



CEIBS | 中欧国际工商学院

TAP INTO A WORLD OF CUTTING-EDGE BUSINESS INSIGHTS
内心呼唤知识的人，正在被时代呼唤



中欧MBA官微



中欧国际工商学院MBA2023就业报告

CEIBS MBA2023 CAREER REPORT

www.ceibs.edu/mba



中欧MBA官网

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中欧國際工商學院
CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL



#1 in Asia, 7 consecutive years
连续七年亚洲第一



ABOUT 关于中欧 CEIBS

China Europe International Business School (CEIBS) was co-founded by the Chinese government and European Union (EU) in 1994, with Shanghai Jiao Tong University and the EFMD serving as its executive partners. CEIBS has campuses in Shanghai, Beijing, Shenzhen, Zurich in Switzerland, and Accra in Ghana.

As China's only business school to originate from government-level collaboration, CEIBS is committed to educating responsible leaders versed in 'China Depth, Global Breadth' in line with its motto of 'Conscientiousness, Innovation and Excellence'. Leaders from the Chinese central government and the EU, respectively, have lauded CEIBS as "a cradle of excellent executives" and "a role model of EU-China co-operation".

CEIBS offers MBA, Finance MBA, EMBA, Global EMBA, Hospitality EMBA, DBA (Switzerland), and Executive Education programmes. CEIBS was the first business school on the Chinese mainland to be accredited by both EQUIS and AACSB. CEIBS has placed #1 in Asia in the FT's ranking of global MBA programmes for seven consecutive years, and has been ranked in the top 5 on its global EMBA list for five consecutive years.

中欧国际工商学院由中国政府和欧洲联盟于 1994 年共同创立，是中国唯一一所由中外政府联合创建的商学院。学院始终秉承“认真、创新、追求卓越”的校训，致力于培养兼具中国深度和全球广度、积极承担社会责任的商业领袖，已形成在三大洲五地（中国上海、北京、深圳，瑞士苏黎世和加纳阿克拉）办学的全球化格局，被中国和欧盟的领导人分别赞誉“众多优秀管理人士的摇篮”和“欧中成功合作的典范”。

伴随着中国经济迈向世界舞台中央的稳健步伐，历经 29 年砥砺前行、不懈创新，学院也从西方经典管理理论的引进者、阐释者，逐渐成长为全球化时代中国管理知识的创造者、传播者，不仅建成了一所亚洲顶尖、全球一流的商学院，也构筑了中国和欧洲乃至世界经济文化交流的平台。

中欧开设全日制全英文 MBA、金融 MBA (FMBA)、EMBA、Global EMBA (GEMBA)、卓越服务 EMBA (HEMBA)、工商管理博士 DBA 和高管教育等课程。中欧在中国内地率先获得欧洲质量发展认证体系 (EQUIS) 和国际商学院联合会 (AACSB) 双认证。目前，中欧在英国《金融时报》全球 MBA 百强榜单中已连续七年位居全亚洲第一，在其全球 EMBA 百强榜单中连续五年位居前五。

MBA 2023





CEIBS MBA PROGRAMME

中欧MBA课程



16 Months Full-time English Programme
("One-Year Programme" option)
16 个月全职全英文项目
(提供一年制选项)



General Management Programme with 4
Concentrations: Finance, Marketing,
Entrepreneurship, Digital Business
综合管理为主线, 金融财务、市场营销、
创业学、数字化商业管理 4 个专业方向



3 Months Consulting Project: ICSP
(Integrated China Strategy Project)
3 个月综合中国战略咨询项目



2 Overseas Market Exploration Treks to
Hong Kong and Singapore, 4 Overseas
Elective Modules to Japan, Israel,
Ghana, Malaysia
2 个海外市场探索之旅 (香港、新加坡),
4 个海外选修模块 (日本、以色列、加纳、
马来西亚)



1 Semester Overseas Exchange
(with 40 top-tier B-schools globally)
1 个学期海外交换
(与 40 所全球顶尖商学院合作)



A series of China Modules, Real Situation
Learning Method (RSLM): Shanghai,
Guangzhou, Shenzhen, Ningbo, Suzhou,
Changsha, Gobi
深度中国模块实境教学: 上海、广州、深圳、
宁波、苏州、长沙、戈壁

