong learning hub with easy access to tools and resources. More importantly, the friendship among classmates and alumni endures and keeps solidifying. Choosing the CERBS Global EMBA programme is one of the best decisions I have ever made and it has had a profound impact on my professional and personal development.

Lydia Lu
Vice President
Communications
Asia High Growth Regions
Honeywell
Global EMBA 2001
Take the Next Step

The next Global EMBA class starts in November 2019

The dates of Admissions Rounds below are guidelines for planning your application.

- **Round 1:** 9 March 2019
- **Round 2:** 1 June 2019
- **Final Round:** 31 August 2019

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

**Evaluation 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’s also an opportunity for you to know how best to prepare your application to give yourself the best chance for admission.

**Admission Test**

Candidates are encouraged to take the Executive Assessment, administered by the Graduate Management Admission Council (GMAC), creators of the GMAT® exam. 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.

**Application**

Online application can be completed at: gemba.celbs.edu.

Required documents are:

- Application form and your CV
- Two-recommendation letters
- Your company’s organisational chart
- Copy of your educational degrees or official transcripts
- Four essay questions

**Interview**

After you submit the completed application, qualified applicants will be invited for an interview.

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, the test score and the interview result.
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 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 4 instalments, spread over the course 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 scholarships to fully or partially self-sponsored candidates to enhance the programme’s diversity. These are merit-based scholarships ranging from 5% to 50% of the tuition fee. Find more information on our website: [www.ceibs.edu/gemba/scholarships](http://www.ceibs.edu/gemba/scholarships).

In the years since I completed my CEIBS Global EMBA, I have found myself returning time and again to the insights I gained at CEIBS about my leadership style, both my strengths and my blind spots. To me, this is testament of the positive, and permanent, impact that CEIBS experience has had on me — this experience has not at all diluted with the passage of time and remains highly relevant for me as a business leader.

Louise Vogler
Regional Chief Credit Officer
Global Financial Institutions Risk
Standard Chartered Bank
(Africa & Middle East)
Global EMBA 2010
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