



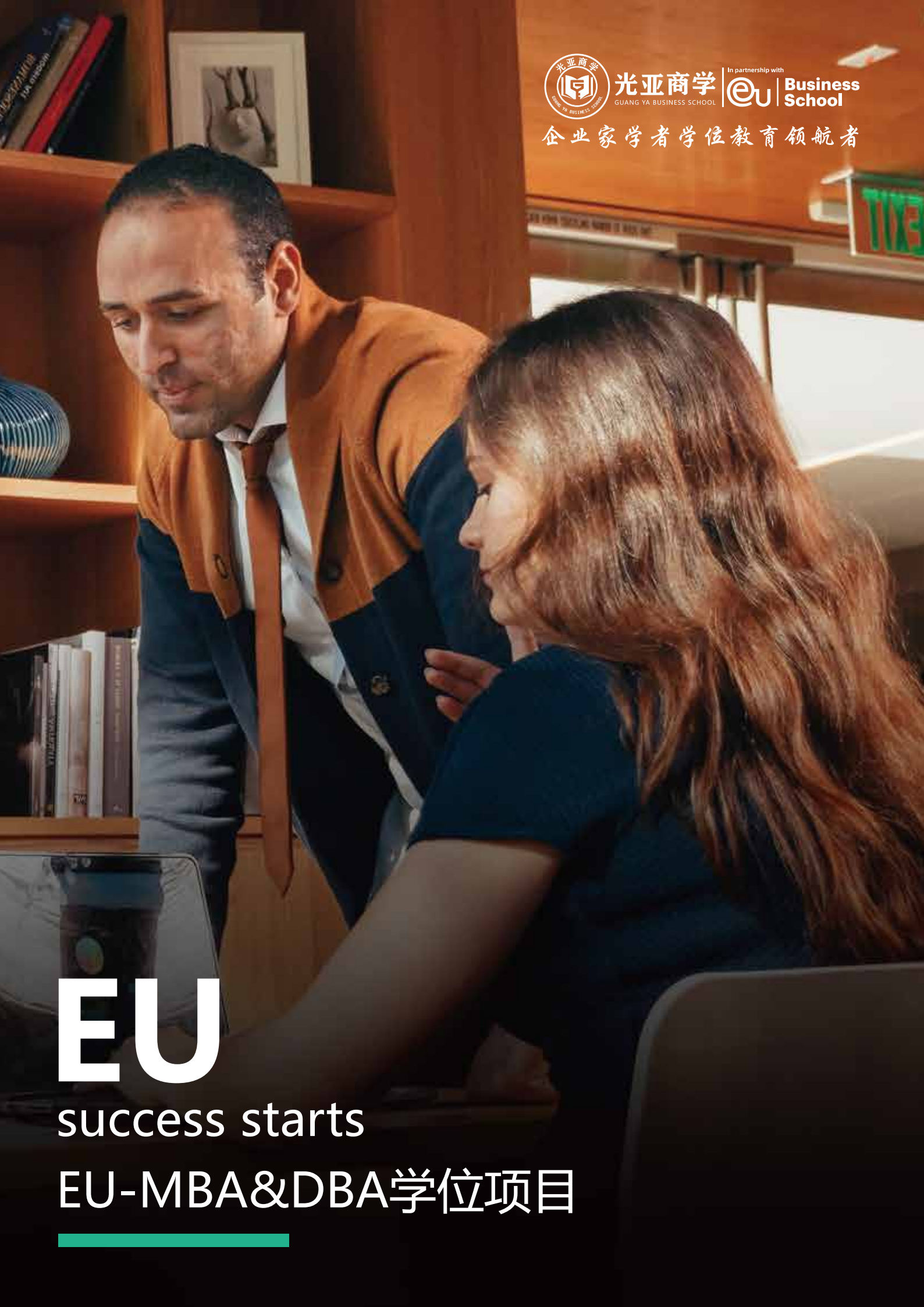
光亚商学
GUANG YA BUSINESS SCHOOL

In partnership with



Business
School

企业家学者学位教育领航者



EU

success starts

EU-MBA&DBA学位项目





EU

瑞士EU商学院

CH EU Business School

精研深耕商学教育50年

国际权威认证的贵族名校

前瞻性战略规划的策略源地

新秩序、新体系、新产业的引领者

学有所呼，教有所应！

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企业家学者项目-瑞士EU商学院 DBA 学位课程

EU Business School成立于1973年，是一所创新型私立贵族商学院，在瑞士、西班牙、德国均设有校区。EU商学院倡导立足于实战经验的务实商科教学法，辅以EU商学院在全球范围内的人脉网络，助力学生在当今快速发展并全球化的商界实现人生的突破。

