



BIMBA
国家发展研究院



**BiMBA
FULL-TIME MBA
2014 GRADUATES
CAREER REPORT**

北京大学国家发展研究院BiMBA
全日制MBA2014届职业发展报告

CAREER OUTCOMES

就业情况



CAREER OUTCOMES

就业情况

BiMBA students from the Full-time MBA 2012 Class graduated in February 2014. Within the first three months after the graduation, the placement rate of the graduates with job intentions was 94%. 86% of them made a career change including industry, function change or both, 86% achieved salary increase. 66% sources of the job offers were provided by BiMBA.

BiMBA全日制MBA2012班于2014年2月正式毕业。截止2014年5月，有就业意向的MBA毕业生的就业率为94%。其中，86%的毕业生实现了职业转换（包括行业和职能转换），86%实现了薪资增长。BiMBA提供了66%的工作机会来源。

94%

Placement Rate 就业率



Note:

4% of the graduates are still seeking employment. 2% did not reply to the placement survey. The placement rate excludes the data of the graduates who have no intention to seek employment due to further education, family plan, relocation of residence, etc.

备注：

4%的毕业生仍在寻找就业机会。2%没有回复就业调查。就业率不包括由于个人原因而没有就业意向的学生的数据。

86%



Career
Change Rate
职业转换率

86%



Graduates Got
Salary Increase
毕业生实现薪资增长

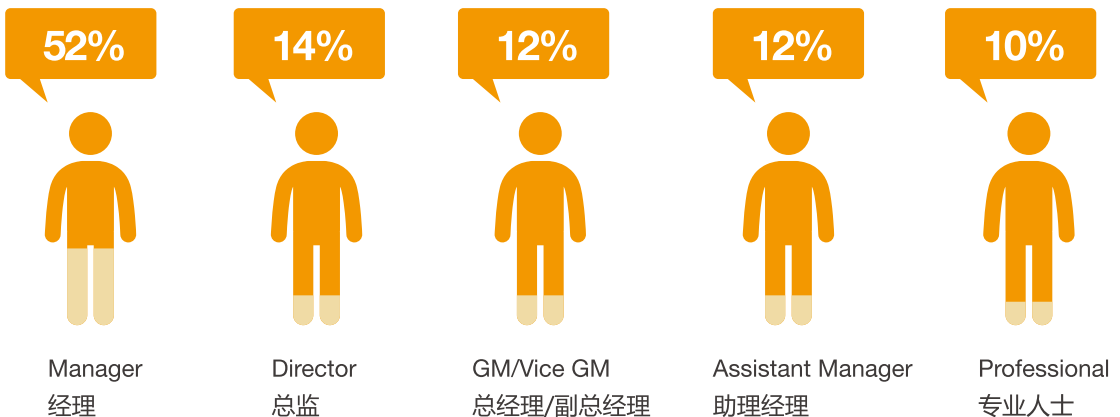
CAREER OUTCOMES

就业情况

INDUSTRY 行业		FUNCTION 职能	
Finance/Investment/Banking 金融/投资/银行	24%	Business Development 业务拓展	22%
IT/Internet IT/互联网	18%	General Management 综合管理	22%
Pharmaceutical/Healthcare 制药/医疗保健	12%	Marketing 市场营销	18%
Retail/Trade 零售/贸易	12%	Project Management 项目管理	12%
Consulting 咨询	10%	Financial Services 金融服务	10%
Real Estate/Construction 房地产/建设	10%	Operations 运营管理	8%
Manufacturing 制造	10%	Human Resources/Training 人力资源/培训	4%
Others 其他	4%	Others 其他	4%

