



# Introducing CEMS

**The Global Alliance in Management Education**

*N°1-ranked Master's in Management in the world*



# 1. WHAT IS CEMS?



# The Global Alliance in Management Education

- **We are...**  
...the exclusive **global** cooperation platform between **top business schools** and **multinational companies**
- **We aim at....**  
... educating future generations of **international business leaders** and “**global citizens**”
- **We deliver...**  
...the CEMS Master’s in International Management (the “**CEMS MIM**”), the most international and culturally diverse M.Sc. on the market place



# The Global Alliance in Management Education

- **We promote...**

...global citizenship, and the following values:

- The pursuit of **excellence** with high standards of **performance** and **ethical conduct**
- Understanding and drawing upon **cultural diversity** with **respect** and **empathy**
- Professional **responsibility** and **accountability** in relation to society as a whole



# Key figures today

- Founded **21** years ago
- **28** Schools across **4** continents
- **62** Corporate partners
- **800+** MIM students per year, **50+** nationalities
- **5,000+** alumni, **50%** live abroad
- CEMS MIM ranked **# 1** in the world by the FT



# 2. SCHOOLS

**CEMS academic membership  
shapes a new global alliance**



# Academic Members - status & profile

- **CEMS Full Membership** is offered to selected top schools prepared and approved to implement the full concept of the MIM programme and corporate partnership
- The **best business schools** and universities - one per country
- Academic international reputation, research profile and proximity to the corporate world
- Potential for international business careers, graduate recruitment and new CEMS corporate partners
- Offering a **flagship home M.Sc. degree** to top multilingual student profiles, with courses in English



