

Studies in University of Mannheim

On August 30, 2010, I started my new life in Germany.

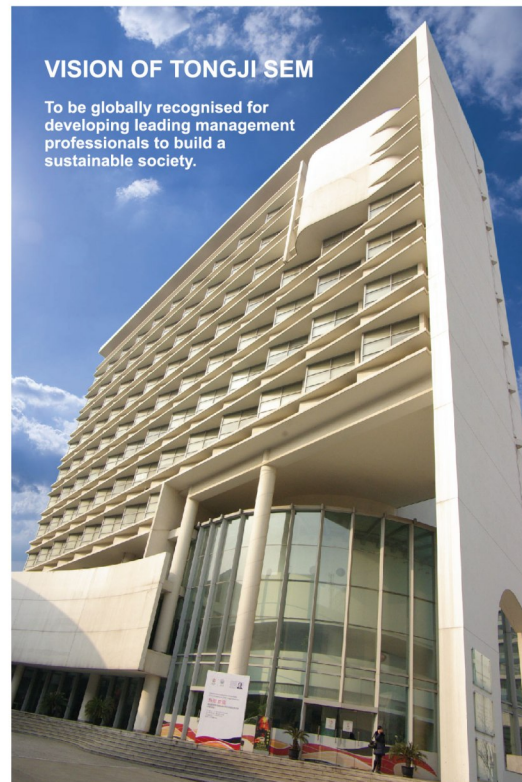
To begin with, my target school was University of Mannheim, a most distinguished school renowned for management researches and applications in Germany. Internationalization has been given great priority in this school by offering various English courses both for its undergraduates and graduates. I was deeply impressed by the university's teaching style which is completely different from what we are accustomed to in China. To name just a few, almost every course in the University of Mannheim is followed by an exercise or a tutorial whose aims are to help the students better understand what they have been taught in relative courses. Exercises are often illustrated by some case studies, and tutorials are mostly given by senior students. This pattern contributes a lot to the consolidation of knowledge and helps reduce the students' burden at the end of the semester.

In addition to the above-mentioned teaching style, I found the German students very active in class, pondering and distinguishing instead of laboriously recording what they have heard from their teachers, which is also quite different from the performances of Chinese students. They are much more flexible in thoughts than us, while we may probably do better in Mathematics than them.

With regards to practice, University of Mannheim enjoys a high reputation for its cooperation with enterprises. Guests from enterprises are often invited to give lectures on a fairly wide range of subjects. Giants like Boston Consulting Company, Deutsche Bank, and McKinsey are easy to access here!

It's really nice to be in a Schengen State, because you can shuttle between countries without extra procedures. I, taking this opportunity, have paid visits to a great many European countries such as France, Italy, Spain and Austria, through which my vision has been broadened and my life enriched. Also, the open environment in the University of Mannheim has bestowed on me many friends from all over the world. Life here may sometimes be lonesome though; friends can thus keep us as warm as at sweet home.

In general, Germany is an ideal place for living and studying. It costs you little, and gives you much; besides, her good social security and the nation's hospitality have impressed me as well.



VISION OF TONGJI SEM

To be globally recognised for developing leading management professionals to build a sustainable society.

TONGJI SEM NEWSLETTER

SCHOOL OF ECONOMICS & MANAGEMENT, TONGJI UNIVERSITY

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P01. 3rd Advisory Committee Meeting Held in SEM

P05. Minister of Science & Technology Speaks at Pujiang Innovation Forum

P07. President of Siemens Granted Honorary Professor of Tongji University

P12. Global Energy MBA Workshop for Warwick Business School



3rd Advisory Committee Meeting Held in SEM

On Oct 15th, 2011, SEM's Third Advisory Committee Meeting was held. Three new international members joined the committee this time. Prof. Michael Luger, Dean of Manchester Business School, UK, Mr. Amir Reza as representative of Prof. Dennis Hanno, Dean of Undergraduate School, Babson College, US, and Prof. Anders Aspling as representative of Mr. Thomas Sattelberger, Chief Human Resources Officer, Director of Labor and Member of Management Board, Deutsche Telekom AG were present at the meeting. Other member participants include: Prof. GUO Chongqing, Academician of Chinese Academy of Engineering, Prof. WU Qidi, former President of Tongji University, Prof. ZHOU Zhen, Mr. GU Feng, CFO & Executive Director of Capital Operation Dept., SAIC Motors, Mr. SHEN Xuejun, Vice President of Siemens (China), and Prof. HUANG Yuxiang, former Dean of SEM and Director of the Advisory Committee. Prof. JIANG Fuming, University Vice Chairman, and Prof. DONG Qi, University Vice President also attended the meeting together with the management team from SEM.

