

SEM Hosts 2012 Christmas Party for Internatioanl Students

2012 Christmas Party was held in Tongji Kingswell Hotel on 21st 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. Ms. YAN Aihua, Assistant Dean of Sino-French Center, Dr. WANG Xuyu, Director of SEM Administration Office, Dr. CHEN Xun, Director of Postgraduate Students Office, Ms. FANG Yufeng, Director of Undergraduate Teaching Administration Office, and Chinese language teachers, together with around 100 Chinese and international students enjoy the party together.

The party was overwhelmed with wonderful performances from students. German students from EBS, Nastia-Lara Luise Emde, who just won the first prize of Top Singers Competition, sang "All I need Christmas is you" for us. Other performances include Chinese group songs from international students, live band show by Chinese students and solo song by David Schneider, and hip-hop dance by students from Sino-French class. Our Santa Claus led children singing "We wish you Merry Christmas" and gave Christmas gifts at the end of the party. The party ended up with students' taking pictures with each other and tasting delicious Chinese buffet.

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



TONGJI SEM NEWSLETTER

SCHOOL OF ECONOMICS & MANAGEMENT, TONGJI UNIVERSITY

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10th Anniversary of Enrollment for 1st EMBA Cohort and Establishment of Tongji Alumni Relief Fund

On the afternoon of November 10th, 2012, the Tenth Anniversary of Enrollment for the 1st EMBA Cohort was held in Sino-French Center. Prof. WAN Gang, Minister of Ministry of Science and Technology, Prof. WU Qidi, Former Minister of Ministry of Education, Mr. ZHOU Jialun, Former Council Chairman of Tongji University extended their congratulations via inscriptions. Guests presented are Prof. ZHOU Zuyi, Council Chairman of Tongji University, Prof. DONG Qi, Prof. CHEN Yiyi, and Prof. LI Yongsheng, Vice Presidents of Tongji University, Prof. LEI Xinghui, Dean of Graduate School, and Prof. HUO Jiazhen, Dean of SEM and Dr. CHENG Guoping, Director of EMBA Program Center. Faculty representatives, 1st EMBA cohort students and EMBA alumni also joined the event.

Tongji Alumni Relief Fund was established by the 1st EMBA Cohort to support some poverty-stricken alumni of Tongji University. 1.18 million yuan was donated as the first funding. The most moving donation is from Ms. CAO Lijuan, who donated 200,000 yuan. Her husband, Mr. DONG Hongwu, was one of the 1st EMBA Cohort but passed away.

All the leaders presented extended their gratitude to the 1st EMBA Cohort for their contribution and supports to SEM's development and extend their best wishes to all of them for their wonderful life and career in the future.



SEM Organize Executive Development Program for Singapore Engineers

In the early November 2012, Executive Development Program for Singapore engineers was held in Tongji SEM, which was jointly organized by SEM, BCA (Singapore Building and Construction Authority) and NUS (the National University of Singapore). 20 EMBA students from Singapore engineering companies spent four days in SEM. Most of them have been working in China for many years. The program offered them an impression of Chinese construction market and construction management.

The program was composed by several lectures delivered by SEM faculty on Complex engineering project management and cost control of the whole construction project. Some company visits to Shanghai Center, BAOLI Theater, and Hongmei South Road



Tunnel introduced the current big construction projects in China.

This EDP training program launched the development of EDP center to focus its strategy on internationalization and academics. EDP center plans to send executives of Chinese engineering industries to visit Singapore next year.

SEM Honored the Most Brand Influence of MBA Program in 2012

On the 6th of December, 2012, the 5th China Education Ceremony 2012 organized by *Sina.com*, with the subject of "Education 3.0, *Internet changes China education*" was held in JW MARRIOTT Hotel, Beijing. Scholars, experts and media from home and abroad got together to the event to witness the fruit of China education reform and to discuss further development. SEM was honored as the Most Brand Influence of

MBA program in the Academic Year of 2012. The award election was launched on the 2nd of November. The final winners were elected by thousands of media, students and experts. It is a grand award for MBA program of SEM.



SEM Professor Committee Held to Discuss Curriculum Development and Scientific Research

From October 12th to October 14th, SEM Professor Committee was held to discuss the development of curriculum and scientific research. 37 professors participated in the meeting, chaired by the deputy chairman of the Professor Committee of SEM, Dr. ZHU Dajian, Dean Dr. HUO Jiazhen, Vice Dean Dr. HAN Chuanfeng, and Dr. WANG Guangbin attending it.

In the meeting, Dr. HUO Jiazhen made an opening speech and stressed that professors were pioneers among the faculties, and should unite and make joint efforts to contribute to the development of curriculum and scientific research. Then, the professors presented launched a heated discussion about some



critical issues, such as talent introduction, curriculum planning, the use of funds, establishment of academic bases, the development of institutions, etc.

SEM Ranked 7th Best Business School in Mainland China in 2012

On the 17th of October, the 5th EDUNIVERSAL was held in Lima, Peru, which announced 2012 Ranking of Best Business Schools in the World. SEM was honored to be ranked as the 7th Best Business School in Mainland China.

The selection was voted by 1,000 Deans in more than 150 business schools worldwide. In the past four years, SEM has been ranked among TOP 10 in Mainland China in succession.

