

SEM Holds Chinese Traditional Festival Revelry for International Students

On the evening of Sept. 27th, a party called Chinese Festival Revelry, organized by Students Union of SEM, was staged at the Xiachenshi Plaza, on Siping Campus. The event was sponsored by International Cooperation Office of SEM and supported by Students Office of SEM. Many international students from different countries and students from our university as well as other universities in Shanghai were drawn to the party, and they enjoyed a wonderful night.

There were several booths to introduce four Chinese traditional festivals, namely, the Mid-Autumn Festival, the Dragon-Boat Festival, the Spring Festival, Double Seventh Festival(the Chinese Valentine's Day), to promote traditional Chinese culture and establish friendships between Chinese and international students. There was booth for students to make wishes; in addition, almost every booth prepared nice games related to the customs of a certain festival, ranging from riddles both in Chinese and English, traditional Chinese String Weaving, Scissor-cut, to quizzes about the festivals, little games between couples and pair-matching, all of which refreshed the students' impression about China by this much more local introduction.

Apart from the popularity among the booths of the outer field, the performances in inner field were no less popular with continual applause—Legends about the festivals like Chang'e Ascending to the Moon and Qu Yuan's Drowning himself into the Miluo River were reenacted. What made the festival reach the climax was a very popular song called Jiangnan Style, which was originally a Korean hit, and people danced to their heart's content in a very hot atmosphere.

During this Festival, many foreigners showed great interest in and were curious about the traditional Chinese culture like Paper-cut for window decoration, Scissor-cut, traditional clothes in Han Dynasty, Zongzi, mooncakes, which they had never known. A French student's words can best exemplify this—"I have never seen Chunlian before, and I'm very much surprised to see the color red as in my country red doesn't mean luck."

In recent years, with the deepening of cultural exchange between China and foreign countries, more and more international students come to Tongji University. Tongji Chinese students are very glad to have more activities like this to give a broader look of China to foreigners. SEM does hope by doing so that the cultural charm and essence of China, can be better known by more foreign students and attract them to come to China, especially Tongji University.



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SCHOOL OF ECONOMICS & MANAGEMENT, TONGJI UNIVERSITY

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The 4th Advisory Committee Meeting Successfully Held in SEM

On Sept 22nd, 2012, the Fourth Advisory Committee Meeting was held successfully in Yuntong Building, SEM. Present at the meeting are members: Prof. WU Qidi, Member of Committee of Education, Science, Culture, Health and Sports, National People's Congress, China and Former Minister of Chinese Ministry of Education; Mr. Thomas Sattelberger, Chief Human Resources Officer, Director of Labor and Member of Management Board, Deutsche Telekom AG, Germany; Prof. Michael Luger, Director of Manchester Business School, UK; Dr. Amir Reza as representative of Prof. Dennis Hanno, Dean of Postgraduate School, and Vice Provost of Babson College, US; Prof. GUO Chongqing, Academician of Chinese Academy of Engineering; Prof. ZHOU Zhen, Former Vice Director of the United Front Work Department of Shanghai; Mr. GAO Yan, Senior Vice President of Siemens Ltd. China Shanghai Branch; and Mr. GU Feng, CFO & Executive Director of Capital Operation Dept., SAIC Motor Co., Ltd., and Prof. HUANG Yuxiang, Former Dean of SEM and Director of the Advisory Committee. Prof. ZHOU Zuyi, Chairman of Tongji University Council, and Prof. JIANG Fuming, Vice Chairman of Tongji University Council also attended the meeting together with Prof. Anders Aspling, SEM's advisory professor and the management team from SEM.

Prof. HUANG, Director of the Committee, presided the



ZHOU Zuyi extending warm welcome

meeting. Prof. ZHOU Zuyi, Chairman of University Council extended warm welcome and gratitude to all the members on behalf of Tongji University. Prof. HUO Jiazhen reviewed the development of SEM during the past one year, reported SEM's improvement on several aspects mentioned by the committee last year, and proposed the plans for future development in the coming 5 years. In the afternoon, panel discussion was held focusing on topics of "How Could Business Schools Improve Services to Students?", "How Could Business Schools Improve Services and Contributions to Community?", and "How to Full Play--the Cooperation between School and Corporate?" The committee suggests that SEM should stick to Tongji's disciplinary strength, and continue exploring in the school's disciplinary strengths of Engineering Management, Urban Management and Service Science. Drawing on its geographical advantage, SEM should continue development in attracting international students, establishing scientific research cooperation, and building up connections with corporate. In particular, this time domestic and foreign student representatives of various programs as undergraduate, postgraduate, MBA and EMBA programs were invited to join the panel discussion of the first aforementioned theme, a good representation of SEM's core value of inclusion.



