

Master in China- Europe Business



Contact

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What is the program about?

If you want to enhance your hands-on management skills and competences, particularly in the Chinese and European market, this unique program is ideal for you. A joint initiative of two leading business schools drives a stimulating curriculum that will guide you to discover your personal strengths and prepare you for a booming career in international business.

“The Master in China-Europe Business is a life-changing experience! It fills me with joy to see how our students from all over the world learn from each other, develop cultural awareness and advance not only their academic skills but also their personal leadership skills. It is wonderful to be able to share my passion and enthusiasm for China throughout the year with our students. ”

Prof. Dr. Steffi Weil, Academic Director





“CEB taught me plenty of things: I learned how to communicate with people from different cultures, I became more self-aware and I experienced how important teamwork can be. Even though the program can be very challenging, I enjoyed it a lot. My time at AMS was very pleasant, as I felt supported by the staff and faculty. Moreover, the CEB class now feels like family to me... for me, CEB was one of the best experiences in my life!”

Alumna Yelu Yu

Curriculum

Subject	ECTS
ANTWERP	27
1. AMS Essentials (LCDT, Excel, Sustainability...)	6
2. Business in the EU	3
3. Business in Global Political Economy	6
4. People Management & Organization	3
5. Accounting & Corporate Finance; European Perspective	6
6. Electives*	3
7. Chinese & French (non credited)	0
BUDAPEST	3
1. Doing Business in Eastern Europe	3
SHANGHAI	15
1. Asian Economics & Geopolitics	3
2. Branding in Asia	3
3. Cross Cultural Management & Negotiation	3
4. Strategic & Supply Chain Management	3
5. Digital Marketing.	3
6. Chinese & French (non credited)	0
Master Project	15
TOTAL: 60 ECTS	

Note: all courses are subject to change



The Master in China-Europe Business program is 10-month full-time international program taking place between Europe and China. During a two-month period in the program, you will be assisting a company with a China Consulting Project in Europe and/or China.

The program combines academic courses with in-depth insights into all functional areas of management in different business environments. You will attend seminars on EU-China relations and cross-cultural management, as well as work on your teambuilding skills for international consulting projects. Business language courses in French or Mandarin are offered throughout the year to enhance your communication skills. The program is very interactive, students are expected to actively participate in class discussions, analyze business cases, prepare business presentations and reports and engage in computer-assisted exercises.

During the first semester, you will meet in Antwerp for general management courses, focusing on the different aspects of Europe-China relations. In order to gain insight about how to do business in Central and Eastern Europe you will also go to Budapest for a week. During your time in Budapest you will engage in academic management courses, company visits, and cultural activities. You will spend the second semester in Shanghai to focus on business, economics and management in Asia. During the last two months of the program, you will collaborate in teams on a Europe/China-related Master Consultancy Project, explained below. Afterwards, everyone will reunite in Antwerp for graduation. A symbolic place, as it was the start of your amazing journey!

During the final two months of the program, you will be working on a consultancy project in either China or Europe. Throughout the project you will be working within a real company, solving a business problem they are having. This consulting assignment assists in building the bridge from theory to practice.



Personal development program: AMS Essentials

At AMS, we look beyond the mere transfer of technical knowledge. As our mission statement explicitly mentions, we also want to stimulate your personal development. Our approach is straightforward: the better you feel as a person, the more confident you are when dealing with complicated business situations. The more accurate your self-image, the better you are able to work with other people and lead others in a responsible manner that commands respect. Through the AMS Essentials, we build upon the three mission pillars of Antwerp Management School: Self-Awareness, Global Perspective and Societal Consciousness.

Self awareness:

leads to stronger cooperation with others.

Global perspective:

leads to a developed global mindset, allowing you to find better solutions to problems and complex issues.

Societal Consciousness:

leads to sustainability in essential economic processes, a fundamental value in business.

The AMS Essentials track will also address important business skills that will enable you to turn your dreams into actions in order to make an impact.

AMS Essentials will cover professional skills such as public speaking and influential communication, negotiation, and mastering important digital skills and business software.

Dependent upon your level of mastery in these fields, and on their relevance within your program, you will be able to compose your personal development track and choose from an array of options within AMS Essentials.

