



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



BiMBA FULL-TIME MBA 2011 CLASS CAREER REPORT

北大国际(BiMBA)全日制MBA2011班职业发展报告

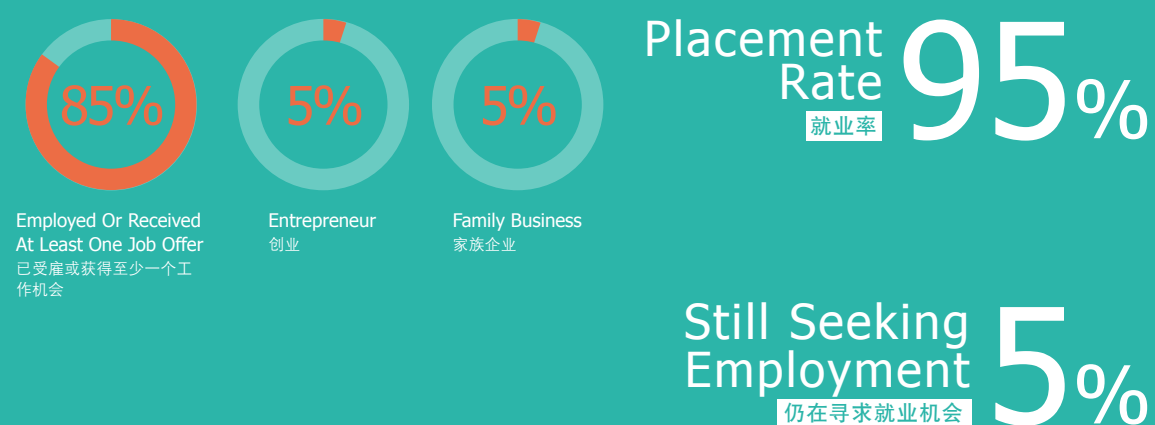


PLACEMENT STATUS

就业情况

BiMBA students from the Full-time MBA 2011 Class graduated in February 2013. Within the first three months of the graduation, the placement rate of the graduates with job intentions was 95%. 36% of them joined the firms in Finance/Investment/Banking industry; 39% chose business development and marketing as their working functions; 36% were offered the positions of directors, and 32% managers.

北大国际 (BiMBA) 全日制MBA2011班于2013年2月份正式毕业。截至2013年5月, 有就业意愿的MBA毕业生的就业率为95%, 其中, 36%进入金融/投资/银行领域工作, 39%工作职能为业务拓展或市场营销, 36%得到总监级职位, 32%为经理级。



Note: The placement rate excludes the data of the graduates who have no intention to seek employment due to personal reasons such as further education, family plan, etc.

备注: 就业率不包括由于个人原因没有就业意向的学生数据。

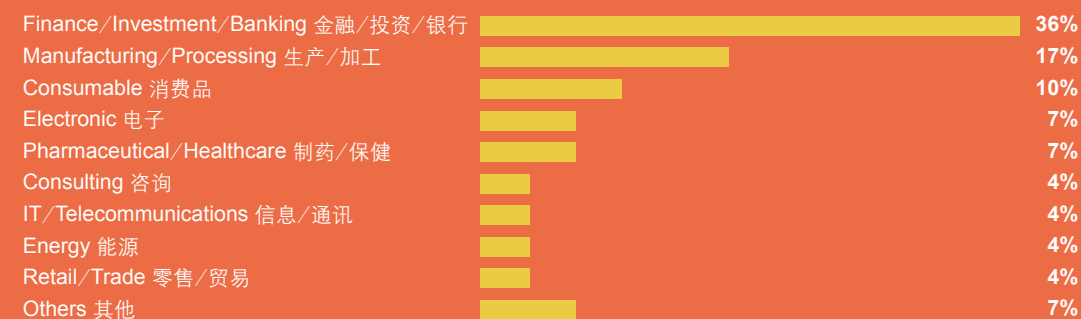
ANNUAL COMPENSATION 年收入 (RMB)

	Mean 平均值	Median 中位值	Range 范围
BiMBA Full-time 2011 Class 全日制2011班	448,000	380,000	130,000-1,200,000
• Chinese Students 中国学生	363,000	330,600	130,000-650,000
• International Students 国际学生	632,800	544,000	150,000-1,200,000

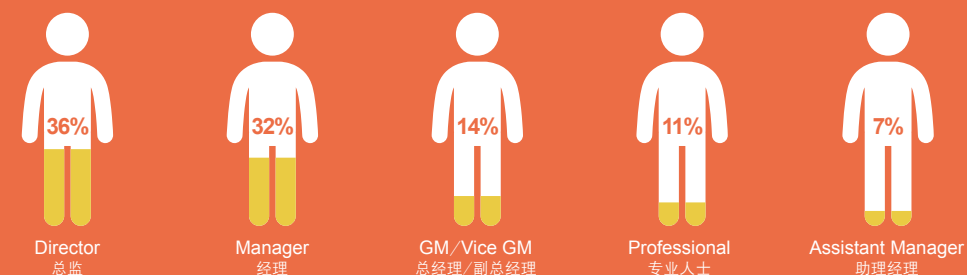
Note: The annual compensation include pre-tax base salary, annual bonus, other guaranteed benefits such as allowance, housing fund, pension, etc.