# The CEMS academic members (2009)

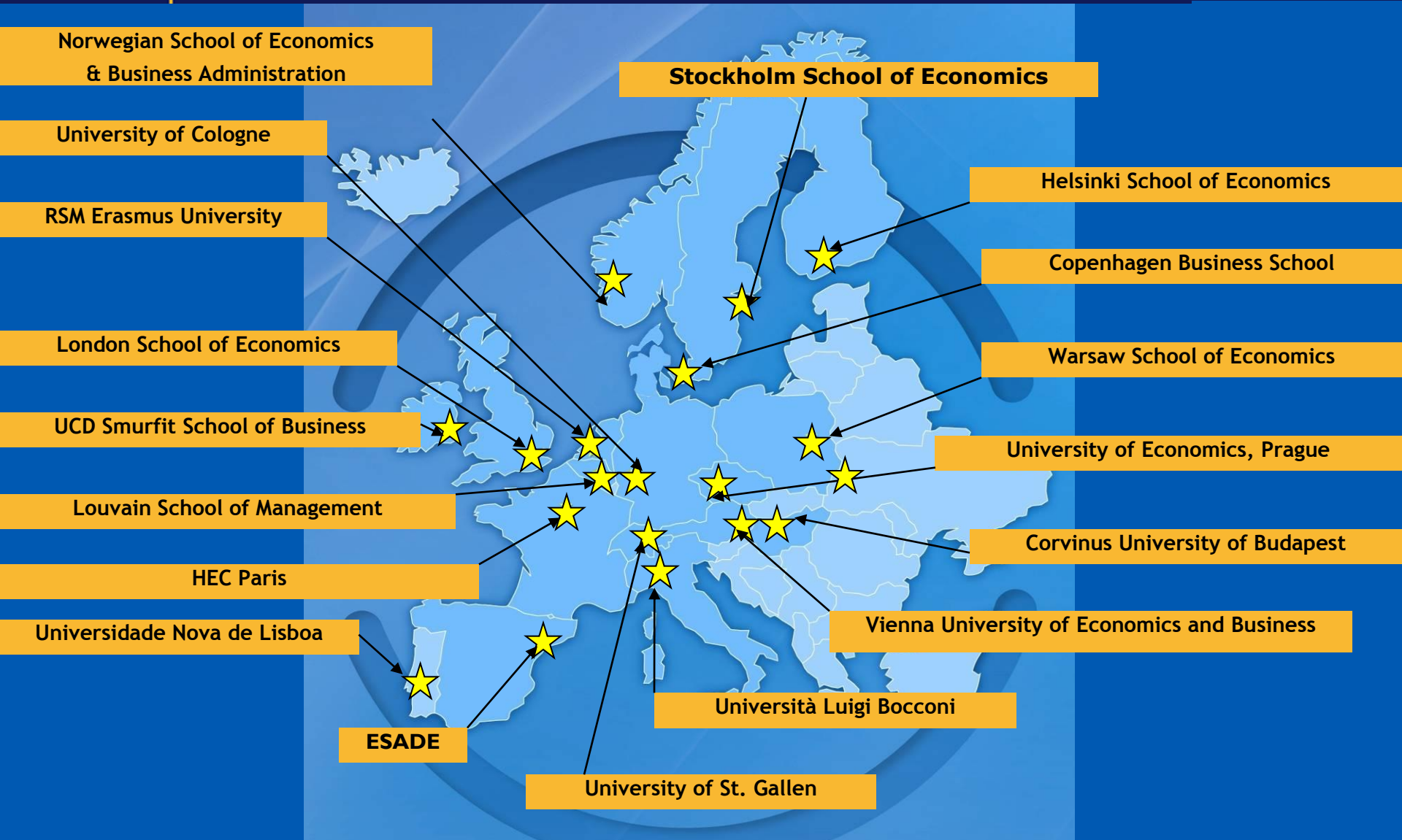


Full academic members

In transition for full membership



# 18 schools in Western & Central Europe





# Benefits for member schools

- Gain a label for the school's international reputation on the pre-experience Master's segment, with geographical exclusivity
- Offer an attractive cross-cultural experience and second international degree to home Master's students: the CEMS MIM
- Develop networking and community spirit with prestigious schools and companies



# Pre-selection criteria for schools

- **Potential of the country for CEMS stakeholders:**  
attraction for CEMS students, potential for international business careers and international graduate recruitment, potential for new CEMS corporate partners...
- **Reputation of the school:**  
academic international reputation, research profile, national leadership, proximity to the corporate world, current partnership with CEMS schools...
- **Pre-experience Master's programme at the school:**  
flagship home Master's degree, top multilingual student profile, courses in English, possibility to connect to MIM...



# **3. COMPANIES**

**CEMS Corporate Partnership serving  
cooperation needs of multinational firms**



# CEMS Corporate Partners profile

- **Multinational companies with a high reputation nationally and internationally**
- **Interested in the development of international management education and recruitment**
- **Active contributors to the CEMS network: governance, research, curriculum, internships, graduate recruitment...**



# CEMS Corporate Partners

## Finance

BNP Paribas  
CIB Bank  
Crédit Agricole S.A.  
Credit Suisse  
Deutsche Bank  
Fidelity International  
Fortis  
ING Group  
Itau Unibanco  
JSFC Sistema  
Millennium bcp  
OesterreicheNationalbank  
Santander  
Société Generale  
Sberbank  
Swiss Re  
UBS  
UniCredit Group  
Zurich Financial Services

## Industry & services

ABB  
Adidas  
Arçelik  
AstraZeneca  
BP  
Canal +  
CEMEX  
EADS  
EDP  
ENI International  
Haniel Group  
Henkel  
Hewlett Packard  
Indesit  
KONE  
L'Oréal  
LVMH  
Mol Group  
Nestlé

Nokia  
Novo Nordisk  
OMV Aktiengesellschaft  
Procter & Gamble  
Reckitt Benckiser  
Schindler Corporation  
Shell  
Siemens  
Statkraft  
StatoilHydro  
Stora Enso  
Thomson Reuters  
Unibail-Rodamco  
Vestas Wind Systems A/S  
Vodafone  
Whirlpool  
Wolseley

## Consulting

A.T. Kearney  
Daymon Worldwide  
Deloitte ToucheTohmatsu  
KPMG  
McKinsey & Company  
PricewaterhouseCoopers

