



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



中欧MBA官网

MBA Career Development Centre
China Europe International Business School

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中国深度 全球广度
CHINA DEPTH GLOBAL BREADTH



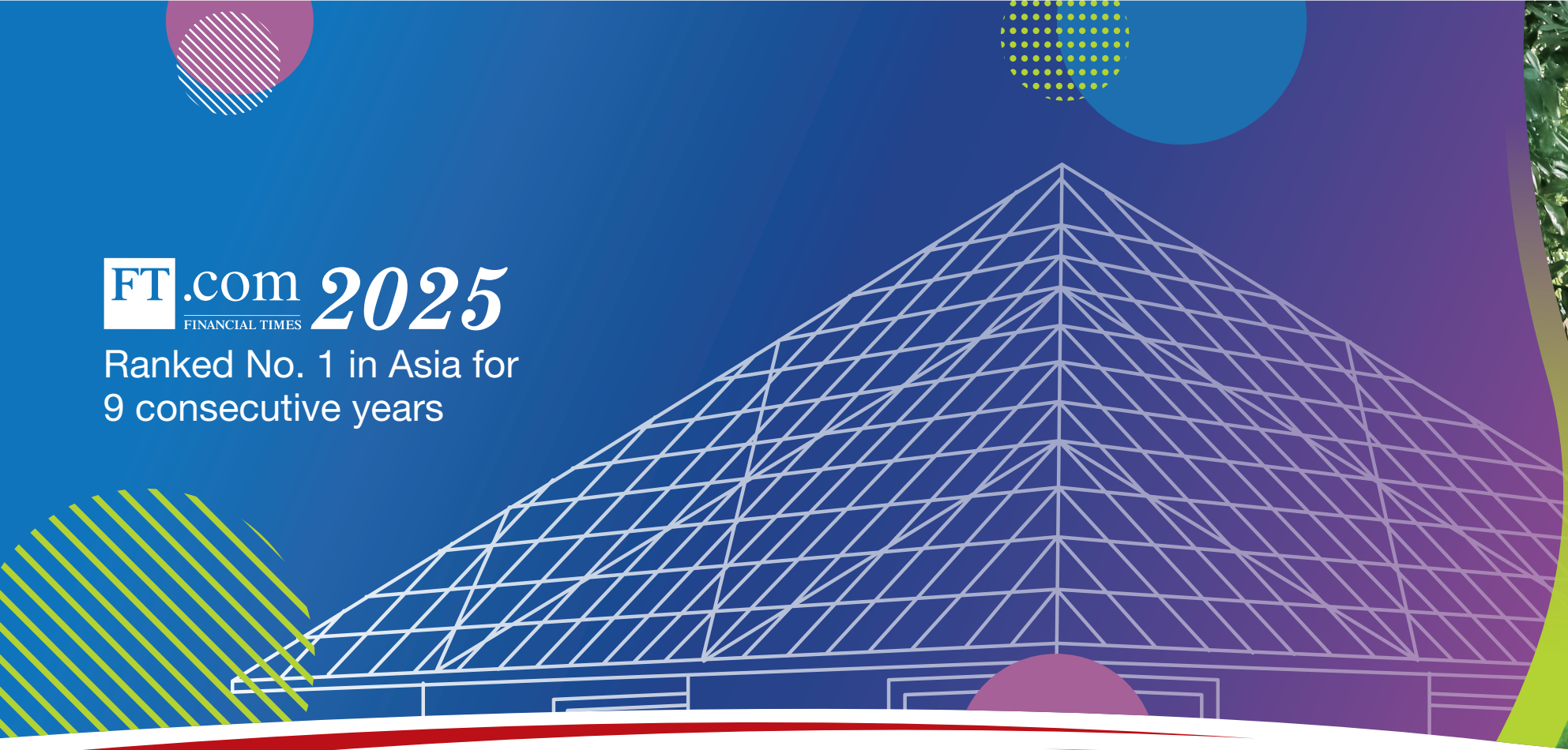
CEIBS MBA2025 CAREER REPORT

中欧国际工商学院MBA2025就业报告

www.ceibs.edu/mba

中欧國際工商學院
CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL





FT.com FINANCIAL TIMES **2025**

Ranked No. 1 in Asia for
9 consecutive years



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, Zurich in Switzerland, and Accra in Ghana.

