

## Tongji MBA Delegation Welcome Home from the 3<sup>rd</sup> Asian Desert Challenge



The 3<sup>rd</sup> Asian MBA Desert Challenge started in the Tengger Desert in the Inner Mongolia on May 1<sup>st</sup> and ended on May 3<sup>rd</sup>. 16 people, including professors from SEM, MBA students and alumni formed a Tongji delegation and completed the race successfully. WU Dongping, the team leader won the second prize of men's race. Prof. JIN Fu-an, Senior Deputy Dean of SEM was assigned the adviser and Mr. CHENG Xuebin, Director of MBA Career Development Center was appointed as the leader.

Asian MBA Desert Challenge is a competitive race for MBA from Asian top business schools. Each contestants need to hike through the desert for 70 km with light load. The Tongji delegation overcame several living situation and all of the members finished the race.



## SEM Foreign Faculties Visit Shanghai Museum

On the afternoon of May 4<sup>th</sup>, SEM foreign faculties visited Shanghai Museum together with Prof. HUO Jiazhen, Dean of SEM. They are from different countries with research directions in human resource management, organization behavior, marketing and social responsibility, ect.

## 2014 Postgraduates Graduation Ceremony Held Successfully

On March 29<sup>th</sup>, Postgraduates Graduation Ceremony of SEM was held in Yifu Building, Tongji University. Guests presented at the ceremony are Prof. Xinghui LEI, Deputy Dean of Graduate School, Mr. Musheng SONG from Administration Office of Graduate School, Prof. Jiazhen HUO, Dean of SEM, Deputy Dean of SEM, and the Deputy Deans of SEM, namely Prof. Chuanfeng HAN and Prof. Ruijie WANG. Representative of post-graduate supervisor, and representatives of postgraduate parents and the students to graduate in 2014 participated the ceremony.



# TONGJI SEM NEWSLETTER

SCHOOL OF ECONOMICS & MANAGEMENT, TONGJI UNIVERSITY

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## Tongji Honored among the Top Ten Most Influential MBA Program by Forbes

On the 28<sup>th</sup> of March, Forbes released the list of most influential MBA programs in China. It's the sixth time that Forbes does an evaluation survey of China's MBA programs and selects 36 most influential MBA full time and part time programs. Tongji MBA program was honored as the 7<sup>th</sup>, among the top ten most influential MBA programs.

The Tongji MBA education, launched in 1993, is among the first group of institutions approved by the Degree Office of State Council. As approved by the international AMBA accreditation, the Tongji MBA Program has achieved tremendous advancement by meticulous attitude to probe new knowledge and to make contribution to the society.

Forbes issued the "Most Valuable Business Schools in China" back in April, 2005, and Tongji MBA program ranked ninth in the Most Valuable Part-time MBA Program, sixth in the Highest Salary of Part-time MBA Graduates. In 2010, Tongji MBA Program won "China's Top Ten MBA Institutions" and "Most-favored MBA Programs by Enterprises". In 2012, it is once again listed in the "Top Ten Most Valued Part-time MBA Program" in the Forbes Best Business School Ranking.



## 2014 SEM Teaching Competition for Young Teacher Held Successfully

2014 SEM Teaching Competition for Young Teacher was held successfully on Apr. 18<sup>th</sup> in Yuntong Building. The judge of the competition includes Prof. LIU Chunyan, the expert appointed by Academic Office, Prof. Ruan Qingsong, Deputy Dean of SEM, Prof. HE Fang, and Prof. TAO Xiaoma. Six candidates participated in the competition, including QI Shufang from Department of Construction Management and Real Estate, ZOU Shanshan from Department of Public Administration, WEI Feng from Department of Business Administration, SUN Lihua from Department of Economics and Finance, ZHANG Yao from Department of Accounting, DU Juan from Department of

Management Science and Engineering. At last, QI Shufang, WEI Feng, ZHANG Yao won the Top 3.