Prof. HUO Jiazhen reviewed the recent three-year development of SEM and proposed the plans for future development. A heated panel discussion followed, and the members proposed creative and insightful suggestions particularly regarding alumni service and top-notch faculty recruitment.

SEM Awarded with AMBA Accreditation

On July 26, 2011, Prof. HUO Jiazhen, Dean of School of Economics and Management, Tongji University, received official notification from the Association of MBAs to confirm that accreditation of the MBA/EMBA provision offered by SEM, Tongji University, has been endorsed by the Association's International Accreditation Advisory Board. The accreditation has been awarded for 5 years. Hereby SEM becomes the 5th business school in mainland China that has been awarded with AMBA accreditation after Zhejiang University, Shanghai Jiaotong University, Guangzhou Sun Yat-Sen University, and Wuhan University.

During the two-day assessment visit, Prof. PEI Gang, President of Tongji University, Prof. LI Yongsheng, Executive Vice President, Prof. CHEN Yiyi, Vice President of Tongji University, and Prof. DONG Qi, Vice President of Tongji University, held talks respectively with the assessment panel and listened to panel's opinions and suggestions to the further development of our MBA/EMBA programs.

The successful AMBA accreditation will help promote SEM's internationalization process and improve the competitiveness of SEM's MBA/EMBA students, and finally become a world-class business school.

TONGJI-MANNHEIM EMBA Program Launched

On the 9th of March, 2011 Tongji-Mannheim EMBA Program was officially launched in SEM, Tongji University. The English-taught part-time Executive MBA Program has been jointly created by Mannheim Business School (MBS) and Tongji University in Shanghai. Both institutions have long been leading in the field of management education on their respective continents and are regarded as placing a strong emphasis on research.

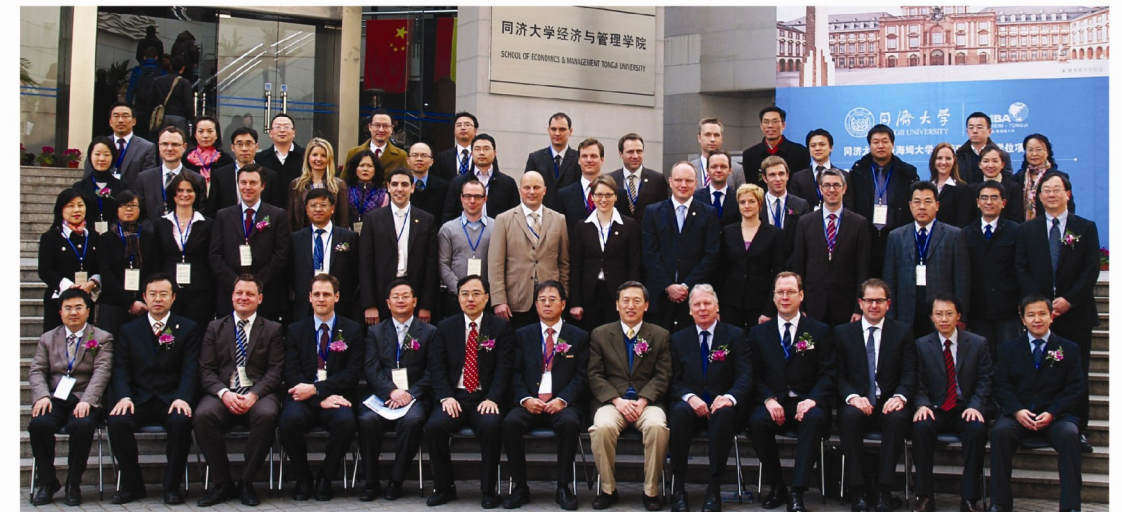
Dr. Michael Schaefer, German Ambassador, Prof. Gang PEI, President of Tongji University and Dr. Jianhua SHEN, President of SAIC Group, were invited to be present at the ceremony. Prof. Jens Wuestemann, Dean of MANNHEIM Business School and Prof. Jiazhen HUO, Dean of SEM, Tongji, delivered welcoming speeches. Also present at the ceremony are Tongji-Mannheim EMBA Advisory Board Members and 32 first EMBA class students of the program from China, Germany, Switzerland, India and other countries. With its highly flexible curriculum structure and unique content, the program will equip international executives with skills and tools they need for positions in international top management. The participants are required to complete six course modules which last nine to eleven days, with three modules in Mannheim and three in Shanghai. It is possible to complete the double degree program within one and half years; however, students are free to take breaks or to only

take individual courses within a module. Moreover, it will be possible to register for individual courses and modules without pursuing a degree. All the program modules could be completed within five years, and at finishing all the courses, students will receive EMBA degrees from both universities.

