

CEIBS Global Executive MBA

中欧国际工商学院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL



ABOUT CEIBS



CEIBS is joint venture between Chinese government and European Union.

- Established in **1994**
- Offering the **first** MBA, EMBA & Exec Ed in the Chinese mainland



Five campuses:

- Shanghai Campus,
- Zurich Campus,
- Accra Campus,
- Beijing Campus,
- Shenzhen Campus

ABOUT CEIBS



The CEIBS Mission

To educate responsible leaders versed in “China Depth, Global Breadth”.

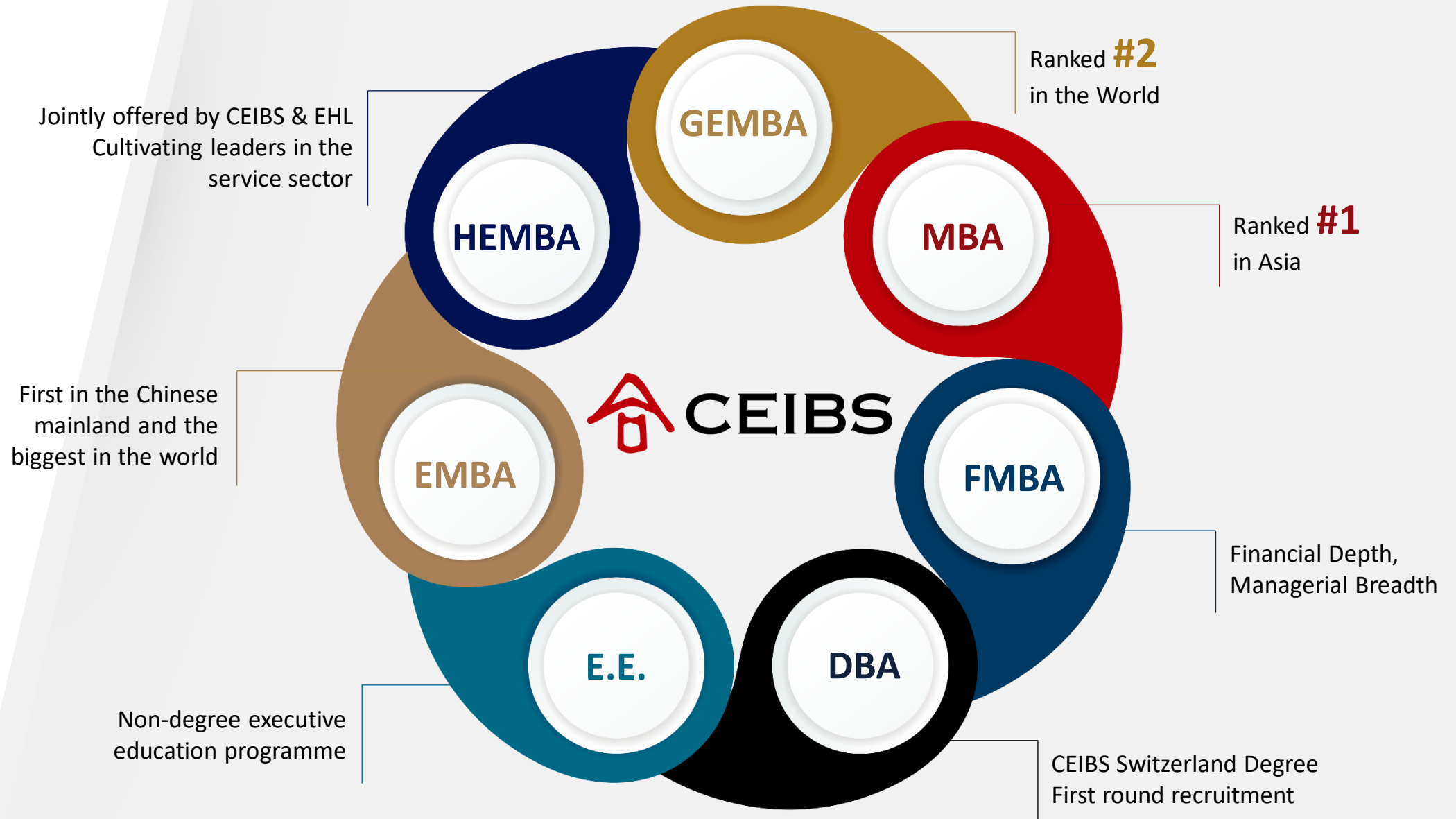


The CEIBS Vision

To become the most respected international business school in the world by linking China and the rest of the world in teaching, research, and business practice and by promoting China’s social and economic development through high-impact knowledge creation and dissemination.



About CEIBS Programmes



Renowned Scholars, Excellent Teachers



CEIBS has a faculty of **120** professors, with about **60%** foreign professors. CEIBS faculty members come from **17** countries all over the world.



Bridging the East and the West: International faculty **with vast China experience**; Chinese faculty with more than **10** years international experience.