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, MiM (Switzerland), EMBA, Global EMBA, Hospitality EMBA, DBA (Switzerland), PhD, and Executive Education programmes. CEIBS was the first business school on the Chinese mainland to be accredited by both EQUIS and AACSB. CEIBS is currently ranked #1 in the world in FT's ranking of EMBA programmes, and has placed #1 in Asia in their ranking of global MBA programmes for nine 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领导者,已形成在三大洲五地(中国上海、北京、深圳,瑞士苏黎世和加纳阿克拉)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 30 年砥砺奋进、不懈创新,学院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顶尖、全球一流的商学院,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)、管理硕士 MiM、EMBA、Global EMBA(GEMBA)、HEMBA、工商管理博士 DBA、PhD 和高管教育(EE)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 百强榜单中已连续九年位居亚洲第一,在其全球 EMBA 百强榜单中位居全球第一。

CEIBS MBA 中欧MBA课程 PROGRAMME



16 Months Full-time English Programme
("One-Year Programme" option)
16个月全日制全英文项目
(提供一年制选项)



1 Semester Overseas Exchange
(with 41 top-tier business schools globally)
1 个学期海外交换
(与 41 所全球顶尖商学院合作)



3 Overseas Career Treks to Hong Kong,
Singapore and Thailand. 4 Overseas Elective
Modules to Japan, Ghana, Singapore and Dubai
3 个海外职业探索之旅 (香港、新加坡和泰国)
4 个海外选修模块 (日本、加纳、新加坡和迪拜)



A series of China Modules using Real Situation
Learning Method (RSLM): Guangzhou/Shenzhen,
Changsha, Beijing and Gobi
实境教学中国模块：
广州 / 深圳、长沙、北京和戈壁



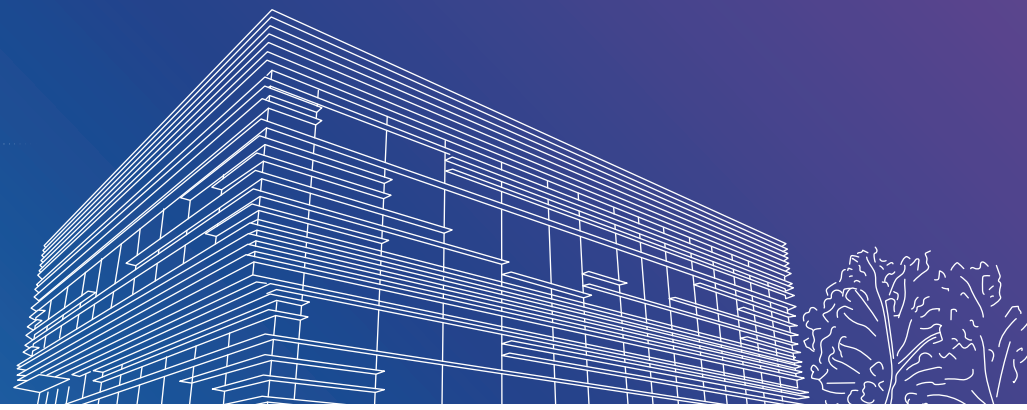
Coordinated Degrees with
Tufts and Johns Hopkins
合作学位项目
(中欧 - 塔夫茨大学, 中欧 - 约翰霍普金斯大学)



