CEIBS MBA | Venture into a Changing World

www.ceibs.edu/mba

Apply
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Email: admissions@ceibs.edu
Website: www.ceibs.edu/mba
Explore a world-leading city. Be part of a world-changing story.

In the space of mere decades, China has performed an economic miracle that continues to shape the world. Shanghai is central to this tale of transformation. Not only is it a global finance hub and trading powerhouse, it’s also the city of choice for leading multinational companies looking to establish and grow their presence in Asia. Every day, fortunes and careers are made here, as Shanghai assumes its role as China’s global nerve centre with increasing confidence.

As China’s leading logistical, financial and commercial hub, Shanghai is the gateway to the fastest growing and most dynamic consumer market, boasting 1.46 billion people. Accordingly, most international brands cannot afford to ignore this area on scale of the opportunity that this presents, and Shanghai is the open door that they are pushing against. Looking beyond simple consumer numbers and demographics, Shanghai is also an intensely fast-paced, futuristic and fulfilling place to live and work. Ideas that can change the world come to life here. Shanghai is both an incubator and testing ground for cutting-edge innovations in everything from digital payment platforms to e-mobility, e-health, AI, AR/VR and more.

All these factors combined means that Shanghai is a first-choice destination if you want to challenge and develop yourself, personally and professionally. Increasingly, having a rich, globally minded career requires you to have a firm understanding of China. It’s not enough to know the stats and the size of the market opportunity; unlocking China means engaging with its business culture, its future outlook and its growing contribution to thought leadership across every major industry. Nowhere is better to get to grips with these elements than Shanghai.

If you come to Shanghai, you will venture into a changing world. Stay for any length of time, and you’ll be able to navigate it with greater confidence and clarity, wherever you go next.
WHY A CEIBS MBA?

The top business school in the world’s largest consumer market

Experience Shanghai
and prepare to be a game-changer in a city that’s shaping the future of business

Meet Your Mentor
through China’s largest and most prestigious business school network of 28,000+ alumni, including more than 3,000 CEOs

Gain Vital Exposure
to the world’s largest and fastest growing market of more than 1.4 billion consumers

Design Your Own Study Plan
with multiple concentrations, electives and modules to choose from based on your career goals

Fund Your Future
through a large selection of merit, diversity and needs-based scholarships

Exchange at Top Global Schools
such as Wharton, INSEAD, NYU Stern, LBS, Kellogg, IESE and more

Define Your Leadership Style
through the integrated leadership journey, mentorship programme and career development curriculum

Expand Your China Horizons
with an internationally recognised degree COMBINED with an unparalleled understanding of China in a truly global context

Get Inspired by International Faculty
renowned for bridging international best practice with proven China business and research experience

Start Something New
and scale your entrepreneurial ideas at our on-campus eLab

ESG
Valuable opportunity to develop your knowledge and reflect on individual purpose and how this might relate to the global agenda encapsulated in the United Nation SDGs.

Find your balance between China Depth & Global Breadth and Venture into a Changing World with CEIBS MBA
Your Peers

You will have an opportunity to work, interact and create life-long friendships with an elite group of professionals from a wide range of backgrounds, functions and sectors.

* Class profile data is based on the average of MBA 2020, MBA 2021 and MBA 2022 cohorts as of Aug, 2023.
If you’re planning a career in Asia or anywhere really, it’s hard to overstate the importance of having a nuanced understanding of China — whether that’s the business environment, the ongoing reform agenda or mindset of economic actors. Imagine venturing into space without understanding gravity. It’s virtually a non-starter. This is even more true now. Businesses will have no choice but to navigate a tricky China-American relationship in the decades ahead. I got asked if the MBA was worth it given I pivoted my career trajectory away from banking and into journalism. The simple answer is yes. I continue to use my MBA toolkit every day. This training equipped me to survive and thrive at my job at Bloomberg.”

“After enrolling in the CEIBS MBA program, I had the opportunity to work with J.P. Morgan and it inspired me to embark on my entrepreneurial journey from finance to fashion. The skills I acquired in framework thinking, along with the camaraderie and support from the CEIBS community, transformed my ambitions into achievements. My story reflects the power of education and community values at CEIBS.”

