

Students Participate in Volunteer Services for 2010 World Expo



583 Students of SEM provided volunteer services to the World Expo, among them are 471 undergraduates and 112 postgraduates. The 531 volunteers served in the first and second batch (from April 30 to May 28) for the World Expo, mainly in the sector of AB (Expo Axis and Performing Arts Center) and ticket centers. And there are 52 city volunteers serving in the district of Hongkou and Putuo.

Several sectors of SEM (Student Party Branch and Teaching Affairs Section) set up a series of measures and arranged full-time teachers to facilitate volunteers in transportation, food and beverage, medical treatment, communication, and safety.

International Student Volunteers in Shanghai 2010 World EXPO



Zakir Hossain Khan, one of SEM's international student and now a volunteer in Shanghai 2010 World Expo, was widely interviewed by media and reported by ECONOMIC Daily on May 1, Xinmin Evening Post on May 10, and Catalogue of Shanghai World Expo.

Zakir comes from Bangladesh, and is currently seeking his Master's Degree in Enterprise Management in SEM-Tongji. Zakir said proudly to us about his experience as a volunteer in Expo, "People came very fast as they are in a hurry and ask me about some directions or to get some help. After getting help from me I get the nice smile on their face, for me this is the smile that touches my heart and it will be in my memory as long as I live."

Apart from Zakir, there are more than 5500 Expo volunteers from Tongji University. "It is really my honor to work with Chinese people and to get in touch with their culture; it is also a good experience in the voluntary work as it gives me the opportunity to deal with foreigners because there are more than 190 countries participating in the Expo." said Zakir.

The premise of Shanghai 2010 World Expo stretches on both banks of Huangpu river and lasts from 1st May to 31st October 2010. Many International students feel great to be involved in Expo either as a volunteer or as a visitor.

Postgraduate Team of Department of Construction Management Won "The Contest of Construction Engineering and Management Innovation"

The contest of Construction Engineering and Management Innovation was hosted by Tsinghua University and Hong-



kong Kingmen Construction Corporation. The purpose of the contest is to encourage multidiscipline synergy, foster students' ability of innovation and solving problems in construction

engineering and management, and facilitate practical teaching and innovative research in the engineering management field.

The finals and awarding ceremony of No. Three "Contest of Construction Engineering and Management Innovation" was held in Main Building of Tsinghua University on Dec.2 2009. The contest rewarded one team with the first award, two teams with the second award, and three teams with the third award. After selection of topics and the first round of competition, 12 teams entered the final competition. Against the fierce final competition, two teams from SEM, Tongji University gained the third awards. The topics of the two teams of SEM were "The impacts of large-scale infrastructure on living environments" and "Evaluation system of low carbon consumption of architecture".

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SCHOOL OF ECONOMICS & MANAGEMENT, TONGJI UNIVERSITY

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CEO & Director General of EFMD, Prof. Eric Cornuel Visited Tongji



On June 21, 2010, CEO & Director General of EFMD, Prof. Eric Cornuel visited Tongji University. Prof. DONG Qi, Vice President of Tongji University for international affairs and Dean of Tongji SEM, Prof. HUO Jiazhen met Prof. Cornuel and EFMD manager Shanshan GE. Prof. DONG expressed his thanks to Prof. Cornuel for EFMD's high quality service to business schools and reasserted his full support to Tongji SEM for the application of EQUIS accreditation.



EPAS Seminar Held in Tongji

On June 22, 2010, Tongji University hosted EPAS Seminar at the International Conference Hall of Zonghe Building. Prof. Julio Urgel introduced the process of EPAS accreditation application and criteria for programmes of business schools. More than 40 participants from over 15 countries attended the seminar. Before the seminar, Prof. LI Yongsheng, Vice President of Tongji University met Prof. Urgel and extended his gratitude to EFMD for choosing Tongji University as its seminar venue. Dean of Tongji SEM, Prof. HUO Jiazhen and deputy deans joined the meeting.