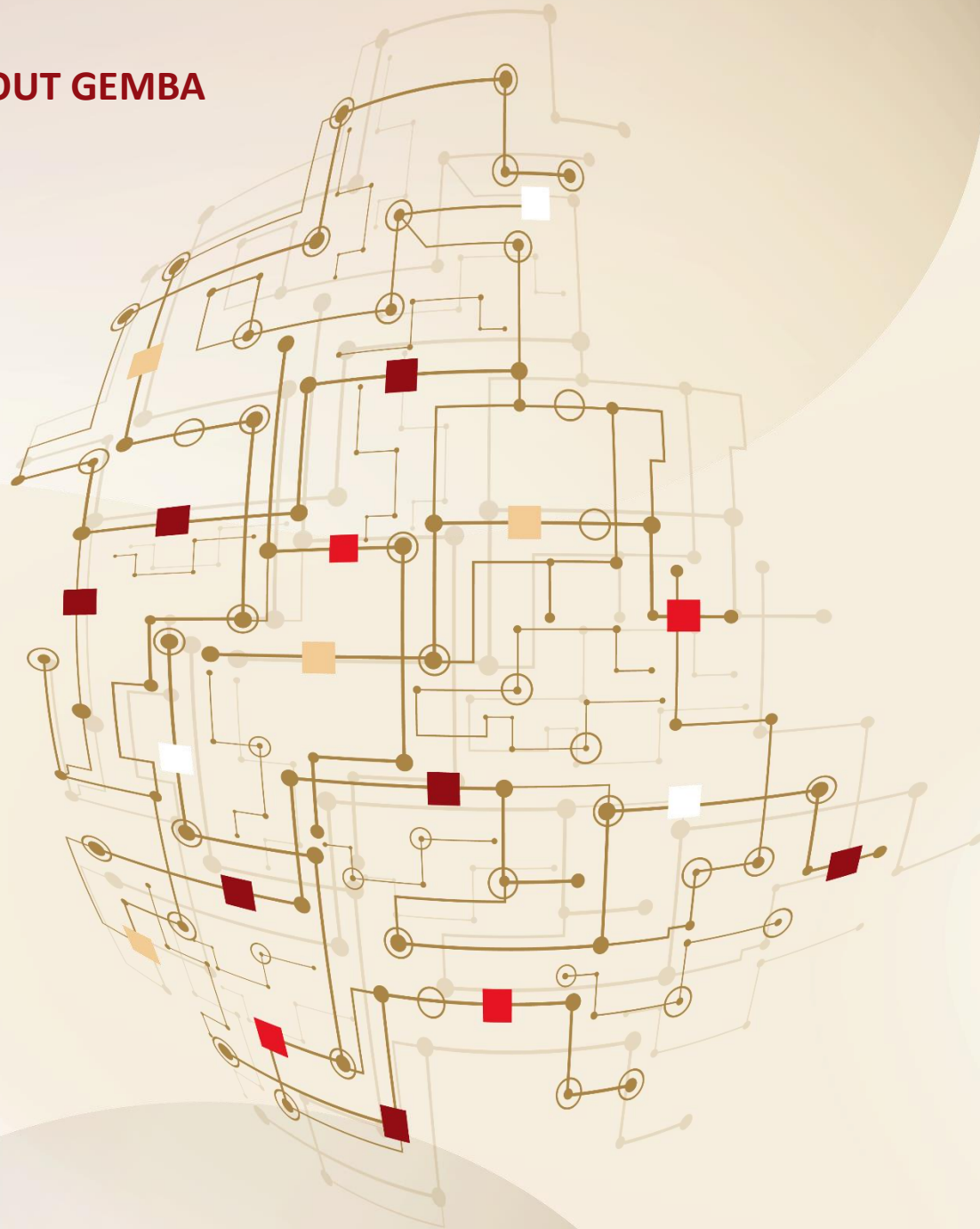


Academic significance: top ranked with **Elsevier's Highly Cited Researchers in China** for 7 consecutive years.



Taking China cases to the world: CEIBS faculty members author over **100** China-specific cases annually.

ABOUT GEMBA



A transformational global learning journey anchored in China

CEIBS Global EMBA, ranked 2nd globally, is a part-time programme that balances China Depth and Global Breadth and develops responsible global business leaders.

With modules available in more than 20 destinations worldwide, a diverse student body from over 20 countries and regions, and two integrated tracks 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 and to take their career and personal development to the next level.

CEIBS Global EMBA Ranked #2 Worldwide for Four Consecutive Years



FT EMBA
2023 RANKING

Programme at a Glance



24
Months



50
Days out of
the Office

**Flexible
Format**



16
Core
courses



20+
Global
Module
Destinations



45+
Elective
Options

4

Days every
month

8

Days every 2
months

Programme Design

CEIBS' Mission: to Educate Responsible Leaders Versed in 'China Depth and Global Breadth'.