EU商学院于2009年引进中国，是最早进驻中国的国外院校之一。

EU商学院企业家学者 DBA 学位项目历经十余年经营、磨砺，已培养了千余名具有全球视野及深谙中国实践的企业家学者，新华网、中新网、人民网等国家级主流媒体曾进行多次报道，已成为中国高等教育进口的标杆项目。

光亚商学

光亚商学创建于2008年，旗下拥有五家公司涵盖六大业务板块：国际学位、政企培训、管理咨询、企业大学、游学参访、学术研究。

光亚商学精研深耕商学教育15年，携手中国具有话语权的经济学家、名校资深教授及企业实战专家，共同打造淬炼商业智慧的策源地，助力企业家学者洞察政经大势，深度跨界思考，探索商业创新实践，提升顶层设计、战略布局的创新思维能力，最终成为新秩序、新体系和新产业的缔造者、参与者和引领者。

目前，光亚商学已构建起逾千名企业家校友网络，成为持续引领和支持学员企业同频互动、共谋发展，共赢未来的最佳学习平台。

光亚商学是EU商学院官方授权的中国区MBA&DBA课程合作伙伴。

地理位置

EU商学院是一所国际性的，专业认可的贵族商学院，在巴塞罗那，日内瓦，慕尼黑设有校区和数字校区，我们提供基础、学士、硕士、MBA、DBA和继续教育课程，重点是工商管理。

有关EU商学院的更多介绍

详情请见学院官网：<https://www.euruni.edu>

四大明星校区

Four Star Campuses

巴塞罗那校区（西班牙）

EU Montreux (Switzerland)

巴塞罗那是欧洲最迷人的世界性城市之一，是如今地中海最大的港口、加泰罗尼亚自治区的首府、发展中的商业中心，同时，也是世界上最具吸引力的求学地点之一。巴塞罗那校区是EU商学院最大的校区，也是国际学生交换学习的首选校区。

Barcelona is one of the most fascinating cosmopolitan cities in Europe, today the largest port on the Mediterranean, the capital of the autonomous region of Catalonia, a growing business center, and one of the most attractive places in the world to study. The Barcelona campus is the largest campus of EU Business School and the first choice for international students to study on exchange.



日内瓦校区（瑞士） EU Geneva (Switzerland)

日内瓦一直是全球性的商业与金融中心，国际性银行、非政府机构、高科技与生物科技公司以及领先的贸易公司都选择此地作为总部或关键的办事处。日内瓦校区坐落于美丽的日内瓦湖泊，地处商业中心，为学生创造了最即时的商业信息环境。

Geneva has long been a global business and financial centre, with international banks, NGOs high-tech and biotech companies and leading trading companies choosing it as their headquarters or key offices. The Geneva campus is located on the beautiful Geneva Lake, in the business center, creating the most immediate business information environment for students.



慕尼黑校区（德国） EU Munich (Germany)

长久以来，慕尼黑都被评为德国最美的城市，同时也是世界最美的五大城市之一。慕尼黑的文化活力与商业环境为追求商业学习的国际学生提供了良好的氛围。慕尼黑校区不仅为学生提供完整、严谨的商业环境，更为国际学生提供了便捷的入籍通道及丰富的工作机会。

Munich has long been ranked as the most beautiful city in Germany and one of the top five most beautiful cities in the world. Munich's cultural vibrancy and business environment provide an excellent background for international students pursuing business studies. The Munich campus not only provides students with a complete and rigorous business environment, but also provides international students with convenient naturalization channels and rich job opportunities.



数字校区 EU Geneva

数字化学习可帮助EU商学院的学生与来自世界各地的同行、讲师和商业专家进行即时链接。通过灵活、合理的课程安排，学生可以围绕其他学习任务做整体学习规划，并仍然可以从校园教育的所有关键功能中受益。

Digital learning at EU Business School instantly connects students with a network of peers, lecturers and business experts from around the world. With our flexible, affordable curriculum, students can structure their studies around other commitments and still benefit from all the key functions of an on-campus education.