HUANG Yuxiang hosting the meeting



HUO Jiazhen reviewing SEM's latest development



WU Qidi



Thomas Sattelberger



Michael Luger



Student representative making suggestions



Amir Reza



GUO Chongqing



Student representative making suggestions



ZHOU Zhen



GAO Yan



GU Feng



Anders Aspling

SEM's Project Management Program Accredited by PMI-GAC



Prof. WU Guangming, assistant president of Tongji University, extending his warm welcome to site inspection delegation from PMI



Posed for a group photo



Prof. SHI Qian, on behalf of SEM's ME Center, accepting the PMI-GAC certification from John H. Cable, chair of PMI-GAC Global Authentication Center

On the 15th of September, 2012, Project Management Master Program was accredited by PMI-GAC (*The Project Management Institute Global Accreditation Center for Project Management Education Programs*) in Project Management Institute, with 7-year accreditation validation. Dr. SHI Qian, Assistant Dean and Director of ME Program, presented at the event. Tongji becomes, one of the four universities in mainland China acquiring PMI-GAC International accreditation.

PMI is one of the world's largest not-for-profit membership associations for project management profession, with more than 650,000 members and credential holders in more than 185 countries. Its worldwide advocacy for project management is supported by its globally-recognized standards and credentials, its extensive research program, and its professional development opportunities.

Introduction to PMI

The Project Management Institute (PMI) offers a range of services to the Project Management profession such as the development of standards, research, education, publication, networking-opportunities in local chapters, hosting conferences and training seminars, and maintaining multiple credentials in project management, these credentials are:

- * *Certified Associate in Project Management (CAPM)*
- * *Project Management Professional (PMP)*
- * *PMI Agile Certified Practitioner (PMI-ACP)*
- * *PMI Scheduling Professional (PMI-SP)*
- * *PMI Risk Management Professional (PMI-RMP)*
- * *Program Management Professional (PgMP)*

In addition to career development credentials, PMI offers a certification:

- * *Organizational Project Management Maturity Model Certified Consultant (OPM3-CC)*

PMI has recruited volunteers to create industry standards, such as "A Guide to the Project Management Body of Knowledge", which has been recognized by the American National Standards Institute (ANSI).



SEM's EMBA Program Ranked the 3rd in the Most Leading EMBA Programs in China



The 9th Most Leading EMBA Programs Ranking List in China was announced in the 7th of July 2012 in Beijing. Deans, EMBA program directors and EMBA

student representatives from more than 20 well-known business schools in China were invited.

Tongji EMBA Program was ranked as the 3rd of the most leading EMBA programs. It also won the honorable titles as "Most Recommended Program" and "Most Potential Program" in East China District.

Most Leading EMBA Programs Ranking is one of the earliest and most influential rankings in China since 2004. In the nine years, it has developed a lot by creating new awards and improving its evaluation process.

SEM Holds Meeting of Alumni Affairs

On the 2nd of July, SEM holds a meeting to discuss alumni affairs. Mr. CHENG Dong, Vice President of Pudong Oversea Chinese Community, and Mr. WEI Longxiang, Former Deputy Dean of SEM were invited to attend the meeting. Leaders from the university and staff from responsible departments participated in the meeting.

The meeting was hosted by Dr. HUO Jiazhen, Dean of SEM. He expressed that it had been an essential and urgent task for SEM to accelerate its development by

focusing on alumni, condensing their strength, and seeking common development of SEM. Mr. WEI and Mr. CHENG introduced respectively the cooperation of SEM Alumni Association with Pudong Oversea Chinese Community and its operation. The participants made discussion on the management structure of alumni association, its key value, information collection and database updating. Advices were offered, and valuable opinions were shared by the participants.

The 9th International Conference on Service Systems and Service Management Held in SEM



From the 2nd to 4th of July, 2012, the 9th International Conference on Service Systems and Service Management (hereby after referred as ICSSSM 12), was held in SEM. ICSSSM 12 was organized by ISSS SMC, Tongji University and Tsinghua University, co-organized by Tongji SEM, and sponsored by National Natural Science Foundation of China (NSFC). Coming all the way from US, UK, Swiss, Finland, Japan and ect, more than one hundred scholars and companies representatives from twelve countries and districts participated.

