



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

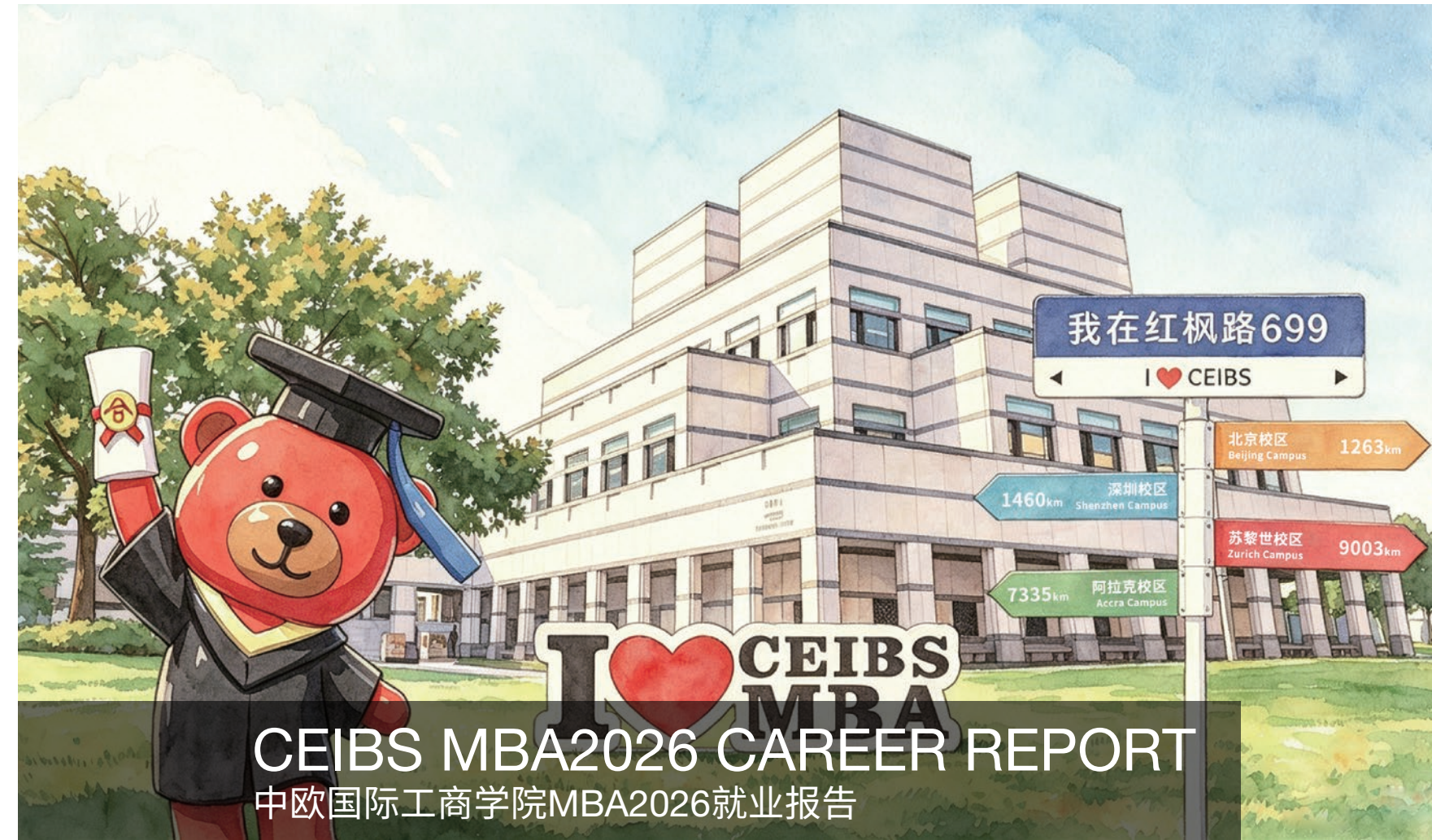
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中欧国际工商学院
MBA职业发展中心

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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, 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, Part-time MBA, Finance MBA, Global MiM (Switzerland), EMBA, Global EMBA, HEMBA, DBA (Switzerland), PhD, and Executive Education programmes. CEIBS was one of the first business schools on the Chinese mainland to be accredited by both EQUIS and AACSB. CEIBS is currently ranked #2 in the world in the Financial Times ranking of EMBA programmes, having ranked in the top two for six consecutive years, and has been named #1 in Asia in their ranking of global MBA programmes for ten 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 31 年砥砺前行、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、在职 MBA、金融 MBA (FMBA)、全球管理硕士 (Global 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 百强榜单中已连续十年位居亚洲第一，在其全球 EMBA 百强榜单中连续六年位居全球前二。