排名&权威认证

Rankings & Accreditations

在线MBA连续九年全球排名第一

CEO杂志2023年全球MBA排名显示，EU商学院在线MBA课程已连续九年全球排名第一。同时，EU商学院的校内MBA也连续九年跻身顶级课程之列。

EU Business School's online MBA program has been ranked number one in the world for nine consecutive years in CEO Magazine's 2023 Global MBA Rankings. In addition, EU's on-campus MBA ranks among the top programs for nine consecutive years.

全球DBA院校22强

2018年，基于对国际地位、师资水平、校友在商业&学术领域的影响力认证，EU商学院与哈佛商学院、IE商学院、曼彻斯特大学、华盛顿大学奥林商学院、马斯特里赫特管理学院等22所院校，共同被CEO杂志评选为全球首屈一指的提供DBA学位课程的院校。

In 2018, based on the international standing, faculty level, alumni in business & academic leadership Domain Impact certification, EU Business School with Harvard Business School, IE Business School, Manchester University, Olin Business School, Washington University, Maastricht School of Management. Among them, 22 schools have been ranked by CEO Magazine as the world's leading providers Institutions for DBA degree programs.



EU商学院拥有多项国际权威排名

EU Business School has a number of international authoritative rankings

11

QS在线MBA世界排名

46

QS欧洲MBA排名

150

QS全球MBA排名

05

QS MBA薪酬提升投资回报率欧洲排名

AACSB 国际精英商学院协会

IACBE 国际大学商学院教育认证委员会

ACBSP 美国商学院认证委员会

CEEMAN IQA 国际管理发展协会



EU商学院设有工商管理专业硕士（MBA）和博士（DBA）学位，课程适用于企业家及高层管理人员。课程设计以学生的实际需求为出发点，精选符合中国新时代发展特征的MBA&DBA核心内容，致力于培养即具备实际经营管理能力，又具备学术研究能力的学者型企业家。

EU Business School offers Master of Business Administration (MBA) and Doctoral (DBA) degree programs, The courses are suitable for entrepreneurs and senior managers and are selected according to the practical needs of students and in line with the new era of China's MBA&DBA core curriculum which is committed to training that has practical business Academic entrepreneur with management ability and academic research ability.



DBA即工商管理博士，其课程扎根于商业实践逻辑、重点是培养中国企业家的研究能力，进而系统地提升管理者的知识架构、思维方式、视野格局，将学员打造成为具备博大知识观、战略远见、社会责任感及使命感的企业家学者。

DBA (Doctor of Business Administration) courses are rooted in the logic of business practice, cultivate the research ability of Chinese entrepreneurs, and systematically improve the knowledge structure and vision pattern of managers from the way of thinking. The goal is to make the college an entrepreneur scholar with broad knowledge view, strategic vision, and a sense of mission and social responsibility.

THE TRUSTEES OF
EU BUSINESS SCHOOL
UPON THE RECOMMENDATION OF THE FACULTY
HAVE CONFERRED ON

THE DEGREE OF
DOCTOR OF BUSINESS ADMINISTRATION

WITH ALL THE RIGHTS AND PRIVILEGES THEREUNTO APPERTAINING.
IN WITNESS THEREOF, THEY HAVE PRESENTED THIS DIPLOMA DULY SIGNED
AND HAVE AFFIXED THE SEAL OF THE INSTITUTION.

