

30 leading business schools  
and 70+ Corporate Partners

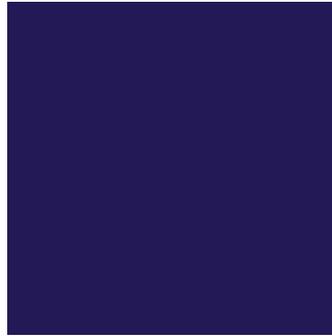


1200+ multi-lingual students from  
75+ countries



## CORPORATE PARTNERSHIP GUIDE

Your passport to a global network



# Foreword

CEMS Corporate Partnership is an exclusive academic-corporate partnership based on Corporate Partners contributing to the Alliance and its Master's in International Management (MIM) programme and benefiting from privileged access to a global pool of top talent from the world's leading business schools.

Through their membership, companies become partners in an alliance dedicated to educating and preparing future generations of global business leaders to enter into a multilingual, multicultural and interconnected business world.

CEMS promotes global citizenship, with a particular emphasis on the pursuit of excellence, understanding cultural diversity and ensuring professional accountability in relation to society as a whole.

The following document aims to provide a comprehensive guide of the services and opportunities offered to CEMS Corporate Partners. The ultimate goal is to enhance the cooperation with CEMS and interactions between Corporate Partners and CEMS Stakeholders.

If you have any questions, do not hesitate to contact us directly at [corporatepartners@cems.org](mailto:corporatepartners@cems.org).

Kind regards,

Corporate Relations Team  
CEMS Head Office

# Organisational Structure

## CEMS Governance and Stakeholders



The CEMS Global Alliance is a non-profit organisation that is governed by both the CEMS Strategic and Executive Board. The governing bodies are made up of selected representatives from CEMS Academic Members as well as Corporate Partners (CPs). The CEMS Chairman heads the Strategic Board and is elected for a 2-year renewable mandate by the Strategic Board.

### Strategic Board

The Strategic Board meets once a year (in spring) and is comprised of rectors and deans of CEMS Academic Members and top management representatives of CEMS CPs.



### Executive Board

The Executive Board meets once a year (in November at the Annual Events) and is comprised of senior representatives of academic members and CPs as well as representatives of students and alumni.

Several different stakeholders comprise the CEMS Global Alliance. They are all integral parts of the CEMS community and contribute to it in different ways.

### CEMS Head Office

The [CEMS Head Office](#) coordinates the alliance and contributes to the development of all aspects of the organisation; ranging from implementing the decisions laid out by the Strategic and Executive Boards, to co-operating with the Corporate Partners and CEMS offices of Academic Members as well as managing internal and external communications and IT. The office is headed by the CEMS Executive Director appointed by the CEMS Chairman. A CP's point of contact with the CEMS Head Office will be its assigned Head Office Corporate Relations Manager (HO CRM).

### CEMS Academic Members

The CEMS Alliance includes 30 leading business schools around the world dedicated to working alongside Corporate Partners to shape the profiles of over 1200 high-calibre, internationally minded students taking the CEMS MIM programme. Each school has a dedicated CEMS Office with roles including the Programme Manager, who is in charge of managing the CEMS MIM programme locally and a Corporate Relations Manager (CRM), who is the point of contact for CPs.

 [List of all member schools of cems.org](https://www.cems.org)

# Organisational Structure



## CEMS Governance and Stakeholders

### CEMS Corporate Partners

The CEMS Global Alliance comprises of over 70 multinational companies. Our CPs help us shape the profile of the international manager by defining with academia the content of the curriculum as well as contributing concretely to the programme with guest lectures, skill seminars, business projects or student selection.

CPs have privileged access to CEMS students via their participation in the alliance and its various professional and social events organised at both the national and global level. CPs are offered a range of tools to market their employer brand and recruit CEMS graduates across 5 continents: the global Career Forum, student CV database, online job platform on JobMarket, CEMS Magazine and social media as well as numerous local and regional events at each member university.

[!\[\]\(c694a3ff3b077d76910920a6a1593ab4\_img.jpg\) See the complete list of Corporate Partners](#)

### CEMS Social Partners

CEMS Social Partners comprise of NGOs and intergovernmental organisations that stimulate positive change in international management. Social Partner involvement in the classroom and CEMS governance, as well as working with faculty and students on corporate social responsibility projects helps create a responsible and ethical next generation of business leaders.