At the opening ceremony, on behalf of Tongji University and SEM, Mr. MA Jingming, Deputy Director of Tongji University, and Mr. HUO Jiazhen, Dean of SEM made welcome speech respectively. Prof. CHEN Jianzhou from Tsinghua University, as the Chairman of ICSSSM 12, also extended his welcome remark and delivered a key note speech for the morning session.

The subject of ICSSSM 12 is about service industry, with 37 venues for seminars and conferences simultaneously. Meanwhile, ICSSSM12 invited four

well-known scholars for speeches. Prof. James M. TIEN, Dean of College of Engineering of University of Miami, made a report on "The Next Industrial Revolution: Integrated Services and Goods", Dr. Prof. Chung P TEO from National University of Singapore, deliver a speech on "Management of Shared Service Systems: Challenges and Opportunities"; Dr. YU Gang, Chair of the Board of YIHAODIAN, focused his subject on "Customer Experience: The Key to Success in E-commerce"; Prof. JIA Jianmin, from Hongkong University talked about "Mobile Social Network and Telecom Services" as his topic.

ICSSSM 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.

ICSSSM13 will be held in Chinese University of Hong Kong.

Prof. WANG Guangbin Delivers a Keynote Speech in the Forum of Intelligent City and Urban Planning

On the afternoon of June 20, the "Intelligent City and Urban Planning" forum was held successfully in the Journalism College of Fudan University. Prof. WANG Guangbin of SEM delivered the speech of "To build the intelligent city wisely—the inbound and outbound intelligent city planning' s preliminary comparison and thoughts", which attracted wide social attention.

In December 2011, SEM signed the "Sino-American Intelligent City Research Program Cooperation Memorandum", with Stanford University's Sustainable Development and Global Competition Center, Carnegie Mellon University's Civil and Environment Department, and Shanghai Urban Planning Design Institute.



DBA Student Dr. DU Yunlong awarded the 2nd Prize in 2012 EDAMBA Doctoral Dissertation Competition

Dr. DU Yunlong, a student of DBA Program, jointly cooperated by France Grenoble Management School and SEM, was awarded the second prize in the EDAMBA doctoral dissertation competition this year. EDAMBA is the abbreviation of *European Doctoral Programmes Association In Management And Business Administration*, which is an organization dedicating to improve the doctoral research quality in the management field.



SEM Wins 12 National Natural Science Foundation Programs



National Natural Science Foundation has announced the winners of 2012 National Science Fund for Distinguished Young Scholars of China. Twelve National Natural Science Foundation Programs were awarded to SEM faculty, of which there are five General Projects, and seven Youth Projects.

WINNER	PROJECT NAME
GUAN Xianjun	Research on robust optimization of large scale emergency rescue resource distribution location, taking earthquake rescue as an example
REN Hao	Research on multi-level network actuation, knowledge diversity and continual innovativity of enterprises
WANG Guangbin	Study on internal mechanism and structure optimization of construction project contract management, under BIM scenario
WEN Yuechun	Research on stability evaluation and surveillance of capital markets system of China
ZHAO Haifeng	Research on passenger emergency information behavior at track traffic system
CAO Sheng	Research on institutional settings, financial information characteristic and fund investing behavior
HU Jing	Research on China's optimal growth routing against endogenous carbon restriction
HU Zhaolin	Research on input uncertainty of simulation and its implementation on financial risk management
LI Yanbo	Research on stakeholders-oriented development pattern and governing mechanism of historic blocks in cities, taking Shanghai as an example
ZHENG Xin	Empirical study on influencing mechanism of cross-border collaborative stimulation on the performance and channel loyalty of sales force, based on the perspective of marketing channel relationship
ZHONG Jing	Research on the mechanism of multi-level influence from external search to team creativity, based on the effects of sharing internally integrated external knowledge
ZHOU Zhongyun	Research on the effects of continual usage of culture tools in virtual society, based on the perspective of acceptance

SEM Faculty Funded by 2012 Science and Technology Innovation Plan

2012 Science and Technology Innovation Plan was announced. After the anonymous judgment of specialists and scholars, three theme projects and two optional projects of SEM won the bid. Prof. WANG Xia, Prof. HAO Fengxia and Prof. ZHU Yanmei have achieved the project subsidization of assigned projects, while Prof. LI Yong and Prof. ZANG Mandan Were funded for their personal projects.

