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MBA Career Development Center
China Europe International Business School

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CEIBS | MBA

中国深度 全球广度
CHINA DEPTH GLOBAL BREADTH



www.ceibs.edu/mba

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



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, DBA (Switzerland), and Executive Education programs. CEIBS was the first business school on the Chinese mainland to be accredited by both EQUIS and AACSB. CEIBS has been ranked in the top 10 in the world on the FT's list of the global MBA programs for four consecutive years, and has been ranked in the top 5 on its global EMBA list for three consecutive years.

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为“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27年砥砺前行、不断创新，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。

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）、DBA（瑞士）和高管教育等课程。中欧在中国内地率先获得欧洲质量发展认证体系（EQUIS）和国际商学院联合会（AACSB）双认证。目前，中欧在英国《金融时报》全球MBA百强榜单中已连续四年稳居前十，在其全球EMBA百强榜单中连续三年位居前五。

认真创新
追求卓越

CEIBS MBA Program

中欧MBA课程



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



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



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



10 Weeks Summer Internship
10 周暑期实习



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)



Coordinated Degrees with Fletcher and Johns Hopkins
合作学位项目(中欧 — 塔夫茨大学
弗莱彻法律与外交学院、中欧 — 约翰霍普金斯大学)



A series of China Modules,
Real Situation Learning Method (RSLM):
Jinhua, Nanjing, Gobi, Shenzhen, Ningbo
深度中国模块实境教学
(金华、南京、戈壁、深圳、宁波)



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



Financial Times
《金融时报》

Financial Times Ranking / 《金融时报》排名

• CEIBS MBA Ranked #7 (2021) / 中欧MBA全球第七 (2021)

Top 10 globally for four consecutive years

连续四年全球前十

SEVEN



CEIBS MBA 2021



MBA2021 Employment Highlights MBA2021 届就业亮点

95.5%



Job Offer
Accepted Rate
签约率 (就业率)

