



中欧國際工商學院

中国深度 全球广度
CHINA DEPTH GLOBAL BREADTH

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

International Development Team, Nov 2019

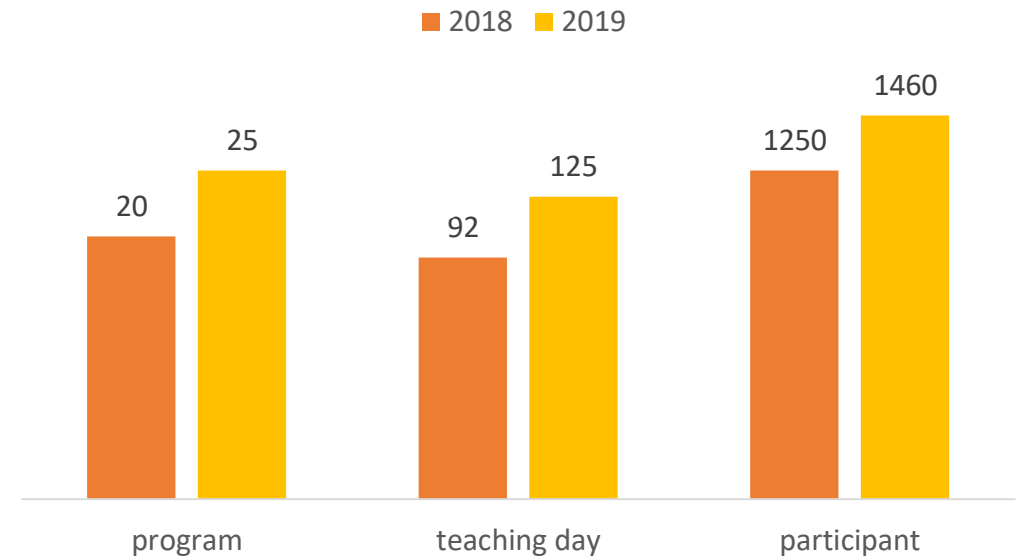
CHINA IMMERSION PROGRAMME

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



CIP | NUMBERS

In 2019, CEIBS achieves increase in programs, teaching days, and participants.



WHO | PARTNERSHIP MAPPING



HOW | MODELS



Fully coordinated by CEIBS

Week-long modules tailored with CEIBS faculty/company visit/panel discussion



Co-designed with partner schools

Courses prepared and delivered by faculty from both sides



Trial as a major component

Integrated into the China Module of the partner schools, contribute on certain required topic



HOW | THREE DESIGN PILLARS

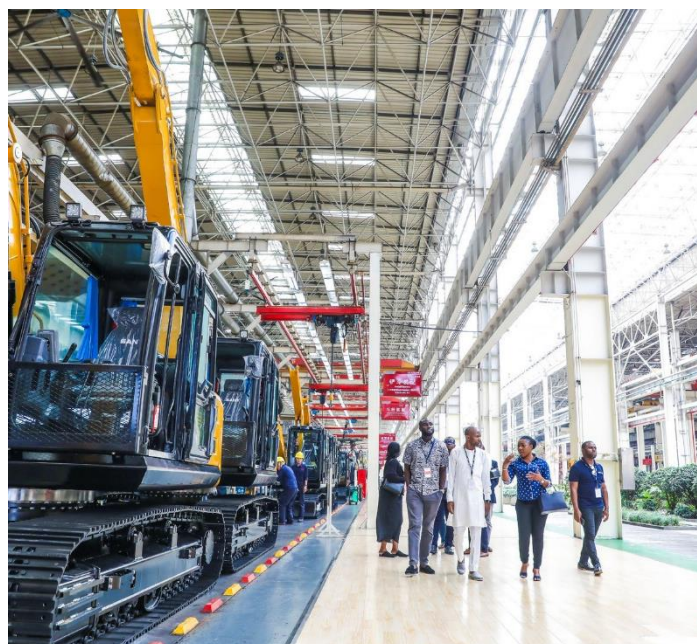


China Focus Lectures

01

- Understanding China's economy
- Marketing with Chinese Characteristics
- Talent Management in China
- Innovation in China

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Teaching and Research Bases

02

- Listed Private enterprises
- SOEs
- Start-ups
- MNCs/Private foreign companies

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Panel Discussion

03

- Co-Founder of ThingWorks
- CEO of Saimen Group
- Head of the BMW Technology Office China
- G4A – Program Director of Bayer China

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AND | MORE THAN CIP

Program Collaboration

- ❑ From one-way to exchange
- ❑ Integration with more degree programs
- ❑ International CSP



Participants Connection

- ❑ Involve CEIBS students and alumni
- ❑ Monthly newsletter distribution
- ❑ International events engagement