This vote is converted into a recommendation rate

that the student can use to evaluate each establishment and compare different establishments. The Official Selection is a selection of Business Schools made by a Scientific Committee that has established a global mapping system meeting the criteria of universality and the international reputation of each academic institution.



<http://www.eduniversal-ranking.com/business-school-university-ranking-in-china.html>

Dean Discuss SEM Governance with the Students

On the 20th of November, Dean's lunch was organized. Prof. Dr. HUO Jiazhen, Dean of SEM, Dr. WANG Ruijie, Deputy Dean of SEM, Dr. CHEN Xun, Director of Postgraduate Affairs Office and Dr. ZHOU Xianghong, Assistant Dean presented at the event. More than 20 students from Bachelor Programs, Postgraduate Programs and Professional Degree Programs were invited to have lunch with dean and exchange some views on SEM governance.

Dean HUO introduced to students SEM's vision, mission and its strategies. He said the international-

ization and academics are critical for its further development. Students offered their suggestions on academic affairs, courses selection, supervisor system and oversea exchange programs and etc. Student Union made a summary of volunteer job of PUJIANG Innovation Forum. Muhammad Hussain Bhuyan from Bangladesh extended his wish, on behalf of international students, that more social activities could be arranged among international students and Chinese students. All the advices are very precious to Dean HUO who discuss with the students SEM further development.

SEM Alumni Day

On the 8th of December, alumni from 1982 Construction Management and Engineering Program got together at SEM to celebrate their 30-year anniversary of graduation. Prof. HUO Jiazhen, Dean of SEM, and Prof. YE Minghai, Chair of Department of Business Administration were invited to the event. Dean HUO warmly welcomed the students return to SEM and reviewed the development of the past three decades. Founded in 1982, SEM originally boasted 300 students. Currently, the total number of students reaches 6000 in six departments, which ranks the 7th largest student scale for business school in mainland China. Prof. YE also made an introduction to the

development of Department of Business Administration. The memory of studying in SEM is unforgettable for the alumni who learned what is the most cherished and valuable knowledge and experience. In the afternoon, the alumni visited Tongji Historic Gallery.



Signing Ceremony of Collaboration on Strategic Planning of Shanghai Smart City



On the 10th of December, 2012, agreement of collaboration on strategic planning of Shanghai Smart City was signed between Tongji SEM and Shanghai Urban Planning Design Institute. The collaboration 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.

The agreement was officially signed by Dr. WANG Guangbin, Deputy Dean of Tongji SEM and Mr. ZHANG Yuxin, Dean of Shanghai Urban Planning



Design Institute. The invited guests included Prof. CHEN Xiaolong, Vice President of Tongji University, Prof. HE Pengfei from Science and Technology Office, Prof. SHI Qian, Assistant Dean of SEM, Prof. MA Guofeng, Deputy Chair of Department of Construction Management and Real Estate, and leaders and experts from Shanghai Urban Planning Design Institute. Foreign guests joined the ceremony were Prof. Kristen Day, Former President of American Environment Design Institute and Prof. WANG Jie, Stanford University.

Video of Administration Basic Principle and Practice Analysis National Essence Course Launched to the Public



CCTV interviews Dean of SEM Concerning the Global MBA Program

Recently, Dr. Prof. HUO Jiashen, Dean of SEM, has been interviewed by the China Central Television (CCTV) about the Global MBA program of School of Economics and Management, and the interview was broadcast on September 29th in the LIVE NEWS of CCTV News Channel and the CHINA NEWS of CCTV International Channel, titling the commencement of the first MBA program concerning China, India and the US. (Link for interview: <http://news.cntv.cn/china/20120929/102792.shtm>)

It is reported that the recruitment of the Global MBA program is in underway. This program is the first program started through the cooperation of China, India and the US, which concerns three parties, namely, School of Economics and Management of Tongji University in China, XLRI School of Business & Human Resources in India and Weatherhead School of Management Case Western Reserve University in the United States.

The video of Administration Basic Principle and Practice Analysis, National Essence Course, was published on the website of Ministry of Education. The course is conducted by the faculty from Department of Public Administration. The instructor team includes its leading instructor, Prof. SUN Rong, three co-faculty, Dr. XU Hong, Dr. YANG Beilei and Dr. ZOU Shan-shan. Prof. SUN is a well-known expert in Theory and Methods of Administration since 1980s.

The essence course combines the theory of current administration management in China and case study from an international perspective, which help the students to better understand the theory and promote their capability of analysis and operations.

National Essence Courses are elected by Ministry of

Education and Ministry of Finance since 2011. It is an internet-based platform of teaching to create a national high-educated study for the public.

Website links:
<http://www.jouruses.edu.cn/details/10247V001>
http://v.163.com/movie/2012/6/A/AM8E4KQ4QI_MBE5CHSAA.html



Entrepreneurial Innovation and Reducing Poverty Academic Conference Held in TONGJI SEM

Entrepreneurial Innovation and Reducing Poverty Academic Conference, organized by Asia Pacific Journal of Management (APJM) was held on the 20th of December.