1

Understand and be able to apply fundamental concepts from the basic domains of Economics, Accounting and Finance, as well as Marketing and Organisational Behaviour (**Functional Skills**)

2

Be able to integrate knowledge and concepts across functional areas to diagnose and solve complex business problems (**Integration**)

3

Demonstrate awareness of ethical understanding and reasoning, and the impact of their behaviors on various stakeholders (**Responsible**)

4

Understand and be able to apply leadership behavior and skills through key initiatives, effective execution, influencing, inspiring, empowering people, and managing change (**Leadership**)

5

Be able to identify and analyze the unique challenges of operating in China's business environment as an integral part of the global economy (**China Depth**)

6

Be able to identify and analyze the global issues impacting individuals and companies doing business beyond national boundaries (**Global Breadth**)



Core Courses



- Leadership Stream (3 courses)
- ESG Stream
- Economic Analysis
- Financial Reporting
- Marketing Management
- Organisational Behaviour and Managing Diversity
- Strategic Management
- Strategic Managerial Accounting
- Chinese Economy
- Corporate Finance
- Data Analytics in Decision Making
- Strategic Simulation
- Global Core Europe
- Global Core Asia

Leadership Track and ESG Track

Opening Leadership Module

- Classroom lectures
- Coaching sessions
- Peer review
- Outdoor exercises
- Self-review
- CSR

Each participant assigned an Executive Coach for the week

ESG Track
Action and Reflection I:
Shared Values, Shared Value

Mid-term Leadership Module

- Leading Change
- Leadership Within
- Team Coaching

Organizational Behavior
& Managing Diversity

ESG Track
Action and Reflection II:
Social Enterprise

ESG Track
Action and Reflection III:
Sustainable Strategy

Exit Leadership Module

- Understand your individual leadership strengths and weaknesses
- Manage conflicts through successful leadership transactions
- Develop resilience in the face of adversity
- Embrace lifelong learning to sustain your leadership performance

ESG Track
Action and Reflection IV:
Towards a Carbon-free World

ESG Plus: ESG Forum, CEIBS Executive Forums Beyond Charity, Flame Camp, company visits, and class charitable activities

Experiential Learning – China & Global

Global Breadth

Global Core – Asia

Destination: Singapore, Malaysia, Indonesia, Vietnam, South Korea & Japan

Global Core – Europe

Destination: Switzerland, France, Spain, Italy

Global Elective Modules

Global elective courses in Zurich, Milan, London, Manchester, Barcelona, Madrid, Mumbai, Bangalore, Seoul, Tokyo, New York, Sao Paulo, Accra, Czech Republic, Hungary, etc.

Global Exchange

Join online & offline course with students from top business schools in different countries

China Depth



China & the World

2.5-day course – Speakers from China, EU, US, Japan, India, SEA, representing 6 developed and emerging markets



Courses with a China Focus

Chinese Economy, Chinese business cases, Electives with Chinese EMBA & Hospitality EMBA



China Deep Dive Modules

2-day experiential learning trips in 2nd & 3rd tier cities in China

Experiential Learning – China & Global

Global
Breadth



China
Depth



Tailor your Journey from 45+ Electives



Selection of GEMBA Electives

- Raising Funds To Accelerate Growth in a Global Environment: Venture Capital, Private Equity, And IPO.
- Performance Measurement and Incentive Design of Emerging Business Models
- Data Driven Business and Generation Z Consumers
- Brand Strategy in the Digital Era
- Global Strategy
- Mergers and Acquisitions
- Rethinking Strategy for the Digital World
- Forensic Accounting and Fraud Examination
- Women Leadership

Selection of GEMBA Online Electives

- Branding Strategies for Business Success in the Age of Digital
- The Three-wave Strategy: How to Achieve Sustained Profitable Growth
- Managing Growth: Crisis and Opportunity
- AI and Machine Learning: Disruptive Technologies for the Modern Enterprise

Selection of GEMBA Electives: Experiential – Global

- Europe: UK Module, Switzerland Module, Italy Module, Spain Module
- Asia: South Korea & Japan Module, India Module, Southeast Asia Module
- Middle East: Dubai Module
- Africa: Ghana Module
- North America: US Module
- South America: Brazil Module

and other exchanged courses from top business schools



Tailor your Journey from 45+ Electives

Selection of GEMBA Electives: Experiential – China

China Deep Dive Modules – Shanghai, Suzhou, Ningbo, Guangzhou, Foshan, Chengdu, Xi'an etc.

- Digital Transformation
- Innovation and Entrepreneurship of Renewable Energy Industry
- Digital Supply Chain and Business Model Innovation
- Strategic Implementation and Organization and Talent Management (OTM)
- Innovative Therapeutics: from Start-up to World Leader
- Branding Strategy in China: from Tradition to DTC Brands

Selection of Electives by Chinese EMBA, Hospitality EMBA and other programmes

- China's Economic Transformation and Upgrading: Looking Ahead and Going Global
中国经济转型升级：走向未来，走向世界
- The Competitive Power of Enterprises under Globalization 全球化格局下的企业竞争力
- Analysis of Trending Economic and Financial Issues 当前经济金融热点问题分析
- Corporate Strategies in a Game-theoretic Framework 博弈论与企业战略
- Information Technology, Digital Transformation, and Competitiveness 信息技术、数字化转型与竞争力
- Leadership and Organizational Empowerment in the Digital Era 数字时代的领导力与组织赋能
- Selected Topics on the Art of War 国学专题-孙子兵法精华讲授)
- Gobi Leadership Module 戈壁行动领导力：理想，行动，坚持