[!\[\]\(aa53ad6fea213b8b2226d3077e30533a\_img.jpg\) See the complete list of Social Partners](#)

### CEMS Student Board

The CEMS Student Board represents the needs of CEMS students within the CEMS community and comprises of one representative from

each CEMS School. Five teams work on student issues relating to Alumni Relations, Responsible Leadership, Marketing & Communications, MIM Affairs and Corporate Relations.

[!\[\]\(626ce8ac21792b9405bfddfea8e0c96a\_img.jpg\) See the list of Student Board representatives.](#)

### CEMS Club

Each CEMS School has a local CEMS Club that fosters the community spirit among students, alumni and CPs and complements the academic experience of CEMS MIM students with a variety of social activities. Some popular CEMS Club activities include:

- Welcome and rotation dinners
- Excursions and social activities to help students discover their host country
- Workshops, skills seminars and other formal activities with CPs and alumni

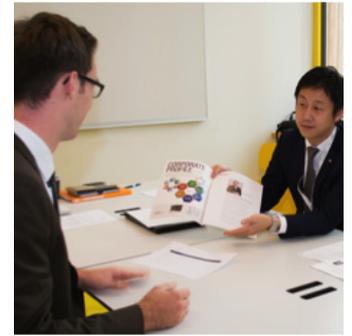
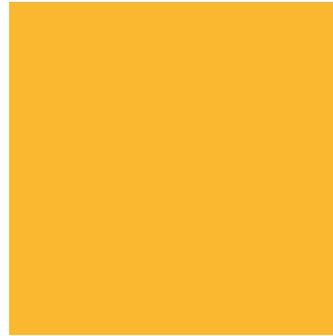
[!\[\]\(c1168d6a8b365d11e842ece304635fa7\_img.jpg\) See the list of CEMS Clubs and their members](#)

### CEMS Alumni Association

The CEMS Alumni Association (CAA), founded in 1993 is a strong social network and professional platform with the aim of creating and maintaining lasting contacts and professional opportunities for its member as well as promoting the CEMS MIM experience.

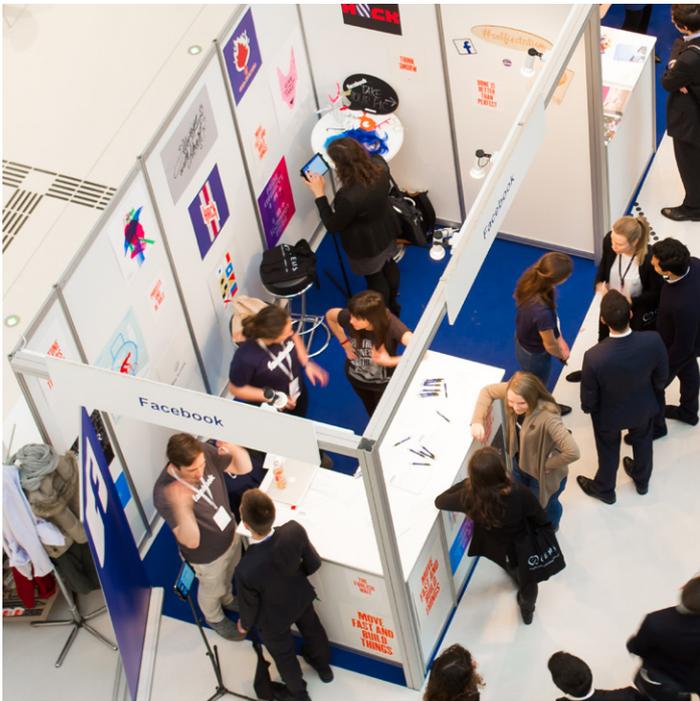
Organised on a multi-country basis, the CAA is led by a CAA Board and is present in each country through Local Committees (LCs) driven by active CEMS Alumni.

[!\[\]\(ccd39a0dc6d5afcc151e1371f9462f58\_img.jpg\) Find out more about the alumni](#)



# CEMS Corporate Partner Services

CEMS offers a range of services and tools from recruitment and employer branding to networking and curriculum involvement that can be tailored to suit your company's needs. The CEMS Head Office and local Corporate Relations Managers are dedicated to providing you the best value and can work with you to enhance the quality of your cooperation with CEMS and your interactions with academic members, students, alumni and other Corporate Partners within the CEMS community.



