



*The Practice of E-learning
Platform in CEIBS EMBA
Program*

**Information Center
David Xue**

中欧國際工商學院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

www.ceibs.edu

China Europe International Business School

- CEIBS is a not-for-profit joint venture established in 1994 under an agreement between the Chinese government and the European Commission.
- CEIBS is the Asia-based business school that has achieved top-tier global rankings for its MBA, EMBA and Executive Education Program.



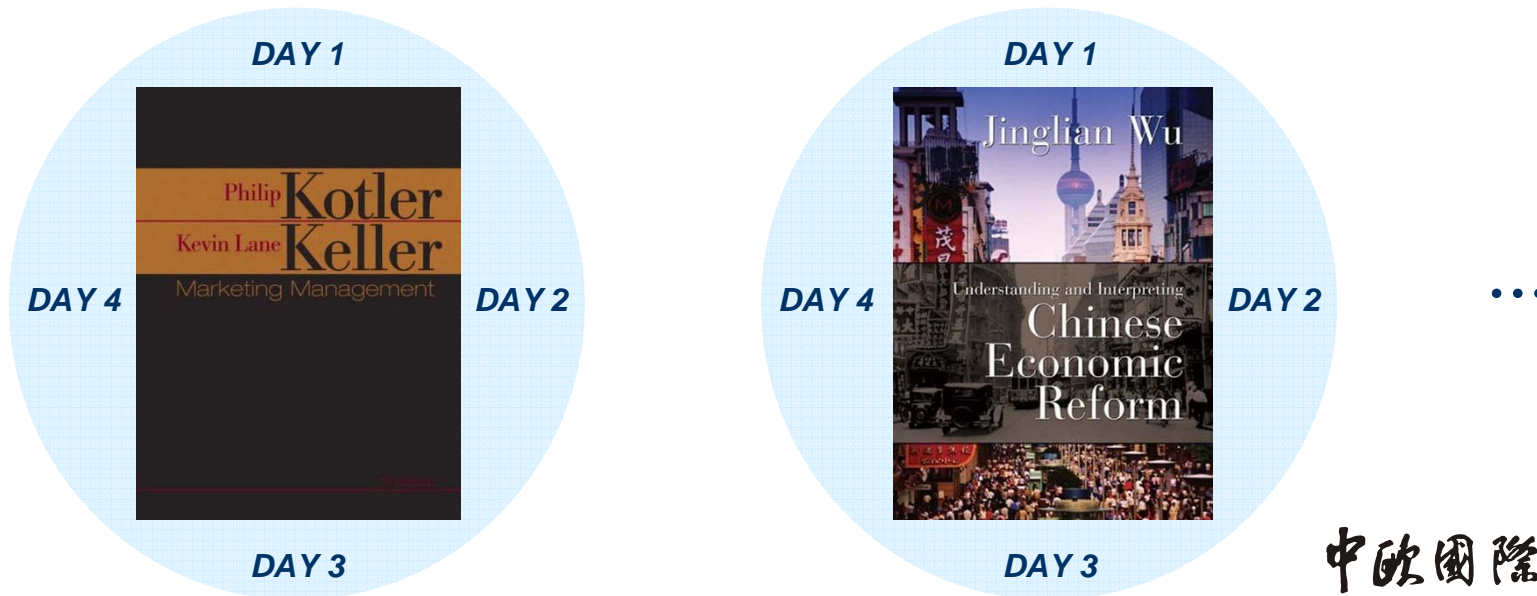
CEIBS EMBA Program

- Despite its young age of just 16 years, CEIBS EMBA Program has ranked within the Top 30 by the Financial Times' annual global business school survey for 5 consecutive years (2005-2009). It is also the **largest** EMBA Program in the world with an annual intake of over **700** students.



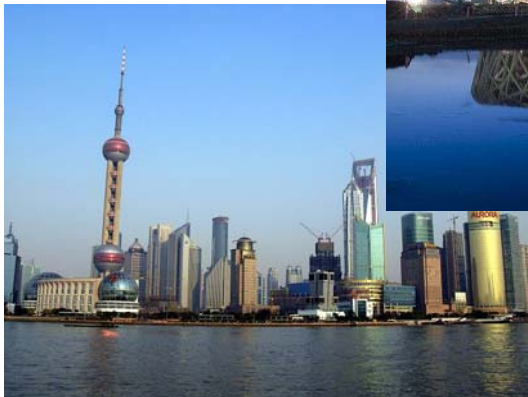
CEIBS EMBA Program

- The program lasts for two years. Students meet **ONLY** once a month, for four consecutive days from Thursday morning to the Sunday afternoon.