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



Integrated China Strategy Project
综合中国战略咨询项目



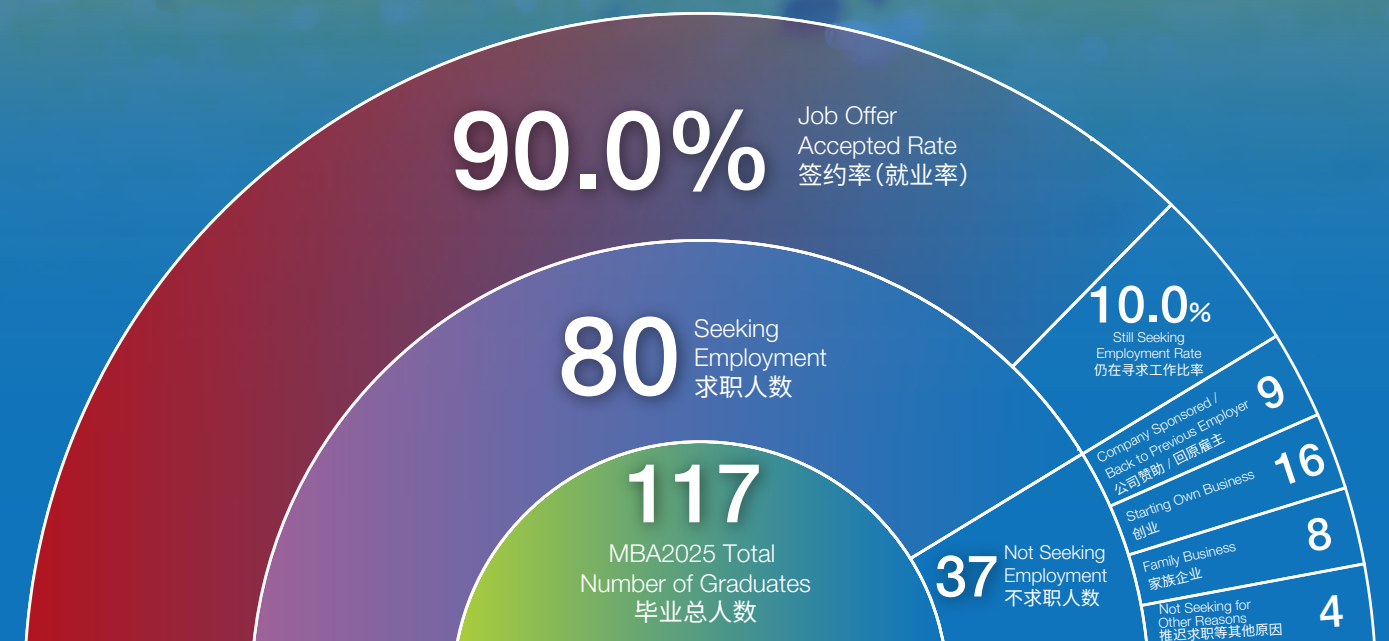


Employment Highlights

就业亮点

All the information and analysis enclosed in this report is based on 117 responses (Response Rate: 100%) received from the MBA students who graduated in 2025 within 3 months of graduation.