WINNER	PROJECT NAME
WANG Xia	Research on Zhangjiang Innovative District
HAO Fengxia	Research on strategy of Shanghai innovative industries
ZHU Yanmei	Policies of innovative industry: solar industry
LI Yong	Research on the R&D efficiency of Enterprises funded by Shanghai government
ZANG Mandan	Environment-oriented research and evaluation of Shanghai transformation

Prof. LE Yun of SEM Win Special Award in the 2012 Staff Essay Competition



Le Yun in the awards ceremony

At the 105th anniversary of Tongji University, the Staff Union initiated an essay competition and a speech contest, with "Tongji Spirits" as the theme.

The competition attracted over one hundred essays. Finally, there were 2 essays elected to be the Special Award, 3 for the First Prize, 5 for the Second Prize, as well as 10 for the Third Prize and 14 for good

compositions. Especially, Prof. LE Yun from SEM won one of the Special Awards for the composition titled "To be a true Tongjier". In addition, another professor from SEM, Dr. Zhang Naiying's essay got the Second Prize with the title of "I'm a Tongjier".

Opening Ceremony of 2012 Tongji-CWRU MBA/MSM-Finance Double-degree Program and Finance Forum Successfully held in SEM



On the 22nd of September, 2012, Opening Ceremony of Tongji-Case MBA / MSM-Finance Double-degree Program ends successfully in SEM.

The ceremony was hosted by Ms. WU Boning, Director of Professional Degree Office. Dr. WANG Guangbin, Deputy Dean of SEM, made a welcome speech. Mr. HU Xiaorong, Risk Manager of Morgan Stanley, China, Fortune Securities, and Mr. LIANG Qinghua, Director of Shanghai Huaihai Branch of Industrial Bank Co., Ltd, made remarks respectively on behalf of CWRU and Tongji alumni. Ms. ZHAO Ying, Chief Editor of Whichmba.net, introduced future development of MBA career market. Students from No. 2 Cohort and No. 3 Cohort gave speeches concerning their experience and study plan. Dr. Anurag Gupta and Dr. LI Yibin, Directors of Tongji-Case MBA / MSM-Finance Double-degree Program, extended their gratitude to the participants and best wishes to the students.

The Third Tongji-CWRU Finance Forum was held in the afternoon, hosted by Prof. Chen Weizhong, Head

of Economics and Finance Department, SEM.

Tongji-CWRU Finance Forum is jointly launched by SEM and Weatherhesd School of Management, Case Western Reserve University, with the motivation of creating a platform for the students of double-degree program to communicate and interact with executives of finance industry. In the forum, Mr. Zhang Guangping, Deputy Director of Banking Regulatory Commission of Shanghai Municipal Government, was awarded as Adjunct Professor of Tongji University by Deputy Secretary of Tongji, Mr. Jiang Fuming. Mr. Zhang delivered a speech on achievements and trends of the internationalization of RMB. Mr. Jin Wu, Managing Director of Chartered Standard Bank of China, and Dr. Hu Bin, CEO of BNY Mellon Western Fund, made keynote speeches of "Financial strategy and the value of the company" and "China's stock market investment philosophy" respectively.

Tongji-CWRU MBA/MSM-Finance Double Degree Program was initiated in 2010. The first batch of students was recruited in 2011. All the courses and lectures in the program are delivered in English. The duration of this program is 2.5 years. Students will spend one month in Cleveland for the residence study during summer.

This program is the first master's degree in finance from a top US university offered in mainland China, and the first MBA/MSM-Finance double-degree program in China, which establishes a successful international education cooperation mode.

Tongji EMBA Delegation Attend the 15th Anniversary of Sun Yat-sen University EMBA Program



In 2012, Tongji EMBA Program is celebrating its 10th anniversary. As Tongji EMBA Program's strategic partner, Sun Yat-sen University EMBA Program is celebrating its 15th anniversary. Tongji EMBA

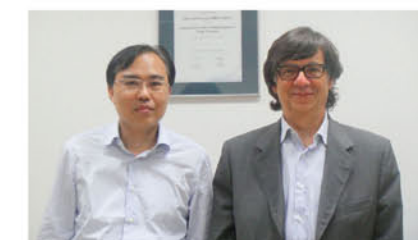
delegation, led by Dr. Prof. WANG Guangbin, Deputy Dean of SEM and Dr. CHENG Guoping, Director of EMBA Program, was invited to Taiwan to take part in celebration event. Dr. WANG, on behalf of SEM, delivered gifts to Sun Yat-sen University.