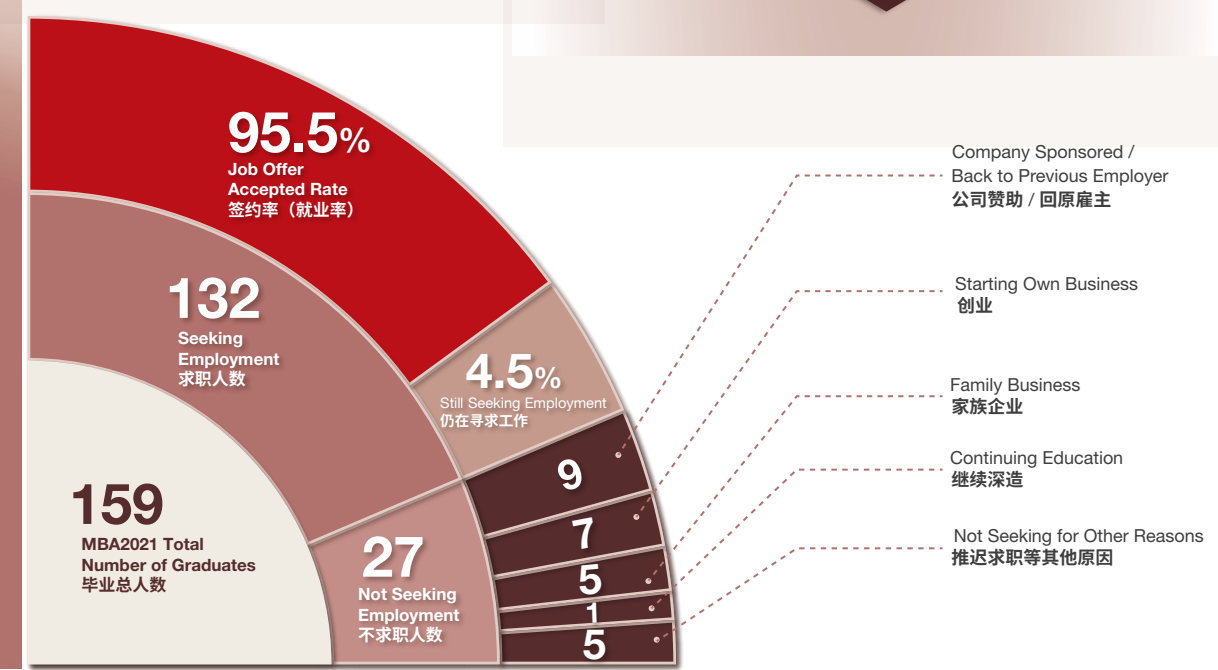
100%



Response Rate
回复率

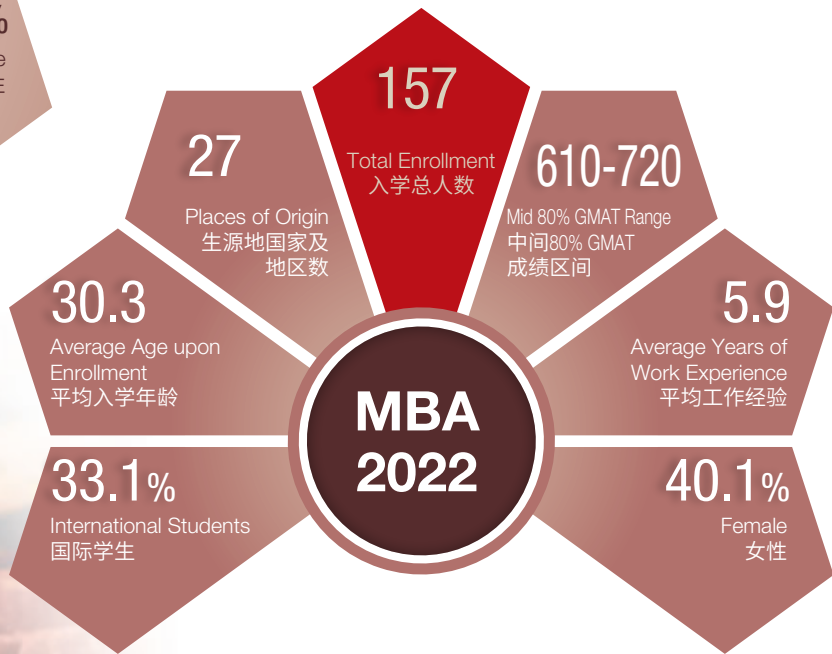
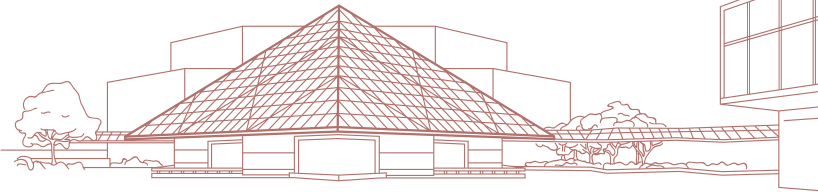
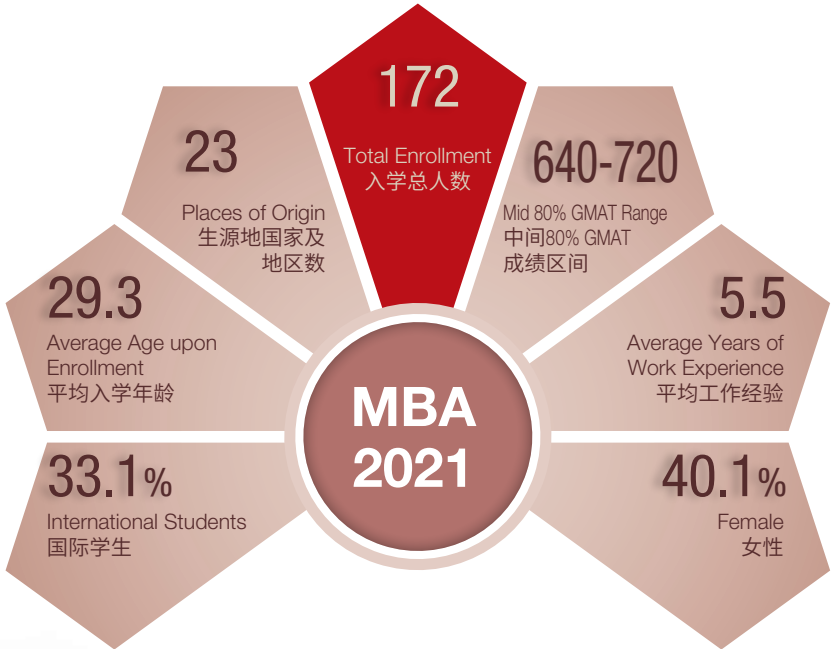
* All the information and analysis enclosed in this report is based on 159 responses (Response Rate: 100%) received from the MBA students who graduated in 2021 in the 3 months following graduation.

本报告数据与分析基于 MBA2021 届学生在毕业后 3 个月内提供的 159 份有效回复，回复率 100%。



Profile of MBA2021 & MBA2022

MBA2021 & MBA2022届学生概况



Pre-MBA Industry 行业分布	MBA2021	MBA2022
• Financial Services 金融服务业	26.8%	19.8%
• Technology 科技	12.8%	13.4%
• Manufacturing 制造业	11.6%	16.6%
• Consulting 咨询	10.5%	13.4%
• Healthcare 医疗	7.0%	5.7%
• Government/Non-Profit 政府/非营利组织	4.1%	2.5%
• Media/Entertainment 媒体/娱乐	3.5%	1.3%
• Consumer Packaged Goods 消费品	2.9%	2.5%
• Energy 能源	2.9%	2.5%
• Retail 零售	2.3%	5.1%
• Real Estate 房地产	1.7%	4.5%
• Transportation & Logistics 运输/物流	1.7%	1.9%
• Others 其他	12.2%	10.8%