POSITION

职位



CAREER OUTCOMES

就业情况

LOCATION 工作地点

10%

Other Countries
世界其他地区

62%

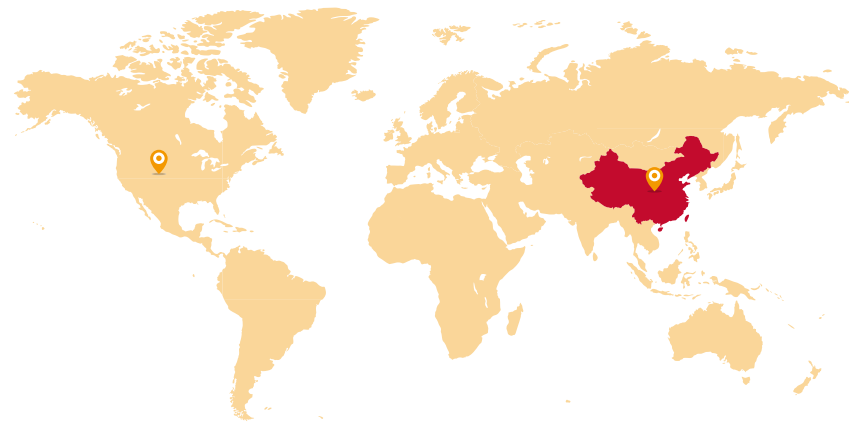
Beijing
北京

10%

Shanghai
上海

18%

Other Cities in China
中国其他地区



ANNUAL COMPENSATION 年收入(RMB)

	Mean 平均值	Median 中位值	Range 范围
• BiMBA Full-time 2012 Class 全日制2012班	451,000	405,000	70,000-1,600,000
—— Chinese Students 中国学生	415,000	400,000	180,000-800,000
—— International Students 国际学生	552,000	475,000	70,000-1,600,000

Note:

The annual compensation include pre-tax base salary, annual bonus, other guaranteed benefits such as allowance, housing fund, pensions etc.

备注：

年收入包括税前工资，年度奖金，以及其他所承诺的福利，诸如津贴、住房补贴、养老金等。

CAREER STORIES

职业故事



CAREER STORIES

职业故事



方徐 Xu Fang

Microsoft, MACH Program

Career Training Series and services improved my professional skills and competencies. Particularly, the Coach Program led me to a greater self-awareness.

职业发展部提供的培训和服务让我的职场技能得到全方位提升，教练项目帮助我更清醒的认识自己。



荆韬 Tao Jing

Apptec Pharma.

After long years work and life in the US, I was used to the American way of thinking. At BiMBA, I experienced the differences of the Chinese, European and American business cultures. As an entrepreneur focusing on pharmaceutical R&D, I was enlightened about doing business in China by BiMBA.

旅美多年的经历让我习惯于美国的思维方式。BiMBA让我见识到中国、欧洲和美国商业文化的不同点。作为专注于药物研发的创业者，我深受启发。

CAREER STORIES

职业故事



赵鑫 Annabella Zhao
LVMH

I successfully transferred from IT industry to lux goods industry by “transplanting” my experience in business development. BiMBA helped me in realizing my dream.

从IT500强到梦想中的奢侈品行业，我通过移植过往的经验，实现了行业转换，BiMBA帮我迈出了华丽转身中最关键的一步。



王潇依 Xiaoyi Wang
Jia Mei Dental

Prior to BiMBA, I worked with a famous Chinese SOE. To say good-bye to a 'golden bowl' and join a fast-growing private company was a difficult decision. What I learnt from BiMBA helped me survive and develop well in the new environment. This achievement provides me with the real pleasure in life.

放弃央企“金饭碗”加入民企，既有压力也有挑战。感谢BiMBA所学，让我在新舞台上体验到前所未有的成就感与存在感。

CAREER STORIES

职业故事



王艺霖 Yilin Wang
Amazon

At BiMBA, my friends and classmates are from around the world. The highly diversified MBA Class cultivates my mind.

在BiMBA，我的朋友和同学来自五湖四海。班级成员的多元化让我的思维方式变得多彩，让我遇到了更好的自己。



接待哈佛医学院教授们
(Receiving professors from Harvard Medical School)

徐青 May Xu
Beijing American-Sino Hospital

BiMBA made me more confident, open-minded, and showed me a larger picture of management. In BiMBA, I interpreted my dream.

BiMBA毕业以后，我更加自信了，思路更加开阔，更具有全局观。我期待着自己有一天能够回BiMBA说出一个坚守梦想的故事。



**CAREER
SERVICES**

职业服务

INDUSTRY INSIGHTS SERIES 行业洞察系列

Senior executives from different industries visit BiMBA frequently and share their understanding of business trends, cases from the real world and career stories with the MBAs.

