

Tsinghua – INSEAD Executive MBA Programme 2018 – 2020

Two Degrees, Two Prestigious Schools, Two Alumni Networks



清华经管学院
Tsinghua SEM

INSEAD

The Business School
for the World®

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TSINGHUA

Mission

To Advance Knowledge and Cultivate Leaders for China and the World.

Aspiration

To be a World-Class School of Economics and Management.

Core Values

Integrity, Dedication, Respect

INSEAD

Mission

As a global educational institution with a pioneering multi-campus model, our mission is to create an open-minded learning environment that brings together people, cultures and ideas from around the world, in order to transform individuals and organisations through business education. Through teaching, we develop responsible, thoughtful leaders and entrepreneurs who create value for their organisations and their communities. Through research, we expand the frontiers of knowledge and influence business practice.

Core Values

- Diversity as a source of learning and enrichment
- Independence as a governance principle
- Rigour and relevance in teaching and research
- Closeness to the international business community
- Entrepreneurial spirit





Yingyi Qian

Yingyi Qian
Dean of Tsinghua SEM



Ilian Mihov

Ilian Mihov
Dean of INSEAD

Bridging East and West

Global business knowledge plus an in-depth understanding of the Chinese context. This is the equation for career success in today's world economy. But how do you become an expert in both?

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理 方 贯
念 的 通

This challenge is what motivated us to create the Tsinghua-INSEAD Executive MBA (TIEMBA): a unique, modular, dual-degree programme for experienced executives. Our goal is to offer participants the best of both institutions: one of China's most elite universities and one of the world's top international business schools.

Ten years and 400 alumni later, the TIEMBA is consistently ranked one of the top five EMBA programmes in the world by the Financial Times. We are proud of our seamless East-West partnership, as well as the advantages that it offers our participants.

The TIEMBA runs across Beijing, Singapore, Fontainebleau and Abu Dhabi providing unparalleled multicultural perspectives and insights into some of the most dynamic regions of the world. The programme fuses intense leadership development training with a rigorous yet highly applied management curriculum, and stands at the intersection of two of the world's most powerful alumni networks.

It is thus no surprise that the TIEMBA has built a remarkable track record of producing successful business leaders and entrepreneurs. Imagine what we can do, together, for your East-West success.

Why TIEMBA?

Five reasons to choose the Tsinghua–INSEAD EMBA:

1

Two degrees from two prestigious business schools:

You will obtain two management degrees from two top institutions in China and in the world.

2

Gateway to global networks:

INSEAD provides you access to an international and indispensable alumni network, while Tsinghua's alumni community is the key to opening many doors in China.

3

World-experts as faculty:

As two of the world's most highly regarded institutions, INSEAD and Tsinghua give you access to outstanding faculty, who deliver a perfectly balanced curriculum through a rich variety of teaching styles.

4

Deep leadership insights:

Our Leadership Development Programme combines 360-degree assessment, group coaching, team activities and peer work-shadowing to take your skills to the next level. Running from day one to the final module, it is an experience like no other.

5

Learning from diverse participants:

You will learn alongside and from classmates who have a wealth of global experience. By exchanging perspectives with people from all over the world, you will discover surprising new ideas to help you meet your business and career challenges.







Tsinghua

The history of Tsinghua University is intertwined with the history of China, with thousands of graduates playing significant roles in leading the country to its status today.

The School of Economics and Management (SEM) of Tsinghua University, established in 1984, stands tall in Asia, with an outstanding faculty. The founding dean was Professor Zhu Rongji, who went on to become China's fifth Premier.

The school is a magnet for entrepreneurial activities, attracting professionals from all over China for their Executive MBA, and has become a powerhouse for new business.

Professor Zhu envisioned the school as a place where China's business elite could learn to integrate the best business practices from around the world, while emphasising practical implementation in the Chinese economy. His ambition was to build Tsinghua SEM into one of the best business schools in the world. Many would agree that he has succeeded.



INSEAD

As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures and ideas to change lives and transform organisations. A global perspective and cultural diversity are reflected in all aspects of its research and teaching.

With campuses in Europe (France), Asia (Singapore) and the Middle East (Abu Dhabi), INSEAD's business education and research span several continents.

INSEAD's 145 renowned faculty members from more than 40 countries inspire over 1,300 master participants annually. In addition, more than 10,000 executives participate in INSEAD's Executive Education Programmes each year.

Around the world and for over half a century, INSEAD has continued to innovate and conduct cutting-edge research across all our programmes, providing leaders with the knowledge and flexibility to operate anywhere. These core values have enabled INSEAD to truly become "The Business School for the World".