The Executive MBA program covers all essential general management areas with a strong focus on Sino-German business topics. Curriculum requirements include training in key qualifications essential to a leadership position, guest lectures, field trips to companies, and excursions.

Admission requirements for the program are: a first academic degree, at least eight years of work experience including leadership experience, international experience, a strong Sino-German affinity, and very good English skills. The tuition of the program will be €42,000.

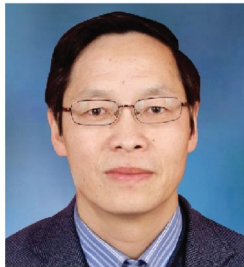
Established in 1907, Mannheim Business School GmbH (MBS) ranks top in the fields of economics and management rankings in Germany. This program targets at top executives active in both markets. Fully taught in English, the program will provide students with a broad general management expertise integrating perspectives, case studies, and instances of best practice from all over the globe.



SEM Attracts Outstanding Talents from Overseas

SEM attaches great importance to the talent development strategy, actively introducing excellent faculty from home and abroad in building academic echelon. The development of faculty team has been steadily improved these years, which contributes to the enhancement of research level.

By June of 2011, about nine new faculty members have joined SEM during the past year.



LU Xincheng

Professor in Department of Economics and Finance
2006: Monash University, Doctor of Philosophy (Finance);
2001.1 - 2010.7: Professor (Finance) of Northwest A & F University; Researcher of Financial markets and financial derivatives research institute, Monash University;
2000.1 - 2001.1: Marketing director of David golf engineering company, Australia



SUN Lihua

Lecturer in Department of Economics and Finance
2010: Doctor of Industrial Engineering and Logistics Management, Hong Kong University of Science and Technology;
Research Field: Monte Carlo simulation; Financial engineering.



ZHU Daoli

Professor in Department of Management Science and Engineering
1983: PhD, Economic management automation and specialized mathematics, École Nationale Supérieure des Mines de Paris;
2003.1 - 2003.6: Visiting scholar, MIT Sloan School of Management;
1989.3 - 1992.12: Visiting professor, Montreal University & McGill University, Canada.
1998.1: Enjoyment of the Chinese State Council special allowance.



YANG Yuan

Lecturer in Department of Business Administration
2004 - 2010: Doctor of Consumer Behavior, Purdue University;
Research Field: Consumer Behavior; Consumer Satisfaction and loyalty; Consumer Decision-Making; Quantitative Method of Marketing.



ZHANG Xiaoning

Professor in Department of Management Science and Engineering
2003: PhD, Hong Kong University of Science and Technology;
2007.5 - 2007.6: Visiting scholar, Dutch Transport Ministry



JI Junzhe

Lecturer in Department of Business Administration
2006.9 - 2010.5: Doctor of Management, University of Glasgow;
2006 - 2009: Scholarships conferred by ORSAS (Overseas Research Students Awards Scheme), College of Social Sciences of University of Glasgow and European Journal of Management PhD Scholarship Funds.



LI Xiangyong

Associate Professor in Department of Management Science and Engineering
2007: PhD, Antai College of Economics & Management, Shanghai JiaoTong University;
2004: Master, College of Traffic & Transportation, Southwest JiaoTong University;
Research Field: Large-scale Optimization for Transportation and Logistics System; Service Network Design, Revenue Management (Dynamic Pricing).
Published A Branch-and-Cut Algorithm for the Strong Minimum Energy Topology in Wireless Sensor Networks on European Journal of Operational Research in 2010



LIU Ming

Lecturer in Department of Management Science and Engineering
2007.11 - 2009.11: Doctor, Ecole Centrale Paris, France;
Research Field: Scheduling

Minister of Science & Technology Speaks at Pujiang Innovation Forum



The 4th Pujiang Innovation Forum was held successfully on Sept. 24 and Sept. 25, 2011 in Shanghai Dongjiao Hotel. Prof. WAN Gang, Minister of Science & Technology of China, delivered a speech at the forum.

The forum was organized by the Ministry of Science and Technology, Shanghai Municipal Government, co-organized by Tongji University, Chinese Academy of Science and Technology Management, Shanghai Science and Technology Committee, Shanghai Zhangjiang Group Corporation, and Chinese Business News.

Prof. ZHOU Jialun, University Chairman of Tongji University, together with other university leaders, attended the forum's opening ceremony. Prof. PEI Gang, President of Tongji University, attended the forum and joined the themed panel discussion. As the summit international forum is dedicated to innovation strategy and policy research, the theme of this year's Pujiang Innovation Forum is "Development Driven by Innovation".