On the 15th of September, Dr. HUO Jiazhen, Dean of SEM met with Dr. Alfons Sauquet and made a discussion on cooperation of Innovation and Entrepreneurship and Executive Development Program between SEM and ESADE Business School. Dr. CHEN Song, Deputy Dean of SEM and Dr. WANG Haiyan, Director of International Cooperation Office of SEM, also participated in the meeting.

ESADE Business School is one of the best business schools in the world, according to numerous rankings. In 2006 and 2007 ESADE was listed as the world's best business school by The Wall Street Journal. The Financial Times (FT) ranking of the best European business schools ranks the school 7th in 2011. On top of that ESADE Business School is ranked 13th

Dean HUO Met with Dean of ESADE Business School



world-wide in the eduniversal ranking. As one of 57 business schools world-wide ESADE has been awarded the Triple accreditation by EQUIS, AACSB and AMBA.

SEM Faculty Sign up in HBS Glocoll 2012

Dr. WANG Shijin, faculty of Department of Management Science and Engineering, participated in Global Colloquium on Participant-Centered Learning 2012, organized by HBS (Harvard Business School) this summer. The Global Colloquium on Participant-Centered Learning (GLOCOLL) is a two-session program that seeks to build a global community of faculty members who are committed to participant-centered learning through innovative teaching and course design. Developed by HBS senior



faculty members, the program aims to help management educators improve their effectiveness by learning from their teaching.

SEM Invites Professor from Fukushima University to Lecture

On the 18th of September, 2012, Prof. DONG Yanwen, from Fukushima University, Japan, was invited to give a lecture to SEM faculty and students on "Credit Scoring and Class Imbalance Dataset".



The seminar was hosted by Dr. ZHANG Jiantong, Director of Department of Management Science and Engineering. Credit risk is usually caused by a business failure and credit scoring models are used to assess the credit quality of counterparty. In real business, the number of healthy customers is much more than that of insolvent ones and so the learning dataset is usually a severely imbalanced dataset. As a result, the healthy customers could be learned well and identified with high accuracy in the models, but the insolvent customers cannot be identified correctly. In order to identify insolvent customers more accurately, two approaches are usually applied: one is algorithmic modification and another is data resampling. Some case studies and issues are introduced as well.

China-Germany PhD Candidates Seminar Held in TONGJI SEM

On the 19th of September, 2012, two-day China-Germany PhD Candidates Seminar 2012 in Project Management was held in Yuntong Building. Prof. Motzko, Vice President of Darmstadt University of Technology (TUD) and ten TUD PhD candidates and twenty SEM PhD candidates participated in the seminar hosted by Dr. HU Wenfa from Department of Construction Management and Real Estate, SEM.

The seminar was organized by Institute of Construction Management of TONGJI SEM and Institute of Construction Technology and Management of TUD, which was aimed to establish a platform of academic communication among PhD candidates.



Delegation of Faculty of Architecture, University of Hong Kong, Visits SEM

In September, an undergraduate delegation of Faculty of Architecture, University of Hong Kong, visited SEM. The visit was supported by Hong Kong "1000 Talent Plan", launched by Ministry of Education of HK government.

The delegation includes 36 UHK undergraduates, who arrived in Jiading campus and met with 30 SEM undergraduates majoring in Engineering Management. Dr. MA Guofeng, Deputy Chair of Department of Construction Management and Real Estate, introduced the development and features of the

department. The meeting between two institutions' students widely broadened all participants' international horizon. Two exchange students from Feng Chia University, Taiwan, also joined the meeting.



JIAO Liuyang of SEM Wins 200m Butterfly Gold Medal at London Olympic Games



【London】 August 1, 2012, JIAO Liuyang of SEM, competed in women's 200m butterfly final of swimming at London 2012 Olympic Games. Liuyang of China claimed the title in this event with 2:04.06. She set a new Olympic record on her way to winning gold in the women's 200m butterfly. The Beijing silver medallist raced to victory in a time of two minutes 4.06 seconds, beating Spain's Mireia Belmonte Garcia (2:05.25) into second.



It's the first time in her career life to win an Olympic gold medal, which is the 17th gold medal for China in London 2012 Olympic Games.