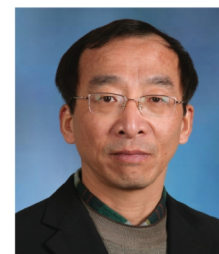
Tongji-Mannheim Double Degree EMBA Program Launched

Tongji University and University of Mannheim, Germany signed an agreement in December 2009 to co-establish Tongji - Mannheim Double Degree EMBA Program. In May 2010, the project officially started enrollment.

Tongji - Mannheim EMBA program is designed to provide Chinese and German business executives first-class management education and train senior management personnel that are familiar with German and Chinese corporate culture and can manage multinational companies. The program has a clear "Sino-German" focus and confers double degree EMBA from Tongji University and the University of Mannheim. It chooses first class international faculty, and the Chinese and German corporate students respectively occupy one half. All courses are taught alternately in Tongji University and Mannheim University. The program's learning period lasts 18 months, which involves six modules of 18 courses (including finance, marketing, innovation, operations, strategy and human resources management), during which high-end international business investigations are organized. The program's teaching is rigorous and realistic, with flexible curriculum. Its Board of Directors is composed of members from international enterprise groups and the government, which fully demonstrates the unique advantages of international strategy.



Department of Construction Management & Real Estate Providing Consulting Services to Hongqiao Transportation Hub



Shanghai Hongqiao Integrated Transportation Hub is major urban infrastructure during the "eleventh five-year" period as well as hub-based, functional network, and will be an important supporting project of Shanghai World Expo. Its core land is about 26.26 square kilometers, one of the world's largest transportation hubs.

On March 16, 2010, Shanghai Hongqiao Integrated Transportation Hub is officially put into operation, together with Hongqiao Airport Terminal 2, Metro Line 2, municipal roads, elevated roads, public transportation and other related supporting facilities, marking the progress subject group from Construction Management and Real Estate Department of SEM has achieved initial results in engineering research and advisory services.

Up to 16 March 2010, the progress subject group has made 35 plans for the hub project, participated in meetings related to progress for more than a thousand times, formed thousands of meeting summaries, done progress reporting and risk assessment for more than 50 times, and prepared 71 monthly reports. The performance of the progress subject group was recognized by the service unit, and has won the title of collective excellence for meritorious service in major projects at Shanghai Hongqiao Integrated Transportation Hub Project Competition Division for 2 consecutive years.

A National Research Project Led by Prof. Guangfu Liu Passed the Inspection



A "Eleventh Five-Year" National Science and Technology Support Program entitled "Key Technologies and Equipment Development for Comprehensive Utilization of Waste Mechanical and Electrical Products and Plastic Resources" chaired by Professor Guangfu Liu of Management Science and

Engineering Department of School of Economics and Management passed the Project Organization Unit's mid-term acceptance inspection in July 2009 and the annual acceptance inspection in December of the same year. The total funding of the project is 12.42 million yuan (2.42 million yuan from state allocation, and 10 million yuan from supporting funds). The study period is from January 2009 to December 2011.

"Key Technology Development and Integration Model of the Industrial Chain inside Waste Electrical Products Utilization Industrial Park" takes efficient use of the resources and pollutants emission reduction as the core, and develops Reverse Logistics Technology for waste mechanical and electronic products as well as industrial chain linkage technology for circular economy. The study focuses on regional characteristics of the pollutants collective disposal technology and establishes appropriate technical norms and standards for resource products. In forming a typical development model for the eco-industrial park which recycles waste electrical and mechanical products with a symbiotic network of efficient resource, it realizes the maximal use of resources of waste materials, and minimal discharging of solid waste and minimal energy consumption in the park.

Tongji University Hosts Sino-European Enterprise Development Forum

The Sino-European Enterprise Development Forum was hosted by Tongji University on 16 June 2010. Top executives from over 50 European renowned enterprises and more than 20 Chinese joint ventures gathered in Tongji to celebrate the 103th anniversary of Tongji and unfold a warm discussion of Successful Factor in Competition-Difference between Chinese and Western Markets. The forum was hosted by International EMBA of School of Economics and Management, and undertook by Institute of Sino-German Studies, Institute of European Culture and German Chamber of Industry and Commerce.

