INNOVATION AND GROWTH
Understanding China’s Market and Management Education System

Prof. John A. Quelch
Vice-President and Dean, China Europe International Business School (CEIBS)

Résidence Palace, Brussels
Tuesday, 19 June 2012
Innovation And Growth: Understanding China’s Market And Management Education System

Professor John A. Quelch
Vice President & Dean
China Europe International Business School (CEIBS)
June 2012
jquelch@ceibs.edu
Twelfth Five Year Plan

- Rebalancing The Economy
- From Imitation to Innovation
- From Exports to Domestic Consumption
- From Manufacturing to Services
Management Capacity In China

• Fast Growth: Leadership Deficit
• Competition Is Brutal
• Knowledge And Networking
• Education “Brands”: Quality Vs Quantity
CEIBS Unique Positioning

CEIBS Vision
To be the most respected international business school.

CEIBS Mission
To educate responsible leaders versed in "China Depth, Global Breadth".
CEIBS: Annual Output And Impact

- 200 FT MBAs: Responsible Leadership
- 800 EMBAs (Including Global EMBA)
- 10,000 Exec Ed Participants
- > 1,000 Chairmen, CEOs, Presidents of Chinese Enterprises
CEIBS Strategy Shifts

- China Depth → Global Breadth
- Idea Dissemination → Idea Creation
- Visiting → Full Time Faculty
- Research Centres: Relevance Plus Rigor
Management Education: The Virtual Circle

- Great Faculty
- Great Students
- Great Recruiters
- Successful Alumni
- Willing Investors

Copyright ©John A. Quelch, 2010
The E In CEIBS

- 10% MBA Students
- 25% GEMBA Students
- 25% Exec Ed Revenues
- 25% Full Time Faculty
- 10% Alumni Employed by EU Companies
CEIBS: A China-Europe Hub For New Ideas

- Recognition And Awareness
- More China-Europe Exchanges
  - Faculty
  - Student
- Support For Research Centres
  - Innovation In China
  - Entrepreneurship And Investment
  - Health Care Management And Policy
  - International Trade And Investment
INNOVATION AND GROWTH
Understanding China’s Market and Management Education System

Prof. John A. Quelch
Vice-President and Dean, China Europe International Business School (CEIBS)

Résidence Palace, Brussels
Tuesday, 19 June 2012