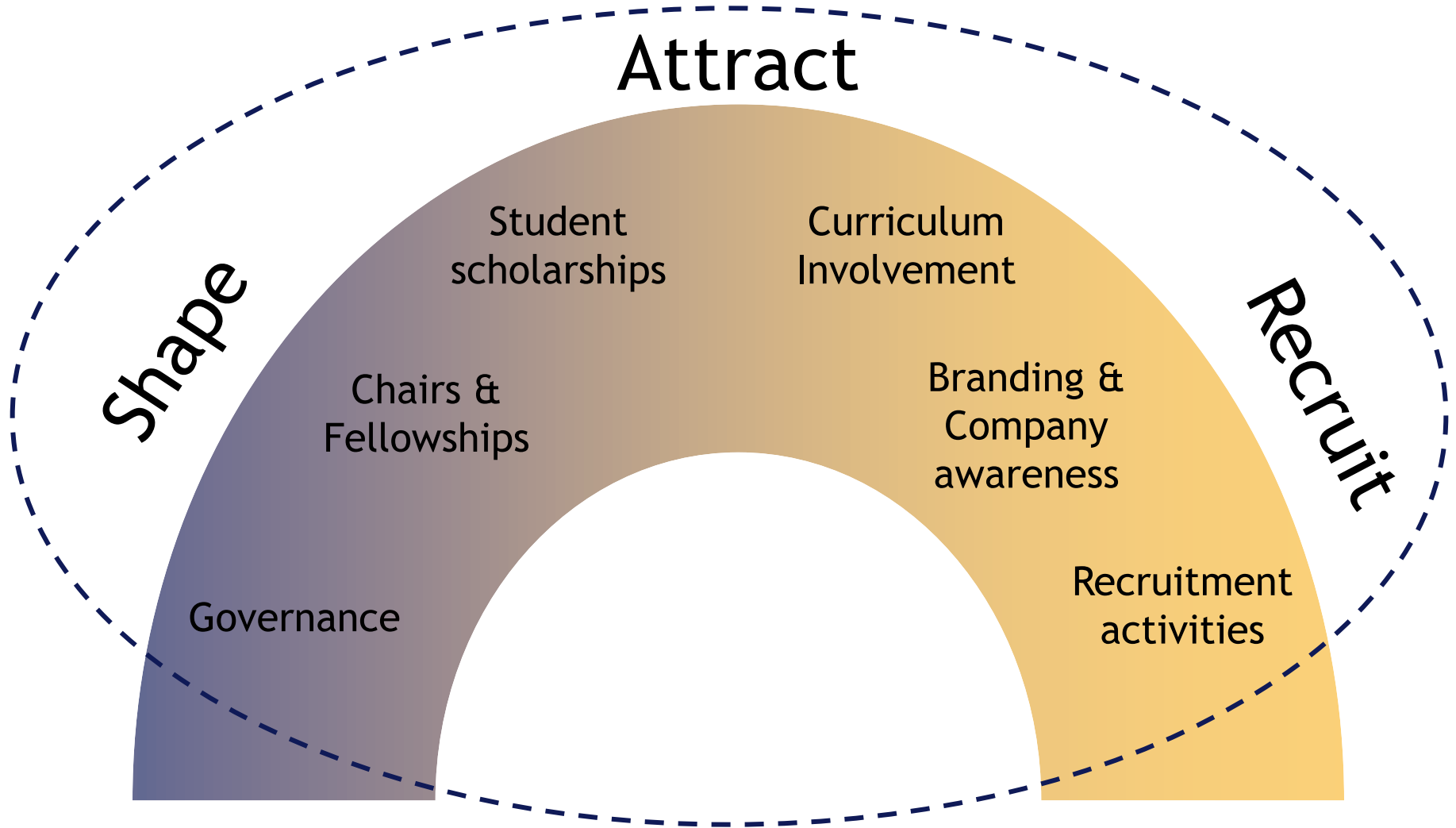


# Benefits for Corporate Partners

- Association with a **leading higher education** global initiative
- **HR branding** at the top business schools
- Targeted recruitment of pre-selected international-oriented M.Sc. graduates
- International networking with schools and companies



# An integrated partnership framework





# 4. PROGRAMME

The CEMS MIM: the top-ranked,  
most international Master's on the market place



# Course structure

CEMS MIM YEAR				
BLOCK SEMINAR	AUG-JAN TERM 1 SCHOOL 1	FEB-JUL TERM 2 SCHOOL 2		INTERNATIONAL INTERNSHIP
3 ECTS	30 ECTS	15 ECTS	15 ECTS	MINIMUM 10 WEEKS
	Strategy Course and other CEMS courses	Cross- Cultural Management and other CEMS courses	Business project	At any time during the CEMS curriculum
	SKILL SEMINARS 1 ECTS	SKILL SEMINARS 1 ECTS		
<i>ONGOING LANGUAGE TESTING</i>				