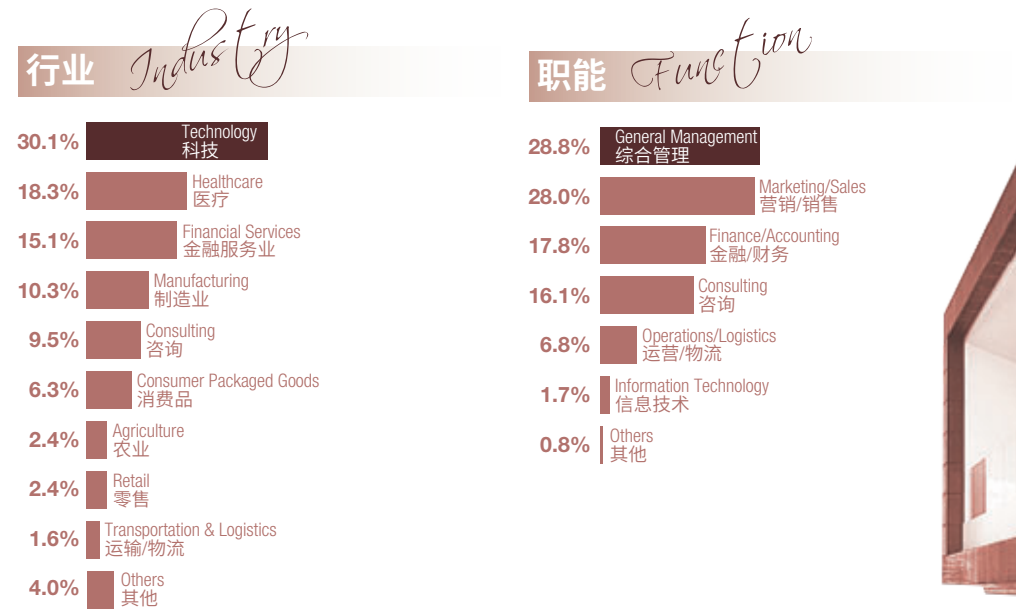
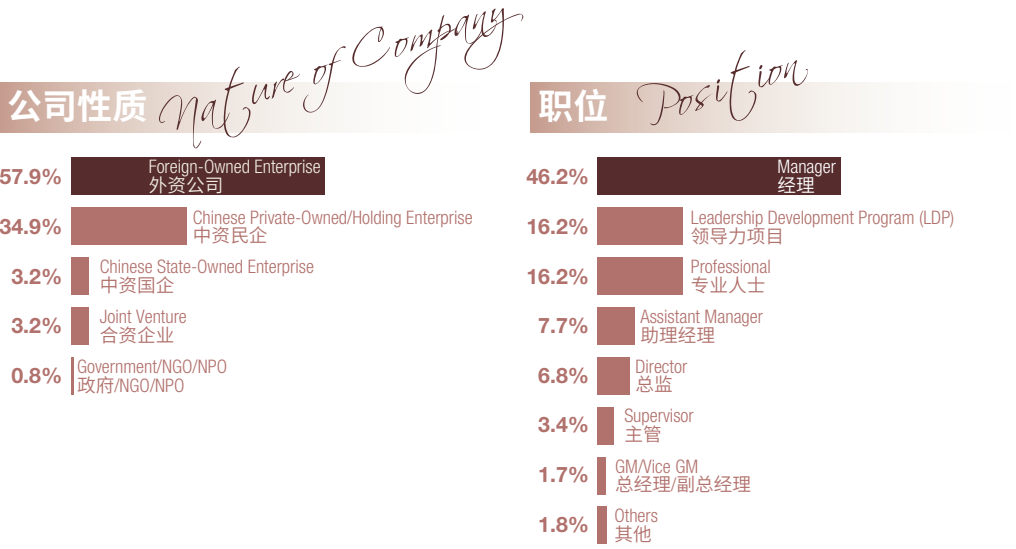
Pre-MBA Function 职能分布	MBA2021	MBA2022
• Finance/Accounting 金融/财务	26.1%	21.7%
• General Management 综合管理	22.7%	21.0%
• Marketing/Sales 营销/销售	19.2%	17.8%
• Operations/Logistics 运营/物流	10.5%	6.4%
• Consulting 咨询	9.3%	10.8%
• Information Technology/R&D 信息技术/研发	4.7%	5.7%
• Entrepreneur/Partner 创业者/合伙人	3.5%	7.0%
• Human Resources 人力资源	0.6%	1.3%
• Others 其他	3.4%	8.3%

Academic Background 学科背景	MBA2021	MBA2022
• Business & Management 商科&管理	50.0%	46.5%
• Science & Engineering 理工科	32.6%	36.3%
• Language & Arts 文科	4.6%	3.8%
• Others 其他	12.8%	13.4%

