

CEIBS Briefing

Appointment to global admission council cements CEIBS' place amongst world's top business schools



CEIBS' international credentials received a major boost in January with the appointment of the school's Vice President and Dean Yuan Ding as a Dean Director on the board of the Graduate Management Admission Council (GMAC), one of business education's most influential global organisations best known for administering the GMAT. Prof. Ding is only the second representative from an Asia-based school currently on the board, which features leaders from institutions such as Wharton, Oxford Saïd, Hass and Imperial College.

CEIBS ranked top 10 globally for fourth consecutive year by FT



CEIBS' MBA programme was once again ranked in the top 10 in the world by the *Financial Times* in February. In the latest ranking, CEIBS placed #7 globally and #1 in Asia. This was the fourth consecutive year the programme has ranked in the top 10. Despite the difficulties faced by business schools everywhere, as many struggle to cope with the impact of COVID-19. At the same time, this unprecedented challenge has served as an important opportunity for learning and has spurred innovation.

CEIBS-EHL Hospitality EMBA receives EFMD programme accreditation



The CEIBS-EHL joint Hospitality EMBA (HEMBA) was officially certified as an EFMD Accredited programme this April. The EFMD programme accreditation system is an international programme certification system operated by the European Foundation for Management Development (EFMD). The system is widely recognised as one of the most thorough of its kind for business and/or management degrees and courses in the world.

CEIBS 2021 Innovation Forum Series Kicks off in Hangzhou

The CEIBS 2021 Innovation Forum series kicked off in Hangzhou in April, focusing on the theme of how organisations can achieve success under the current 'dual circulation'



pattern. Co-organised by the Zhejiang chapter of the CEIBS Alumni Association, the Hangzhou event was attended by representatives from CEIBS leadership and more than 200 entrepreneurs. This year's series also made stops in Taiyuan, Hefei, Liuzhou, Xi'an, Wuhan and Zhuhai.

Apple's Isabel Ge Mahe Encourages MBAs to Find Their Mission



CEIBS Shanghai campus welcomed Apple Vice President and Managing Director of Greater China Isabel Ge Mahe for a special fireside chat with CEIBS MBA Director and Professor of International Business and Strategy Shameen Prashantham. During the event, Isabel first shared the story of how she was recruited personally by Steve Jobs as Apple's VP of wireless technologies in 2008 and encouraged MBAs to make an impact in the world, whether it is career-wise or in their families.

Global EMBA Annual Symposium explores China's evolving role in global business

The inaugural Global EMBA Annual Symposium was hosted



at CEIBS Shanghai campus in June. The symposium centred on the theme of *New Opportunities and Outlooks for the Chinese Economy* and explored everything from innovation and the impact of COVID-19 to assessing China's appeal to international brands. The event attracted more than 220 participants and featured notable speakers, including CEIBS Distinguished Professor and former WTO Director General Pascal Lamy and New Development Bank (NDB) President Marcos Troyjo.

CEIBS takes big digital leap with launch of smart campus project



CEIBS' Shanghai campus marked a major step forward in its digital development in September with the official launch of the CEIBS Smart Campus Project. The project is aimed at improving business and data services and promoting greater interaction and coordination and brings with it an influx of technologies such as AI, cloud computing, IoT and big data to create a smarter, greener and safer environment that integrates work, study and life.

Shanghai amongst world's top asset management centres



Shanghai is amongst the top asset management centres in the world, according to the Global Asset Management Centre Evaluation Index released in September by the CEIBS Lujiazui Institute of International Finance (CLIIF). The index takes into consideration factors such as available assets, infrastructure, talent and services and level of competitiveness. New York, London and Boston topped this year's list, with Shanghai coming in eighth. Hong Kong, Singapore, Paris, Los Angeles, Chicago and Tokyo also made the top ten.

New research centre to boost smart healthcare in China and beyond



A new facility launched by CEIBS in September will boost the development of Shanghai as a smart city and contribute to improving public healthcare in China and beyond. The CEIBS Research Centre for Smart Healthcare aims to link top scholars and entrepreneurs to explore the smart healthcare field and use cutting-edge academic research to promote the development of the medical and health industry in China. The centre was launched with the help of donations from 16 alumni companies and individuals who gave a total of 4.7 million RMB.

CEIBS MBA still #1 in Asia in Bloomberg BusinessWeek ranking



CEIBS' MBA programme has retained its #1 spot in Asia in the Bloomberg BusinessWeek ranking released in September. This is the second consecutive time – and fifth time overall – that the programme has claimed the top spot. Survey responses from nearly 20,000 current students, alumni and employers were gathered and analysed to formulate the ranking results. The CEIBS MBA Career Report also saw the graduate employment rate rise to 95.5% within three months of graduation this year – a 10-year high for the programme.

CEIBS Global EMBA ranked #2 by FT for two consecutive years



In October, CEIBS once again solidified its position amongst the top business schools in the world, retaining its #2 spot in the *Financial Times*' 2021 global ranking of EMBA programmes. This was the second consecutive year the school's Global EMBA programme was ranked #2 and its fourth consecutive year in the top five. The CEIBS Global EMBA was also the top-ranked stand-alone programme in Asia.



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