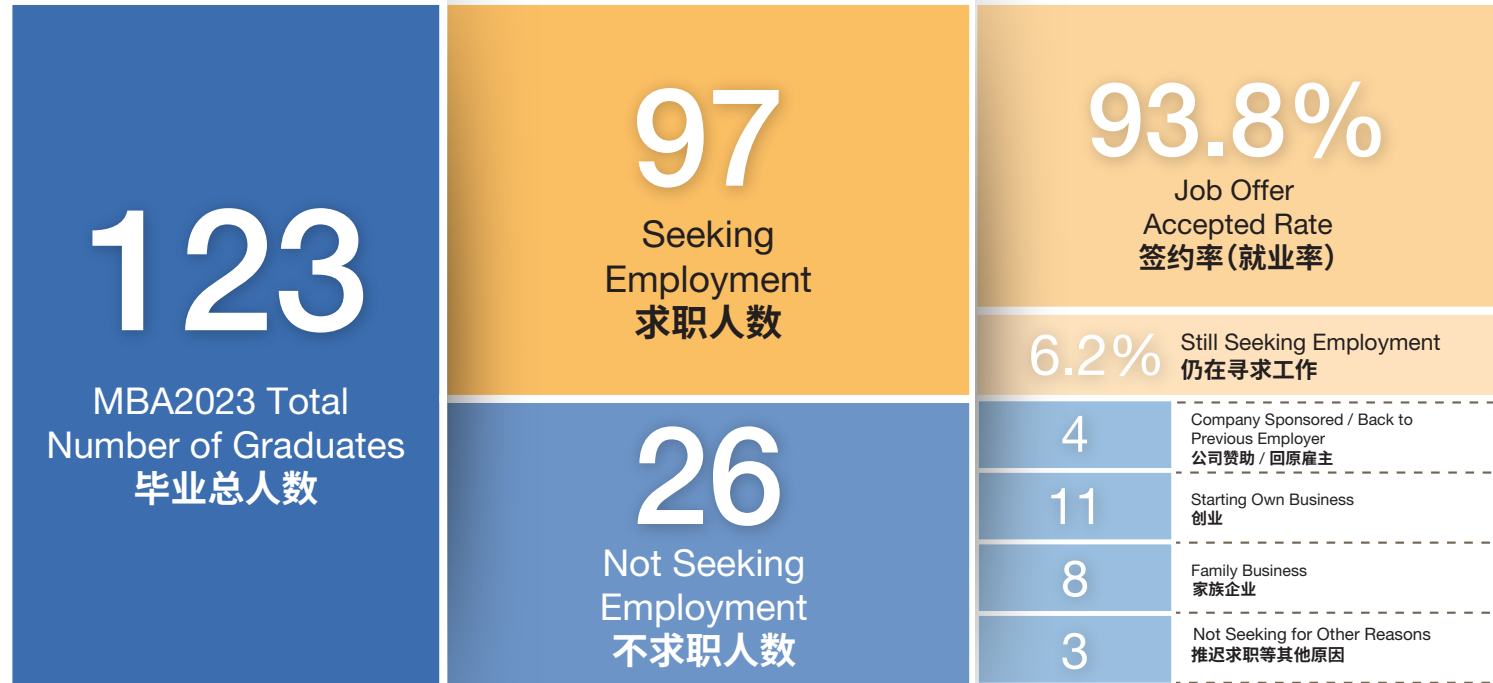


Coordinated Degrees with Tufts and
Johns Hopkins
合作学位项目 (中欧 - 塔夫茨大学,
中欧 - 约翰霍普金斯大学)



Career Reciprocity Partnership
职业互惠合作项目
(Harvard, INSEAD, IESE, IE, LBS, UCLA)

EMPLOYMENT HIGHLIGHTS 就业亮点



* All the information and analysis enclosed in this report is based on 123 responses (Response Rate: 100%) received from the MBA students who graduated in 2023 in the 3 months following graduation.

本报告数据与分析基于 MBA2023 届学生在毕业后 3 个月内提供的 123 份有效回复，回复率 100%。



STUDENTS PROFILE

学生概况

MBA2023

120	5.8	29.9	630-760	21	38.3%	50.0%
Total Enrollment 入学总人数	Average Years of Work Experience 平均工作经验	Average Age at Enrollment 平均入学年龄	Mid 80% GMAT Range 中间80% GMAT成绩区间	Places of Origin 生源地国家及地区数	International Students 国际学生	Female 女性

MBA2024

120	5.5	29.5	630-740	16	15.0%	51.7%
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Pre-MBA Industry | 行业分布

Financial Services 金融服务业	20.0%	15.0%
Technology 科技	14.2%	12.5%
Manufacturing 制造业	11.7%	14.2%
Consulting 咨询	10.0%	19.2%
Healthcare 医疗	7.5%	5.8%
Real Estate 房地产	7.5%	1.7%
Media / Entertainment 媒体/娱乐	4.2%	4.2%
Energy 能源	3.3%	2.5%
Government / Non-Profit 政府/非营利组织	3.3%	2.5%
Retail 零售	2.5%	8.3%
Consumer Packaged Goods 消费品	1.7%	3.3%
Transportation & Logistics 运输物流	1.7%	0.8%
Others 其他	12.4%	10.0%

MBA2023

MBA2024

Pre-MBA Function | 职能分布

Marketing / Sales 营销/销售	25.0%	20.8%
Finance / Accounting 金融/财务	17.5%	14.2%
General Management 综合管理	17.5%	20.0%
Consulting 咨询	12.5%	19.2%
Entrepreneur / Partner 创业者/合伙人	7.5%	10.8%
Information Technology / R&D 信息技术/研发	5.0%	4.2%
Operations / Logistics 运营/物流	2.5%	2.5%
Human Resources 人力资源	0.8%	1.7%
Others 其他	11.7%	6.6%