# Recruitment

CEMS is dedicated to finding a recruitment strategy tailored to your company needs and offers several tools specific for recruiting CEMS students. Besides the privileged access to the students at each academic member, Corporate Partners have access to online job posting and student CV search tools as well as the global CEMS Career Forum.

Additionally, CEMS has a student population of over 1,200 diverse and multicultural profiles, which is an ideal vehicle for investigating the latest recruitment trends and we therefore offer CPs the opportunity to suggest and conduct research with CEMS that investigates a particular issue of their interest.

# Recruitment

A variety of recruitment methods to suit your needs



## Online CV Search Tool

The online student CV search tool provides Corporate Partners privileged access to the student CV database of the CEMS MIM. CP's can search, screen and compile CVs of CEMS students according to specific criteria, such as languages, schools, experience or expected graduation year. With contact details on each CV, CPs are able to reach out directly to interesting candidates for internship and job opportunities.

The student CV search tool is available online through the [CEMS Private Zone on cems.org](#) and the [instructions](#) provide details on how to use the tool.

## CEMS Jobmarket

The [Jobmarket](#) is our online job platform that allows Corporate Partners to manage job posts and internship offers towards CEMS students and alumni. The CEMS Head Office validates all offers before they are posted to ensure a high quality of posts, which may take 1-2 working days.

[Instructions for Jobmarket](#) provide more detailed information on how to use this online tool.

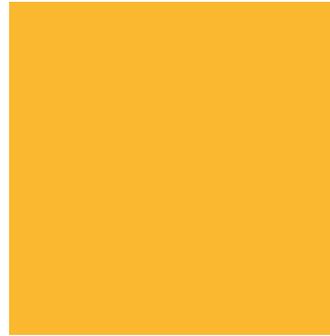
## CEMS Career Forum

The [CEMS Career Forum](#) is our headline recruitment event of the year. A prime opportunity to engage with CEMS students, alumni and academic members, this two-day event takes place early November every year. Besides a traditional job fair with exhibition stands, the Career Forum brings together over 1100 CEMS students of 65 nationalities and 40 Corporate Partners through CEMS accredited skills seminars, company presentations, career training workshops, networking events and over 600 prescheduled interviews.

Learn more about the CEMS Career Forum by watching [our event video](#) or going to the [CEMS website](#).

"The best leaders seize opportunities, innovate, know how to adapt, focus on results, communicate and share, and think locally and act globally. CEMS is the only organisation that is nurturing all these skills."

Cristina Nunes de Abreu  
Human Resources Director,  
European Region  
DaymonWorldwide



# Employer Branding

If you wish to build your corporate brand image and raise awareness of the career opportunities on offer, the CEMS community has developed several branding tools that can be tailored to your needs. Tools vary from the CEMS website and magazine, to direct mailing and social media to sponsorship of events. We are able to work with you to source top talent that aligns with your company culture.

# Employer Branding

Foster a global and influential employer brand



## CEMS Website

The [CEMS website](#) is a platform for the CEMS community to share news and opportunities with one another and to promote the institution among the wider community. There are a number of specific opportunities for CPs to communicate and connect with the community.

The [Company book](#) is a CP's profile on the CEMS website, visible only to the CEMS community and targeted towards CEMS students. For more information on setting up your CP profile please refer to the [Company Book Instructions](#).

CEMS also offers paid advertising spaces in the form of banner ads in the revolving carousel of the front page. Please refer to the [CEMS Advertising Order Form](#) for more details.

## CEMS Magazine

The [CEMS Magazine](#) distributes over 4000 copies every October to the CEMS community. The magazine explores relevant issues within the core of CEMS and contributions come from all CEMS stakeholders.

The CEMS magazine offers both paid advertising spaces and free editorial spaces. Please refer to the [CEMS Advertising Order Form](#) to sign up for paid advertising spaces.

For editorial collaborations, please contact CEMS Head Office at [cems-mag@cems.org](mailto:cems-mag@cems.org).

The latest issues of the CEMS Magazine can be found [here](#).

## Direct Mailing

CEMS offers a targeted emailing service that allows CPs to convey important news and opportunities to CEMS students, such as international graduate programme launches, internship opportunities, relevant webinars or business competitions in order to increase employer brand visibility.