Prof. Jiazhen Huo, the Dean of School of Economics and Management (SEM) delivered an opening speech and warmly welcomed top leaders from enterprises and the distinguished guests. He also made an introduction of SEM's development and the important role it plays in the economic construction of Shanghai and China. Dean Huo emphasized the far-reaching significance of the corporation between Tongji University and European academic world to the cultural and economic development of China and Europe. At last, he hoped the forum to be successful and congratulated the creation of Tongji – Mannheim International EMBA. The participant companies of this forum are all world famous, e.g. the World's Top 500 enterprises like BASF and SAP, Shanghai Automotive Industry Corporation (Group), Siemens Ltd. China and Lenovo Group. The forum was intended to promote and strengthen the exchanges and cooperation between Chinese and European cooperates, probe into the experience and cases in cooperates operation from the view of Chinese and western culture and global corporation, and consider the management and development of Sino-European enterprises to a deeper level as well as to face the challenge of globalization.

National Logistics Research & Training Center Established

As an important part of the strategic cooperation between the People's Government of Shanghai Putuo District and one of our campuses, the joint establishment of "China Logistics Research and Training Center of Tongji University" (affiliated to the school of Economic and Management) is inaugurated on the morning of March 28 in Huxi campus, Putuo District. This is another step in which Tongji plays the role of knowledge spillovers and actively serves the industrial and economic development in the surrounding areas of the campus.

Gang Pei, President of Tongji and Rongan Sun, the Deputy Secretary of Putuo District Government were present at the ceremony and unveiled for China Logistics Research and Training Center.

During the construction process, the center will rely on the comprehensive advantages of Tongji University, i.e. economic management, transportation, software and other related subjects, as well as the international association resources, to bring in the first-class academic achievements and advanced technology and equipment from European logistics field, and rely on the policies in Putuo District, Shanghai for capital and other supports, making efforts to be able to truly serve the actual needs of the industry and become famous for logistics research and training.



Jingwei Real Estate Research Institute of Tongji University Inaugurated



As an important part of the strategic cooperation between Tongji University and Jingwei Group, "Jingwei Real Estate Research Institute of Tongji University" was inaugurated on the morning of April 17, on Siping Road Campus of Tongji University.

The newly formed Research Institute will fully rely on the construction, civil engineering, real estate and other fields of academic strengths of Tongji University as well as Jingwei Group in the real estate industry, exploring technological innovation in the real estate field, and new models and new ways of knowledge spillovers and service to the community.

It will make full use of and integrate both sides' advantages, to carry out education, scientific research, personnel training and other projects in real estate field. The projects it selects will reflect all kinds of hot real estate market issues of the Government and people's concern, in order to provide a strong basis for the government's macroeconomic policy.

Three Professors of SEM Won the 7th Shanghai Decision-making Consultation Research Award



As approved by the Review Committee of Shanghai Decision-making Consultation Research Award, Prof. Qinghua Bai, Prof. Sizong Wu and Prof. Dajian Zhu of School of Economics and Management, Tongji University are awarded the 7th Shanghai Decision-making Consultation Research Award.

Prof. Qinghua Bai won a second prize for A Research on the Overall Plan of Historical and Cultural Character Protection in Songjiang District, Shanghai, and a third prize for A Research on the Optimization of Gridded Administrative Mechanism in Shanghai. Prof. Sizong Wu received a third prize for A Research on Measures and Implementation Programs for Enhancing the Constellation Effect of Seven Industrial Clusters in Shanghai. Prof. Dajian Zhu received a third prize for A Liveable City in a Harmonious Society.

These awards are selected through layers of screening and three rounds of voting. The leadership of the city spoke highly of the results and many of the innovative ideas have already been used in Shanghai's social and economic practice.

SIMBA Ranked Global EMBA Top 50 by Financial Times for Three Consecutive Years



SIMBA (Shanghai International MBA) is ranked once again as the 39th in the latest Global EMBA ranking of 2010 announced by Financial Times, England. The ranking of Financial Times is one of the most authoritative MBA rankings in the world. SIMBA has been ranked as Global EMBA top 50 for three consecutive years, which demonstrates that SIMBA's competitiveness has been recognized by the international assessment agency and has become one of the world's leading MBA programs.

