

## Studies in Copenhagen Business School

How time flies!

It's half a year since I first stepped on the land of Copenhagen, and I am grateful to all it has brought to me.

Here I'd like to share some experiences which I think are most helpful.

### Classes

Since there are lots of holidays in Copenhagen, the 6 months' school time seems to be even shorter than. Courses in Copenhagen Business School are well-arranged. In the first class of every course the students will be informed of the objective, the content and the reading list of the course, and under the frame of that, every class will be illustrated by some more detailed instructions and descriptions, with the aim of making students fully prepared for the forthcoming classes. The instructions for reading are rather strict. Therefore, even the smallest words in the book deserve your glances.

At first I found it difficult to adapt to this kind of teaching pattern, and felt confused every time when I was left nothing to do after class. Thanks to the encouragement of some local students, I took part in some discussing groups from which I gained a lot.

### Exams

There are generally two patterns for exam in Copenhagen Business School, namely the written exam and the oral exam. In the written exam the students are asked to finish all the questions on the computer within 4 hours, and then after printing them with a typewriter of their own, seal and hand in the paper in duplicate. The number of questions is limited, but it takes a lot of time to deal with each of them. It's worth noticing that every quoted theory must be labeled, otherwise, it will be accused of plagiarism. The oral exam takes only 20 minutes, but the students have to hand in a synopsis two weeks before the exam. Any question concerning the synopsis and the course could be asked in the exam. And the sources of theories employed are also required. The students will be informed of their marks right after the exam, and at the same time, the professor will point out what problems the students may have in answering the questions.

09 Public Administration

PENG Ting



# TONGJI SEM NEWSLETTER

SCHOOL OF ECONOMICS & MANAGEMENT, TONGJI UNIVERSITY

Address: Siping Road 1239, Shanghai 200092, China Tel: 0086-21-65983943 Fax: 0086-21-65986304 <http://sem.tongji.edu.cn>



## SEM Won Three Awards in 2011 Leaders' Summit of Chinese Business Schools



HUO Jiazhen giving his keynote speech



Awards Announcement

As one of the earliest universities in China to launch the programs in Economics and Management, Tongji SEM always takes her own duty to cultivate talents on management with global perspectives, creative spirits and humanistic cares. After over fifty years of development, SEM has gradually established a mission of Innovation, Cultivation, and Service with a goal of internationalization and a strong research orientation.

More than fifty-year hardships have harvested her splendid achievements.

In 2011, SEM won three awards in 2011 Leaders' Summit of Chinese Business Schools, and at the mean time, SEM was

elected into the "2011 Top 10 Best MBA Institutions in China".

These honors speak of the improvements SEM has made on her brand values and high approvals of the society. SEM has successfully built up a brand image which has a strong competitive power.

It is the golden time for SEM to celebrate her achievements, and it is also the right time to think about her challenges in the future. Creating a good

foundation to attract talents, offering more chances for students to go abroad, characterizing researches and teaching, shouldering more social responsibilities.....

On the 18th of December, 2011 Leaders' Summit of Chinese Business Schools (The Annual Elite Ceremony of Chinese Business Schools) was held in Beijing. Dr. HUO Jiazhen, Dean of SEM, was invited to give a key-note speech on the characteristic construction of the business school. The ceremony released eight awards, among which three awards went to SEM, namely, "Top 10 Best Brand Value Business Schools by Chinese students", "Top 10 Most Popular EDP Programs in Chinese Business Schools", and "Top 10 Most Influential Events of Chinese Business Schools".

## SEM Elected into 2011 Top 10 Best MBA Institutions in China



On Dec 15, 2011 Education Ceremony, organized by QQ.com, was held in Beijing Shangri-La Hotel. More than 400 participants got together to this event including experts, media and pioneers from education field. The ceremony reviewed the developing history and reform of China education. During the ceremony the List of 2011 Top 10 Best MBA Schools in China was released. SEM was honored to be selected into the list, reflecting public's recognition of its MBA program.



## SEM Honored the Most Influential Brand of MBA Program in 2011

On the 10th of December, 2011, the 4th China Education Ceremony 2011 organized by Sina.com, with the subject of "Education, changes everyone" was held in Sofitel Luxury Hotel, Beijing. SEM was honored as the Most Influential Brand of MBA Program in the Academic Year of 2011. This is another grand award for MBA program of SEM, since it won the Best Enterprises' Choice of MBA Program last year. Prof. YAN Shumin, Director of SEM MBA Program presented at the awarding ceremony.