LU Ying of SEM Wins Olympic 100m Butterfly Silver

【London】 July 29, 2012, LU Ying of SEM, participated in women's 100m butterfly final of swimming at London 2012 Olympic Games. She claimed silver in 0:56.87 while US Dana Vollmer took gold in 0:55.98.



TANG Yi of SEM Wins A Gold Medal in 200m Free Style

At the Ninth National University Games, Tang Yi of SEM set up a new record of 1 minute 59.38 seconds for the game.



Welcome Ceremony held for 2012 SEM Undergraduates

On the 3rd of September, a welcome ceremony for 2012 undergraduate students is held in Lecture Hall of Yifu Building. Prof. Jiazhen HUO, Dean of SEM, Prof. HAN Chuanfeng, Prof. WANG Guangbin and Prof. CHEN Shouming, Deputy Deans of SEM, directors of departments of SEM and faculty attend the ceremony hosted by Dr. WANG Ruijie, Deputy Dean of SEM.

Dean HUO, on behalf of SEM, warmly welcomed the students and introduced the development and features of SEM. He also gave a further introduction on student affairs in terms of studying abroad, program characteristics, psychological health and future career. He also proposed many valuable suggestions and expectations on students' university



life, future study, and personal life development. Sophomore student representative gave his suggestion to the freshmen. After the ceremony, every department respectively continued its program introduction to students.



SEM Holds 2012 Orientation Ceremony of Postgraduate Program

SEM staff, faculty representatives and all postgraduate freshmen and PhD candidates participated in the event.



On the afternoon of September 4th, 2012 Orientation Ceremony of Postgraduate Program was held in Rm 224, Administrative South Building, Jiading Campus. Dr. HUO Jiazhen, Dean of SEM, Dr. RUAN Qingsong and Dr. HAN Chuanfeng, Deputy Deans of SEM, and

The event was hosted by Deputy Dean RUAN. Dean HUO, on behalf of SEM, extended warm welcome to the students and introduced the development and features of SEM. Deputy Dean RUAN, connecting with his personal experience, taught a vivid practical lesson to the graduates. He encouraged students to organize their study time well and make study plan. 2011 postgraduate representative gave their suggestion to the freshmen. After the ceremony, postgraduates and their supervisor continued their conversation about the coming semester.

2012 Fall Semester Welcome Ceremony Held for International Students of SEM

September 6, 2012, a welcome ceremony for new international exchange students of SEM is held at the Lecturing Hall of the 3rd floor, Yuntong Building. Prof. CHEN Shouming, Deputy Dean of SEM presents at the ceremony and delivers welcome speeches. Team of International Cooperation Office of SEM poses for group picture together with the 142 new international students from around the world after the ceremony.

Deputy Dean CHEN extends, on behalf of SEM, its warm welcome to the international students. Then team of the International Cooperation Office, SEM introduces the history of Tongji University and briefs on the administration regulations of SEM. After the welcome ceremony, the international office arranges campus tour and city tour for International Students to

experience in person the Chinese Culture.

Currently there are 219 International Students registered in SEM, with an increase rate of 27% compared with that of the same semester last year. Among them 31 are dual-degree undergraduate students, 73 dual-degree postgraduate students, 10 degree-seeking postgraduates, and 105 non-degree exchange students. The international students of SEM mostly come from business schools in Europe and North America, which enjoy high reputation and have established long-term partnership with SEM. Most of them have acquired the accreditation of AMBA, EQUIS or AACSB, the so-called Three-Crown authoritative accreditations for business schools.



SEM Successfully Holds 2012 International Summer School Program



From Jun 26 to Aug 4, 2012, the most sweltering period of Shanghai, SEM successfully hosted Shanghai International Summer School Program on the main campus of Tongji University. The program features courses related to business topics, inter-cultural communication and Chinese language through combining a series of company visits and cultural activities. The program provides the international students with a great opportunity to know Chinese culture, appreciate the charming metropolis of Shanghai and experience study life in Tongji University, a top Chinese university with a centennial history. In this short six-week period, over 30 students from around the world gain perceptual knowledge of Chinese culture and commercial environment in China.

