上海财经大学商学院IMBA项目办公室

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IMBA PROGRAM

2015招生简章
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上海财经大学
Shanghai University of Finance and Economics

Webster University

上海财经大学—美国韦伯斯特大学合作举办
工商管理专业硕士学位项目（十九年连续招生）
是最早获教育部批准授予境外MBA学位项目之一（1996年）

荣获上海市教学成果一等奖

荣获国家级教学成果二等奖

批准书编号: MOE31US1A20030513O
DEAN'S MESSAGE

We live in a time, we live in a place where the popular belief is “show me the money.” People lead by following. They wait and watch to see the direction that everybody is going and then quietly get in front of others. There is something wrong here because the drama of life demands that we all stand for something—eschatological, meaningful contributions, making a difference, being the difference. I am convinced beyond a shadow of doubt that this nation is ready for your generation to move China from success to significance, and what China needs today is your courage to embrace a cause that is greater than all of you if it were easy, it wouldn’t be a challenge to succeed. This will demand courage. Your lasting contribution is the footprints you leave behind.

One of these days you will be dealt a bad hand. Failure, disappointments, and setbacks will come your way. And when those trying times come, how you rise will not depend on what you knew but on strong foundation anchored on values that are everlasting, family, friends, community and nation. You will be true catalysts in the great drama of life.
知行合一，感恩社会

Sight, Truth, Action & Responsibility

上海财经大学商学院

- 获得中国大学工商业管理权威机构CAMEA认证
- 获得AMBA国际认证
- 中国商科教育（ACE）认证会员
- AACSB会员
- EFMD会员

Webster University

- 美国高等认证委员会认证，授予学生
- 商科学士学位
- AACSB认证（国际高等学府联盟）
- AACSB会员
- 国际商学院专业排名前34
- 全球超过22,000学生来自190多个国家

The International MBA (IMBA) Program by Shanghai University of Finance and Economics (SUFE) and Webster University (Webster) was recognized by the Chinese Ministry of Education (MOE) in 1996, which is one of the first IMBA programs recognized by MOE. The program aims at cultivating business leaders with a global perspective and cross-cultural management talent.

The curriculum and teaching methods meet international standards. The courses and lecture are professional and cutting-edge, based on leading U.S. MBA programs. The program is conducted in small classes and taught in English. Courses are thorough, given in 8-week semester. The goal is deep learning and student skills.

Students have enough time to accumulate knowledge on an every-week basis.

Student center, we adhere to the belief of lifelong learning. Students have a variety of overseas study tours and take part in international exchange programs, making this program unique. Students and alumni are the greatest wealth of the business school, which is the reason our program provides opportunities for lifelong education. Students and alumni participate in outstanding monthly lectures and discussions. The relationship of cooperation between the College of Business at SUFE and Webster University will be further enhanced by regular teacher-student communication programs.

Instructors in the IMBA Program are selected from both SUFE and Webster University. Half of them are foreign professors, high quality teaching and over 1300 outstanding graduates have made great contributions to China’s economic and social development. We believe our IMBA program has been one of the most influential international MBA programs in China.
13% International Students
87% Chinese Students

55% Male
45% Female
部分学员单位（排名不分先后）

东亚银行 BEA(China)
渣打银行 Standard Chartered Bank
欧莱雅 L’Oreal
IBM
福特汽车 Ford
巴斯夫 BASF

德尔福 Delphi
通用 GE
大众汽车 Volkswagen
麦格纳 Magna

财富 Money Weekly
通用电气 GE
惠普 HP

梅赛德斯-奔驰 Every Bright Securities
苹果 Apple

上海财经大学-美国韦伯斯特大学合作举办工商管理专业硕士学位项目

2014年上海财经大学国际MBA第十八期学员团队训练
## COURSE STRUCTURE

### 基础课程 (4/5)
- BUSN 5000 商学导论
- MNST 5870 营业创新与企业战略
- BUSN 5620 现代经济分析
- BUSN 5600 企业理论与实务
- BUSN 6080 企业创新与组织

### 核心课程 (10)
- MRKT 5000 营销管理
- MRKT 5760 商业统计
- FINC 5000 公司金融
- FINC 5840 金融风险管理
- FINC 5830 金融与宏观经济
- BUSN 5800 财务管理
- BUSN 6110 运营管理
- BUSN 6070 管理会计
- BUSN 6020 公司与社会
- MNST 5990 公司责任与社会