Eleven international students from SEM's master programmes attended this forum. They all expressed that they learned a lot from the forum.

SEM Won 15 Projects of National Natural Science Foundation



National Natural Science Foundation has announced the winners of 2011 National Science Fund for Distinguished Young Scholars of China. There are seven professors awarded with the fund in the discipline of management nationwide, Prof. ZHANG Xiaoning from SEM included.

Besides, 14 research projects of SEM are awarded the National Science Funds, of which there are five General Science Projects, and nine Young Scientist Fund Projects. The total research grants amount to RMB 3,812,000, and the successful bidding rate achieves 25%.

Institute of Large Complex Projects Established

On June 14th, 2011, Inauguration Ceremony of Research Institute of Complex Projects of SEM took place at Lecture Hall, 3rd Floor of Yuntong Building. The ceremony was hosted by Prof. HUO Jiazhen, Dean of SEM. Mr. CHEN Xiaolong, Vice President of Tongji University, Mr. Fan Xiping, CEO of Shanghai Shendi Group Co. Ltd., and Mr. GUO Chongqing, academician of the Chinese Academy of Engineering unveiled the nameplate of the institute. SEM faculty and staff participated in the ceremony.



1961 Class Alumni Reunion for 50th Graduation Anniversary



Half a century ago, the first graduates of the former Department of Economics and Management, the precursor of SEM, went out of school filled with youthful aspiration to serve the country in all walks of life. Today, at the 104th anniversary of Tongji University and the 27th anniversary of SEM, the first graduates came back, crossing mountains and seas from all parts of China, to SEM.

On May 11, 35 alumni gathered at the school and held a meeting to reminisce about the university life. Prof. Jingbo JIANG, former President of Tongji University, Prof. Jianzhen HUO, Dean of SEM, Prof. Fuan JIN, Senior Deputy Dean of SEM, and some professors who taught the first graduates of SEM attended the gathering.



SEM Cooperates with Volvo Group on Global Talent Strategy



On August 31, CHEN Yiyi, vice-president of Tongji University, and Jan-Eric Sundgren, senior vice president of the Volvo Group in charge of public and environmental affairs, signed a contract on "Preferred Talent Education Partnership", which initiated the long-term strategic relationship between the two parties.

The Volvo Group, in line with the contract, should provide Tongji University with an international platform to facilitate its development in the field of engineering, commerce, logistics and so on.

"Volvo Group Academy Education Partnership Programme" helps improve The Volvo Group's competitiveness by continuously updating its products and technology. As a part of the programme, "Preferred Talent Education Partnership" aims to promote cooperation between the Volvo Group and universities around the world via intensive communications. The Goteborg-based Volvo Group was set up in 1927 as a leading supplier of commercial transportation solution, which is currently known as the second largest manufacturer of heavy track, motorbus and construction equipment.

President of Siemens Granted Honorary Professor

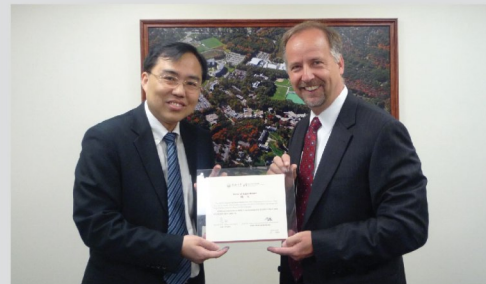


On the 3rd of June, Mr. Peter Löscher, President of Siemens AG visited Tongji and was awarded with the title as "Honorary Professor" of Tongji University by Mr. ZHOU Jialun, Council Chairman of Tongji University. Prof. DONG Qi, Vice President of Tongji University and deans of relative colleges and schools were also present at the ceremony.

The awarding ceremony was held in Sino-German Center and presided by Prof. HUO Jiazhen, Dean of School of Economics and Management, Tongji University. After the ceremony, Prof. Löscher gave a speech on Innovation and Cooperation to over two hundred Tongji students and faculty. Mr. Löscher pointed out that the world today is facing challenges brought by mega-trends such as globalization, climate change and urbanization. This situation means numerous opportunities ahead for innovators. To grab the opportunities, Mr. Löscher called on all relevant parties including businesses and companies, political institutions and governments as well as research institutions, to collaborate and organize innovative resources effectively.

Siemens AG is the largest mechanical and electrical company in the world, with its headquarters located in Munich, Germany. Presently, Siemens maintains about 90 operating companies and more than 60 regional offices in China, representing all sectors of Siemens worldwide – Industry, Energy and Healthcare. With more than 43,000 highly qualified local staff members, Siemens has become one of the largest employers amongst foreign invested enterprises in China and an integral part of the Chinese economy.