David Ingles  
TV Anchor and Chief Markets Editor, Bloomberg APAC

Sara Shen  
Founder, Pearlstige
Leadership Journey

The journey towards responsible global leadership starts on day one of the MBA. Integrating the professor-led leadership journey with career development, mentorship, and entrepreneurship programmes, the MBA consistently challenges students to engage, reflect upon, and refine their leadership mindset. Drive, self-awareness, respect, learning, and purpose.

Expedited One Year Option (12 months)

- Foundation & Term 1 Core
- Term 2A Core
- Term 2B Core
- Term 3 Core + Electives
- Term 4 Electives
- Term 5 Electives
- Graduation

Regular Length Programme (16 months)

- China Module/ Overseas Module
- China Module/ Overseas Module
- China Module/ Overseas Module
- China Module/ Overseas Module
- China Module/ Overseas Module
- China Module/ Overseas Module
- China Module/ Overseas Module
With approximately 25% of our faculty coming from North America, 42% from China, 14% from Europe and 15% from the rest of the world, you are guaranteed to receive an exceptionally diverse and enriching class experience – with no single cultural viewpoint dominating the discussions.

Our professors are selected from the world’s most distinguished universities with an emphasis on their research as well as teaching abilities. In a world full of information, rigorous research often applied in real-life business situations has become an invaluable component of teaching. As most of our professors live and work in China, consulting for local and multinational companies, the coursework will always revolve around contemporary and relevant business issues with a focus on China. CEIBS has the goal to become the research and business case centre of Asia. Each year, CEIBS professors publish numerous China-related business cases, and contribute to scholarly journals and publications in various fields.

**Visiting Leaders**

CEIBS Visiting Leaders are globally recognized senior executives and business leaders who visit our school and contribute to the MBA community through different lectures, workshops, and coaching sessions. Their years of experience can act as an important guide to your future career goals and direction.

- **Felix Sutter**
  Former Partner
  Head of Asia Business Group
  PwC Switzerland

- **Ravi Kant**
  Former CEO and
  Vice-Chairman
  Tata Motors (TML)

- **Pierre E. Chohade**
  Former CEO
  Tramigo Tyre

**Your Teachers & Mentors**

Our professors hold PhDs from prestigious schools such as:

- Stanford University
- MIT
- Yale University
- University of California, Berkeley
- Columbia University
- Cornell University
- University of Auckland
- INSEAD
- University of Toronto
- Northwestern University
- Shanghai Jiao Tong University
- University of Chicago
- National University of Singapore
- Duke University
- Purdue University

**Mentoring Programme**

Our mentoring programme is designed to assist you in gaining knowledge and skills that are not necessarily accessible in the classroom and prepares you to effectively re-enter the job market after graduation. The programme pairs MBA students with experienced CEIBS alumni and has received excellent reviews from our students. Each mentor is assigned a maximum of two mentees. Many mentors build long-lasting friendships with their students, helping them to better immerse themselves into the local business landscape.
GO ON EXCHANGE AT ONE OF 41 TOP B-SCHOOLS
Master of Public Health (MPH)
The Bloomberg School of Public Health
Johns Hopkins University, Baltimore, Maryland

Co-Ordinated Degree Programmes

EIBBS offers two Co-Ordinated Degree Programmes with leading universities in the United States. A Co-Ordinated Degree allows you to earn two prestigious degrees in a shorter amount of time, enabling you to further specialise and focus on a specific industry and career path.

Master of Arts in Law and Diplomacy (MALD)
The Fletcher School
Tufts University, Boston, Massachusetts

*Updated information will be shared by SBS programmes upon decision date.*
Integrated China Strategy Project

The Integrated China Strategy Project (ICSP) is a 3-month, high-level group consulting project which CEIBS MBA students undertake for CEIBS sponsor firms and others. Under the guidance of CEIBS senior faculty advisers, students work in teams to help companies address important strategic issues from a new perspective and develop innovative, effective, and practical solutions.