From the 30th of November to 2nd of December, SEM was invited to attend 2011 AMBA (Association of MBAs) Asia-Pacific Conference for Deans and Directors.

The topic of the conference is "Entrepreneurship and innovation, when the west meets with the east". Approximate one hundred business schools' deans and directors from asia-pacific countries and districts, namely China, Hong Kong, Singapore, Japan, India, Australia, New Zealand, etc., participated in this event.

On behalf of SEM, Dr. WANG Guangbin, Deputy Dean of SEM, was granted AMBA certificate. All the MBA and EMBA programs were successfully acquired AMBA accreditation in July 2011, with 5-year validity. SEM becomes the 5th business school in mainland China who got the accreditation.

Dr. WU Boning, Director of Administrative Office of Professional Degree Programs, was invited to deliver a speech on "Innovative international cooperation partners".

## SIMBA Ranked Among Top 10 Programs by Business Week for Mainland China and Hong Kong District

In December 2011, SIMBA (Shanghai International MBA Program) Program of Tongji University is ranked the 7th in 2011/2012 China Business Schools Ranking in the latest list released by Business Week.

## Publication and First Issuing of "China Housing Whitebook 2011"



On the morning of November 28th, the first issuing ceremony of "China Housing Whitebook 2011", hosted by SEM and TONGJI-JINGWEI Real Estate Institute, was held in YIFU Building.

As one of the most important academic results, in the whole year ever since the establishment of Tongji JINGWEI Real Estate Institute, the "China Housing Whitebook 2011" guides the efficient and reasonable mobility of real estate capital, and eliminates the risks caused by the real estate bubble, with the comprehensive, typical, scientific and practical

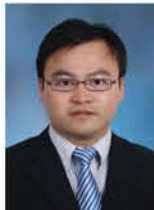
principles, through the objective appraisal of investment environment and value of the real estate sub-market from different varieties, areas, levels, and points.

The book owns the important theoretical and practical value concerning the coordination of interests of government, market and investors, by changing the development mode of the real estate market, improving the nation's real estate developing environment and promoting the healthy development of the real estate market.

## SEM Attracts Outstanding Talents from Overseas

Development gives chances for talents, while talents give support to development. For recent years, SEM has created such a good development platform and harmonious academic environment. The development of faculty team will definitely contribute to the enhancement of research level.

HU Zhaolin



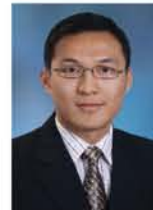
WEI Feng



HUANG Yeqing



ZHOU Zhongyun



## 2011 Asian Conference of Management Science Application Held in Sanya

On the 21st and 22nd of December, the 1st 2011 Asian Conference of Management Science Application was held in Sanya. The conference is organized by Association of Asia Management Science Application and SEM. Chairman of the conference is Academician GUO Chongqing. Dr. HUO Jiazhen, Dean of SEM, is one of the Joint Chairmen. Prof. ZHANG Jiantong from SEM and Prof. DONG Yanwen from Fukushima University, Japan are the chairmen of organizing committee. Dr. ZHANG Jianjun was awarded with Prize of Best Thesis Paper Among Young Scholars.



Prof. TANG Ou presiding the conference



Academician GUO Chongqing giving his keynote speech



Dr. ZHANG Jianjun wins the Prize of Best Thesis Paper Among Young Scholars



Scholars of SEM participate in the conference

## Department of Economics and Finance Holds Undergraduate Practice Teaching Reform Seminar

On December 4th 2011, Department of Economics and Finance successfully held undergraduate practice teaching seminar. The meeting, against the background of new training program's implementation and resumption of comprehensive undergraduate teaching laboratory by SEM, proposed by Dr. CHEN Weizhong, Professor and Department Chair of Economics and Finance, aimed at making a review of last years' work in undergraduate practice teaching, and making in-depth discussion on practice teaching reform.

## The Fourth Pujiang Innovation Forum Ends Successfully

**2011 Pujiang** Innovation Forum was held successfully on Sept. 24 and Sept. 25 in Shanghai Dongjiao Hotel. 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.