Campaigns can be organized at both local and global level and mailings can be targeted to specific criteria such as language or school.

Please refer to the [Guidelines for direct mailing](#) for more information.

# Employer Branding

Foster a global and influential employer brand



## CEMS Social Media

Social media can be a powerful tool – one that provides a fast and effective way to attract CEMS talent to corporate recruitment websites and foster a strong employer brand within the community.

CEMS offers to collaborate on communicating interesting stories and career opportunities to the CEMS students and wider community through its social media network, including CEMS pages and groups on **Facebook** (7700+ followers), **LinkedIn** (8200+ members) or **Twitter** (1900+ followers).

See the overview of the [CEMS social media](#) presence or contact the CEMS Head Office for more details.



## Sponsorship of CEMS Events

Sponsoring a CEMS event presents a great opportunity for a CP to contribute and increase its visibility within the CEMS community. CPs can sponsor both global CEMS events as well as local CEMS events

organised by member schools and local CEMS Clubs throughout the CEMS MIM year.

Sponsorship of local events creates the opportunity for CPs to meet CEMS students in a more informal environment, while helping CEMS Clubs organise interesting and valuable events.

Read more about the variety of events in the Networking section of this guide (page 12).



# Curriculum Involvement

The core mission of CEMS is to unite the corporate and academic world. CEMS MIM offers your company privileged opportunities to actively participate in the shaping of the CEMS profile. This can be done through a variety of curriculum activities including the selection of CEMS students, accredited skill seminars, business projects and internships. CEMS Corporate Relations Managers at each of the schools are dedicated to incorporating business expertise into the MIM and help Corporate Partners generate the highest return from this contribution.

# Curriculum Involvement

Support leaders who shape the world



## CEMS MIM Year

As a bridge between the academic and corporate world with a focus on academic excellence and the development of responsible leadership skills, the CEMS MIM has been top-ranked by the Financial Times since 2005. This would not be possible without the support and contribution of our Corporate Partners for whom a number of specific activities have been designed to ensure this unique interaction with students: selection of students, block seminars, skills seminars, guest lectures, business projects and internships.

### CEMS MIM YEAR

Aug - Jan Term 1 - School 1		Feb - Jul Term 2 - School 2			Term 3 International Internship
3 ECTS	30 ECTS	1 ECTS	15 ECTS	15 ECTS	Min. 10 weeks
Block Seminar	Global Strategy and other CEMS Courses	Responsible Global Leadership Seminar	Global Management Practice and other CEMS courses	Business Project	At any time during the graduate period of studies
	Business Communication Skill Seminars 1 ECTS	Skill Seminars 1 ECTS			

ONGOING LANGUAGE TRAINING AND TESTING



## Selection of CEMS students

As a Corporate Partner you have the opportunity to influence the profile of CEMS students entering the programme by participating in the selection process. Corporate Partner representatives are invited to join interview panels and assessment centres. Please contact member schools individually for more information on yearly selection periods.



## Block Seminars

The [Block Seminar](#) and the Responsible Global Leadership Seminar are one week and twoday intensive seminars, respectively, that kick-off the CEMS MIM Term 1 and 2 across all member schools. This is an opportunity for CP's to establish first contact with students and to offer dynamic training content.

# Curriculum Involvement

Support leaders who shape the world



## Skills Seminars

Skill seminars are designed to develop CEMS students' soft skills and are crucial in securing the practice-oriented nature of the CEMS MIM. Varying from 4 hours to 2 days, accredited skill seminars are designed in cooperation with CEMS member schools and run by Corporate Partner representatives as real-life business simulations and workshops.

Please refer to the [Skill Seminar Guidelines](#) for more information on skill seminar topics, content and planning.



## Guest Lectures

The CEMS MIM course portfolio is composed of a variety of international management topics. The cooperation of CP's and professors help enrich the students' experience by bringing real-life examples to the table.

A list of the current course offer of each member school is available online, under [Programme Offer](#) on the school's profile on [cems.org](https://www.cems.org).



## Business Projects

The business projects are consultancy-like projects run in Term 2, where teams of CEMS students work on a topic supervised by both an academic and corporate representative. CP's are asked to provide a real-life business problem and will be presented a final report / presentation of the study with concrete solutions to the problem raised, while having the opportunity to scout CEMS talent for potential hiring.



