



北京大学国家发展研究院
National School of Development



BIMBA
国家发展研究院



北京大学国家发展研究院 BiMBA
全日制 MBA2017 届职业发展报告

NATIONAL SCHOOL OF
DEVELOPMENT
AT PEKING UNIVERSITY
BiMBA
FULL-TIME MBA
2017 GRADUATES
CAREER REPORT

北大国发院职业发展介绍

PROFILE OF THE CAREER DEVELOPMENT AT NSD AT PEKING UNIVERSITY



北京大学国家发展研究院(以下简称北大国发院)企业关系与职业发展部为MBA学生提供一整套完善的职业发展教育体系,帮助学生提升自我认知和职场竞争力。企业关系与职业发展部门高度关注学生的个性化特点和需求,在系统和专业的服务体系基础之上,为学生提供定制化的职业规划、辅导与就业推荐,受到学生好评。

职业发展服务体系覆盖了入学前、在校全过程以及毕业后跟踪三个阶段。学校为学生提供各类讲座论坛、一对一咨询、职业测评、模拟面试、简历修改、职业规划讲座、职场礼仪、企业参访、实习、校园招聘、职业发展导师项目等,帮助学生提升自我认知、拓宽视野、提升职业技能、明确职业定位。同时为同学们提供了丰富多样的实践和就业机会。

感谢您抽出宝贵的时间阅读北京大学国家发展研究院MBA全日制2015级(暨2017届)职业发展报告。感谢雇主们选择北大国发院作为业务合作与人才招聘的合作伙伴。如您有任何人才招聘或相关业务需求,敬请联系企业关系与职业发展部:

Tel: +86-10-62744727,

Email: career@bimba.pku.edu.cn

北京大学国家发展研究院
企业关系与职业发展部

The Corporate Relations and Career Development Department of the National School of Development at Peking University (hereinafter referred to as "NSD") provides MBA students with a comprehensive career development and education system, and helps enhance their self-awareness as well as their competitiveness in the workplace. The Department regards the unique qualities and requirements of the School's students as its priority, and provides students with customized career plans, counseling and job recommendations, and is highly rated by students.

The career development services system encompasses three phases - pre-enrollment, while schooling, and post-graduation tracking. The School offers a range of services to students, including forums, one-to-one counseling, career assessment, mock interviews, resumé review, career planning seminars, workplace etiquette, company visits, internships, on-campus recruitment, and career mentor program to enhance their self-awareness, broaden their perspective, raise their career skills and determine their career positioning. These have also provided students with extensive and diversified practical and employment opportunities.

Thank you for taking the time to read the full-time National School of Development at Peking University Full-time MBA Career Development Report 2015 (i.e. year of graduation 2017). We would like to thank employers for selecting NSD as their partner for business cooperation and talent recruitment. If you have any talent recruitment or relevant business requirements, please contact Corporate Relations and Career Development Department:

Tel: +86-10-62744727,

Email: career@bimba.pku.edu.cn

National School of Development at Peking University
Corporate Relations and Career Development Department



北大国发院职业发展服务

CAREER DEVELOPMENT SERVICES AT NSD AT PEKING UNIVERSITY

教育培训

职发会定期为同学们组织各类专业化、正规化的职业发展培训和指导，如职业规划讲座、自我认知测评解读、合作雇主参访交流、模拟面试、简历修改workshop等。帮助MBA学生精准自我定位、挖掘内在的职业兴趣、培养必备的技能知识，找寻到最适合自己的职业方向。职发组织系列讲座、工作坊及其它活动，培养和丰富MBA学生的职场技能。

职业咨询

北大国发院企业关系和职业发展部的职业发展顾问为MBA学生安排一对一和二对一职业咨询面谈，详细了解学生的职业需求，帮助MBA学生全面提升自我认知，合理规划职业发展路径并有针对性地提供实习和工作机会。职业咨询对有需求的同学们开放，贯穿MBA整个学程。

