

School of Management and Economics (SME)

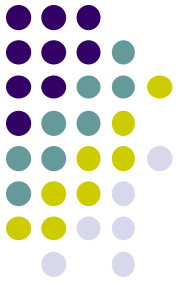
1982-2011



University of Electronic Science and Technology of China
(UESTC)



University of Electronic Science and Technology of China

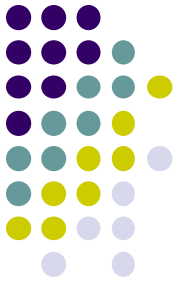


- Established in 1956, the cradle of the national electronic industry
- 1997, Project 211
- 2001, Project 985, top 39 in China





School of Management & Economics of UESTC

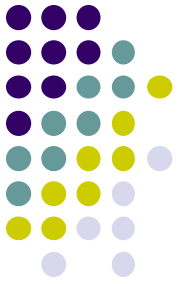


- 1982, Department of Management Engineering
- 1993, School of Management
- 2007, renamed to School of Management and Economics





Value



- **Innovation**, a philosophy
- **Scholarship**, a process
- **Truth**, an attitude
- **Achievements**, a result





Vision

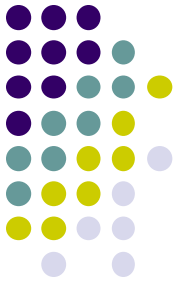


- To build a first-class business school, concentrating on **bridging** technological innovation and management transformation.





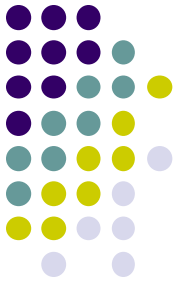
Mission



- Rooted in China context in the environment of globalization, to engage in knowledge creation by bridging technological innovation and management transformation, to develop talents to possess strong creativity and great social responsibility for business and society, particularly in IT and relevant industries, and to promote the sharing of benefits from technology civilization.