On the 18th of September 2020



REGISTRAR

PRESIDENT

《战略管理》
Strategic Management

《金融学》
Finance

《管理经济》
Special Issues in Economics

《营销策略》
Marketing Strategy

《高级会计》
Advanced Accounting

《人力资源管理》
Human Resources Management

《变革管理》
Change Management

《产品策略》
Managing New Product Development

《博弈论与市场经济》
Competition & Markets

eu Business School **ACADEMIC TRANSCRIPT**

STUDENT NAME:
DATE OF BIRTH: 21/03/1969
PLACE OF BIRTH: China
STARTING DATE: D 40-14
STUDENT NUMBER: 00134678 page 1/1

Doctorate of Business Administration

Course	CODE	COURSE TITLE	CREDIT HOURS	1st Submission		2nd Submission		CH	ECTS	GRADE	
				ACF LETTER	GRADE	ACF LETTER	GRADE				
Beijing	DBA111	Management	4	6	89 B+	Dec 24			4	6	3.3
Beijing	DBA112	Finance	4	6	88 B+	Mar 15			4	6	3.3
Beijing	DBA113	Special Issues in Economics	4	6	87 B+	May 25			4	6	3.3
Beijing	DBA114	Marketing Strategy	4	6	85 B	Jul 25			4	6	3.0
Beijing	DBA115	Advanced Accounting	4	6	84 B	Sep 15			4	6	3.0
Beijing	DBA116	Human Resources Management	4	6	80 B	Nov 15			4	6	3.0
Beijing	DBA117	Change Management	4	6	87 B+	Apr 15			4	6	3.3
Beijing	DBA118	Managing Product Development	4	6	86 B	Mar 16			4	6	3.0
Beijing	DBA119	Competitions and Markets	4	6	86 B	Nov 16			4	6	3.0
Beijing	RESREP	Research Report	6	6	86 B	Sep 16			6	6	3.0
Beijing	DBA120	Research Methodology	6	12	89 B+	Aug 20			6	12	

Total Credit Hours: 48
Total ECTS: 72
Transfered credits ECTS: 0
Grade Point Average (4.0 = max): 3.1
Dissertation: Research on Incentive of Knowledge-based Talents in High-tech Enterprises

Registrar:

Date: 18 September, 2020



毕业学生可赴瑞士总校出席隆重的毕业典礼暨学位授予仪式，校方将为学员提供赴境外邀请函，并协助办理签证申请。

Graduating students can attend the grand graduation ceremony and degree awarding ceremony at the Swiss Head School. The school will provide students with invitations to travel abroad and assist with visa applications.

学院学员结构

Business school student structure



学院学员行业分布

Industry distribution of business school students



对话世界政要

Talk to world leaders

EU商学院为学员提供对话世界政要的平台。经常邀请外交大使和政治名人参加校园活动、为学生开展一系列的讲座，提升学生的全球视野及政商思维。

EU Business School offers students a platform for dialogue with world leaders. Frequent invitations to Diplomatic ambassadors and political celebrities to enhance students' global vision and political and business thinking.