Exchanges with Other Business Schools in Eight Countries

NUS



- AI in HRM
- ESG Strategies and Corporate Governance
- Corporate Innovation

UCLA



One-Week International Exchange:

- Five Essential Stories For Leaders
- Performance Management
- Customer Assessment and Analytics
- Emerging Technologies & Markets: Artificial Intelligence
- Mergers & Acquisitions
- New Product Development

ESCP



Paris Campus

- AI, Big Data and Data sciences
- Managing Self for Sustainable Success

Turin Campus



- Behavioral and experimental economics for business and managers
- Behavioral corporate finance and investors' psychology

London Campus



- Emerging Business Models for the Digital Age
- Digital Marketing and Social Media



IESE

Barcelona Module:



Entrepreneurship & Open Innovation

San Paulo Module:



Driving Business Success in Latin America

New York Module:



Shaping Consumer Behavior in a Global World



Mahindra



Hyderabad campus @ India

- B2B Markets
- Strategic Negotiations
- Digital Eco-Systems & Business Models
- Entrepreneurship & Innovation

Esade



Barcelona Campus

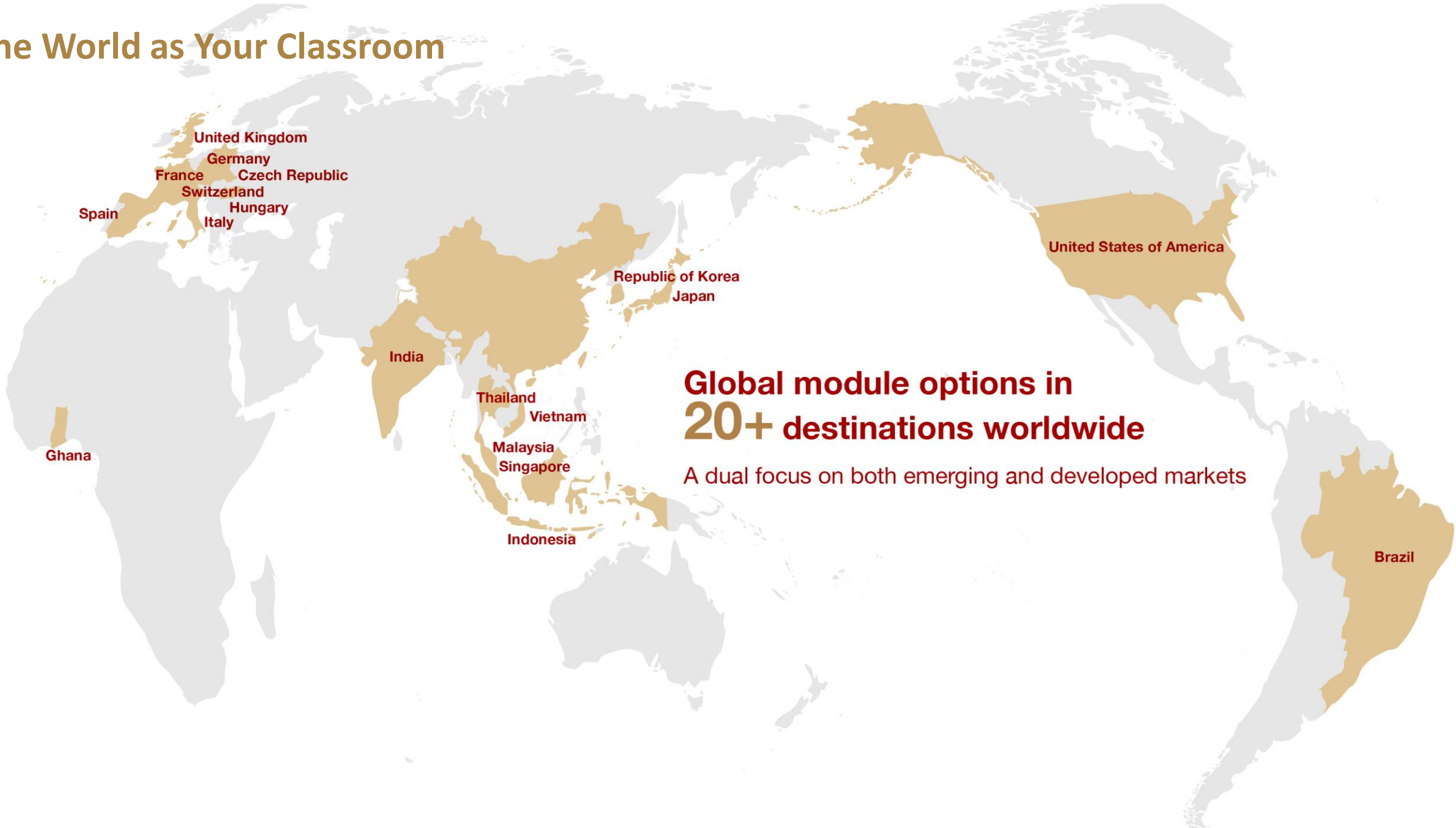
Driving Business Performance: Maps and Measures
Managing Diversity and Inclusion