# CEMS MIM special characteristics

- **Carefully-selected students:** with academic excellence, soft skills, multi-cultural aptitudes and an appetite for international careers
- **International experience:** 1 or 2 terms abroad, internship abroad, international cohort
- **“Bridge” programme:** direct involvement of Corporate Partners in the curriculum
- **On-going quality assurance:** a stamp of quality
- **The single supra-national Master’s degree**



# Benefits for students

- **The most international learning experience in a Master's programme**
- **Students international networking & social life**  
CEMS is a lifestyle!
- **Enhanced placement opportunities**  
Through contacts with Corporate Partners  
and the yearly CEMS Career Forum
- **An active alumni community**  
Committees in close to 20 countries



# International recognition by the FT

The CEMS MIM ranked n°1 in the FT M.Sc. world ranking:

- Number 2 overall in the 3-year ranking (2007-09)
- Number 1 programme for General Management, number 2 for International Business
- Number 1 on combined international criteria
  - # 1 for international faculty
  - # 1 for alumni international mobility
  - # 3 for students' international diversity
  - # 4 for international course experience
- Number 2 for value for money
- 13 CEMS schools ranked in the top 50

*Statistics taken from 2009 ranking*



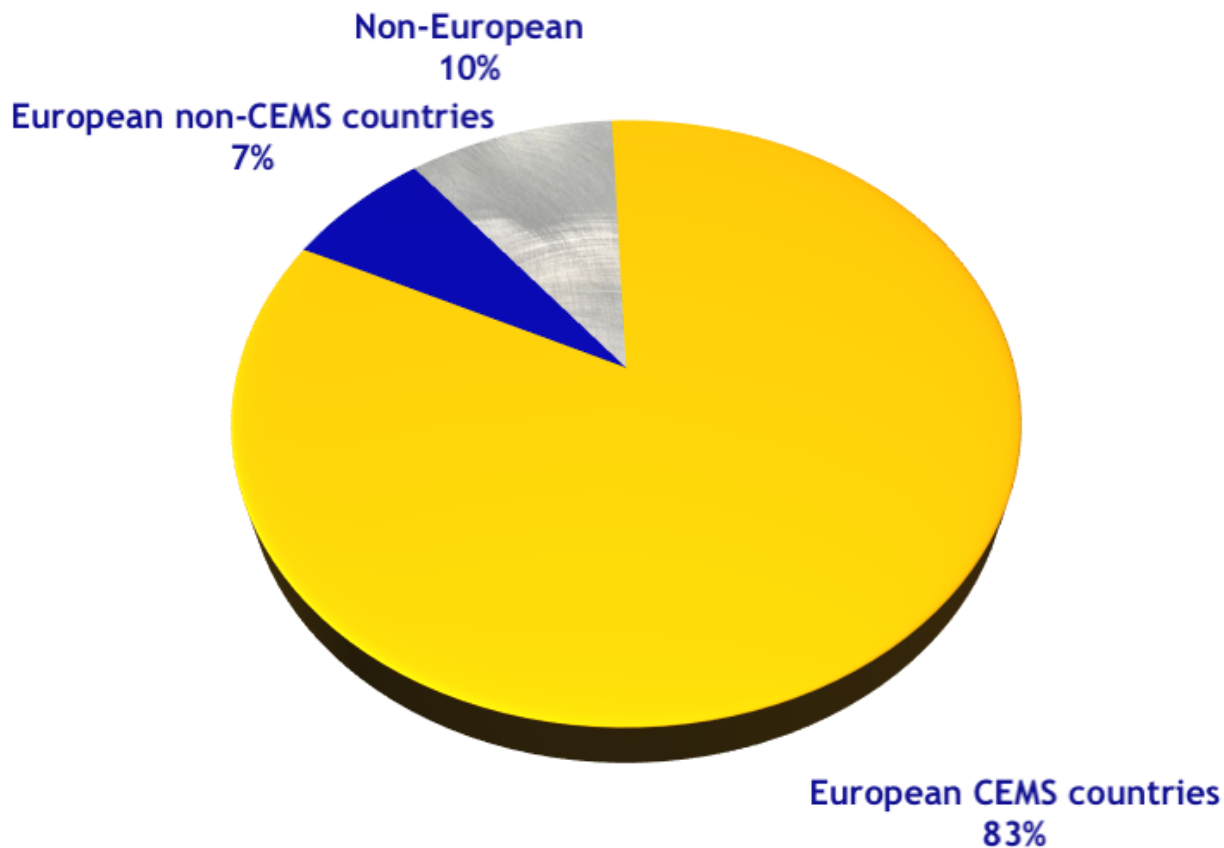
# CEMS MIM student profile

- **CEMS is developed for students who aspire to become global business leaders.**
- **Students are selected for their outstanding profile:**
  - high academic standards and professional skills
  - ability to perform in a fast-changing environment
  - empathy with different values and cultures
  - willingness to take responsibility within society



# CEMS MIM cohort profile

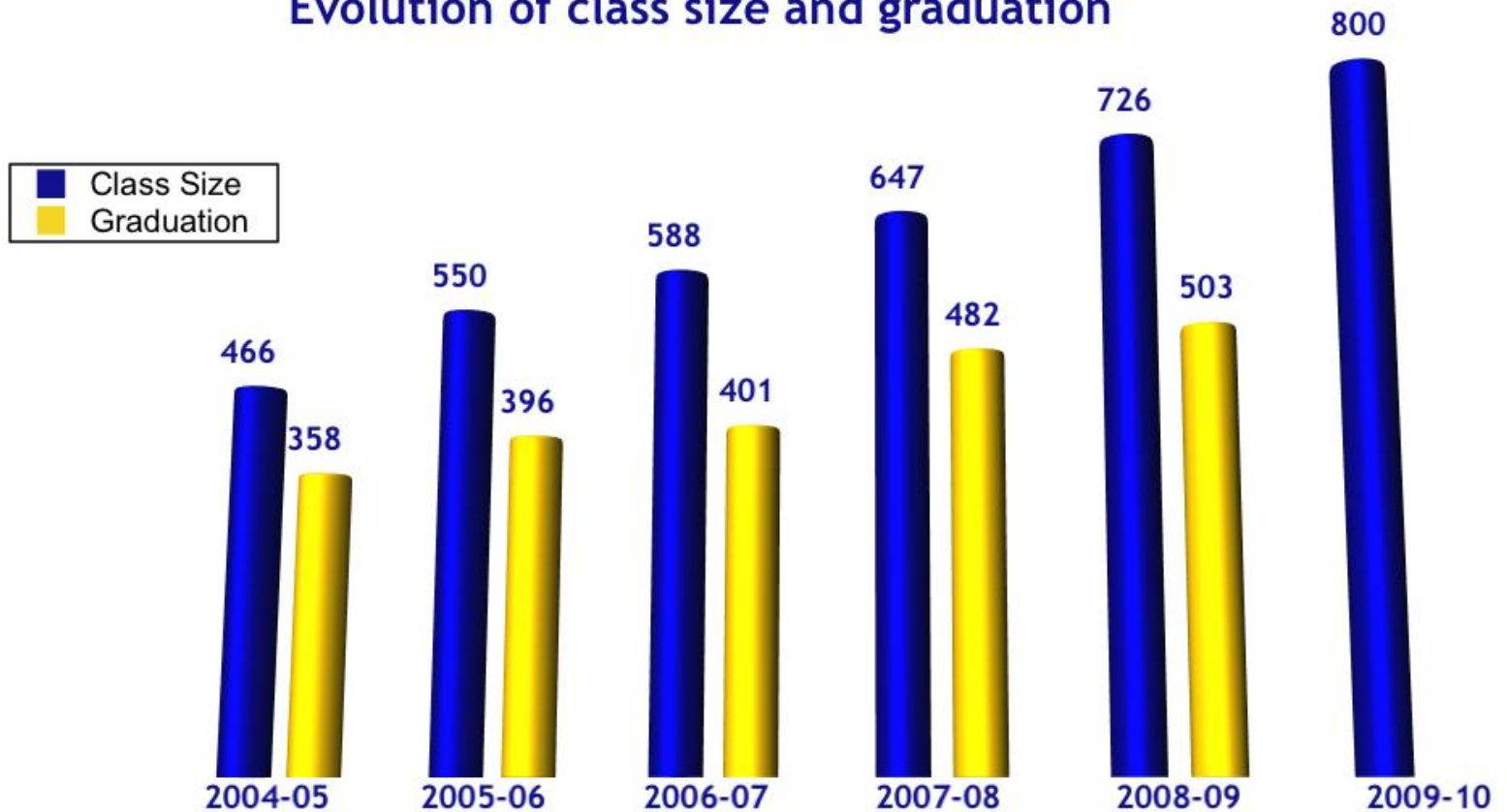
## 2009-10 cohort - a record 57 nationalities





