



Norwegian
Business School



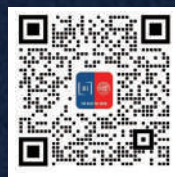
復旦大學

THE BEST OF BOTH

BI Norwegian Business School – Fudan University



WeChat



1V1 Inquiry

GET IN TOUCH WITH US

www.fdsm.fudan.edu.cn/nwmba

+86 21 5566 4776

fdbi@fudan.edu.cn

MBA

PROGRAM

SINCE 1996



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
AMBA
ACCREDITED

DEANS MESSAGE



Professor Lu Xiongwen

Dean, School of Management,
Fudan University

As the pioneer of joint international MBA in mainland China, BI-Fudan MBA program has gone through a glorious journey since its inception. Since 1996, this program dedicated to educating business leaders with an international perspective and a deep understanding of China’s national conditions. The program insists on integrating distinguished resources of the two schools, constantly improving quality and creating an innovative and sustainable platform for lifelong learning and communication of international management education. After the continued innovations and efforts for three decades, BI-Fudan MBA program has developed into one of the most successful joint international MBA programs in mainland China.

The international teaching environment, diversified learning atmosphere and cross-cultural communication of BI-Fudan program enrich students' knowledge and broaden their vision. The program focuses on the integration of classic and cutting-edge management theories and practices, helping students from different countries and regions develop strategic thinking to cope with the changing environment and new challenges of the global economy.

Henrik Ibsen, Norwegian dramatist and founder of modern European drama, once said, "The spirit of truth and freedom are the pillars of society. Society is like a boat, and everyone must be ready to steer." Facing the future, BI-Fudan MBA program will embrace the change and enter a new stage of development. School of Management, Fudan University will work with BI Norwegian Business School to uphold the spirit of truth, jointly fulfill the responsibility of educating distinguished managers, cooperate more closely, and make greater contributions to the progress of management education and the development of economy and society.



Professor Karen Spens

President, BI Norwegian
Business School

Welcome to a world-class educational journey designed for ambitious individuals who aspire to operate and lead in an international context.

What sets our program apart is the fusion of two rich cultures, Norwegian and Chinese, which simultaneously offers depth and value to our students. You will experience and benefit from the best of both perspectives, gaining insights into Nordic values like transparency, equality and a flat hierarchy, as well as the Chinese essence of pragmatism, speed and adaptability.

Our commitment to delivering outstanding learning experiences ensures that everything you learn inside our classroom has immediate relevance and impact in your professional careers. Our reputation and international rankings speak for themselves. We take immense pride in the success and achievements of our program’s graduates, who secure top positions in leading companies around the world.

As one of the first joint programs between a Western business school and a Chinese university, we can guarantee that you will receive the complete package to become a global leader of the highest calibre.

WHY MBA AT BI-FUDAN



THE BEST OF BOTH

Unite Eastern and Western business acumen.
Leverage resources from two top institutions.
Experience the synergy of China and Nordic
for a well-rounded business education.



LIFELONG LEARNING

Connect with influential networks and empower yourself with
tailored personal growth support.

Unlock opportunities through a comprehensive career
development system and global alumni connections.



SUSTAINABILITY & RESPONSIBILITY

Empower with business mindset of sustainability through
cutting-edge courses and robust industry connections.
Drive responsive leadership for long-term positive impacts
on business development.



THE GLOBAL PERSPECTIVE

Aim to create global leaders.
Travel the world and challenge your perspectives.
Benefit from our partnerships with the most
recognised business schools worldwide.



INNOVATION & ENTREPRENEURSHIP

Ignite your entrepreneurial spirit.
Access innovation hubs.
Collaborate with trailblazers.
Drive change with creativity and resourcefulness in
a dynamic entrepreneurial ecosystem.

SHAPING PEOPLE AND
BUSINESS FOR
**AN INTERNATIONAL,
DIGITAL AND
SUSTAINABLE
FUTURE.**



Berkeley
Haas.