本报告数据与分析基于 MBA2025 届学生在毕业后 3 个月内提供的 117 份有效回复，回复率 100%。



2025

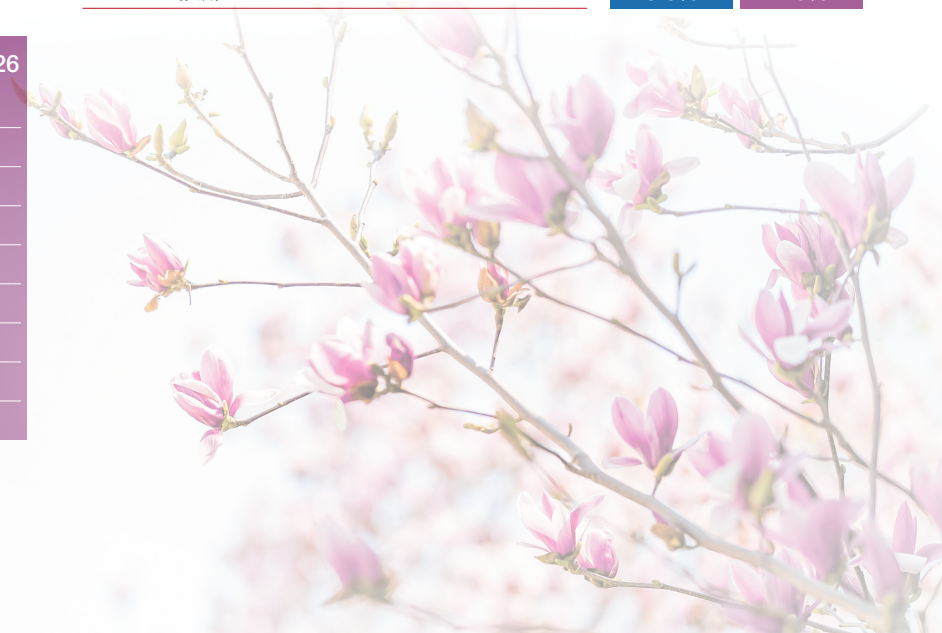
2026

Pre-MBA Function | 职能分布

MBA2025 MBA2026

Geographic Origin | 生源

MBA2025	MBA2026
76.0%	79.8%
5.8%	2.9%
7.4%	10.5%
7.4%	2.9%
3.4%	2.9%
0.0%	1.0%

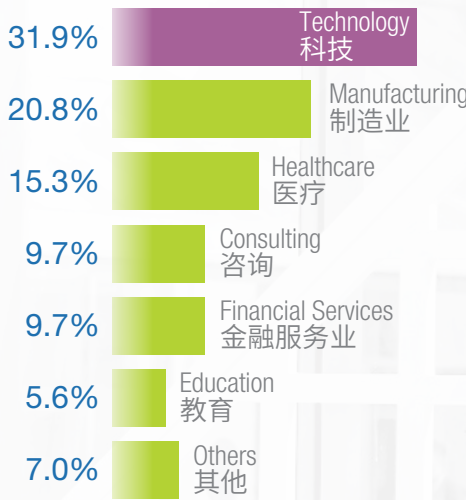


EMPLOYMENT ANALYSIS

就业分析



Industry | 行业



Function | 职能



Position | 职位

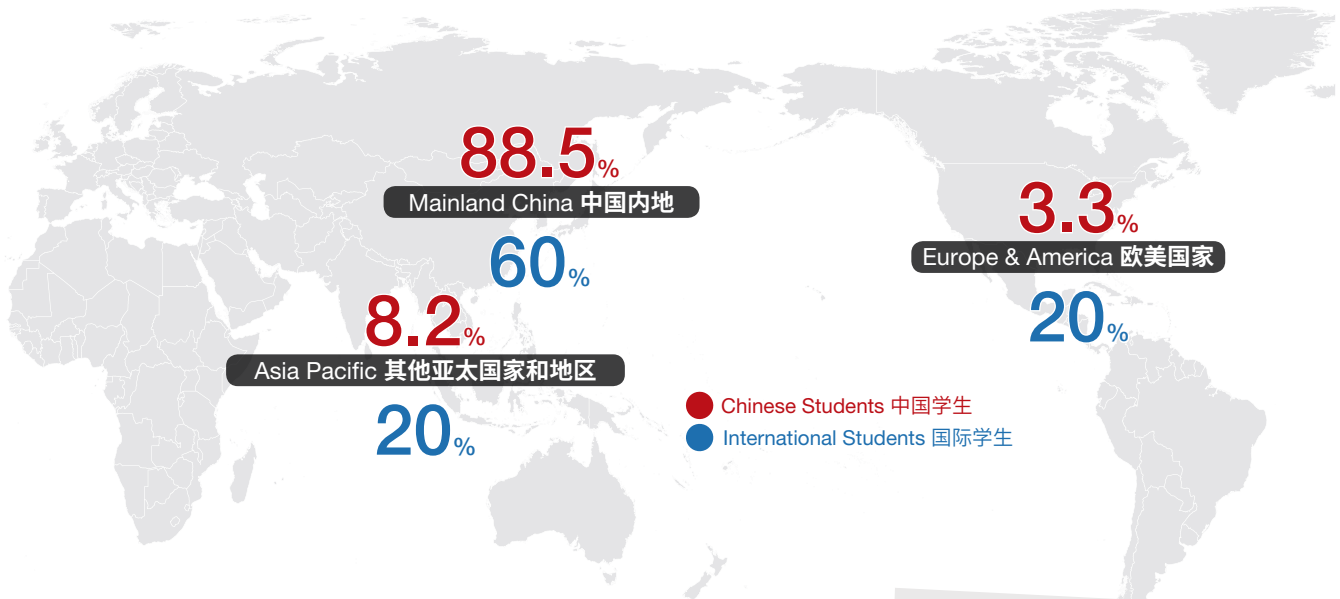


Nature of Company | 公司性质



JOB LOCATIONS

工作地点



84.5%



9.9%



5.6%

Mainland China 中国内地

Shanghai 上海	64.8%
Guangdong 广东	7.0%
Zhejiang 浙江	5.6%
Beijing 北京	4.3%
Fujian 福建	1.4%
Jiangsu 江苏	1.4%

Asia Pacific 其他亚太国家和地区

HK & TW, China 中国港台地区	4.3%
India 印度	1.4%
Japan 日本	1.4%
Singapore 新加坡	1.4%
Thailand 泰国	1.4%