来自不同行业的高级管理者造访BiMBA，和MBA分享他们的行业洞见，真实世界的商业案例，以及自己的成长经历。



Dark Side of Private Equity, by Mr. Mu Lei, Investment Director of China Everbright Investment Management Limited

2013.4.26 中国光大控股投资管理有限公司投资总监慕磊：
PE之暗面

Opportunities for Harmony in Rural and Urban Development, by Gunter Pauli, author of The Blue Economy and founder of the ZERI Foundation

2012.12.16 《蓝色经济》作者、ZERI基金创始人冈特先生：城乡和谐发展的机遇



China in Change, by John Russell, the former Executive Vice President Asia Pacific at Weber Shandwick

2013.5.10 前万博宣伟亚太执行副总裁 John Russell：变革中的中国



INDUSTRY INSIGHTS SERIES 行业洞察系列



Future of E-commerce: The New Era of Multi-Channel, by Mr. Qusai Sarraf , CEO of Ivis Group

2013.10.26 IVIS首席执行官 Qusai Sarraf: 超越电子商务:商业新时代的电子商务和多渠道营销



Understanding the Business of Luxury and the Cultural Foundations of Luxury

2013.4.2 法国ESSEC 商学院奢侈品品牌管理教授Denis Morisset : 奢侈品文化及其品牌管理



COMPANY VISIT

公司参观

Company visits broaden the MBA's horizons. By visiting the world leading companies, they combine the management theories learnt from the school with the best practice in the real world.

公司参观极大地拓宽了MBA的视野。通过参观世界著名公司，他们得以把在商学院学到的理论与真实世界的最佳实践相结合，做到知行合一。



Schneider Electric (China) Co., Ltd.
2013.5.28 参观施耐德电气(中国)有限公司总部

Nestle R&D Center
2013.5.20 参观雀巢研发中心



BMW China and BMW Xingdebao 5S Dealership
2013.6.18 参观宝马中国区总部和星德宝5S店



PROFESSIONAL DEVELOPMENT TRAINING SERIES 职场技能培训系列

BiMBA organizes series of knowledge-based training lectures, workshops and events to develop the MBAs' professional skills.

职业发展部组织系列讲座、工作坊及其它活动，培养和丰富MBA学生的职场技能。



Genuine Networking, by Ms. Emily Roblin, senior trainer from LEAP (China) Consulting

2012.11.3 LEAP (中国) 培训咨询公司资深培训师Emily Roblin: 真正的社交



Personal Growth and Business Development, by Ms. Wang Jianqing, the general manager and chief management consultant of Legend Capital

2013.9.11 君联资本董事总经理、首席管理顾问王建党: 个人成长与企业发展



Entrepreneurship in China, by Mr. Terry Crowford, former Wall Street Lawyer

2013.4.18 前华尔街律师
Terry Crowford: 在中国的创业故事

CAREER COUNSELING, COACHING AND MENTORING

职业咨询、教练及导师项目

At BiMBA, the MBAs can have multiple choices of programs in helping them to increase their self-awareness, the most important and fundamental element in career development.

BiMBA career officers arrange one-on-one counseling interviews with the students to understand their career demands, and offer them suitable intern or job opportunities accordingly. The counseling service will last through the entire MBA curriculum. At the same time, senior coaches with various expertise in leadership development, strength assessment and life coaching are invited to BiMBA campus to equip the MBAs with the knowledge of themselves and the wisdom of career planning. BiMBA encourages the students to build up their connections with the alumni network. The long-lasting contacts with the alumni mentors provide vital in MBAs' future career.

自我认知是实现职业发展最基本、最重要的一步。在BiMBA, MBA学生可以通过参加职业咨询、教练或导师项目, 达到更高的自我认知水平。

BiMBA职业顾问为MBA学生提供一对一咨询面谈机会, 详细了解职业需求, 有针对性地提供实习和工作机会。职业咨询贯穿MBA的整个学习过程。同时, BiMBA 聘请多位资深教练帮助MBA更好地认识自己、更合理地规划职业路径。BiMBA鼓励学生与校友群体建立联系。与校友导师的长期往来将为MBA的未来发展注入活力。



**CORPORATE
PARTNERSHIP**

企业合作



CORPORATE PARTNERSHIP 企业合作

BiMBA Career Center maintains links with over 2,000 corporate partners from both home and abroad and is dedicated to becoming corporates' campus partner. By co-branding forum events, cooperating with interested partners for research projects or In-company Consultancy Projects (ICPs) and leveraging alumni networks, the Center communicates updates to corporate partners and helps promote corporate brand awareness. The Center frequently posts job information for and refers qualified candidates to the employers. In the recruiting seasons, many leading companies launch the campus info-sessions on BiMBA campus, introducing intern and job opportunities to the MBA students.

