



Global EMBA Overseas Electives

www.ceibs.edu/gemba

中欧國際工商學院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

Customise your Global Journey

To excel in the global arena, you will need to experience the global business environment first-hand. Global EMBA participants will have the opportunity to choose from 7 Global Elective Modules across 5 continents.

All participants must choose at least 2 Global Electives in order to graduate.

Not only do the global electives give participants the chance to experience the global business environment, in addition, some electives will be combined with the Global EMBA programme of IESE Business School from Spain. In this way you can further expand your network by interacting with business leaders based all over the world. Global electives will also be opened to CEIBS Global EMBA alumni, offering further networking within the CEIBS community, and providing lifelong learning opportunities for Global EMBA graduates.



1	Zurich
2	East Asia
3	Sao Paulo
4	New York
5	India
6	Ghana
7	Israel

For more information

Current students, please contact:

Stella Chen (ch Yao@ceibs.edu)

Prospective students, please contact:

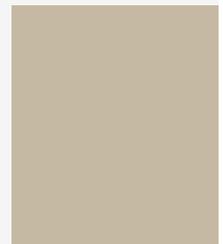
Morris Hu (hmorris@ceibs.edu)

Zurich: Mergers & Aquisitions

29 January to 2 February 2018

This course explores and evaluates enterprises' **merger** and **acquisition** (M&A) activities from a financial perspective.

Major topics include corporate strategy and M&As, selection of M&A targets, M&A valuation, M&A fund-raising, post-merger integration, evaluation of performance, etc. This course also includes an overview of how Chinese multinational enterprises (MNEs) managed their global expansion through M&A. It discusses an array of real-world M&A cases from a variety of aspects including strategy, management, finance and corporate governance. Participants will learn to understand and employ basic concepts and practical methods pertaining to M&As.



Tentative Schedule:

Mon	Morning	Selection and valuation of M&A targets
	Afternoon	Selection and Valuation of M&A Targets
	Evening	Free Time
Tues	Morning	Leveraged Buy-out & Management Buy-out
	Afternoon	Leveraged Buy-out & Management Buy-out
	Evening	Welcome Dinner
Weds	Morning	Overview of Chinese MNEs Accounting & Due Diligence Investigation in M&As
	Afternoon	Overview of Chinese MNEs Accounting & Due Diligence Investigation in M&As
	Evening	Dinner with Switzerland Alumni chapter
Thurs	Morning	Company visit
	Afternoon	Company visit
	Evening	Free Time
Fri	Morning	M&A Effect Analysis and conclusion
	Afternoon	M&A Effect Analysis and conclusion
	Evening	

What past students said...

"Global M&As have become an increasingly common method for Chinese companies' strategic resource seeking and digital transformation. The Zurich global module has come at just the right time! It provides us not only the theoretical models to use in evaluating target firms, but also ample hands-on experience for risk management and post-merger integration."

Vivianne Xia
President - Sichuan Hejia Industrial Group

"As a European-educated lawyer based in China who advises on cross-border mergers and acquisitions, it was a no-brainer to participate in this course. This global elective was a well-structured merger of theoretical seminar learning and practical classroom exercises. The faculty designed a great 4-day overview of the key financial and associated considerations in international M&A, and engaged the class with a mix of official cases and enthusiastic anecdotes from their personal working and academic experiences."

Alexander Roberts
Managing Associate - Linklaters

East Asia: Doing Business in Asia

26 February to 2 March 2018



This module is designed to share with students one of the **fastest** and most **dynamic** regions in the world.

The area is not only important for businesses because it contains China and its important trading partners, but also because the region has the most number of emerging markets, both in the north-east and in the south-east. An important feature of this region is the important role of government in designing and implementing policies that create a conducive business environment. In addition, regional economic integration is a key feature of international relations. The East Asian overseas module takes participants to Southeast Asia, visiting two major emerging economies, Thailand and Malaysia.

Tentative Schedule:

Schedule to be released at a later date

What past students said...

"The East Asia module allowed me to see first-hand the role that government can play in guiding economic development. We were able to observe different government approaches to infrastructure, social benefits and innovation plans. From this I was able to reflect on the role and policies of Chinese government making impacts on Chinese economy. I am sure China can have a more active influence on the development of Asian economies."

Ceci Chen

Director of Marketing Operations - Johnson & Johnson Consumer



Leading Faculty

Bala Ramasamy

Professor of Economics

Nationality: Malaysia

In this module, you will learn:

1. Why some countries are rich and some poor
2. The importance of international trade and investment in economic development
3. Policies that encourage trade and investment including regional economic integration
4. Challenges faced by emerging markets in South East Asia
5. Opportunities and challenges faced by MNCs in South East Asia

Sao Paulo: Doing Business in Latin America

5-9 March 2018

NOTE: This module is delivered by IESE Business School

This elective is an experiential week that aims to immerse participants in the reality of **doing business in Latin America**.



Economic and political aspects remain unequal across this region. Individual countries conduct business in a unique way, and a good understanding of the diverse cultural landscape is required in order to be successful in business across the region.