雇主招聘

北大国家发展研究院企业关系与职业发展部和超过2,000家海内外雇主长期合作。职发与雇主沟通校园和学生动态，引入校友网络资源等方式，常年为合作雇主公布职位信息，推荐合格候选人，协助扩大企业影响，提升雇主品牌。在招聘旺季，多家著名公司在朗润园举办校园宣讲会，为国发院学生介绍实习和就业机会。

导师项目

国发院职业导师项目由北京大学王宽诚讲席教授、BiMBA商学院院长陈春花老师发起，是一项公益的、出于善、出于爱、出于付出的项目。旨在通过导师项目，帮助拓宽MBA学生视野、提高思维高度，深入了解行业及商业环境；明确职业发展方向和目标，为未来做好规划和准备；建立除教学项目外的师徒关系，伴随人生成长、激发双方更大能量。让现在最优秀的导师遇上未来最优秀的年轻人！

Training

Career Development regularly organizes various professional and standard career development training and guidance for students, such as career planning seminars, self-awareness appraisal and interpretation, partner employer visits and exchanges, mock interviews, and résumé revision workshops, among others. We will help MBA students position themselves accurately, discover their underlying career interests, develop necessary skills and knowledge, as well as seek the career direction best suited to them. Career Development organizes lecture series, workshops and other activities to develop and bolster MBA students' skills in the workplace.

Counseling

Career development counselors at the Corporate Relations and Career Development Department of NSD will arrange one-to-one and two-to-one career counseling and interviews to get a better understanding of the career requirements of students, and help MBA students enhance their self-awareness on an all-round basis. They will also help students reasonably plan their career paths, and provide internship and job opportunities tailored to the students. Career counseling is open to students who are in need, and is available throughout the entire MBA course.

Recruitment

The Corporate Relations and Career Development Department of the National School of Development have long-term partnership arrangements with more than 2,000 domestic and overseas employers. Career Development informs employers about campus and student dynamics, and through introducing alumni network resources etc, announces job posting information for employer partners, and recommends qualified candidates year-round; this helps enhance corporate influence and employer brands. During peak recruitment season, many renowned companies would hold campus talks at Langrun Garden to introduce internship and employment opportunities for NSD students.

Mentoring

Initiated by Professor Chen Chunhua, K. C. Wong Chair Professor at Peking University and Dean of BiMBA School of Business, the NSD Career Mentor program aims to help MBA students broaden their perspective and enhance depth of thought so that they would have a thorough understanding of the industry and business environments; determine the direction and goals of their career so that they would plan and prepare well for the future; and build a mentor-mentee relationship beyond the school program so that both would grow together in life and bring out the best in the other. Let the best mentor of the present meet the best young person of the future!

国际学生 INTERNATIONAL STUDENTS

针对国际学生的职业发展服务

中国是一个蓬勃发展的巨大市场。除了为本土人才提供的机会以外，每年也吸引了不少的国际人才来到中国发展。但中国的就业市场还不够成熟，在国际人才的签证政策、职业发展机会和薪酬福利方面还有很大需要完善的空间。职发会为MBA国际学生提供个性化的职业辅导，与此同时，我们更衷心地希望计划在中国寻求职业发展的外籍学生努力学习中文，尽早积累在中国企业的工作经验，了解中国企业的文化。你的积累越多，你未来的选择就会越丰富。



Career development services for international students

China is a prosperous and enormous market. In addition to providing opportunities for local talent, China has also attracted many foreign talents to its shores for further career development. China's job market, however, still lacks sophistication. There is still much room to improve the visa policy, career development opportunities, as well as remuneration and welfare pertaining to foreign talent. Career Development will provide customized career counseling for international MBA students. At the same, we sincerely hope that foreign students who plan to pursue a career in China to study the Chinese language earnestly, build up working experience in Chinese enterprises, and learn China's corporate culture. The more experience you gain, the greater the number of options you will have in the future.

