

LEARN MORE AT
www.ceibs.edu/mba



CEIBS MBA | The Gateway to Your Future

www.ceibs.edu/mba



MBA WeChat



MBA Website

Apply

MBA Admissions Office

China Europe International Business School

699 Hong Feng Road, Pudong

Shanghai, 201206, PRC

Tel: (86 21) 2890 5555

Fax: (86 21) 2890 5200

Email: admissions@ceibs.edu

Website: <http://www.ceibs.edu/mba>

Shanghai Campus
18 or 12 Month Options
Full-Time English Programme

Enrolment Consultation
(86 21) 2890 5555
admissions@ceibs.edu

Application Deadlines:
1st Round 2019.11.13
2nd Round 2020.01.15
3rd Round 2020.03.25

Shanghai...connect yourself to China, connect yourself to the world.

Making the move to Shanghai could be the first bold step in shaping your global career. The city, with its elegant past, is now leading the 21st century as the world's most dynamic metropolis. Shanghai is home to many of the world's best multinational companies and leading financial institutions and is destined to soon become the undisputed commercial, logistical and financial hub of Asia.

Following this trend, in the last decade, numerous companies and organisations have recognized the importance of maintaining proximity to the world's largest consumer market - one with 1.4 billion+ consumers - and have relocated their headquarters to Shanghai from cities such as Hong Kong and Singapore. This makes Shanghai not only the ideal launching pad into China, but also the ideal springboard for a global career with leading multinational firms.

Shanghai is the place to experience life in "fast-forward". To witness first-hand the power of cutting-edge ideas being put into practice, and to closely observe the challenges and opportunities that come with rapid growth and globalization. The city's virtually endless choices of cultural and entertainment activities, combined with Shanghai's international atmosphere, will push your senses and curiosity to their limits.



Plug into and access virtually endless opportunities

through China's largest and most prestigious network of 22,000+ alumni, including more than 3,000 CEOs



Large offering of scholarships available

Put yourself at the centre

of an action-oriented curriculum customised to your needs



Excellent value for money

and rapid ROI when compared to European and U.S. schools

WHY A CEIBS MBA?

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



Unmatched understanding of Chinese

and Asian business in a truly global context



Experience Shanghai

the 21st century's emerging global city and gateway to Asia - an ideal launching pad for a global career

Vital exposure

to the world's largest and fastest growing market of more than 1.4 billion consumers

Access to 40+ top-tier exchange programmes worldwide

including Wharton, Kellogg, LBS, INSEAD, Stern, Booth, IESE, Rotman, Darden, Ross, HEC



Differentiate yourself

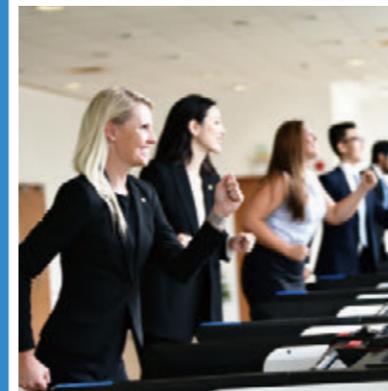
after you graduate with an internationally recognised degree COMBINED with valuable China know-how

First rate international faculty

with proven China experience

Accomplish your dream

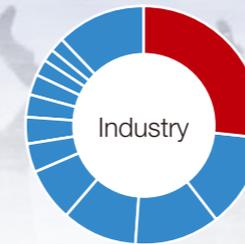
and fund your business idea through a wealth of entrepreneurial resources



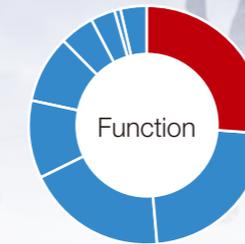
STUDENT PROFILE

Your Peers

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



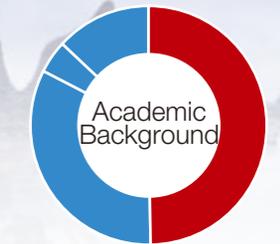
- 26.7% Financial Services
- 12.8% Technology
- 11.6% Manufacturing
- 10.5% Consulting Services
- 7.0% Healthcare (Including Products and Services)
- 4.1% Government / NGOs
- 3.5% Media / Entertainment
- 2.9% Consumer Products
- 2.9% Petroleum / Energy
- 2.3% Retail / Trading
- 1.7% Real Estate
- 1.7% Logistics
- 12.3% Others