CEIBS EMBA Program

- Students study with their counterparts in Shanghai, Beijing and Shenzhen.
- CEIBS also runs its EMBA program outside China – in Accra, the capital of Ghana, to attract both African and Africa-based expatriate students.



CEIBS EMBA Program

- Over 70 Percentage of EMBA Students are in Senior and Top Management Positions

- **2009 International Class Profile**

No. of Students	59
Average Age	38
Average Years of Work Experience	13
Average Years of Management Experience	8
Countries / Regions Represented	18
Percentage of International Students	45%
Percentage of Women	20%
Percentage in Senior and Top Management Positions	72%
Percentage Holding Master's Degree or Above	43%

CEIBS Challenges

- Students meet only four days per month => Shorter time
- Campus in Shanghai, Beijing and Shenzhen => Resource Sharing
- Most Students are Top Management => Lack of time and IT skills
- Continuous growing enrollment => Keeping service quality

We Look Forward Solutions

Disadvantages of E-Learning

- **Emphasize self-discipline of each student**
- **Asynchronous; less of interaction**
- **Interactive methods not friendly**
- **IT skill requirements**
- **...**

Advantages of E-Learning

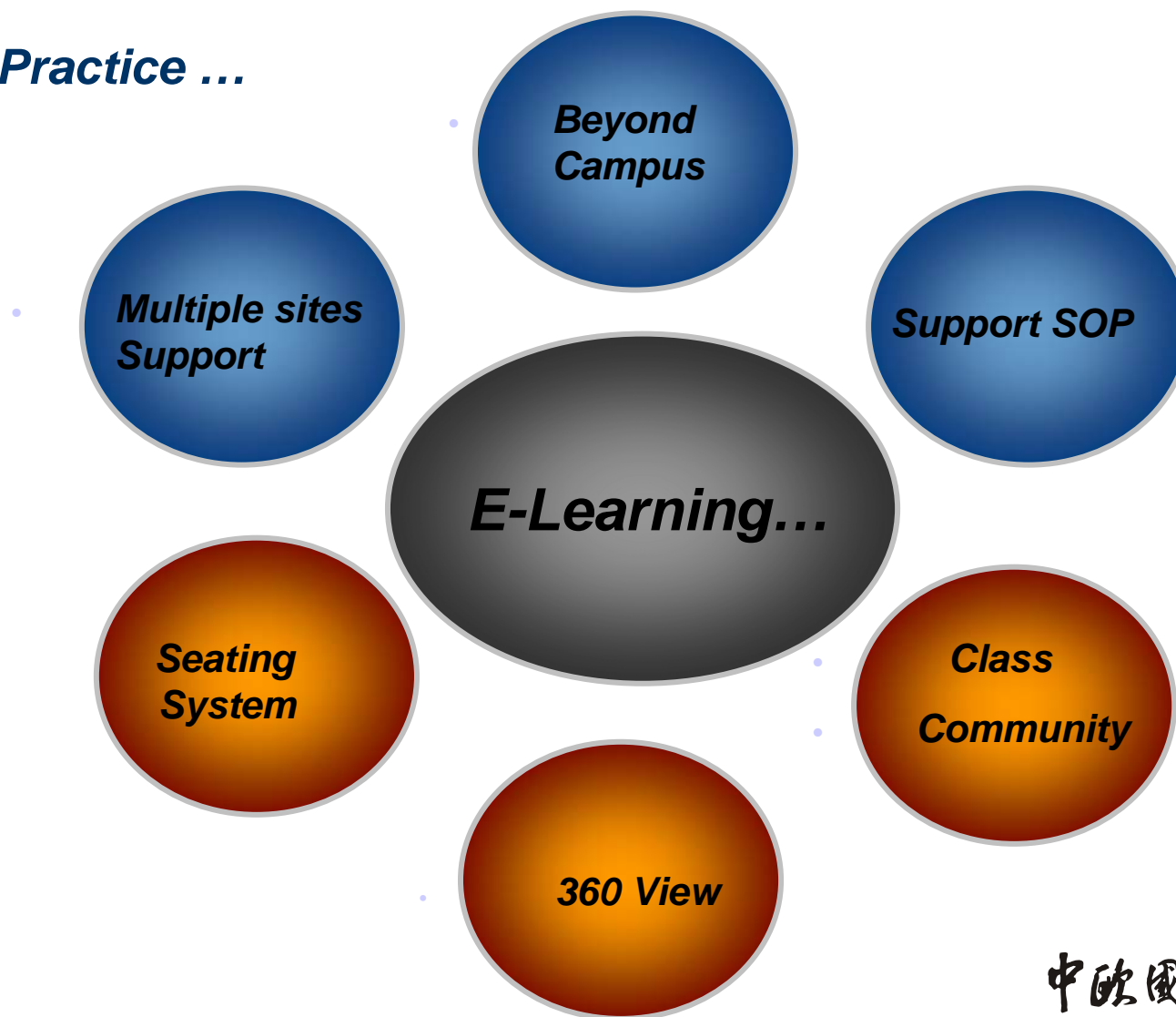
- Any where, any time
- Resource sharing; diversity of interaction
- Creative; individualized
- Keeping
- Efficiency and cost saving
- ...