SIMBA has been leading in the annual salary increase rate of participants since 2008 and is one of the top 10 EMBA programs providing prominent value to their participants. SIMBA is well known for its high price-performance ratio and accelerating annual salary increase and position promotion of its participants.

With regard to the achievement of SIMBA, Prof. Jiazhen Huo, Dean of SEM, pointed out that the school would be continuously building SIMBA as a world-class international MBA program to develop leaders with global perspectives and responsibility in building a sustainable society.



Tongji EMBA Ranked No.3 as the Most Leading EMBA in the Chinese Market



On June 18, 2010, the Seventh China EMBA Summit was held in Beijing and released the ranking of "Most leading EMBA in China Market". Tongji EMBA was ranked No. 3 and won an honorary title as the most distinguishing EMBA program with developing features.

The appraisal was initiated by Brand Times, a propagation institution of national leading educational brands, and EMBA Times (www.EMBAtimes.com), a flagship website promoting Chinese EMBA.

Starting in 2004, the Ranking of Most Leading China EMBA is the earliest and most influential EMBA ranking. 32 national universities and business schools who had recently carried out EMBA education were invited to join the ranking of this year. Three indicators are adopted to measure the development of EMBA educational institutions in mainland China: marketing reputation (external evaluation, 40%), graduates evaluation (internal evaluation, 40%), and the features evaluation (20%). The indicator of graduates evaluation is composed by 4 dynamic measures: knowledge increment, social capital increment, fortune increment, and expansion of international horizon.

SEM Awarded with Eduniversal 4 Palmes Award in Worldwide Business School Ranking

School of Economics and Management, Tongji University is awarded Eduniversal four Palmes Rewards on October 26th, 2009, during the 2nd Eduniversal World Convention held in Cape Town (South Africa) from October 26th to October 28th. SEM ranks 4th in the Eduniversal 4 palmes award in Chinese Business Schools. The Five palmes award is awarded to Chinese Business Schools of CEIBS, Tsinghua University, and Fudan University; Four palmes to Peking University, Shanghai Jiao Tong University, Nanjing University, Tongji University and Zhejiang University.

Eduniversal is an authoritative Business School ranking institution in Europe. The purpose of the palmes award is to compare objectively a school of a given country or continent to another one. These palmes give a clear and exhaustive vision of the international and local influence of the selected Business Schools. The members of the International Scientific Committee compose of 9 independent experts, each recognized both in their academic zone of influence and internationally, builds up the different categories of the Business Schools in accordance with precise market segments as follow:

- 5 palmes (100 schools): Universal Business Schools with major international influence
- 4 palmes (200 schools): Top Business Schools internationally known
- 3 palmes (400 schools): Excellent Business Schools nationally strong and/or with continental links
- 2 palmes (200 schools): Good Business Schools with regional influence
- 1 palme (100 schools): Local references with great local influence

Tongji SEM, BASF, and SAP Jointly Foster Prospective Managers

On Dec.1 2009, BASF, SAP, and the delegation of Ludwig University visited the School of Economics and Management (SEM) and signed a joint training contract with Tongji SEM. Contracting parties will formally cooperate in high-end training to foster prospective managers for the companies. According to the strategic development of the companies, BASF and SAP will select their employees and delegate SEM to train them. The training plan will be settled down by both parties and implemented in China and Germany by stages.

At the end of 2009, the first group of participants from BASF and SAP will finish their one-year learning and practices in Germany. From May to September, 2010, the participants will enter SEM to study and then have internship in German companies located in China.



Specialized Courses of Project Management for Masters of Engineering at SEM Passed RICS Accreditation

In January 2010, specialized courses of project management for master of engineering of SEM were granted accreditation from RICS. Following Tsinghua University, Tongji university becomes the second university accredited by RICS in mainland China.

RICS (Royal Institution of Chartered Surveyors) is a worldwide recognized professional association, covering 17 specialties such as land, property, construction and environment. Since the establishment in 1868, it has more than 130,000 members across more than 120 countries, accrediting 500 related courses for bachelor's and master's programs, and annually publishing more than 500 research and public policy reports.