Strategy

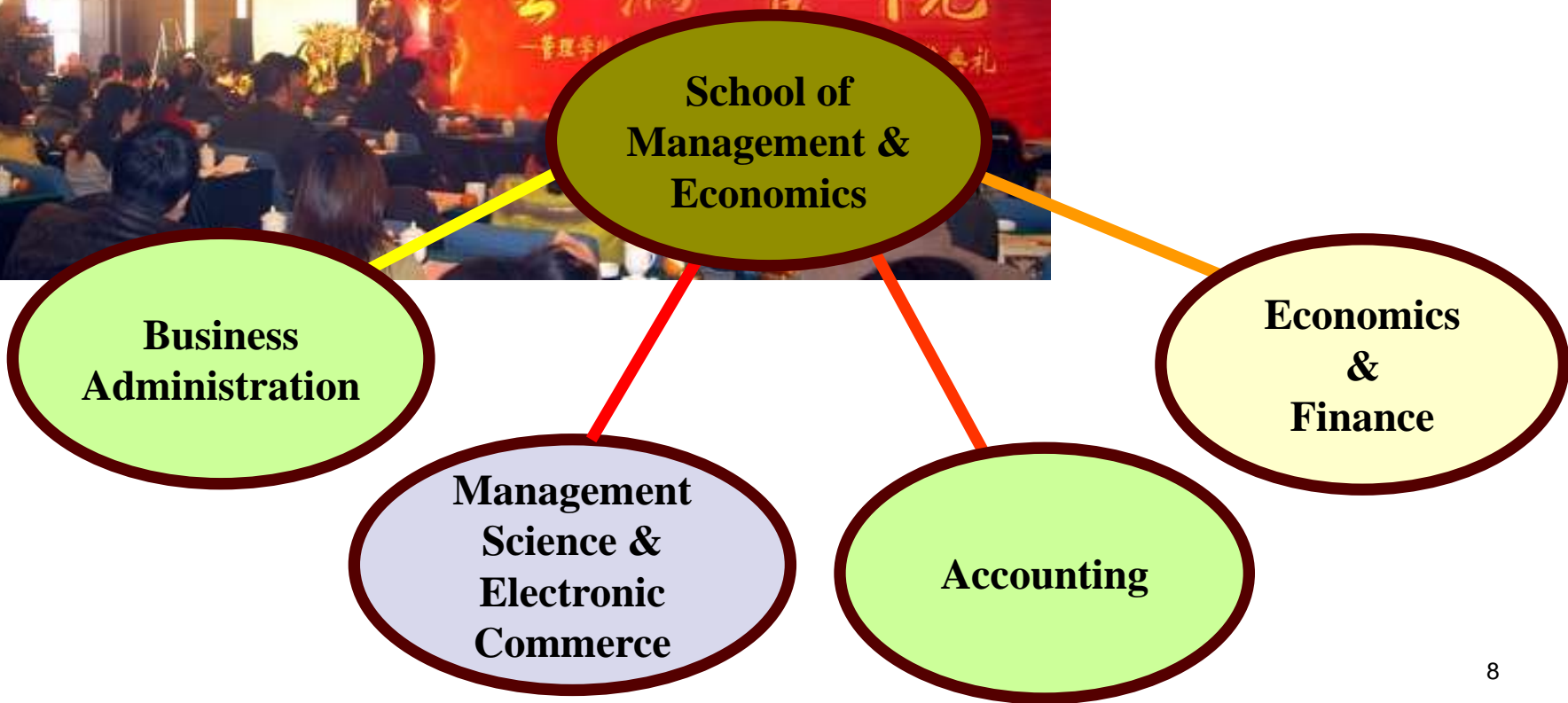


By

- creating a harmonious and enterprising atmosphere,
 - attracting outstanding academic talents,
 - upgrading knowledge creation platform, and
 - innovating talent development system,
- to accomplish the mission of merging and sharing,
and realize the vision of a first-class school.

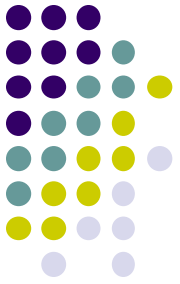


School of Management & Economics of UESTC





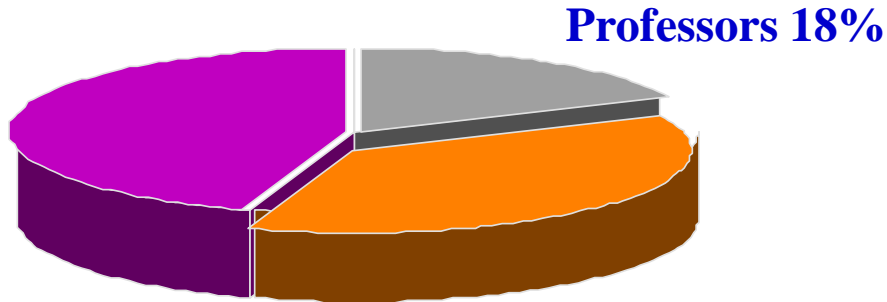
School of Management & Economics of UESTC



116 full-time faculties

- 21 professors,
- 47 associate professors
- 48 lecturers

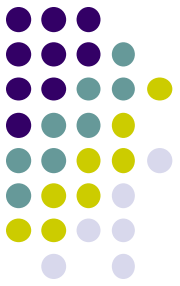
Lecturers 41%
(Assistant Professors)