Mr. ZHOU Jialun, Chairman of Tongji University, together with the other university leaders, attended the forum's opening ceremony. Mr. PEI Gang, President of Tongji University, attended the forum and joined the themed panel discussion. As the summit international forum dedicating 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 attended the forum. They all expressed that they have learned a lot from the forum.



## Prof. SU Qiang Funded by National Science and Technology Academic Publications



The textbook of Prof. SU Qiang, *Medical Service Management Engineering*, was funded by 2011 National Science and Technology Academic Publications.

From the 2nd to 4th of December, 2011, *China Association for Information Systems (CNAIS 2011)* was held in Tongji University. CNAIS 2011 is organized by China Association for Information Systems, co-organized by Tongji University. The opening ceremony was hosted by the Chairman of CNAIS 2011, Dr. HUO Jiazhen, Dean of SEM. Mr. CHEN Guoqing, Chairman of CNAIS, and Dr. CHEN Yiyi, Vice President of Tongji University, made welcome speeches. Participants include more than 230 scholars and experts from institutes, universities and enterprises from various countries and districts, namely mainland China, USA, Hong Kong, etc. The subject of CNAIS 2011 is "China Information System: Opportunities and challenges under the background of emerging technology".

## China Association for Information Systems 2011 Held in Tongji University

Welcome  
Speech of Prof.  
CHEN Yiyi, Vice  
President of  
Tongji University

Opening remarks  
of Prof. Mohan  
Reddy, Dean of  
Weatherhead  
School of  
Management,  
CWRU

Opening remark  
of Prof. HUO  
Jiazhen, Dean of  
SEM, Tongji  
University

Congratulations  
Remark by Mr.  
Joseph Sabatini,  
Managing Director,  
Head of the  
Corporate  
Operational Risk, JP  
Morgan Chase

Congratulations  
Remark by Mr.  
ZHANG Guangping,  
Deputy Director of  
Banking Regulatory  
Commission of  
Shanghai Municipal  
Government

Congratulations  
Remark by Mr. LU  
Fangzhou, Director of  
State-owned Assets  
Supervision and  
Administration  
Commission,  
Shanghai Pudong  
NewArea



On the 24th of September, Opening Ceremony of Tongji-Case MBA / MSM Finance Double Degree Program ends successfully in SEM. Distinguished guests from home

Mr. LU Fangzhou, Director of State-owned Assets Supervision and Administration Commission, Shanghai Pudong New Area. Prof. CHEN Yiyi, Vice President of Tongji University, Prof. HUO Jiazhen, Dean of SEM and the Inaugural Class students, the Second Class applicants and media friends also present at the ceremony and extended their sincere congratulation remarks to successful opening of the program.

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

Prof. Mohan Reddy, Dean of Weatherhead School of Management, CWRU, made an opening remark. He said,

"We are confident that this program 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 program 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 groom the students more competitive for a leadership position in finance, in China as well as all over the world. Besides, Dean Reddy cited Tongji motto of being "Rigorous, Practical, United and Creative" and CWRU motto to "think beyond the possible" to encourage the students bravely face the coming challenges and fight to success.

In the opening remark of Dean Huo, he 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 programs in finance. It also opens up an innovation mode for SEM in international cooperation. This program creates several "FIRSTS" in China. It is the first international program that a top-notch US

university offers master's degree in finance in mainland China. It is also the first double degree program integrating MBA and MS-finance in the mainland China. Tongji and CWRU is targeted to groom the students for a leadership position in finance, in China as well as all over the world in the 21st century.

Three distinguished guests of advisory board members, Mr. Joseph Sabatini, Managing Director, Head of the Corporate Operational Risk, JP Morgan Chase, Mr. ZHANG Guangping, Deputy Director of Banking Regulatory Commission of Shanghai Municipal Government, and Mr. LU Fangzhou, Director of State-owned Assets Supervision and Administration Commission, Shanghai Pudong New Area, delivered congratulation remarks respectively. Other speakers include Dr. Anurag Gupta and Dr. LI Yibin, Directors of Tongji-Case MBA / MSM Finance Double Degree Program and Ms. YANG Xiaorong, representative of the students.

The opening ceremony of Tongji-Case MBA / MSM Finance Double Degree Program was widely reported by well-known media, such as Shanghai Morning Post, Eastern Morning Post, Global Times, etc.