Conference chairmen, Prof. HUO Jiazhen, Dean of SEM, Prof. YU Bo, Prof. David Ahlstrom, Chief Editor of APJM, made speeches on the ceremony. Other participants included Mr. Jay Barney, Chief Editor of SEJ, Mr. Gerry George, Chief Editor of AMJ, Prof. Garry Bruton, Director of Tongji Innovation Institute, Prof. Erko Autio, Director of Entrepreneurship Research Center of Imperial College London. Heated discussions were made on how to



reduce poverty by entrepreneurial innovation.

The conference was organized by Tongji University. Tongji faculty committed to make social responsibilities. Four academic thesis were selected to be discussed on the reducing poverty through entrepreneurial innovation. "A Study of Poverty Reduction through Peasant Entrepreneurship: the Yiwu Case" by Tongji Team was highly appreciated.

SEM Dean Invited to Attend Tongji-Harbin Institute of Technology APJM Academic Conference

APJM Academic Conference of Tongji University and Harbin Institute of Technology will be held this month. Prof. HUO Jiazhen, Dean of SEM-Tongji and Prof. YU Bo, Dean of School of Management, HIT, are invited to attend and be the chairmen. Other invited guests include, Prof. Gerry George, well-known scholar in management, and Prof. Jay Barney, world's leading professor in management, who will be speakers during the conference.

Asia Pacific Journal of Management which belongs to Asia Academy of Management, is a famous SSCI journal of management in Asia. It is ranked as the 18th journal of management in the world. Its special edition this time is about the research of innovation: reduce poverty by innovation. Prof. Garry Bruton, and Prof. Si Xiaofu, Joint Director of Institution of Innovation of Tongji, was invited by Prof. David Ahlstrom, Chief Editor of Asia Pacific Journal of Management, to be the guest chief editor of special session. Seven academic papers were selected to be presented to the public during APJM from 18-19 December 2012, which display the fruits of international innovation research.

Prof. Douglas R. Vogel Give an Academic Lecture in SEM



On October 10th, by the invitation of the Management Science and Engineering department of SEM, the renowned scholar in Information Management System, Professor Douglas R. Vogel gave an academic lecture to the student in Jiading Campus of Tongji University, titling Group Support in the Workplace: a Knowledge Management Perspective. He is known as the Chairman and Fellow of AIS (Association for Information Systems), a professor and executive director of the Information System department of the City University of Hong Kong. This lecture initiated great curiosity in the audience. About 100 students and teachers attended the lecture and discussed a series of questions concerning the lecture.

Douglas R. Vogel is Professor of Information Systems and is an Association for Information Systems (AIS) Fellow as well as AIS President. He received his M.S. in Computer Science from U.C.L.A. and his Ph.D. in Management Information Systems from the University of Minnesota where he was also research coordinator

for the MIS Research Center. In a ten year relationship with a Colorado electronics manufacturer he served in virtually every technical and managerial capacity including Director of Engineering, General Manager and member of the Board of Directors. He has published widely and been recognized as the most cited IS author in Asia Pacific. Professor Vogel's teaching and research interests bridge the business and academic communities in addressing issues of information system creation and impact on aspects of interpersonal communication, group problem solving, cooperative learning, and multi-cultural team productivity. His interests reflect a concern for encouraging efficient and effective utilization of computer systems in an atmosphere conducive to enhancing the quality of life. He is especially active in introducing group support technology into enterprises and educational systems. His particular focus emphasizes integration of audio, video, and data in interactive distributed group support. Additional detail can be found at <http://www.is.cityu.edu.hk/staff/sdoug/cv/>.



Prof. Dennis Hanno Member of SEM Advisory Committee Visits SEM



On the 16th of December, Member of SEM's Advisory Committee, Prof. Dennis Hanno, Dean of Graduate School and Vice Provost of Babson College, was invited to visit SEM-Tongji. Prof. HUO Jiazhen, Dean of SEM, Prof. RUAN Qingsong, Prof. CHEN Shouming and Prof. CHEN Song, Deputy Deans of SEM, Prof. SHI Qian and Prof. ZHOU Xianghong, Assistant Deans of SEM, and other SEM staffs presented

at the meeting.

Dean HUO briefed to Dean Hanno about SEM's current development and introduced the vision of SEM's developing strategies in details. Dean Hanno shared Babson's experience in Alumni services, executive training programs, and management of the undergraduate and graduate programs. SEM's staff had a very fruitful discussion with Dean Hanno regarding his advices on "how to do marketing of EDP", "how to improve alumni work", "how to control the teaching quality of faculty", "how to make the most suitable financial revenue plan for a business school" and etc. Further insights and valuable suggestions were made by Dean Hanno respectively.

In September, the Fourth Advisory Committee Meeting was held successfully in Yuntong Building, School of Economics and Management. Currently, SEM has invited three international members of Advisory Committee, namely, 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; and Prof. Dennis Hanno, Dean, Graduate School and Vice Provost, Babson College. SEM's Advisory Committee comprises of influential government officers, entrepreneurs, presidents of universities, deans, experts and professors renowned in the field of economics and management both home and abroad. The committee is to provide consultations on crucial decision-making for SEM's medium-long term development planning, and offer propositions for SEM's development strategy; especially regarding its further internationalisation based on the fulfillment of its mission and realization of its vision.