CEIBS' Selection

CEIBS EMBA Program Choosing E-learning Platform — *Blackboard* + + +

- Prototyping
- Business mapping
- Conference room pilot
- Training
- Go-life

Our Practice ...



Flexibility in Multiple Sites



...

Shanghai



...

Beijing

Shift Course

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System Admin 我的门户 Faculty Portal 我的课程 Faculty Courses EMBA社区 帮助 EMBA Portal EMBA Courses EMBA Community EMBA Help MBA Portal MBA Courses MBA SC / Co

管理基础 FOUNDATIONS OF MANAGEMENT (CEIBS-08H-2) > CONTROL PANEL > LIST / MODIFY USERS

List / Modify Users

SEARCH **STARTS WITH** ADVANCED LIST ALL

Search by: ☒ Last Name ☐ Username ☐ Email

71 users located.
Displaying records 1-25.

Shift Course

Name	Username	Email	Role	Classroom
EMBA STAFF, Chris Zhao	zchris	zchris@ceibs.edu	Teaching Assistant	Properties
EMBA STAFF, Serena Guo	cserena	cserena@ceibs.edu	Teaching Assistant	Properties
EMBA Staff, Sophie Guo	gsophie	gsophie@ceibs.edu	Teaching Assistant	Properties
EMBA-082265-08SH-6A-C 蒋道春-08SH-6	jiyichun.e08sh6	jiyichun.e08sh6@ceibs.edu	Student	Properties
EMBA-083008-08BU-1B-C 陈文峰-08BU-1	cwenfeng.e08bj1	cwenfeng.e08bj1@ceibs.edu	Student	Properties
EMBA-083045-08BU-1B-C 王军-08BU-1	wjun.e08bj1	wjun.e08bj1@ceibs.edu	Student	Properties
EMBA-092061-09SH-2B-C 袁雪梅-09SH-2	axuemei.e09sh2	axuemei.e09sh2@ceibs.edu	Student	Properties
EMBA-092062-09SH-2B-C 程艳-09SH-2	byan.e09sh2	byan.e09sh2@ceibs.edu	Student	Properties
EMBA-092063-09SH-2A-C 施建平-09SH-2	bjianping.e09sh2	bjianping.e09sh2@ceibs.edu	Student	Properties
EMBA-092064-09SH-2B-C 曹承刚-09SH-2	cchenggang.e09sh2	cchenggang.e09sh2@ceibs.edu	Student	Properties
EMBA-092065-09SH-2A-C 陈翊汶-09SH-2	cterry.e09sh2	cterry.e09sh2@ceibs.edu	Student	Properties
EMBA-092066-09SH-2B-C 洪波-09SH-2	chongbo.e09sh2	chongbo.e09sh2@ceibs.edu	Student	Properties
EMBA-092067-09SH-2A-C 陈新-09SH-2	cxin.e09sh2	cxin.e09sh2@ceibs.edu	Student	Properties
EMBA-092068-09SH-2A-C 陈宇-09SH-2	cyu.e09sh2	cyu.e09sh2@ceibs.edu	Student	Properties
EMBA-092069-09SH-2A-C 陈巍-09SH-2	cwei.e09sh2	cwei.e09sh2@ceibs.edu	Student	Properties
EMBA-092070-09SH-2A-C 陈康平-09SH-2	ckangping.e09sh2	ckangping.e09sh2@ceibs.edu	Student	Properties
EMBA-092071-09SH-2A-C 陈恒卫-09SH-2	chengwei.e09sh2	chengwei.e09sh2@ceibs.edu	Student	Properties
EMBA-092072-09SH-2B-C 陈冲-09SH-2	cchirong.e09sh2	cchirong.e09sh2@ceibs.edu	Student	Properties
EMBA-092073-09SH-2A-C 成媛伟-09SH-2	csongwei.e09sh2	csongwei.e09sh2@ceibs.edu	Student	Properties