CEIBS MBA PROGRAMME

中欧MBA课程



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



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



3 Overseas Elective Modules to Malaysia, Ghana and Singapore
3 个海外选修模块：
马来西亚, 加纳和新加坡



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



1 Semester Overseas Exchange
(with 36 top-tier business schools globally)
1 个学期海外交换
(与 36 所全球顶尖商学院合作)



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



InnoLab (Shanghai & Shenzhen)
创新创业中心(上海和深圳校区)



Employment Highlights

就业亮点



91.9%

Job Offer Received Rate
收到工作邀约率



88.7%

Job Offer Accepted Rate
签约率(就业率)

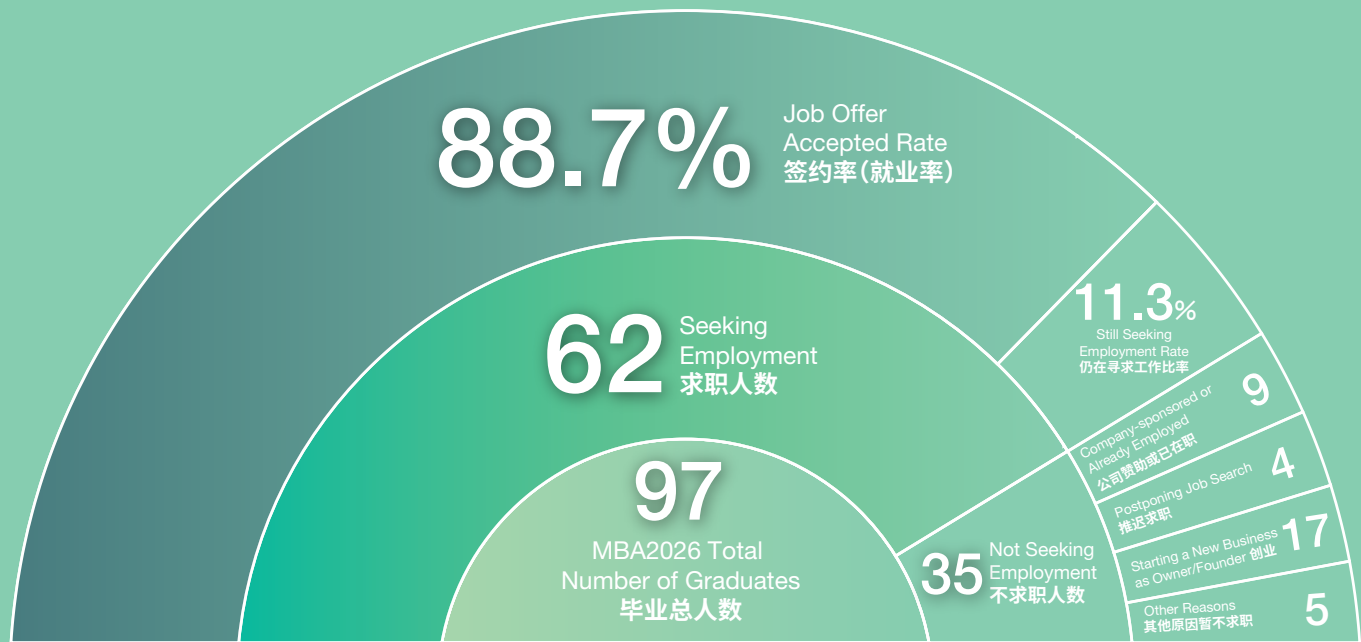


100.0%

Response Rate
回复率

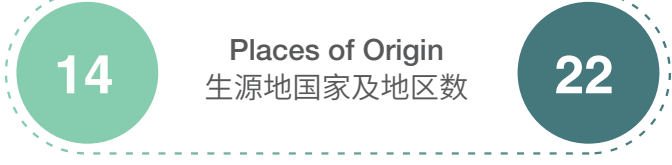
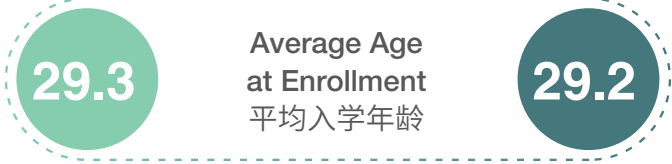
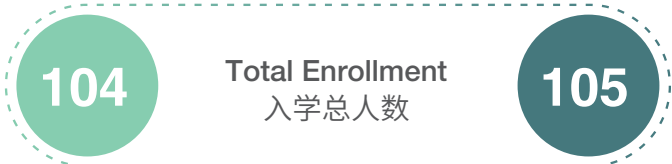
All the information and analysis enclosed in this report is based on 97 responses (Response Rate: 100%) received from the MBA students who graduated in 2026 in the 3 months following graduation.