Associate Professors 41%

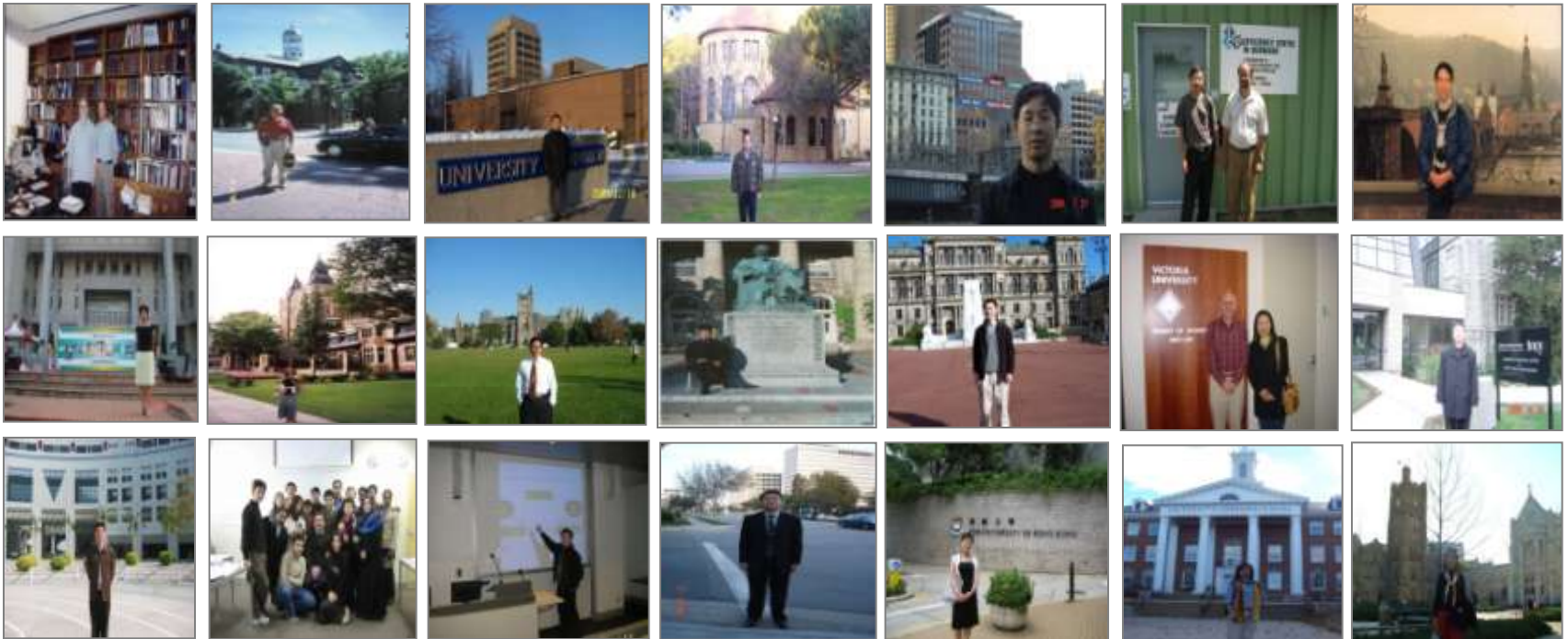


School of Management & Economics of UESTC



Faculty Development

- International exchange and collaboration;
- Recruiting faculty from overseas.





Research Centers & Institutes



Research Center for Management Science and Engineering

Center for Enterprise Research

Research Center for China Capital Market

Economic Research Center

Institute of Data Mining and Risk Management

Institute of Innovation and Emerging Technology Management

Institute of Strategic Management

Institute for Organization and Human Resource Management

Institute of Marketing



Research Areas

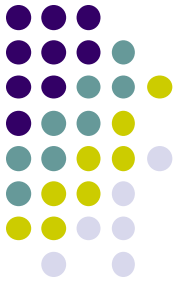


- Emerging Technology Management
- SCM, Logistics and Service Management
- Information Management and E-Commerce
- Financial Engineering and Quantitative Finance
- Strategic Management
- Organizational Behavior and HRM
- Investment and Corporate Finance
- Industrial Organization
- Marketing
-





