

# CEIBS

## A Marvelous Sino-European Cooperative Journey

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## Establishment



- ❑ Founded in 1994
- ❑ China's only business school with government-level collaboration

## A pioneer of management education provider in China



A new wave of economic development since 1992



Ground breaking for the main campus in 1997

- One-way knowledge dissemination from abroad
- None-Chinese speaking faculty, mainly from Europe

## To satisfy the new management education needs in China



- More global business exchanges
- China's economic transition
- ✓ Shanghai - international financial center
- ✓ Booming service industry
- Chinese companies going global
- More MNCs focus on China market

One-way knowledge dissemination



knowledge dissemination and  
**knowledge creation**

Educating business leaders in  
China for the world



Educating business leaders  
**in the world for China**

# Educating business leaders in the world for China



Zurich



Beijing



Shanghai



Accra



Shenzhen

MBA

Global  
EMBA

- 45% int'l
- More than 10 African students

EMBA

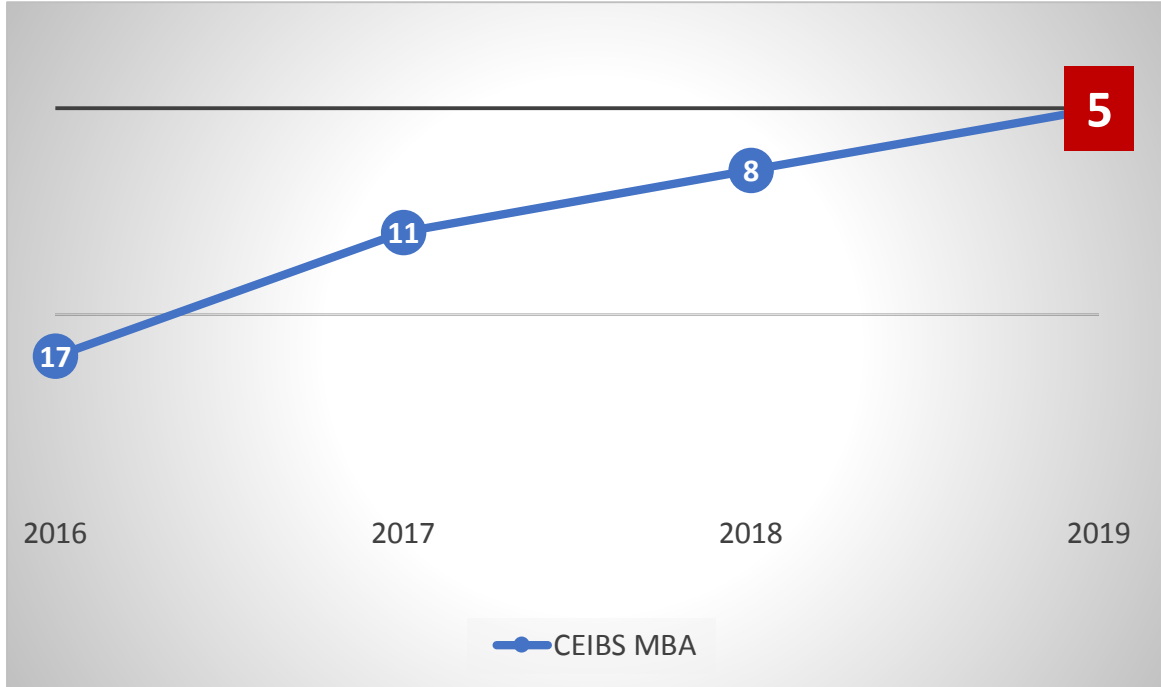
Hospitality  
EMBA

Joint degree  
with EHL

Finance  
MBA

Executive  
Education

## CEIBS MBA *FT* Ranking since 2016



**FT.com** Global MBA Ranking 2019  
FINANCIAL TIMES FT.com Business School Rankings

1. Stanford Graduate School of Business
2. Harvard Business School
3. Insead
4. University of Pennsylvania: Wharton
5. **Ceibs**
6. London Business School
7. University of Chicago: Booth
8. MIT: Sloan
9. Columbia Business School
10. University of California: Berkeley

## China Expert

- In-depth analysis of China's business practices



[What's Behind China's Slowdown?](#)

April 04, 2019



[Leveraging China for Global Innovation](#)

June 04, 2019

- About **20** research centers and think tanks

Lujiazui  
Institute of  
International  
Finance

Centre for  
Globalisation  
of Chinese  
Companies

CEIBS Centre  
for Wealth  
Management

and more

- Global Platform of China Cases

[www.chinacases.org](http://www.chinacases.org)

1300+ China focused cases

- Various publications



## Collaboration with business schools around the world

### MBA

- 3 double degree programmes
- Int'l exchange with 40 partner schools

### Global EMBA

- 8 Global Elective modules delivered in 8 countries
- Code sharing

### EMBA

- 20+ overseas modules

### Hospitality EMBA

- 5+ Global Electives

### Finance MBA

- London module
- and more

### Executive Education

- Global CEO
- Industry Programme
- Entrepreneurs Camp



## China Immersion Programme

- ❑ Global MNCs' China Module
- ❑ Partner business schools' China module



Thank you!

聚焦中国 贡献世界  
China Essence Global Significance

