



清华经管学院  
Tsinghua SEM



The Business School  
for the World®

# Tsinghua – INSEAD Executive MBA Programme

Two Degrees

Two Prestigious Schools

Two Alumni Networks

2021-2023



Two Degrees  
Two Prestigious Schools  
Two Alumni Networks

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# Tsinghua

Tsinghua University School of Economics and Management (Tsinghua SEM) established in 1984, stands tall in Asia, with an outstanding faculty. The founding dean is Premier ZHU Rongji. 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.

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.



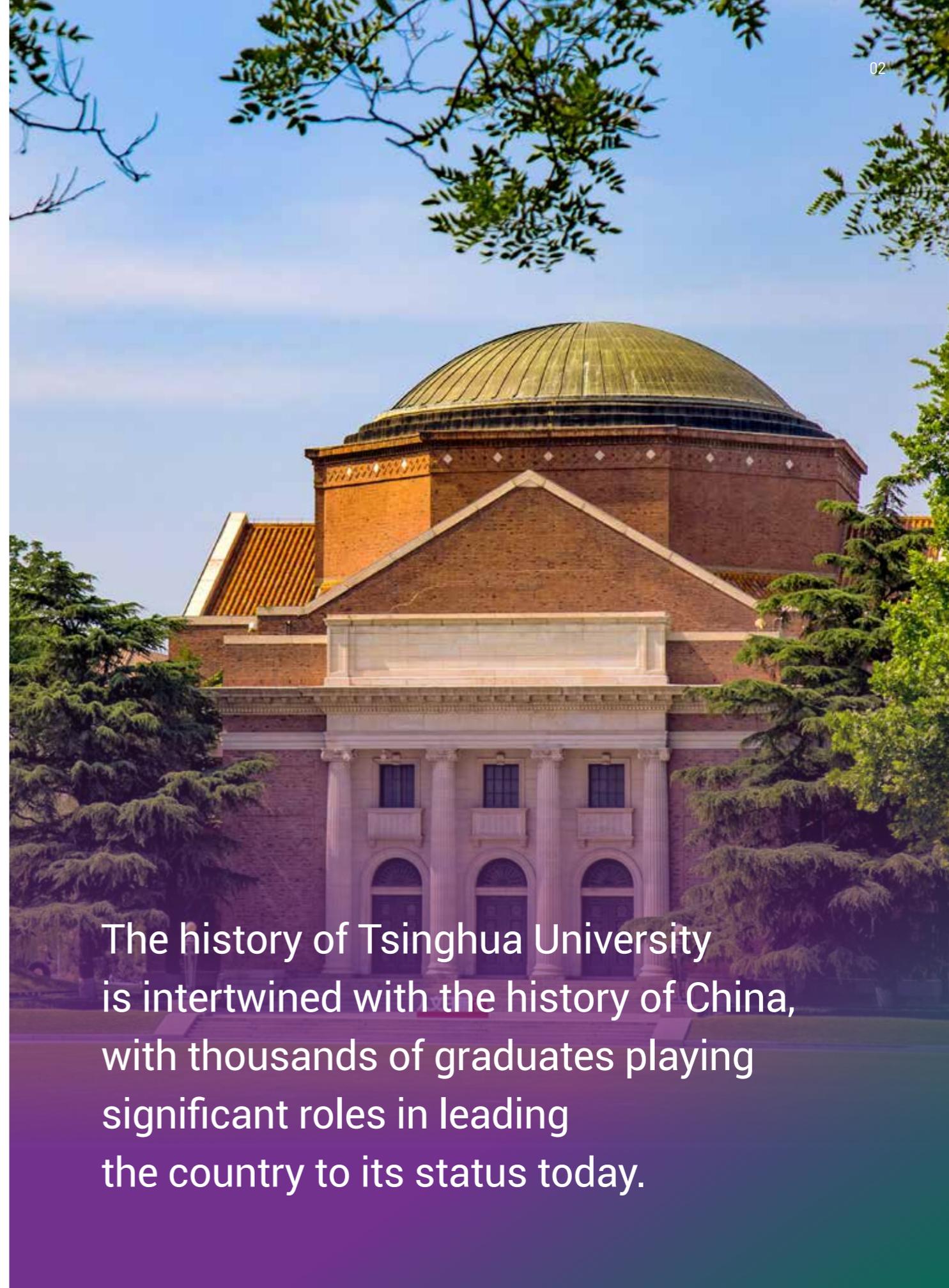
**Mission**  
To Advance Knowledge  
and Cultivate Leaders  
for China and the World.