# Students: rising class size and graduands

Evolution of class size and graduation





# Excellent student placement

## CEMS graduates (class of 2008):

- 89% employed prior to or within 3 months of graduation
- 47% work outside of their home country
- 30% now work for a CEMS Corporate Partner
- 78% work for a multinational company
- Sectors:
  - 22% in Management/Consulting
  - 17% in Consumer Goods
  - 9% in Investment Banking
  - 8% in Private/Commercial Banking
  - 8% in the Energy Industry
- Average annual salary: 42,400 euros. 20% earn 60,000 euros+



# CEMS Community events

- The **CEMS Career Forum**, exclusively open to CEMS students, alumni and corporate partners (attendance of +1500, including 30-40 corporate partners)
- **Regional CEMS events** (inter-school knowledge forums, student-alumni get-togethers, corporate seminars and networking evenings)
- The **CEMS Annual Events** (general assembly, board meetings, student and alumni meetings, graduation ceremony, gala celebrations), hosted on a rolling basis by member schools



# Alumni: a lifelong network

- **The CEMS Alumni Association provides 5,500 members:**
  - Local Committees in 20 countries, an online job market and CV database service, a bi-annual alumni magazine, extensive networking activities
- **Current CEMS Alumni employment situation:**
  - Work abroad (43%), for CEMS Corporate Partners (32%), in multinationals (76%), with continental/international responsibility (54%), an average salary of € 87,000 after an average of 6 years' professional experience
- **Evolve in the following sectors:**
  - Consulting (15%), Consumer Goods (15%), Energy (8%)
  - Investment Banking (8%), High-tech (7%), Private Banking (5%)
- **Most popular positions held are:**
  - Finance (27%), Marketing (18%), Executive Management (12%)



# 5. CORPORATE PARTNERSHIP AT WORK

How can companies benefit?