## Opening Ceremony of Tongji-Case MBA / MSM Finance Double Degree Program Ends Successfully in SEM

abroad participated at the ceremony. They are Prof. Mohan Reddy, Dean, Mr. ZHAO Liming, Executive Consultant and specially invited Professor, and Prof. Anurag Gupta, Finance Dept. Chair from Weatherhead School of Management, Case Western Reserve University (CWRU); 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 Enthemkuzhy, 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;

## Signing Ceremony of Sino-American Research Program on Smart-cities (RPSC)



Center of Stanford University and Shanghai Urban Planning and Design Research Institute, was signed by Dr. WANG Guangbin, Deputy Dean of SEM, academician James

**On the** 14th of December, 2011, a MOU among SEM, Sustainable Development and Global Competitiveness

O. LECKIE from Stanford University, Mr. ZHANG Yuxin, Dean of Shanghai Urban Planning and Design Research Institute.

Sino-American Research Program on Smart-cities (RPSC) aims to promote the interdisciplinary research of "Smart-cities", and to realize the sustainable development of the cities by use of information technology and knowledge integration. RPSC is expecting the new partner from Carnegie Mellon University, USA.

## Vice President of Lehigh University Visits Tongji



**On the** 17th of October, the delegation of Lehigh University, led by Prof. Mohammed El-Aasser, Vice President for International Affairs, visited Tongji University. The delegation group includes Lehigh professors from College of Arts and Sciences, College of Business and Economics, College of Education, and College of Engineering and Applied Sciences. Prof. CHEN Song, Deputy Dean of SEM, Associate Prof. DUAN Yongrui, Faculty from the Department of Management Science and Engineering, and Ms. SHOU Yuexian, Deputy Director of International Office of SEM warmly welcomed the

delegation. The two parties decided to start collaborations in faculty joint research and exchange.

Lehigh University is ranked 37th in the newly released 2011 "Guide to America's Best Colleges," by US News and World Report. Lehigh's College of Business and Economics was ranked 27th in the list of best business colleges in the United State 2010 by Business Week and is accredited by the authoritative AACSB (The Association to Advance Collegiate Schools of Business).

## Professor James T. C. Teng from the University of Texas at Arlington Invited to SEM



**On the** afternoon of Oct. 25th, Prof. James T. C. Teng from The University of Texas at Arlington, was invited to SEM. He delivered a lecture on "The Roles of IT in Physical and Information Product Industries: Testing a Contingency Model of the IT-Productivity Relationship" in Block A, Tongji Building.

Prof. Teng is a well-known professor in the field of Information Management. Some of his research mainly focus on Information System Implementation, Information System Strategy and Management, Knowledge Management ect. He published more than ten papers on international first class academic magazines, including *ISR*, *MISQ*, *JMIS*, *Communication of ACM*, *IEEE Transaction on Engineering Management*, *OMEGA*, ect. Prof. Teng is invited to lecture Information Technology and Management to Tongji EMBA students.

## Associate Dean of Daniels College of Business, University of Denver, Visited SEM

**On the** 7th of December, Dr. Richard A. Scudder, Associate Dean of Daniels College of Business, Denver visited SEM. Prof. WU Jianwei, Deputy Dean met with the guest on behalf of SEM and explored the possibility of mutual cooperation in aspects of student exchange, faculty joint research and study trip.

Daniels College of Business, University of Denver, US was established in 1908. It is the 8th earliest business school in the US to be accredited by AACSB (The Association to Advance Collegiate Schools of Business). Daniels College of Business is ranked No. 81 among the best of accredited business schools, by 2011 U.S. News and World Report. Its part-time MBA ranks No. 25th in 2011 Bloomberg Business Week. Daniels College of Business is strong in the specialty

of Ethics, which ranks the 2nd in the US by 2011 Business Week and is considered to be the 3rd worldwide.





### SEM Held 2011 Ph.D. Degree Awarding Ceremony

On the 24th of December, 2011 Tongji SEM Ph.D. Degree awarding ceremony was held in Yuntong Building. The ceremony focuses on "Realize ambition and create splendid future". Ph.D. Degrees were awarded to 177 doctor candidates.