The module will start with a historic, political and cultural overview of Brazil and Latin America, with case studies, company visits, guest speakers and networking opportunities with local managers. Participants will gain a firsthand understanding of Brazil and Latin America today from the perspective of local business managers and companies as well as of international companies with operations in LATAM.

The 5-day module, led by IESE Business School at their Sao Paulo campus, will cover three core topics:

Doing Business in Latin America

Prof. Paulo Ferreira (ISE)



Alliances and Acquisitions

Prof. Africa Ariño (IESE)



Marketing in Latin America

Prof. Carlos Folle (IESE and IEE - Uruguay)



New York: Shaping Consumer Behaviour in a Global World

12-16 March 2018

NOTE: This module is delivered by IESE Business School

Consumers around the world are seeing their lives change as a result of two parallel forces: **globalization** and **digitalization**.



The concurrent effect of these forces is creating a “global converging middle class” that is radically different from the previous situation. This elective week based on IESE’s New York Campus will focus on this new consumer world from three different angles: from the perspective of the consumers themselves, from the perspective of the sales force targeting them, whose role is changing, and, finally, from the perspective of the service sector and how it is being impacted by the changing behavior, demands and expectations of consumers. Field visits, interactive workshops and academic sessions with IESE faculty members and guest speakers will provide participants with an in-depth understanding of consumer behavior in the world today and in the future.

The 5-day module, led by IESE Business School at their New York campus situated in downtown Manhattan, will cover three core topics:

Management in the Service Sector

Prof. Natalia Yankovic



Sales Management

Prof. Julián Villanueva



Managing Omni-Channel Retail

Prof. José Luis Nuño

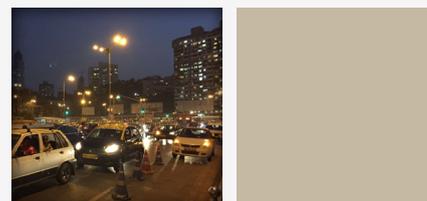


India: Opportunities and Challenges for Doing Business in India

2-6 April 2018

With a civilization that dates back at least 5,000 years, a population of 1.2 billion inhabitants, 22 official languages and 1,625 dialects, India is a fascinating country to visit.

Its economy is huge, with a GDP (adjusted for purchasing power parity) of 8.642 trillion US\$ and has been growing at an average rate of 6.5% over the last 20 years. Broadly, there are two types of opportunities you can pursue in India: market seeking opportunities and efficiency seeking opportunities. The first consists of exploiting India's huge and growing market to sell your products or services. The second consists of leveraging India's low cost and high quality resources to strengthen your market position in Europe and the rest of the world. The objective of the India module is to provide participants with insights into the country, its culture, economy, and insights on how to overcome the challenges involved in exploiting both market seeking and efficiency seeking opportunities.



Leading Faculty
Rama Velamuri
 Professor of Entrepreneurship
 Nationality: **India**

What past students said...

"The comprehensive content of this module answered many of the questions I had when I chose the module. The schedule included economic analysis, multinational company visits, world-class local company visits (Tata & Infosys), start-up companies and non-profit organisations. The guest speakers had very interesting backgrounds, and they provided real insights that added a lot to the module."

Guo Dong
 Director - Accenture

"I chose this elective as I am responsible for executing our investment projects in the country. The programme gave us an amazing array of diverse opportunities- academic lectures explaining the context, exposure to the hi-tech, the philanthropic, new business models and dinner/discussion with a family in their home. A particular highlight to me was being warmly welcomed into the Tata boardroom. I have undertaken many business trips to India but learned so much from this well-planned exposure that I would highly recommend it to all."

Bruce Robinson
 Head of Project Execution (Asia) - Linde

Tentative Schedule:

		Morning	Afternoon	Evening
BANGALORE	Mon	India's Economy: Recent history & Future prospects	Company Visit: Infosys	Free Time
	Tues	India's entrepreneurial ecosystem. Introduction to Indian entrepreneurs, followed by panel discussion	Understanding the Indian Consumer. Visit to markets	Indian family dinners
		Weds	Doing business in India (experiences of foreign managers and entrepreneurs in India)	Visit to Akshaya Patra Foundation, which feeds 1.4 million school children every day
MUMBAI			Indian Financial sector services overview	Company Visit: Tata Group
	Fri		Retail marketing and innovation	Overview of the trends in Indian consumer behavior Retail visits
		Sat	Student presentations Doing business in India (experiences of foreign managers and entrepreneurs in India)	Departures

Ghana: Doing Business in Africa

9-13 April 2018

More than ever before, Africa is attracting foreign direct investments from various countries. While many international companies have **successfully established their operations in Africa**, sustaining these operations can be complex.