MBA2023

MBA2024

Academic Background | 学科背景

Business & Management 商科/管理	42.5%	26.7%
Science & Engineering 理工科	30.0%	44.2%
Language & Arts 文科	15.8%	22.5%
Others 其他	11.7%	6.6%

MBA2023

MBA2024

Geographic Origin | 生源

Mainland China 中国大陆	59.1%	79.2%
Hong Kong & Taiwan, China 中国港台地区	2.5%	5.8%
Asia Pacific 其他亚太国家和地区	9.2%	5.8%
Europe 欧洲	11.7%	4.2%
America 美洲	17.5%	4.2%
Africa 非洲	-	0.8%

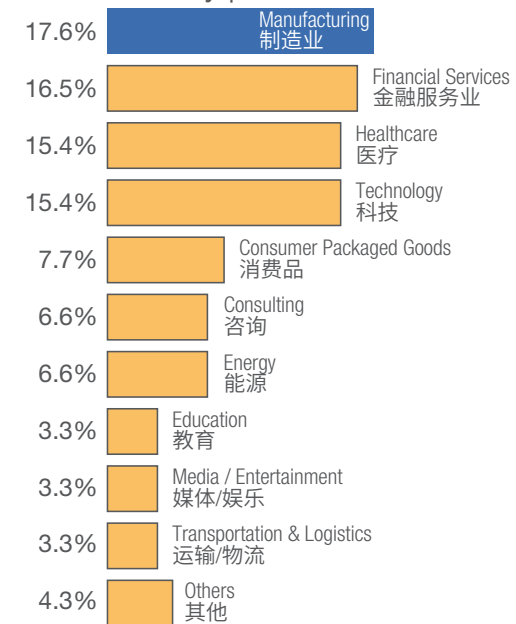
MBA2023

MBA2024

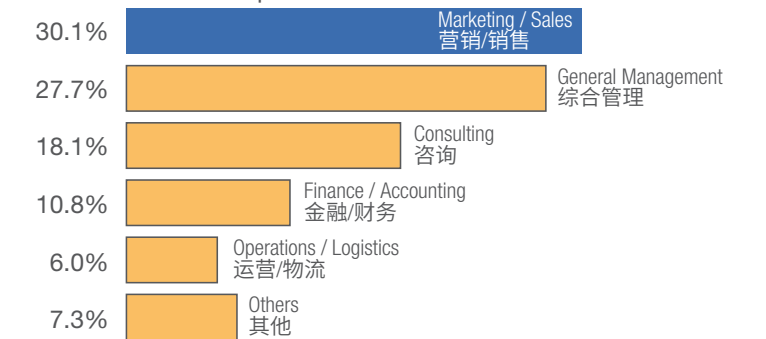
EMPLOYMENT ANALYSIS

就业分析

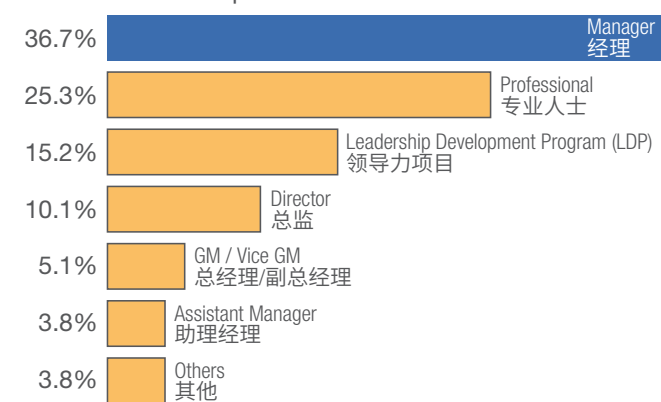
Industry | 行业



Function | 职能



Position | 职位

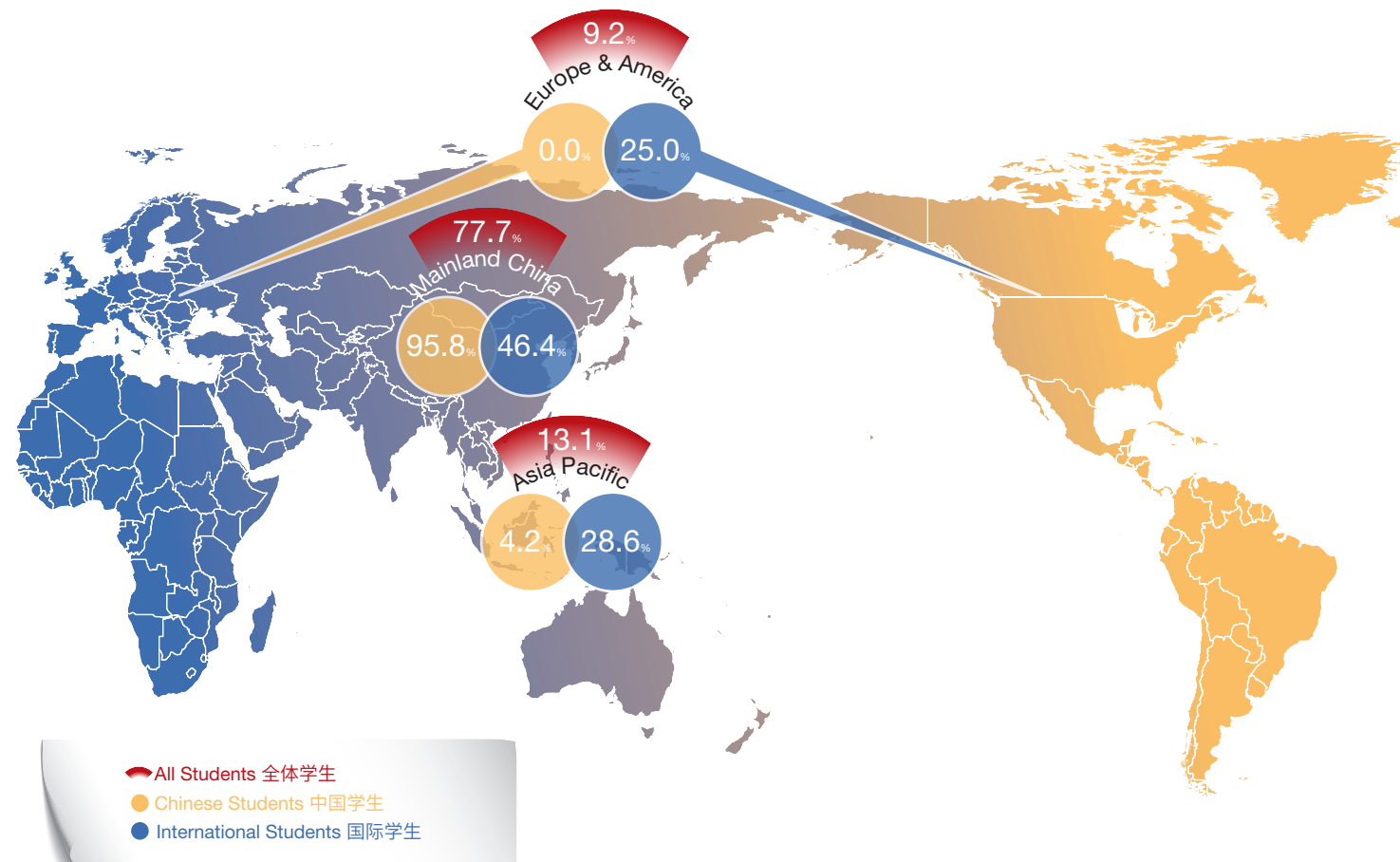


Nature of Company | 公司性质



JOB LOCATIONS

工作地点



▶ All Students 全体学生
● Chinese Students 中国学生
● International Students 国际学生

Mainland China 中国大陆

Shanghai 上海	64.6%
Jiangsu 江苏	5.3%
Beijing 北京	2.6%
Guangdong 广东	2.6%
Hunan 湖南	1.3%
Zhejiang 浙江	1.3%

Asia Pacific 其他亚太国家和地区

Japan 日本	4.0%
Australia 澳大利亚	2.6%
Hong Kong & Taiwan, China 中国港台地区	2.6%
Singapore 新加坡	2.6%
Korea 韩国	1.3%