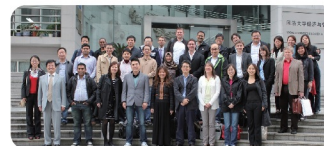
Located in Babson Park, Massachusetts, Babson College was established in 1919. It is a renowned business school in the US and tops in the field of Entrepreneurship in the US for 19 straight years according to US News and World Report.

Chief Editor of AMJ Visit Tongji

On the 16th of December, 2012, the chief editor of AMJ, the world well-known academic magazine, professor of innovation in Imperial College London, Dr. George Gerard visited Institute of Innovation, Tongji University. Prof. Gerard gave a lecture on innovation in Sino-French Center on 19 December. SEM faculty and students had a heated discussion with her on how to reduce poverty and speed up economy in terms of entrepreneurship from a management perspective.



SEM Hosts 2012 DBIC Workshop for Manchester Business School



From Oct. 29 to Nov.2, 2012, a delegation of 35 MBA students from Manchester Business School came to Tongji University to attend the "Doing business in China" Workshop hosted by SEM. The students come from different campuses of MBS around the world and it is quite impressive that they have working experience of more than ten years on average.

Presented by SEM faculty, the Workshop was made of several symposiums and company visits that introduced the feasibility of doing business in China, and

enable them to better understand China's fast-growing economy, the opportunities and challenges facing the country, as well as the plans for its further development. Also, by comprehensive explanations of marketing and consumer behaviors in China and communication with Chinese businessmen, it helped the students to better understand how to grasp the business opportunities and then conduct business in China.

Manchester Business School (MBS) has an excellent international reputation for it has yielded 25 Nobel Prize winners. According to the Global MBA programs Rankings of the Financial Times, it ranked among the top 30 business schools, and its M.B.A program was ranked 29th. In addition, MBS has been accredited by AMBA, EQUIS and AACSB, the so-called Triple-Crown Accreditations which was very rare since less than 1% business schools around the world have got the accreditations.



SEM Deputy Dean Host Modern Service Industry Forum of Global CEO Conference 2012

Dr. WANG Guangbin, Deputy Dean of SEM, was invited to host and give a speech on the last session of Global CEO Conference 2012, Modern Service Industry Forum. The 2012 Global CEO Conference, organized by the United Nations, was held in Shanghai on October 30. The conference was composed of one main forum and three sub-forums.

Prof. TAO Xiaoma of SEM Being Member of Shanghai Low Carbon Technology and Industrial Development Association



On the 17th of November, Shanghai Low Carbon Technology and Industrial Development Association was founded. Prof. TAO Xiaoma of SEM Tongji was appointed to be consulting expert of Low Carbon Sub commission.

The Association was organized by Shanghai PRC Scientific Research and Development Institute, and was highly supported by Shanghai Association of Science and Technology. During the afternoon 2012 Top Level Forum on Low Carbon Technology and Industrial Development of China, experts and scholars from universities exchanged their ideas on the development of low carbon industry in China.



World's Renowned Scholar Prof. Garry Bruton Lecturing in Tongji



On the 20th of December, the world's renowned scholar in Management, Director of Tongji Global Entrepreneurship Innovation Research Institute, Prof. Garry Bruton was invited to Tongji to give a lecture on Management of Qualitative Research Literature and Research Methods. Garry Bruton's research focuses on entrepreneurship in emerging economies and he has published over 1000 academic articles in leading journals.

Besides, Dr. Jay Barney, the founder of RBV Theory, will visit Tongji Global Entrepreneurship Innovation Research Institute on the 16th of December. Prof. Barney is the chief editor of SEJ and is a Presidential professor of strategy management. He will meet with Prof. Bruton, Prof. SI Xiaofu and Prof. CHEN Song to discuss in the field of resource management and entrepreneurship innovation.

Dean of School of Management University of Bath Visits SEM



On October 17, 2012, Prof. Dr. Richard Elliott, Dean of School of Management, University of Bath, visits SEM, Tongji. Prof. Dr. Jiazhen HUO, Dean of SEM, together with staff from International Cooperation Office of SEM, met with the guest. The two parties introduced their history, development, and shared with each other the latest international programs and development of the two business schools. Potential opportunities on faculty exchange, joint MBA module exchange, Executive Training Program, and summer school program were explored during the meeting.

The School of Management, University of Bath is one of the leading business schools in UK. It is currently ranked 1st for Business by Sunday Times University Guide and 1st for Accounting and Finance by Times Good University Guide. Its MBA program was ranked the 1st in UK and the 24th in the world according to Financial Time. The School is also a leading centre for management research - placed 5th in the UK in the latest RAE. The school is highly internationalized in terms of its faculty and student profiles and has acquired AMBA and EQUIS accreditation.



Dean of WHU Visits SEM

On November 14th, Prof. Dr. Michael Frenkel, the Dean of WHU – Otto Beisheim School of Management visited our school. On behalf of Tongji SEM, Prof. HUO Jiazhen, Dean of SEM, presented at the meeting and warmly welcomed the guests. The two parties briefly introduced each others' recent development and explored various collaborative possibilities. After the meeting, accompanied by Prof. HUO, the guests visited the facilities in Yuntong Building and Tongji Block A Building.