备注: 年薪包括税前工资, 年度奖金以及其他所承诺福利, 诸如津贴, 住房补贴, 养老金等。

INDUSTRY 行业



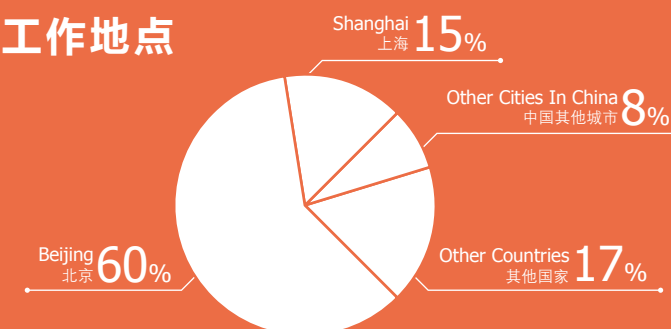
POSITION 职位



FUNCTION 职能



LOCATION 工作地点



CAREER SERVICES

职业发展服务

BiMBA Career Development Department (CDD) provides the MBA students with a complete set of career services, to equip the students with necessary skills to make their next career move. To the Full-time MBA 2011 Class, CDD offered the comprehensive career services covering One-on-one Career Counseling, Coaching Program, Alumni Mentor Program, Professional Development Training Series, Industry Insight Series and Company Visit.

北大国际 (BiMBA) 职业发展部为MBA学生提供一整套完善的职业发展服务，帮助学生提升自我认知和职业竞争力。全日制MBA2011班在校期间，职业发展部提供了职业咨询、教练项目、校友导师项目、职场技能培训系列、行业洞察系列和公司参观等多项职业服务。

ONE-ON-ONE CAREER COUNSELING 职业咨询

BiMBA career counselors arrange one-on-one career counseling interviews with the MBA students to better understand their demands, guide them in academic and career planning, and offer suitable intern and job opportunities to them accordingly. The career counseling is available for all MBA students, and the service will last through the entire MBA curriculum.

北大国际 (BiMBA) 职业顾问为MBA学生安排一对一职业咨询面谈，详细了解学生职业需求，引导学生合理安排MBA学习和职业规划，并有针对性地提供实习和工作机会。职业咨询对所有学生开放，贯穿MBA整个学程。

COACHING PROGRAM 教练项目

BiMBA CDD invites senior Chinese and international coaches with expertise in leadership, strength, and life coaching to launch the Coaching Program. The methodologies employed include strength and thinking preference assessments, report analysis, coaching interview and group sharing. The MBA students benefit a lot from the Program in self-awareness and career path planning. In the Full-time MBA 2011 Class, 30 students applied for the program and received more than 150 coaching hours in total.

职业发展部聘请海内外多位资深专业教练，通过优势及思维偏好测评，报告分析，教练面谈，小组分享等方式，帮助MBA学生全面提升自我认知，合理规划职业发展路径。全日制MBA2011班有30名学生参加了教练项目，获得总计超过150小时的教练服务。



ALUMNI MENTOR PROGRAM 校友导师项目

BiMBA CDD launches Alumni Mentor Program on yearly base since 2006. CDD continually invites Alumni Mentors from various industries back to BiMBA campus to share their MBA experience and career resources with the MBA students. The Program provides the MBAs with an active learning channel beyond the classroom and interactive social opportunities with the alumni. In 2012, CDD particularly invited the Alumni Mentors for the seminars on business plan developing, VC in China, GR in China and etc.

BiMBA校友导师项目始于2006年。职业发展部不定期邀请不同行业的校友重返朗润园，为MBA学生提供学业指导和职业支持，拓展MBA的社交网络。校友导师项目活动形式丰富活泼，有主题演讲、经验分享会、社交餐会等。2012年，职业发展部有针对性地邀请校友导师返校，和学生就商业计划书拟定、风险投资业现状和展望、公司政府关系等课题展开讨论。

PROFESSIONAL DEVELOPMENT TRAINING SERIES 职场技能培训系列

BiMBA CDD 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。

Team Building

团队拓展项目

Resume Writing

简历写作

Mock Interview/Group Interview

模拟面试/小组面试

Business Etiquette

职场礼仪

Social Networking

社交技巧

Presentation Skills

演讲技巧



INDUSTRY INSIGHT SERIES 行业洞察系列

Senior executives from leading companies throughout the world visit BiMBA frequently. The MBA students benefit from their speeches about the industry trends, fresh business case studies and career stories.