Four Campuses



6 weeks

Tsinghua University
Beijing, China

The campus of Tsinghua University is located in northwest Beijing, in the academically-focused Haidian district. The school was founded in 1911 on the site of Qing Hua Yuan (Tsinghua Garden), a former royal garden of the Qing Dynasty. Renowned for its beauty, the campus offers a combination of traditional Chinese and Western-influenced architecture.

3 weeks

INSEAD
Asia Campus
Singapore

INSEAD has been in Singapore for more than 20 years, with an official campus that opened in October 2000, firmly marking the school's commitment to Asia and the global learning environment. The campus is situated just 10 minutes away from Singapore's Central Business District, which is the centre of all commercial and financial activities. With some of the world's most prestigious companies locating their Asia headquarters in Singapore, INSEAD is poised for easy access to thriving businesses in this high-growth region.





2 weeks

INSEAD
Europe Campus
Fontainebleau, France

INSEAD's Europe Campus opened more than 50 years ago and is located in the historic town of Fontainebleau, approximately 65 km to the south of Paris. Nestled in the vast Fontainebleau Forest, the contemporary architecture blends perfectly with its natural surroundings and provides facilities of the highest standard. Embrace the calm of Fontainebleau and the opportunity to step away from your demanding work life to focus on your personal development.

1 week

INSEAD
Middle East Campus
Abu Dhabi, United Arab Emirates

INSEAD established presence in Abu Dhabi in 2007. The Middle East Campus is located at ADGM square on Al Maryah Island, an international financial centre, and a vibrant business and lifestyle destination. Purposely designed for executives to learn, this presents a whole new world of possibilities for management education.



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TIEMBA participants possess a strong entrepreneurial spirit, which is understandable given the rapid development of the region.

D. Charles Galunic

Canadian

Professor of Organisational Behaviour
The Aviva Chaired Professor of Leadership
and Responsibility
INSEAD

I teach the core course in Leadership and Organisations, one of the foundation courses in TIEMBA. My course serves as the start of the Leadership Development Programme, a personal development journey that continues over the entire course of the year.

The TIEMBA classroom is very dynamic and filled with people who want to make a difference through business leadership, but with more focus on the Asian context. Our TIEMBA participants are motivated to learn and have a keen interest in the people around them. However, I also believe the TIEMBA participants possess a strong entrepreneurial spirit, which is understandable given the rapid development of the region.

Having been the first Dean of Executive MBA Programmes at INSEAD and having taught all the TIEMBA cohorts since its inception, I have had the privilege of watching the TIEMBA grow since day one. This has helped me understand some of the special challenges of working in an environment that presents both opportunities and uncertainties. I try to share with my participants the differences in how leadership may have to be approached, taking into account the cultural differences.



“”

The TIEMBA programme has proven to be a success because of our global outlook and approach. In our classrooms, we have leading experts from all over the world teaching our participants. Likewise, our international participants either already have very promising careers in large corporations or are pioneers in innovation and entrepreneurship.

David Daokui Li

Chinese

Mansfield Freeman Professor of Economics
School of Economics and Management
Director, Center for China in the World Economy
Tsinghua University
Dean, Schwarzman College,
Tsinghua University

I teach International Economics in the TIEMBA programme where I discuss the latest developments of the global economy and finance.

Through the course, my aim is to provide our participants with a set of analytical tools to evaluate trends and anticipate future changes in the global economy. To engage my participants, I ensure that my classes are highly interactive. This provides for an environment where participants can tackle challenging economic issues based on theoretical principles and their own professional experiences.

In my opinion, the TIEMBA programme has proven to be a success because of our global outlook and approach. In our classrooms, we have leading experts from all over the world teaching our participants. Likewise, our international participants either already have very promising careers in large corporations or are pioneers in innovation and entrepreneurship.

The programme focuses on the dynamism of the global economy. Given the diverse backgrounds of our participants, the classroom is full of energy and drive.

Having taught in the TIEMBA programme for almost a decade, I have established close relationships with our alumni and current participants. Through my interactions with them, I have had many interesting opportunities to learn about the experiences and observations of top executives in different industries.

Teaching in the programme continues to be a very special part of my annual teaching schedule and is the highlight of my teaching career at Tsinghua University.