WHU – Otto Beisheim School of Management is a German business school and is EQUIS and AACSB certified. Patron and main financier of the business school is the billionaire and founder of the METRO Cash & Carry Group, Otto Beisheim. In 2011, WHU was ranked 20th in the European business school rankings by the Financial Times and its Master in Management was ranked 6th globally in the overall rankings by the Financial Times.

Delegation of ESCP Europe, France visits SEM

On the 17th of Oct., Delegation of ESCP Europe, France, led by Prof. Pascal Morand, former Dean, ESCP Europe, visited SEM. The delegation also included Prof. Delphine Manceau, Deputy Dean of EMBA program, ESCP Europe, Prof. Maria Koutsouvolou, Deputy Dean of Academy, ESCP Europe, Prof. Leon Laulusa, Asian Program Coordinator, ESCP Europe, Prof. HUO Jiazhen, Dean of SEM, Prof. WANG Guangbin, Deputy Dean of SEM warmly welcomed the distinguished guests. Associate Professor Dr. WANG Haiyan, Director of International Cooperation Office of SEM, Ms. CHENG Ting, Deputy Director of International Cooperation Office of SEM, Ms WU Boning, Deputy Director of Professional Degree Admin. Office of SEM also attended the reception. The two parties held the meeting to discuss the possibilities for exploring further cooperation areas.



They then presented their cooperation mode, as the business school, with Paris Polytechnic University. The two parties made the further discussion concerning the areas and cooperation mode of executive training program, as well as the master double degree program.

During the meeting, the two parties first reviewed the overall situation of the present collaborative programs. The mutual agreement, between Tongji SEM and ESCP Europe, was signed in 2005. The cooperation areas mainly focus on the master double degree program, the faculty exchange program and the executive short-term training program. Then Prof. HUO introduced in details the development of our school in recent years, as well as our school's future strategy. Afterwards, three deans of ESCP introduced their development concretely, including the programs and disciplines of various cam-

ESCP Europe Business School, France was founded in 1819 It is one of the oldest business schools in Europe. As one of the top business schools in France as well as in the world, ESCP Europe is among the very few business school who has acquired the triple authoritative accreditations for business schools known as AACSB, EQUIS and AMBA. As the global business schools ranking in 2012, released by the "Financial Times", the Master in Management Program of ESCP ranks the second globally, their EMBA program ranks the 21st.



Dean of Gustavson School of Business, University of Victoria, Visits SEM

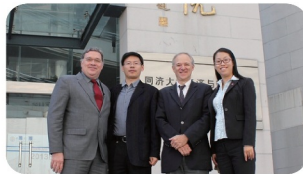


On October 20th, 2012, Prof. Saul Klein, Dean of Gustavson School of Business, University of Victoria (hereinafter referred to as UVic) and Prof. Linda SHI of International Business and Marketing of UVic visited SEM, Tongji. Prof. Dr. HUO Jiazhen, Dean of SEM met with the guests. The two parties reviewed their exchange program in recent years, shared with each

other the latest international programs and development of the two business schools, and explored potential collaboration areas as Executive Development Program and joint scientific research.

Established in 1903, University of Victoria is consistently ranked as one of Canada's leading research universities and ranked among the top 200 in the world by the Times Higher Education survey. Its School of Business was founded in 1990, which boasts 35 faculty members all with strong research background coming from all over the world. Entrepreneurship, Service Management and International Business are its three main disciplinary specializations. With over 60 partner universities, over 80 % of its students have overseas study exchange experience.

Delegation of University of Quebec in Montreal Visits SEM



Delegation of Tamkang University Visits SEM

On October 22nd, a delegation from Tamkang University of Taiwan visited our school, and the delegation included: Prof. ZHANG Jiayi, President of Tamkang University, Prof. DAI Wanqin Vice President for International Affairs, and Prof. FENG Zhaogang, Former Vice President for Academic Affairs. Vice Dean of SEM, Dr. RUAN Qingsong summoned a meeting to greet them and other teachers were also present at the meeting.

On the basis of the agreements the two sides have already signed, they focused on building up cooperation between our school and the School of Management and the School of Business of Tamkang University concerning faculty exchange, cooperation in scientific research, and summer training programs. In addition, the two parties also discussed developing courses about international perspectives and the future development. They



further expressed their wish to develop students exchange and double-degree programs on the level of school.

Tamkang University is a private institution of higher education, and it has been regarded for fourteen years as the most popular private university among enterprises.

On October 23rd, 2012, a delegation of University of Quebec at Montreal, including Mr. Sylvain St-Amant, Director of Office of International Relations of UQAM and Dr. Benoit Bazoge, Associate Dean of Studies of the School of Management visits SEM, Tongji. Prof. RUAN Qingsong, Deputy Dean of SEM, together with staffs from International Cooperation Office of SEM, met with the guests. The two parties briefed their history and development. School of Management, UQAM is the only school in Canada which has been accredited by PMI (Project Management Institute). The two parties

explored potential cooperation in project management program.

The University of Quebec in Montreal, founded in 1969, with 41,000 students in total, is a public French-language university with an international reach and influence. Its School of Management has acquired EQUIS accreditation and has 12,000 students, 80 full-time faculty members and 60 part time faculty members.