Madrid Campus

- From Financial Analysis to Visualization
- Leading in Times of Crisis
- Managing Innovation & Collaboration for Growth



The World as Your Classroom



**Global module options in
20+ destinations worldwide**

A dual focus on both emerging and developed markets

Programme Structure

		Leadership Stream	ESG Track	China Depth	Global Breadth
Year One	<p>Economics Analysis</p> <hr/> <p>Marketing Management</p> <hr/> <p>Strategic Management</p> <hr/> <p>Data Analytics in Decision Making</p> <hr/> <p>Organizational Behavioral & Managing Diversity</p>	<p>Financial Reporting</p> <hr/> <p>Strategic Managerial Accounting</p> <hr/> <p>Corporate Finance</p> <hr/> <p>Mid-term Leadership</p>	<p>Opening Leadership</p> <hr/> <p>Social Enterprise</p> <hr/> <p>Sustainable Strategy</p>	<p>Shared Values, Shared Value</p> <hr/> <p>Chinese Economy</p>	<p>Global Core - Europe</p> <hr/> <p>Global Core - Asia</p>
	<p>30+ elective courses from GEMBA, EMBA, HEMBA and EE programs</p>	<p>Leadership Electives: <i>Women Leadership, Gobi Leadership, and other experiential leadership courses</i></p> <hr/> <p>Exit Leadership</p>	<p>ESG Plus <i>ESG Forum, CEIBS Executive Forums (ESG topics), Flame Camp, company visits, and other charitable activities</i></p> <hr/> <p>Towards a Carbon-Free World</p>	<p>China & the World</p> <hr/> <p>China Deep Dive Modules</p> <hr/> <p>Exchange Courses with other CEIBS Chinese programmes</p>	<p>Global elective courses in 10+ international destinations</p> <hr/> <p>15+ Exchange Courses from top business schools in different countries</p>

Capstone Project – Applied Learning

- Group research project
- 5-7 students in each group
- Takes place over the final 12 months of the programme
- Each group is assigned a faculty member as Domain Advisor
- Solution-based, blend of management theory & practice
- Using real company/industry data