**Core Values**  
Integrity Dedication  
Respect



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



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.

# INSEAD

Founded in 1957, INSEAD has expanded its business education and research across the world with locations in Europe (France), Asia (Singapore), the Middle East (Abu Dhabi) and North America (San Francisco).

INSEAD's 165 renowned faculty members from 41 countries inspire more than 1,300 degree participants annually in its MBA, Global Executive MBA, Specialised Master's degrees (Executive Master in Finance and Executive Master in Change) and PhD programmes. In addition, more than 11,000 executives participate in INSEAD Executive Education programmes each year.

Taking bold global initiative to advance business as a force for good, INSEAD is uniquely positioned to prepare responsible global business leaders to tackle today's most urgent challenges. Our core values drive academic excellence and serve the global community as The Business School for the World.



## Mission

We bring together people, cultures and ideas to develop responsible leaders who transform business and society.



## 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



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.

# 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?



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.

Thirteen years from 2007 to 2019 and 554 alumni and participants later, the TIEMBA is consistently ranked one of the top 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, Shenzhen, 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?



## 1.

Two degrees from two prestigious business schools

## 2.

Gateway to global networks

## 3.

World-experts as faculty

## 4.

Deep leadership insights

## 5.

Learning from diverse participants

## Five reasons to choose the Tsinghua – INSEAD EMBA:

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

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.

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.

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.

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.

# Five Campuses



**4**  
MODULES

## TSINGHUA UNIVERSITY

Beijing, China

The main 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.

**1**  
MODULE

## TSINGHUA UNIVERSITY

Shenzhen, China

Shenzhen's establishment as China's first Special 'Economic Zone' represents the country's high-speed development and economic prosperity. Shenzhen module provides participants with an open platform to China's hi-tech industries, innovation-oriented enterprises, and financial centers, which allows participants to achieve a deep insight into China's modern economy driven by technological innovation.



**3**  
MODULES

## 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.

**1**  
MODULE

## 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**  
MODULE

## INSEAD MIDDLE EAST CAMPUS

Abu Dhabi, U.A.E

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.





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.”

#### Yubo Chen

Chinese  
Professor of Marketing,  
Senior Associate Dean of Tsinghua SEM

In my opinion, bridging theory and practice is a distinct feature of TIEMBA programme. Since the programme has been designed to cultivate global business leaders, the curriculum is comprised of theoretical core courses, practical management and leadership courses, all of which, focus on general management skills.

Notably, the module in Shenzhen will be combined with courses on Chinese frontiers topics and visits to Chinese innovative companies. We believe that the best way to learn is not only by sitting in the classroom, but to learn by seeing, to learn by doing and to learn by being.”





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.