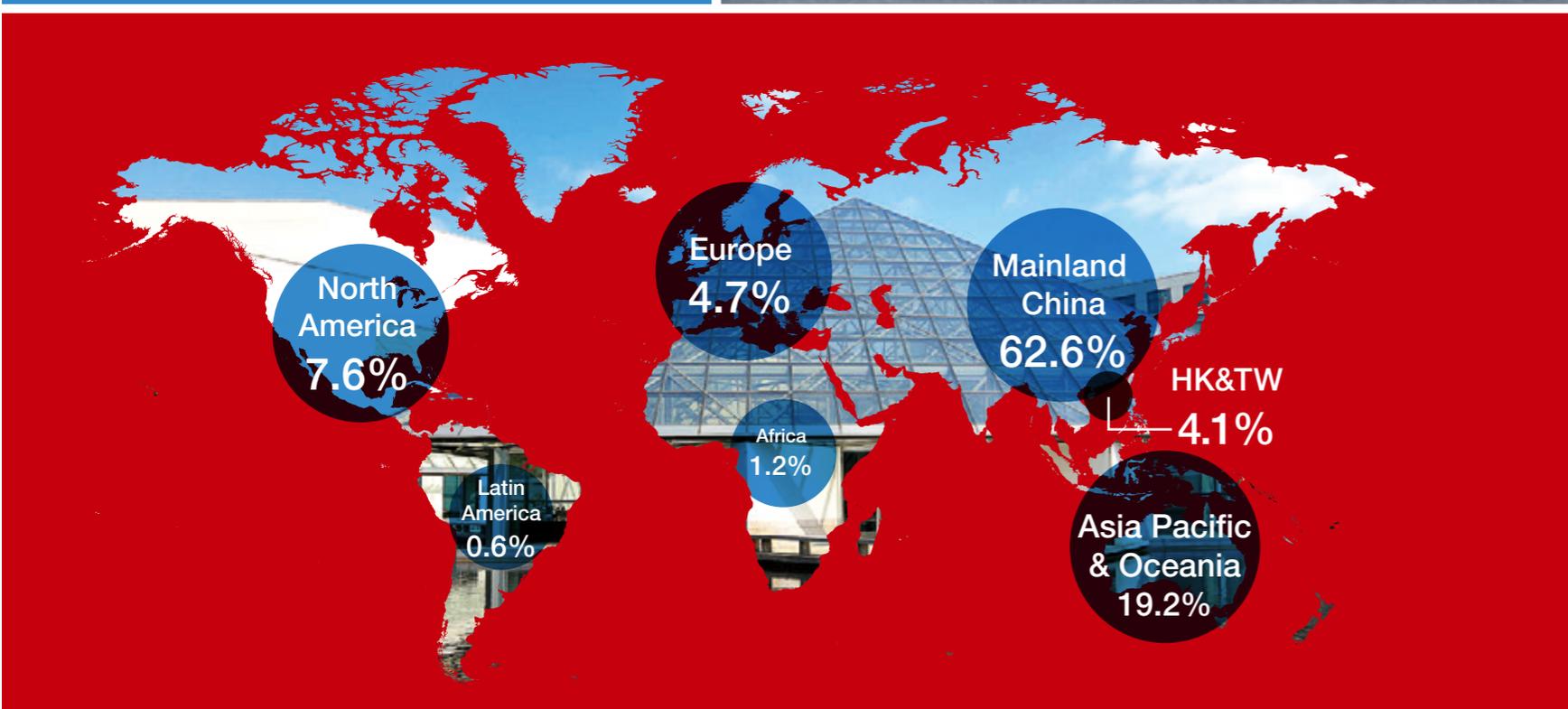
- 26.2% Finance / Accounting
- 22.7% General Management
- 19.2% Marketing / Sales
- 10.5% Operation / Logistics
- 9.3% Consulting
- 4.7% Information Technology / R&D
- 3.4% Entrepreneur / Owner / Partner
- 0.6% Human Resources
- 3.4% Others



- 26.2% <=3 years
- 33.1% 4-5 years
- 26.2% 6-7 years
- 14.5% >=8 years



- 50.0% Business & Management
- 32.6% Science & Engineering
- 4.7% Language & Arts
- 12.7% Others



MBA 2018

David Gan

*Forbes 30 Under 30
Managing Director
Huobi Labs*

In line with the school motto of "China Depth, Global Breadth", CEIBS has helped me to bridge my understanding of Asia and the West. I was able to collaborate with diverse industry leaders in the classroom. But more importantly, I graduated with friendships that will last a lifetime. As CEIBS has given me a great platform to unleash my potential, I very much looking forward to sharing in the success of my peers.



