

# CEIBS Briefing



## CEIBS MBA repeats as #1 in Asia in FT ranking for seventh consecutive year

CEIBS has again placed #1 in Asia (and #20 in the world) in the *Financial Times*' global ranking of MBA programmes for 2023. This year's list features six Chinese and a total of 16 Asia-based business schools. It is the seventh consecutive year CEIBS has claimed the top spot in Asia. The school's Global EMBA (GEMBA) programme is currently ranked #2 in the world.

## New book offers wealth of inspiring quotes on business, life and more

A new book compiled by CEIBS President (European) and Professor of Marketing Dominique Turpin offers a wealth of inspiration for executives, academics and those interested in reflecting on some of the best things ever said. *The Essential Book of Business and Life Quotations* includes more than 10,000 unique and original quotes – almost all of them properly sourced – on everything from Aristotle and accountability to Zoom (the video conferencing software) and Mark Zuckerberg.



## New book offers insights on how to be innovative to the core

A new book co-authored by CEIBS Professors Juan Antonio Fernandez, Emily David, and Sophie Chen takes an in-depth look at the components of innovative cultures and outlines how both countries and organizations can be more innovative. Drawing on extensive interviews with industry and thought leaders, *Innovative to the Core: Stories from China and the World* details how talent management, leader behaviours, organizational systems and norms, and company culture combine and interact to create environments that are highly innovative.



## CEIBS partners with Chinese battery producer CATL to launch custom EMBA programme

The CEIBS-CATL EMBA (CCEMBA) – a custom degree programme jointly developed by CEIBS and Chinese battery producer Contemporary Amperex Technology (CATL) – was inaugurated at CEIBS Shanghai Campus in March. The new initiative is part of a broader effort to promote the integration of industry, academia and research – one which aims to help companies cultivate high-calibre talent and build talent pools in a more systematic and well-rounded manner.



## CEIBS and Frankfurt School of Management and Finance host alumni mixer

CEIBS Switzerland and the Frankfurt School of Finance and Management hosted a special mixer at the Frankfurt School's campus in January. Over 50 people attended, including a mix of alumni and students from both schools. The event was part of an ongoing partnership between CEIBS and the Frankfurt School and offered a chance for members of both schools' communities to expand their networks.

## Riding out the storm: How to advance the China-US partnership for a better future

The ongoing rivalry between the US and China is perhaps the world's most important and concerning development, and one that affects practically every other nation on the planet. To better understand the nature of this relationship, CEIBS Dean Emeritus and Harvard Professor John Quelch was joined by CEIBS Professor of Economics and Finance Xu Bin for a fireside chat at CEIBS Shanghai Campus in June to explore the most pertinent factors shaping the US-China relationship. They also shared some key insights into the role the US plays in the global economy and how it continues to thrive even in times of economic downturn.



## Never Say Goodbye: Global EMBA 2019 & 2020 Graduation

Nearly 130 CEIBS Global EMBA students from 18 countries and regions across the world came together in April for the biggest graduation ceremony in the programme's history. Most of the graduates from the GEMBA 2019 and 2020 cohorts gathered at CEIBS Shanghai Campus, with another seven joining the ceremony on-line from our Zurich campus and a further six remotely accessing the livestream from their homes around the world. The hybrid, multi-campus and livestreamed graduation ceremony was also witnessed by our graduates' friends and family members.



## CEIBS Celebrates MBA 2023 Graduation

The CEIBS MBA Class of 2023 enjoyed their long-awaited graduation day ceremony in April, the culmination of a lot of hard work undertaken during some of the most volatile years in modern history. With the worst of the pandemic and subsequent lockdown events seemingly behind us, it was the first MBA graduation event to be held on campus without COVID-related restrictions since 2019 – a welcome contrast for everyone involved.

## TEDxCEIBS Marks 10th Anniversary

Inspired by the theme of *Beyond*, TEDxCEIBS 2023 was held at CEIBS Shanghai Campus by MBA students in May. Exploring topics such as rural revitalization, innovative elderly care, economic transformation, aerospace, international e-sports and rare diseases, the event featured a feast of cutting-edge ideas from seasoned experts, millennials and Gen-Zs alike.