本报告数据与分析基于 MBA2026 届学生在毕业后 3 个月内提供的 97 份有效回复，回复率 100%。



STUDENTS PROFILE 学生概况

2026 2027



Academic Background | 学科背景

Science & Engineering 理工科
Business & Management 商科&管理
Language & Arts 文科
Others 其他

MBA2026	MBA2027
45.2%	40.0%
27.9%	26.7%
15.4%	25.7%
11.5%	7.6%

Geographic Origin | 生源

Mainland China 中国内地
Hong Kong & Taiwan, China 中国港台地区
Asia Pacific 其他亚太国家和地区
America 美洲
Europe 欧洲
Africa 非洲

MBA2026	MBA2027
79.8%	69.5%
2.9%	3.8%
10.5%	13.3%
2.9%	3.8%
2.9%	7.6%
1.0%	2.0%

Pre-MBA Industry | 行业分布

Consulting 咨询
Manufacturing 制造业
Financial Services 金融服务业
Technology 科技
Healthcare 医疗
Retail 零售
Government / Non-Profit 政府/非营利组织
Media / Entertainment 媒体/娱乐
Real Estate 房地产
Consumer Packaged Goods 消费品
Petroleum/Energy 石油/能源
Transportation & Logistics 运输物流
Others 其他

MBA2026	MBA2027
19.2%	14.3%
17.3%	14.3%
15.4%	15.2%
12.5%	14.3%
9.6%	7.6%
4.8%	7.6%
3.8%	1.0%
3.8%	7.6%
1.9%	7.6%
1.0%	2.9%
0.0%	1.90%
0.0%	1.0%
10.7%	5.6%

Pre-MBA Function | 职能分布

General Management 综合管理
Consulting 咨询
Marketing / Sales 营销/销售
Finance / Accounting 金融/财务
Operations / Logistics 运营/物流
Information Technology / R&D 信息技术/研发
Entrepreneur / Partner 创业者/合伙人
Human Resources 人力资源
Others 其他

MBA2026	MBA2027
23.1%	29.5%
21.2%	11.4%
17.3%	28.6%
8.5%	7.6%
9.6%	5.7%
6.7%	4.8%
2.9%	9.5%
1.0%	0.0%
4.7%	2.9%

EMPLOYMENT ANALYSIS

就业分析



Annual Base Salary
基本工资

MBA2026

MEDIAN 中位数

¥408,000

RANGE 范围

¥192,000~1,600,000

Annual Guaranteed Cash
年收入

MBA2026

MEDIAN 中位数

¥480,000

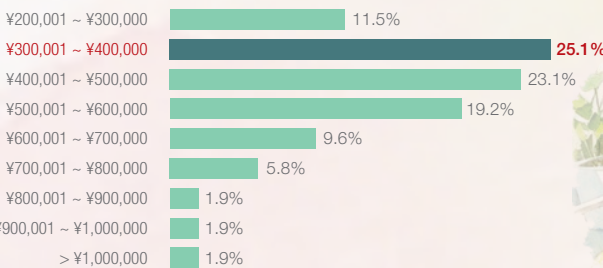
RANGE 范围

¥208,000~1,600,000

Annual Guaranteed Cash Distribution
年收入分布

MBA2026

All Students 全体学生



Industry 行业

23.6%	Healthcare 医疗
16.4%	Technology 科技
12.7%	Financial Services 金融服务业
12.7%	Manufacturing 制造业
10.9%	Consulting 咨询
7.3%	Consumer Packaged Goods 消费品
16.4%	Others 其他



Position 职位

40.0%	Manager 经理
27.3%	Professional 专业人士
14.5%	Leadership Development Program (LDP) 领导力项目
7.3%	Director 总监
5.5%	Assistant Manager 助理经理
5.5%	Others 其他