### 选修课程 (2/14)
- 金融方向
  - FINC 5840 金融风险管理
  - FINC 5840 财务管理
  - FINC 5210 投资学
  - FINC 5830 金融与宏观经济
- 管理方向
  - MRKT 5850 消费者行为学
  - MRKT 5940 市场营销管理
  - MRKT 5940 市场营销
  - PROC 5660 供应链管理
  - MNST 5500 管理工程
  - MGMT 5920 市场营销
- 金融与营销方向
  - PROC 5840 营销

### Pre-requisite Course (4/5)
- BUSN 5000 Business
- MNST 5870 Innovation & Entrepreneurship
- BUSN 5620 Current Economic Analysis
- BUSN 5600 Accounting Theory & Practice
- BUSN 6080 Management Information System

### Core Courses (10)
- MRKT 5000 Marketing Management
- MRKT 5670 Applied Business Statistics
- BUSN 5620 Current Economic Analysis
- BUSN 5600 Accounting Theory & Practice
- BUSN 6080 Management Information System

### Elective Courses (2/14)
- Finance Track
  - FINC 5840 Entrepreneurial Finance & Venture Capital
  - FINC 5840 International Finance
  - FINC 5210 Investment
  - FINC 5830 Institutions and Financial Markets
- Marketing Track
  - MRKT 5850 Consumer Behavior
  - MRKT 5850 International Marketing
  - MRKT 5840 Promotional Management
  - PROC 5840 Supply Chain Management / Logistics
  - MNST 5500 Marketing Engineering
  - MGMT 5920 Marketing Channel Management

### Both Finance and Marketing Track
- PROC 5840 Negotiation

### General Course
- HRMG 5000 Managing Human Resource
- MNST 5710 Cross Cultural Management
- BUSN 5840 Issues in Business - Business Law

*课程设置已包含在课程模块内。

* BBA Program reserves the right to change the course schedule. The BBA Program has two tracks, Finance and Marketing tracks for elective courses, open to all students. The elective courses are arranged according to the latest curriculum system, from which the students may choose based on their career demands or individual interest. Students who complete one of the special area will be awarded an additional track certificate (Marketing Track or Finance Track).
教学模式 Teaching Model

SUFE MBA Program applies multi-dimensional teaching model, combining First Classes, Second Classes and Third Classes, which guarantees solid teaching quality and leads the trend of the advanced MBA education. The program integrates classroom teaching, case studies, academic activities, enterprise visit, practice of business operations, guest lectures, scholar forum, overseas study tour, and international exchange trips, which provides students a huge arena to experience and socialize.
国际合作

短期 Short-term：Doing Business in China——国际交往（引进来）

上海财经大学商学院每年都会组织学生到世界各地的商学院进行交流学习。2014年，我们与来自美国宾夕法尼亚大学福克斯商学院的MBA学生共同举办了为期一周的交流活动，期间，我们组织了学生参观了大企业总部，并与上海的MBA学生进行了交流和互动。

EMBA and MBA students from abroad finish their overseas study tour in Shanghai, organized by College of Business, SUFE. In 2014, we received EMBA and MBA students from Tabor Academy of Milton University in U.S. with Otto Bettham School of Management in Germany, etc. Students from SURE MBA Program conducted in-depth communication with the international MBA students through various activities.

短期 Short-term：Study Tour——国际交往（走出去）

华盛顿/纽约游学

第二学年Summer学期结束后，我们组织了同学前往美国首集参观并进行为期两周的游学活动。活动期间，学生们参观了谷歌、苹果、微软等公司，并与当地的学生交流互动。2013年，我们邀请了MBA学生在纽约的哈佛大学和斯坦福大学进修学习，期间参观了华尔街、纽约帝国大厦、华尔街等著名景点。

Washington D.C., Study Tour or Silicon Valley Study Tour

We will organize a 2-weeks Study tour to U.S. in summer, usually Washington DC and Silicon Valley. In 2013, we arranged a study tour to Silicon Valley and Stanford University. We visited Tesla, Hewlett-Packard, Yahoo, Facebook, Google, etc. in Stanford University. In 2014, we went to Washington DC. In Washington University, we attended several lectures specifically prepared for us. We also visited World Bank, International Monetary Fund, the U.S. Department of Agriculture, the National Association of Clean Air Agencies, and the Silicon Center for Scholars. The study tour not only enriches our academic knowledge and experience, but also achieves the goal of "study for fun."
中期 Medium-term  
国际交换 International Exchange

Summer in St. Louis, U.S. or Europe
As a student of the MBA Program between Shanghai University of Finance and Economics and Webster University, you are encouraged to spend a summer semester at Webster’s home campus in St. Louis, U.S., or any other campus in Europe, such as campus in Geneva, Vienna, London, Leiden, Athens, etc.

