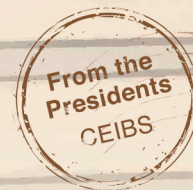


Let the Light of Education Guide Our Way Forward



Dear CEIBS colleagues, alumni and friends,

John Amos Comenius, the father of modern education, once noted that, “Teaching is the most splendid profession under the sun.” Indeed, human civilisation has progressed and prospered because generation after generation of teachers have passed on their knowledge and wisdom. The recent boom in new technologies and sudden outbreak of COVID-19 have accelerated the transformation of the global education sector at a time when it faces great challenges. Therefore, we would like to share with you our thoughts on the future of education at this pivotal moment.

There is a Chinese saying that goes, “Whoever knows the truth

can be a teacher.” A school’s academic body is the bedrock on which its ability to educate rests. Our stellar international faculty team have helped transform CEIBS into a world-class business school and a leading institution of its kind in Asia in just 27 years. Amidst the pandemic, CEIBS remains committed to expanding its faculty team, adding ten new members this year. This reflects the growing global influence of CEIBS and the Chinese market despite the impact of COVID-19 on the world. With their diverse academic backgrounds, these new faculty members specialise in a broad range of research areas, such as healthcare, climate, energy, finance, artificial intelligence, and technological change. They will enhance CEIBS’ academic excellence and global influence by creating valuable knowledge in keeping with the latest business trends.

It is the duty of teachers to pass on the truth, impart knowledge and uncover mysteries. In order to facilitate knowledge creation and dissemination, CEIBS has taken many innovative measures. Our faculty have carried out academic and real-world research to drive the integration of cutting-edge international management theories and Chinese management practices. Based on our “4+2+X” interdisciplinary research mechanism, we have improved our research in digital finance, innovation and entrepreneurship, while continuing to focus on our four existing interdisciplinary research areas. The CEIBS Case Centre continues to produce cases based on Chinese business practices to contribute Chinese knowledge to the global wealth body of management expertise. We have also made full use of our intellectual resources to raise the profile of our think tank.

CEIBS has contributed more than 80 policy proposals to the Chinese government this year, covering areas such as finance, real estate, the digital economy, elderly care, carbon reduction and neutrality, and China’s three-child policy. Our faculty also continue to make their voices heard at major CEIBS events, such as Innovation Forums, Europe Forums and CXO Cloud Forums, as well as through the school’s social media and mainstream media.

As a result, CEIBS knowledge is being shared around the world to provide decision-making support for managers everywhere. By promoting international exchange and co-operation, we hope to help kick-start the global economic recovery in the post-COVID-19 era.

CEIBS views diversifying its programme portfolio and strengthening curriculum innovation as crucial to the improvement of its global competitiveness. The school has made much headway in this regard this year. Our MBA programme has been ranked top ten for four consecutive years by the *Financial Times*, and the employment rate of MBA graduates hit a ten-year high in 2021. The MBA programme

was also ranked #1 in Asia by *Bloomberg Businessweek* for the fifth time this year. Now in its tenth year, our Finance MBA programme has cultivated nearly 800 alumni versed in both “financial depth” and “managerial breadth.” Our EMBA programme has hosted the New Horizons Forum series and RSLM courses across China, allowing students to exchange ideas with local entrepreneurs about the latest trends in management. Our Global EMBA programme has launched new China Depth tours to bring students up to speed on the Chinese market and management practices. The inaugural Global EMBA Annual Symposium was also hosted in June to explore new opportunities for the Chinese economy. The Hospitality EMBA programme received EFMD certification and the DBA programme was officially launched as a platform for corporate leaders and key policymakers who hope to make their mark on business and society through their academic achievements. Our Executive Education programme has continuously stepped up its co-operation with different companies in promoting knowledge dissemination and business practices. It has also applied coaching methods to new programmes and partnered with executive teams to provide corporate digital solutions. Taken together, these innovations and achievements offer a vivid snapshot of the school’s competitiveness, creativity and vitality.

According to an ancient Chinese saying, “One should stay vigilant in times of smooth sailing in order to be ready for potential danger.” While taking pride in our achievements, we should be alert to the risks and challenges in store not only for CEIBS, but also for the global education sector. Much work lies ahead to achieve the United Nations’ sustainable development goal of quality education for all. Nevertheless, we see education as a beacon of hope and we should pool our strengths to drive the education sector forward. Education aims to cast the light of knowledge all over the world, to bring warmth to people in the remotest corners of the earth, and to offer everyone the freedom and resources to pursue their dreams.

CEIBS President Wang Hong

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