MBA 2019

Jiang Yue

*Consultant
Bain & Company*

Making a career switch across industry, function and geography is no easy feat and I could never have managed to successfully achieve this without the platform and support provided by the CEIBS MBA programme. China is increasingly becoming a market that no business can ignore and CEIBS' mantra of "China Depth, Global Breadth" is exactly what drew me to the school. Throughout the 18 months, the MBA has consistently delivered on this motto. From company visits across different cities in China, to international innovation study trips and exchange opportunities with other top global business schools, the MBA stretches candidates and allows them to see the extent of what is truly possible and what they can achieve.



CAREER DEVELOPMENT SUPPORT



The Career Development Center (CDC) offers a comprehensive programme to support you in your career development from the day you arrive at CEIBS. You are encouraged to fully leverage all of the school's resources to help you achieve your career objectives. From setting goals and your job search strategy, to sharpening your interview skills and exploring career opportunities, CDC is here to support you with tools, trainings, platforms and guidance.

**Professional Development
Sharpen Your Skills**

- Resume Writing
- Interview Training
- Offer Management
- Executive Coaching
- Career Mentoring
- Peer Coaching
- Alumni Sharing

**Understand Your Value
Set Your Goals**

- Career Development Programme
- Self-Assessment Tools
- Individualised Counseling
- Career Exploration Day / Industry Sharing by CDC consultants

