

華東師範大學亚欧商学院
（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（AI Business）

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. Member of the "Double First Class University Plan" . Ranked 20-24 in Chinese Mainland and 251-300 in the world (THE Ranking 2025)

Faculty: Among its 4,255 strong faculty, 2,136 are professors and associate professors, including 19 academicians from the Chinese Academy of Sciences or Chinese Academy of Engineering.

Multi-discipline university: 4 faculties, 34 full-time schools, 58 departments

International partners: more than 300 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: Top 2 business school in France, (THE Global University Employability Ranking 2024)

International students: 8,900 students on campus, 40% non-French, 80 nationalities represented; 6,900 Executive programs participants

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

International partners: 156 foreign partners

Multi-continent campus: 4 campuses

Lyon, Shanghai, Paris, Mumbai

Global alumni network: 45,000 Alumni in 120 Countries

Signature of emlyon business school**:**

globalization, digitalization, entrepreneurship

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Asia Europe Business School

Asia Europe Business School was jointly created by **East China Normal University**, a double first-class construction university in the world, and **emlyon** business school, a prestigious university in Europe in June 2015. It is supported by Shanghai Minhang District People's Government and Shanghai Zizhu Hi-Tech Zone (Group) Co.,Ltd.

The school has now offered undergraduate programs in Business Administration (AI Business Experimental Class, Innovation and Entrepreneurship International Class), Master's degree in Marketing (High-end Brand Management), Master's degree in International Business (Global Management and China Studies), Master's degree in Engineering Management (AI Innovation Engineering), as well as joint undergraduate and master's programs in China and France and international doctoral programs.

PROGRAM HIGHLIGHTS

- Global Learning Experience: A four-year international education with opportunities to study in China and France and develop cross-cultural perspectives.
- AI + Business Curriculum: AI integrated into business courses, with two specializations: Artificial Intelligence & Business and Innovation & Entrepreneurship.
- Practice-Based Learning: In-company projects, field studies, internships and in-company consulting connect classroom learning with real business challenges.
- Double Mentor Programme: Personalized guidance from academic and enterprise mentors supports academic progress and professional development.
- Comprehensive Career Support: One-to-one career guidance, career fairs, business seminars and company visits help students explore career paths and prepare for employment.
- Multilingual & Cross-Cultural Skills: Opportunities to build Chinese, English and French language skills for communication in international business settings.



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	**Option 1**: Bachelor of Management of ECNU **Option 2**: Double Degree Bachelor's Program of Business Administration between ECNU and **emlyon** business school (2 years in China+2 years in France) **Option 3**: Bachelor of Management & Master of International Business at ECNU (5 years for combined Bachelor's and Master's degree) . Optional one semester in France for double Master's degree.
Start of program	Early September
Application deadline**	June 1st
Application fee	CNY800
Total 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; **emlyon** business school tuition fee is in addition for the double degree option.*

ENTRY REQUIREMENTS

Academic: High School Diploma with transcripts
CSCA Exam: China Scholastic Competency Assessment : Required test subjects: Mathematics
English: IELTS 6.0/TOEFL iBT minimum 85 or quivalent
Others: A face-to-face or zoom 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 support includes: career mentors, career coaching, career consulting day, company visits, summer internship programs, employer presentations, job postings.

INTERNATIONAL TALENT CULTIVATION

AEBS focuses on cultivating students' innovation ability and international management ability in the global business environment. As of September 2026, students come from 90+ countries around the world, with international students accounting for over 80% of the total.



FURTHER EDUCATION AND EMPLOYMENT

With a global perspective, solid professional knowledge, and outstanding international working ability, AEBS graduates have obtained management positions in global organizations and leading enterprises such as the World Trade Organization, Huawei, ZTE, Tencent, ByteDance, JD, Microsoft, Deloitte, and SenseTime Technology. Outstanding graduates have also received offers from world-class universities to pursue Master's degrees.

Website
aebs.ecnu.edu.cn

AEBS Campus Address
Building A1, Zizhu International Education Park,
155 Tanjiatang RD, Minhang District,
Shanghai 200241, P.R. China

Contacts
Cindy Zhang
AEBS International Recruitment
Email: xzhang@aebs.ecnu.edu.cn
Tel: +86-21-61911350