Europe & America 欧美国家

Chile 智利	1.4%
Germany 德国	1.4%
Mexico 墨西哥	1.4%
USA 美国	1.4%

SALARY 薪资分析* STATISTICS

Salary Structure Analysis | 薪资结构分析(RMB)

	Median 中位数	Range 范围
Annual Base Salary 基本工资 (RMB)	420,000	180,000~870,000
Other Guaranteed Compensation 其他固定收入 (RMB) *	95,000	6,000~250,000
Annual Guaranteed Cash 固定年收入 (RMB)	496,000	180,000~910,000

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	31.9%	443,000	210,000~910,000
Manufacturing 制造业	20.8%	495,000	300,000~700,000
Healthcare 医疗	15.3%	600,000	336,000~870,000
Consulting 咨询	9.7%	597,000	240,000~700,000
Financial Services 金融服务业	9.7%	390,000	252,000~647,000
Education 教育	5.6%	470,000	360,000~600,000
Others 其他	7.0%	500,000	180,000~744,000

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

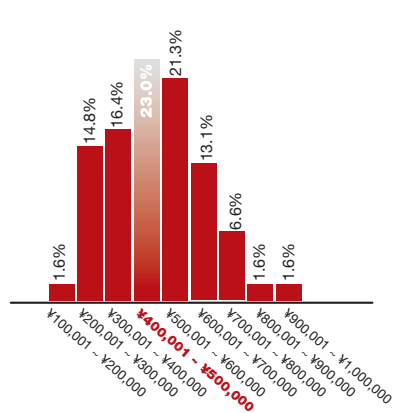
	Percentage 百分比	Median 中位数	Range 范围
Marketing / Sales 营销/销售	32.4%	500,000	300,000~730,000
General Management 综合管理	26.8%	569,000	210,000~910,000
Finance / Accounting 金融/财务	18.3%	475,000	300,000~744,000
Consulting 咨询	9.9%	610,000	180,000~800,000
Information Technology 信息技术	4.2%	420,000	240,000~540,000
Operations / Logistics 运营/物流	4.2%	450,000	348,000~720,000
Others 其他	4.2%	550,000	500,000~600,000

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

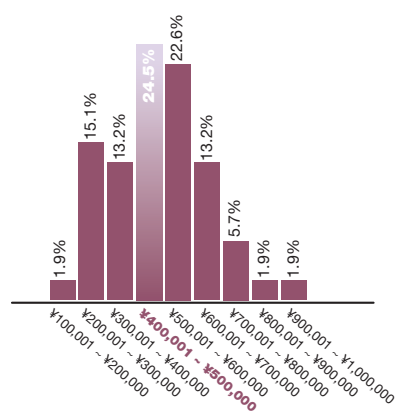
	Percentage 百分比	Median 中位数	Range 范围
Mainland China 中国大陆	84.5%	500,000	180,000~910,000
Asia Pacific 其他亚太国家和地区	9.9%	426,642	348,000~647,000
Europe & America 欧美国家	5.6%	300,000	288,000~480,000

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

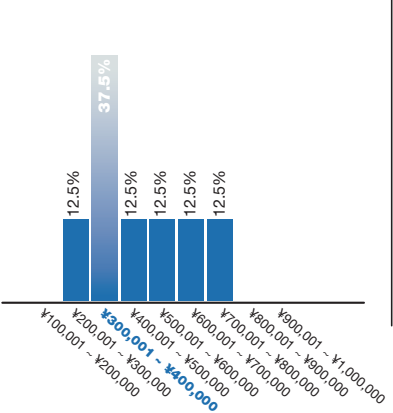
All Students 全体学生



Chinese Students 中国学生



International Students 国际学生



* Footnote 附注

- The Salary Statistics enclosed in this report is based on 61 responses who have useable salary information, among 72 job-accepting MBA2025 graduates (Response Rate: 84.7%).
- Among the 61 responses with useable salary information, 32 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 61 份包含薪资信息的有效回复,回复率达到 MBA2025 届已签约学生(72 人)的 84.7%。
- 在这 61 份有效薪资回复中,32 份报告了除基本工资之外的其他固定收入。

SUMMER INTERNSHIP ANALYSIS

暑期实习分析

Marketing 市场营销

Projects undertaken include branding strategy, online and offline marketing campaigns, pricing strategy, digital marketing and social media operations, and consumer preference study, etc.