Before Class — Student Profile

- ***In Process — Pre-assigni***

- ***After Class — End Term Survey***

Preview Assessment: 301-08SH: Chinese Economy - End Term Survey

Name:	301-08SH: Chinese Economy - End Term Survey
Instructions:	Please answer each question as you see fit. Note: Answers are anonymous.
Multiple Attempts:	Not allowed. This Survey can only be taken once.
Force Completion:	This Survey can be saved and resumed later.

* Question Completion Status:

Question 1

Please rate Dr. Wu Jinglan's teaching performance.

1 - Worst 5 - Best

☐ 1
 ☐ 2
 ☒ 3
 ☐ 4
 ☐ 5

Question 2

Please comment on the professor (including but not limited to: teaching style, communication ability, grading)

Normal | [v] Times New Roman | B U S A W T L R E I O P

* Path: /add/

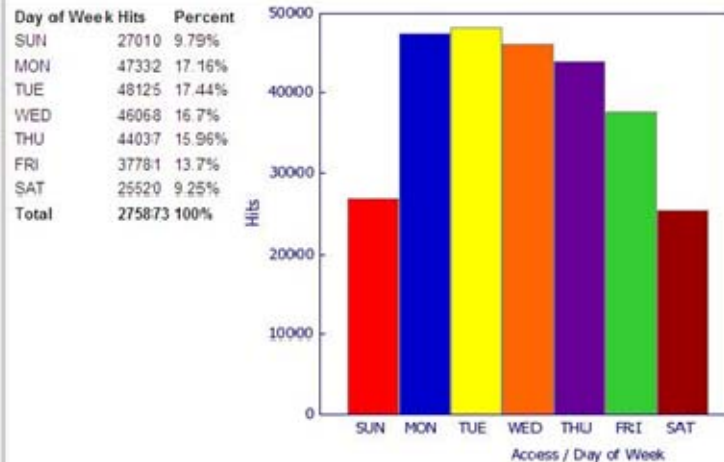
Question 3

Please rate the course content (including: usefulness, quality and structure).

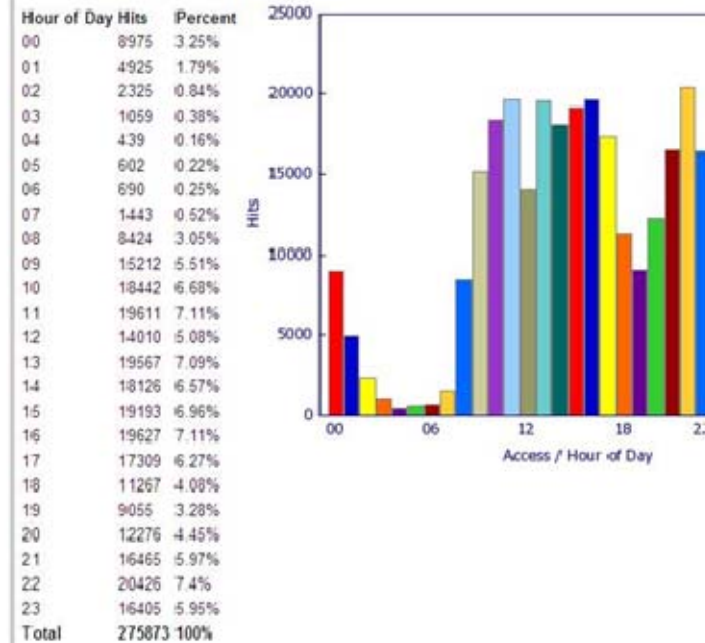
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Any Where, Any Time