Research Funds

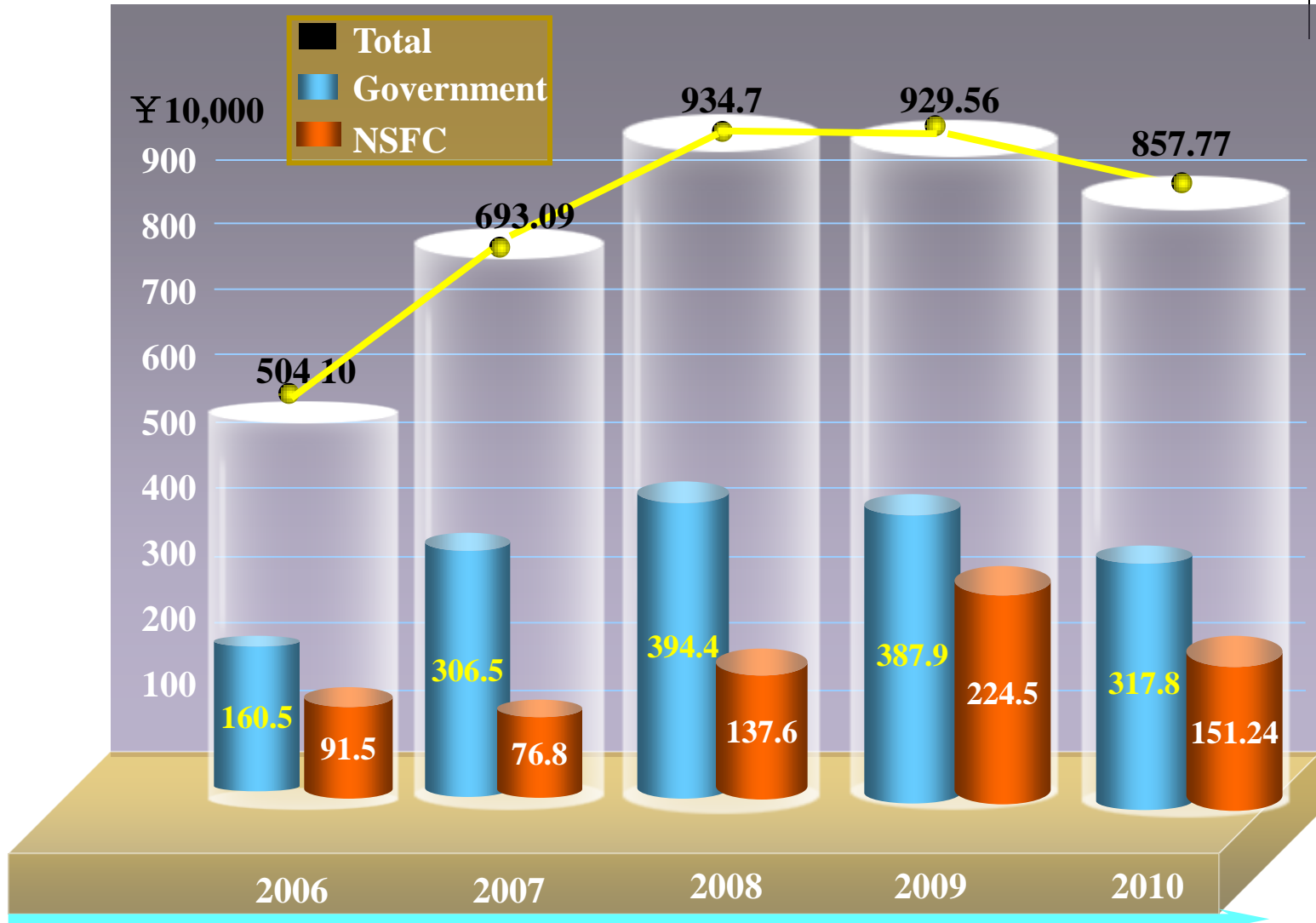
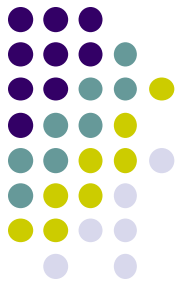


- National Natural Science Foundation of China
- National Social Science Foundation of China
- The Plan for New Century Excellent Talents in Universities
- The Research Fund for the Doctoral Program of Higher Education
- The Research Program for Humanities Social Sciences
-