长期 Long-term: IMBA – Global Track

全球MBA项目的全球视野为学员们今后各种商务挑战以及机遇做好了充分的准备。全球项目的课程设置在Webster大学MBA的核心课程基础上，并结合拓展了大家的全球视野。全球课程设置旨在培养学员的全球公民意识，国际化经营和国际化视角的特色课程有助于提升大家的全球化市场意识。

The MBA – Global Track is an intensive professional preparation for the challenges and opportunities ahead. Curriculum builds on Webster’s core MBA coursework with an enhanced international perspective. The 47-credit-hour program lets students choose courses designed with a global focus to cultivate global citizenship. Takes internationally focused courses from options categorized as international business operation and international worldview for a balanced understanding of the global marketplace.
Program Highlights

- Experience international immersion in select locations around the world with a Walker Global Hybrid Courses.
- Learn from faculty with real-world, international expertise.
- Build a strong, global business foundation at a world-renowned ACBSP accredited university.
- Balance global scholarship and professional experience with student-centered curriculum.
- Choose from flexible program options that allow all Walker School students to integrate an international perspective into their academic program.

Curriculum

The program requires a minimum of 42 credits, which include: MBA core courses (30 credits), required for the program; three credits of international courses (12 credits) chosen from courses approved by the Business Department for the MBA + Global Track, as follows: 3 hours to include at least one 3-credit international experience course; 3 hours: Students must take a minimum of 9 credits from two course lists (International Business Operations Courses and International Work-View courses).

Graduation Season

Each year in May, the graduates will be invited to attend the commencement of Webster University in St. Louis.

毕业季 Graduation Season

每年6月，学员可以穿戴美方校方的学士服，配戴美国联邦最高法院的专属学位帽及参加毕业典礼以及学位授予仪式。
STUDENTS ACTIVITIES 学生活动

MBA联合会
上海财经大学MBA联合会是商学院全院在读MBA、IMBA学生的自我组织。每年通过竞选产生会长与副会长，一届一换。

学生组织 Students Organizations

商学院健康服务产业联盟
上海财经大学校友会以及健康管理健康产业的社会各界人士自愿组成的非营利性组织。

校友会
上海财经大学校友会是上海财经大学校友的自发组织，是校友间联系的桥梁和纽带。

校友们在各自的岗位上取得了骄人的业绩，为母校赢得了荣誉，为校友会的发展注入了活力。校友会将一如既往地为校友们提供服务，为母校的发展做出贡献。

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学术活动 Academic Activities

■ 第二课堂

国际MBA班级案例分析讨论班。在第二课堂的学习活动中，学员们通过各种平台分享知识，为学员之间的各种交流、合作和学习提供了一个良好的平台。

■ 第三课堂——群英分享汇

“群英分享汇”是本课程的一个特色环节，学员们通过分享自己的学习和工作经历，不仅能够拓宽视野，而且能够增强团队的凝聚力。

商界精英论坛

“商界精英论坛”作为上海财经大学MBA项目的一大特色活动，邀请了各行业的精英人物，通过分享和交流，帮助学员了解行业动态，提升自身竞争力。

■ 国际、校际竞赛

通过国际或校际竞赛，学员们不仅可以提升自己的团队合作能力，而且可以进一步了解全球商业环境，提升国际化视野。

■ 创业与创新俱乐部

创业与创新俱乐部为学员提供了一个创业和创新的平台，旨在鼓励学员进行创业和创新的实践活动，提升学员的创业和创新能力。

■ 公益俱乐部

公益俱乐部致力于推动学员参与公益事业，通过组织各种公益活动，提升学员的社会责任感和公益意识。

“飞马猎”俱乐部

由上海财经大学MBA组织及其学生，聚焦中国金融风险，聚拢金融和各大公司PR组织的资源，旨在通过搭建平台，将更多的金融分析师和从事金融行业的人士聚拢在一起，构建一个金融领域的交流和共享的平台。

俱乐部 Clubs

■ “飞马猎”俱乐部

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IBP 项目（International Business Project）