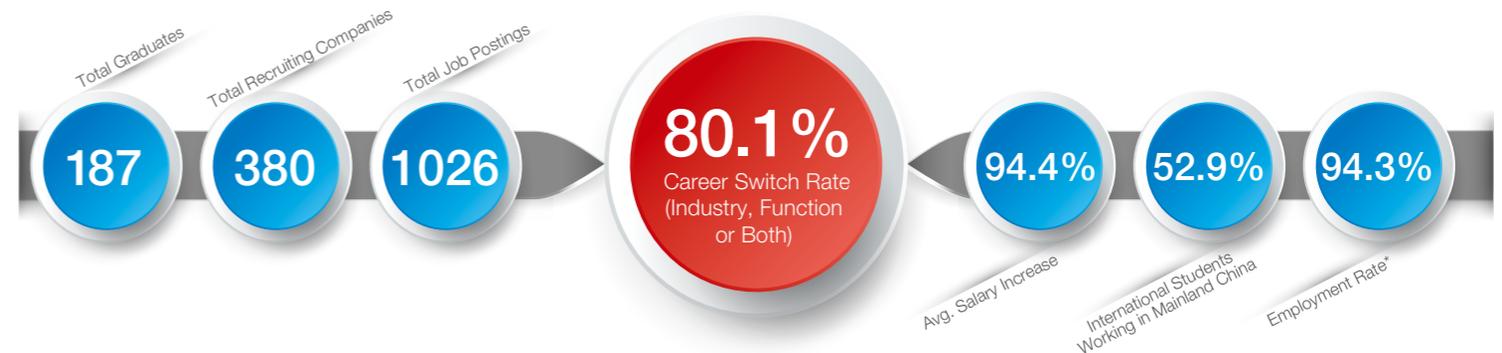
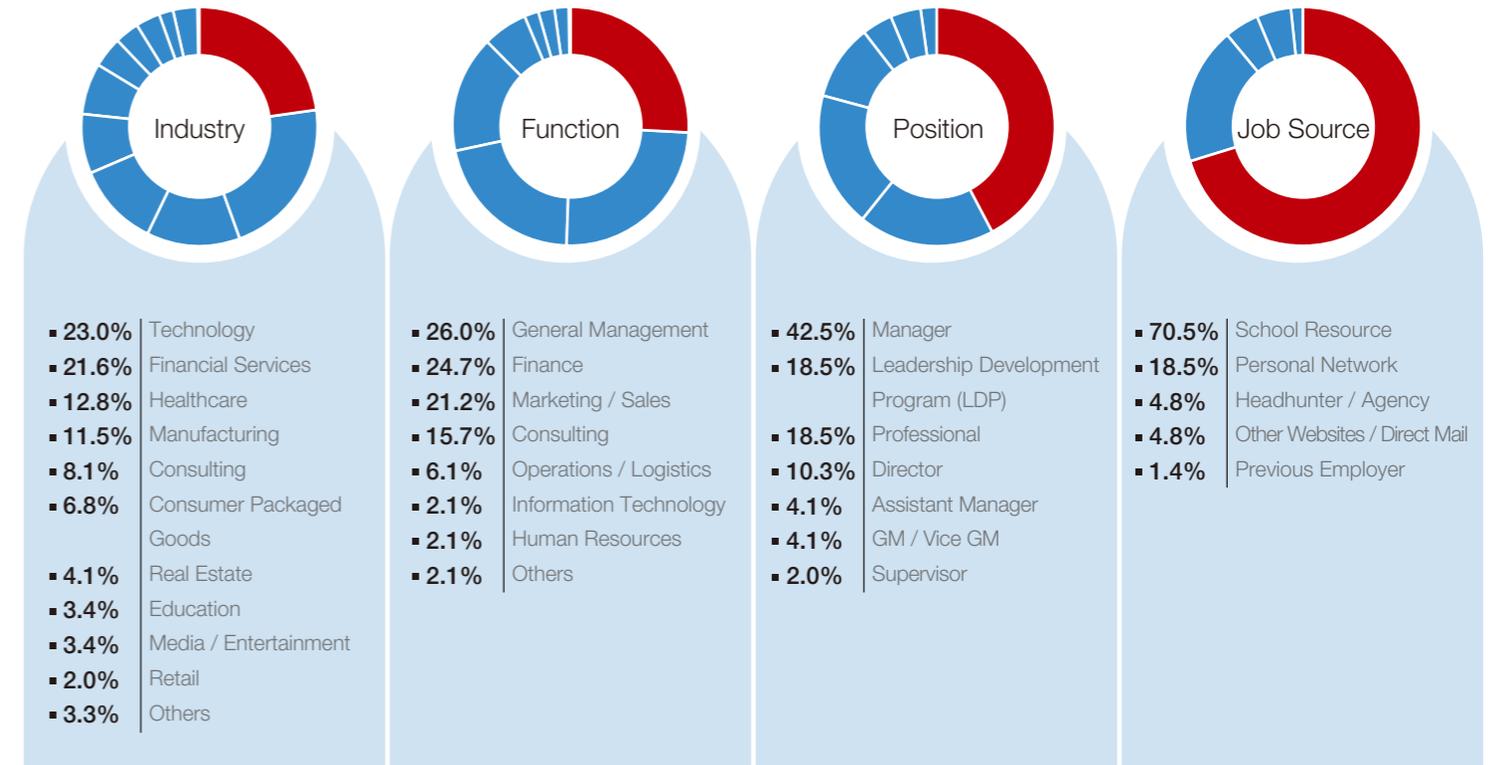
Take Action

- Projects
- Case Competitions
- Summer Internship
- Full-time Job Search

**Explore Your Options
Build Your Network**

- Job Fairs
- Market Exploration Treks
- Industry Mixers
- Campus Talks / Company Site Visits / Open Days
- CDC Signature Event
- Professional Club Events
- Reciprocity Partnership

MBA 2019 Placement Highlights



*As of 3 months after graduation



TOP 1

+

TOP 1

COORDINATED DEGREE PROGRAMMES

CEIBS offers three Coordinated Degree Programmes with leading universities in the United States. A Coordinated 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

Master of Public Health (MPH)
The Bloomberg School of Public Health
Johns Hopkins University, Baltimore, Maryland