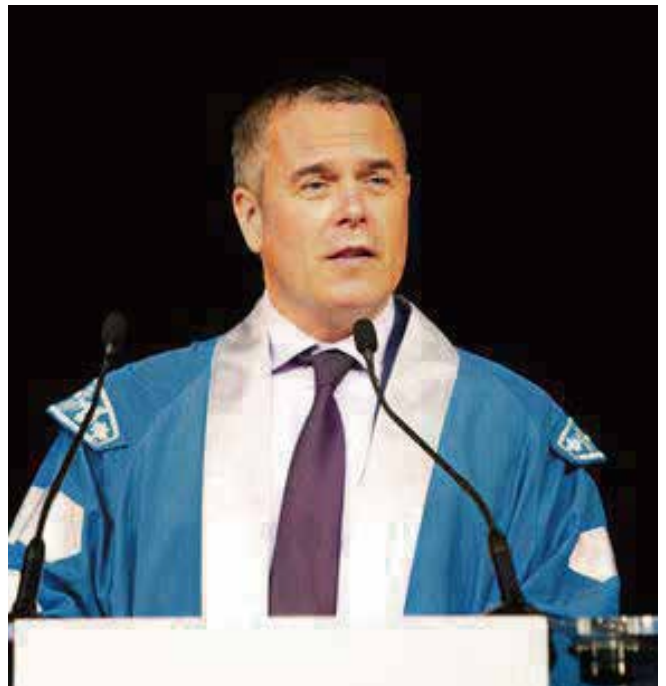
盖伊·维尔霍夫施塔特

比利时前首相、欧洲议会议员、ALDE主席



迈克尔·穆勒

联合国日内瓦办事处前主任



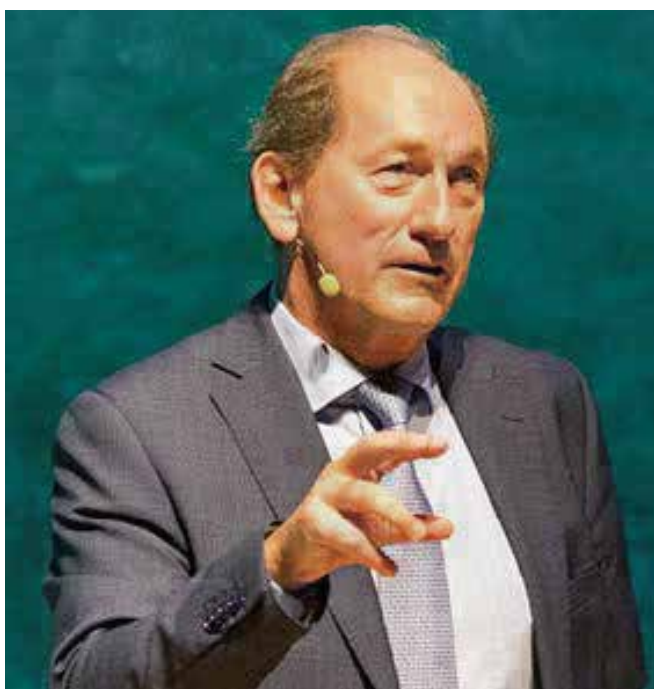
迈克尔·西尔弗

欧洲经委会执行干事



阿德里安·霍尔马克

宾利汽车首席执行官



保罗·布尔克

雀巢董事长

链接商界精英

Link the business elite

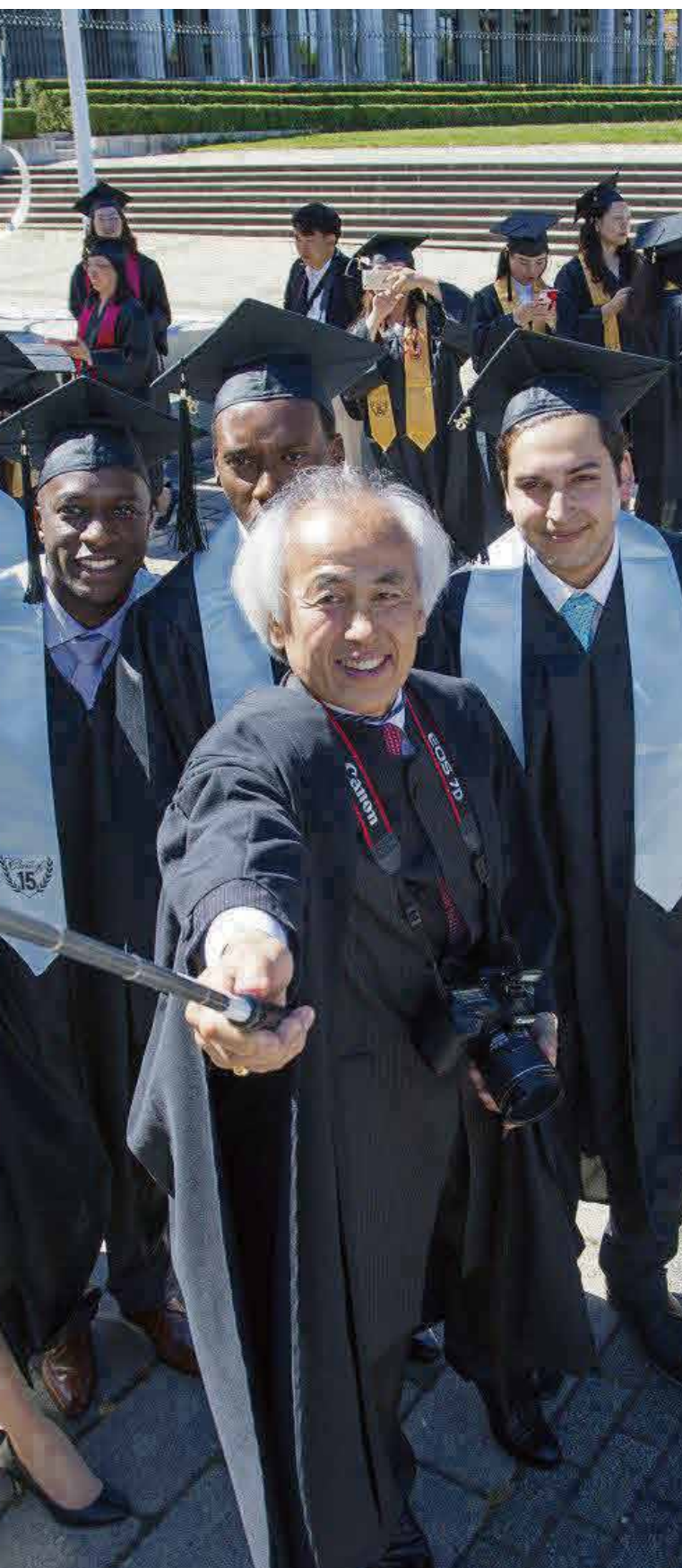
EU商学院与全球的商界领袖与商务精英们开展交流合作，为学员提供全球顶级思想和人脉资源，以此持续提升教学水平，适应商业发展中不断变化的需求与趋势。