## 2011 DAAD Award Goes to SEM Student

**Good news** from European Business School, Germany, HE Yaoming, a junior student from the Program of Economics and Finance, SEM, won 2011 DAAD (German Academic Exchange Service) Award! The award seeks to honour outstanding academic and social performance of an international degree student. HE Yaoming went to EBS in January 2011 for a Dual Bachelor Degree. Among the many nominations HE Yaoming stood out in particular. Professors, international as well as German students, and staff all praise his outstanding academic performance and good personality. SEM would like to congratulate HE Yaoming on being selected as the DAAD Award Winner 2011!

The German Academic Exchange Service (DAAD) is the largest funding organisation in the world supporting the international exchange of students and scholars. Since it was founded in 1925, more than 1.5 million scholars in Germany and abroad have received DAAD funding. It is a registered association and its members are German institutions of higher education and student bodies. The DAAD supports the internationalisation of German universities, promotes German studies and the German language abroad, assists developing countries in establishing effective universities and advises decision makers on matters of cultural, education and development policy.



### SEM Students Won Prizes in the 3rd National College Students E-commerce Competition

On the 26th of November, teams from SEM took part in the 3rd National College Students E-commerce Competition. The project "VNEED S&D Platform on B2B" of SEM students team won the 2nd Prize and Excellent Prize, and was regarded as the Star of Tomorrow by the organizer. "WEI Community" project, supervised by SEM faculty, Dr. LU Yunbo and Ms. LIN Min, was awarded with the 2nd Prize. Besides, Dr. ZHENG Xin from Department of Business Administration, was awarded with the honorary title as "Best Supervisor" and Dr. LU Yunbo "Excellent Supervisor".



### Tongji Host Shanghai Lujiazui Financial City Joint Recruitment Group

On the afternoon of Nov.27th, 2011 "Recruitment session of Futures Researchers", co-organized by SEM MBA Center, was held in Zonghe Building. The event, organized jointly by China's Futures Analysts Club and Shanghai Lujiazui Oracle Bay, attracted many excellent students in futures work.



### President of SHUI-ON GROUP Share Enterprise Culture in Tongji

On the 25th of November, 2011, Mr. LUO Kangrui, President of SHUI-ON GROUP, delivered a lecture on "How to build an enterprise culture" to Tongji faculty and students.



### Second Prize of GBE Youth Global Business Ethics Challenge Awarded to SEM Students

YANG Songya, a sophomore student from Department of Business Administration of SEM, was awarded with the Second Prize in the final competition of GBE Youth Global Business Ethics Challenge.

## Famous Elites & Outstanding Alumni Attend the Second Tongji – CWRU Finance Forum



Mr. Joseph A. Sabatini is giving his speech



Mr. Xinyi LIU is giving his speech

**The Second** Tongji – Case Western Reserve University (CWRU) Finance Forum was held grandly at SEM in the afternoon of September 24. Guest speakers at the forum are distinguished alumni of the Weatherhead School of Management of CWRU and SEM of Tongji University - Mr. Joseph A. Sabatini, Managing Director and the Head of the Corporate Operational Risk Team for JP Morgan Chase and Mr. LIU Xinyi, Vice President of Shanghai Pudong Development Bank.

The topic of this forum is A Look Back at Financial Crisis: Lessons • Risk • Regulation. Mr. Joseph A. Sabatini's speech is titled Risk Management Lessons from Financial Crisis. He analyzed the reasons and the background of the financial crisis and illustrated the lessons that financial regulators and main financial market participants have learned at the two levels. Besides, Mr. Joseph A. Sabatini introduced some experience of JP Morgan Chase Bank and some of the latest regulatory bills and measures in the US.

The topic of Mr. LIU Xinyi's speech is Risk, Challenge and Countermeasures of China Banking Industries after Financial Crisis. He believes that the current Chinese banks face not only a series of challenges of the economic cycle fluctuation, economic restructuring, macroeconomic policy and regulatory policy changes, financial disintermediation, excessive process of the marketization of interest rate, changes in the pattern of intra-industry competition, but also systemic risks on the banking industry posed by these

challenges. In order to tackle the challenges, Chinese banks should focus on serving the real economy, improving primary businesses, enhancing innovation, dealing with risk management, strengthening liquid risk management and maturity mismatch risk management.

Tongji – CWRU Finance Forum is jointly launched by Tongji University and Case Western Reserve University. Its initiative is to create for the MBA/MSM Finance double degree students a platform of networking and interactions with executives in finance industry.