1 Access / Day of Week



2 Access / Hour of Day



Beyond Classroom and Campus

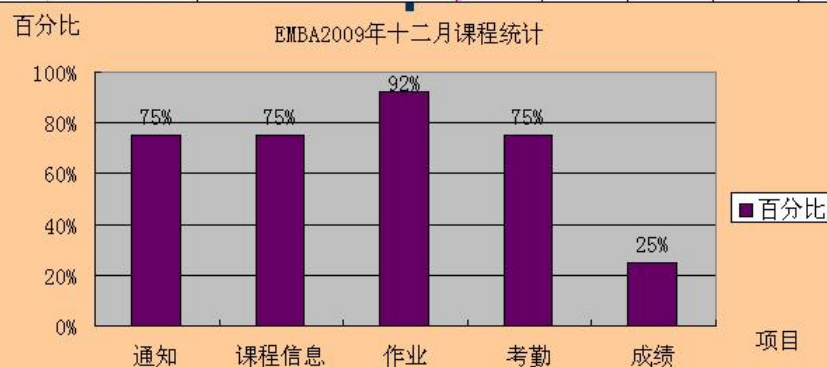


Support SOP

- **Operation process standardization**
- **Turn over**
- **Service quality improvement**
- **Data keeping**
- **Efficiency**

	A	B	C	D	E	F	G	H	I	J	K	L	M
2	Course Date A	Course Date A	Course ID	Course	通知	课程信息	作业调查	考勤	成绩	助教			
3	2009-12-11	2009-12-14	C550-09BJ-3A3B	管理数量方法 Quantitative Methods for Management	✓	✓	✓	×	×	Leona WANG/Christina Z			
4	2009-12-10	2009-12-13	C530-09BJ-1A1B	组织行为学 Organizational Behavior	✓	×	✓	×	✓	Amber Qi/Li Qiushi			
5	2009-12-11	2009-12-14	E560-08SH-091211	人力资源管理 Human Resource Management	✓	✓	✓	✓	×	Christina Zhao/Peggy Pan			
6	2009-12-11	2009-12-13	E555-08SH-091211	风险资本与创业管理 Venture Capital and Enterprenurial Management	✓	✓	✓	×	×	Bella Li/ZENG WEN			
7	2009-12-12	2009-12-15	C530-09SH-2A2B	组织行为学 Organizational Behavior	✓	×	✓	✓	×	Catherine Zou/Sophie Guo			
8	2009-12-18	2009-12-21	C510-09SH-6A6B	管理学基础 Foundations of Management	×	✓	✓	✓	×	Rachel Wu/ZENG WEN			
9	2009-12-18	2009-12-21	C530-09SH-3A3B	组织行为学 Organizational Behavior	✓	✓	✓	✓	×	Daniel Liu/Serena Cui			
10	2009-12-18	2009-12-20	E552-08SH-091218	B2B Brand Management “企业对企业”和品牌管理	✓	✓	✓	✓	×	Jenny Chen			
11	2009-12-18	2009-12-20	E512-08SH-091218	Psychology in Decision Making 决策中的心理学	×	✓	×	✓	×	Flora Zhu/Kathy Wang			
12	2009-12-18	2009-12-20	E555-08BJ-091218	Venture Capital and Entrepreneurial Management	×	✓	✓	✓	✓	Rong Yi			
13	2009-12-17	2009-12-20	C530-09BJ-2A2B	组织行为学 Organizational Behavior	✓	×	✓	✓	✓	Amber Qi/Li Qiushi/Yuan Yuan			
14	2009-12-18	2009-12-21	C550-09BJ-4A4B	管理数量方法 Quantitative Methods for Management	✓	✓	✓	✓	×	Leona WANG/Sally Wu			
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Standardization