Berkeley
Haas

WHAT BI-FUDAN MBA OFFERS

7 campuses globally

International perspective+China Insights

Cutting-edge courses in Digitization,
Innovation and Sustainability

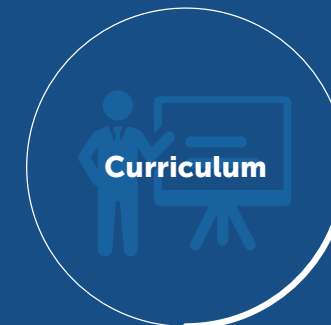
International Faculty ranking NO.1 globally*

Two schools' global alumni reach (30+ country
coverage)

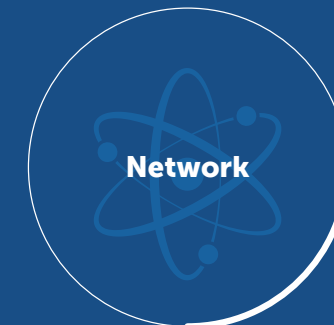
Diverse MBA / EMBA alumni clubs

Corporate partnerships

EU Chambers connection



Curriculum



Network



Career Development



Unique Experience

Upgrade mindset from Doing to Being

Career boosting workshops

1-1 career consulting

Lifelong learning platform

"National Prestige" program with exclusive events

Immersive business-culture synergy

Nordic sustainable credentials

*2025 FT Global EMBA Ranking among global part-time MBA programs

Info Session

Public Lecture & Forum

Student & Alumni Event

Class Visit

Career Consulting

Core Courses

12 Compulsory courses
1 Consultancy Project



Elective Courses

Global perspective
Sustainability
Digitalization
Innovations & Entrepreneurship



Graduation

Graduation ceremony @BI
Graduation ceremony @Fudan

GNAM + Semester Exchange

MBA / EMBA non-credit courses
Top partner school worldwide
GNAM (32 business schools)*

*Available online & offline

Identity

Two school's student identity
Two school's alumni platforms and resources

Career Development

From Doing to Being transformation
Career boosting workshops
1v1 career consulting

Network

3000+ BI-Fudan / 60, 000+ FDSM /
250, 000+ BI alumni network globally
Vertical industry high profile communities
Alumni company visits
Quality clubs 20+

PRE-ADMISSION

2-YEAR STUDY

LIFELONG LEARNING

BI-Fudan MBA Journey

Premium Quality



Executive MBA
Ranking 2025



Salary Increase

NO.2

International Faculty*

NO.1

(7 consecutive yrs)

Alumni Network*

NO.1

(2 consecutive years)

Overall Satisfaction*

NO.1

(2 consecutive years)

* Global Part-time MBA Programs

123%

of salaries increased after five years of enrollment

9.51

of alumni overall satisfaction

74.9%

of newly enrolled students in APAC positions

45.7%

of newly enrolled students in Director and above positions

Source: 2025 FT Global EMBA Ranking / BI-Fudan MBA Program Student Profile 2024-2025

Curriculum

Core Courses

Cross-function / Business Strategy / Leadership
📍 China / Norway

Organizational Management and Control	Business Strategy
Managerial Economics and Decision Making	Project and Change Management
Financial Accounting	People and Culture Management
Corporate Finance	Leadership Development
Operational Management	International Business
Marketing Management	Global Governance and Resilience: Navigating Complex Contexts

Elective Courses

Global Perspective / Sustainability / Digitalization / Innovation & Entrepreneurship
📍 United States / Singapore / Spain / Germany / Sweden / Norway / China

Sustainability

Green Entrepreneurship and Systems Innovation
Creating and Leading Green Organizations
Business in a Global Context

Global Perspective

Innovation and Entrepreneurship
Asian Business Trends Programme: Emerging Windows of Opportunity
Regional Business Contexts
Global Business in Asia: A Focus on China
Multinational Financial Management
Luxury Brand Management

Digitalization Innovation & Entrepreneurship

Strategic Insight from Machine Learning
Design Thinking
Leading and Organizing Digitally
Digital Business Models
Intra/Entrepreneurship and New Wealth Creation

Consultancy Project

2-year project	Integration of MBA Knowledge and Tools
Tackle authentic organizational challenges by bridging academic theory with practical application	Work in small, diverse groups to foster teamwork, creativity, and cross-cultural perspectives, enhancing problem-solving and leadership skills