The Tongji-CWRU MBA/MSM-Finance Double Degree Program is the first international program that a top-notch US university offers master's degree in finance in mainland China. It is also the first double degree program integrating MBA and MSM-finance in the mainland. The program aims to gather leading scholars, outstanding alumni and elites in the financial industry to cultivate a new generation of compound talents who have in-depth financial knowledge as well as management skills with a global vision. This provides intellectual support and talented personnel for developing Shanghai as an international financial center.

The inaugural class of Tongji-CWRU Double Degree students participated their opening ceremony on the morning of September 24. Currently the program is open to application of 2012.

## SEM Hosts 2011 Christmas Party for Int'l Students

**2011 Christmas** Party was held in Tongji Days Hotel on 20th of December. Organized by the International Office of



SEM, the party aims to make international students feel at home by celebrating a special Christmas in China. Dr. LI Zhenyu,

Director of International Exchange and Cooperation Office of Tongji University, Ms. YAN Aihua, Assistant Dean of Sino-French Center, Dr. WU Jianwei, Deputy Dean for International Relation and Collaboration of SEM, Mr. WANG Ruijie, Deputy Dean of SEM and many other SEM faculties together with around 90 international students enjoy the party together.

Prof. WU delivered a welcome speech extending, on behalf of SEM, the warmest Christmas and New Year greeting to all. Then there came the wonderful performances from students. International students showed their versatile talents in arts and fruits of Chinese learning by a popular Chinese song video directed, shot and performed by students themselves, singing Chinese songs in groups, and singing with guitar and keyboard; while Chinese students also joined the party by singing English and French songs and giving hip-hop dance. The nice performances were interwoven with interactive games, exciting lucky draws, and Santa Claus giving gifts.

This semester, SEM welcomed over 150 international students from around the world. Through half a year's study in SEM, students have adapted to Chinese life and culture. They learn academic knowledge as well as Chinese language and customs.

## Football Match between SEM Int'l Students Team and Tongji University Team

**On the** afternoon of Nov. 29, SEM Int'l Students Team fights a football match with Tongji University Team. Good technical skills and teamwork helps Tongji University Team defeat SEM's Int'l Team with a 6 to 1.

It is expected to be a close game as several international students in SEM used to be players of European Under 19 Football Championship, while Tongji University Football Team ranks top among the university football teams in East China. During the match, with the outstanding ball controlling skills and team spirit, Tongji University Team occupies the pace of the whole game. On the opposite, in spite of good personal skills, the Int'l Students lacks to show teamwork tactics. The only goal of SEM comes from Andre Sarmento, a postgraduate exchange student from Catholic University of Portugal.

After the game, the players of the two sides hugged with each other and posed for a group picture. This game helps deepen the friendship between the Chinese and foreign students and leaves a deep impression on all of us.





## The 9th International Conference on Service Systems and Service Management (ICSSSM 12)



ICSSSM (International Conference on Service Systems and Service Management), supported by IEEE is focusing on emerging service science in the 21th century. The main purpose of ICSSSM is to provide a platform for researchers, scholars, practitioners and government officials involved in general areas of service systems and service management to disseminate their latest research results, as well as to exchange views on the future research directions.

We look forward to your participation!

### Important Dates

31 Mar 2012 -- Extended abstracts or Full papers (maximum 6 pages) submission  
 20 Apr 2012 -- Notification of paper acceptance or rejection  
 10 May 2012 -- Final camera-ready papers submission deadline  
 2-4 July 2012 -- Conference

For more information, please visit  
<http://sem.tongji.edu.cn/ICSSSM12/>

## 2012 Shanghai Summer School

### Courses Offering

§ Management in China / 4 ECTS  
 § Marketing in China / 4 ECTS  
 § Logistics and Supply Chain management in China / 4 ECTS  
 § Survival Chinese for Beginners / 1.5 ECTS  
 § Intercultural Communications / 1.5 ECTS  
 § Language of instruction: English  
 TOTAL 116 contact hours worth 15 ECTS (7.5 US credits)

### Admission Criteria and required documents for application

§ Minimum one-year study at undergraduate level  
 § Good language skills in English  
 § SEM-Tongji Summer School application form  
 § Curriculum Vitae  
 § Copy of Passport  
 § Payment voucher for Application fee and tuition fee  
 Send to [semsummerschool@tongji.edu.cn](mailto:semsummerschool@tongji.edu.cn) before May 31, 2012.