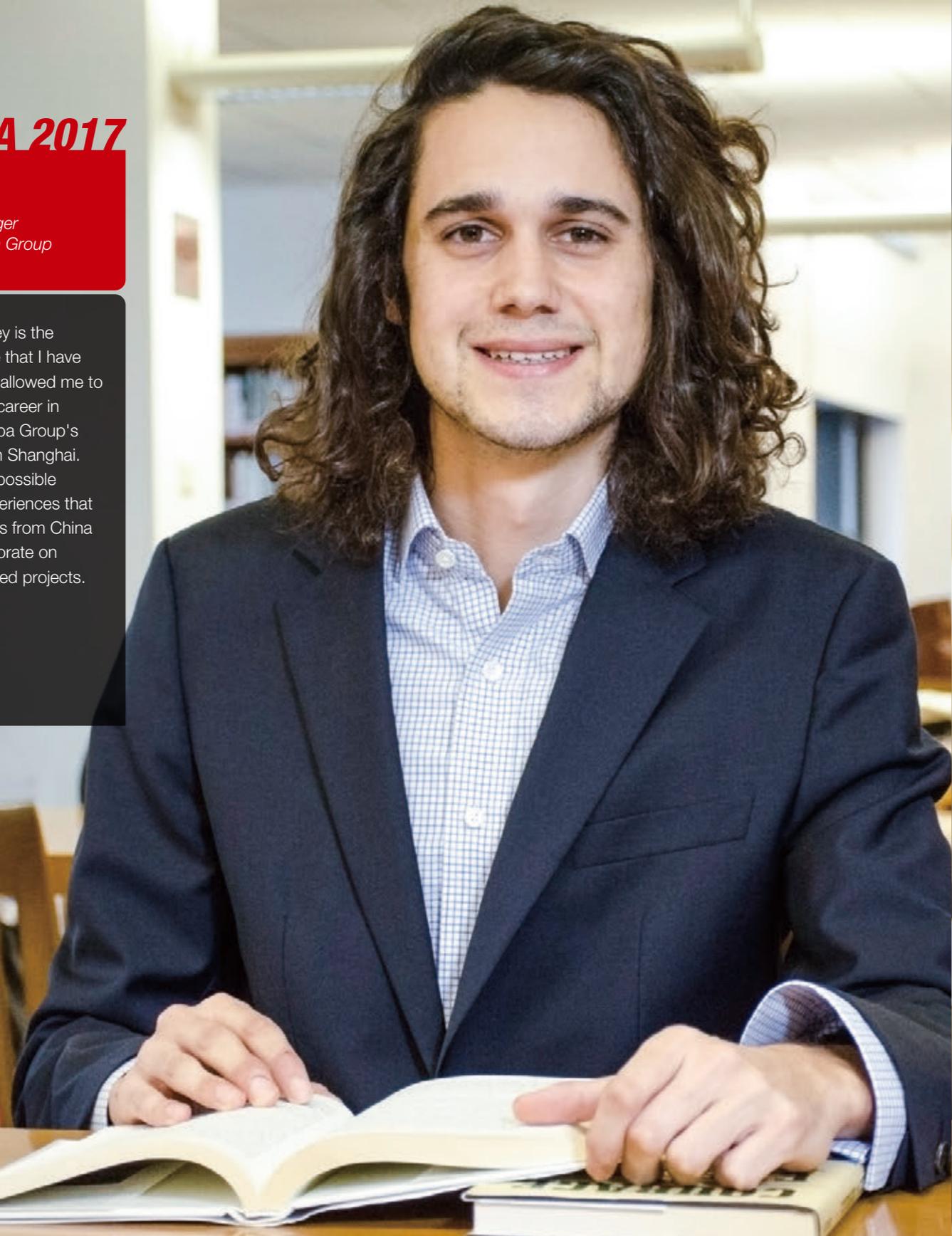
Master of Management in Hospitality (MMH)
Samuel Curtis Johnson Graduate School of Management
Cornell University, Ithaca, New York

MBA 2017

Diego Garcia

*Senior Product Manager
Ant Financial / Alibaba Group*

The CEIBS MBA journey is the steepest learning curve that I have experienced to date. It allowed me to switch from an FMCG career in London to one in Alibaba Group's Global Strategy team in Shanghai. The switch was made possible through a series of experiences that brought together talents from China and overseas to collaborate on global and China focused projects.



MBA 2019

Valentina Kaledina

*Business Development Manager
Castbox*

During my time at CEIBS, I grew a lot from working in teams of international students. This exposure was very helpful for my career, as I joined a very global team after graduation. My classmates are helping me to grow Castbox's business in the USA, Europe, India and Asia by introducing me to relevant business contacts. As the VP of CEIBS MBA Media and Entertainment club, I was exposed to many nuances of modern media and creative industries, all of which I continue to leverage in my new role.