# A wide range of exclusive services for CPs

Networking

Advisory

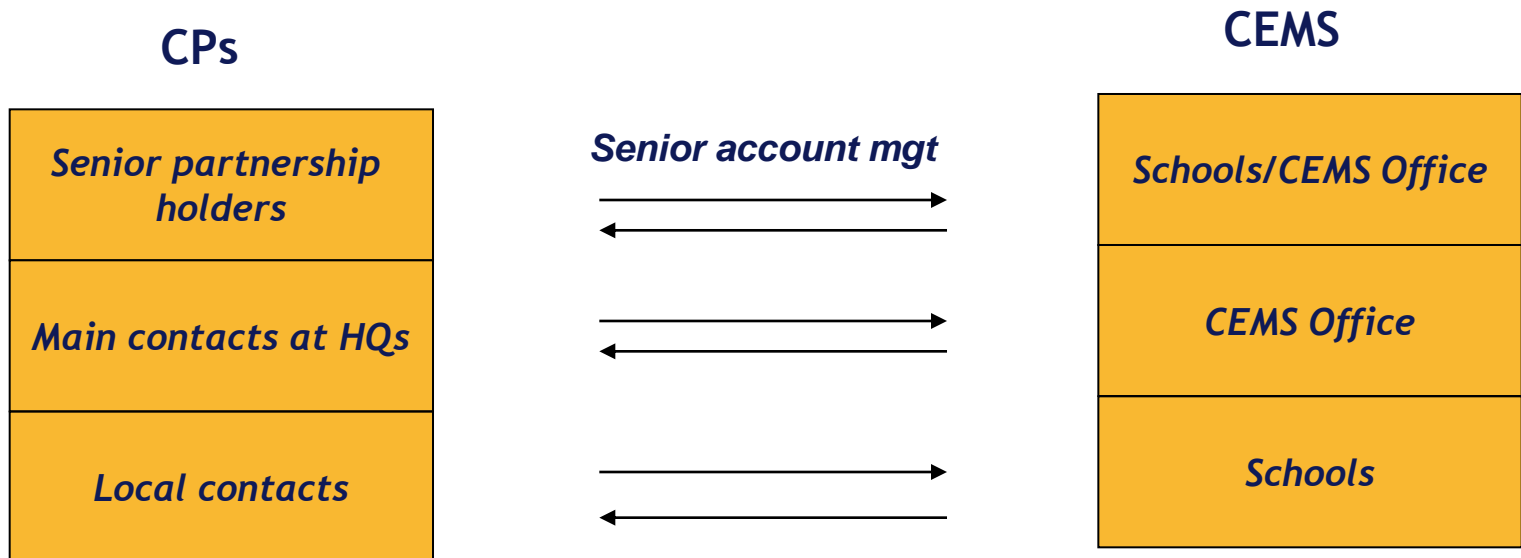
Recruiting

HR branding



# Partnership concept: “gives and takes”

- Corporate Partners are expected to contribute in terms of:
  - Governance, networking, curriculum, budget....
- In return they receive professional services from CEMS
  - Central recruitment and branding services
  - Opportunities offered by member schools...





# Advisory Services

- CEMS graduate data, statistics, trends
- Advisory of relevant branding & recruiting CEMS channels
- General coordination services with member universities
- Tailored research or study