Previous MBA ICSP Sponsors (Partial List)

[List of sponsors including brands such as AstraZeneca, Bayer, Coca-Cola, bp, Dow, Emerson, Honeywell, Kraft Heinz, Li & Fung, Lu, Philips, Schneider Electric, Santander, ZEISS, etc.]

China Modules & Overseas Modules

[Images of students in different locations such as Gobi, Israel, Shenzhen, Ghana, Changsha, and Japan.]
CAREER DEVELOPMENT SUPPORT

Our Career Development Centre (CDC) offers a comprehensive programme which starts even before you officially arrive at CEIBS, to support you in your career development. From there, you are encouraged to leverage all of the school’s resources available in order to help you achieve your career objectives. From setting goals and your job search strategy, to sharpening your interview skills and exploring career opportunities, the CDC is here to support you with a wide-ranging platform that includes providing essential development tools, trainings and guidance.

Understand Your Value and Set Your Goals
- Career Development Programme
- Self-Assessment Tools
- Individualized Coaching
- Career Exploration Programme / Industry Sharing by CDC Consultants

Explore Your Options and Build Your Network
- Recruitment Fairs
- CDC Signature Events
- Market Exploration Trips
- Professional Clubs Events
- Industry Mixers
- Reciprocity Partnerships
- Campus Talks / Company Site Visits / Open Days

Sharpen Your Career Skills
- Resume Writing
- Interview Training
- Peer Coaching
- Offer Management
- Alumni Sharing

MBA Placement Highlights

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total</th>
<th>MBA Graduates</th>
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</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>30.1%</td>
<td>36.7% Manager</td>
</tr>
<tr>
<td>Financial Services</td>
<td>27.7%</td>
<td>25.3% Professional</td>
</tr>
<tr>
<td>Healthcare</td>
<td>19.1%</td>
<td>15.2% Leadership Development Program (LDP) Director</td>
</tr>
<tr>
<td>Technology</td>
<td>10.8%</td>
<td>10.1% CIO / Vice CIO</td>
</tr>
<tr>
<td>Consumer Packaged Goods</td>
<td>6.0%</td>
<td>5.1% Operations / Logistics Others</td>
</tr>
<tr>
<td>Consulting</td>
<td>7.3%</td>
<td>3.8% Assistant Manager</td>
</tr>
<tr>
<td>Energy</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Education</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Media / Entertainment</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Transportation &amp; Logistics</td>
<td>4.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>4.3%</td>
</tr>
</tbody>
</table>

43.8% Job Offer Acceptance Rate*

123 Total Graduates
317 Total Full Time MBA Graduates
919 Total Full Time Job Offers

53.6% International Students
82.7% Chinese Students

* Job placement data is based on the MBA 2023 cohort.
MBA students will get full access to enjoy the privilege support as CEIBS MBA Alumni after graduation. A comprehensive alumni engagement framework, consisting of “3C” – Career, Connection & Community with various activities and events are offered to MBA alumni, to build up a better ecosystem between all MBA alumni/students, the MBA office and the school.

ALUMNI ENGAGEMENT

CAREER
- Job Opportunities @CampusPlus
- Monthly Career Mentoring
- Company Visits / Market Exploration Trips
- Alumni Career Development Tracking

CONNECTION
- Alumni Reunion Events
- Networking Event with Executive Search Firms
- Networking Event with Alumni Chapters/Companies
- International MBA Alumni Mingle

COMMUNITY
- Post-MBA Camp
- Alumni Class Ambassadors
- Worldwide Alumni Chapters
- Alumni Industry Clubs
How to begin the admissions process

Admissions Requirements
1. Bachelor’s degree or equivalent
2. A minimum of two years of work experience
3. GMAT, GRE or CEBS Admission Test Score
4. Proficiency in English

Application Review Criteria
The MBA Admissions Committee takes a holistic approach when reviewing a candidate’s qualifications. The applicant's academic record, work experience, response to essay questions, references, interview performance, GMAT / GRE / CEBS Admission Test score, etc., will all be considered in the decision-making process.