Function 职能

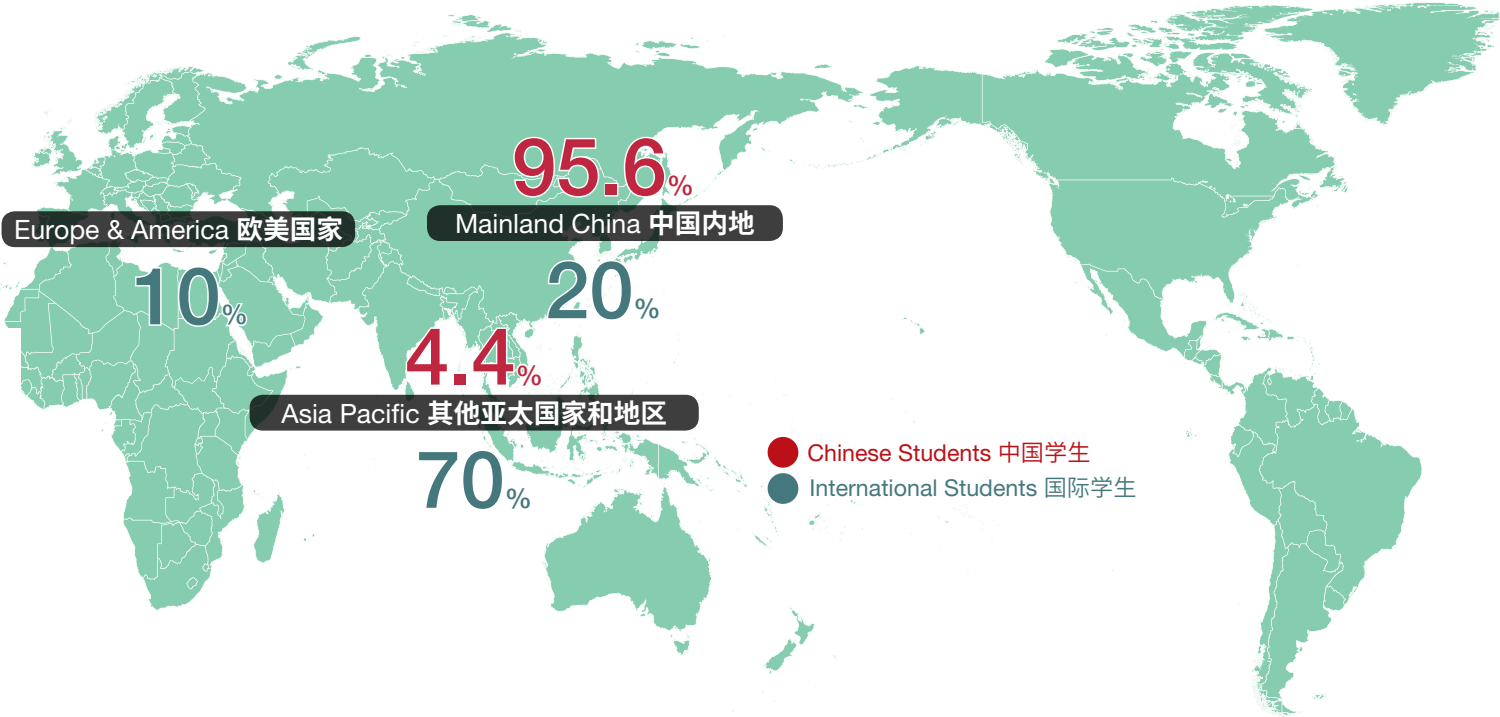
32.7%	General Management 综合管理
25.5%	Marketing / Sales 营销/销售
12.7%	Consulting 咨询
9.1%	Finance / Accounting 金融/财务
5.5%	Product Management 产品管理
14.5%	Others 其他



Nature of Company 公司性质

54.6%	Foreign / Hong Kong, Taiwan Enterprise 外资/港台企业
41.8%	Chinese Private-Owned / Holding Enterprise 中资民企
1.8%	Chinese State-Owned Enterprise 中资国企
1.8%	Joint Venture 合资企业

JOB LOCATIONS
工作地点



Mainland China
中国内地

Shanghai 上海	65.4%
Beijing 北京	5.5%
Jiangsu 江苏	5.5%
Guangdong 广东	3.6%
Tianjin 天津	1.8%

Asia Pacific
其他亚太国家和地区

HK & TW, China 中国港台地区	3.7%
Japan 日本	3.7%
Thailand 泰国	3.6%
Australia 澳大利亚	1.8%
India 印度	1.8%
South Korea 韩国	1.8%

Europe & America
欧美国家

Switzerland 瑞士	1.8%
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Vision & Mission

愿景和使命

Build an open, international innovation and entrepreneurship ecosystem; Empower MBA alumni and students in innovation and entrepreneurship.