Dean of Undergraduate School of Babson College, Appointed as Advisory Committee Member



BOSTON, Massachusetts, US, April 20, 2011, Prof. HUO Jiazhen, Dean of SEM, Tongji University visited Babson College in Boston, MA, US and officially appointed Prof. Dennis Hanno, Dean of Undergraduate School, to be a member of SEM's Advisory Committee. Both parties have further explored potential collaborative possibilities in student exchange, and cooperation with Chinese Academy of Science and Technology Management in innovation management.

SEM's Advisory Committee is an advisory organization established by SEM for the purpose of decision and strategy consultation. Its responsibilities include providing consultations on crucial decision-making for SEM's medium-long term development planning, and offering propositions for SEM's development strategy, especially regarding its further internationalization based on the fulfillment of its mission and realization of its vision. The Advisory Committee comprises influential government officers, entrepreneurs, presidents of universities, deans, experts and professors renowned in the field of economics and management both home and abroad.

Located in Babson Park, Massachusetts, Babson College was established in 1919. Babson College has topped the ranking in the field of Entrepreneurship in the US for 13 consecutive years, according to US News and World Report. Babson College is a private business school with 1900 odd undergraduates and 1500 postgraduates from 75 countries around the world, among whom 22% are international undergraduates and 16% postgraduates.

Opening Ceremony of Tongji-Case MBA/MSM Finance Double Degree Programme



On the 24th of September, 2011, the Opening Ceremony of Tongji-Case MBA / MSM Finance Double Degree Programme is held in SEM, Tongji. Distinguished guests from both home and abroad participated in the ceremony. They are Prof. Mohan Reddy, Dean and Prof. Anurag Gupta, Finance Dept. Chair from Weatherhead School of Management, Case Western Reserve University; Mr. Joseph A. Sabatini, Managing Director, Head of the Corporate Operational Risk, JP Morgan Chase; Dr. Thomas Zenty, CEO of University Hospitals of Cleveland; Mr. Abraham Enthekuzhy, Director and Mr. Jittendra Singh, Chairperson of International Relations from Business School of XLRI India; Mr. ZHANG Guangping, Deputy Director of Banking Regulatory Commission of Shanghai Municipal Government; Mr. LU Fangzhou, Director of State-owned Assets Supervision and Administration Commission, Shanghai Pudong New Area.

Prof. CHEN Yiyi, Vice President of Tongji University made a welcome speech. He extended his warmest welcome and heartfelt congratulations to the first batch of students, who are now "Tongji-ers!" He sincerely hoped the students would embrace Tongji University spirit, perfect themselves, study proactively, and pursue excellence! He expressed his wish to see that the students would gain management capability in general, and cutting-edge financial skills and tools in specific by integrating the complementary knowledges of these two degrees together. They are bound to grow into leaders of finance industry in the era of globalization.

Prof. Mohan Reddy (left photo), Dean of Weatherhead School of Management, made an opening speech. He said, "We are



confident that this programme will provide every student with an excellent learning opportunity in which you can tap the rich research resources of these two schools, gain knowledge and skills from the prominent faculties who designed an advanced curriculum for you." CWRU cherished this opportunity to cooperate with Tongji and expressed his wish to further deepen its collaboration in the near future. Dean Reddy emphasized that this programme will provide the students with both the depth of knowledge in finance as well as the breadth of general management experience and knowledge. It will train the students to be more competitive for a leadership position in finance, in China as well as all over the world. Meanwhile, Dean Reddy cited Tongji motto of being "Rigorous, Practical, United and Creative" and CWRU motto to "think beyond the possible" to encourage the students to bravely face the coming challenges and fight to success.

In his opening remarks, Dean Huo (right photo) emphasized that the successful launch of Tongji-Case MBA and MSM-Finance Double Degree Program symbolizes a breakthrough in the cooperation of Sino-US degree programmes in finance. It also opens up an innovative mode for SEM in international cooperation. This programme creates several "FIRSTs" in China. It is the first international programme that a top-notch US university offers master's degree in finance in mainland China. It is also the first double degree programme integrating MBA and MS-finance in mainland China. Tongji and CWRU have targeted to cultivate the students for a leadership position in finance, in China as well as all over the world in the 21st century.

Prof. Steven SI Appointed as Chief Editor of AMP of American Academy of Management



In July 2011, Tongji Prof. Steven SI was approved by American Academy of Management (AOM) to be one of the Chief Editors for AMP Special Issue for three years (2012-2014). AOM is one of the key academic associations of management and plays an important role in the research area. AMP Special Issue was selected as one of the 40 top catalogues for business school by Financial Times.