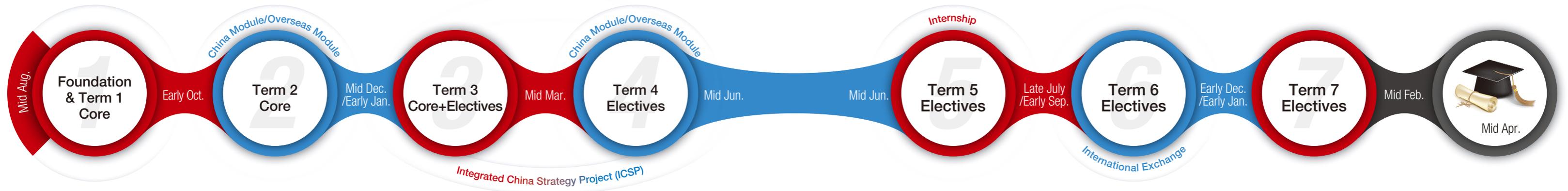


MBA PROGRAMME OVERVIEW



Concentrations

Students can opt for a general management focus or specialise in up to two concentrations in Finance, Marketing, Entrepreneurship or Digital Business by taking elective courses as required.



CEIBS MBA 2019 YOUR TEACHERS & MENTORS

With approximately a third of our faculty originating from the U.S, a third from China, and a third from Europe and 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 center of Asia. Each year, CEIBS professors publish numerous China related business cases, and contribute to scholarly journals and publications in various fields.

Our professors hold PhDs from prestigious schools such as:

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

Visiting Leaders

The CEIBS Visiting Leaders are globally recognised 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.



◀ **Nobuyuki Idei**
Former Group CEO and Chairman of Sony Corporation



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



◀ **Richard Thoman**
Former President and CEO of Xerox
Former CFO of IBM



◀ **Felix Sutter**
Former Partner, Head of Asia Business Group at PwC Switzerland



Mentoring Programme

This mentoring programme is designed to assist you in gaining knowledge and skills that are not necessarily accessible in the classroom, and to prepare you to effectively re-enter the job market after graduation. The programme teams up to three MBA students with an experienced alumni or EMBA student mentor and receives excellent reviews from our students. Many students build long-lasting friendships with their mentors, helping them to better immerse themselves into the local business landscape.

MAKE THE DECISION

- How to begin the admissions process

Admission Requirements

1. Bachelor's degree or its equivalent
2. A minimum of two years work experience
3. GMAT, GRE or CEIBS Admissions 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 / CEIBS Admission Test score etc., will all be considered in the decision making processes.

What We Are Looking For

Proven Academic Ability + Excellent Career Potential + Language Competence + Good Fit with CEIBS Culture, Values and Needs

How to Apply

- Submit a completed online application through: <https://application.ceibs.edu/MBAApplication/welcome.jsp>
- Send official GMAT/GRE score report to CEIBS (CEIBS GMAT Code: MDQ-HH-39. CEIBS GRE Code: 3654)

For those who choose not to take the GMAT or GRE, we offer you the alternative of taking the CEIBS Admission Test. The test is similar to the GMAT, except it is paper-based and does not contain the AWA and IR sections found in the GMAT. The CEIBS Admission Test for MBA 2022 will be administered in Shanghai, Beijing and Shenzhen on:

Test Date	Test City Offered
Feb. 9, 2020 (Sun)	Shanghai, Beijing, Shenzhen
Apr. 11, 2020 (Sat)	Shanghai, Beijing, Shenzhen

Enrolment

The CEIBS MBA programme has one intake each year, with three sections of approximately 60 students. The MBA 2022 school year will kick off in August 2020.

Admission Rounds and Deadlines for MBA 2022

Round	Application Deadline	Decision By
1	Nov. 13, 2019	Dec. 20, 2019
2	Jan. 15, 2020	Mar. 20, 2020
3	Mar. 25, 2020	May. 22, 2020

Financing Your Studies

CEIBS MBA programme offers a rich and diversified scheme of financial aid to qualified candidates, both domestic and international. Financial aid includes: merit-based scholarships, diversity-based fellowships, a needs-based education fund, company sponsored scholarships and social finance loans.

Our Financial Aid Office is here to help you finance your MBA studies. Backed by the large amount of financial aid offered in 2019, more than 1/3 of MBA 2021 students received scholarships or fellowships covering 20-100% of their tuition fees. In addition to this, about 30% of MBA 2021 students received loans covering 25-100% of tuition fees.