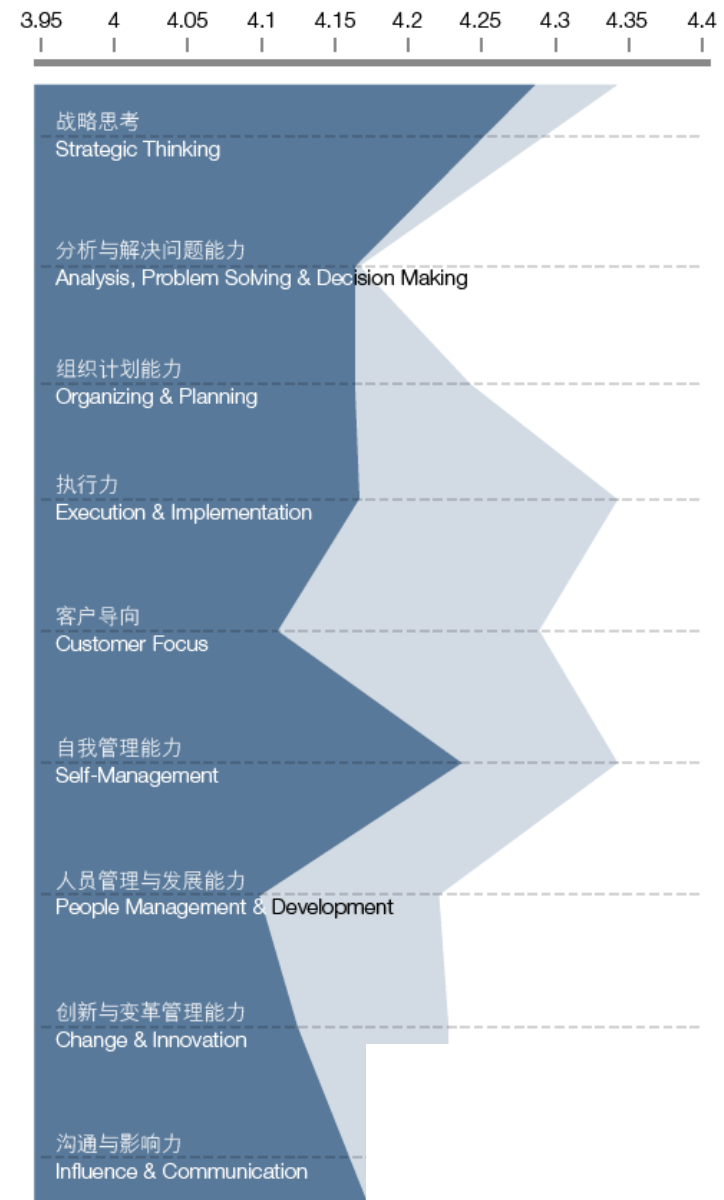


360° Survey

EMBA Leadership Behavior Change *Others' Rating (Boss, Peers, Subordinates)*

- **Blue:** 360 measures at entrance
- **Grey:** 360 measure at exit.

So we know what we should do!



