

Website

aebs.ecnu.edu.cn



AEBS Campus Address

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華東師範大學亞歐商学院

(与里昂商学院合办 JOINTLY OPERATED BY ECNU
AND EMLYON BUSINESS SCHOOL)

ASIA EUROPE BUSINESS SCHOOL OF EAST CHINA NORMAL UNIVERSITY



Bachelor Program in Management

Global BBA

YOUR NEW FRONTIER



TWO INTERNATIONAL INSTITUTIONS JOINING FORCES TO CREATE A NEW BUSINESS SCHOOL



East China Normal University

History: founded in 1951 in Shanghai
Ranking: One of the leading universities in China. Part of the "Double First Class University Plan".

Top 15 Chinese mainland universities, Top 4 in the international outlook category (THE Ranking 2019).

11 disciplines rank world top 1% according to ESI.

Faculty: Among its 4,000 strong faculty, 1,969 are professors and associate professors, including 18 academicians from the Chinese Academy of Sciences or Chinese Academy of Engineering.

Multi-discipline university: 4 faculties, 30 full-time schools, 58 departments

International partners: more than 200 internationally renowned universities and academic institutions

International students: around 5,000

Campuses: two campuses in Minhang and Putuo District, Shanghai. A total area of over 207 hectares



emlyon business school

History: founded in 1872 in France
Ranking: #2 in France, #34 in the world (THE Global University Employability Ranking 2018);

#Top 21 in Europe (Financial Times European Business School Rankings 2018)

International students: 5,750 students on campus, 40% non-French, 80 nationalities represented; 5,500 Executive programs participants

International faculty: over 140 permanent professors, 80 visiting professors and overseas guests

International partners: 156 foreign partners

Multi-continent campus: 6 campuses: Lyon, Shanghai, Saint-Etienne, Casablanca, Paris, Bhubaneswar

Global alumni network: a network of above 31,000 alumni in 118 countries

Signature of emlyon business school: globalization, digitalization, entrepreneurship



华东师范大学亚欧商学院
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 ASIA EUROPE BUSINESS SCHOOL OF EAST CHINA NORMAL UNIVERSITY

Asia Europe Business School

Co-founded by **East China Normal University** (Top 15 in Mainland China) and **emlyon business school** (No.2 business school in France, Top 20 in Europe), located in Shanghai, the most vibrant international metropolis, Asia Europe Business School is the unique business school that crafts cross-disciplinary talents. Asia Europe Business School has the ambition to build the future global business leaders and ambassadors of the Belt and Road, combining Eastern and Western wisdom, best management practices, and a high level of social responsibility.

Developed to train global entrepreneurs and business leader, AEBS will combine the excellence of **East China Normal University** in the humanities and social sciences with **emlyon business school's** excellence in entrepreneurial management and innovation. The school is expected to have students in various programs: bachelor, master, MBA and Ph.D.

DISTINCTIVE FEATURES

- **Four years of global experience:** enriching and vibrant experience in China and France
- **Multi-language competency:** fluent Chinese and English, and some French, will give you a distinctive advantage
- **Two specializations:** Innovation & Entrepreneurship, Artificial Intelligence & Business ... giving early insight into career prospects and postgraduate education
- **Teaching innovation:** digital and blended learning, project-based learning
- **High employability:** extensive internship opportunities, corporate mentorship, business seminars, practice-based coursework (e.g. ICP)

PROGRAM AT A GLANCE

Duration	4 Years (full-time)
Language*	All courses are taught in English
Teaching approach	Combining courses, tutored projects and periods in companies
Academic pathway	<p>Option 1: Bachelor of Management of ECNU</p> <p>Option 2: Double Degree Bachelor's Program of Business Administration between ECNU and emlyon business school (2 years in China+2 years in France)</p> <p>Option 3: Bachelor of Management of ECNU & Master of Science in High-end Brand Management of emlyon business school (3.5+0.5+1, one semester in France)</p>
Start of program	Early September
Application deadline**	June 30 th
Application fee	CNY800
2021 Tuition fee***	CNY216,000 / (ECNU 4 years)

*Chinese language skills are not required for enrollment, but the HSK 4 certificate is a precondition for receiving the Chinese degree

**Interviews will be arranged once a month from January; early application is encouraged because the number of program participants is limited

***Tuition only includes ECNU Bachelor Degree.

ENTRY REQUIREMENTS

Academic: High School Diploma with transcripts
English: IELTS 6.0/TOEFL ibt minimum 85 or equivalent
Others: A face-to-face or skype interview is required

CAREER DEVELOPMENT

AEBS's Career Development Center (CDC) provides personalized consulting and placement assistance, powered by its strong relationship with local and multinational companies, and through its powerful alumni network. Highly valuable service includes: career mentors, career coaching, career consulting day, company visits, summer internship programs, employer presentations, job postings.