GLOBAL PERSPECTIVE

7
Countries

7
Top Business Schools
and Learning Centers

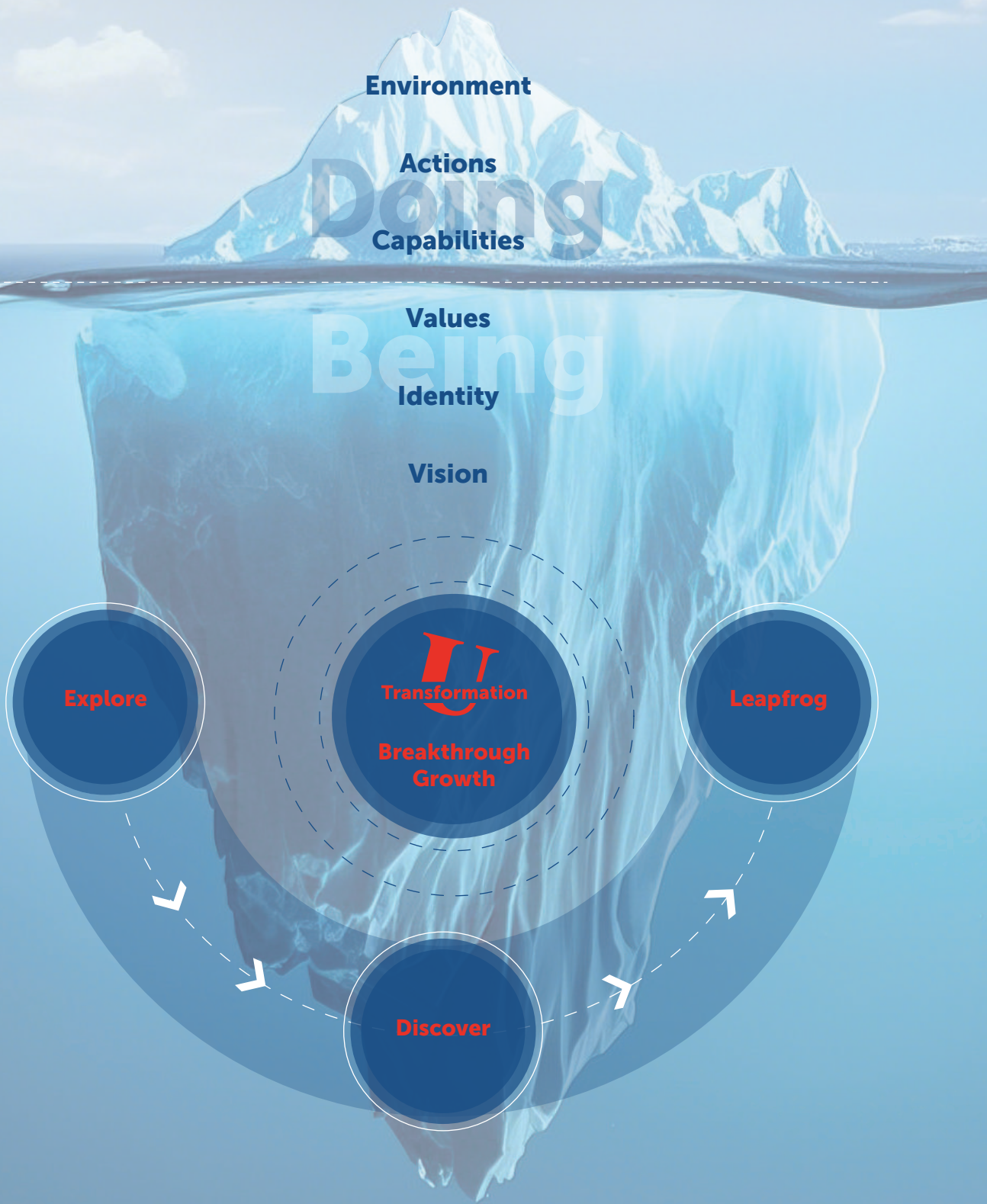
30+
Nationalities of Students & Alumni

EMBA
Joint Courses



U-TRANSFORMATION PROGRAM

U-Transformation Program designs for your breakthrough growth from the status of "Doing" to "Being"



U-TRANSFORMATION PROGRAM SUPPORT SYSTEM

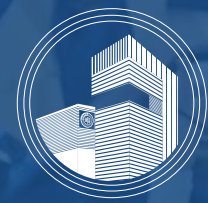
2-year MBA study + lifelong learning after MBA