著名企业的高级管理者经常造访北大国际 (BiMBA) 校园，为MBA学生带来他们对行业发展的洞见，第一手的管理案例和职业生涯的经验总结。



Shopper Smart--Strategic Marketing at Retail Touchpoints,
by Lefteris Vitalis, Vice President and General Manager of Colgate-Palmolive China
2012.5.10 高露洁棕榄中国公司副总裁兼总经理韦德礼：购买者的智慧——零售点上的战略营销



2012 IBM Global CEO Study Report,
by Zhao Liang, Partner of IBM Global Business Services, Greater China
2012.11.10 IBM全球业务咨询服务部大中国区合伙人赵亮：2012年IBM全球CEO调查报告

COMPANY VISIT 公司参观

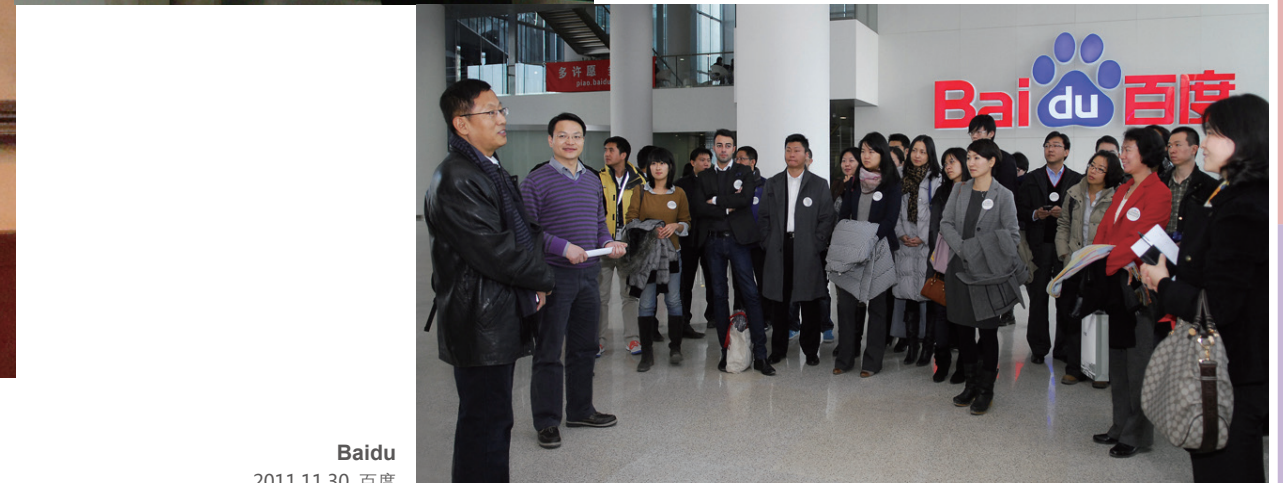
Company visits give the MBA students the opportunities to experience various employers' cultures and business models, to exchange ideas with the industry experts and HR managers. Company visits are helpful supplements to the MBA course works.

职业发展部带领MBA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。公司参观是MBA课堂教学的精彩补充。



Sandvik Greater China
2011.10.21 山特维克中国公司

Innovation Works
2012.6.5 创新工场



Baidu
2011.11.30 百度

CORPORATE PARTNERSHIP

雇主关系

BiMBA CDD maintains links with over 2,000 corporate partners from both home and abroad. By co-branding forum events, cooperating with interested partners for research projects or In-company Consultancy Projects (ICPs), hosting Human Capital Club seminars, and leveraging alumni networks, CDD communicates BiMBA and MBA updates to the corporate partners and helps to promote corporate brand awareness. CDD frequently posts job information for and refers qualified candidates to the employers. In the peak seasons of recruitment, many leading companies launch the campus presentations on BiMBA campus, introducing intern and job opportunities to the MBA students.