就业情况

EMPLOYMENT PROFILE

北大国发院BiMBA全日制MBA 2015级于2017年6月份正式毕业。就业情况不包括由于个人原因没有就业意向或没有提交问卷的7位学生数据。其中，30.4%进入金融服务业，21.7%的工作职能为金融和财务，21.7%得到总监级职位，47.8%为经理级。平均薪酬涨幅62%。

The NSD BiMBA full-time MBA Class of 2015 officially graduated in June 2017. The employment profile excludes the data of seven students who for personal reasons, do not have an employment intention or who have not submitted their survey responses. In particular, 30.4% were employed in the financial services sector, and the job functions of 21.7% were financial and finance related; 21.7% of the graduates held director grade level positions, and 47.8%, manager grade levels. The average salary increment was 62%.

就业学生年收入统计（单位：万元） Annual income of graduates (Unit: RMB10,000)

最高值 (Highest)

140

最低值 (Lowest)

10

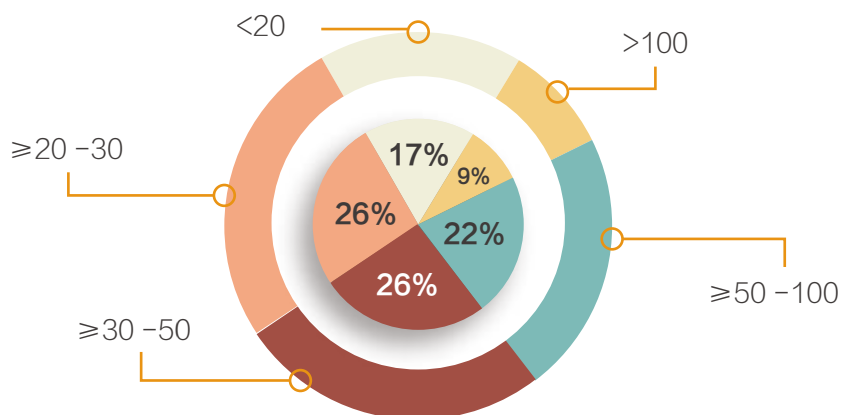
平均值 (Mean)

42.5

中位数 (Median)

38.0

就业学生年收入分布（单位：万元） Breakdown of annual income of graduates (Unit: RMB10,000)



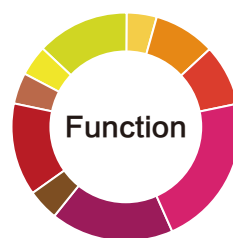
就业情况 EMPLOYMENT PROFILE

就业行业分布



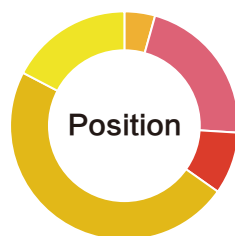
- 汽车 Automotive 4.3%
- 科技 / 传媒 / 电信 TMT 8.7%
- 房地产 Real Estate 4.3%
- 医药 / 健康 Pharmaceutical/Healthcare 13.0%
- 制造业 Manufacturing 8.7%
- 金融服务业 Financial Services 30.4%
- 能源 Energy 8.7%
- 教育 / 非营利组织 Education/NGO 13.0%
- 咨询 Consulting 8.7%

就业职能分布



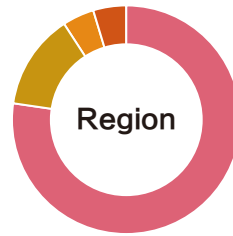
- 行政 Business Admin 4.3%
- 项目管理 Project Management 13.0%
- 生产 / 运营管理 Production/Operation Management 4.3%
- 公关 / 政府关系 Public Relations/Government Affairs 4.3%
- 营销 / 销售 Marketing/Sales 13.0%
- 人力资源 Human Resources 4.3%
- 综合管理 General Management 17.4%
- 金融 / 财务 Financial/Accounting 21.7%
- 商业拓展 Business Development 8.7%
- 咨询 Consulting 8.7%