Europe & America 欧美国家

USA 美国	5.3%
Italy 意大利	1.3%
the Netherlands 荷兰	1.3%
Switzerland 瑞士	1.3%

SALARY 薪资分析* STATISTICS

Salary Structure Analysis | 薪资结构分析(RMB)

	Median 中位数	Range 范围
Annual Base Salary 基本工资 (RMB)	441,000	145,200~1,333,228
Other Guaranteed Compensation 其他固定收入 (RMB)*	99,500	12,000~600,000
Annual Guaranteed Cash 固定年收入 (RMB)	504,000	156,000~1,548,000

Annual Guaranteed Cash by Industry | 行业分类年收入(RMB)

	Percentage 百分比	Median 中位数	Range 范围
Manufacturing 制造业	17.6%	500,000	157,200~700,000
Financial Services 金融服务业	16.5%	500,000	200,000~1,200,000
Healthcare 医疗	15.4%	625,500	307,430~1,548,000
Technology 科技	15.4%	500,000	270,000~1,060,000
Consumer Packaged Goods 消费品	7.7%	500,000	252,000~850,000
Consulting 咨询	6.6%	1,035,000	300,000~1,333,228
Energy 能源	6.6%	427,000	156,000~950,000
Education 教育	3.3%	399,000	360,000~500,000
Media / Entertainment 媒体/娱乐	3.3%	508,000	324,000~1,040,000
Transportation & Logistics 运输/物流	3.3%	441,600	403,200~480,000
Others 其他	4.3%	414,000	400,000~600,000

Annual Guaranteed Cash by Function | 职能分类年收入(RMB)