EU Business School has exchanges and cooperation with business leaders and business elites around the world and provide the world's top ideas and contacts to continuously improve the level of teaching in order to adapt to changing needs and trends in business development.



乔迪·瓜尔

财经银行董事长



师资团队

Faculty team

EU商学院的教授团队汇集北京大学、清华大学、哈佛大学等国内外知名高校学者和权威资深博导，以及国务院、发改委等多位国家政策制定的参与者及中央政治局集体授课老师，为学员提供中国本土实践的强有力的学术支持、以及多元化、有高度、有深度的教学服务。帮助学员提前了解商业政策与机遇、前沿创新科技及先进的管理理念，具备对未来进行准确预判的能力，在商业实践中占据先发优势。

The faculty team of EU Business School brings together scholars and authoritative senior doctoral supervisors from well-known universities at home and abroad such as Peking University, Tsinghua University and Harvard University, as well as a number of participants in national policy formulation such as The State Council and the National Development and Reform Commission as well as collective teachers of the Political Bureau of the CPC Central Committee, to provide students with strong academic support for Chinese local practice, as well as diversified, highly sophisticated and in-depth teaching services. Help students to understand business policies and opportunities, cutting-edge innovative technologies and advanced management concepts in advance, have the ability to accurately predict the future, and occupy the first mover advantage in business practice.



孔德涌
Kong DeYong

专家委员会主席

中国科技促进发展中心原主任、中国常驻联合国原科技参赞、
科技部高新区专家咨询委员会主任

教授、博士生导师、院士、系统科学和系统工程专家、科技政策专家

Former Director of China Science and Technology Promotion and Development Center,
former science and Technology Counselor of China Permanent to the United Nations,
High-tech Zone of the Ministry of Science and Technology

Director of the Expert Advisory Committee

Professors, doctoral supervisors, academicians, experts in systems science and systems
engineering, experts in science and technology policy



马俊如
Ma JunRu

学术委员会主席

国家外国专家局原局长、曾兼任中国国际人才交流协会副主席兼秘书长、
国家高科技战略研究组组长

教授、博士生导师、院士、信息科学技术及科技发展战略专家

Former Director of the State Administration of Foreign Experts Affairs, served as Vice
Chairman and Secretary-General of China Association for International Exchange of
Personnel Head of high-tech strategy Research group

Professor, doctoral supervisor, academician, information science and technology and
technology development strategy expert



胡新渝
Hu XinYu

管理委员会主席

国家外国专家局原司长、统战部中国留学人才发展基金会副理事长、教授
将PMP引进中国第一人、IPMP中国认证委员会委员

Former Director General of the State Administration of Foreign Experts Affairs, Vice
Chairman of the United Front Work Department, China Overseas Education Talents
Development Foundation, Professor

He was the first person to introduce PMP into China and a member of IPMP China
Certification Committee



谢志华

北京工商大学原副校长、教授、博士生导师

Xie ZhiHua

Former Vice President, professor and doctoral supervisor of Beijing Technology and Business University



陈钟

北京大学信息科学技术学院教授、博士生导师

北京大学软件与微电子学院创始院长

Chen Zhong

Professor and Doctoral Supervisor, Peking University information science and technology

Founding Dean, School of Software and Microelectronics, Peking University



张黎

北京大学国家发展研究院BiMBA商学院前任院长

发树讲席教授、博士生导师

Zhang Li

Former Dean of BiMBA Business School, National Institute of Development, Peking University

Professor Fa Shu, doctoral supervisor



梁钧平

北京大学光华管理学院教授、博士生导师

北京大学光华管理学院原组织与战略管理系主任

Liang JunPing

Professor, doctoral supervisor, Guanghua School of Management, Peking University

Former Director of the Department of Organization and Strategic Management, Guanghua School of Management, Peking University