Consultancy Project: In-Company Project

During the consulting assignment, you will be put to work as a junior consultant for eight weeks to solve a current business case in a company. This consulting assignment is the icing on the cake of this master, seeing as the hands-on advising role builds a bridge to the practice.

Electives

All master programs offer elective weeks during which you will be immersed in exciting topics such as blockchain, digital transformation, doing business in emerging economies, Industry 4.0, organizational agility, etc. By adding one of these electives to your program, you can give your AMS experience a personal touch.

Learning objectives

After following this program:

- you will gain a profound knowledge of management functions;
- you will master the knowledge and skills required for key managerial positions like leadership, people management and long-term planning skills;
- you will have strengthened highly relevant business skills such as: entrepreneurship, perseverance, motivation, emotional intelligence and initiative;
- you will have developed your social, communication skills and cultural awareness;
- you will have improved your problem-solving skills and capacity for teamwork ;
- you will be able to examine global issues from a European and Chinese perspective ;
- you will have developed local competencies in both a Chinese and European business context.



Career Center: Career Management Services

Antwerp Management School wants to help you launch your successful career! As a business school, we put particular emphasis on involving businesses and organizations in the Career Management Service.

The Career Management Service has two cornerstones: intensive contact with companies; and personal, tailored guidance for every student. The Career Center has close ties to many Belgian and international organizations, including top headhunters, and is run by counselors with experience in recruitment.

During your year at AMS, the following activities will be organized:

- Resume and cover letter writing sessions
- Job application workshops (covering LinkedIn, assessment centers, work permits)
- Information sessions on various positions and opportunities
- Two AMS job fairs
- Company presentations and case workshops
- Alumni career speed dating evenings
- Individual career counseling

In addition, as an AMS student you will have access to the AMS job platform. Via this online Career Center, both Belgian and international companies can post exclusive AMS job opportunities and have access to your CV. We also offer you an overview of the companies in which our alumni are working.

AMS alumni are hired by start-ups, small businesses and multinationals. Among others, they have started to work for international companies such as Accenture, DHL, AB InBev, Johnson & Johnson, Microsoft, PwC, Mars, Lidl, Salesforce, Showpad, Caterpillar, BNP Paribas Fortis, Katoen Natie, Michael Page, Hilti, GlaxoSmithKline, Maersk Line, Google, KBC, Decathlon, Umicore, IKEA, H. Essers, Coca-Cola, Nike, Danone, KPMG, Hudson, Nestlé, Deloitte, Daikin, etc.

AMS alumni are happy to mentor you in your search for the perfect starting position.

Why AMS?

- Antwerp Management School has the accreditation of the Association to Advance Collegiate Schools of Business (AACSB). AACSB is a US-based, global organization devoted to the advancement of quality management education through accreditation, thought leadership, and value-added services.
- AMS has a top rank in the Eduniversal Rankings & Financial Times Rankings.
- AMS takes into account the principles of responsible management education as presented by PRME, Principles of Responsible Management. The PRME are inspired by the internationally accepted values of the United Nations Global Impact. The PRME are a timely global call for business schools and universities worldwide to gradually adapt their curricula, research, teaching methodologies and institutional strategies to the new sustainable business challenges and opportunities. It is the ambition of Antwerp Management School to continue making this responsible management education an integral part of its core activities in research and education while leading by example.
- Our personal approach is what sets us apart from other business schools. At AMS there is a close contact between students, staff and faculty. This results in meaningful, personal interaction. Our faculty and staff do their utmost best to provide you with an inspiring learning experience, by sharing state-of-the-art knowledge and practical insights that really make a difference.
- Our full-time master's team is there to offer you guidance throughout your educational journey. Your education is tailored especially towards your career goals (AMS essentials, electives, career service, in-company project). At AMS you embark on a development journey through which you will grow as a person and future leader. We challenge and coach you to become more aware of who you are, how you cooperate with others, and what kind of career you want to pursue.
- At AMS we build a bridge between academic knowledge and business practice. Professors work with real-life case studies and with research they have done, in order to provide practical insights into the business world. To ensure your education is both academic and practical, AMS provides guest lecturers, company visits and networking opportunities in various sectors.



Why The Master in China-Europe Business?

