Executive Development Programmes
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Tongji Executive MBA Program aims at empowering tomorrow’s business leaders with an international perspective, social responsibility and innovative spirit as well as with updated knowledge and skills in economics and management. Since its foundation, Tongji Executive MBA attracts elites from all circles of industry throughout the nation as well as Hong Kong, Taiwan and other districts. With ten years’ development, the program, outstanding among Chinese Executive MBA programs, is now recognized as a characteristic, international and professional interactive platform for entrepreneurs.

Construction Project Management
- Project Planning and Decision-making
- Project Design and Management
- Multi-project, Management and Control in Enterprises
- Complex Project Management
- Application of BIM (Building Information Modelling) and VDC (Virtual Design and Construction)

Investment Management and Financial Market Analysis
- Investment Management and Financial Market Analysis
- Key Issues and Techniques in Investment Analysis
- Current International Financial Situation and Investment Outlook

Innovation and Entrepreneurship Management
- Innovation and Implementation
- Innovative Management and Management Innovation
- Entrepreneurial Management Theories and Entrepreneurial Environment Analysis
- Theories and Application Model of Entrepreneurship against Industrial Differences

Chinese Traditional Culture and Management
- Chinese Traditional Culture and Management
- Chinese Cultural Management
- Ethics and Values in Modern Management
- Art of War, Business Operation and Team Management

The Golf Industry and Leisure Management
- Golf Economics and Management
- Golf Club Operation and Management
- Golf Tournament Organizing and Management
- Golf Real Estate Development and Management
同济 - 台湾中山双学位 EMBA
TONGJI - SUN YAT-SEN(Taiwan)
Double-degree Executive MBA

两岸三地（台湾、香港、大陆）的人力资源和市场日益融合已成为趋势。为顺应这一潮流，同济大学经管学院与台湾中山大学管理学院联合打造同济-中山大学双学位 EMBA 合作项目。在课程中导入亚太经济圈内经济实务，提供包括两岸及周边经济发展所需的专业管理知识与实务需求，旨在为两岸企业高级经营人及管理人才的培养和厂商辅导的扩展需求服务，并切实履行两岸签署的《两岸经济合作框架协议》。

With the trend of integration of human resource and market between Taiwan and Mainland, Tongji SEM jointly established Tongji-Sun Yat-sen (Taiwan) Double-degree Executive MBA program with Management School of Sun Yat-sen University, Taiwan.

The program offers courses which suit the growing demands on professional management knowledge and economic and trade practice in Asia-Pacific Economic Circle. And the goal of the program is to develop senior managers with professional management knowledge and skills for enterprises that master the economics and trade situation between Taiwan and Mainland.

课程设置 Curriculum

第一年
策略营销管理
公司法与公司治理
管理会计与财务分析
商务英语与沟通
企业社会责任与企业伦理
企业个案讨论
高级财务管理
企业法律与公共事务
领导学
管理经济学

Second year

First year

战略市场营销
理论与实践的市场经济学
管理会计与财务分析
商务英语与沟通
企业社会责任与企业伦理
企业个案讨论
高级财务管理
企业法律与公共事务
领导学
管理经济学

第二年

Second year

Business Strategy
Asia-Pacific Economic and Trade Environment Analysis
Global Logistics Management
Innovation and Entrepreneurship
Organizational Behavior
Senior Operation Management Topics
Information Technology and Competitive Advantage
Human Resource Management

每月上课一次，分回国及大陆上课。
三分之二在大陆上课，三分之一在台湾上课。

Once a month, from Thursday to Sunday.
Two thirds at Shanghai, one third at Taiwan.
MANNHEIM-TONGJI Double-degree Executive MBA

创建于中国经济持续繁荣发展和日益融入全球经济的背景下，欧洲经济在中国投资发展迅速，尤其是中德的经济合作，同济-曼海姆EMBA项目旨在为中德企业高层管理者提供一流的管理教育，培养具有中德企业文化，驾驭跨国企业管理的高级人才。