品牌战略规划，线上线下整合营销，定价策略，数字营销和社交媒体运营，消费者偏好分析等

Consulting / Strategic Planning 咨询/战略规划

Students work on ESG strategic planning, competitor analysis, commercial due diligence, business innovation, feasibility study and business transformation, etc.

ESG 战略规划、竞争对手分析、商业尽调、业务创新、可行性分析和业务转型等

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

Industry 行业	
Manufacturing 制造业	23.9%
Financial Services 金融服务业	17.9%
Healthcare 医疗	14.9%
Consumer Packaged Goods 消费品	11.9%
Consulting 咨询	10.4%
Retail 零售	7.5%
Energy 能源	6.0%
Technology 科技	6.0%
Others 其他	1.5%

Function 职能	
Marketing / Sales 营销/销售	37.3%
Consulting 咨询	23.9%
Finance / Accounting 金融/财务	17.9%
General Management 综合管理	7.5%
Others 其他	13.4%

Daily Salary/Allowance 日薪/津贴 (RMB)	
Median 中位数	350
Mid 60% Range 中间60%区间	200-500

INTEGRATED CHINA STRATEGY PROJECT (ICSP)

综合中国战略咨询项目*

综合中国战略咨询项目*

2025.09-10

Submission & Selection of projects
项目提交与甄选

2025.11-12

Project Confirmation & Bidding
项目确认与竞标/竞投

2026.01-02

Sponsors meet with the MBA student team to discuss the RFP and clarify the project objective and scope
项目负责人与MBA学生团队讨论项目目标与范围

2026.03

Sponsors and the MBA team finalize the project proposal
项目负责人和MBA学生团队讨论确定项目提案

2026.04-06

Sponsors supervise the project and receive the final report presentation by the MBA team
项目负责人协助指导MBA学生团队，并接收最终的项目建议汇报

*Footnote 附注

Schedule subject to change
实际日程可能调整，仅供参考



CEIBS MBA Integrated China Strategy Project presents a unique opportunity to examine strategic issues in corporate partners. Once your organization has defined a project, a team of five to six CEIBS MBA students will work under your guidance and a CEIBS Faculty Adviser to develop innovative, effective, and practical recommendations.

中欧MBA综合中国战略咨询项目为企业量身定制审视和解决战略相关问题的方案。合作企业提出项目需求后，由5-6名MBA学生组成的团队在企业项目负责人和中欧教授的指导下，提出有效实用且具创新性的建议，助力达成项目设定目标。

EMPLOYER LIST 雇主名单

(Full-Time & Summer Internship) (全职与暑期实习)

A	Accenture 埃森哲
	Allegis Group TEKsystems 美钛中国
	Allergan Aesthetics 艾尔建
	Amazon 亚马逊
	Amoy Diagnostics 艾德生物
	Apple 苹果
B	AstraZeneca 阿斯利康
	Automobility 谋拓咨询

B	Bailian Zhigao 百联攀高
	Barbatelli & Partners 白轶商务咨询
	BASF 巴斯夫
	Beijing Capital Online Technology 首都在线科技
	Beyond Next Ventures
	Bilibili 哔哩哔哩
C	Blacklake Technology 黑湖科技
	Bosch 博世
	ByteDance 字节跳动

C	Career International 科锐国际
	CEIBS 中欧国际工商学院

D	Danaher 丹纳赫
	Daache Long Term Investment Management 道禾长期投资
	DaVita Hospital Management Consulting 德维特医院管理咨询
	Deloitte 德勤
	Ding Dong Mai Cai 叮咚买菜
	dss+ consulting 德实盛咨询
E	DuPont 杜邦

E	Ecoflow 正浩创新
	Eli Lilly 礼来
	eyecool 眼神科技

F	FAVORED TECH 菲沃泰
	FEIYU 妃鱼
	FG Venture 方广资本
	Fonterra 恒天然
	Foresight Fund 睿远基金
	Foxconn 鸿海科技
G	Fujian South Highway Machinery 南方路机

G	Galleries Lafayette 老佛爷百货
	Google 谷歌

H	HJ Partners 华杰高景
	HUBER+SUHNER 瀚讯

I	INONE Education 留岸教育
	Inversiones Newen

K	KARL STORZ 卡尔史托斯
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L	L'Oréal 欧莱雅
	LIANDO 联东集团
	Lifen Gas 联风气体
	Limin Group 利民控股
	LLYHMM SHOP 李雷与韩梅梅
	LVMH 路威酩轩集团