- Antwerp Management School and its Euro-China knowledge community have a strong focus on Chinese business relations and find it very important to offer students an excellent service in this matter.
- The Master in China-Europe Business brings together participants from all over the world.
- Teaming up with international students and professionals at different campuses gives you unique networking opportunities and helps you build China-Europe related business contacts.
- The program will give you strategic vision, confidence, cultural awareness, as well as teamwork and management skills.
- French and Mandarin business language courses are provided all year to improve your communication skills.
- You spend the first semester (Sept-Dec) in Antwerp, Belgium, where all of Europe is at your doorstep. The second semester is spent in the vibrant metropolis of Shanghai, China.
- During the final two months of the program, you work on a China Consulting Project in Europe and/or China.
- A field trip to Budapest will give you valuable experience and broaden your horizons even more.



Why Antwerp?

5 great reasons to come and study in Antwerp.

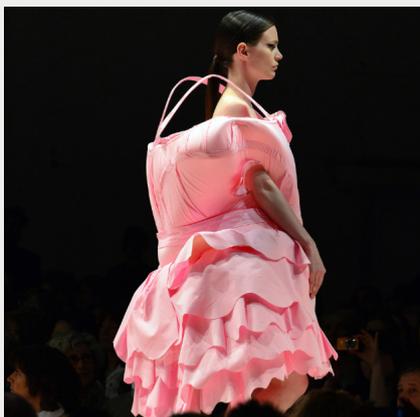
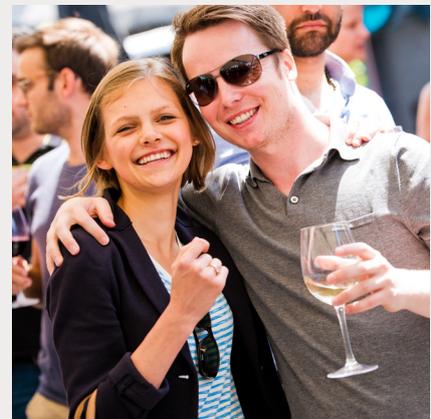


Antwerp is simply A-mazing!

A metropolis on the river, a city that always leaves you wanting more. Hip and historic, cool and classical, trendy and traditional. Everything is within walking distance. Combine a day's shopping on the Meir with a visit to Rubens's house. Check out the MAS museum and then enjoy a drink on the terrace of one of the Eilandje district's many bars. Try on an exclusive piece by a leading Antwerp fashion designer and then enjoy a bite to eat in Zuid. It's impossible not to fall for this astonishingly diverse, pocket-sized international metropolis.

A true student city

With more than 40,000 full-time students, Antwerp is a real student city. The backdrop to scholarly life includes historic locations such as the Royal Academy of Fine Arts and the University of Antwerp. The city's student bars, nightclubs, cozy restaurants, coffee houses and lively atmosphere will make your year here unforgettable.



Hip and happening

Of all Belgium's historic cities, this is where bars, shops and clubs go in and out of fashion fastest. Hip today, gone tomorrow. Antwerp is all about fashion, design, music jams, cocktails, record labels and spending money on the sunny terrace of a bar. Or you can blow all your cash on clothes and get free drinks later because you look so cool.



A city that breathes history

The old city center is steeped in history. You will feel it in the ancient facades along narrow streets or in the imposing Grand Place. The Plantin-Moretus Museum is the only museum in the world to be designated a Unesco World Heritage site. In the shadow of the Cathedral of Our Lady, the city teems with life in intimate pubs and restaurants, while the banks of the Scheldt are a great place for a breath of fresh air.



Ideal for excursions

Antwerp is the perfect jumping-off point for weekend visits to other fascinating Belgian cities, like Bruges, Ghent, Brussels and Liège. We also recommend drinking in the natural beauty of the Ardennes region in southeast Belgium or taking a trip to the seaside. The Netherlands is also very close! Moreover, you can reach each European capital from Brussels within a few hours.

Faculty



WEIL STEFFI, PHD (ACADEMIC DIRECTOR)

Steffi Weil has more than ten years of professional experience in and outside of academia. In her current positions as Academic Director of the China-Europe Master Program at the AMS and Associate Dean/Assistant Professor at Vesalius College she aims to combine her management experience with her academic credentials. In her role as professor she develops research activities on international politics with a focus on China, and she conceptualizes and teaches the curriculum on Asia in international trade and politics.