Class of 2019

– Key Facts

37 average age

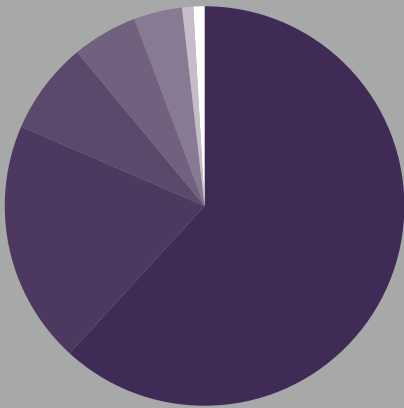
19 nationalities

38 participants

26% female

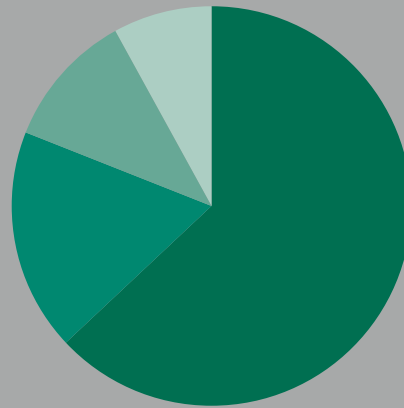
12 average years of work experience

53% working outside home country



Nationalities

Asia Pacific	61.8%
Western Europe	19.7%
North America	7.5%
Southern Europe	5.3%
Africa	3.9%
Eastern Europe	0.9%
Near / Middle East	0.9%



Industry Sectors

Corporate Sector	63%
Financial Services	18%
Technology, Media & Telecommunications	11%
Consulting	8%

Programme Overview

Programme Length

18 months

Days Out Of Office

60 days

On-Campus Classes

12 weeks

Countries

China (Beijing), Singapore,
France (Fontainebleau), UAE (Abu Dhabi)

Course Format

Modular

Courses		Months	Duration	Campus
Core Courses	Leadership Development Programme	Jun 2018	2 weeks	Beijing
		Jul 2018	1 week	Singapore
		Sep 2018	1 week	Beijing
		Oct 2018	1 week	Beijing
		Nov 2018	1 week	Singapore
		Jan 2019	1 week	Abu Dhabi
KMCs*		Mar 2019	1 week	Beijing
		May 2019	1 week	Beijing
Elective Courses		July 2019	2 weeks	Fontainebleau
KMCs*		Aug 2019	1 week	Singapore
Thesis Defence	Dec 2019	Thesis Defence	Beijing	
	Jan 2020	Graduation	Beijing	

* Key Management Challenges (KMC)



“”



TIEMBA has helped me with a new career development direction. The knowledge learnt from the class could be brought into the daily work right away. The leadership skills enabled me to guide the team to achieve the annual target.

Bill Guo

Chinese

Executive Director
ICBC Financial Leasing Co. Ltd.
China

“”



Coming from a marketing background, the TIEMBA curriculum prepared me well for general management. The faculty was very engaging – they were keen to support and get involved in my ongoing business challenges beyond theoretical conversations.

Susanne Arfelt Rajamand

Danish

Managing Director
Unilever
Singapore

Curriculum

The TIEMBA is designed around several essential components: Core Courses, Elective Courses, Key Management Challenges, the Leadership Development Programme and a Final Thesis.

Core Courses

During the first seven modules, we offer 12 core courses, covering the breadth of key business disciplines. Taught by both Tsinghua and INSEAD faculty and using a variety of teaching styles, these will review, revive and expand your understanding. Each course combines business concepts with real-life application.

12 Core Courses

- Corporate Finance
- Data, Models and Decisions
- Financial Accounting
- International Economics
- Investments
- Macroeconomics and the Chinese Economy
- Managerial Accounting
- Strategic Marketing
- Microeconomics
- Leading People and Organisations
- Strategic Management
- Strategic Talent Management

Elective Courses

Elective courses allow you to delve deeper into topics of your choice. They take place on INSEAD's idyllic Fontainebleau campus over two weeks during the French summer. The TIEMBA class comes together with the INSEAD Global Executive MBA, as well as alumni of both programmes. This allows for a wider choice of courses and greater networking possibilities. To further enhance professional development, TIEMBA graduates may return after graduation to attend additional electives.

Sample Elective Courses

- Applied Corporate Finance
- Brand Management
- Management Decision-making
- Negotiations
- Power and Influence in Organisations
- Private Equity, Growth Equity and Venture Capital
- Psychology of Leadership
- Realising Entrepreneurial Potential
- Social Entrepreneurship: Building Impact Ventures

Key Management Challenges

Key Management Challenge (KMC) courses cover broad, multi-disciplinary, whole-company issues and address uncertainty, change, and ambiguity in apprehending open-ended problems. You will also be able to trial new ideas in a safe environment before applying them in the real world.

Sample KMC Courses

- Business and Commercial Laws
- Competitive Supply Chains
- Cross-cultural Management
- Entrepreneurial Leadership
- Managerial Psychology
- Operations Management
- Business Simulation
- Your First Hundred Days (experiential simulation)

Developing Reflective Leaders

This is a unique and enriching component that is offered in the programme, thanks to the pioneering work of the INSEAD Global Leadership Centre.