A deep knowledge of the local environment is required, combined with good stakeholder management skills as well as the flexibility to adapt to the ever-changing and unfamiliar business environments and countries, are essential ingredients that can ensure business success. To address these imperatives, this module will enable participants to better understand the challenges and opportunities of investing and doing business in Africa. This module is designed to offer a theoretical and practical overview on Africa's business and economic environment. The participants will be introduced to the complex ecosystem of the African business environment through a number of topics and sessions which will draw extensively on African business case studies as well as practitioner sessions.



Leading Faculty

Mathew Tsamenyi: Professor of Management Practice in Accounting
Nationality: Ghana

What past students said...

"A key learning from my course in Accra was that despite a general trend of increasing urbanisation, "consumerisation", and fragile political systems, the African continent is a story of many countries. I used to conceptualise Africa as the last frontier in the global economy but will, from now on, view it through country-specific environments."

Cedric Devroye

Senior Vice President
United Trademarks Group

Tentative Schedule:

Mon	Morning	Welcome and module overview Africa geopolitics and history
	Afternoon	Company Visit
	Evening	Cocktail Reception
Tues	Morning	Africa economic trends and analysis
	Afternoon	Company Visit
	Evening	Free Time
Weds	Morning	CEO panel discussion on doing business in Africa Investment opportunities in selected African countries
	Afternoon	Company Visit
	Evening	Dinner/networking with alumni at La Palm Royal Beach
Thurs	Morning	Visit to historical site of Cape Coast Castle
	Afternoon	Visit to historical site of Cape Coast Castle
	Evening	Free Time
Fri	Morning	Visit to Accra Arts – Handicrafts Center
	Afternoon	Lunch and presentation by a traditional leader/chief
	Evening	Departures

Israel: Innovation in Israel

21 - 25 May 2018

The primary purpose of our visit is to understand the **new business models and emerging trends in Israel**, and to consider what we, as managers and individuals, might learn from this.

We will also use the trip to understand important issues surrounding the region: What are the factors influencing Israel to follow such an entrepreneurial and innovative orientation?



Leading Faculty

Nikos Tsiriktsis: Professor of Operations Management, Associate Dean of Global EMBA
Nationality: Greece

What past students said...

"Sound knowledge of business practices can only get you so far. To really succeed in business you need to understand the people that you are doing business with. Being here in the thick of it in Israel has given me that depth of understanding. I work between San Francisco and Shenzhen, so coming to Israel gave me a new perspective on innovation. I'm in the autonomous vehicle industry and Israel is one of the leading hubs for this in the world so this trip also has real relevance to my job and will have an impact on my company."

Harris Wang
Strategic Markets Director
Velodyne LiDAR.

"The Israel elective is an incredible combination of new and old with technology startups buzzing with entrepreneurship and innovations to history and culture of this very complex part of the world. During the week in Israel we got a first hand look at what happens on the ground, from visits to incubators on media tech and medical tech incubators with remarkable new innovations, to the largest Israeli financial technology hub supported by large global banks. From a macro perspective we were enlightened about Middle Eastern geo-politics by a senior national security advisor and discussed global economic outlooks with a professor at a large Israeli university."

Nikolaj Moesgaard
Chief Commercial Officer
Titan Wind Energy

Tentative Schedule:

Day	Time	Activity
TEL AVIV	Mon Morning	Tour of Rabin Center. Presentation by Eran Lerman "Extremism in the Middle East: It's Origins and Global Impact"
	Mon Afternoon	Presentation by Yuval Rabin. Company visit: Visual Lead
	Mon Evening	Welcome dinner beachside
TEL AVIV	Tues Morning	Prof. Andrew Schein "Secrets of the Start-Up Nation"
	Tues Afternoon	Visit to Caesarea. Visit to Alon-Medtech Ventures (Incubator)
	Tues Evening	Dinner at Traditional Druze Arab restaurant
TEL AVIV	Weds Morning	"Miracle in the Middle East- Israel's Knowledge Economy in the 21st Century" - Prof. Elise Brezis Presentation by Tzameret Fuerst - "Social entrepreneurship, Israeli innovation, and how we helped in the fight to eradicate HIV in Africa"
	Weds Afternoon	Company Visits: The Bridge (Accelerator) and Nanodimension
	Weds Evening	Free Time
JERUSALEM	Thurs Morning	Travel to Jerusalem Presentation by A to B accelerator
	Thurs Afternoon	Lecture "Jewish History and Traditions" by Prof. Noam Zohar
	Thurs Evening	Free Time
JERUSALEM	Fri Morning	Visit Masada and Tour at Ein Gedi Kibbutz
	Fri Afternoon	Swim in Dead Sea
	Fri Evening	Farewell dinner



GLOBAL EMBA SHANGHAI
699 Hongfeng Road,
Pudong, Shanghai 201206, P.R.C.
T 86 13918275076
E gemba@ceibs.edu
www.ceibs.edu/gemba

GLOBAL EMBA ZURICH
CEIBS Zurich Campus
Zurich Institute of Business Education
Hirsackerstr. 46, 8810 Horgen/Zurich,
Switzerland
T 41 44 728 99 44
E Info@ceibs.ch
www.ceibs.ch



GEMBA WeChat



GEMBA website