DE VOS ANS, PHD

Ans De Vos is currently employed as a Professor at the Antwerp Management School, where she holds the SD Worx teaching post “Next generation work: Creating Sustainable Careers”. From the very start of her academic career, Ans De Vos has been fascinated by careers. Her mission is to make people more competent in managing their own careers, so they can take control over their professional lives. She investigates how a win-win situation can be created for organizations and their employees.

INGHAM MARC, PHD

Marc has a PhD in Management Sciences from the Université de Paris Dauphine and obtained a degree in economics from the Université catholique de Louvain. His research interests cover responsible innovations and strategic management.

KEULENEER LUC,

Luc Keuleneer is Commercial Engineer (degree obtained with great distinction at the Catholic University Leuven in 1981) and Master of

Business Administration with a specialization in Finance from the University of Chicago (1983). He holds certificates of additional training in strategic finance and risk management from IMD Lausanne and the Swiss Finance Institute in Geneva. At the moment, he is a director at KPMG Advisory in Brussels.

PODEVYN BENNY, PHD

Academic Director and Professor Finance at Antwerp Management School. He also works in consultant management development and training for companies and academic institutes.

VAN CANEGHEM TOM, PHD

Tom Van Caneghem started his career as an auditor at PwC. After obtaining his PhD at the University of Antwerp (2005), he started working as a full-time professor at the HUBrussel. Currently, he teaches Financial Accounting and Accounting theory. His articles have been published in several leading academic journals, including European Accounting Review, Small Business Economics, Journal of Economic Psychology and Scientometrics.

VERHEZEN PETER, PHD

Peter Verhezen is the Principal of Verhezen & Associates Ltd, he advises boards on risk management and governance in the Asia-Pacific region. He studied Applied Economics & International Relations at the University of

Antwerp, Management and Finance (MBA) at KULeuven (in collaboration with the Booth Business School of Chicago) and Philosophy (MA & PhD) at the University of Antwerp and the Institute of Philosophy at KULeuven.



Practical Information



DATES

Start: 26/08/2019 - **End:** 31/08/2020

Start of Academic Year: August 26th, 2019

Start of Classes in Shanghai: January, 2020

FEES

€16,950 (VAT exempt)

Included:

All student facilities at Antwerp Management School and documentation.

Excluded:

Estimated additional cost of living, housing, travel and books.

German residents can apply for scholarships via Deutsche Bildung. More information:

www.deutsche-bildung.de/studienkredit

We work together with [Prodigy Finance](#) for different loan options. Prodigy Finance offers international students (150 nationalities) competitive loans without collateral or a co-signer.

LOCATION

Antwerp Management School
Boogkeers 5, BE-2000 Antwerpen

ESSCA Shanghai
297 Wusong lu 200080 Shanghai China

DEGREE

After the successful completion of the joint program and the master project/thesis, you will graduate with a:

- Master's degree 'Master of Global Management: China-Europe Business' from Antwerp Management School. The Master of Global Management is an official Master's degree recognized by the Ministry of Education of the Flemish Community. The program is AACSB and NVAO accredited.
- Certificate of International Business from ESSCA

Admission

REQUIREMENTS

To apply for this program you should hold a degree that represents 4 years of full-time study at university level, resulting in a master's degree or an equivalent bachelor's degree (a full time, 4-year curriculum). It is possible to apply before you have completed your studies. In this case, the selection procedure will take place under the assumption that you graduate from your present studies before starting the program. Fluency in English, both written and spoken, is required.

DEADLINE

As we only accept a limited number of students, we strongly encourage you to apply as soon as possible. Moreover, applying early will give non- EU students sufficient time to arrange for visas. The deadline to apply for EU citizens is August 15, 2019 and for non-EU citizens June 1, 2019

PROCEDURE

All students applying for the Master in China- Europe Business will need to go through the following steps:

1. Fill in the online application form and upload the following documents:
 - Resume/CV
 - Academic Transcripts
 - TOEFL/IELTS scores (exceptions: native English speakers and/or an English undergraduate degree)
2. Once your application file is complete (see step 1), you will be invited for an online numerical and verbal assessment.
3. Skype or face-to-face interview on our campus to gain insight in your motivation, perseverance, personality, leadership skills, as well as your knowledge of English.

After completing the application procedure, you can expect an answer from us within 1-2 weeks.

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