Leadership Development Programme

The Leadership Development Programme (LDP) runs throughout all of the modules and gives you the self-awareness and strategies you need to grow as a leader. Participants are put into a learning group of about four people - selected for their diversity - in which they support, encourage and challenge each other to broaden their behavioural repertoire and develop their own authentic leadership style.

Accompanied and guided by a professional executive coach, each group embarks on a journey through many structured activities such as team building experiences and simulations, 360° and progress feedback, individual and group coaching sessions, peer exchanges and communication workshops. There are also live forums with inspiring leaders to expand your networks.

““

The TIEMBA programme introduced me to fellow professionals with diverse international backgrounds, and we helped one another search for more impactful and fulfilling life goals.



Helen Hai
British
CEO
China Africa Consulting Ltd.
China

““

After our first pre-reading of the LDP, I realised that it was going to be an intensely reflective programme, which I needed at this point in my career. It was extremely useful in developing my leadership skills.



Diego Molina
Chilean
Tactical Marketing Manager
Amcors Flexibles Lima
Peru

Admissions

For your application to the Tsinghua-INSEAD Executive MBA programme, you will need to follow the steps outlined below. You can submit your application either through the INSEAD or Tsinghua admissions offices. The process is the same and you will be evaluated by both schools.

Elements of Application

1. Complete and Submit the Application Form

You can apply through the online application form. You need to answer several essay questions and provide the names of two recommenders.

INSEAD

Submit online through the TIEMBA website

Tsinghua

Submit online through the TIEMBA website or email to tiemba@sem.tsinghua.edu.cn

2. Official Transcripts of Grades, Degrees and Diplomas

Please submit these to either of the respective admissions teams.

INSEAD EMBA Programmes

Admissions Office,
Boulevard de Constance
77305 Fontainebleau Cedex,
France

TSINGHUA EMBA Programmes

Room 317, Shunde Building,
School of Economics and
Management, Tsinghua University,
Beijing, China 100084

3. Entry Test: GMAT

Please use these codes when you instruct the test centre to send us your score.

- OR -

EMBA Assessment - Please note: complete applications must be submitted at least two weeks before the test date.

GMAT CODES

INSEAD DL3-S8-14
Business Programmes,
Executive MBA Programmes

INSEAD EMBA Assessment Day includes a written test and a panel interview.

GMAT CODES

Tsinghua-INSEAD EMBA Programme VH0-JJ-56, School of Economics and Management, Tsinghua University

Tsinghua's EMBA Assessment Day includes a written test and a panel interview on Tsinghua's Beijing campus.

Applicants can choose to sit for the assessment at INSEAD or Tsinghua, regardless of which school they sent their application to.

We operate a staged admission process, offering you a choice of four deadlines. We recommend applying as early as possible and applications will be evaluated as they are submitted.

For reference, the deadlines for the class starting in June 2018 (and graduating in 2020) are:

Round 1: 29 Sep 2017, Friday (last date for PRC applicants)

Round 2: 12 Jan 2018, Friday

Round 3: 16 Mar 2018, Friday

Round 4: 20 Apr 2018, Friday

Important for PRC nationals: China's Ministry of Education has implemented a new requirement.

PRC nationals who wish to enroll in an EMBA programme must obtain a Conditional Acceptance Letter from either institutions before they register online for an entrance exam in October 2017.

The entrance exam will be held at Tsinghua University in December 2017. We strongly encourage interested applicants to submit their applications early to ensure timely registration of the entrance exam.

Tuition Fees and Scholarships

The tuition fee for the June 2018 intake is yet to be confirmed. For planning purposes, the tuition fee for the June 2017 intake was US\$125,000. Most participants fund their programme with a combination of personal savings or family support, sponsorship by an employer, scholarships and loans.

Tsinghua and INSEAD offer merit and need-based scholarships to offset tuition fees for TIEMBA candidates whose profiles will help further the programme's objectives as a vehicle for promoting international leadership and business practice.

For more information on scholarships, visit:
www.insead.edu/tiamba/scholarships



Connect with Us

Undertaking an Executive MBA is a major decision. We organise a number of events on the INSEAD and Tsinghua campuses for you to get to know the TIEMBA programme better. We encourage you to visit us in order to gain insights, ask questions, see our facilities and meet with TIEMBA staff and participants. We also conduct regular information sessions throughout the world.

For more details on these events and registration, visit the events page on our TIEMBA website:

tsinghua.insead.edu

You can email or call us at:

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