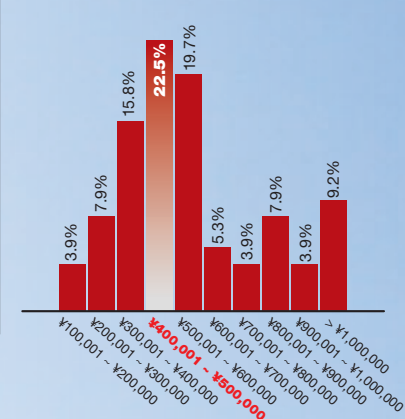
	Percentage 百分比	Median 中位数	Range 范围
Marketing / Sales 营销/销售	30.1%	500,000	270,000~1,060,000
General Management 综合管理	27.7%	632,000	252,000~1,548,000
Consulting 咨询	18.1%	530,000	157,200~1,333,228
Finance / Accounting 金融/财务	10.8%	450,000	200,000~1,000,000
Operations / Logistics 运营/物流	6.0%	528,000	441,000~700,000
Others 其他	7.3%	379,500	156,000~600,000

Annual Guaranteed Cash by Job Location | 工作地点分类年收入(RMB)

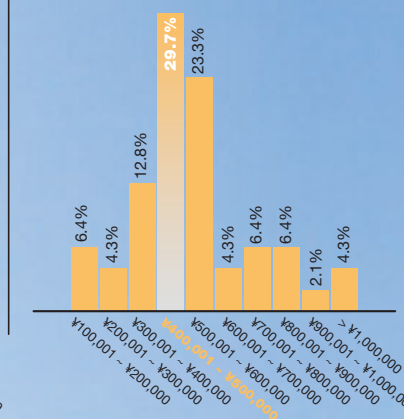
	Percentage 百分比	Median 中位数	Range 范围
Mainland China 中国大陆	77.7%	500,000	156,000~1,548,000
Asia Pacific 其他亚太国家和地区	13.1%	560,000	252,000~950,000
Europe & America 欧美国国家	9.2%	881,980	400,000~1,333,228

Annual Guaranteed Cash Distribution | 年收入分布(RMB)

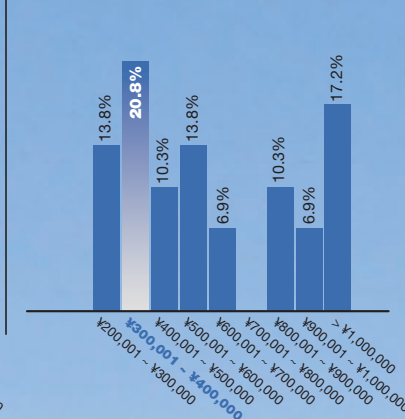
All Students 全体学生



Chinese Students 中国学生



International Students 国际学生



* Footnote 附注

1. The Salary Statistics enclosed in this report is based on 76 responses who have useable salary information, among 91 job-accepting MBA2023 graduates (Response Rate: 83.5%).
2. Among the 76 responses with useable salary information, 44 responses have reported Other Guaranteed Compensation in addition to the Annual Base Salary.

1. 本报告中的薪资分析是基于 76 份包含薪资信息的有效回复，回复率达到 91 名 MBA2023 届已签约学生的 83.5%。
2. 在这 76 份有效薪资回复中，44 份回复报告了除基本工资之外的其他固定收入。

SUMMER INTERNSHIP ANALYSIS

暑期实习分析

Industry | 行业

Financial Services 金融服务业	28.4%
Healthcare 医疗	19.8%
Technology 科技	17.3%
Consumer Packaged Goods 消费品	11.1%
Manufacturing 制造业	11.1%
Consulting 咨询	6.2%
Others 其他	6.1%

Function | 职能

Marketing / Sales 营销/销售	29.6%
Finance / Accounting 金融/财务	28.4%
Consulting 咨询	22.2%
General Management 综合管理	13.6%
Operations / Logistics 运营/物流	2.5%
Others 其他	3.7%

Daily Salary/Allowance | 日薪/津贴 (RMB)

Median 中位数	350	Mid 60% Range 中间60%区间	200-500
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Summer Internship Examples | 暑期实习案例

Finance 金融

Key areas include investment & industry analysis, valuation modeling, financial due diligence, M&A restructuring, performance benchmarking, budgeting & forecasting, etc. 投资与行业分析、估值建模、财务尽职调查、并购重组、业绩评估、预算预测等

Marketing 市场营销

Projects undertaken include branding strategy, online and offline marketing campaign, online channel development, market dynamics and trend analysis, business model design, etc. 品牌推广、线上线下整合营销、线上渠道管理、趋势分析、构建商业模式等

Consulting 咨询

Students work on strategic planning, business transformation, commercial due diligence, strategic partnership, business innovation, business process design & optimization, etc. 战略规划、业务转型、商业尽职调查、战略合作、业务创新、流程设计与优化等