就业职业分布



- 助理经理 Assistant Manager 4.3%
- 专业人士 Professional 17.4%
- 经理 Manager 47.8%
- 总经理/副总经理 General Manager/Vice General Manager 8.7%
- 营销 / 总监 Director 21.7%

就业地区分布



- 港台地区 Hong Kong&Taiwan 4.5%
- 中国大陆其他区市 Other cities in mainland China 4.5%
- 上海 Shanghai 13.6%
- 北京 Beijing 77.3%

职业故事

CAREER STORIES



赵恩宇 Enyu ZHAO

2015 级全日制 MBA
Full-time MBA Class of 2015

储备区域总经理
华夏幸福基业股份有限公司
Reserve Regional General Manager
China Fortune Land Development Co., Ltd.

机会只青睐有准备的人：

你应通过各种渠道了解公司的业务模式、岗位职责和公司文化，从而将自己与你想要申请的职位相匹配，以便反思你与目标职位的相似之处和差距。

Opportunity favors only the prepared:

You shall match yourself against the position you want to apply by getting to know the business model, roles & responsibilities, and company culture through various channels, so as to reflect yourself on the similarities and gaps to fulfil on your targeted position.

框架思维：

谈到职业转换，特别是在涉及跨行业时，你之前的背景知识可能对获得新职位并不是很有用。但框架思维具有普遍的适用性。你可以将你的多学科知识和经验提炼为一套思维方式和逻辑。在 BiMBA 的 MBA 学习帮助我建立框架思维，并通过学校推荐的风险投资岗位实习经历，在实践中再次锻炼了我的框架思维。

Framework thinking:

As far as a career switch concerned, especially when it involves a change in industry, your previous background knowledge may not necessarily be very useful in helping you obtain a new position. However, framework thinking has general applicability. You can distil your multi-disciplinary knowledge and experience into a series of thinking methodology and logic. The MBA program at BiMBA helped me build this framework thinking, and the VC internship placement by way of the School's career services office allowed me to practice my framework thinking again."

职业故事

CAREER SROTIES



宿鑫 Xin SU

2015 级全日制 MBA
Full-time MBA Class of 2015

工业4.0创业顾问
中海油能源发展装备技术有限公司

Advisor to Industry 4.0 Entrepreneurs
CNOOC EnerTech Equipment Technology Co.,Ltd

BiMBA 商学院提供的多元化知识体系在我学习期间迅速提高了我的个人能力。

我还积极寻求来自同行和校友的学习资源与人脉资源，他们为我打开了解不同行业内部信息的一扇窗。

另一方面，我准确抓住了学校提供的机会，而这也正是我的目标。这个职位要求懂技术又善于经营管理的商业人才，而这恰是 BiMBA 商学院 MBA 学生的优势。

The diversified knowledge system provided by BiMBA Business School had enhanced my personal ability and capacity rapidly during my study;

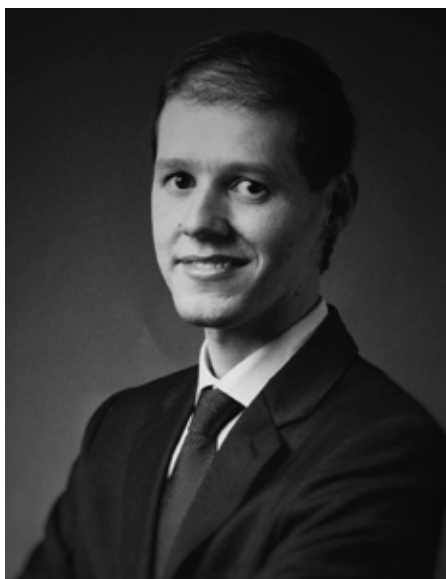
I was also actively seeking learning resource and human resource from my peers and alumni who have opened a window for me to get some insider information of different industries.