CEIBS Global EMBA 2023 Cohort Profile

110

Participants

41

Average age

17

Average Years'
Work Experience

12

Average Years'
Management Experience

41%

From outside
Chinese Mainland

45%

Female

45%

Master's Degree
& above

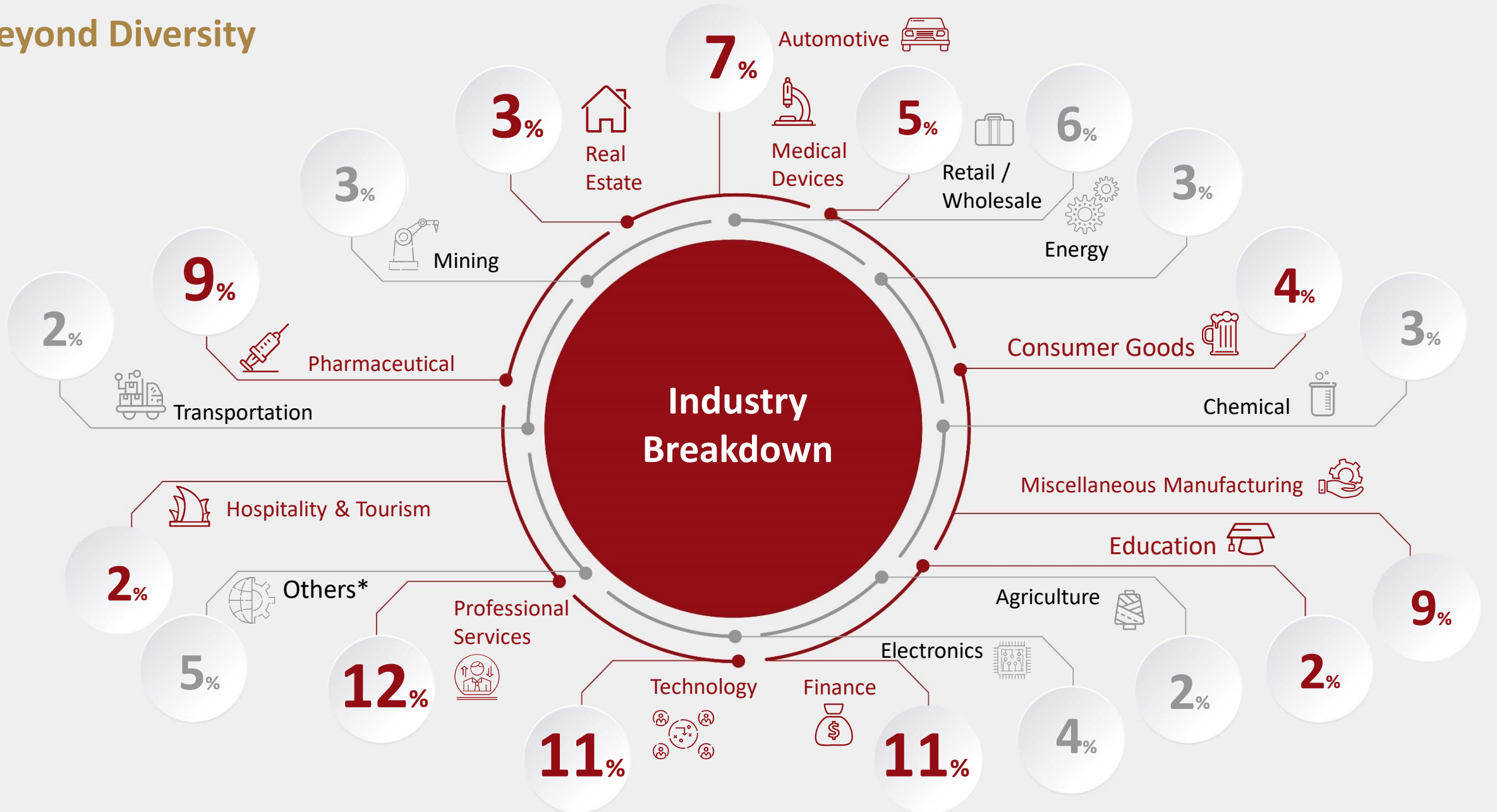
21

Countries &
Regions

30

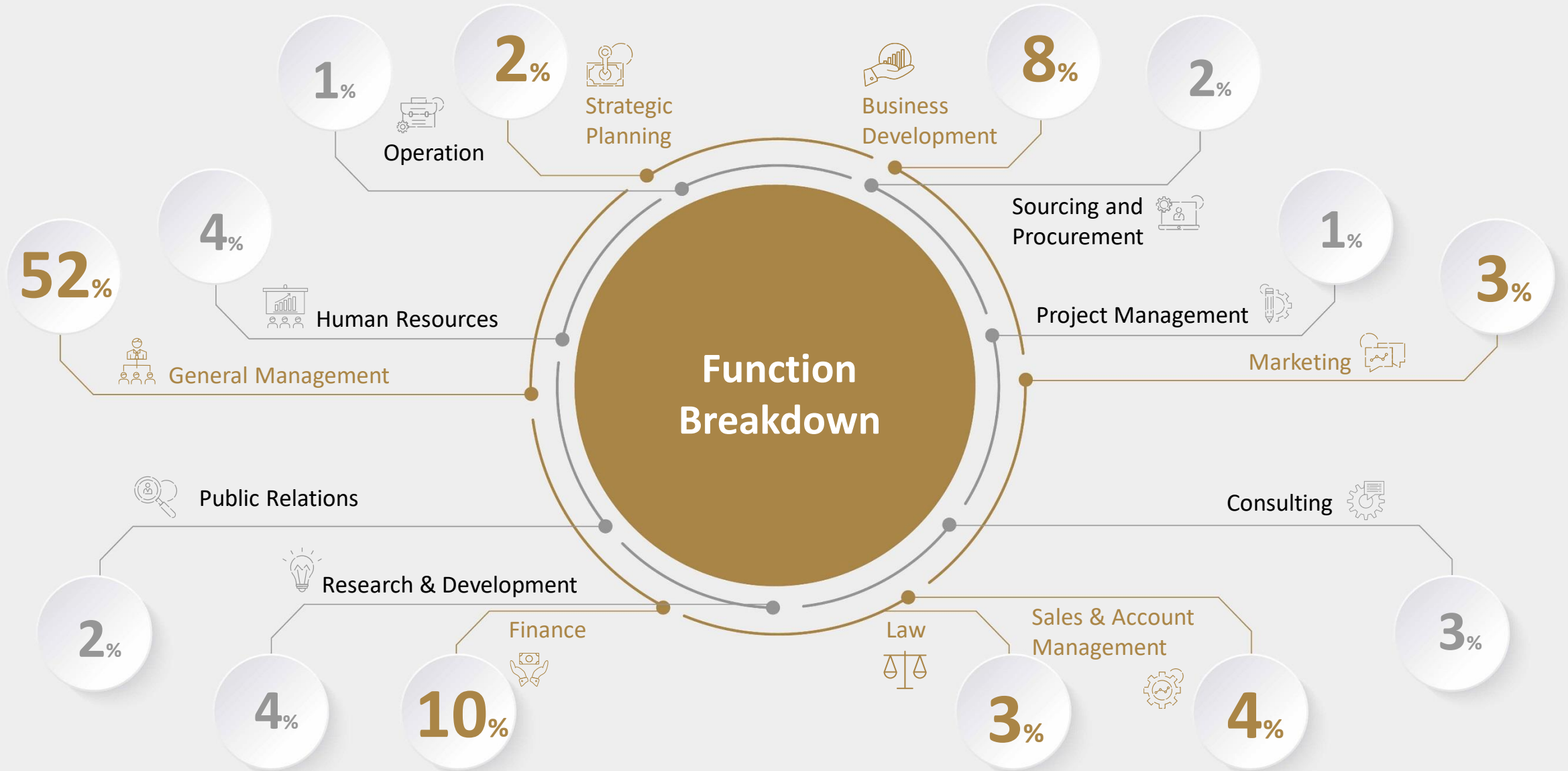
Worldwide Work
Locations

Beyond Diversity



*Environment, Government, Health Care, NGO, Publishing, Telecommunication

Beyond Diversity



8 Types of students who join CEIBS Global EMBA Programme

Chinese Executives in MNCs



Ceci Chen

Global EMBA 2015
CHC China General Manager
Sanofi

Europeans Interested in Doing Business in China



Jody Paulus

Global EMBA 2019
Managing Director (CEO)
Europlasma

Overseas Returnees with Higher Education



Li Bo

Global EMBA 2014
CEO
Moziware Inc.

Africans Interested in Knowing More About China



Uju-Uzo Ojinnaka

Global EMBA 2016
CEO & Founder
Traders of Africa

Participants from Chinese Private Companies Going Abroad



Guo Dong

Global EMBA 2015
CEO
4Px

International Executives Growing with China



Stan Zurkiewicz

Global EMBA 2009
CEO & Chairman
DEKRA

2nd Generation Taking Over the Global Business



Zoe Wong

Global EMBA 2018
Executive Director
Manwah Holdings

Asian Students Working for Chinese Companies abroad



Naidu Kanakala

Global EMBA 2018
IT Operations Director
Huawei (Nigeria)

Beyond Classroom



Heart-Warming Reunions



Deep Dive Company Visits



Deep Insights & Experience Sharing



Industry-Based & Lifestyle Clubs



Themed Parties



Gobi Challenge

Beyond Classroom

智荟中欧2024 | 高层管理论坛
CEIBS Insights 2024 | Executive Forum

Navigating Disruption and De-carbonisation: Building Resilience for the Future

Mr. Aymeric Chandavoine
Executive Vice President and President Europe,
A.P. Moller - Maersk

Prof. Frank Bournois
Vice President and Dean,
Professor of General Management and Leadership, CEIBS