Geographic Origin 生源	MBA2021	MBA2022
• Mainland China 中国大陆	62.8%	66.3%
• Hong Kong & Taiwan, China 中国港台地区	4.1%	0.6%
• Asia Pacific 其他亚太国家和地区	19.2%	14.0%
• America 美洲	8.1%	8.9%
• Europe 欧洲	4.7%	9.6%
• Africa 非洲	1.1%	0.6%

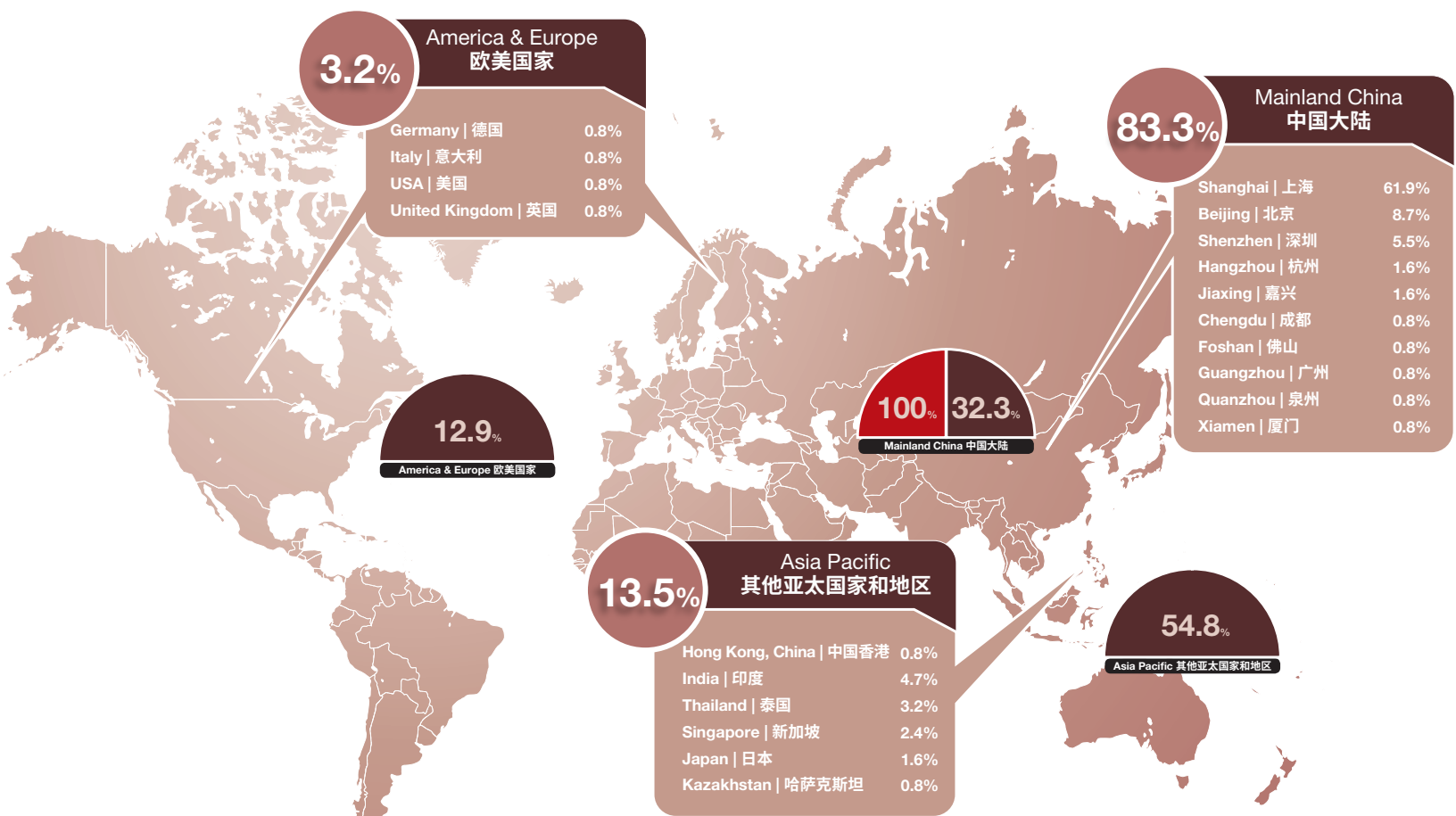
MBA2021 Employment Analysis

MBA2021届就业分析



Job Locations

工作地点



● All Students 全体学生

■ Chinese Students 中国学生

■ International Students 国际学生

Salary Analysis*

薪资分析



Annual Salary Structure 年薪结构(RMB)		
	Median 中位数	Range 范围
Annual Base Salary 基本年薪	420,000	70,000~1,400,000
Other Guaranteed Compensation 其他固定年收入 *	85,800	2,000~400,000
Annual Guaranteed Cash 固定年收入	463,500	70,000~1,400,000