## Dean Discuss SEM Innovative Development with the Students

On 15<sup>th</sup> April, the meeting between SEM dean and postgraduates was held on Yuntong Building. Prof. HUO Jiazhen, Dean of SEM presented at the event. The meeting focus on the discussions of SEM digital application which is a platform between SEM and its students. SEM development and challenges of self-improvement and that the postgraduates face in different disciplines.

Dean HUO introduced to students SEM 's vision, mission and its strategies. He said the internationalization and academics are critical for its further development. Students offered their suggestions on academic management, course selection, supervisor system and oversea exchange programs and etc. All the advices are very precious to Dean HUO who discuss with the students SEM 's further development.

## Three Research Projects of SEM Win Science and Technology Awards by Shanghai Municipality Government

News from Shanghai Science and Technology Awarding Conference, sixteen research projects of Tongji University won Natural Science Awards, Technical Invention Awards and Science and Technology Progress Awards, among which one got the 1<sup>st</sup> prize, three 2<sup>nd</sup> prizes, and six 3<sup>rd</sup> prizes.

### The 2<sup>nd</sup> Prizes of Science and Technology Progress Award:

*Supply Chain Industry Development of Used Mechanical and Electronic Products by SEM professors, Guangfu LIU and Qingsong RUAN;*

*Overall Project Control of Developing Yujiangyan City by SEM professors, Guofeng MA, Qian SHI and Jianjun ZHANG*

### The 3rd Prize of Science and Technology Progress Award:

*Key Technology of Large-scale Integrated Transport Hub Construction by SEM professor, Jianguo CHEN*



Guangfu LIU



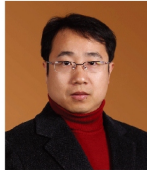
Qingsong RUAN



Guofeng MA



Qian SHI



Jianjun ZHANG



Jianguo CHEN

## Teachers from SEM Win 2013 Shanghai Women and Children Research Excellent Achievement

Recently, female teachers from Tongji University won several awards in 2013 Shanghai Women and Children Research Competition. Prof. LUO Jinlian from SEM won first prize, while Ms. YANG Bellei got second prize. Ms. ZHANG Naiying Ms. YANG Bellei got third prize.

In recent years, under the leading of the Center for Women's Study, female teachers from SEM have taken an active part in various activities held by Shanghai organizations.

## C&O Course Completes Successfully

On Mar 27<sup>th</sup>, 2014, the C&O course held by SEM Federation of Student Associations completed successfully. The theme of the course was about leadership and some student leaders came to share their experience. Besides, the course invited some influential men like GU Jiahui, Minister of Organization Department of Youth League Committee of Tongji

University, and LIU Yang, President of the Students' Union of Jiading campus, to talk about their experience and share golden ideas.

After the activity, students at present gave a feedback on the course and made a suggestion for the next one.

## Mobile Class of EDP Program

Mobile class of Executive Development Program on April 12<sup>th</sup> combines of the morning course, innovation and transcendence of thinking by Prof. WANG Jian, from College of Art and Communication, and the field trip to Chongming Island in the afternoon. Chongming Island, China's third largest island (besides Taiwan Island and Hainan Island), is situated at the mouth of

the Yangtze River. With an area of nearly 1,200 square kilometers, it is a perfect place for a back-to-nature weekend because of its pleasant climate, loamy land, green forest and crossing rivers. The mobile class is a very interesting and creative program, said the participants.



## The Development and Innovation of Retail Business Model Forum Holds Successfully



On Apr 7<sup>th</sup>, as a part of SEM 30<sup>th</sup> Anniversary activities, a forum about development and innovation of retail business model was successfully held in Siping Campus. It was organized by SEM MBA Center and Alumni Association, and hosted by Prof. HUO Jiazhen, Dean of SEM. Besides, several experienced professors and managers were invited to make speech to nearly 200 audience on the spot.