吕廷杰

北京邮电大学经济管理学院原院长、教授、博士生导师

通信管理专家

Lv TingJie

Former Dean, professor, doctoral supervisor, School of Economics and Management, Beijing University of Posts and Telecommunications
Communication management specialist



岳昌君

北京大学教育学院教授、博士生导师

北京大学教育学院原副院长

Yue ChangJun

Professor and doctoral supervisor, School of Education, Peking University

Former Vice President of School of Education, Peking University



何小锋

北京大学经济学院教授、博士生导师

北京大学经济学院金融学系原主任；经济学家、投资银行专家

He XiaoFeng

Professor and doctoral supervisor, School of Economics, Peking University

Former Director, Department of Finance, School of Economics,

Peking University; Economist, investment banking expert



李义虎

北京大学台湾研究院院长、教授、博士生导师

国际战略专家

Li YiHu

Dean, Professor, doctoral supervisor, Taiwan Research Institute, Peking University

International strategist



王勇

清华大学社会科学学院教授、博士生导师

清华大学经济学研究所副所长，兼任清华大学民生经济研究院执行副院长

Wang Yong

Professor, School of Social Sciences, Tsinghua University

Deputy Director of the Institute of Economics, Tsinghua University, and

Executive Vice President of the Institute of People's Livelihood Economics,

Tsinghua University



丁荣贵

山东大学项目管理研究所所长、教授、博士生导师

国际项目管理专家

Ding RongGui

Director, Professor, doctoral supervisor, Project Management Institute,

Shandong University

International project management specialist



孙立平

清华大学社会学系教授、博士生导师

Sun LiPing

Professor, PhD supervisor, Department of Sociology,
Tsinghua University



王霆

中国政法大学商学院教授、博士生导师

中国政法大学商学院原副院长

Wang Ting

Beijing University of Political Science and Law Business School professor,
doctoral supervisor

Former Vice Dean of Business School, China University of
Political Science and Law



刘剑文

北京大学法学院教授、博士生导师

北京大学财税法研究中心主任

Liu JianWen

Professor and doctoral supervisor of Peking University Law School
Director, Fiscal and Tax Law Research Center, Peking University



杨建龙

中国社会科学院研究生院教授

国务院发展研究中心产业经济研究部副部长；经济学家

Yang JianLong

Professor, Graduate School of Chinese Academy of Social Sciences
Vice Minister of Industrial Economic Research Department,
Development Research Center of The State Council; economist



赵玉平

北京邮电大学经济管理学院教授、博士生导师

管理学专家

Zhao YuPing

Professor and doctoral supervisor, School of Economics and
Management, Beijing University of Posts and Telecommunications
Management expert



何亚非

国家外交部原副部长

教授、博士生导师

He YaFei

Former Vice Minister of Foreign Affairs

Professor, doctoral supervisor



史伟

国家发展和改革委员会经济体制与管理研究所产业研究室主任

教授、博士生导师

Shi Wei

Director, Industrial Research Office, Institute of Economic System and Management, National Development and Reform Commission

Professor, doctoral supervisor



贾康

全国政协委员

博士生导师、著名财经专家

Jia Kang

Member of the CPPCC National Committee

Doctoral supervisor, famous financial experts



张燕生

中国国际经济交流中心首席研究员

教授、博士生导师；国家发改委学术委原秘书长

Zhang YanSheng

Chief researcher, China Center for International Economic Exchanges

Professor, doctoral supervisor; Former Secretary General of the National Development and Reform Commission



连平

交通银行首席经济学家

教授、博士生导师

Lian Ping

Chief economist, Bank of Communications

Professor, doctoral supervisor

A man and a woman are looking at a document together. The man is on the right, smiling and pointing at the document. The woman is on the left, looking down at the document. The background is blurred, showing other people in a meeting or classroom setting.

学位论文与课题研究

充分发挥光亚丰富的学术资源与跨行业企业资源优势，以学位论文为牵引，以学术研究为支撑、以市场需求为导向、以增强企业竞争力为目标，积极促进校企深度对话，全力打造校企战略合作平台。推动学员在实践个案中应用研究成果，鼓励学员著书立说，通过学术研究能力的提升，提高学员解决问题的能力及决策水平，使学员成为具有较高学术水平兼具卓越实践能力的创新型企业。

Dissertation and topic research

Make full use of Guangya's rich academic resources and cross-industry enterprise resource advantages, with academic thesis as the traction, academic research as the support, market demand as the guidance, to enhance the competitiveness of enterprises as the goal, actively promote the in-depth dialogue between schools and enterprises, and strive to build a school-enterprise strategic cooperation platform. Encourage students to apply research results in practical cases, encourage students to write books, improve students' problem-solving ability and decision making level through the improvement of academic research ability, and make students become innovative entrepreneurs with high academic level and excellent practical ability.