由教授和企业资深实战专家精心设计，旨在将MBA课程学习与实际工作紧密结合，为企业解决实际问题、提供决策支持。项目内容包括团队项目、案例分析、实战模拟等。目前已有IBM、埃森哲等企业参与项目计划。
<table>
<thead>
<tr>
<th>申请条件 Application Requirements</th>
<th>申请材料 Application Documents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 具备学士学位或大学本科毕业学历</td>
<td>填写完整的报名表 Application Form</td>
</tr>
<tr>
<td>Bachelor or 4 year’ s college degree</td>
<td>毕业证书和学位证明 Diploma and Bachelor Degree Certificate</td>
</tr>
<tr>
<td>2. 大学本科毕业或持有108学分</td>
<td>成绩单 Official Transcripts</td>
</tr>
<tr>
<td>Or college degree with more than 108 credits</td>
<td>毕业照3张（2寸白底照）3 Photos (2”)</td>
</tr>
<tr>
<td>3. 具有三年及以上工作经验（具有8年及以上工作者优先考虑）</td>
<td>身份证（复印件2张）2 Copies of ID Card</td>
</tr>
<tr>
<td>3 years significant working experience (give priority to those with more than 8 years working experience)</td>
<td>名片（2张）2 Name Cards</td>
</tr>
<tr>
<td>Application Requirements</td>
<td>简历 Resume</td>
</tr>
<tr>
<td></td>
<td>推荐信 Recommendation Letter</td>
</tr>
<tr>
<td></td>
<td>GMAT, GRE, TOEFL, IELTS, 成绩单及各类资格证书，荣誉证书等 (如必要) GMAT, GRE, IELTS or TOEFL test score or other certificates if available</td>
</tr>
</tbody>
</table>
### 招生计划 Admission Plan

SUPE IMBA Program in 2015 plans to take in 180 students. The time of enrollment will be in June (Spring Batch) and December (Fall Batch).

### 入学考试 IMBA Entrance Examination Procedure of 2015

| 照试／笔试时间 | 第一批 1st batch | 2015 年春季入学考试 2015 Spring | 2015年4月22日（周日） | 2015/04/22 (SUN) |
| 照试／笔试时间 | 第二批 2nd batch | 2015 年秋季入学考试 2015 Fall | 2015年10月21日（周日） | 2015/10/21 (SUN) |
| 照试／笔试地点 | 上海财经大学商学院 | College of Business in SUPE | | |
| 开学时间 | 2015年6月 | 2015年9月 | 2015/06/15 | 2015/09/01 |

### 录取程序 Admission Procedure

1. 要参加2015年IMBA的新生，需要首先完成网上申请和面试。
2. 全日制MBA申请者需同时参加国家公务员考试。
3. GMAT考试成绩需在550分以上。
4. 申请者需满足下列条件之一：

   - 全日制MBA：需有相关工作经验。
   - 非全日制MBA：需有相关工作经验。

   Remarks Meeting the following conditions can be directly into interview process.

   1. Attended the national entrance exam of MBA in 2015, both Management and English need national exam.
   2. Graduates with the English teaching program of economics or management;
   3. GMAT test results are more than 550 points.
   4. Achieved master degree, Total Score + written exam (35%) + interview (35%) + background evaluation (40%)
证书 Certificates

- Master of Business Administration (MBA) degree from Webster University (Recognized by Chinese Ministry of Education)
- Track Certificate
- Certificate of Completion from Shanghai University of Finance and Economics (SUFE)

费用 Tuition & Fees

- 报名费：人民币500元（入学考试前支付）
- 学费：人民币170,000元（英语授课+学位课程费用）
  - 第一学年人民币12,000元（入学前支付）
  - 学位课程人民币158,000元（一年入学前支付，一年课程学习）
- Application fee: RMB 500 (to be settled before entrance exam)
- Tuition: RMB 170,000
  - Pre-arrival tuition: RMB 12,000 (to be settled before opening ceremony)
  - Core courses and Elective Courses: RMB 158,000
    (half before class, the other half in the 4th term)
简宏洲 (台湾)  
上海盛浩投资有限公司 合伙人  
1999 届校友

1999

尤为重要的是，在我毕业后的很长一段时间里，我一直保持着与教育基金会的联系，每一次回校，我都能够感受到学校的巨大变化。无论是在教室、实验室，还是在图书馆，都能感受到浓厚的学习氛围。学校的设施也在不断升级，为学生们提供了更好的学习环境。在这样一个充满活力和创新的环境中，我看到了中国教育的未来。我坚信，盛浩投资将继续在教育领域发挥重要作用，为培养更多优秀人才贡献力量。谢谢你们，我的母校！

Benson Wang Bicheng  
Magna Closures, General Manager of Greater China  
2001 Alumnus

2001

"This MBA program was very instrumental for me when I was the Operations Manager of a famous fortune 500 company. Prior to that, I had been exposed with a lot of experiences on manufacturing disciplines such as Quality, Supplier Management, Project Management, as well as Operations. Occasionally, I could really leverage some areas of business, Development, Finance, Costing etc. that I'm sure I'm going to find useful in my career.