打造开放的、创业生态系统；赋能中欧MBA校友和学生的创新创业。

孵化 Incubate

Support every stage of entrepreneurial journey: from idea to MVP to scaling

全程支持创业旅程：从创意，到MVP，再到规模化

链接 Connect

Build platform to bridge professionals and entrepreneurs to the right connections

搭建平台，链接专业人才与创业者，精准匹配所需资源

学习 Learn

Expand innovation mindset and build practical skills

拓展创新思维，构建实战能力

MBA2026 Entrepreneurs

2026届创业者画像

2:1 男女比
Gender Ratio

Founder geography: Asia, North America, Europe, Africa

创始人地域：亚洲、北美、欧洲、非洲

Industry | 行业

Technology 科技	41%
Financial Services 金融服务业	18%
Manufacturing 制造业	12%
Consumer Packaged Goods 消费品	6%
Energy 能源	6%
Real Estate 地产	6%
Others 其他	11%



Kay Tsoi

MBA2026毕业生，OMO创始人、CEO

CEIBS MBA 2026 Graduate, Founder & CEO of OMO

我在这里（中欧MBA）找到了我的合伙人。创业项目启动后，InnoLab给了我们足够的支持和空间，减少了我们的试错成本，打开了我们的资源广度，我们认识了很多导师、校友、创业伙伴，收获了真实有用的建议，让我们能更专注在最核心的事情上。

I found my co-founder here at CEIBS MBA. After our project launched, InnoLab gave us the support and space we needed — reducing our trial-and-error costs, broadening our resource network, and connecting us with mentors, alumni, and founders. The advice we received was practical and genuinely useful, allowing us to focus on what matters most.

SUMMER INTERNSHIP
ANALYSIS

暑期实习分析

Market Intelligence, Data Analytics & Consumer Insights
市场情报、数据分析与消费者洞察

Projects undertaken include: Competitive Benchmarking & Market Sizing, Consumer Behavior, Voice of the Customer (VOC) & Price Elasticity Modeling, and Data Infrastructure, Business Intelligence Dashboards & Financial Modeling, etc.,

项目包括：竞争对标与市场量化，消费者行为、客户之声与价格弹性建模，和数据基建、商业智能看板与财务建模等

Business & Corporate Strategy Development
业务拓展与企业战略规划

Students work on: M&A Target Screening, Due Diligence & Deal Execution, New Market Entry & Cross-border Partnership Formation, and Long-range Corporate Planning & Business Model Incubation, etc.

实习内容：并购标筛选、尽职调查与交易执行，新市场进入与跨境合作搭建，和企业长期规划与商业模式孵化等

Product Marketing, Commercial Operations & Project Execution
产品营销、商业运营与项目执行

Key areas include: Digital Brand Building & Social Commerce Growth, New Product Launch & Go-to-market Commercialization, and Workflow Automation, Tool Development & Operational Efficiency, etc.

实习领域：数字品牌建设与社交电商增长，新品上市与商业化落地执行，和流程自动化、工具开发与运营提效等

Industry 行业		
Healthcare 医疗		32.4%
Manufacturing 制造业		24.3%
Technology 科技		16.2%
Consumer Packaged Goods 消费品		8.1%
Others 其他		19.0%
Function 职能		
Marketing / Sales 营销/销售		43.2%
Consulting 咨询		16.2%
Finance 金融		13.5%
General Management 综合管理		13.5%
Information Technology 信息技术		8.1%
Others 其他		5.4%
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*

The CEIBS MBA Integrated China Strategy Project (ICSP) provides a distinctive opportunity to explore their core strategic challenges. Guided collectively by partner companies' delegates, ICSP faculty and a professional consulting mentor, student teams jointly develop innovative, impactful and actionable recommendations.