On the other hand, I accurately seized the opportunity, through school channel, that I was targeted for. The position requires the businessman who understand technology as well as good at business management, which just matches the advantage of our BiMBA MBA students.



职业故事

CAREER STORIES



马特奥 Matteo Giovannini

2014 级全日制 MBA
Full-time MBA Class of 2014

高级财务经理
工银金融租赁有限公司
Senior Finance Manager
ICBC Financial Leasing Co., Ltd

Matteo 建议，想来中国学习和工作的国际朋友要熟练掌握中文。

同时，由于东西方文化的差异，必然会经历一段调整和文化冲击期。

不过，一旦适应了这里的文化环境，中国将是一个非常棒的选择！

如果你想进行 MBA 学习，应该在申请之前，首先明确自己的职业发展道路，以便在学习过程中为选修课程做出有针对性的选择。

Matteo suggests, for those international friends who would like to come to China to study and work, to master Chinese language well.

Meanwhile, due to the cultural differences between East and West, there are bound to be a period for the adjustment and culture shock.

But once you adapt yourself to the cultural environment, China will be an excellent choice!

If you want to pursue an MBA study, you shall first have a clear strategy on your career path before your application process, so as to make a targeted choice for your elective courses during the study experience.



职业发展导师寄语 CAREER DEVELOPMENT MENTOR'S MESSAGE



高岚 Gao Lan

企业导师、联想集团全球人力资源高级副总裁高岚女士

Career Mentor, Lenovo Group
Global Senior Vice President,
Gao Lan

希望我和其他导师在企业积累的经验，能帮助MBA学生更好地理解职业发展路径，挖掘学生自身潜力，识别并抓住发展机会。

I hope that my corporate experience and that of the other mentors can help MBA students better understand their career path, unearth their own potential, and identify and grasp growth opportunities



叶大维 David Yeh

MBA校友导师、拜耳大中华区种子业务总经理

MBA alumnus and Career Mentor,
Head of Seeds Greater China,
Bayer

我坚信，指导能够为导师和学生的职业与个人发展带来双赢，并在他们之间建立起持久、支持性和信任的关系。虽然导师会全力参与指导，但学生主动推进互动也非常重要。

I truly believe that Mentoring enables mutual benefits in professional and personal development for both Mentor and Mentee in a sustained, supportive and trustful relationship. While Mentor will commit to active engagement, it is vital that the Mentee takes full ownership to drive the interaction.



荆天 Tian Jing

EMBA校友导师、金拓资本、执行合伙人

EMBA alumnus and Executive
Partner, Gold Endeavor Capital

MBA学生不要局限于知识和技能的学习，而要看到北大人的历史责任，关注社会问题，努力改变世界。

MBA students should not limit themselves to learning, but should also understand their historical duty as PKU students, pay attention to societal problems and strive to change the world for the better.

雇主招聘

CORPORATE RECRUITMENT

公司参观

职发带领学生走进企业，使其亲身感受不同公司的文化和运作模式，获得与行业专家和人力资源负责人深入交流的机会。同时公司参访后续的面试环节，可以迅速锁定人才，提高了招聘的效率。

暑期实习

参加暑期实习是学生提升自己的职业素养和技能的良好途径，更是MBA学生转型的必备选择。我们非常鼓励有职业发展需求的学生参加暑期实习。职发愿在雇主和学生之间搭建彼此沟通的桥梁和平台，帮助雇主招聘到适合的学生，让学生及时找到自己心仪的实习机会。欢迎有实习需求的雇主随时联系我们。