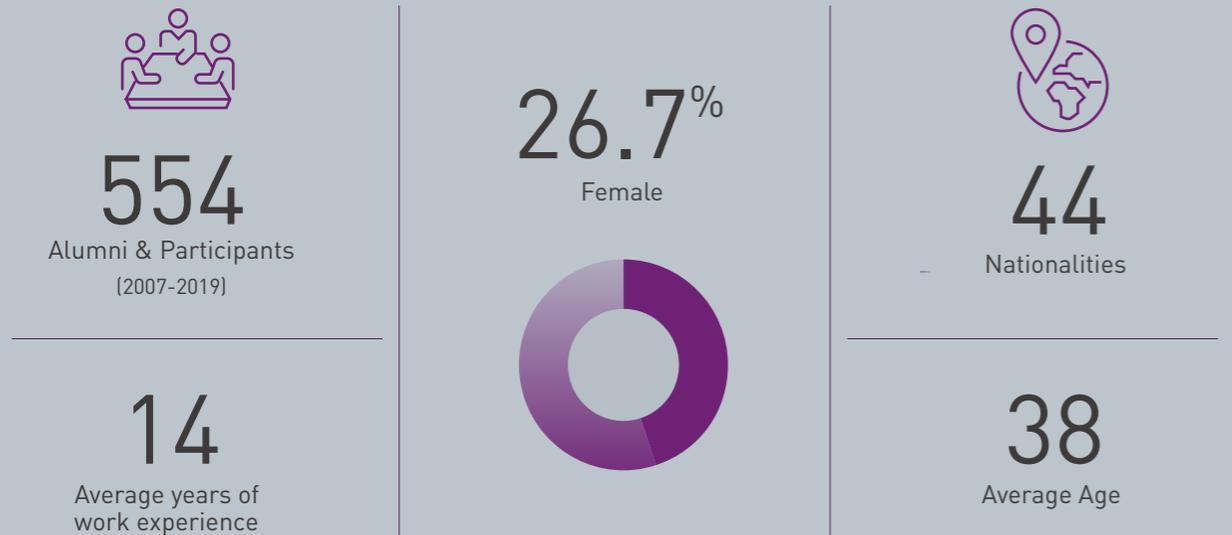
The TIEMBA classroom is very dynamic and filled with people who want to make a difference through business leadership, but with more focus on the Asian context. Our TIEMBA participants are motivated to learn and have a keen interest in the people around them. However, I also believe the TIEMBA participants 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.

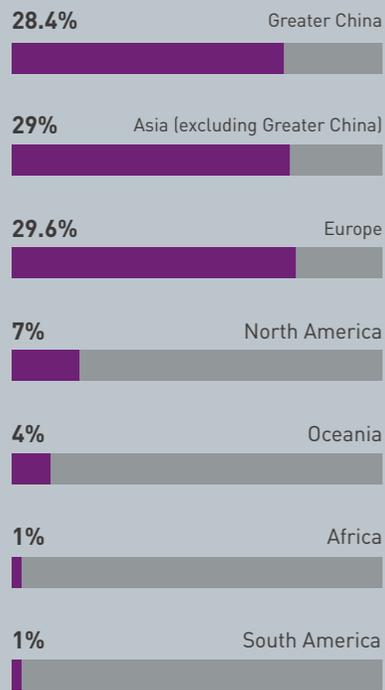
I try to share with my participants the differences in how leadership may have to be approached, taking into account the cultural differences.”