中欧MBA综合中国战略咨询项目（ICSP）为合作企业提供独特契机，深度研判企业核心战略难题。学生团队将在合作企业代表、ICSP项目教授与专业咨询导师的协同指导下，共同产出兼具创新性、实效价值与落地性的战略建议。



EMPLOYER LIST

雇主名单

(全职与暑期实习)

(Full-Time & Summer Internship)

A
ACT Group 安晟太
AiALIGN 众互互联
Align Technology 爱齐科技
Amazon 亚马逊
AngelAlign 时代天使
Apple 苹果
B
Bain & Company 贝恩公司
Baozun 宝尊
BASF 巴斯夫
Bayer 拜耳
BeOne 百济神州
Boston Consulting Group 波士顿咨询公司
Buy Quickly 百秋尚美
ByteDance 字节跳动
D
CATL 宁德时代
Club Med Shanghai Travel 上海客美德假期
Covestro 科思创
Danaher 丹纳赫
Decathlon 迪卡侬
Deloitte 德勤
Dentsu 电通集团
E
Eli Lilly 礼来
F
Falcon Talent 北京凡尔康管理咨询
Forethought 远见咨询
Fosun Pharma 复星医药
G
GenScript 金斯瑞
Global Law Office 环球律师事务所
Google 谷歌

H
Haohan Tonghui 皓翰同辉
I
ITT 埃梯梯
L
Laofashi 老法师财务咨询
M
MATRIX 矩阵超智
McDonald's 麦当劳
McKinsey & Company 麦肯锡
Mednovo Group 迈得诺医疗集团
Medtronic 美敦力
Methanex 梅赛尼斯
Michelin 米其林
Microsoft 微软
N
Nihon PMI Partners
Nike 耐克
O
Orange Connex 橙联股份
Organon 欧加隆
P
Peet's coffee 皮爷咖啡
Pernod Ricard 保乐力加
Philips 飞利浦
Q
Qnity 启诺迪
R
Roche 罗氏

S
Seasun 西山居
Sensata Technologies 森萨塔科技
Shanghai Renfu Trading 上海壬孚贸易
Shanghai Shenyuan Architectural Design 上海申远建筑设计
Shangqi Capital 尚颀资本
Shenzhou Semiconductor 神州半导体
Shopee Express
Simon-Kucher 西蒙顾和
STADA 史达德
Standard Chartered 渣打银行
Sunlife 永明金融
Systence 上海希腾
T
TAI KANG Life Insurance 泰康人寿保险
Tencent 腾娱互动
The Walt Disney Company 华特迪士尼公司
U
United Water 联合水务
W
WEGO 威高
WeMeet 荟神科技
Worldpay 环付通
X
X+Living 唯想国际
Y
YDET 奕东电子
Ylab



郝毓鸣

复星全球合伙人、复星国际副总裁、联席CHO

复星以全球产业深耕为根基，聚焦家庭消费核心需求,持续布局健康、快乐、富足、智造赛道，全球复合型领军人才是我们扩张与发展的核心底气。中欧 MBA 学员兼具中国市场深度与全球化经营广度，擅长跨界资源整合与长期战略布局，是复星全球业务拓展的优质伙伴。我们期待持续推进与中欧的深度校企合作，共同培育引领产业变革的新生代管理者。

FOSUN 复星

谭 茜

全球战略招聘总监及亚太区域人力负责人| 金斯瑞

金斯瑞深耕全球化生物技术赛道，坚守“用生物技术使人和自然更健康”的使命，携手全球雇员共绘“成为一家伟大的公司”的愿景，将大胆的科学假设变成治愈世界的良方。中欧 MBA 学子兼具国际化视野、以及科学和商业融合的综合素养。依托 Gen-X 未来领袖计划，通过跨职能轮岗实践、前沿科研平台历练与三重导师制赋能，我们期待携手中欧，赋能产业未来。

GenScript
BioTechCorp.

施南飞

中国区总经理 | Worldpay

Worldpay 是全球支付行业的领军企业之一，我们的使命是让日常商业更高效、更便捷。在中国市场，我们成功陪伴大批企业走向全球市场，见证了它们的飞速发展。中欧国际工商学院 MBA 项目以其卓越的国际化视野和系统化培养体系，持续输送出我们团队亟需的优秀人才。我们珍视这一合作关系，并期待与中欧共创未来。

worldpay
is now globalpayments



Dennis Yan

Account Executive,
Microsoft



The CEIBS MBA has been a transformative journey that helped me turn ambition into action. I came from consulting with exposure across industries, but I wanted to move closer to where business decisions are truly made. CEIBS gave me the platform to test healthcare, pivot into technology, connect with alumni, and build relevance through the Club activities and industry projects. I am deeply grateful to CEIBS for giving me the network, perspective, and confidence to make this transition with purpose.