## SEM Expert Forum by President of Yihaodian

Dr. YU Gang, the president of Yihaodian, an online supermarket, graduating from Wharton School, was invited to attend SEM Expert Forum to celebrate 30<sup>th</sup> Anniversary of SEM, and made an excellent report to the audience in Yuntong Building on May 9<sup>th</sup>, 2014. The forum was hosted by Prof. HUO Jiazhen, Dean of SEM, and organized by Department of Management Science and Engineering. The hall which can hold 200 people was totally pecked by the audience. With a sense of humor, Dr. YU Gang introduced some innovative practical cases and shared his own entrepreneurial experience with audience. Now Yihaodian has already been a hot cake of E-business. The forum lasted 90 minutes and finally ended with great success.



## 2014 TiC100 Business Simulation Innovation Contest Starts

On Apr 9<sup>th</sup>, the 3<sup>rd</sup> TiC100 Business Simulation Innovation Contest (TiC100) began, which was held by Education management information center, SEM, and Advantech Foundation. The topic of the contest is "make innovation, take future" and the aim is to explore new system of business and technology application.

TiC100 is the most influential venture competition in Taiwan. T for "Talentreunership", i for "innovation" and C for "Collaboration". The contest offer students and enterprise managers a chance to practice and communicate, and share their knowledge and technology.



## 2014 商学院院长研讨会 2014 Business School Dean's Workshop

October 11, 2014 Shanghai China  
中国 上海





## Vice President of Alibaba Group Visit Tongji SEM



On April 1<sup>st</sup>, delegation of Alibaba Group, led by the vice president, Mr. YE Peng and Senior Manager, Ms. LIN Qian, visited Tongji SEM. Prof. HUO Jiazhen, Dean of SEM warmly welcomed the guests. Dean HUO introduced the development of SEM and its 30<sup>th</sup> anniversary and preparation of finance forum. Mr. YE briefed his company and its main business. He also extended congratulations on SEM's 30<sup>th</sup> anniversary. The two parties will explore some potential cooperation in the future.



## The Delegation Shih Hsih University Visit SEM



On Apr 2<sup>nd</sup>, 19 people from Shih Hsih University (SHU), including Prof. YE Yizhang, Department Chair of administration management of School of Management, paid a visit to SEM.

They were welcomed by SEM delegation led by Prof. TANG Wei, Assistant to the Dean, and communicated with the delegation. SEM delegation had visited SHU twice before and spent a wonderful time there. Hope that the fellowship of two universities would improve academic exchanges and cultural communication.



## SEM Representative Attend EMBA Council Asia Regional Meeting



Assistant dean MS. Wu Boning representing Tongji-SEM attended the EMBA Council Asia Regional Meeting hosted by Tsinghua University from April 14 to 16. At the meeting, MS. Wu boning took Tongji-Mannheim EMBA program as an example and introduced Tongji-SEM's international development strategy and international MBA/EMBA programs, drawing a lot of attention.

The Executive MBA Council was formed in 1981, with the assistance of the Association to Advance Collegiate Schools of Business (AACSB). It is a U.S.-based and global educational organization participated by business schools and the universities which have EMBA program, providing information, training and



various resources for the educational institutions worldwide. So far, it has more than 400 members, of which 7 members are from China, including Peking University, Tsinghua University, Renmin University of China, China Europe International Business School, Cheung Kong Graduate School of Business, Hong Kong University of Science and Technology and the City University of Hong Kong.

This Asia Regional Meeting was hosted by school of economics and management, Tsinghua University, participated by more than 10 famous universities and business schools from China, United States, France, Australia, Singapore, India, Hong Kong and other countries and regions.