招聘宣讲

为帮助雇主在北大国发院找到适合的人才，职发欢迎雇主举办校园招聘宣讲活动。您可借此机会与感兴趣的同学直接面对面交流，现场锁定目标人才。

职位信息

职发每周会定期推送给同学们各合作雇主的招聘信息，包括全职及实习等，让同学们能更加快速、准确的获取职位信息，及时申请。有招聘意向的雇主请将附有职位描述及雇主介绍的邮件发送给我们（邮箱 career@bimba.pku.edu.cn），我们会为您将招聘信息及时发送至学生，方便雇主和学生及时对接。

线上简历

职发每年会为在校MBA学生制作简历册，欢迎有需求的雇主联系职发获取相关信息，职发将会在审核后简历册发送给您。

Company visits

Career Development introduces students to the corporate world by creating opportunities for them to personally experience the culture and operating model of different companies, and to have in-depth exchanges with industry experts and heads of human resources. This also helps companies quickly lock in potential candidates at the post-company visit interview phase, increasing recruitment efficiency.

Summer internship

Participating in a summer internship is an excellent way of lifting one's career competence and skills. It is also a necessary choice for MBA student transition. We strongly encourage students with career development needs to take part in a summer internship. Career Development has built a bridge and a platform for employers and students to communicate. We will help employers recruit the right student(s), while allowing students the opportunity to find their ideal internship. We welcome employers with internship requirements to contact us at any time.

Recruitment talks

To help employers find suitable talent in NSD, employers are welcome to hold campus recruitment talks. You may use this opportunity to interact with interested students face to face, and lock in your target talent on the spot.

Job posting information

Career Development will push recruitment information of all partner employers to students each week, including full-time jobs and internships, so that students may receive job posting information faster and more accurately, and apply promptly. Employers that intend to recruit are requested to send an email containing a description of the job and an introduction of your company to us (email: career@bimba.pku.edu.cn). We will send your recruitment information promptly to students to facilitate a timely meeting between employer and student.

Online résumé

Career Development will produce a volume of résumés for enrolled MBA students, and welcome employers that are in need to contact our office to obtain the relevant information. Upon review, Career Development will send the volume of résumés to you.

合作伙伴 PARTNERS



职业发展日历

CAREER DEVELOPMENT CALENDAR

第一学期 TERM 1

了解自己与职业定位 Know Yourself & Career Positioning

- ◆ 职业定位
- ◆ Career Orientation
- ◆ 自我认知评估工具
- ◆ Self-awareness Assessment Tool
- ◆ 职业规划讲座
- ◆ Lecture on Career Planning
- ◆ 一对一职业咨询
- ◆ One-on-one Career Counseling
- ◆ 职业宣讲
- ◆ Career Talks
- ◆ 简历修改
- ◆ Resumé review
- ◆ 职场礼仪
- ◆ Workplace Etiquette
- ◆ 建立人际网络
- ◆ Building Social Network

第二学期 TERM 2

能力培训与了解市场 Competence Training & Market Awareness

- ◆ 一对一职业咨询
- ◆ One-on-one Career Counseling
- ◆ 简历工作坊
- ◆ CV Workshop
- ◆ 案例面试
- ◆ Case Interview
- ◆ 模拟面试
- ◆ Mock Interview
- ◆ 行业洞察和职业发展讲座
- ◆ Industry Insight & Career Development Lecture
- ◆ 校友经验分享
- ◆ Alumnus Experience Sharing
- ◆ 公司访问
- ◆ Company Visit
- ◆ 实习机会
- ◆ Intern Opportunities
- ◆ 职业发展导师项目
- ◆ Career Development Mentor Program

第三学期 TERM 3

职场实践与岗位匹配 Practical Learning & Job Matching

- ◆ 实习
- ◆ Internship
- ◆ 公司访问
- ◆ Company Visit
- ◆ 招聘宣讲会
- ◆ Recruitment Talk
- ◆ 一对一职业咨询
- ◆ One-on-one Career Counseling
- ◆ 就业推荐
- ◆ Employment Recommendation
- ◆ 职业发展导师项目
- ◆ Career Development Mentor Program



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