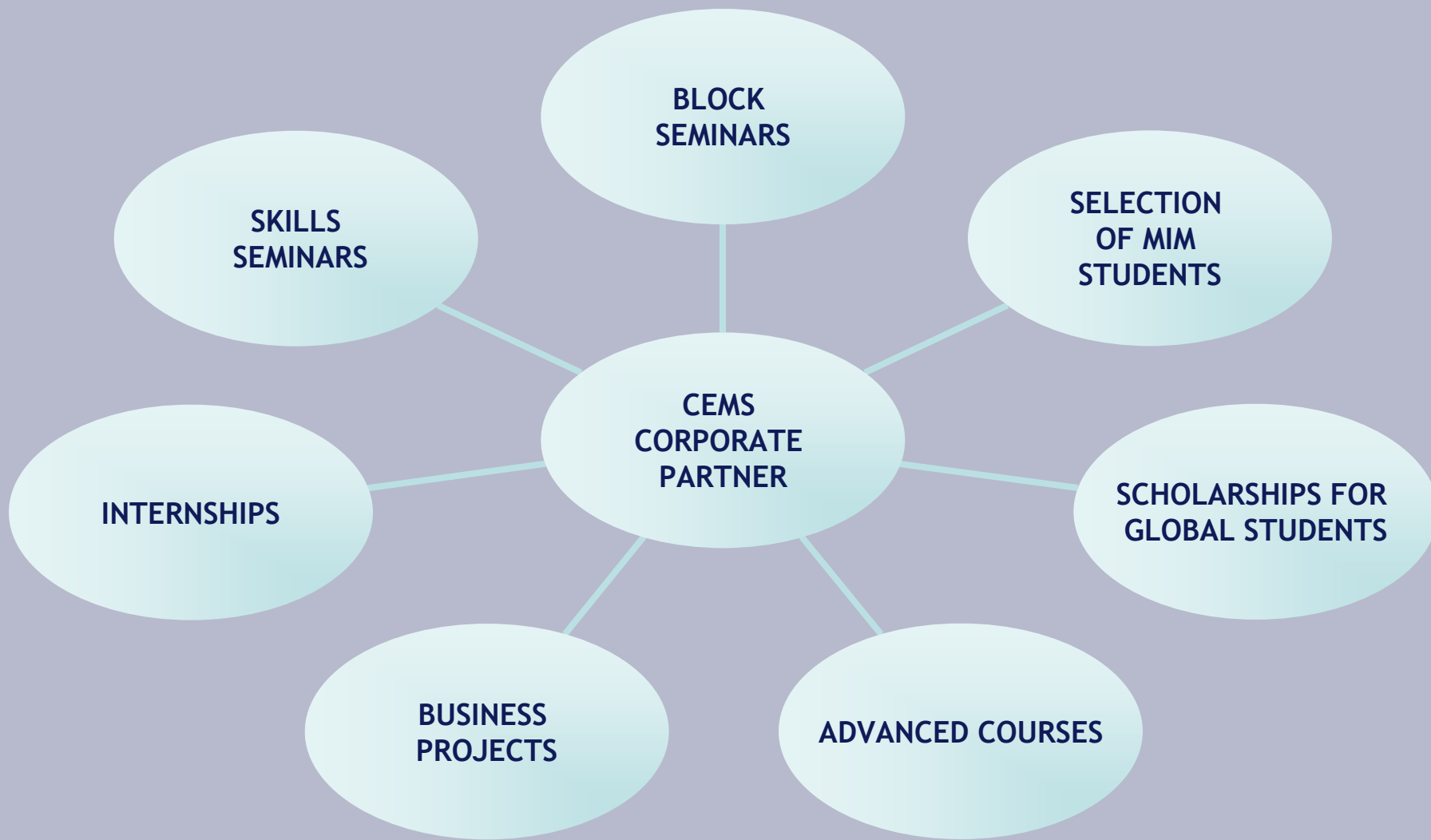


# Branding Services

- **Access to on-line branding services:** company profile and corporate logo featured in the CP section of the website
- **Curriculum involvement opportunities:** on a priority access basis across member universities
- **Targeted emailing:** to CEMS students and recent graduates
- **Information:** on CEMS events
- **Advertising:** in the student/alumni magazine
- **Tailored branding event:** in CEMS schools



# Companies at the core of the MIM





# Recruiting Services

**Recruitment is aided and supported by:**

On-line CV database

Office support on job-posting

Career Forum

Tailored recruiting events





# Networking Services

**Corporate partners  
can expect to  
benefit from:**

2 annual central HR  
bench-marking  
meetings

Exclusive CP  
benchmarking  
meetings at the  
country level





# 6. GOVERNANCE & FINANCE

**CEMS, an alliance governed by its members**



# CEMS Governance structure





# Management

- **The CEMS Chairman** (currently Professor Bernard Ramanantsoa, Dean of HEC) is elected by the Strategic Board
- **The CEMS Head Office** is the permanent coordination and management body of CEMS  
(François Collin, Executive Director, [francois.collin@cems.org](mailto:francois.collin@cems.org))



# Governance rules

- Academic members must appoint representatives for the Strategic Board, Executive Board and Academic Committee.
  - **Strategic Board:** Rector/Dean: once a year, connected to CEMS graduation ceremony
  - **Executive Board:** Associate Dean (International Affairs, Graduate Programmes): twice a year
  - **Academic Committee:** professor in charge of CEMS MIM at the school: twice a year



# Administrative support at each school

- A **CEMS Academic Coordinator** is appointed to manage CEMS MIM student affairs at the school and interface with other schools
- A **CEMS Corporate Relations Coordinator** is appointed, to manage interaction with CEMS Corporate Partners in the country
- CEMS Coordinators from all schools are invited to international meetings twice a year



# Networking

- CEMS has been successful in **building lasting relationships** between the stakeholders *beyond* what is needed to run a joint Master's Programme
- This has helped establish a **climate of mutual trust** and understanding, laying the foundation for further joint development
- CEMS members are encouraged to **facilitate exchange on all levels** *beyond* student exchange, in particular for faculty groups and PhD cooperation.



# Optional meetings

- Professors from each school are invited to join the **CEMS Faculty Groups**: one meeting per year is subsidised by CEMS (travel refund) to promote joint faculty projects.
- The RDE Committee (**Research and Doctoral Education**) is bringing Directors of Ph.D. programmes together to foster Ph.D. cooperation and mobility of doctoral students.



# List of 13 CEMS Faculty Groups

- Business and the environment
- Business Consulting
- Business ethics
- Consumer behaviour
- Cross-Cultural Management
- Enterprise Network and ICT
- Entrepreneurial Finance
- Global strategy
- Innovation and Design
- Innovation, Creativity and Entrepreneurship
- Logistics
- Marketing
- Public Management and Governance



- **Academic Membership fees:**
  - 8,800 euros per year
  - Schools cover the cost for delivering the CEMS MIM programme
  
- **Student fees:**
  - No fees for students to join CEMS MIM
  - Students cover the cost for travels and accommodation for the terms abroad
  - Students are subsidised by CEMS to attend the CEMS Career Forum
  
- **Corporate Partnership:**
  - CP Membership fees: 22,000 euros per year
  - Career Forum: 3,000 euros for participation
  - Each full academic member has to bring 2 CPs when becoming full members



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