BI-FUDAN ALUMNI - YOUR GLOBAL NETWORK



3000+ program alumni worldwide



60,000+ alumni platform by School of Management, Fudan University



250,000+ BI Norwegian Business School alumni worldwide



Two school's open alumni platform



Elite community of vertical industries



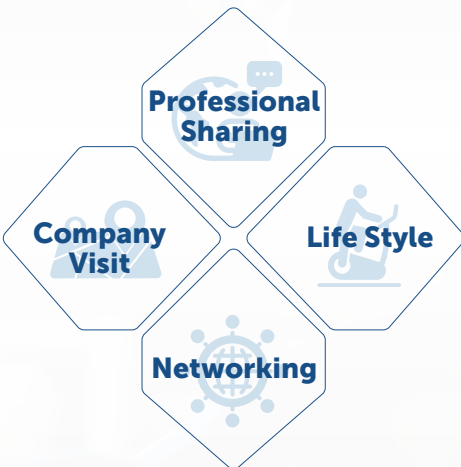
20+ alumni clubs, company visits, premium business network, Nordic culture experiences

STUDENT & ALUMNI UNION



INDUSTRY

- Auto Industry
- Chemical Industry
- Chip / Semiconductor Industry
- Consumer Industry
- Cultural & Creative & Tourism Industry
- Entrepreneur & Incubation
- Financial Industry
- Healthcare Industry
- Nordic Company
- AI / IT Club
- ESG Club
- Enterprise Going Global
- HR Club
- Super Marketer
- Supply Chain & Operation
- Legal & Compliance



RECREATION

- Alumni Choir
- Alumni Band
- Parenting Experience Sharing
- Cycling
- Basketball
- Football
- Badminton
- Tennis
- Table Tennis
- Running / Gobi
- Golf
- Wine
- Business District
- Regions

