

THE CHINA BUSINESS REVIEW

JANUARY-FEBRUARY 1997

VOLUME 24

NUMBER 1



FINANCIAL FIXES



CEIBS

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中
歐
國
際
工
商
學
院

CEIBS MANAGEMENT COURSES FOR 1997

INTERNATIONAL MANAGEMENT PROGRAMMES

- | | | |
|-------------------------------|---------|----------------|
| • China from the Inside | English | May - 7 days |
| • Global Management Programme | English | Oct. - 10 days |
| • China Expatriate Programme | English | Sept. - 5 days |

SENIOR MANAGEMENT PROGRAMMES

- | | | |
|---------------------------------|--------------------|----------------|
| • Advanced Management Programme | English or Chinese | July - 10 days |
| • Strategy & Leadership | English or Chinese | Sept. - 6 days |

FUNCTIONAL MANAGEMENT PROGRAMMES

- | | | |
|------------------------------------|--------------------|----------------------|
| • Human Resources Management | English or Chinese | May & Oct. - 5 days |
| • Marketing and Sales Management | English or Chinese | Apr. & Nov. - 5 days |
| • Intensive Finance Programme | English or Chinese | Aug. - 5 days |
| • Production-Operations Management | Chinese | July - 5 days |
| • Project Management | Chinese | Sept. - 5 days |

JUNIOR MANAGEMENT PROGRAMMES

- | | | |
|---------------------------------|---------|----------------------|
| • Young Executive Programme | English | July - 10 days |
| • Effective People Management | English | Apr. & Nov. - 4 days |
| • Intensive Marketing Programme | English | June - 4 days |

SEMINARS

- | | | |
|-----------------------------|--------------------|---------------|
| • Finance for Executives | English or Chinese | June - 3 days |
| • Cross-Cultural Management | English | Nov. - 3 days |

CEIBS is the first International Business School in China. CEIBS is established as a partnership between Shanghai Jiaotong University and the European Foundation for Management Development with the support of the Shanghai Government and the European Union. CEIBS has been running successful management courses and research programmes in China since 1984. More information on CEIBS can be collected from <http://www.ceibs.edu>

CEIBS' sponsors include: ABB, AIRBUS, AGROLIMEN, ASM, BANQUE INDOSUEZ, BASF, BAT, BAYER, BP, CIBA-GEIGY, COURTAULDS, ELF ATOCHEM, FFSA, FRAMATOME, HENKEL, ICI, ING GROUP, LVMH, MCKINSEY, NESTLE, PHILIPS, RABOBANK, REDLAND, REUTERS, RHONE-POULENC, ROCHE, ROTHMANS, SCHERING, SHANGHAI CAOHEJING HI-TECH. PARK, SITIC, SHANGHAI JINQIAO EXPORT PROCESSING ZONE DEVELOPMENT, SHANGHAI PETROCHEMICALS, SHANGHAI SOAP, SIEMENS, UNITED DISTILLERS, VOLKSWAGEN, WINTERTHUR, ZENECA

- Special discount for applications received within 1996 will be available.

✂-----
Readers of *The China Business Review*, reply now and receive a COMPLIMENTARY BROCHURE. Contact Stefaan van Hooydonk, Executive Development Director, CEIBS, Jiaotong University, 800 Dongchuan Road, Minhang 200240, Shanghai PRC.
 Telephone: +86 (0)21 64630200 Ext. 2017 Fax: +86 (0)21 64358928 E-mail: svhooydonk@ceibs.sjtu.edu.cn

Company: _____ Name: _____ Job Title: _____
 Address: _____ City/Postcode: _____
 Country: _____ Telephone: _____ Fax: _____