Annual Guaranteed Cash 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	28.8%	500,000	234,000~1,400,000
Marketing/Sales 营销/销售	28.0%	464,000	132,000~878,808
Finance/Accounting 金融/财务	17.8%	450,000	70,000~800,000
Consulting 咨询	16.1%	500,000	116,000~700,000
Operations/Logistics 运营/物流	6.8%	347,500	250,000~780,000
Others 其他	2.5%	602,000	504,000~700,000

Annual Guaranteed Cash Distribution 年收入分布(RMB)

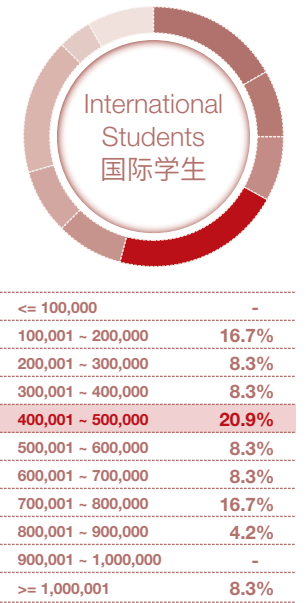
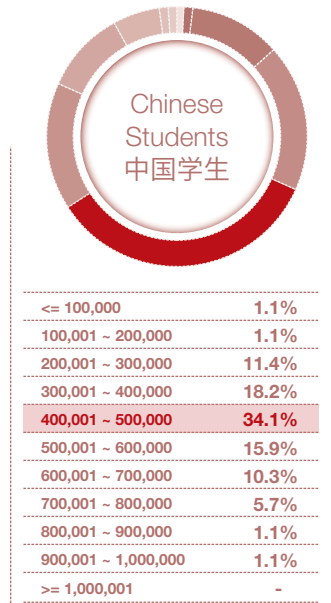
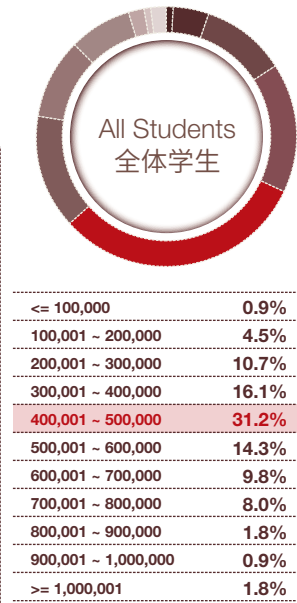
* Foot Note 附注

1. The Salary Statistics enclosed in this report is based on 112 responses who have useable salary information, among 126 job-accepted MBA2021 graduates (Response Rate: 88.9%).

2. Among the 112 responses with useable salary information, 57 responses have reported Other Guaranteed Compensation in addition to the Annual Base Salary.

1. 本报告中的薪资分析是基于 112 份包含薪资信息的有效回复，回复率占 126 名 MBA2021 届已签约学生的 88.9%。

2. 在这 112 份有效薪资回复中，57 份回复报告了除基本工资之外的其他固定收入。



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

	Percentage 百分比	Median 中位数	Range 范围
Technology 科技	30.1%	400,000	132,000~878,808
Healthcare 医疗	18.3%	600,000	350,000~800,000
Financial Services 金融服务业	15.1%	447,000	70,000~800,000
Manufacturing 制造业	10.3%	487,000	250,000~1,299,000
Consulting 咨询	9.5%	420,000	116,000~660,000
Consumer Packaged Goods 消费品	6.3%	500,000	286,000~1,400,000
Agriculture 农业	2.4%	352,000	300,000~450,000
Retail 零售	2.4%	419,200	338,400~500,000
Others 其他	5.6%	450,000	160,000~1,000,000

Annual Guaranteed Cash by Job Location 工作地点分类年收入(RMB)

	Percentage 百分比	Median 中位数	Range 范围
Mainland China 中国大陆	83.3%	464,000	70,000~1,299,000
Asia Pacific 其他亚太国家和地区	13.5%	407,500	116,000~1,400,000
America & Europe 欧美国家	3.2%	600,734	250,000~660,000





MBA2021 Summer Internship Analysis

MBA2021届暑期实习分析

Industry 行业

Healthcare 医疗	26.1%
Financial Services 金融服务业	22.8%
Technology 科技	20.7%
Manufacturing 制造业	14.1%
Consulting 咨询	6.5%
Consumer Packaged Goods 消费品	5.4%
Others 其他	4.4%

Function 职能

Marketing/Sales 营销/销售	34.8%
Finance/Accounting 金融/财务	23.9%
Consulting 咨询	22.8%
General Management 综合管理	8.7%
Operations/Logistics 运营/物流	5.4%
Others 其他	4.4%

Daily Salary/Allowance 日薪/津贴 (RMB)

Median 中位数	350
Mid 60% Range 中间60%区间	150-600

Summer Internship Examples & Integrated China Strategy Projects (ICSP)

暑期实习案例与综合中国战略咨询项目

Summer Internship Examples 暑期实习案例

Finance 金融

Key areas include investment & industry analysis, valuation modeling, financial due diligence, M&A restructuring, performance benchmarking, budgeting & forecasting, etc.