Application Fee (non-refundable)

Chinese Applicants (including Hong Kong, Taiwan, and Macau): RMB 1,000
International Applicants: USD 180

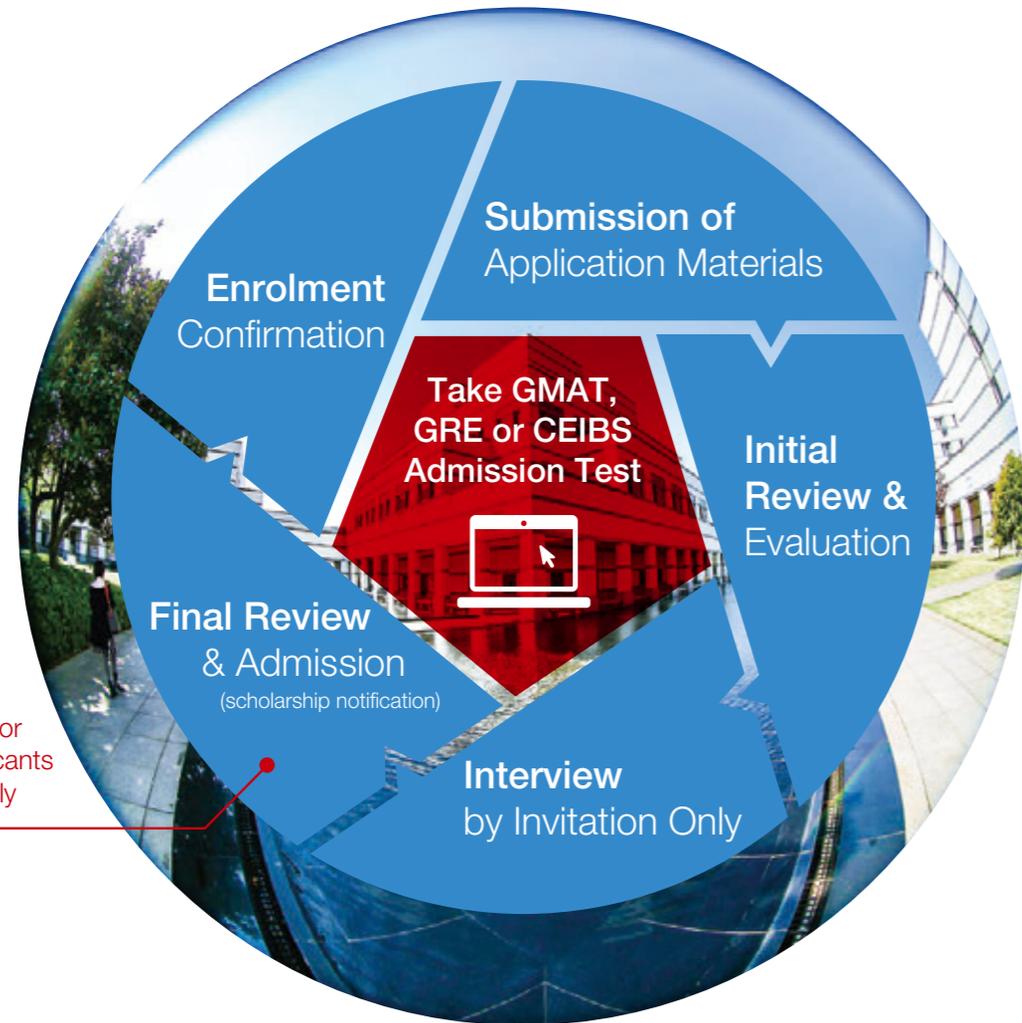
Tuition Fee

Tuition for the MBA 2022 class has not been published; please check the website for latest updates.
For reference only, the MBA 2021 tuition was RMB 428,000 (est. USD 63,000)



APPLICATION & EVALUATION

CEIBS MBA 2019 Graduation Ceremony
April 13, 2019



Feedback Session for Unsuccessful Applicants who want to re-apply

GLOBAL FROM INCEPTION

Sino-EU
Joint Venture

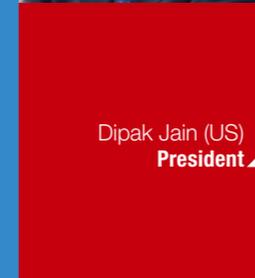
CEIBS is a non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Union. Currently, CEIBS has campuses in Shanghai, Beijing, Shenzhen, Zurich and Accra (Ghana). CEIBS consistently ranks within the top-20 business schools in the world and is one of the leading business schools in Asia.



Li Mingjun (China)
▲ President



Ding Yuan (France)
▲ Vice President & Dean



Dipak Jain (US)
▲ President



Zhang Weijiong (China)
▲ Vice President & Co-Dean