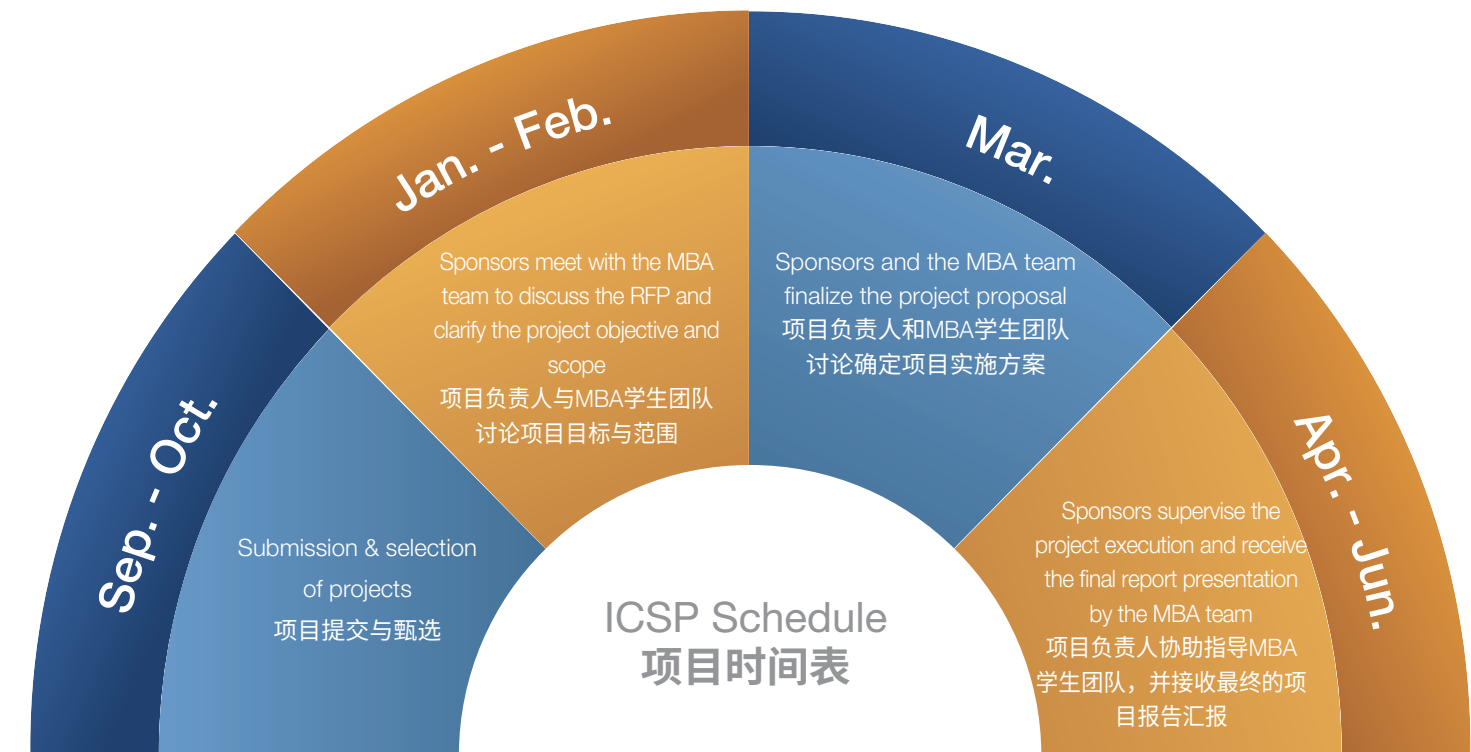
INTEGRATED CHINA STRATEGY PROJECT

综合中国战略咨询项目



CEIBS MBA ICSP presents a unique opportunity to examine strategic issues in corporate partners. Once your organization has defined a project, a team of five CEIBS MBA students will work under your guidance and a CEIBS Faculty Adviser to develop innovative, effective, and practical recommendations.

中欧MBA综合中国战略咨询项目为企业量身定制审视和解决战略相关问题的方案。合作企业提出项目需求后，由5名MBA学生组成的团队在企业项目负责人和中欧教授的指导下，提出有效实用且具创新性的建议，助力达成项目设定目标。



EMPLOYER LIST

雇主名单 (全职与暑期实习)

(Full-Time & Summer Internship)

4 Paradigm 第四范式
9M Technologies 九联科技
A
AAK
Abbott 雅培
Acacia 卓异资本
Agora 声网
Air Liquide 液化空气
Air Products 空气产品公司
Alibaba 阿里巴巴
Apple 苹果
Artefact 阿蒂法
AstraZeneca 阿斯利康
B
BAI Capital BAI 资本
Bain & Company 贝恩公司
BASF 巴斯夫
Bayer 拜耳
BFC 百福资
Billance
Bioapower 丰华生物
Bitron Electronic
Blueprint International 蓝图国际
BOSCH AUTOMOTIVE PRODUCTS 博世汽车部件
Budweiser APAC 百威亚太
ByteDance 字节跳动
C
Carl Zeiss 卡尔蔡司
Cathay Capital 凯辉基金
CGP Group
长兴嘉仪企业管理咨询
Citic Securities 中信证券
Clean Energy Associates 上海环顺光电
Covestro 科思创
D
DayDayCook 日日煮
DCIT 德中睿智互联网技术
Delta Capital 达泰资本
Donghai Securities 东海证券
DSM-Firmenich 帝斯曼 - 芬美意
E
East Best & Lansheng 东浩兰生
Ecobat 艺康集团
Ernst & Young 安永
ETF Partners
Evonik 赢创
F
Fanqie Capital 番茄资本
Fonterra 恒天然
FOSUN 复星