Delegation of QUT Business School visits SEM



On Oct. 24, 2012, the delegation of Business School of Queensland University of Technology (Hereinafter referred to as QUT), Australia, visited SEM-Tongji. The delegation includes Prof. Chris Ryan, Head of School of Accountancy, Prof. Michael Kidd, Head of School of Finance and Economics, and Mr. Andrew Paltridge, Director International, QUT Business School. On behalf of SEM-Tongji, Prof. HUO Jiazhen, presented at the meeting and warmly welcomed the guests. Ms. Yuexian SHOU, Vice Director of International Office of SEM and Ms. Susan ZHOU, International Programme Manager of International Office of SEM, joined the meeting together. The two parties briefly introduced each others' business schools and explored collaborative possibili-

ties. It is expected that student exchange program will be launched between the two schools in the near future and both schools promise to promote faculty exchange and joint scientific research.

Queensland University of Technology is located in Brisbane, Australia. Its Business School is the only business school in Australia that has acquired triple authoritative accreditations by AACSB (The Association to Advance Collegiate Schools of Business), AMBA (Accredited MBA) and EQUIS (European Quality Improvement System). Behavioral Governance, capital market, and environmental economics are the business school's key strengths in research areas.



Delegation of National Sun Yat-sen University Visits SEM

On the 2nd of November, a delegation of National Sun Yat-sen University visited SEM. The guests include Prof. YANG Hongdun, the President; Prof. LI Qingtan, faculty from School of Management, Mr. LIU Xinlu, Alumni Association and Mr. HONG Qianzhu, Assistant of Alumni Association. Prof. HUO Jiazhen, Dean of SEM, warmly welcomed the guests, together with colleagues from the university's International Exchange and Cooperation Office for Hongkong Macao and Taiwan Affairs and SEM EMBA Center.

Dean HUO introduced the cooperation between both parties and expressed his wish on further cooperation such as joint mobile courses, summer seminars, etc. The two institutions will deepen their collaboration on CSEMBA program and organize EMBA case study and conferences. On behalf of National Sun Yat-sen University, President YANG highly supports the cooperation

between the two schools.

National Sun Yat-sen University is a comprehensive research-oriented university located in Kaohsiung, Taiwan. The university, known as NSYSU, is the first one in Taiwan's National universities accredited by AACSB in 2005 and now it is ranked the third best university in Taiwan.



On October 19th 2012, a delegation of 20 students and teachers of MBA 2011 Cohort from the University of Macau came to visit our school. They interacted and communicated very well with their counterparts of our school. And Ms Liyihong, Deputy Director of MBA Center elaborated the development, characteristics, achievements and prospect of Tongji MBA program. The two sides introduced each other's development, features, achievements, and future perspective. Also, Prof. HONG Fulai from University of Macau presented a gift representing their friendship to Tongji MBA Center. Then, the students and teachers from both sides took photos together and expected another meeting.

MBA Delegation from University of Macau Visits SEM

Vneed New Business Model Activates Consuming Behaviors



Vneed is an entrepreneurial team, set up by four young people from SEM, Tongji University: Zheng Zihao, Wang Liya, and Wang Wenzheng from 2009 Information Management and Information System Program and Yang Anqi from 2009 Construction Management Program. In a special TV show for the 8th Challenge Cup Chinese College Students Entrepreneurship Competition Final, they introduced the history of their team: since the beginning, they have been committed to establishing the most professional e-commerce platform for C2B education. By their efforts, they won the Special Award in the 2011 National Challenge for E-Commerce and other awards.

Among the large population competing fiercely to survive in enterprise establishment, what are the

advantages of college graduates? The answer from Vneed is: "to be in the market and to be sensitive to the demands. Our advantage is to keep up with the times and to be observant of opportunities." Vneed adopts a new business model, that is what they sell are not the tangible goods, but the service catering to the consumers' needs. Also, they combed the team's developing process: in the early stage, it provided various services for ordering tickets, signing up for extracurricular classes, etc; and in the middle stage, it also provided goods and services for daily life, such as book and building materials purchasing.

Reported by Newspaper for Chinese Youth:
http://zqb.cyol.com/html/2012-11/28/nw.D110000zqgnb_20121128_2-703.htm

SEM Holds Halloween Party for International and Chinese Students

On October 29th, SEM, together with the International Department of its Student Union, held a Halloween party at the Glass House in the Students Center, Siping Campus.

This party had received great support from the Party Committee, the Youth League Committee and the international office of SEM. Under the backdrop of Halloween, there were various party games. During the party, the students, regardless of skin colors or nationalities, danced together and had a wonderful night.

Although the party finally ended, many Chinese students stroke up friendship with the international students and exchanged their phone numbers. In the future, there will be more such activities to get the students acquainted, and further communication between students.



HE Yuzhou from SEM Captures the First Award in 2012 Shanghai "Caesar Cup" Piano Competition

On Nov.18, in the 2012 Shanghai "Caesar Cup" Piano Competition Final and award concert, held in Shanghai Concert Hall, Helving Hall, Mr. HE Yuzhou from our school captured the first award. He performed a marvelous piano concerto cooperating with the Shanghai City Symphony Orchestra.

The event was hosted by the Shanghai Education Committee and China Shanghai International Art Festival Center, which was one important item of the fourteenth China Shanghai International Art Group Committee. More than 300 participants from nearly 50 institutions of higher school attended the competition.