同济大学和德国曼海姆大学强强联合，同济-曼海姆EMBA双学位项目，项目学制2年，学员完成学业，分别获得两国教育部颁发的同济大学和曼海姆EMBA学位，项目与德国著名商学院合作，在德国设立课程，学员将分赴三个国家和国际都市（上海、柏林、曼海姆）等8个模块14门课程，每2个月授课一次，9-11天，项目招生40人，国际班将优选拔学员20名。

The MANNHEIM & TONGJI Executive MBA is launched in a time of rapid Chinese development and emergence into the world's economy, as well as a period of rapid European investment in China, especially from Germany. MANNHEIM & TONGJI Executive MBA aims to offer Chinese and German Executive best management education, and cultivate talents mastering both Chinese and German corporate cultures to conduct global business management.

The MANNHEIM & TONGJI Executive MBA, a double degree program, was launched by two top institutions - Tongji University and the University of Mannheim. The curriculum is composed of 7 modules with 30 courses, covering strategy, marketing, finance, operations, innovation, people skills and change management, which are combined with soft skills, group work, conferences, company visits and cultural activities. The modules are conducted within 2 years, in China, Germany and America. Cooperated with the very famous American business school, MANNHEIM & TONGJI Executive MBA will operate a module in America. Participants are exposed to the cultural, regional and economic resources of 3 distinguished Universities and Metropolitans. MANNHEIM & TONGJI Executive MBA program admits 40 participants, 20 from Tongji University and 20 from the University of Mannheim.

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中国房地产经营与管理总裁班
Executive Development Program on Real Estate Operation and Management in China

在当前日趋紧狭的房地产公司资金链和持续低迷的房地产市场行情下，房地产开发企业面临着诸多困惑与矛盾，包括日趋紧张的资金链与高端的房地产开发成本之间的矛盾，以及市场引发的销售竞争与高端产品的品质之间的矛盾，房地产开发的高成本与可持续发展的矛盾。

本课程不仅帮助房地产企业解决矛盾，引入国内外的项目管理、营销管理、设计规划等现代开发管理模式课程体系，旨在帮助参加学习的房地产开发企业在行业调整中率先完成转型，成为富有活力的可持续发展的现代化开发企业。

Since the depression of real estate market, many real estate companies are facing a series of confusion and difficulties, such as the conflict between tight capital chain and behindhand real estate financial system, the conflict between sales competition and lagging product quality, micro-profit era of real estate industry and increasing cost of development, etc.

Focusing on the opportunities and challenges of the emerging commercial real estate sector, this course aims to help participant companies to transform to a sustainable real estate companies by the introduction of forward-looking project management, virtual operation and design & planning.
建筑设计师公司总裁班
Executive Development Program on Architectural Design

课程设置 Curriculum

宏观趋势与战略
管理模块
企业品牌与建设
设计管理的越级与研讨
宏观管理
宏观经济形势分析与对策

公司治理与创新职能
管理模块
服务外包管理
设计内容组织结构设计
设计企业的人力资源管理

设计项目
管理模块
设计的实施与管理
项目管理的复杂性分析
工程总承包（EPC）管理实务
设计管理，以上海地铁项目为例

高效团队
管理模块
组织行为与团队管理
新型设计与团队管理情景模拟
设计企业管理模式设计与团队管理

管理者素养与领导力
提升模块
建设电力企业中的应用
data分析管理
管理技能与领导沟通技巧

同舟共济互动课堂
财务管理与营销分析互动
工程合同风险管理与案例
乙方商务技巧与交流

同窗联欢活动
参观学术
EDP年会
拓展训练与班级团队建设

Macro Trends and Strategies
Management Module
Lectures by Entrepreneurs
Forward-looking Trends and Discussion on Architectural Design
Strategic Management
Analysis and Countermeasures on Macroeconomic Situation

Company Governance and Innovation Functions
Management Module
Service Marketing Management
Design Companies’ Governance Structure Design
Strategic Management and Organizational Transformation of Design Companies
Human Resources Management of Design Companies