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

Marketing 市场营销

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

Consulting 咨询

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

Mid. Aug. – Oct.

Submission & selection of projects
项目甄选

Dec. – Mid. Feb. (next year)

Students meet client and develop framework & draft proposal
学生与公司沟通，并提出项目的框架与草案

Mid. Feb. – May

Key issues & analysis, final report & recommendations
分析解决问题，完成项目报告与建议

Jun. – Dec.

Possibility for student internship to assist in execution of plan
咨询项目转实习以促进项目实施

MBA2021 Employers (Full-Time & Summer Internship)

MBA2021届雇主（全职与暑期实习）

A	Abbott 雅培
	AbbVie 艾伯维
	Accenture 埃森哲
	Adaptovate
	Agoda 安可达
	Agora Space
	Airwallex 空中云汇
	Alibaba 阿里巴巴
	Align Technology 爱齐科技
	Allergan Aesthetics 艾尔建美学
	Altran 亚创
	Amazon 亚马逊
	Anta 安踏
	APP 金光纸业
	Apple 苹果

B	Baidu Ventures 百度风投
	Bayer 拜耳
	BDA Partners 毕德投资
	Bean Tech 仙豆智能
	BEENEXT

	BFC 百福资
	Biogen 渤健
	Bits x Bites 食芯资本
	Booking Holdings
	Bracco 博莱科
	Bridgepoint 桥点投资
	Budweiser APAC 百威亚太
	ByteDance 字节跳动

C	Cainiao Group 菜鸟网络
	Cargill 嘉吉
	Cathay Capital 凯辉基金
	CCRC 泰盈科技
	Chanel 香奈儿
	China Cinda Asset Management 中国信达资产管理
	China Investment Financial Holdings 中投中财基金
	CICC 中金公司
	CIMB Group 联昌国际集团
	Cneste Electronic Technology 塞纳电子
	Covestro 科思创
	CRED

D	Danaher 丹纳赫
	DiDi 滴滴
	Donati Lift Components

	DSM 帝斯曼
	DuPont 杜邦

E	Eccang 易仓科技
	Eddingpharm 亿腾医药
	Emerson 艾默生
	Ernst & Young 安永
	Estée Lauder 雅诗兰黛

F	Fortive 福迪威
	FOSUN 复星

G	Galaxy Yuanhui Investment 银河源汇投资
	GE Healthcare 通用电气医疗
	Genharmony Capital 君和资本
	Guan Sheng Yuan Food 冠生园食品

H	Haitong Securities 海通证券
	Hangzhou Lava Biotech 杭州拉瓦生物科技
	Hisilicon 华为海思
	hivetime
	Honghu Education 鸿鹄高中教育集团

I	In3act 意盛艾商务咨询
	Industrial Growth Platform 益基谱管理咨询

	INTEGRAL 上海恺枫商务咨询
	IQIYI 爱奇艺

J	J&T Express 极兔速递
	J.P. Morgan 摩根大通
	JD 京东
	Johnson & Johnson 强生

K	Kamal Kisan
	Kangjian Information Technology 康键信息技术
	Kaseya 卡西亚
	KaVo 卡瓦集团
	KPMG 毕马威
	Kyligence 跬智信息技术

L	Leaf Legal
	Li & Fung 利丰
	Life Venture Capital 生命资本
	Lilly 礼来
	Lincoln International 林肯国际投资咨询
	Lingang Group 临港集团
	LLYHMM SHOP 李雷与韩梅梅

	Loyal Valley Capital 正心谷资本

M	McKinsey & Company 麦肯锡
	Mercer 美世咨询
	Methanex 梅赛尼斯
	Michelin 米其林
	Microsoft 微软
	Mondelez 亿滋
	Myntra Designs

N	NEXTracker
	Nike 耐克
	Novartis 诺华
	Novozymes 诺维信

O	OPPO
	Orient Securities Innovation Investment 东证创新

P	Pandora 潘多拉
	PEAK AMC 银鼎资产
	Power Pacific 鲍尔太平
	Pro Capital 普罗资本
	PwC 普华永道

Q	Qinglian Food 青莲食品
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R	RBI
	Roland Berger 罗兰贝格
	RTMAP 智慧图

S	SBCVC 软银中国资本
	Segway-Ninebot 九号公司
	Shanghai Disney Resort 上海迪士尼度假区
	Shanghai Jianshen 上海简深建筑装饰
	Shanghai Pharma Health Commerce 上药云健康
	Share Capital 分享投资
	SHOWMAC 树米科技
	Shunwei Capital 顺为资本
	SIG Asia Investment
	Sinopharm 国药集团
	SKF 斯凯孚