M	McKinsey & Company 麦肯锡
	Meituan 美团
	Merck 默克
	Methanex 梅赛尼斯
	Michelin 米其林
	Milliken & Company 美利肯
N	Milliken & Company 美利肯
	Milliken & Company 美利肯
	Milliken & Company 美利肯
	Milliken & Company 美利肯
	Milliken & Company 美利肯
	Milliken & Company 美利肯

N	NEPTUNUS 海王集团
	NetEase 网易
	NextCore Asset Management 豐晟资管
	NextVPU 肇观电子

O	Organon 欧加隆
	Otsuka 大塚製藥

P	Peacebird 太平鸟
	PepsiCo 百事
	Phoenix Property Investors 丰泰地产投资
	Plug and Play China 璞跃中国
	POOK 璞康
	Positec Technology 宝时得科技

Q	Qingyun Zhishang Education 倾云直上教育
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R	Reelay Group 锐莱科技
	Roche 罗氏
	Roland Berger 罗兰贝格

S	SEB GROUPE 赛博集团
	Shanghai International Trust 上海信托
	Shanghai Zhuoya Medical Technology 上海卓亚医疗科技
	Shopee 虾皮
	SKF 斯凯孚
	Sky9 Capital 云九资本
T	Softbank China Venture Capital 软银中国资本
	Swap Capital 黄蜂资本
	Swatch Group 斯沃琪集团
	Synshine Holdings 星海控股

T	Tata Motors 塔塔汽车
	TEMU
	Tencent 腾讯
	Tiantu Capital 天图投资
	Trina Solar 天合光能
	Trout & Partners China 特劳特
V	TTM Capital 齐济投资

V	Value Retail China 唯泰精品购物村
	Vertiv 维谛技术
	Videojet 伟迪捷

W	WAYZ.AI 维智科技
	Weihua Group 卫华集团

X	Xiaomi 小米
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Z	Zegna 杰尼亚
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張小福

集团人力资源中心 首席人才官 | 菲沃泰

“创新成就科技之美”，菲沃泰是多学科和多种技术的创新融合之地，更是具专业力、创变力和复合力人才的聚集之地。我们将与中欧国际工商学院持续并深度合作，让更多有梦想、敢创新和跨界思维的人才以创新之力，用科技守护世界美好！”



沈筱婷

人力资源总监 | Plug and Play China

“Plug and Play China 携硅谷创新基因，连接全球技术、资本与中国产业，在迭代中持续生长。中欧国际工商学院 MBA 项目培养的人才兼具中国深度与全球广度，我们期待与中欧学子一起探索，让创新不止于构想，更成于深耕。”

PLUGANDPLAY CHINA
璞跃中国

陈楹君

校园招聘高级经理 | 腾讯集团

“人才是腾讯最宝贵的财富，我们始终寻求有梦想爱学习的实力派。腾讯秉承‘用户为本，科技向善’的使命，从消费互联网到产业互联网推动技术革新与创造社会价值。在腾讯，完善的培养机制和丰富的业务场景帮助大家实现价值飞跃与持续成长，期待有更多优秀伙伴加入腾讯共建美好数字未来。我们期待与中欧国际工商学院合作，携手培养肩负新时代科技创新使命的杰出人才。”

Tencent 腾讯



Retail Strategy & Operations
Xiaomi Corporation

CEIBS helped me broaden my perspective. I had the chance to meet and work with people from many countries—both in China and during my exchange—which exposed me to different ways of thinking and problem-solving. Over time, I’ve become more thoughtful in how I make decisions. The programme gave me access to people, ideas, and networks that challenged how I used to approach things. CEIBS didn’t just prepare me for my next role. It helped shape who I am becoming.



Commercial Leadership Program
Allergan Aesthetics, an AbbVie Company

CEIBS empowered me to make a meaningful transition into the healthcare industry by helping me better understand myself, explore new possibilities, and embrace change with confidence. Through courses, global exchanges, and industry projects, I broadened my horizons beyond my original path. Surrounded by an inspiring and supportive community, I gained the courage to pursue new goals. The experience was not only transformative on a professional level but also instilled in me a lasting passion and proactive mindset toward business and life.