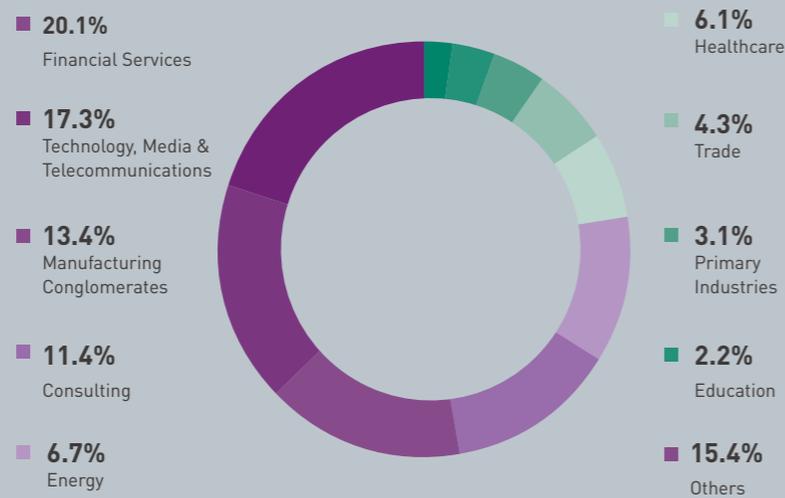
# Programme Key Facts



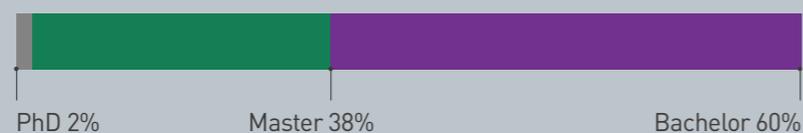
## Nationalities



## Industry Sectors



## Education Background



# Programme Overview



## Courses

Courses	Months	Duration	Campus
<b>Core Courses</b>	Sep 2021	9 days	Beijing
	Nov / Dec 2021	9 days	Singapore
	Jan 2022	8 days	Abu Dhabi
	Mar 2022	9 days	Beijing
	May 2022	9 days	Singapore
	Jul 2022	14 days	Fontainebleau
	Oct 2022	10 days	Beijing
<b>Elective Courses</b>	Nov / Dec 2022	9 days	Beijing
	Jan 2023	6 days	Shenzhen
<b>KMCs</b> (Key Management Challenges)	Feb 2023	6 days	Singapore
	May 2023	Thesis Defence	Beijing
<b>Thesis Defence</b>	May 2023	Thesis Defence	Beijing
<b>Graduation</b>	July 2023	Graduation	Beijing

\*Programme schedule is subject to change.

# Alumni



“ Through TIEMBA, you will enjoy learning from a vast array of content, your classmates and you will be amazed by world-class professors. The programme develops your hidden skills and strengthen known ones. Thanks to the study, my career path adjusted from VP Delivery to Managing Director within two years after the finishing the programme.

**Arkadiusz Czopor**  
Class of 2012

Polish  
Managing Director  
T-Systems Asia South

“ TIEMBA enhanced and realigned my knowledge and skills with a bigger picture of general management, crossing cultures and geographies. The friendship with my dear alumni, and engagement with faculties, are the most precious gains. Not just networking, but the consistent enlightenment.

**Wang Ludan**  
Class of 2018

Chinese  
Head of Sales and Client Management  
Willis Towers Watson, Asia CRB



“ TIEMBA is the ideal embodiment of cross-cultural professional and personal development. It's not just the curriculum that brings value. It's also how TIEMBA brings together executives from all walks of life, and the experiential learning you gain from project simulations and peer coaching. It pushes your boundaries on thought leadership, provides modern perspectives on people management, and equips us to tackle real-life business challenges. A truly intellectually stimulating and practical EMBA programme!

**Jireh Li**  
Class of 2019

Australian  
Chief of Staff, Managing Director  
Source Code Capital

“ Coming from an engineering background, the continuous thorough interactions with the TIEMBA faculty and my TIEMBA peers, have really been a game-changer towards my holistic understanding of how to run a business beyond its operations which was my core strength when joining the program. Definitely, boosting and opening new doors on my career path!”

**Sylvain Gillmeth**  
Class of 2020

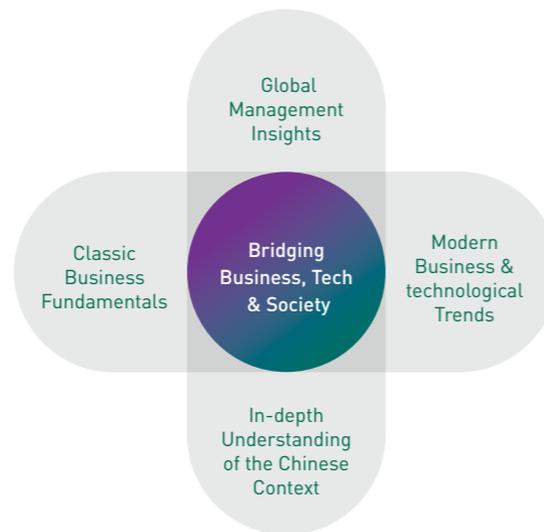
French  
Asia Operations Director  
JJA



# Curriculum

The TIEMBA is designed around several essential components: Core Courses, Elective Courses, Key Management Challenges, the Leadership Development Programme and a Final Thesis. It covers the business school classics as well as the current business and technical trends, with a global vision and a deep understanding of the Chinese context. This curriculum fully embodies the advantages of Tsinghua University as a comprehensive university and INSEAD as a world-leading business school.

## Curriculum Design Concept



## 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 courses will review, revive and expand your understanding. Each course combines business concepts with real-life application.

## 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 and Executive Master in Finance, as well as alumni of these 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.