What We Are Looking For
Proven academic ability + excellent career potential + language competence + a good fit with CEBS’ culture, values and needs

How to Apply
- Submit a completed online application through: https://mba.ceibs.edu
- Send official GMAT / GRE score report to CEBS (CEBS GMAT Code: M02-HH-03, CEBS GRE Code: 3654)

For those who choose not to take the GMAT or GRE, we offer you the alternative of taking the CEBS Admission Test. The test is similar to the GMAT except it does not contain the 11 section found in the GMAT. The CEBS Admission Test for MBA 2023 will be administered in Shanghai, Beijing, Shenzhen or online.

Enrolment
The CEIBS MBA programme has one intake each year. The MBA 2020 school year will kick off in August 2024.

Financing Your Studies
The CEIBS MBA programme offers a rich and diverse scheme of financial aid to qualified candidates, both domestic and international. Financial aid includes merit-based scholarships, diversity-based fellowships, condition-based fellowships, need-based education funds, company sponsored scholarships and social finance loans. More details are in MBA application system.

MBA 2023 class financial aid:
- 40%+ of students receive financial aid
- 20%-100% of tuition covered

Application Fee (non-refundable)
Chinese Applicants (including Hong Kong, Taiwan, and Macau): 1,000 RMB
International Applicants: $180 USD or 1,000 RMB

Tuition Fee
Tuition for the MBA 2020 class is 478,000 RMB (approx. $60,000 USD).

Admission Rounds and Deadlines for MBA 2023

<table>
<thead>
<tr>
<th>Round</th>
<th>Deadline</th>
<th>Decision By</th>
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<tr>
<td>1</td>
<td>Oct. 11, 2023</td>
<td>Nov. 11, 2023</td>
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<tr>
<td>2</td>
<td>Dec. 6, 2023</td>
<td>Jan. 19, 2024</td>
</tr>
<tr>
<td>3</td>
<td>Mar. 8, 2024</td>
<td>Apr. 12, 2024</td>
</tr>
<tr>
<td>4</td>
<td>May 1, 2024</td>
<td>May 24, 2024</td>
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Test Date
- Dec. 16, 2023
- Mar. 30, 2024

Test Offered
- Shanghai, Beijing, Shenzhen and online for candidates based outside of Mainland China
Eleni Petri
Sustainable Finance Specialist, World Bank Group – IFC

"CEBS provided an exceptional learning environment that fostered my personal growth and transformation each day through the unique atmosphere, the opportunities to meet and engage with business and thought leaders, and the amazing community of classmates. The MBA experience significantly enhanced my soft skills, including critical thinking, problem-solving, teamwork, leadership, and intercultural fluency. Studying in China for 16 months granted me firsthand insights into its unprecedented pace of development and the immense sustainability challenges it is facing now. These experiences have been invaluable during my internship at the IFC and currently as a Sustainable Finance Specialist."

Victor Yu
Associate, McKinsey & Company

"The full-time MBA programme at CEBS was not just an education, but a transformation that enabled me to unlock my potential and pursue my passions. Beyond the comprehensive knowledge of marketing, finance, and business, the 16-month MBA journey provided me with a unique experience of empowerment. Through sharing sessions, career coaching, and mentoring, I was able to re-calibrate my career goals, refine my personal and professional plan, and eventually realize a successful transition from corporate sales to consulting. The most precious assets at CEBS, however, were the inspiring and remarkable individuals that I encountered along the way. Going forward, what I gained at CEBS will not only facilitate my professional advancement, but also serve as a beacon for my future life endeavours."
GLOBAL FROM INCEPTION

APPLICATION & EVALUATION

Initial Review & Evaluation

Interview (by invitation only)

Final Review & Admission

Enrolment Confirmation

Submission of Application Materials

Prepare for the GMAT, GRE or CEBBS Admission Test

Feedback session for unsuccessful applicants who want to re-apply

A Sino-EU Joint Venture

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. Renowned for its academic rigour, CEIBS is the first business school on the Chinese mainland to have been accredited by both EQUIS and AACSB. CEIBS has been ranked No.1 in Asia on the FT’s list of the top global MBA programmes for seven consecutive years, and has been ranked in the top 5 on its global EMBA list for five consecutive years.