Fresenius Medical Care 费森尤斯
Fruitgo 馥果
Future Family Office 未来家族办公室
G
Galaxy YuanHui Investment 银河源汇投资
Goldman Sachs 高盛
Google 谷歌
Guotai Junan Securities 国泰君安
H
Haitong Securities 海通证券
Haoyue Capital 浩悦资本
Health2Sync
I
IFAD 国际农业发展基金
IFS
illumina 因美纳
INDUSTRIAL SECURITIES CAPITAL 兴证资本
Insight-X Capital 未然资本
J
Jardine Matheson 怡和
Jemena
Jiayin Fintech 嘉银金科
Johnson & Johnson 强生
K
Kinco Electric 步科电气
Korber 柯尔伯
Kronos Research
L
Lejian Education 乐鉴出国留学
Lilly 礼来
LONGi 隆基
M
M&G COLIPU 晨光科力普
McKinsey & Company 麦肯锡
MHP
Michelin 米其林
Microsoft 微软
Milkyway 密尔克卫
Momenta 初速度
MOTIONONE 魔丸文化
N
NetEase 网易
Northern Light Venture Capital 北极光创投
Novartis 诺华
NRL Capital 纽尔利资本
Nuoya Culture Media 诺娅文化传媒
O
OCI 奥瑟亚
Oriza Rivertown 元禾厚望

PEAK AMC 银鼎资产
PepsiCo 百事
P
Pinduoduo 拼多多
PRO CAPITAL 普罗资本
PwC 普华永道
R
Roche 罗氏
Roland Berger 罗兰贝格
S
Schneider Electric 施耐德电气
Sensetime 商汤科技
Shanghai YJEE Protection Technology 上海永疆环境工程
SHEIN 希音
Sika 西卡
Sinovation Ventures 创新工场
South West Weiyu Middle School 西南位育中学国际部
SUNGROW 阳光电源
SwiftPlus Technologies 海付移通科技
T
TAIMEI TECHNOLOGY 太美医疗科技
Tech Mahindra 马衡达信息技术
Tencent 腾讯
Thor 索迪电子技术
Three Gorges Capital 三峡资本
Tim Hortons China 天好 (中国)
TraceTronic
Trina Solar 天合光能
V
Vanadis Energy 艾博特瑞
Vertiv 维谛技术
W
Werfen 沃芬
WestSummit Capital 华山资本
World Bank Group - IFC 世行集团 - 国际金融公司
WuXi Biologics 药明生物
X
XGD 新国都
Xindao B.V.
Xinshengyu Petroleum Energy 新生誉石油能源
Xmedia 仙梓文化
Y
Youhug 耀客传媒
yuwell group 鱼跃集团
Yuyuan Inc. 豫园股份
Z
ZKH 震坤行



高文

中国区招聘负责人
GE医疗

“GE医疗致力于成为全球领先的医疗技术、药物诊断和数字化解决方案的创新者，我们非常注重人才的培养与发展。中欧国际工商学院作为顶尖商学院，为市场培养了许多了解中国市场，而且具备全球视野的杰出人才。GE医疗一直把中欧视作我们“业务管理高层领导力培训生项目”的人才招募的重点目标院校，也非常感谢中欧为我们持续提供卓越人才。我们非常重视也期待与中欧开展更广泛和深入的战略合作。”



MILKYWAY The Chemical Supply Chain Innovator
603713

丁慧亚

董事/副总裁
密尔克卫集团

“一个企业的成功 = 战略成功 + 实践成功，而人才是战略实践成功的必要保障。密尔克卫是根据未来 5-10 年的发展需要，来培养储备一批中高层管理者的。加入我们公司的中欧 MBA 毕业生，将由董事长和副总裁担任导师，不仅有分阶段系统化的训练成长营，更会在各业务一线摸爬滚打中轮岗，5-10 年内锤炼成长为公司各业务线的领军人物或高管，并且大多会放在海外。有中欧 MBA 严格的筛选机制与优质的教育系统背书，我们非常看好这批年轻人！”



张璐

高级招聘经理
震坤行


“震坤行从 2020 年开始跟 CEIBS 接触，先后参与了三届 MBA 招聘活动。特别感谢中欧提供了一个绝佳的平台去展示我们的雇主品牌，让一批又一批未来的商业领袖，有机会了解并关注到像震坤行这样相对新兴的行业和公司。2023 届我们终于达成了第一个录用，这是个里程碑，更是一个新起点，接下来我们会继续加强与中欧的持续合作，期待有持续不断的兼顾“中国深度、全球广度”的中欧毕业生加入到我们的管理团队中。”