Communication in CEIBS

■ Seven Principles of Good Practice in Education

No. 2 Develops reciprocity and cooperation among students

■ A Survey of EMBA 2009

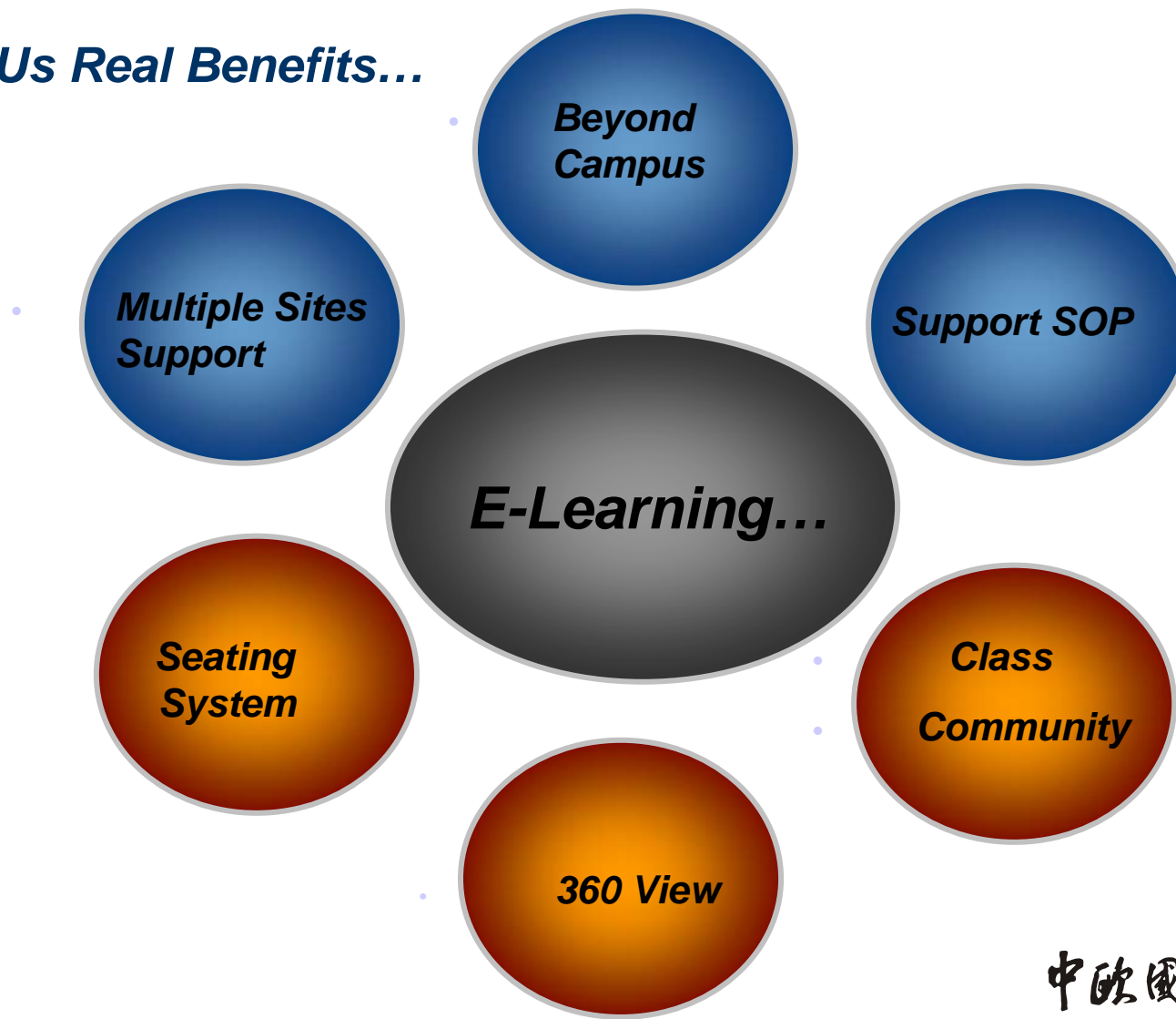
	Shenzhen	Shanghai	Beijing
<i>Hope to enhance network with accomplished executives through EMBA program</i>	36	127	43
<i>Total amount of survey</i>	49	174	73
	73%	73%	59%

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Bring Us Real Benefits...

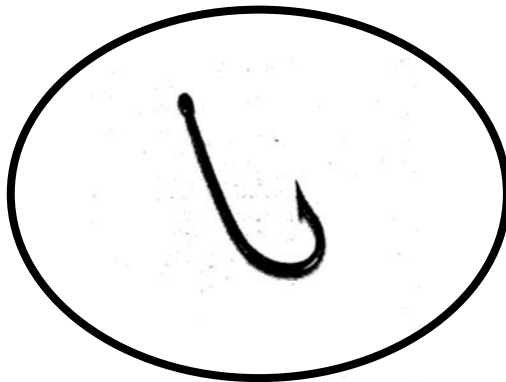


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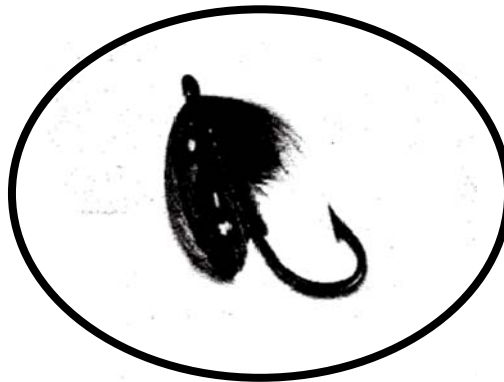
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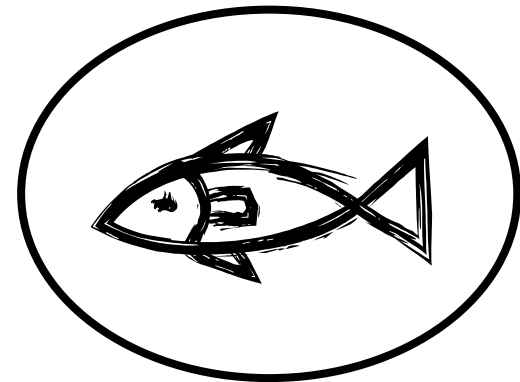
Future ...



Technology



System or Service



Business Outcome

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Thank you !

xdavid@ceibs.edu