	Stanza Living
	Sub Sri Thai Public Company
	SUNAC 融创
	Suochen Information Technology 索辰信息科技
	Suzano 巴西金鱼纸浆

T	Tech Mahindra 马衡达科技
	Telink 泰凌微电子
	Tencent 腾讯
	Tiger8 虎巴网络科技
	Truma 特鲁马机械

U	UNISOC 紫光展锐
	United States Department of the Treasury 美国财政部

V	Viatis 晖致
	VIP.com 唯品会

W	Walmart China 沃尔玛中国
	Wenzheng Consulting 闻政咨询
	Werfen 沃芬
	WestSummit Capital 华山资本
	Willis Towers Watson 韦莱韬悦
	Winner Technology 汇纳科技
	WorkMotion
	Woternet Supply Chain Services 沃网国际供应链
	WuXi AppTec 药明康德

Z	Zeiss 蔡司
	ZKH 震坤行工业超市
	ZS Associates 致盛咨询

Employers' Testimonials 雇主反馈



华山资本
WestSummit Capital

刘明豫

合伙人
华山资本

“作为中国国际工商学院的 FMBA 学生，MBA 良师益友项目的导师，我和学校一直保持深度的连接和沟通。华山资本也很高兴为我们自己和我们的被投资企业从中欧招聘了很多 MBA 毕业生。中欧 MBA 学生的国际化背景、出色的中英文语言能力以及专业的职业背景为我们创投基金和科技创业企业注入了新的活力，成为组织快速发展的生力军。期待未来有更多优秀的中欧 MBA 毕业生进入科技投资领域！”



紫光展锐
UNISOC

楚庆

首席执行官
紫光展锐

“中欧国际工商学院作为享誉全球的优秀商学院之一，多年来培养了大批具有国际化视野的优秀人才，这些人才帮助企业发展壮大，很多已经成为了支撑企业的中坚力量。紫光展锐作为我国集成电路设计产业的龙头企业，一直以来和中欧保持着良好的校企合作关系，感谢中欧为紫光展锐做出的人才贡献。未来，我们希望携手中欧，不断追求卓越、创新发展。”



卡瓦集团

谭亚婷

人力资源副总裁
卡瓦集团

“中欧国际工商学院是全球顶尖的商学院之一，培养了大量具有国际化视野的顶尖人才。同时，卡瓦集团作为国际领先的口腔产品服务和解决方案的企业，致力于不断带领行业发展，助力专业人才和商业领袖的培养。卡瓦与中欧的强强合作，将会为口腔行业带来更多新鲜血液，共同培养未来领袖。2020 年卡瓦 ‘MBA 未来领袖培养项目’，吸引了众多中欧学子并成功招募了 3 位优秀的 MBA2021 届毕业生。他们在各自的工作岗位已经展露了优秀的工作表现，得到了用人部门的积极反馈。感谢中欧为企业源源不断输送优秀的人才。我们期待未来与中欧继续在人才培养、案例开发和就业实习等方面有更精彩的合作。”





Finance & Strategy Leadership Program
Estée Lauder



The 18 months MBA has helped me to become a more rounded professional with a global mindset. On campus, the MBA curriculum broadened my horizon as a student. Off campus, living and working in China has been a life enriching experience. Though the MBA has just ended, our journey as a part of the CEIBS family has just begun. I look forward to continuing to contribute to the CEIBS community.



Buyer & Data Analyst
Donati Lift Components



It all started as a challenge to prove myself that I could gain a higher quality business knowledge even though I had never studied Finance before. It got even more challenging as we were caught in the midst of a very special historical moment. But finally, CEIBS MBA ended as a beautiful and transforming journey that made me a "better me".