课题研究学术成果

Subject research and academic achievements

行业研究类

- 中国城轨行业绿色低碳发展研究..... 轨道交通
- 汽车供应链管理风险评估与协调..... 汽车行业
- 创新诊疗模式驱动医药营销增长..... 医疗服务

数字转型类

- 建筑业数字化转型策略与路径研究..... 建筑行业
- 数字化的区域整体医疗改革方案..... 医疗行业
- 民营通信建设企业数字化转型升级..... 通信行业

企业管理类

- 新华保险卓越团队管理体系的构建..... 保险服务
- 国内创业型企业组织韧性案例研究..... 创业服务
- 项目客户需求管理中的应用研究..... 管理应用

金融投资类

- 上海金融安全建设研究..... 金融服务
- 碳达峰碳中和与绿色投资..... 投资分析
- 养老机构投资与可持续..... 养老产业



EU Business School 精彩课堂





EU Business School 开学典礼



北京鑫博鸿业企业研学参访



汉能集团研学参访



聚光科技研学参访

EU Business School

研学参访



河南嵩阳书院游学



兴高集团研学参访



美国之行研学参访



三替集团研学参访



美国之行研学参访



贵阳乌江寨游学



中佳集团研学参访



日本企业研学参访



宁波科诺佳企业研学参访

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创始人
上海云通医疗投资管理有限公司



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张亚兰
董事长
中佳保险代理有限公司



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王炫力
总经理
内蒙古大窑饮品有限责任公司



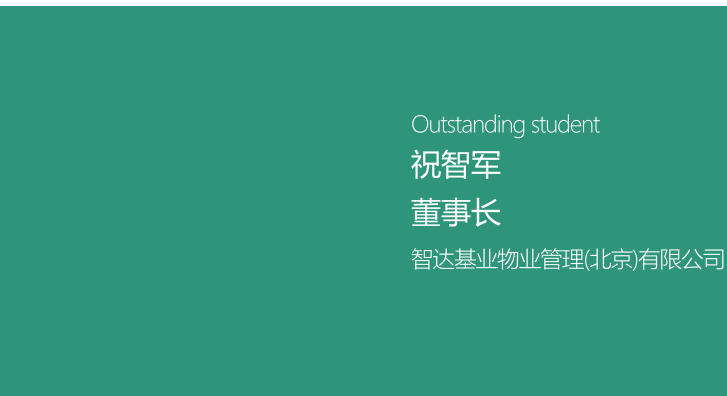
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董事长

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Outstanding student

孙明胜

董事长

山东泰丰城建发展集团有限公司





入学申请资料

身份证电子版、学历证书电子版、在职名片电子版、2寸蓝底照片电子版
个人简历、入学申请表、推荐信

Admission application materials

Electronic version of ID card, academic certificate, business card,
2 inch blue background photo, CV and application form plus
recommendation letter



eu Business School



DBA入学要求:

DBA Entry requirements:

硕士及以上学历，学科专业不限，具备5年以上中高层管理经验

Master degree or above, subject major is not limited, with more than 5 years of senior management experience

研究生同等学力及学士学位者，具备8年以上中高层管理经验

Master's degree and bachelor's degree, with more than 8 years of middle and senior management experience

学制授课:

Academic teaching:

学制36个月分为四个阶段进行

The school lasts 36 months and is divided into four stages

学位课程模块、研究准备、调研实施、论文撰写与答辩

Degree modules, research preparation, research implementation, thesis writing and defense

学费标准:

Tuition standard:

○ RMB: 32.8万元

RMB: 328,000 yuan

○ (以上费用包含报名费5000元、注册费、学费、书本资料费、论文辅导费、证书费)

(The above fee includes enrollment of 5000 yuan, registration, tuition, book & material, paper tutoring and certificate.)

入学报名流程

Enrollment process



课程咨询



书面申请



资格审查及面试



缴纳报名费



发放预录取通知书



缴纳学费正式入学



一所大学 一个世界