Leo ZHU 
 Senior Strategy Analyst
 ByteDance

"I will always look back on my year and a half MBA journey at CEIBS with the fondest of memories. The program helped me learn invaluable skills such as effective teamwork, strong leadership, and frameworks to enhance my business thinking, making me a more confident and capable professional ready to make a meaningful impact. I also gained a deeper understanding of the Chinese economy and culture, enabling a successful career switch into a large Chinese tech company. But most importantly, I met the most talented, dynamic, and caring classmates with whom I formed profound connections and friendships that will stay with me forever."



 **Fred HU**
 Business Assistant to Group Co-Chairman & Co-CEO
 Fosun Group

"The decision to pursue an MBA at CEIBS was a pivotal one in my career. It has not only opened doors for new opportunities but has also enriched my perspective on global business and entrepreneurship. Through this transformative journey, I am grateful for the growth, learning, and lifelong friendships CEIBS has given me. Now, with a springboard for my future success, I eagerly look forward to taking on new challenges with enthusiasm, armed with the invaluable lessons and connections I have gained."



Hannah ZHU 
 Senior Business Development Manager
 Momenta

"CEIBS's MBA program was transformative for my career. I have not only gained invaluable knowledge and skills but also experienced an uplifting journey of personal and professional growth. The diverse community broadened my global perspective, and the rigorous curriculum provided me with practical business acumen. Most importantly, the personalized career development support enabled me to successfully switch career from government agency to AI industry with newfound confidence."

2023/2024 RECRUITMENT CALENDAR

2023/2024招聘日历



Jul. 2023	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2024	Feb.	Mar.	Apr.	May	Jun.
MBA2024 Summer Internship		MBA2025 Internship & MBA2024 Full-time Recruitment Season									
	<ul style="list-style-type: none"> Aug. 28 Full-time Job Posting Kick-off Internship Job Posting Kick-off 	<ul style="list-style-type: none"> Sep. 11 Campus Presentation Kick-off MBA2024 Resume Book Available 			<ul style="list-style-type: none"> Nov. 01 Earliest Recommended Response Date to Full-time Offer 	December <ul style="list-style-type: none"> MBA2025 Mini Bio Available 	<ul style="list-style-type: none"> Jan. 18 CEIBS MBA Recruitment Fair 	March Annual CDC Signature Event	April MBA2024 Graduation Ceremony	June CEIBS Employer Appreciation Event	<ul style="list-style-type: none"> Jun. 17 MBA2025 Summer Internship Kick-off



PARTNER WITH CEIBS 合作中欧

ENGAGE 合作

Collaborate with CEIBS faculty, students and alumni to increase corporate brand awareness
与中欧师生、校友合作, 扩大企业影响, 提升企业品牌

Integrated China Strategy Project / Internship
综合中国战略咨询项目/实习

Industry / Executive Forum
行业论坛/高层管理论坛

Career Workshop / Mock Interview / Career Exploration Programme
职业发展工作坊/模拟面试/职业探索项目

Market Exploration Trek / Company On-site Visit / Campus Visit
市场探索之旅/公司拜访/中欧校园访问

Student Event Guest Speaker & Sponsorship
学生活动嘉宾及赞助

Mentoring Programme
导师项目

Corporate Sponsorship / Student Scholarship
学院发展赞助/学生奖学金

Executive Education
高管教育

RECRUIT MBA STUDENTS 应届生招聘

Hire current students for summer internship, part-time or full-time positions
招聘暑期实习生、兼职或全职雇员

Job Posting
职位发布

Campus Presentation / Company Open Day
校园宣讲/企业开放日

Recruitment Fair
招聘会

Resume Book
简历册

RECRUIT CEIBS ALUMNI 校友招聘

Connect with CEIBS alumni for immediate hiring needs
向中欧校友发布即时职位

CEIBS iCampusPlus App
iCampusPlus 平台

MBA Students Career Support | 学生职业支持

The mission of the Career Development Center is to provide MBA students with customized career support through career counseling, career insights sharing and career & networking opportunities. CDC partners with students to develop a career plan that helps to shape their career goals. Comprehensive career support includes the Career Development Programme, Counseling & Coaching, Career Related Events & Programmes, and Enterprise Relationships.

职业发展中心为MBA学生提供定制化的职业规划辅导、行业信息分享、工作机会以及与行业互动交流的机会。CDC助力学生做好生涯规划, 实现职业目标。全面的职业支持包括职业发展项目、职业辅导与教练、职业相关活动与项目和企业雇主关系。

Alumni Career Support | 校友职业支持

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LIFELONG Alumni Network
校友网络
- 

LIFELONG Career Resources
就业资源
- 

LIFELONG Learning
终身学习
- 

LIFELONG Journey
职业旅程