SEM Table Tennis Team Wins the Fourth Prize in the University Faculty Pingpong Tournament

On Nov.16, the University Faculty Table Tennis Tournament, which lasted for more than half a month, came to an end. Our school's faculty Table Tennis Team presented high-level performance and beat several competitive rivals in the games. Eventually our team won the fourth in this tournament.

During the game, our representative team, with team members including HUANG Baoru, FU Shijie, ZHU Maoran, LIU Yili, XU Zhiqian, WANG Xuyu and ZHANG Yanxia, presented the striving and team-work spirit. In the first group round robin, our team advanced from the group as the seed team. Then in the Elimination Game, our team screwed up and defeated the Library Team and Foreign Language School Team, thus



advanced to the semi-final. Successively, in the fiercely competitive semi-final game, our team showed great performance and captured the fourth finally.

Fifty SEM Students Volunteer for 2012 PUJIANG Innovation Forum

During the recent 2012 PUJIANG Innovation Forum, fifty SEM students took active parts in the forum as volunteers.

On Nov. 1st, student volunteers, formally dressed, started their work by picking up guests from the airport. Some of the volunteers worked till midnight to ensure the guests' enjoyable stay in Shanghai. The hard working volunteers help guests feel at home. On the second day, a new group of volunteers joined in and shared the registration work in the Dongjiao State Guest Hotel. During the following two days, also the busiest time, all the volunteers totally dedicated to the work and live up to their duties without any complaints. Their persistence and commitment contribute a lot to the successful



convention of the forum. For students, this volunteer work was a meaningful and precious experience in their lifetime.

SEM EMBA Tennis Team Wins the National Elite Universities EMBA Tennis Championship Tournament



The fifth National Elite Universities EMBA Tennis Championship Tournament took place on Nov. 3rd and Nov. 4th in Nanjing Olympic sports center. SEM EMBA tennis team, with the outstanding skills and high-level performance, continued to capture the first place carrying the winning tradition of last year.

This Competition was hosted by the National Elite Universities EMBA Tennis Association and the business school of Nanjing University. 24 national elite universities EMBA tennis teams, including Beijing university,

Qinghua University, China Renmin University, Tongji University, FUDAN university, Shanghai Jiaotong University, Nanjing University, Xiamen University, CHANGJIANG Business School, China Europe International Business School(CEIBS), the Chinese University of Hongkong, attended this competition. On Nov.3, our EMBA tennis team was qualified into the quarter-final games with the first place in the group. After several rounds' fierce competitions, our team beat Qsnghua university EMBA team, champion of the third tournament, and was qualified to the semi-final. In the

following semi-final, our team beat the CEIBS EMBA team by 2:0 and was qualified to the final game. In the final, our supporting team cheered up warmly for our team. The team members also screwed up and won the final game with 2:0. The Beijing University team got the runner-up.

This victory also makes Tongji University the first university team in South China who continues to win the champion in the National Elite Universities EMBA Tennis Championship Tournament.

The 8th YIXIN 2012 China MBA Enterprise Case Competition-East China Final Take Place in SEM

On Nov. 3rd, the 8th "Yixin" 2012 China MBA Enterprise Case Competition East China Final took place in the conference Hall of YIFU Building. 23 teams from 14 universities of East China Area such as China Europe International Business School (CEIBS), Shanghai JIAOTONG University, Tongji University, Nanjing University, participated in the presentation and competition. Finally, SHANGHAI Jiaotong University(ANTAI) Team 2 and Tongji University Team 2 captured the first prize. The two teams are qualified to take part in the National Final Competition on Dec. 1st.

The Chinese MBA enterprise case competition- East China Final was jointly hosted by Qsinghua School of Economics and Management MBA Education Center, Tongji University School of Economics and Management MBA Center, "Qsinghua Management Review", "Managerialist", and was financially supported and co-organized by YIXIN company. The East China Final took the example of YIXIN Company's "Agricultural Loan Public Finance", as a typical case of the humanity and social responsibility. The case was studied and analyzed in all-round aspects, and presented fabulously by the 23 teams. The competition not only invited the media from the Harvard Business Review, Tencent Web, Forbes, Finance, Chinese Economics Weekly Magazine to join on-site live report, but also invited the professors from FUDAN and Tongji University, executives from companies, and senior media professionals to be the judge panel.

The MBA Enterprise Case Competition aims at simulat-



ing the real business case, to train the future enterprise elites' decision and analytical capability when facing the challenges, to develop the mature business thoughts, then to lay a solid foundation of the future development. As the host of the competition, Tongji MBA always put an emphasis on the enterprise case teaching. Many professors edit their projects into cases or purchase the updated Harvard case, then use them during the lecturing in class. They use the enterprises' real issues as the cases for student discussion, thus developing students' analyzing ability, as well as the ability to solve the enterprises' real issues. Now the professors edit the research results into the "Tongji University MBA Case Summary", which would be published soon. In addition to the class education and case study, Tongji MBA Center also attach great importance to build the platform as case competition, making it a bridge that could combine the theory and reality, then leading the MBA students pay more attention on the economic facts and practical operation, analyze the enterprise strategic development and offer suggestions to the companies. Two students from Tongji Team 2, who won the first prize expressed that "the case competition is a multi-disciplinary integrated academic and economic exploration. What we obtained is not only the thought of the cases itself, but also much expertise and professional guidance."