In the Marketing course, students came to understand the law of finance through the survey on KFC planning management. In the Supply Chain Management course, although facing quite a few challenges of complicated mathematic problems, the Chinese and international students helped each other and finally conquered all the problems. In the Intercultural Communication course, Chinese students, acting as the cultural ambassadors, presented a lively China in front of the international students, with the help from the

course teacher. The most exciting moment for the students shall be the company visit. The program has arranged various kinds of company visits, including foreign-funded corporation, private enterprise, state-owned company and sino-foreign joint ventures, covering marketing consultation, foreign trade and industrial manufacture, etc. After the in-class fundamental knowledge accumulation, the after-class active learning process, accompanied with the vivid and detailed explanation by faculties as well as executives from companies, students all felt benefitted quite a lot.

After class, the Chinese and international students visited Shanghai together, they came to know this charming city in the sight-seeing bus tour, felt the

blending of oriental and occidental cultures at the Bund, experienced the Chinese traditional culture via watching Beijing Opera, enjoyed the visual impact from the ERA show featuring Chinese acrobatics, appreciated the Chinese ancient gardens and tea fragrance in the excursion to Suzhou city, tasted the elegance of the southern China riverside town in the Zhujiajiao boat trip, and wandered the nature in the long corridor of the aquarium.

Just as what Fiona, one student from Belgium, said, "It is a challenge for me to come to a country where the language is beyond my mind, however this simple several weeks is the most remarkable and unforgettable experience in my life."

Video of 2012 Shanghai Summer School Program:
<http://www.tudou.com/programs/view/nYBk5WcRgl/>

For more information, Please visit SSSP webiste:
<http://sem-international.tongji.edu.cn>

SEM Students Successfully Accomplished "2012 Global Leadership Development Experience Program" in Babson College, US



From June 3 to 29, 2012, invited by SEM's partner school, Babson College, two junior students, YUAN Yongyi and YANG Anqi, were selected to participate in the 2012 Global Leadership Development Experience Program (hereinafter referred as GLDE) in Babson College, US. According to the assessment feedback from the Dean of Babson College, their performance excels among all the other participants. Located in Babson Park, Massachusetts, Babson College was established in 1919. Babson College tops in the field of Entrepreneurship in the US for 13 years consecutively according to US News and World Report.

GLDE is an intense immersion program where students partner with innovative student entrepreneurs, corporate and non-profit executives, and world-class faculty while working to create innovative, real-world solutions to social, economic, and environmental issues in a collaborative and challenging environment.

"Classroom sessions provided to create problem-solving strategies through real-life examples, led by Babson's top-notch faculty and business leaders," said by Yongyi and Anqi. "Students gained an in-depth understanding of how to approach challenges by examining the United Nations Millennium Development Goals." The two students spent 4 weeks together with students from US, Canada, India, Tunisia, Pakistan, etc. GLDE creates a good opportunity for them to improve their cross-cultural communication, increase their international learning experience and broaden their international vision.

Buddy Program Chinese Students and International Students

Buddy Program, organized by the International Cooperation Office of SEM and Student Union of SEM, was held on 9th September in Clover Café and Tongji Building Block A. The program is aimed to promote intercultural communication among Tongji Chinese students and international students and to provide an opportunity to improve their oral language ability, which attracted many participants.



The event began with an introduction meeting in a relaxed atmosphere. Their topics were various including their favorite kinds of coffee and Hollywood movie stars. The organizer prepared lots of interactive games. One group played "Draw Something", a game that Chinese students were good at, while another group played "Foreign Poker", which were taught by several international students. To their surprise, 9th September is just the birthday of David, a handsome student from Belgium. So his group led to sing "Happy Birthday Song" for him in both Chinese and English together. David said that it feels so exciting and

memorable to have this special birthday in China. In the end, every group was invited to take photos before our activity poster as souvenirs. The photos recorded of their smile.

Through this face-to-face communication, a large number of students managed to find their partners. An international student said that they had few chances to communicate with so many Chinese students like this, though there are a lot of Chinese around them. He hopes that this kind of activities could be held more.

Tongji SEM Students Awarded with Scholarships from Rhone Alpes Region for International Students

Great news from SEM's partner Grenoble Ecole de Management, four SEM postgraduates have obtained Scholarships from Rhône Alpes Region for International Students. The four students are YUAN Daofang, PEI Pei, ZHANG Jiepei, XU Kun, who are currently seeking Double Master degree in Grenoble Ecole de Management, France. Each student will receive 4 800€ (approx. 40 000 RMB) for this coming

academic year.



In addition, another two SEM postgraduates, Hong JING and Xiaotian PANG, have been awarded with French Eiffel Excellence Scholarship by French Ministry of Foreign Affairs. They are studying in ESCP Europe, France to continue pursuing their degrees this September.