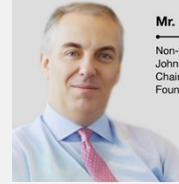


智荟中欧2024 | 高层管理论坛
CEIBS Insights 2024 | Executive Forum

Engage or Derisk ? Multinationals in Search of a New China Playbook

Mr. Pierre E. Cohade
Non-Executive Director on the Boards of
Johnson Control International, Deutsche Bank China, CEAT,
Chairman, IMA's CEO Forum for China;
Founder and Principal, Artemis Ventures

Prof. Frank Bournois
Vice President and Dean,
Professor of General Management and Leadership, CEIBS





智荟中欧2023 | 大师课堂
CEIBS Insights 2023 | Master Class

Beyond Charity Leadership with Soul

Mr. André Lacroix
CEO of Intertek, Author of *Leadership with Soul*

Prof. Bala Ramasamy
Professor of Economics, Associate Dean,
and Director of the GEMBA Programme, CEIBS



智荟中欧2023 | 高层管理论坛
CEIBS Insights 2023 | Executive Forum

Making Valuable ESG Investments

Ms. Jing Han
Senior Vice President, Greater China & Northeast Asia Region Commodities,
Industry & Facilities Division, Bureau Veritas

Ms. Fanny Zou
Vice President of
Bureau Veritas Greater China Certification Business Group



智荟中欧2023 | 高层管理论坛
CEIBS Insight 2023 | Executive Forum

数字化转型与下一代企业 Next-Generation Enterprises in the Context of Digital Transformation

胡时伟 / Mr. Shiwei Hu
第四范式联合创始人、首席架构师
Co-Founder and Chief Architect, 4Paradigm



智荟中欧2023 | 高层管理论坛
CEIBS Insight 2023 | Executive Forum

TA健康 - 动物保健的趋势与机遇 Animal Health - Trend and Opportunities

王庆 / Mr. Mike Wang
硕腾国际区高级副总裁、大中华区总经理
Senior Vice President, Greater China Cluster Lead, Zoetis Inc.



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Sensing Opportunities in the Uncertainties

Mr. Teh-han Chow
Greater China CEO
Fonterra Co-operative Group



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CEIBS Insight 2023 | Executive Forum

Brewing Change: Budweiser APAC's Journey on Digital Transformation

Mr. Jan Craps
Co-Chair & Chief Executive Officer of
Budweiser APAC,
APAC CEO of AB InBev