Delicacy in Chinese Cuisine Friendship in Shanghai

On Dec. 6th, a remarkable activity, Chinese Corner, was successfully held in Room 401, Yuntong Building at 6:30. The activity focused on local cuisine in Shanghai. It not only gave a vivid description of Shanghai local cuisine, but provided a perfect stage for international students to communicate in Chinese and absorb Chinese culture.

A brief introduction of the activity procedure and the development of Shanghai cuisine was introduced first. The foreign students listened attentively and were greatly impressed with the detailed introduction of those tempting delicacies, such as red-braised meat, deep fried shrimps, Shengjian and Nanxiang dumplings.

There were also many fascinating games. In the game "I guess you draw", everyone was greatly amused by the exaggerated performers as well as the confused guessers. Each time a foreign student spared every effort and finally figured out the correct answer of the Chinese words, there would definitely be a burst of applauds and cheers. Furthermore, another surprise turned up in the game of "Clip Beans", where participants are supposed to use chopsticks to carry the beans one by one and as quickly as possible. At the end of the game, many Chinese students surprisingly found that foreign students could use chopsticks perfectly, when some even performed better than Chinese students.

With the gift-giving part going on, there came the

end of our Chinese Corner. Impressed by those tasty food and amusing games, all the international students have something too important to forget, friendship bridged by Chinese language. They said that they can fully feel the charm of Chinese culture as well as the characteristics of Chinese in the activities and they will achieve a significant memory of life in Tongji.



SEM Hold Information Session of Outgoing Exchange Programs for AY 2013-2014

On the 25th and 26th of December 2012, Information Session of Outgoing Exchange Programs for AY 2013-2014 was held in both Jiading and Siping campus, with hundreds of students attended, including undergraduates, postgraduates, MBA students, and PhD candidates. Exchange programs of 67 SEM partner institutes from more than 20 countries, among which 16 are

double degree programs and 63 are non-degree exchange programs. Eight students back from exchange programs were invited to share their experience with the audience. Two foreign students from University of St. Gallen and one from Catholic University of Portugal volunteered to introduce their home university to Chinese students.

Nastia-Lara Emde Wins the Championship of Top10-singers Final of Tongji University

On the evening of Dec.7, the 27th "Saint-Gobain Cup" Top10-singers final competition of Tongji University was held in the university grand auditorium.

Tongji university 27th top10-singers competition lasted nearly two months since the preliminary contest officially launched, 16 contestants into the finals are decided among nearly 500 groups entering for the

preliminary contest from the various departments.

Finally, German exchange student Nastia-Lara Emde of our school won the championship, while JunYue Luo from College of Design and Innovation and Gong Chao from College of Environmental Engineering and Science ranked the second and the third.

SEM Alumni Invited to Give Lecture on the 8th Challenge Cup

On the 26th of November, Entrepreneurship session of the 8th Challenge Cup Chinese College Students Entrepreneurship Competition Final was held. Two SEM alumni, namely, Mr. XIAO Shulong, President of CDF-Capital and Mr. TIAN Guangfeng, President of CAISHENG Capital, were invited to give lecture during the event.

Both of them offered some suggestion on college students who are interested in building their business. They said that it is better to start their career as an employee first, and learn some basic professional knowledge. Find a good entrepreneur to be his or her career tutor to improve himself at the same time. Then they can think about building their own business. Preparation is a long distance for the new entrepreneur. Said by Mr. Tian.

The Athlete Students of Our School Attend the Sports Carnival Activity

In the second Sports Carnival Activity which just ended up, Ms JIAO Liuyang, champion of the 2012 London Olympic Games in Women 200-meter-Butterfly Stroke, SEM student, and some athlete students of our school attended the activity, participating in the friendly interaction with our students.

In the event, Ms JIAO Liuyang and some athletes from National Swimming Team, made the movement demonstration for our Tongji students who were taking the swimming classes in our university stadium. During the one-hour interaction, the athletes presented the professional swimming styles to the students. Their swift movement, fantastic skills and striking speed won the continuous applause among the present students.

Afterwards, in the interactive talk show section between Tongji students and the star alumni, the smart and humorous questions from the host, the tactful and random answers from the athletes, and the passionate laughter from the audience, made the Sino-French Center the happiness Center of Tongji Campus at that moment.



Alumni Entrepreneurs Meet with SEM Students

On the afternoon of November 15, Meeting with alumni entrepreneurs (TAIKANG LIFE) was held in SEM. Mr. LIU Tingjun, Assistant of CEO of TAIKANG LIFE Co. Ltd., made a speech to SEM students. Prof. Dr. HUO Jiashen, Dean of SEM, made a welcome remark and present "Tutor of students career development" to Mr. LIU.

students. Mr. ZHANG Yi, Vice President of TAIKANG, was graduated from Bachelor Program of Construction Management in 1987. He presented and shared his college memory with the students. He extended his gratitude towards SEM Tongji, where he learned a lot of precious knowledge.

Mr. LIU introduced overall, organization and business of TAIKANG. He shared its social responsibility with the

Dean HUO met with the guests and introduced the current development of SEM. He encouraged more and more alumni could be back to SEM.