BiMBA职业发展办公室与超过2,000家海内外雇主长期合作，致力于成为公司的校园合作伙伴。职业发展办公室通过和企业联合冠名论坛活动，联络科研及企业咨询项目及引入校友网络资源等方式，与雇主沟通校园和学生动态，协助扩大企业影响，提升雇主品牌。职业发展办公室常年为合作雇主公布职位信息和推荐合格候选人。在招聘旺季，多家著名公司在朗润园举办校园宣讲会，为MBA学生介绍实习和就业机会。

校园招聘
Campus Recruitment

职业辅导
Career Workshop/
Professional Training

公司参观
Company Visit

高管演讲/行业洞察分享
Executive Lectures/
Industry Sharing

CORPORATE PARTNERS

部分合作企业名单

A

Accenture
AIA
AIG
Alcatel Lucent Technologies
Air Cost Control
Amazon
American Chamber of
Commerce
Aon Hewitt
Apple
Asia Link Group
AstraZenecat

B

B&Q China
Baidu
BASF China
Bayer
Beijing American-Sino Hospital
Beijing Capital Land Ltd.
Beijing Media Corporation
Birtley Industrial Equipment
BMW

C

Caixin Media
Caterpillar
Chevron
China Aerospace Investment
China Asset Management Co.,
LTD
China Comfort Travel
China Everbright Bank
China Habor Engineering
Corporation
China Unicom
CICC
Citibank
CITIC Securities
COFCO
Colgate & Palmolive
Cummins

D

Da Cheng Fund Management
DaTang
DBS
Dell
Deloitte Touche Tohmatsu
Detecon Consulting
Deutsche Bank
DHL
DOW
DuPont

E

EF
Eli Lilly
Emerson China
EUCCC
Euler Hermes

F

Fluke China
Fullerton Guarantee

G

GE China
Google

H

Hach
Hay Group
Hony Capital
HP China
Hudson
Hutchison Whampoa
Property Group

I

IBM
ICBC
IDC
IKEA
IMS Health
Intel

J

Jiamei Hospital
JD.com
John Deere
Johnson & Johnson
Jones Lang LaSalle
JP Morgan

L

Lafarge Group
Legend Capital
Legend Holdings Ltd.
Lenovo Group
LVMH

M

Macquarie
McDonald's
McKinsey & Company
Mercer
Merchants Kunlun Investment
Michelin
Microsoft
Monitor Group
Motorola

N

Nestle
New Oriental
Nokia
Novartis
Novo Nordisk
Novozymes

O

Ogilvy

P

Pacific Life Insurance Ltd
Pfizer
Pingan Insurance
Postal Savings Bank of China
Prudent Energy
PWC

R

Roche China
Rohmhaas
Roland Berger
Rotam-Reddy Pharmaceutical Co.
Royal Bank of Scotland

S

SAP China
Schlumberger China
Schneider
Shanghai Lv Di Group
Shell
Siemens
SingTel
Sino Gas International Holdings
Sino Wealth
Standard & Chartered

T

TATA
TDF CAPITAL LLC
Tesla
Thomson Reuters
Towers Watson
Tristate Holdings Ltd.