Jess Nguyen

BD Manager,
Michelin Engineered Polymers



I chose the CEIBS program for its unique offering: a fully English program rooted in a deeply Chinese context. The business environment is changing rapidly across industries, accelerated by the rapid development of AI, so I wanted an education that would prepare me for uncertainty and unpredictability. China has moved through a rapid development phase and is now moving into a consolidating juncture focusing on high quality economy, where the rest of the world has lots to learn from. Beyond excellent teaching in the classroom, the program also offered rich experiences including competitions, global modules, and exchanges, all strengthened by a powerful alumni network. These experiences left me inspired, exposed to diverse perspectives and ideas. There's no single answer to navigating today's business landscape, but I gained frameworks and structured thinking that prepare me for future challenges, from both macro and micro perspectives.



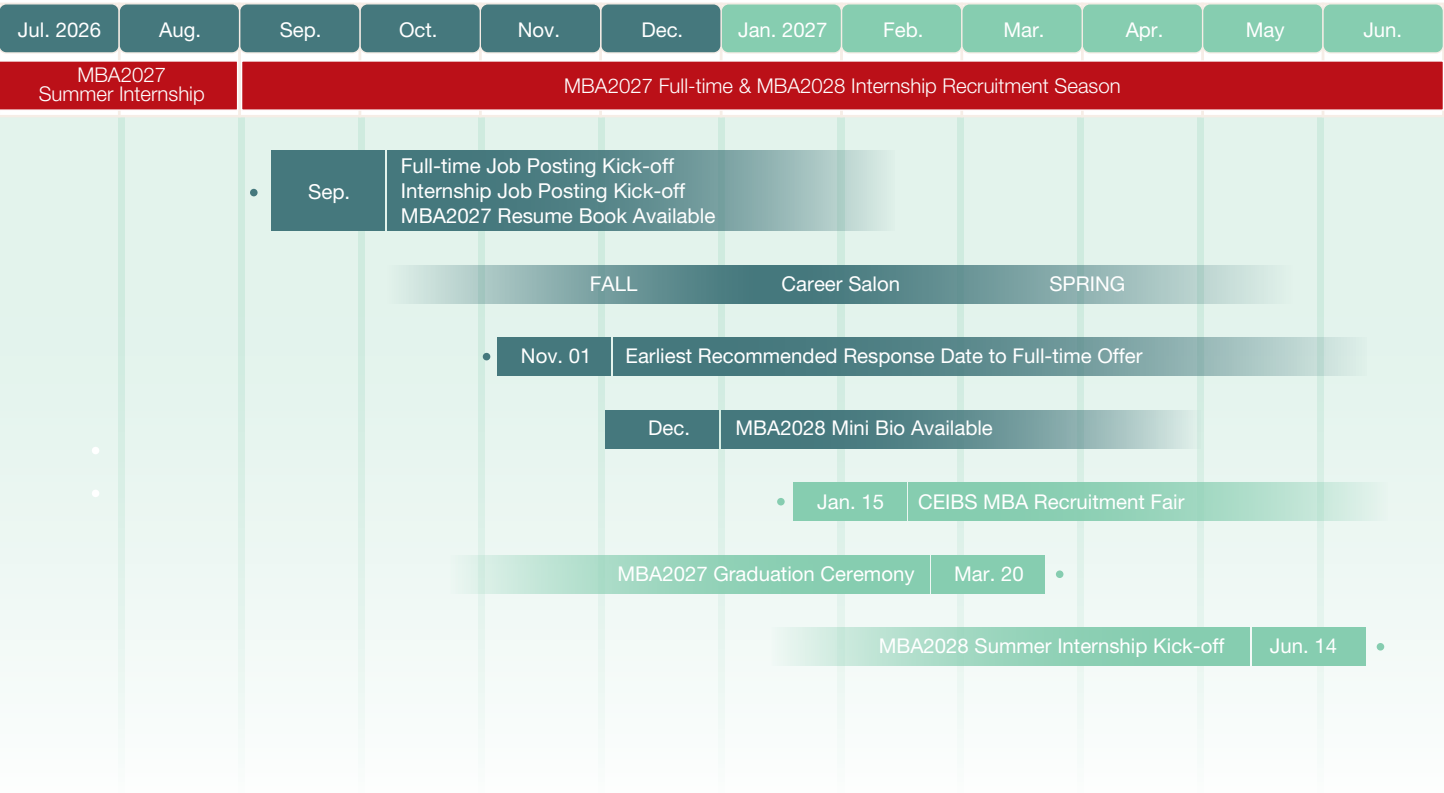
Vamshi Saranga

Senior Associate,
The Boston Consulting Group



CEIBS challenged me to think beyond functions, industries, and geographies. Coming from a healthcare consulting background, the MBA broadened my perspective through an exceptionally diverse community, global experiences, and opportunities to lead beyond the classroom. More importantly, it transformed how I approach problems—by embracing different perspectives, navigating uncertainty with confidence, and leading with empathy. CEIBS gave me a global network, lifelong friendships, and a mindset of curiosity and continuous learning that will stay with me well beyond the classroom.