Any participant of SEM entering from 2008 to 2012 in the field of project management can directly apply "Assessment of Professional Competence (APC)" after finishing the courses. Assessed and Interviewed by expert panel, eligible students will obtain the membership of RICS.

EMBA Seminar of Politecnico Di Milano Held at SEM



From May 31st to June 4th 2010, the EMBA delegation from MIP, POLITECNICO DI MILANO, Italy took part in the one-week study trip featuring "Doing Business in China" in School of Economics and Management (SEM), Tongji University.

During their one-week study, the delegation joined the lectures and seminars given by professors from SEM, Tongji and Italian alumni. SEM also arranged company visits to various Italian and trans-national companies, city tours as well as visit to Shanghai World Expo for the Italian guests.

The Forum of Entrepreneurship and Financing Concluded

In the evening of January 19, 2010, the forum of entrepreneurship and financing was hosted by MBA center of SEM, School of Law, and School of Intellectual Property, Tongji University. Practitioners from industrial, academic, research and political fields and MBA students of Tongji University were gathering to discuss the entrepreneurship.

From the perspective of encouraging technological start-ups and overcoming financing barriers to small and medium enterprises, Mr. Hong Wang, President of Ruifu Investing Corp. introduced the situation of private equity and venture capital in China.

Mr. Xiaohui Song, Vice director of Shanghai Facilitating Small and Medium Enterprises Office, Mr. Minghong Shen, Pudong Center of Facilitating Technological Start-ups, Mr. Yuwei Qi, Vice Secretary General of Shanghai Technological Start-ups Fund for University Students, and Prof. Minghai Ye, SEM of Tongji University, interacted with MBA students. Students actively asked questions while guest speakers answered those questions without any hesitation and shared their knowledge and experience with the students.



Double Master Degree Agreement signed between Politecnico Di Milano and TONGJI SEM

On April 28, 2010, Prof. Gang PEI, President of Tongji University, and Prof. Giulio Ballio, Rector of Politecnico Di Milano, signed Double Master Degree Agreement between School of Economics and Management, Tongji University, and Second School of Engineering, Politecnico Di Milano (PDM).

Prof. Jianwei WU, Vice Dean of Tongji SEM was also present at this signing ceremony. Students who are enrolled in this Double Degree program will be awarded Master of Science from Tongji SEM and PDM respectively upon fulfillment of the degree requirements of both parties.

Agreement of Double Degree Program Signed with Grenoble Ecole De Management



On March 29, 2010, Prof. Mark Thomas, Director of International Affairs, Prof. Jie Yan, China DBA Program Director of Grenoble Ecole De Management, France visited our school. Prof. Jiazhen Huo, Dean of SEM, Prof. Song Chen, Vice Director of SEM, Prof. Dr. Haiyan Wang, Director of International Office of SEM, Tongji University met with the guests.

The two parties signed an agreement concerning 3+2 double degree exchange program towards undergraduates from Sino-French class, postgraduate

and MBA dual degree program. According to the agreement, each academic year our school will send 4 students who attend 3+2 exchange program in Sino-French class to attend the French Grande Ecole Program of Grenoble's side. The qualified students shall be awarded the DESMA (Diplôme d'Etudes Supérieures en Management) master diploma. In addition, in each academic year, our college shall send two registered master students and 2 registered MBA students to attend English track master program of Grenoble's side. After one-year study, the qualified students shall be awarded the "Master in Management" Diploma. The non-degree exchange students from our SEM are also received by Grenoble's side.

The collaboration between Grenoble Ecole De management, France and SEM, Tongji University in the field of DBA program has lasted for several years. The joint DBA program, which was awarded the AMBA accreditation in December, 2007, was the first DBA program in China to be awarded the international accreditation. During this visit, the two parties made an agreement on building cooperation in more intensive fields and were scheduled to deepen the cooperation in the fields of faculty exchange, study trip and executive training, etc.