Date of Arrival: Sunday, July 8th, 2012

Date of Departure: Saturday, August 4th, 2012

Registration Deadline: May 31st, 2012

### Registration fee

USD 80 (To be paid when register, non-refundable)

### Tuition fee

Early-bird fee if wiring tuition before/on Mar 1, 2012: USD 2800  
 Full fee if wiring tuition after Mar 1, 2012: USD 3000

### Accommodation/Lodging fee

Reservation needed, fees to be paid when check-in.

Tongji Guest House (3-star hotel, 15-min walk to classroom)

Address: 69 Zhangwu Road, Yangpu District, Shanghai 200092, China

Option I: One person one room: nightly rate of RMB 250 per person totaling RMB7000 (about USD1111) for 28 nights (From July 8th to August 4th) (incl. breakfast)

Option II: Two persons share one room: nightly rate of RMB

134 per person totaling RMB3752 (about USD596) for 28 nights (From July 8th to August 4th) (incl. breakfast)

Tongji Days Hotel (4-star hotel, 10-min walk to classroom)  
 Address: 50 Zhangwu Road, Yangpu District, Shanghai 200092, China

Option III: One person one room: nightly rate of RMB 450-550 per person totaling RMB12600-15400 (about USD2000-2444) for 28 nights (From July 8th to August 4th) (incl. breakfast)

Option IV: Two persons share one room: nightly rate of RMB 225-275 per person totaling RMB6300-7700 (about USD1000-1222) for 28 nights (From July 8th to August 4th) (incl. breakfast)

Remarks: Option II and IV might NOT be available due to the uneven number of participants; The price and the availability of the rooms are subject to change, hence, reservation is suggested to be made as earlier as possible!

### Included in the program

§ 116 contact hours worth 15 ECTS (7.5 US credits)  
 § Transcript of Records  
 § All academic materials  
 § Certificate of attendance for the Summer School Program  
 § Seminar with Chinese students  
 § Welcome lunch and farewell lunch  
 § Cultural and Social Activities: Shanghai Museum, Shanghai City Sightseeing Bus tour, Chenghuang Temple, Peking Opera, one-day trip to Suzhou (Suzhou Museum, Silk factory...) and etc.  
 § Wifi internet access  
 § Company visits  
 § Charter bus for the company visits, 1 day-trip out of Shanghai and cultural /social visits  
 § Airport pickup by Tongji; Transportation cost of cab / taxi to be afforded by applicants themselves  
 § Complimentary guide of Tongji students during the whole program

Optional activities\*: (to be signed up on the orientation day July 9th, 2012, additional fee as following)

§ Group tour to water town nearby Shanghai, CNY 220-380 per person (fee depending on student number)  
 § ERA Intersection of Time show, ticket price: CNY 80-580

per person (fee depending on seat type)

\*Remark: The optional activities might be cancelled due to insufficient number of applicants.

### Costs that are not covered

§ Air tickets of round trip  
 § Travel and medical insurance  
 § Visa application fee  
 § Personal expenses and travel  
 § Cost for two optional cultural excursions (Group tour to water town, ERA show)

### Payment term

§ Please pay the registration fee and tuition fee to the bank account of Tongji, the accommodation fee directly to the hotel when check-in (Tongji Guest House/Tongji Days hotel)  
 § Please be aware that the full amount without any deductions must be accredited to our account. Any banking fees will be added to your balance;  
 § 100% payment of application fee and tuition fee must be wired before DEADLINE;  
 § Payment due date shall be the date when our account receives your payment.

### Bank details of Tongji University

Bank of China, Shanghai Branch  
 Beneficiary Bank Address:  
 23.Zhongshan Road(E.1)  
 Shanghai 200002 P.R.China  
 Swift number: BKCHCNBJ300  
 Beneficiary: Tongji University  
 Beneficiary Bank Account No.:  
 044036-8001-00793508093001

### Cancellation policy

§ Cancellation after April 20th, 2012 --- 10% retained;  
 § Cancellation after May 25th, 2012 --- 50% retained;  
 § Cancellation after June 22nd, 2012 --- no fee refunded

### Contact us

Rm 405, Yuntong Building, School of Economics and Management, Tongji University, 50 Chifeng Rd, Shanghai, China (200092)  
 Email: [semsummerschool@tongji.edu.cn](mailto:semsummerschool@tongji.edu.cn)