Project Management of Design Companies
Management Module
Pre-design Consulting Management
Basic Knowledge System of Project Management
General Contracting (EPC) Management Practice
Virtual Design, Based on Shanghai Disney Project

Team Building
Management Module
Organizational Behavior and Team Management
Send Table Exercise on Group Decision-making and Team Management
Salary System Design and Performance Management of Design Companies

Managers’ Literacy and Leadership
Upgrade Module
Feng Shui’s Implementation at Real Estate Industry
Chinese Culture and Business Management
Management Practice and Effective Communication Skills

Workshops
Financial Management and Its Case Studies
Risk Management and Claims of Design Project Contract
Suppliers’ Business Negotiation

Alumni Activities
Summer Study Trip
EDP Annual Meeting
Outdoor Team Building
Executive Development Program on Construction Project

Macro Trends and Strategies
Management Module
- Analysis and Countermeasures on Macroeconomic Situation
- Strategic Management
- Strategic Planning and Management of Construction Enterprises
- Forward-looking Discussion: Operative Practice of BT and BOT Mode
- Forward-looking Discussion: Application of BIM in Construction Project Management

Construction Project Management
Management Module
- Project Security and Crisis Management
- Bidding Management of Construction Enterprises
- General Contracting (EPC) Management
- International Construction Project Contract Management and Claims
- National Policies and Relevant Laws and Regulations of Construction Industry
- Procurement Process and Cost Control of Construction Project
- Basic Knowledge System of Construction Project Management
- Complex Project Management for Large Construction Project

Efficient Functions
Controlling Module
- Governance Structure Design of Construction Enterprises
- HR Strategic Management of Construction Enterprises
- Financial Strategy and Tax Planning of Construction Enterprises

Managers' Literacy and Leadership
Upgrade Module
- Leaders' Characteristics and Impact
- Chinese Culture and Business Management
- Feng Shui's Implementation at Real Estate Industry
- Workshops
- Sand Table Exercise on Group Decision-making and Team Management
- Financial Management and Its Case Studies
- Suppliers' Business Negotiation

Alumni Activities
- Summer Study Trip
- EDP Annual Meeting
- Outdoor Team Building

This program aims to help construction companies to strengthen its sustainable competitiveness at current depressive construction market. The program will mainly focus on financial challenges caused by the implementation of the new financing model of government infrastructure, lean management of construction companies and its personnel training, internationalization and diversification of construction companies, etc.
MBA 核心课程研修班
Executive Mini-MBA Program

1. 拓展训练
2. 文化与信仰
3. 市场营销与品牌管理
4. 财务管理与报表分析
5. 运营与供应链管理
6. 企业人力资源管理
7. 项目管理
8. 投资分析与资本运作
9. 国际金融与信用管理
10. 企业战略管理

11. 商务谈判与谈判策略
12. 精品课程

1.Outward Training
2.Sand Table Simulation
3.Marketing and Brand Management
4.Financial Management and Reporting Analysis
5.Operations and Supply Chain Management
6.Human Resource Management

企业生命周期的关键问题
企业生存与成长战略
决策决策与执行力

Project Management
11. 协同与谈判策略
企业与供应链管理
财务管理与报表分析
运营管理与供应链管理
企业战略管理

1. Outward Training
2. Sand Table Simulation
3. Marketing and Brand Management
4. Financial Management and Reporting Analysis
5. Operations and Supply Chain Management
6. Human Resource Management

企业生命周期的关键问题
企业生存与成长战略
决策决策与执行力

7. Project Management
8. Investment Analysis and Capital Operation
9. Chinese Culture and Leadership Enhancement
10. Strategic Management
11. Business Negotiations and Negotiation Strategy
12. Boutique Electives

Feng Shui’s Implementation at Real Estate Industry
Real Estate Investment and Land Reserves
Chinese Private Equity Investment Development and Policy Analysis
CIOB Membership Certification Training Program

【Professional Qualification】
The world’s finest qualification on construction management.
International construction contract practices.
Global construction and management expert resource library share.
Global society branches.