## Key Management Challenges

Key Management Challenge (KMC) courses cover broad, multi-disciplinary, whole-company issues and address uncertainty, change and ambiguity in apprehending opened problems. It introduces concepts that integrate technology, society and business. You will also be able to build an in-depth understanding of Chinese economy, including both macro and micro issues and China's financial market.

# 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.



# 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.

## Application Process

### 1. Pre-application Assessment

Interested candidates are encouraged to send in their CV for a pre-application assessment by the admission team. You may either email it to [tiemba@sem.tsinghua.edu.cn](mailto:tiemba@sem.tsinghua.edu.cn) (Tsinghua Admission Team) or [tiemba@insead.edu](mailto:tiemba@insead.edu) (INSEAD Admission Team).

### 3. Additional Required Materials:

Two letters of recommendation;  
Colour copies of identity documents;  
Colour copies of degree(s) either in English or Chinese achieved from all universities attended.  
Original copies of official transcripts with grades from all universities attended.

\* A non-refundable application fee is required.

5. Chinese Nationals from Mainland China who wish to enroll in an EMBA programme are required by the Ministry of Education, China, to take the National Entrance Exam. You will have to obtain a Conditional Acceptance Letter from TIEMBA Programme before registering online for the National Entrance Exam in October 2020. The actual exam will take place at Tsinghua University in December 2020. We encourage interested applicants to submit your applications early to ensure timely registration of the entrance exam.

**Other nationalities besides PRC** are required to upload their information with relevant documents and pay the application fee to Tsinghua to verify their qualifications.

### 2. Complete and Submit the Application Form

You can apply through the online application form on the TIEMBA website: <http://tsinghua.insead.edu/>. You need to answer several essay questions and provide names of two recommenders.

### 4. Assessment Options:

**Option 1:** GMAT/Executive Assessment & TIEMBA Interview  
**Option 2:** TIEMBA Written Test & TIEMBA Interview

\* Complete applications must be submitted at least two weeks before the test date.



We operate a rolling 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 application deadlines for the class starting in September 2021 (and graduating in 2023) are:

1 Round	11 September, 2020	2 Round	21 February, 2021
3 Round	19 March, 2021	4 Round	16 April, 2021

## Chinese Language Course

'Master of Chinese' is a course in Tsinghua University and is compulsory for international participants who come to China to undertake a master degree. It gives participants from all over the world an opportunity to learn Chinese language and the culture. Those who successfully complete (32 class hours) and pass this course will earn 2 Credits.

### About the Course

Participants will be allocated into different classes according to their Chinese proficiency levels, i.e. Elementary, Intermediate and Advanced Levels.

Other unfinished matters in this guide are implemented in accordance with 'Admission to Graduate Programs of Tsinghua University 2021(For International Students)'

[http://gradadmission.tsinghua.edu.cn/f/yzlxs/yz\\_lxs\\_kstzb/view?id=500079](http://gradadmission.tsinghua.edu.cn/f/yzlxs/yz_lxs_kstzb/view?id=500079)

### Exemption

Participants who have learnt Chinese before may be exempted with any of these proofs of language proficiency:

- Provide Chinese Proficiency Test Certificate: Old HSK Level 8, or New HSK Level 6: An overall score of at least 195 with minimum scores of 65 in Listening, Reading and Writing.
- Provide Degree Certificate obtained in Mainland China and taught entirely in Chinese.

# Connect with US



*To me personally, TIEMBA is the best dual-degree EMBA programme which put great efforts in the integration between the alumni and the two universities. As a bridge, TIEMBA truly connect the alumni network of this two world-famous educational institutions, Tsinghua and INSEAD, and utilise the resources deeply.*

*As the founding head of TIEMBA Shanghai Chapter, I witness the increasing influence of TIEMBA alumni group in Shanghai and Yangtze delta these years. The chapter and myself will keep committing ourselves to helping the group in both on-the-rise career and happier life.*



**Ida Wang**

Class of 2015

**Chinese**

Founder, Pu Feng Consulting  
Head of TIEMBA Shanghai Chapter

**W**e 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:

<https://tsinghua.insead.edu>





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