Project Summary

Project Background
The China Europe International Business School (CEIBS) was founded 10 years ago as a joint venture between Shanghai Jiaotong University (SJTU) and the European Foundation for Management Development (EFMD). It aims to further China’s integration into the world economy, and to enhance its commercial and industrial links with the European Union.

Evaluation Objective
The specific objective of the evaluation was to provide...
- Timely and high-quality evaluation reports to feed into the planning, programming, project identification and implementation work of EC services;
- In-depth information on the impact and sustainability of the project;
- Recommendations for the improvement of design and implementation of similar future projects.

Evaluation Activities
- Visit to the European Foundation (EFMD) as the EU partner in the project;
- Briefing with EC Delegation and MOFCOM followed by desk research;
- Visits to and interviews with CEIBS in Shanghai and its branches in Beijing and Shenzhen
- Interviews with former students, companies, stakeholders;
- Debriefing and Draft Report; feedback on Draft Report

Implementation Features
- The evaluation had to assemble information from the two project partners Shanghai Jiaotong University and European Foundation for Management and Development, the CEIBS and the two branches;
- Beneficiaries included students, companies, government departments and institutions, which were interviewed using a semi-structured questionnaire;
- The evaluation of the impact had to consider a.o. the role of CEIBS as a political institution and its contribution toward the reform process.

Services Provided
- Desk research on 3 project components
- Field visits incl. four different units
- Extensive survey with beneficiaries
- Report and recommendations

P.R. of China

Final Evaluation of the China Europe International Business School Project

Client
European Commission / EC

Duration
03.01.2005 – 28.02.2005

Personnel
Team of 3 STE (4 PM)
- 2 EU Evaluation Specialists with Background HRB and Management Training
- 1 Chinese Expert with Training and Industry Background

INTEGRATION