## Internships

An internship abroad is a fundamental requirement of the CEMS MIM as it provides students with industry experience and serves as a stepping stone into the professional world. For Corporate Partners it offers the opportunity to test students' abilities over a longer period of time. In order for the internship to be validated by CEMS, it must be a full-time activity at a professional level and incorporate pre-defined requirements.

"CEMS MIM curriculum involvement offers us the chance to bring real-life business cases into the classroom and develop them further with a highly talented cohort. This is a win-win situation for Corporate Partners and students alike."

Mirko  
Warschun  
Partner, AT Kearney  
CEMS alumnus 1997



# Networking

Each year, many local, regional and global CEMS events are hosted for CEMS community members and stakeholders across 30 campuses all over the world. As a CEMS Corporate Partner, you have privileged networking and benchmarking opportunities with students, alumni, academic staff and faculty as well as other corporate partners.

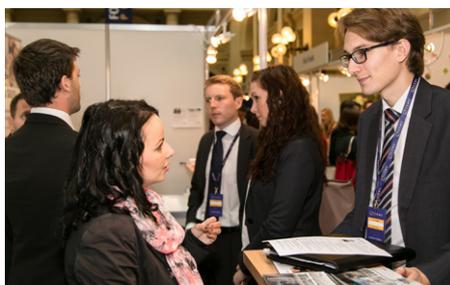
# Networking

Build relationships with the best and brightest



## CEMS Global Events

CEMS global events bring together all CEMS stakeholders to build a strong network of leaders and professionals across different countries and cultures. To participate or know more about this year's global events, please contact the CEMS Head Office.



## CEMS Annual Event

The CEMS [Annual Event](#), hosted by member schools in November and rotated yearly, is the highlight of the CEMS year and brings together all CEMS stakeholders. Several individual stakeholder meetings take place: Student Board members, Programme Managers, Communication Directors and Executive Board members all convene for decision-making on corporate and academic matters relating to CEMS. It also includes the Annual Meeting/General Assembly where voting members approve the CEMS budget and ratify the election of new corporate and academic members.

The Annual Event highlight, however, is the graduation ceremony and celebrations of the CEMS MIM graduates. In 2014, over 700 students attended the graduation ceremony.

Information on previous events can be found [here](#).

## CEMS Career Forum

As mentioned in the recruitment section, the [CEMS Career Forum](#) is a complete two-day recruitment event with several networking opportunities for CPs. The Speed-Networking Meeting is a prime opportunity for CPs and CRMs from member schools to meet face-to-face, discuss concrete activities such as curriculum involvement and discover new areas of cooperation. It is followed by a Corporate Networking Cocktail with academic and corporate representatives as well as CEMS alumni to close off the first day of the Career Forum in an informal environment. Finally, the opportunity to network with students more informally presents itself at the CEMS Gala that closes the second day of the Career Forum.

Information on the next upcoming as well as previous events can be found [here](#).

## Corporate Partner Benchmarking Meeting

CEMS believes that collaboration breeds greatness and the bi-annual [CEMS Corporate Partner Benchmarking Meeting](#) puts all great minds to play by uniting CPs and corporate relations professionals from member schools around the world to network, discuss and exchange best practices on HR and other business-related subjects of common interest.

There are two Corporate Partner Benchmarking Meetings every year: the Roland Garros Benchmarking Meeting in Paris and another meeting that is hosted by member schools and rotated yearly.

Information on the next upcoming as well as previous events can be found [here](#).

# Networking

Build relationships with the best and brightest



## CEMS Regional Events

Annual 2-3 day student conferences held across five regions; Scandinavia, Central Europe, Mediterranean, Asia-Pacific and DACH. The forums rotate among the relevant Member Schools and offer CP's the chance to interact with a strong mix of international students.



AALTO | CBS | NHH | SSE

The [Nordic Forum](#) is hosted by Scandinavian member schools.



SGH | CUB | VSE

The [V4 Conference](#) is hosted by central European member schools.



NOVA | KOÇ | ESADE | UB

The [Marenostrum](#) forum is hosted by the Mediterranean member schools.



NUS

The newly established [Asia-Pacific Forum](#) has been hosted by the National University of Singapore in 2015 and 2016.



HSG | WU | UOC

The [DACH Forum](#) is hosted by German speaking member schools.