STUDENTS PROFILE

BI-Fudan MBA Student Profile 2024-2025

POSITION

36.8

Average Age

13.7/7.9

Work Experience / Managing Experience

31.2%

CEO / GM

14.5%

VP / Director

17.2%

Master's Degree and Above

41.7%

Entrepreneurs / Business Owner

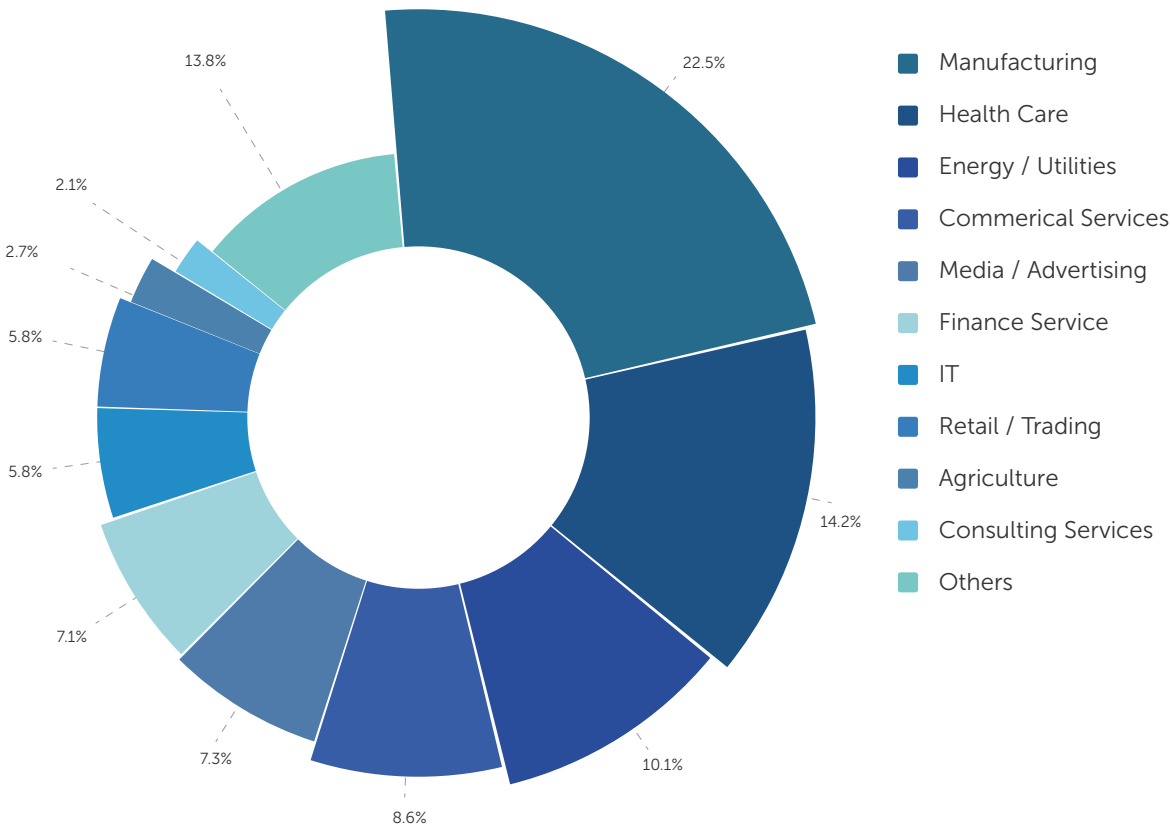
35.7%

Senior Manager / Manager

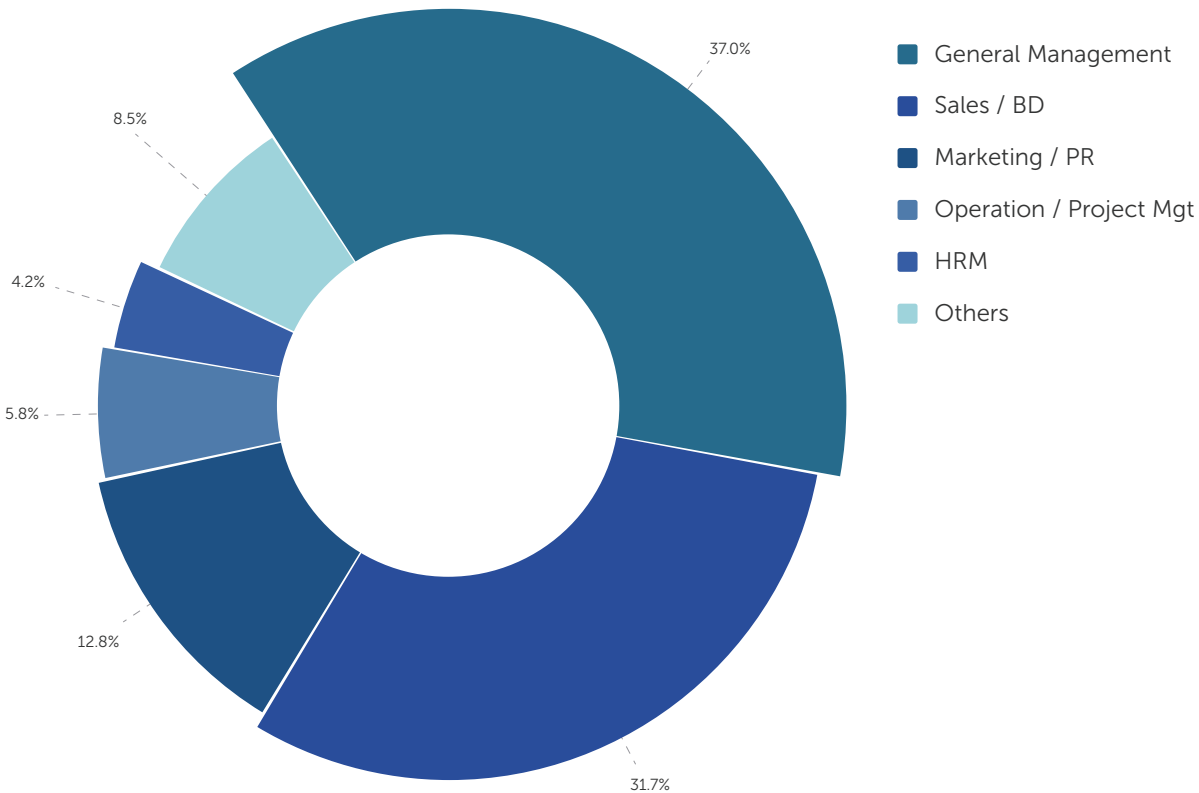
74.9%

APAC Positions

INDUSTRY



FUNCTION



ADMISSIONS



Intakes

Rolling Admission



Duration

2 Years Part-time
15 Four-day Modules
(Thursday to Sunday)



Degree

- BI Norwegian Business School MBA Degree
- School of Management, Fudan University Study Certificate
- Joint Certification from Two Schools



Tuition

RMB 508, 000
(2026)

WHO CAN APPLY



Admission Requirements:

Master's or Doctoral degree with over 3 years' working experience

Bachelor's degree with over 5 years' working experience

College diploma with over 10 years' working experience



The Criteria for Exemption from Written Test:

A minimum score of 45 in the 2025 National Unified Examination for English subject + over 8 years work experience