RECRUITMENT CALENDAR 2026-2027 招聘日历



Shanghai
2026
~2027

CAREER DEVELOPMENT CENTRE (CDC) 职业发展中心



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
校友职业支持



LIFELONG
Career Resources
就业资源



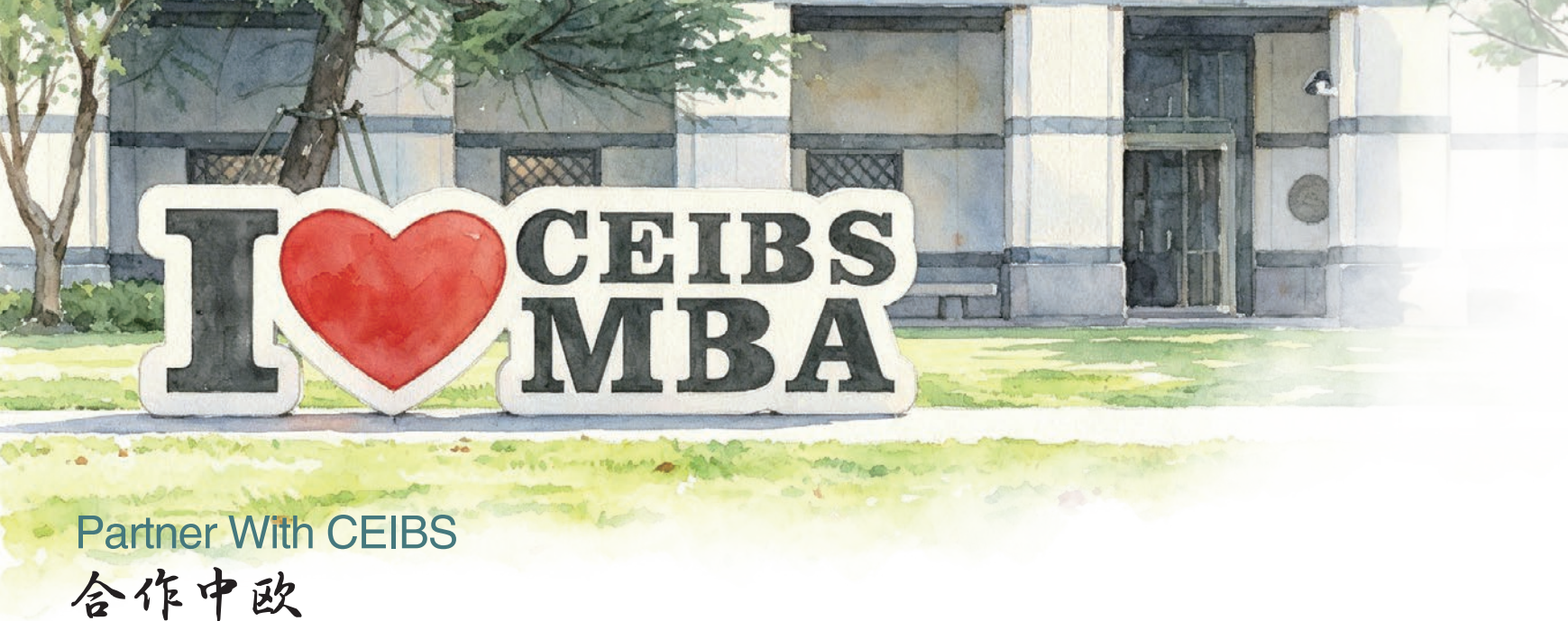
LIFELONG
Alumni Network
校友网络



LIFELONG
Entrepreneurship Support
创业支持



LIFELONG
Learning
终身学习



洞见
Insights

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

Mentor & Guest Engagement
创业导师/评委/嘉宾参与

Case Development Research
案例开发与研究

人才
Talents

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, Mini Bio, Resume Book
职位发布、简介册与简历册

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

资金
Funds

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

创新
Innovation

Innovation Co-creation
创新共创

Joint Events
活动共创

Startup Referrals
创业项目推荐

Innovation Talent Matching
创新人才对接

This report conforms to the Career Services & Employer Alliance Standards for Reporting Full-time MBA Employment Statistics

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