Tongji International Summit of Innovation and Entrepreneurship Held Successfully

On June 11, 2011, Tongji International Summit of Innovation and Entrepreneurship, co-organized by Global Innovation and Entrepreneurship Research Institute and Research Institute of Academy of Management Science of China, was held in Zonghe Building in Tongji. Academician Renhuai LIU, and Academician Yuanzhang LIU from Chinese Academy of Engineering, extended their congratulations on the summit. Prof. Qi DONG, Vice President of Tongji University made a welcome speech. The summit was hosted by Prof. Steven SI, Adjunct Professor of SEM, Tongji University and Director of Global Innovation and Entrepreneurship Research Institute.



Saint-Gobain Habitat Fund Set up in Tongji University

With Saint-Gobain's donation of 1 million yuan, Tongji University set up a fund and a scholarship in the name of Saint-Gobain on September 23, 2011. Prof. Dong Qi, Vice-President of Tongji University and Emmanuel Normant, on behalf of the Compagnie de Saint Gobain, signed the agreement on the ceremony.

The Tongji-Saint Gobain Scholarship provides talents as well as funds to Tongji University so as to enrich students' life and assist their learning, according to the agreement. It is also expected that communication between the corporate and the university will be strengthened and advantages of each party will be allowed full play through cooperation.

SEM Wins 2010 Enterprise's Best Choice of MBA Programme



On the 12th of January, 2011, SEM was honored as one of the Enterprise's Best Choice of MBA programme in the Academic Year of 2010 in 2010 China Education Fair organized by Sina.com. Prof. Shumin YAN, Director of MBA Center presented at the awarding ceremony.

New Partnership for International Collaboration

During the year of 2010, SEM has further broadened its international cooperation with 10 famous overseas partner institutions / business schools, including Case Western Reserve University (USA), Grenoble Ecole De Management (France), Politecnico di Milano (Italy), etc.

In March, 2010, a Double Degree Agreement was signed between SEM-Tongji and Case Western Reserve University (MBA from Tongji University and MSM-Finance from Case Western Reserve University). In April, SEM further developed the cooperation with Grenoble Ecole De Management in "3

plus 2" programme and dual-degree Master programme. In May, SEM established a dual-degree Master programme with Politecnico di Milano.

In addition, SEM also established student exchange programmes with several European well-known business schools, such as University of St Gallen (Switzerland), Catholic University of Portugal (Portugal), etc. These partner institutions are among the Top 500 Universities List recognized by Ministry of Education, China and got the authoritative accreditations by EQUIS, AACSB or AMBA.

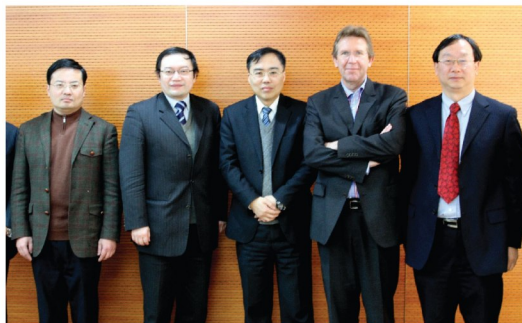


SEM Among 2010 Top Ten Best MBA Schools in China

On December 15, 2010, the Annual Education Ceremony organized by QQ.com was held in Beijing. During the ceremony, 2010 Top Ten Best MBA Schools in China was released. SEM-Tongji was on the list.



Agreement Signed with EMLYON

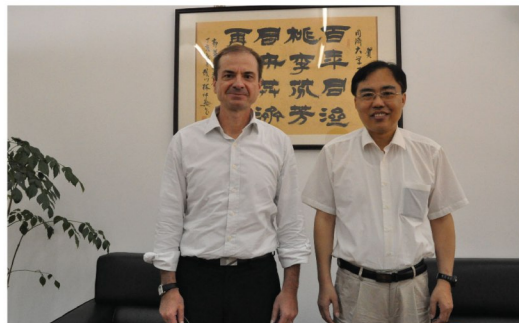


On the morning of Mar. 12th, 2011, Prof. Patrick MOLLE, Dean of EMLYON Business School (Hereinafter referred to as EMLYON) and Prof. Jiazhen HUO, Dean of School of Economics and Management, Tongji University (Hereinafter referred to as SEM) officially signed the memorandum in Pudong Shangri-la Hotel. Since Prof Molle's visit to SEM on Feb. 13, the two schools have made in-depth discussions concerning the collaboration and decided to develop an all-round partnership in the fields of students exchange, executive training, faculty exchange, joint research and double master degree programme. Prof. Dai SHEN, Deputy Dean of EMLYON, Mr Liming YANG and Mr Ciqui XU, delegates from the Shanghai Campus of EMLYON, Prof. Song CHEN, Deputy Dean of SEM, and Dr. Haiyan WANG, Director of International Office of SEM attended the Signing Ceremony.