【Curriculum】
(1) Construction Project Management
Introduction and frontiers of international project management.
Bidding of construction projects.
Cost management of construction projects (raw material surveying).
Construction project procurement management - standardized procurement processes of the World Bank.
Construction project contract management and international arbitration.
Construction project safety management.
Construction project management organization and project manager.

(2) Construction Industry Innovation and International Outlook
Information management trends in the building industry; taking the Disney project as an example.
The Eurovision culture impact on project management mode.
Construction industry innovation and re-evaluation.
Sustainable Construction and Management.

(3) Form, Papers and Interview Counseling
CIOB membership application form counseling.
CIOB membership application papers and interview counseling.

CIOB is the Chartered Institute of Building, the International voice of the building professional, representing an unequalled body of knowledge concerning the management of the total building process.

With over 48,000 members, the Chartered Institute of Building is the international voice of the building professional, representing an unequalled body of knowledge concerning the management of the total building process.

CIOB members are skilled managers and professionals with a common commitment to achieving and maintaining the highest possible standards. Chartered Member status, represented by the designations MCIOB and FCIOB, is recognised internationally as the mark of a true professional in the construction industry.

With its increasing international membership and growing profile in China, the CIOB is making a hugely influential contribution to one of the world’s most important industries.
内训流程 Process

确认需求
企业高层咨询，填写企业培训需求表，通过沟通分析问题，明确培训内容，制定培训方案。

准备提案
根据企业需求分析，准备培训方案，提交给企业，企业确认培训方案，根据企业需求，制定培训计划。

签订培训协议
签订培训协议，明确培训时间，培训地点，培训内容，培训费用等信息。

二次培训沟通
根据培训需求，进行二次培训沟通，明确培训内容，培训方式，培训时间等信息。

提案准备
根据培训需求，进行提案准备，明确培训内容，培训方式，培训时间等信息。

课堂准备
根据企业要求，进行课堂准备，明确培训内容，培训方式，培训时间等信息。

实际培训
根据培训需求，进行实际培训，明确培训内容，培训方式，培训时间等信息。

培训评估
根据培训效果，进行培训评估，明确培训效果，培训方式，培训时间等信息。

成果存储
根据培训需求，进行成果存储，明确培训效果，培训方式，培训时间等信息。

会员服务
提供会员服务，明确培训效果，培训方式，培训时间等信息。

Demand Identification
Demand analysis with the company, identify problems need to be solved.

Submit Proposal
Based on demand identification, design initial training plan, discuss with the company, modify and confirm the plan.

Sign Training Agreement
Re-confirm the training plan, identify training issues, trainers and training time, and a clear implementation plan, and obligations of the parties, sign the training contract.

Secondary Communication
Collect and analyze the company and its participants staff’s details.

Training Plan Adjustment
According to the analysis, adjust the course content and teaching methods, choose the best courses and trainers, reach a consensus with the company.

Preparation Before Courses
Prepare course documents, equipment, and environmental layout, ensure the quality of consulting and training, strictly execute the signed training contract.

Training
Implement the training plan, collect and response to trainees’ feedbacks.

Feedback Survey
Analyze the training result and submit training summary report.

Filing Archive
Backup the training data for continual service to the company.

Membership
Supervise the company’s operation, propose specific advice for the company to ensure the training outcomes.
Modules offered in 2013 include
The list below is but a non-exhaustive sample of the IEDP catalogue in 2013.
All Modules are delivered in English with simultaneous Chinese translation

- IP01 Model: the 21st century’s tool for rapidly assessing and validating projects.
- Comparative International Financial Accounting
- Global Financial Management for Non-Finance Executives
- Understanding Western Organizations
- How International is 21st Century International Finance?
- IBN: International Business Negotiation
- Inter-firm alliances
- Co-Optition and hyper-competition in global markets
- Managing multicultural teams
- Competitive advantages of better people management
- Geopolitical Scenario-building – a necessary tool for decision making in Strategic Planning

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