# Networking

Build relationships with the best and brightest



## CEMS Local Events

Each member school and local CEMS Club organises several local events throughout the year to promote both formal and social engagement of CPs in student life. To know more about specific local events, please reach out to the local CRM.



## Sponsoring social on-campus events

- Sports activities
- Gala balls
- Graduation lunches / dinners

## Informal networking events

- Alumni networking cocktails
- Alumni lunch / coffee chat series
- After-work drinks
- Rotation dinners

## Formal networking events

- Career forums
- Panel debates
- Company workshops
- Corporate visits
- Q&A with inspirational leaders with industry experience / alumni
- Mock interviews
- Corporate mentoring



# Governance

As a global alliance, it is crucial for CEMS that all our stakeholders are represented in the governance of the organization. Through engaging at a senior level on either of two Boards, CEMS Corporate Partners have the opportunity not only to contribute to the alliance, but also influence the future of business management education.

# Governance

## Drive strategic change



Through participation in CEMS governance, CEMS CPs actively contribute to the strategic orientation of the alliance as well as business management education, more generally. Professionally, it also enables senior executives to strengthen a global network of professionals and peers at leading business schools and other Corporate Partners.

### Joining the Executive or Strategic Board

Corporate partner representatives are invited to sit on both the Strategic and Executive Board (explained also on page 3). The Strategic Board meets once a year (in spring) and is comprised of rectors and deans of CEMS Academic Members and top management representatives of CEMS CPs. The Executive Board meets once a year (in November) and is comprised of Associate Deans and senior representatives of HR of CEMS Academic Members and CPs.

Motivated senior corporate executives with a long-term vision and active contributions towards CEMS can join the Boards; no quota by sector or nationality is set. Corporate representatives that may be interested are kindly asked to contact the CEMS Head Office directly regarding their interest. Members are elected at the yearly General Assembly at the CEMS Annual Events for a 2-year renewable mandate.

### The Corporate Partner Committee

In connection to the Executive Board Meeting, the Corporate Partner Committee Meeting takes place annually. The CP Committee focuses on relevant business- and recruitment related issues and proposals to submit to the Executive Board. The CP Committee members are also Executive Board members and the committee is chaired by a CP representative elected by the Executive Board.

"For ABB, CEMS opens avenues for collaboration with a worldwide market –CEMS students, alumni, member schools and corporate partners truly span the globe."

Audrey Clegg  
Member of CEMS Executive Board  
Group Vice President,  
Head of Talent Management ABB



# Partnership Management

Through the dedicated Corporate Relations Managers across the alliance, CEMS supports CP's in developing a comprehensive strategy, including curriculum and recruitment-based activities, for the CEMS partnership. The goal of this service is to enhance interactions within the CEMS community by guiding you through all the opportunities available within the alliance and continuously monitoring progress through annual partnership reviews.

# Partnership management

## Enhance international cooperation



As a CEMS Corporate Partner, you will benefit from the services and support of a dedicated CEMS Corporate Relations team at the Head Office in Paris as well as CEMS offices at each member school (including Academic Directors, Corporate Relations and Programme Managers, and, often, contact with the local Career Office).

Specifically for the management of the partnership, Corporate Partners will have one main (operational) contact at the school as well as at the Head Office level. Usually, activities connected to curriculum involvement and local events are coordinated locally with the Corporate Relations or Programme Manager, while global recruitment services, employer branding activities as well as global events are coordinated with the Corporate Relations Manager at the Head Office. On the company side, a main (operational) contact and a senior partnership holder should be identified with which most of the partnership management and planning of activities takes place.

### Annual Partnership Review and Recommendations

An annual review meeting is set up between the CRM and CP to review the participation in CEMS activities on both a local and global level as well as discuss targets and plan activities for the following year. This review includes both the senior and main contacts of the CP, to ensure a 360° view. Based on specific needs and objectives, CRMs will offer recommendations on the best activities to be done within the Alliance. For example, they will be able to advise regarding the activities and channels most suitable to attract and recruit CEMS students.

Furthermore, the CEMS Head Office conducts annual evaluations and surveys that are compiled into annual Key Facts & Figures on CEMS students, graduates, alumni, but further statistics and best practices with regard to CEMS student and recruitment can be offered and distributed to CPs.



## CEMS Head Office

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[corporatepartners@cems.org](mailto:corporatepartners@cems.org)