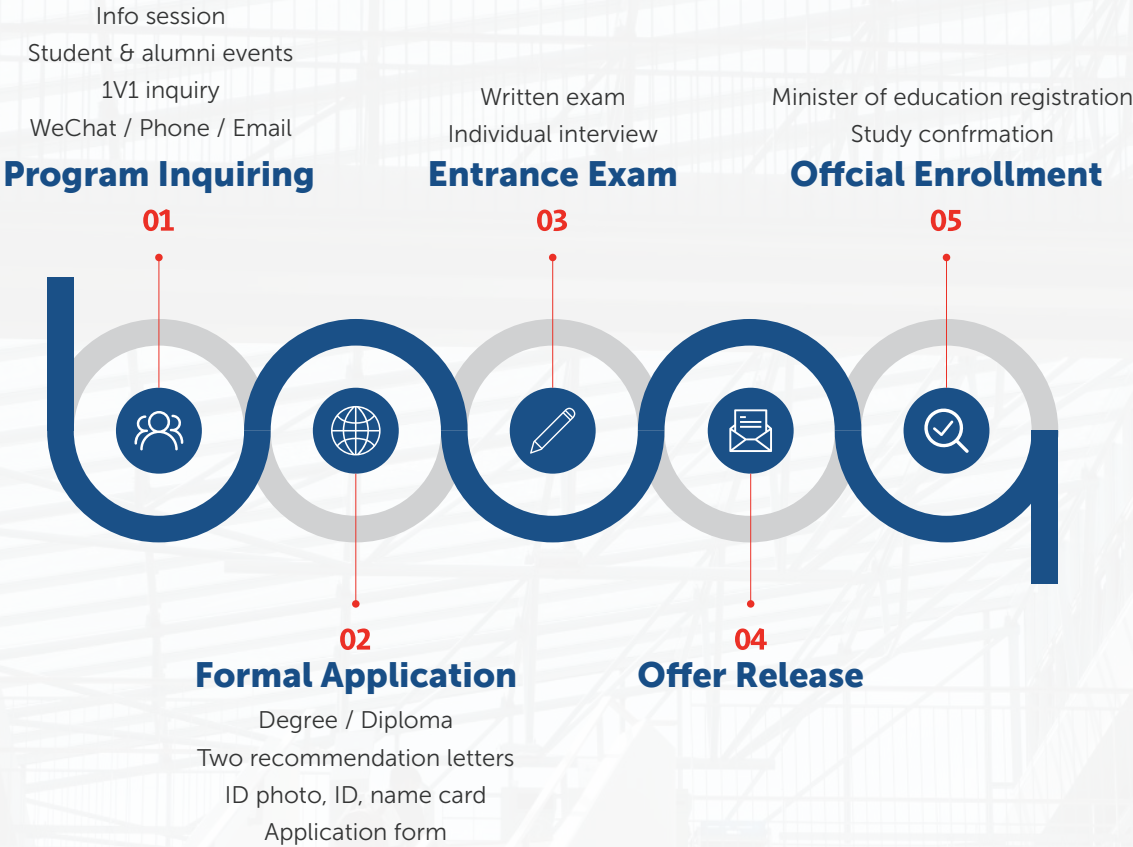
or a GMAT score of 600 or above (scores within the last 5 years)

or a GMAT Focus score of 555 or above (scores obtained after February 1, 2024)

or a valid GMAT EA (Executive Assessment) score

or an IELTS score of 6.0 or higher (scores within the last 2 years)

ENROLLMENT PROCESS



2-HOUR EXAM, INCLUDING

15%

Background Evaluation

- ✓ Education
- ✓ Industry
- ✓ Function
- ✓ Job title, etc.

25%

Written Test

- ✓ Business insight
- ✓ Logical analysis
- ✓ Critical thinking
- ✓ Business implementation
- ✓ English writing

60%

Interview

- ✓ Positive and proactive attitude
- ✓ Leadership capability
- ✓ Organizational engagement
- ✓ Application of experience
- ✓ Logical and analytical skill
- ✓ English ability

A person stands in a dark, grassy field at night, looking up at a starry sky. A vibrant aurora borealis (northern lights) is visible on the right side of the frame, displaying shades of green and blue. The person is silhouetted against the dark landscape, and a faint light source is visible on the horizon to the left.

**STEP INTO A WORLD
OF POSSIBILITIES,**

**WHERE LEADERSHIP AND
GLOBAL VISION CONVERGE.**

LET'S GO NORTH, FIND YOUR TRUE NORTH.