EMLYON ranks the 10th in the 2010 European Business rankings released by Financial Times. EMLYON boasts its particular advantage in the executive management training program. The customized design of the courses, the diversified teaching methods and the all-round assessment system receive extensive acceptance from enterprises.



Deputy Dean of Grenoble Ecole de Management Visits SEM



On July 29, 2011, Prof. Loick Roche, Deputy Dean for Academic Research and Faculty, Prof. Mark Thomas, Associate Dean for International Affairs, Ms. Amy XU, China Office Manager of Grenoble Ecole De Management, France visited our school. Prof. Jiazhen Huo, Dean of SEM, and Prof. Song Chen, Deputy Dean of SEM met with the guests. Both parties expressed strong interest in potential collaboration of research in the field of technology management and innovation.

The partnership between Grenoble Ecole De Management, France and SEM, Tongji University has been growing for 9 years in the fields of double Master's Degree, joint DBA programme and faculty exchange. The joint DBA programme, which was awarded the AMBA accreditation in December, 2007, was the first DBA programme awarded the international accreditation in China.

Deputy Dean of ESCP Europe Visits SEM

On the 16th of June, Prof. Alain Chevalier, Deputy Dean of ESCP Europe and Prof. Leon Laulusa, Asia Programme Coordinator visited SEM-Tongji. Prof. DONG Qi, Vice President of Tongji University, warmly welcomed the distinguished guests. Prof. HUO Jiazhen, Dean of SEM, Dr. WANG Haiyan, Director of International Cooperation Office of SEM, and Ms. CHENG Ting, Deputy Director of International Cooperation Office of SEM, continued an in-depth meeting with the guests to explore collaborative possibilities in Excellent Engineer Plan and its curriculum development.

Global Energy MBA Workshop for Warwick Business School



From June 25 to July 2, 2011, an MBA Delegation of 19 students and one professor from Warwick Business School (WBS), University of Warwick, UK, attended a Global Energy Workshop hosted by SEM, Tongji University. The workshop consists of a series of academic seminars, such as China's Economic Development and Sustainability, China's Green Transition, and Corporate Social Responsibility in China delivered by Tongji faculty, and Strategic Advantage by Warwick professor. The companies of field trips feature a Chinese local energy supply and large-scale energy consumption company in Shanghai, which were scheduled to facilitate the MBA students in deepening their understanding of China's energy environment.

Ranked one of the TOP 10 UK universities, WBS, University of Warrick is the first business school in UK, which has got the three authoritative accreditations by AACSB (The Association to Advance Collegiate Schools of Business), AMBA (Accredited MBA) and EQUIS (European Quality Improvement System). The latest 2010 Financial Times ranking shows WBS ranked 35th for its EMBA programme, 42ed for its Global MBA Programme, and 22ed as Best European Business Schools.

Seminar for EMBA of Politecnico di Milano



From May 30 to July 3, 2011, a delegation of 31 EMBA students from MIP Politecnico di Milano participated in the "Doing business in China" Seminar hosted by SEM, Tongji University.

The DBIC seminar mainly consists of 2 parts, namely academic lectures and field trips to companies. The lectures offered insights into a wide range of topics concerning China's business such as business culture, China's emerging economic market and consumer behavior while the field trips provided the students with excellent opportunities to carry out on-the-spot investigations of Chinese market and communicate with Chinese businessmen. All those activities enhanced the participants' understanding of China's fast growing economy, driving forces, challenges and further development so as to better capture market opportunities in China.

MIP Politecnico di Milano was founded 30 years ago out of a partnership between the Politecnico di Milano and some leading businesses and institutions operating in Italy. MIP Politecnico di Milano ranked 56th in the Best European Business School by Financial Times in 2009. MIP got the three authoritative accreditations by AACSB, AMBA and EQUIS.

DBIC Workshop for Manchester Business School



From May 9 to 13, 2011, a delegation of 32 MBA students from different campuses of Manchester Business School worldwide attended the "Doing Business in China" Workshop hosted by SEM, Tongji University.

Hosted by SEM faculty, the DBIC workshop consisted of a series of seminars, and field trips to company, which provided participants with an introduction to the practicalities of doing business in China, enabling them to better understand China's fast growing economy, driving forces, challenge and further development, to learn the consumer behavior and marketing in China, business communication with Chinese businessmen and to better capture market opportunities in China.