Senior Brand Manager
Li & Fung

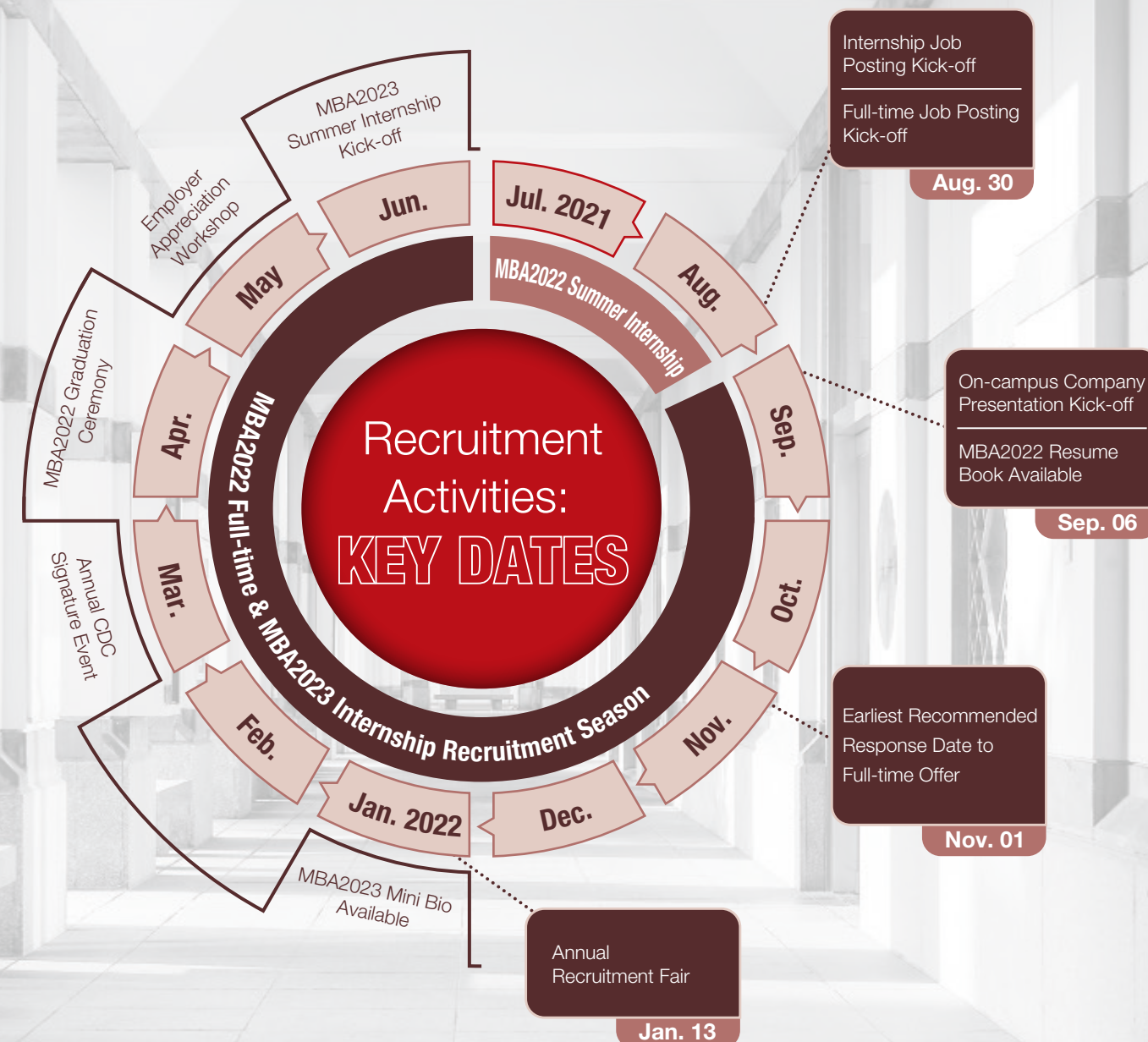


The 18 months study at CEIBS was an absolutely rewarding and eye-opening experience. Through 'China Depth and Global Breadth', CEIBS MBA provides a unique value to young professionals looking to further pursue their career development in China. As an entrepreneur coming from a marketing background, I was able to develop my strategic thinking and problem solving methodology, making me more competitive. The knowledgeable professors, helpful CDC consultants, talented fellow classmates, and outstanding alumni will always be a treasure in my life.



2021/2022 Recruitment Calendar

2021/2022招聘日历



Career Development Center (CDC)

职业发展中心



MBA Students Career Support

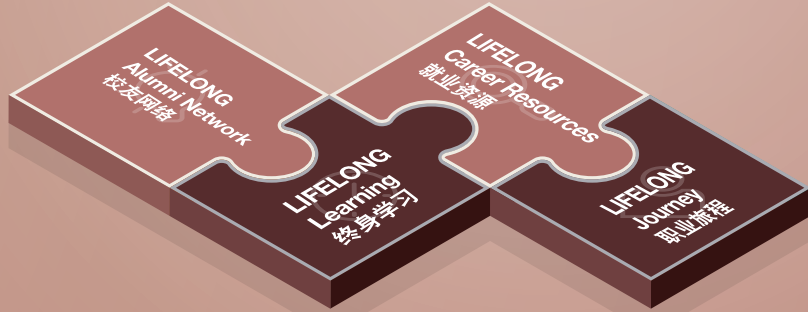
学生职业支持

The mission of the 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 shape their career goals. Comprehensive career support includes the Career Development Program, Counseling & Coaching, Career Related Events & Programs, and Enterprise Relationships.

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 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/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

Student Event Guest Speaker & Sponsorship
学生活动嘉宾及赞助

Mentoring Program
导师项目

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 CEIBS alumni for immediate hiring needs.
向中欧校友发布即时职位。

CEIBS iCampus App
iCampus平台