## Dean of Business School of Feng Chia University Visit SEM

On the 18<sup>th</sup> of April, Prof. WANG Wei, Dean of Business School of Feng Chia University and Prof. ZHENG Fengchong, Chair of Department of Industry Engineering and System Management, visited Tongji SEM. Prof. RUAN Qingsong, Deputy Dean of SEM, warmly welcomed the guests. The two parties introduced the recent development of two schools, and exchanged opinion on collaborations on students and faculty exchange, joint science research, etc.

Feng Chia University was founded in 1961, which has been awarded with academic excellence honor for the

recent years. Its business school was accredited by AACSB.



## SEM Students in France Takes Active Part in Receiving President XI Couple During Their Visit in France



From Mar. 25 to 28, President XI Jinping and first lady PENG Liyuan, paid the visit to France for national affairs. SEM's students studying in France, with the organization of teachers from the school's International Students Fund Committee, took active part in receiving them.

In the process of reception, SEM's students also presented the image of Tongji students to the journalists from CCTV and other medias.

## SEM Hosts 2014 DBIC Workshop for Manchester Business School

From May 5<sup>th</sup> to 9<sup>th</sup>, a delegation of 40 Part-time MBA students from Manchester Business School came to Tongji to attend the "Doing Business in China" (hereinafter referred to as DBIC) Workshop hosted by Tongji SEM. The students come from different campuses of MBS around the world and it is quite impressive that the average working experience of the students is over eight years. This has been the 6<sup>th</sup> edition of the workshop Tongji SEM host for Manchester Business School.

The DBIC Workshop consists of serial lectures, seminars and company visits featuring the feasibility of doing business in China. SEM professors from fields of economics, business administration to management science, gave in-depth insights on China's fast-growing economy and development, the opportunities and challenges facing the country, consumer behaviors in China, marketing and international purchasing. It helped the students to better understand how to grasp the business opportunities and then start up business in China.

MBS and Tongji SEM are strategic partners. According to the Global MBA programs Rankings of the Financial Times 2013 Manchester Business School (MBS) ranked 39<sup>th</sup> in the world, and its M.B.A program ranked 11<sup>th</sup>. 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. Tongji SEM has also been awarded with AMBA in 2011 and EQUIS in 2013.



The University of Manchester  
Manchester Business School



## SEM Hosts EMBA Seminar for Politecnico di Milano



From May 26<sup>th</sup> to 30<sup>th</sup>, a delegation of 21 EMBA students from MIP Politecnico di Milano participated in the "Doing business in China" Seminar hosted by SEM, Tongji University.

The DBIC seminar mainly consists of 2 parts, namely academic lectures and company visits. The EMBA students of MIP School of Management, in average 10-year working experience, come from different industries such as energy, manufacture, automotive, consultancy, food, education, medical industry and etc. The lectures offered insights into a wide range of topics concerning China's business such as business culture, China's emerging economic

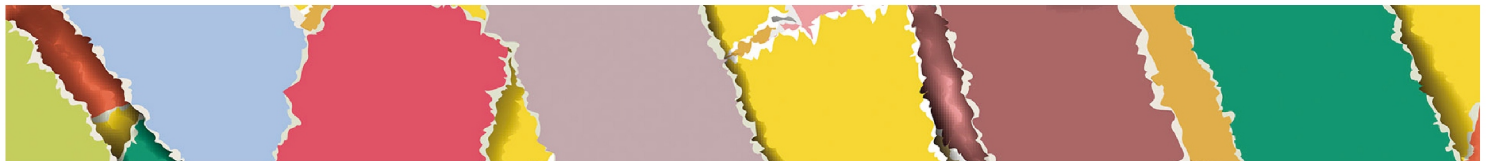
market, digital marketing and customer behavior in China, trends and strategies in global logistics and supply chain management and the situation of the foreign capital investment or Chinese overseas investment while the company visits provided the students with excellent opportunities to carry out on-the-spot investigations of Chinese market and communicate with Chinese professionals or foreign businessmen working in China. All those activities enhanced their understanding of the Chinese fast growing economy, driving forces, challenge and further development so as to better capture market opportunities in China.

