

China Europe International Business School: A Global Partnership

Presentation to Fourth IBSS Conference

Dean John Quelch

October, 2012

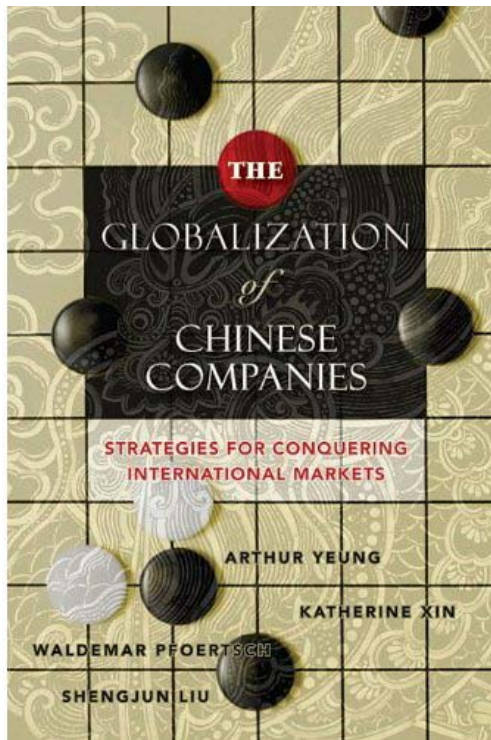
jquelch@ceibs.edu

CEIBS Vision, Mission, Values

中国深度
全球广度
Global Breadth
China Depth

- **Vision:** To Be The Most Respected International Business School
- **Mission:** To Educate Responsible Leaders Versed In China Depth And Global Breadth
- **Values:** Conscientiousness, Excellence, Innovation

CEIBS Unique Positioning



China Depth, Global Breadth

中国深度，全球广度

Positioning Highly Relevant

- Accelerating Trade and Investment Flows Between China and West
- Need For Adaptations (Not Transfer) of Western Best Practices in China (e.g. Corporate Governance)
- Potential For Reverse Learning From China To The West
- Increasing Acceptance of China-Based Research in International Journals

Global Partnership Underpins Positioning



- 18 Year Joint Venture of China and European Union
- Oversight Via Shanghai Municipal Government and European Foundation For Management Development
- Symmetry In Management And Governance

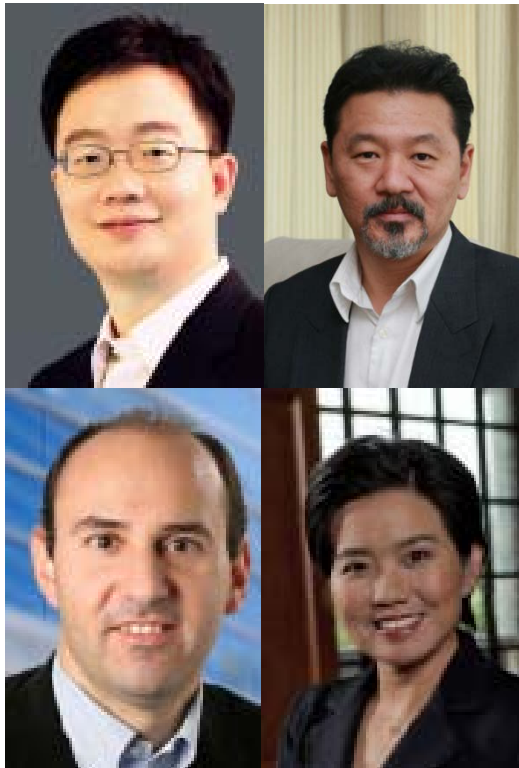
China Strategy And CEIBS Strategy



- From Imitation To Innovation
- From Knowledge Dissemination To Knowledge Creation
- From Visiting To Full-Time Research Capable Faculty

CEIBS Virtuous Circle





CEIBS Faculty

- 22 Full Time Hires Since 2011
- 10 Chinese, 12 Non-Chinese
- Increase In Fast Growth Market
- Joint, Adjunct, Visiting Appointments

MBA Students And Recruiters

Microsoft[®]

AT&T KEARNEY



- 200 MBAs, 40% Non Chinese
- Cross-Cultural Team-Building
- Chinese Recruiters 45%; Multinational Recruiters 55%

Faster Impact Via EMBA

- CEIBS Graduates 800 EMBA's Per Year
 - 700 Taught In Chinese
 - 60 Global EMBA (English)
 - 40 CEIBS Africa (English)
- One of The Largest EMBA Programs Worldwide
- Over 50 Percent Of CEIBS Revenues

Benefits of EMBA Focus

- Pent-Up Demand → Selective Admissions
- Better Cost Structure → Improved Cash Flow For Faculty Recruitment/ Retention
- Students More Demanding → Higher Teaching Standards
- EMBA's Mentor MBAs, Provide Internships, Full-Time Jobs, Case Studies
- Wealthier, Higher-Placed Alumni Faster: 17% Are CEOs, Presidents, Chairmen

Challenges Of EMBA Focus

- Faculty Recruiting: Trial Teaching
- Skew Towards Full Professors
- Cost Structure Implications
- Balance Between Research And Teaching

Partnerships In Practice



- MBA: 40% CEIBS Students On International Exchange
- Coordinated Masters Program With Fletcher (Tufts)
- EMBA: Visits To Cornell, West Point, Stanford, IMD Etc
- EDP: Joint Programs With Harvard, IESE, INSEAD, LBS, Wharton
- MOUs With World Economic Forum, China Entrepreneurs Club

CEIBS Strategy

- Support Research Consistent with China Depth, Global Breadth
- Maintain Teaching Excellence and Program Leadership
- Recruit International Mindset Faculty
- Boost Global Brand Awareness
- Leverage Partnership Capability