Since Webster MBA was perfectly complementing me back in 2001, when I was advancing to a general management role in a world-wide manufacturing company, I benefited a lot from this MBA's well selected courses, especially from its unique strengths of Finance Management, Marketing, Business Case etc. Everyday, from time to time, I still go back to looking into those books as well as my study notes when I encounter some puzzles.

Another highlight I would like to share is that I have been learning a lot from our high talented classmates. They are now holding different executive roles in different organizations, we are still networking and helping each other. I am proud of being part of this great team!
2007

黄承红
喜达屋酒店与度假村集团中国区IT总监
2007 届校友

罗轶麟
华住酒店集团品牌总监
2010 届校友

做了10多年的IT 经理后，和大部分人一样，我觉得自己头顶上有一层无形的玻璃天花板，没有办法突破和改变。为此，我和女同事商量，一起选择了上海财大和Webster 大学合作举办的国际MBA项目。在学习MBA的同时，我在工作上也不时地使用课堂上学到的知识和技能，我们美国总部的领导尤其注意到我的文化和管理能力提升，就在学习的一年间我的职位也不断上升。现在我们集团在中国发展非常快，我也适应了融入了企业和个人发展的轨迹。在此我要谢谢财大和Webster 的老师们，在这里我学习到了工作所需要的管理知识，个人职业生涯规划，如何突破自己职业发展的瓶颈。

2010

两者的课程是种挑战，带给我们的是一超生活以外的“第二生活”。结识不同背景不同行业的伙伴，完成每一次全新的课题与挑战，并将所学所得运用于日常工作。

在这里，开阔视野以明志，学习奋进以致远。

感谢SUFE-Webster，助我成为年轻的管理者和实践者。
李泽
上海全佳科技有限公司总经理
2011 届校友

2011

上海财经大学MBA 课程体系完善，教材采用全英文的当下最新美国教授、国际国内优秀的师资队伍。他们带给我们的是高质量的学习，投资回报之高，使我切身感受到知识的力量。这些年来在紧张的创业经历，深深体会学习最新现代管理知识的重要性。非常感谢老师们的辛勤付出，也感谢自己二年时间的专心学习。非常怀念每一门课程，我们团队的学友，互相鼓励互相帮助的那种美好氛围。当知识武装了自己的头脑，坚定的自信油然而生。如果梦想的光芒照耀着你，那就赶快去学习吧。当思想的力量与梦想匹配的时候，梦想自然会变成现实。

2013

Jasmine Pan
Consulate General of the United Arab Emirates
Personal assistant to Consulate General
2013 Alumna

The past 18 months is the most precious time I ever had in years. This program will not only offer you advanced knowledge about finance that is shared by prominent professors from China and USA... in a systematic way, but also the chance where you can discuss and debate with your classmates through a lot of case studies and group assignments in the classroom as well as networking outside the campus. Here different people with variety of background will share with each other about study, work, and life.

This is a part-time MBA program, but I have to say, I had spent most of my spare time on it. It is worth it.

Completing the MBA program is not an end, rather it is a start; a new beginning to ponder on what is life, and to pursue the life of my dream. This MBA program opened a brand new door for me.

I hope you guys could find yourself here and gain what you want from this MBA program successfully.
2013

20个月的读书生涯，让我能够静心自我修复和调整，但同时也是对生活和工作平衡的一种挑战。这个不断积累和上升的奋斗过程，为之后的工作和生活做了丰富的积淀。人生中的每一段提升和前进，都受益于前一段旅途的辛勤付出。这段学习的宝贵时间，不仅让我结识了一群见识开阔、满怀激情的小伙伴，也为我搭建了一个更加有内涵的发展平台。我希望能够继续保持这种不断前进的热情，开启更加精彩的人生。

2014

如果说从知识到能力是考验MBA教育成功的第一步，那我觉得这是对我与韦伯斯特国际MBA教育的另一大特点。周而复始，环环相扣，有学无止境。从“成本”、“投资”、“公司”到“机会”、“技能”、“风险”等等无休止的知识和概念，知识就像日常工作中找寻到宝藏发现的更加有深度，有内涵的资源。我和更多志同道合的小伙伴，为我搭建了一个更加有内涵的发展平台。我希望能够继续保持这种不断前进的热情，开启更加精彩的人生。

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