北大国际 (BiMBA) 职业发展部与超过2,000家海内外雇主长期合作。职业发展部通过和企业联合冠名论坛活动, 联络科研及企业咨询项目, 主办人力资本俱乐部讨论会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。职业发展部常年为合作雇主公布职位信息, 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。

CORPORATE PARTNERS 部分合作企业

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 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 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 Education
Eli Lilly
Emerson China
EUCCC

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

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
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

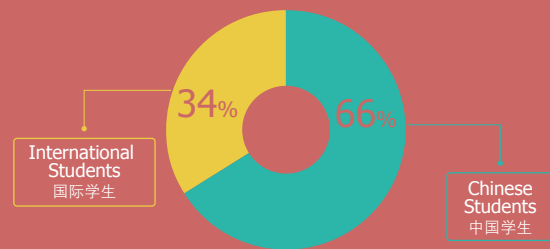
BiMBA FULL-TIME MBA 2011 CLASS PROFILE

北大国际全日制MBA2011班概况

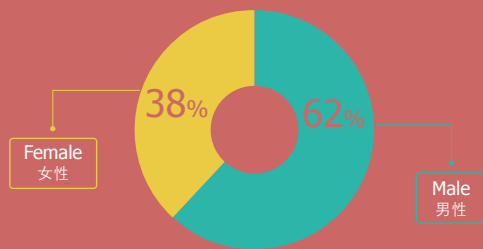
49 students were enrolled into the Full-time MBA 2011 Class and 45 of them graduated in February 2013. The average age of the Class was 29.

全日制MBA2011班有49名学生录取入学；45名学生于2013年2月毕业。全班平均年龄为29岁。

NATIONALITY 国籍



GENDER 性别



INDUSTRY 行业

Finance/Banking 金融/银行	25%
Gov/NGO 政府/非政府组织	14%
PR/Media 公关/媒体	11%
IT/Communication 信息技术/通讯	11%
Healthcare 医疗保健	9%
Manufacturing 制造业	9%
Consulting 咨询	7%
Trade/Retail 贸易/零售	7%
Others 其他	7%

FUNCTION 职能

Sales/Marketing 销售/市场营销	38%
Finance/Accounting 财务/会计	16%
General Management 综合管理	13%
Project Management 项目管理	7%
Product Management 产品管理	7%
Consulting 咨询	7%
Supply Chain 供应链	4%
Training 培训	4%
Others 其他	4%



Vincent Cui 崔恒图
Operations Controller, Schlumberger China

“The most valuable gain I obtained from CDD is not just a position (although luckily I got two internships from them), but the ability to re-position myself in the job market. MBA is a new start for everyone, and re-positioning means balancing among dream, competency and environment. Career Coach Program initiated by CDD really helps a lot on that.

我从BiMBA职业发展部提供的服务中得到的最大的收获，不仅是推荐的职位（虽然我确认通过它找到了目标行业的两份实习工作），更是获得了在就业市场重新定位自己的能力。MBA对每个人都是个新的开始，因此重新定位意味着在梦想、能力和就业环境三者间找到新的平衡。职业发展中心的职业教练项目很好的帮助我实现了这一点。



Song Xiang 向嵩
Associate, Legend Holdings

“I feel the shared value of Growth, Love and Courage in BiMBA. Support from the professors, coach and career staff made my career dream come true.

在BiMBA，我从这里的人身上真实感受到了上进、友爱、不畏挑战的价值观。教授、教练和职业发展部给予的重要指点和帮助，让我的梦想成为现实。



Danielle Zhao 赵晓丽
Regional Marketing Manager, Coca-Cola

“BIMBA career service has provided me with great help during my MBA life. The CDD team was trying the best to fulfill every student's specific career need. The initiatives of company visit, executive speech and individual career counseling program are of great value, which will benefit me for a very long time.

在我的整个BiMBA学习过程中，职业发展中心提供了非常宝贵的资源和帮助。也正是由于CDD团队的积极努力使我对自身职业的发展目标更加明确，让我对未来也更加充满信心。

CAREER SERVICES TIMELINE

职业发展服务时间表

1st Semester 第一学期	2nd Semester 第二学期	3rd Semester 第三学期
Team Building 团队拓展	Coaching Program 教练项目	Resume Updating 简历更新
Resume Preparation 简历辅导	Alumni Mentor Program 校友导师项目	Job Application 职位申请
Career Counseling 职业咨询	Company Visit 企业参观	Company Visit 企业参观
Professional Development Training Series 职场技能培训系列	Professional Development Training Series 职场技能培训系列	Professional Development Training Series 职场技能培训系列
Industry Insight Series 行业洞察系列	Industry Insight Series 行业洞察系列	Industry Insight Series 行业洞察系列
Winter Vacation 寒假	Summer Vacation 暑假	
Internship 寒假实习	In-company Consultancy Projects 企业咨询项目 (ICP)	
	Master Of Science In Global Finance(MSGF) 全球金融硕士	
	Internship 暑期实习	



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