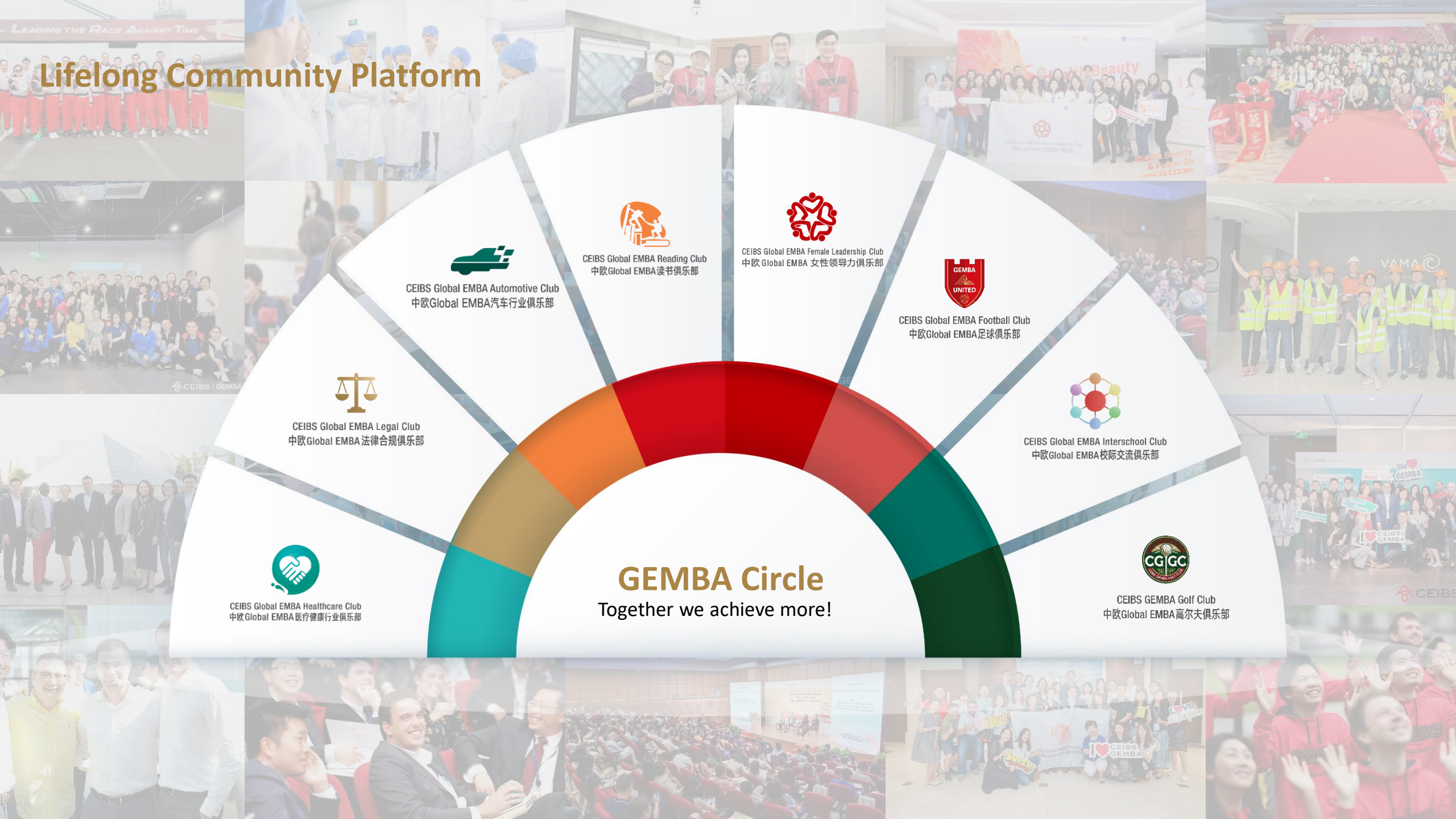
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Beauty Beyond, at the Dawn of New Era

Mr. Fabrice Megarbane
President - North Asia Zone &
Chief Executive Officer L'Oréal China



Lifelong Community Platform

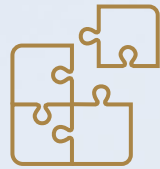


Application Criteria



Global Mindset

A global perspective and commitment to diversity and inclusion.



Ability to Contribute

Open-mindedness and an enthusiasm for learning; Willingness to contribute in the classroom environment.



Supportive Platform

A highly committed organisation that allows you to take time off work to attend classes; financial sponsorship by your company is not obligatory.



Academic Ability

Undergraduate university degree or above; Strong command of both written and spoken English.



Management Experience

Minimum of 8 years' work experience with 5 years in managerial positions (You are welcome to contact us for an assessment of your experience.)



Leadership Potential

Maturity, initiative, strategic vision and a consistent career progression that demonstrates potential for continued growth and leadership roles in the future.

Application Process



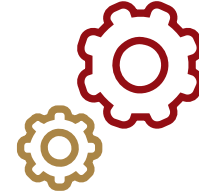
Application

Application form;
2 Recommendation letters;
Org. Chart; 4 Essays;
Educational degrees



Admission Test

Executive
Assessment



Admission Interview

1 Professor +
1 Alumnus



Admission Decision



Application Deadlines 2024 – the next cohort starts in November 2024

January 13th

April 6th

June 22nd

September 8th

CONTACT US



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www.ceibs.edu/gemba



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