Located in Manchester, the third largest city in UK, Manchester Business School (MBS) is the largest school in the University of Manchester. According to the Financial Times 2011 Global MBA Rankings, its M.B.A programme is ranked 29th (and 34th in the three-year average ranking) and its Doctoral programme is ranked the best in the world. MBS has been accredited by AMBA, EQUIS and AACSB, the so-called Triple-Crown Accreditations. Less than 1% of all the business schools worldwide have acquired the whole three accreditations.

Disneyland Project Construction & Innovative Technology Seminar

On May 11, the seminar on the construction and innovative technology of Disneyland Project, co-hosted by School of Economics and Management, College of Architecture and Urban Planning, Tongji University and Center for Integrated Facility Engineering, Stanford University, took place in the lecture hall of Yuntong Building. This seminar was sponsored

by Walt Disney Imagineering, Shanghai Construction Consultants Trade Association, Shanghai Society of Civil Engineering, the Investment Association of China, China Association of Construction Education and the Association of the American Cost Engineer. The seminar was aimed at promoting the application of VDC theory and method in Disneyland Project and later on a national level and establishing a platform for international communication among experts on informationization construction, technicians in the related fields and enterprise executives.



Recruitment of 2011 Sino-French Double Degree Programmes Accomplished

The recruitment of 2011 Sino-French Double degree, which consists of both Sino-French Undergraduate Programme and Sino-French Postgraduate Programme closes successfully. The programmes target to enroll excellent Chinese students who are desire to study in renowned French business schools, such as ESCP Europe, Grenoble and Audencia, and get both degrees from Tongji University and a French Business School.

This year Sino-French Double Degree Undergraduate Programme begins to launch an Innovative Talents Cultivation Mode to select freshmen from students enrolled in Bachelor of Science programmes around the university, whereas in the past only students enrolled in SEM could apply. Among the 81 applicants, SEM finally enrolls 30 students after interviews and written examinations, among whom 16 are from School of Economics and Management and 14 are from other schools or colleges. The expansion of recruitment scope results in a significant raise in terms of foreign language ability and comprehensive qualities of the students' body compared with the previous years.

2011 Sino-French Double Degree Postgraduate Programme has enrolled 30 new students who will continue their exchange study in French business schools next year after their first year study in Tongji.

SEM Students Win 2011 KPMG Cup 24H Business Challenge

The national final of "2011 KPMG Cup 24H Business Challenge" ended in School of Accounting, Shanghai University of Finance and Economics, in late April. YANG Jin and ZHANG Yan, from 08 Accounting Department of our school, with two students from Huazhong University of Science and Technology, composed the Tongji HUAKE IF Team and won the final champion. Meanwhile, the team was also awarded "the Most Popular Team" voted by the SINA internet. YANG Jin, for his fluent spoken English and keen insight, was awarded "the participant with most elegant demeanor."



The MBA Team Wins Championship of 10th China MBA Institutional Enterprise Competition Simulation

On May 1, 2011, the 10th "National MBA Institutional Enterprise Competition Simulation", hosted by the National MBA Education Supervision Committee, ended successfully. The MBA representative team of our school won the championship. The representative teams of Jilin University and Anhui University were respectively awarded runner-up and second runner-up of the game. ZHU Mohan, 2010 postgraduate student of our school, captain of MBA representative team, delivered a speech at the awarding ceremony.



SEM Postgraduates Dialogue with Dean HUO

On the morning of April 14, invited by SEM Postgraduate Union, Prof. Dr. HUO Jiazhen, Dean of SEM, Tongji University, attended the activity "Our SEM, Our spiritual home- Conversation with Dean HUO Jiazhen", and had talks with the students.

During the conversation, Dean HUO expressed that SEM, as a national-renowned business institution in China, ought to make efforts to realize "internationalization" in talents and faculty cultivation. As the "academic idol", Dean HUO gave advice of thesis composition to the students. In Q&A section, Dean HUO's meticulous answers left a deep impression on the graduates. Afterwards, the graduates made exchanges of ideas with Dean HUO concerning the topics of study, employment, life, etc. Dean HUO offered patient and kind explanations to all graduates' questions. Especially on the employment topic, Dean HUO, with his personal experience, taught a vivid practical lesson to the postgraduates. The graduates expressed that they did benefit a lot from the conversation.



Ernst & Young Summer Leadership Programme Briefing Held in SEM

On May 29, 2011, Ernst & Young, one of the Big Four Auditors, along with Deloitte, KPMG and PricewaterhouseCoopers (PwC), hosted a press briefing on its "Summer Leadership Programme" in Tongji University. More than sixty students participated in the briefing and exchanged views with Dr. WANG Ruijie, Deputy Dean of SEM, Ms. JIANG Jing, Director of Students' Career Development Office, staff from Ernst & Young regarding their internship and career development.