MIP Politecnico di Milano was founded 30 years ago out of a partnership between the Politecnico di Milano and some leading businesses and institutions operating in Italy. MIP Politecnico di Milano ranked 38<sup>th</sup> in the Best European Business School by Financial Times in 2013. Politecnico di Milano got the three authoritative accreditations by AACSB (The Association to Advance Collegiate Schools of Business), AMBA (Accredited MBA) and EQUIS (European Quality Improvement System). Less than 1% of all the business schools worldwide have acquired the three accreditations.

## Graduation Ceremony of Tongji-Mannheim EMBA in Mannheim Business School

On May 15, a graduation ceremony of Tongji-Mannheim double degree EMBA program was held at Mannheim Palace in Mannheim Business School. The keynote speech was held by Mr. Uwe Raschke, Member of the Board of Management of Robert Bosch GmbH, who extended his congratulations to the success of double degree program. The graduates acquired the skills and tools necessary for international top management positions and played an important role in the Sino and German enterprises. 34 participants successfully completed the Tongji-Mannheim EMBA program and were awarded their diploma by Prof. HUO Jiazhen, Dean of Tongji SEM and Prof. Wuestemann, Dean of Mannheim Business School.

Hundreds of Sino and German EMBA graduates, alumni, relatives, and executives from companies and government, got together at Mannheim Business School to witness this cross-regional and multi-cultural EMBA students' graduation. It is the first time that Chinese university awards diploma of master program in a European university and the diploma is accredited by Ministry of Education in China.





## International Food Carnival Night held by SEM

On the evening of April 17<sup>th</sup>, International Food Carnival Night, organized by the School of Economics and Management together with the SEM International Department, was successfully held in the Students' Activity Center. A great number of Chinese students as well as overseas students were attracted by the variety of food. Before the activity started, there was already a long line at the entrance.

The Food Carnival Night started at 18:30. Students were given a cup and a fork as they entered. They

could taste all kinds of food the staff prepared, some of which were quite unique. Food and relevant cultures were divided into three stalls— the European stall, the Asian stall and the Chinese stall. Apart from these three stalls, there was also a food DIY section. Performances about food and drink could also be seen, such as sugar painting and rectification.

At the European stall, you could see authentic Italian rectification and French pancake making. Steak and pizza also attracted many students. Waffles,

sausages, desserts, Russian fruit juice...lots of other foods originated from Europe were provided.

At the Asian stall, sushi was the super star loved by most of the students. Of course there were many other Asian style food, including cheese intestine, glutinous rice cake, vinegar kelp, sakura jelly, dried fruit, Korean flavor spicy New Year cake and so on. A large jackfruit as well as a durian was cut and distributed on the spot, which livened up the atmosphere.

At the Chinese stall, food from all parts of China was fairly eye-opening. Bean jelly from Sichuan, seafood and onion pancake roll from Shandong, Hong Tuan and Qing Tuan from Fujian, etc. Various kinds of Chinese food you might have not even heard of could

be tasted here. Even fried insects were provided.

The DIY stall enabled students to make their own cakes and sushi. Not only could participants taste the delicious food made by their own, but also could they enjoy the pleasure during the process.

International Food Carnival Night was an unforgettable food revelry, where students could appreciate full enjoyment of visual and taste. What's more, this activity can greatly promote the friendship between overseas and Chinese students in Tongji. In the days to come, we will try our best to make such kind of activity more colorful and enjoyable, and enable more students to take part in it!



## SEM's Postgraduate Representative Team wins the University Badminton Competition Champion

On Apr. 15<sup>th</sup>, in the final game of university's postgraduate badminton competition, which took place in Jiading campus, SEM's team was awarded the champion by beating over the Transportation Engineering School Team with the final score 2:0.

After the game, the host delivered the Cup to the champion team. Two Teams' members took the photo for memory with the audience.