University of Chester (UK) Signed an Agreement with SEM for Student Exchange Program



On 26 March 2010, Dr. Chris Haslam Vice-president of Chester University of England, Professor Kevin Sykes, Director of the International Office of Chester University, and Professor Phil Harris, Dean of the Business School of Chester University visited School of Economics and Management, Tongji. Jian-Wei Wu, Vice Dean of School of Economics and Management and Hai-Yan Wang, Director of the International Office of School of Economics and Management met with the visiting guests. The two parties signed an agreement on student exchange and compared notes on faculty exchange as well as double degree programs. Under the agreement, each year both sides can send three students for a semester's exchange.



Sino-French Center Building, Tongji Campus

Agreement signed between the Department of Construction Management and Real Estate of SEM and ICCPM of Stanford University



On March 10, 2010, Department of Construction Management and Real Estate of SEM, Tongji University signed an agreement as a collaborative organization with the International Center for Complex Project Management (ICCPM) of Stanford University. Mr. Stephen Hayes, Presiding Chairmen of ICCPM, Mr. Robert O'connor, Director of Educational Center of Business School, Queensland University of Technology, Australia, Ms. Jo-Anna, International Liaison Official, Prof. Fuming Jiang, Vice President of Tongji University, Prof. Jiazhen Huo, Dean of the School of Economics and Management, Tongji University, Prof. Yun Le, Head of the Department of Construction Management and Real Estate, Prof. Qinghua He, Tongji University attended the signing ceremony.

ICCPM is an authoritative institute internationally recognized in the field of complex project management. Signing with ICCPM as its first cooperative organization and joining its network platform will bring SEM a bright future to the research and internationalization.

Students' Academic and Cultural Week Comes to a Successful End

From April 13 to 15 series of events of the Academic and Cultural Week were successfully held in the 3F Round Hall of Yuntong Building, including academic lectures, academic forums, and exchanges between the older students and new students. The Academic and Cultural Week aimed to enrich the cultural life of students on campus, create academic atmosphere, and expand the communication between students and teachers.

The Academic and Cultural Week specially invited Associate Professor Chunyan Liu and Weifeng Ma from Shanghai Futures Research Institute of Tongji University to deliver two

excellent lectures. Through "A Study on International Financial Center", Associate professor Chunyan Liu expounded that the replacement of International Finance Centre reflects the development of international finance, and related issues of building Shanghai into an international financial center. Associate professor Weifeng Ma made a theme lecture of investment and financial management of college students in the title of "Everybody's Born to Succeed", which received rounds of applause from the students.



The First Series of Academic Activities of Tongji-Manchester Dual Degree MBA Program Held

On March 14, 2010, the first series of academic activities of Tongji-Manchester double degree MBA program was held successfully. Prof. Bocheng Yin, Director of Real Estate Research Center of Fudan University, delivered a lecture entitled "Current trends of Chinese Real Estate Market" and analyzed the issues of this hot topic in depth.

In the afternoon, participants of Tongji-Manchester MBA program also conducted a special outward bound training in Shanghai Century Park. Integrating the elements of team building, crisis management, and project cooperation, the outward bound training strengthened the mutual understanding and trust among participants and reinforced the sense of team collaboration and conscientiousness.

The 8th "Lecture Series in May" for MPA on Campus



From May 5 to 9, 2010, the No. Eighth "Lecture Series in May" of Tongji University for MPA had been held in the third hall of Yuntong Building. The lecture series followed the previous style of MPA lectures and invited following keynote speakers: Ambassador Jianmin Wu, famous diplomatist, Academician Pei Gang, President of Tongji University, Prof. Qiang Wu, Chief designer of the World Expo, Dr. Linhai Sa, Director of Shanghai Commercial Committee, Dr. Jianping Sun, Head of Songjiang District of Shanghai, Prof. Dajian Zhu, SEM of Tongji University, Prof. Zhiqiang Wu, Eastern China Normal University, and Mr. Haoming Tang, Chairman of Hunan Writers Association.

The 5 days lectures included 8 keynote speeches. The lectures elaborated the issues confronting the world and China from macro and theoretical perspectives, and also analyzed main issues facing the governments from micro and practical perspectives. All the speeches were received excellent feedbacks from students and faculty.