Consultant
Trout & Partners China

The CEIBS MBA programme has been a transformative journey that laid a solid foundation for my consulting career at Trout & Partners. What truly set CEIBS apart was the diversity and caliber of its student body, professors, and alumni network. Looking back, I am deeply grateful for the CEIBS experience. It was not just an academic program, but a platform that inspired me to lead, and empowered me to pursue bold ideas with clarity and confidence.

RECRUITMENT 2025-2026

CALENDAR 招聘日历

Jul. 2025	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2026	Feb.	Mar.	Apr.	May	Jun.
MBA2026 Summer Internship		MBA2027 Internship & MBA2026 Full-time Recruitment Season									
		• Sep. 01	Full-time Job Posting Kick-off Internship Job Posting Kick-off MBA2026 Resume Book Available								
		• Sep. 08	Campus Presentation Kick-off								
			Oct.	Nov.	Career Salon			Mar.	Apr.		
				• Nov. 01	Earliest Recommended Response Date to Full-time Offer						
					Dec.	MBA2027 Mini Bio Available					
						• Jan. 14	CEIBS MBA Recruitment Fair				
						MBA2026 Graduation Ceremony		Mar. 21	•		
							CEIBS Employer Appreciation Event				Jun.
							MBA2027 Summer Internship Kick-off		Jun. 22	•	

CAREER 职业发展中心 DEVELOPMENT CENTRE (CDC)

MBA Students Career Support
学生职业支持

The Career Development Centre (CDC) partners with MBA students to provide personalized career support, helping them define and achieve their career goals. This mission is realized through dedicated career counseling, industry insights, and career & networking opportunities.

Central to this mission is our comprehensive Career Development Programme. Integrated with the Leadership Journey course led by OB/HR faculty, it bridges leadership theory with practical career skills. This empowers students to embark on self-discovery & career planning, understand market and industry, enhance career skills, and leverage diverse career resources.

职业发展中心（CDC）致力于与MBA学生携手合作，提供个性化职业支持，助力他们明确并实现职业目标。CDC提供专业的职业咨询辅导、行业洞见分享、工作机会与行业互动交流的机会。

全方位的职业发展项目与组织行为/人力资源（OB/HR）系教授主导的领导力课程融合，将领导力理论与实用职业技能相结合以赋能MBA学生：

- 开启自我探索之旅并制定生涯规划
- 深入了解市场与行业
- 提升核心职业技能
- 探索利用多样化的职业资源



ALUMNI
CAREER
SUPPORT



LIFELONG
Career Resources
就业资源



LIFELONG
Alumni Network
校友网络



LIFELONG
Learning
终身学习



LIFELONG
Entrepreneurship
Support
创业支持

校友
职业支持

PARTNER WITH CEIBS 合作中欧

Insights 洞见

Sharing Speaker
分享嘉宾

Mentor
导师

Case Development
案例开发

Industry Exploration Speaker
行业探索分享嘉宾

Career Workshop Speaker
职业发展工作坊嘉宾

Student Event Speaker
学生活动演讲嘉宾

Executive Forum Speaker
高管论坛演讲嘉宾

Mentoring for MBA Students
MBA学生良师益友导师

Career Mentor for MBA Alumni
MBA校友职业导师

Case Development Research
案例开发与研究

Talents 人才

Full-time & Internship & Project
全职、实习与项目机会

Int'l Talents for Going Global
出海国际化人才搭建

Senior Positions for CEIBS Alumni
招聘中欧校友的高阶职位

Job Posting, Resume Book
职位发布与简历册

Job Fair, Career Salon
招聘会与职业沙龙

Integrated China Strategy Project
(ICSP)
综合中国战略咨询项目

Career Events: Campus Talk,
Career Trek, Company Open Day
职业活动：校园宣讲、职业探索之旅、公司开放日

Going Global: International Talents
Hiring
企业出海：国际化人才招聘

CEIBS Alumni Job Portal
中欧校友求职平台

Funds 资金

Sponsorship
赞助支持

Scholarship
奖学金

Student Event Sponsorship
学生活动赞助

Sponsor Employee for
Part-time/Full-time MBA Study
助力员工在职/全日制MBA深造

Corporate Sponsorship: Faculty
Research, Scholarship, etc.
企业赞助：教授研究、奖学金等