U

UBS Securities
Unilever
United Airlines

V

Volvo

W

Wal-Mart
Wincor Nixdorf

X

Xi'an Janssen

Z

Z-Ben Advisors
Zhonghai Fund Management Co., LTD
Zoomlion Heavy Industry

**SERVICES
TIMELINE**

服务时间表



CAREER SERVICES TIMELINE

服务时间表

第一学期 1ST SEMESTER



STRENGTHS
ASSESSMENT
优势测评

RESUME
PREPARATION
简历辅导

CAREER COUNSELING
职业发展辅导

WINTER VACATION
寒假

INTERNSHIP
寒假实习

第二学期 2ND SEMESTER



COACHING PROGRAM
教练项目

MENTOR PROGRAM
导师项目

COMPANY VISIT
公司参观

SUMMER VACATION
暑假

IN-COMPANY
CONSULTANCY
PROJECTS
企业咨询项目 (ICPS)

INTERNSHIP
暑期实习

第三学期 3RD SEMESTER



RESUME REVISION
简历更新

JOB APPLICATION
职位申请

MENTOR PROGRAM
导师项目

COMPANY VISIT
公司参观

PROFESSIONAL DEVELOPMENT TRAINING SERIES
职场技能系列培训

INDUSTRY INSIGHT SERIES
行业洞察系列讲座

A low-angle shot of several black graduation caps with tassels falling from a clear blue sky. At the bottom of the frame, several hands in black graduation gowns are reaching up towards the falling caps.

CLASS PROFILE

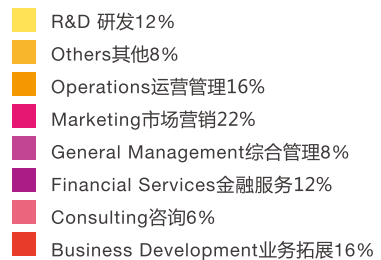
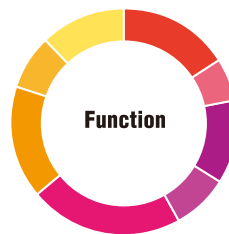
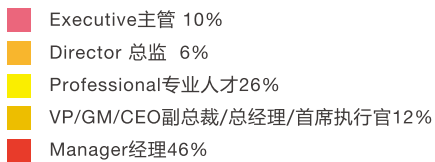
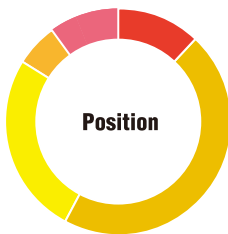
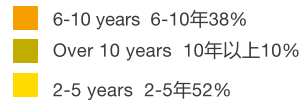
班级概况

CLASS PROFILE

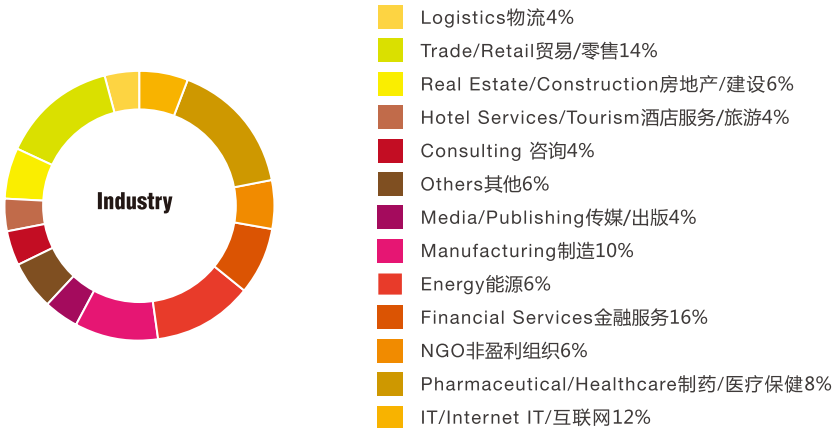
班级概况

50 students were enrolled into the Full-time MBA 2012 Class. The average age of the Class was 29.

全日制MBA2012班有50名学生录取入学，全班平均年龄为29岁。



CLASS PROFILE 班级概况



6

Average Working Years
平均工作年限6年

48%

Female
女性

29

Average Age
平均年龄29岁

10

Represented
Countries and Areas
10个国家和地区

38%

International
Students
国际学生38%



BIMBA
国家发展研究院

BEIJING INTERNATIONAL MBA
AT PEKING UNIVERSITY
北京大学国家发展研究院 BiMBA

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Email: career@bimba.pku.edu.cn
Web: www.bimba.edu.cn
BiMBA Career Center
BiMBA 职业发展办公室



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