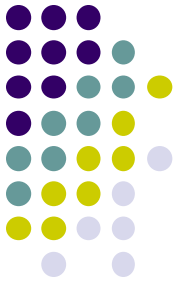


Research Funds and Grants

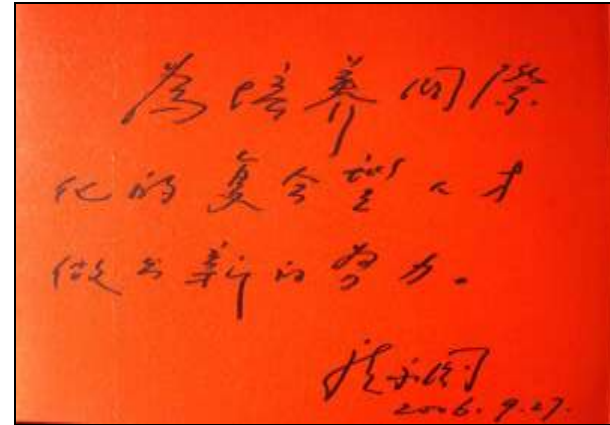


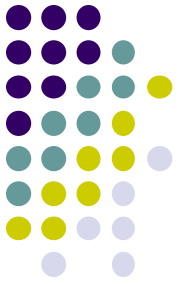


Bachelor Degree Programs



- Double-Bachelor Degree program majoring in both Management and Electronic Engineering;
- Train the interdisciplinary talents with management knowledge and information technology.





Curriculum for Bachelor Degree

**Common
Fundamentals**



Mathematics (5 courses) Physics (2 courses)

**Disciplinary
Fundamentals
66 credits**



**Electronic Eng.
Module**

**Management
Module**

**Economics
Module**

8 courses

8 courses

5 courses

**Major Electives
(23 courses)
14 credits
required**



Technology Management and Entrepreneurship

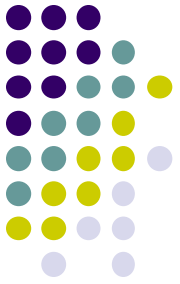
6 courses

10 courses

7 courses



Master Degree Programs (Academic)



- Management Science & Engineering
- Information Management & Electronic Commerce
- Financial Engineering
- Emerging Technology Management and Technological Economics
- Enterprise Management
- Accounting
- Finance
- Quantitative Economics
- Regional and International Economics
-





PHD Programs

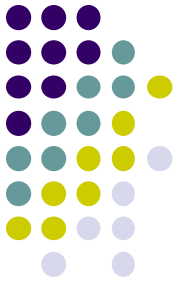


- Management Science & Engineering
(Ranked 24th by MOE in 2007, faculty ranked 14th)
- Business Administration
- Emerging Technology Management
- Information Management & Electronic Commerce
- Financial Engineering
-





Professional Education Programs



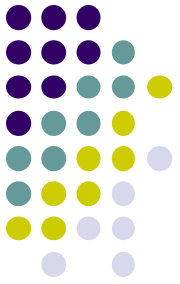
- MBA (Master of Business Administration)
- EMBA (Executive Master of Business Administration)
- IMBA (International Master of Business Administration)
- MPM (Master of Project Management)
- DBA (Doctor of Business Administration)
- MLE (Master of Logistics Engineering)
- MEM (Master of Engineering Management)
- MIE (Master of Industrial Engineering)
- EDP (Executive Development Program)





MBA

Master of Business Administration



Special tracks

- ◆ Emerging Technology Management
- ◆ Human Resource Management
- ◆ Marketing
- ◆ Financial Engineering
- ◆ E-Commerce

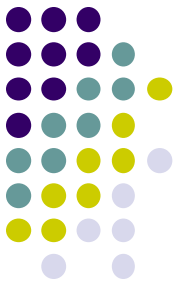
In the MBA Programs Accrediting Assessment held by the Ministry of Education in Sept. 2001, UESTC MBA program ranked the 2nd place on all criteria and the 1st in educational uniqueness.





EMBA

Executive Master of Business Administration

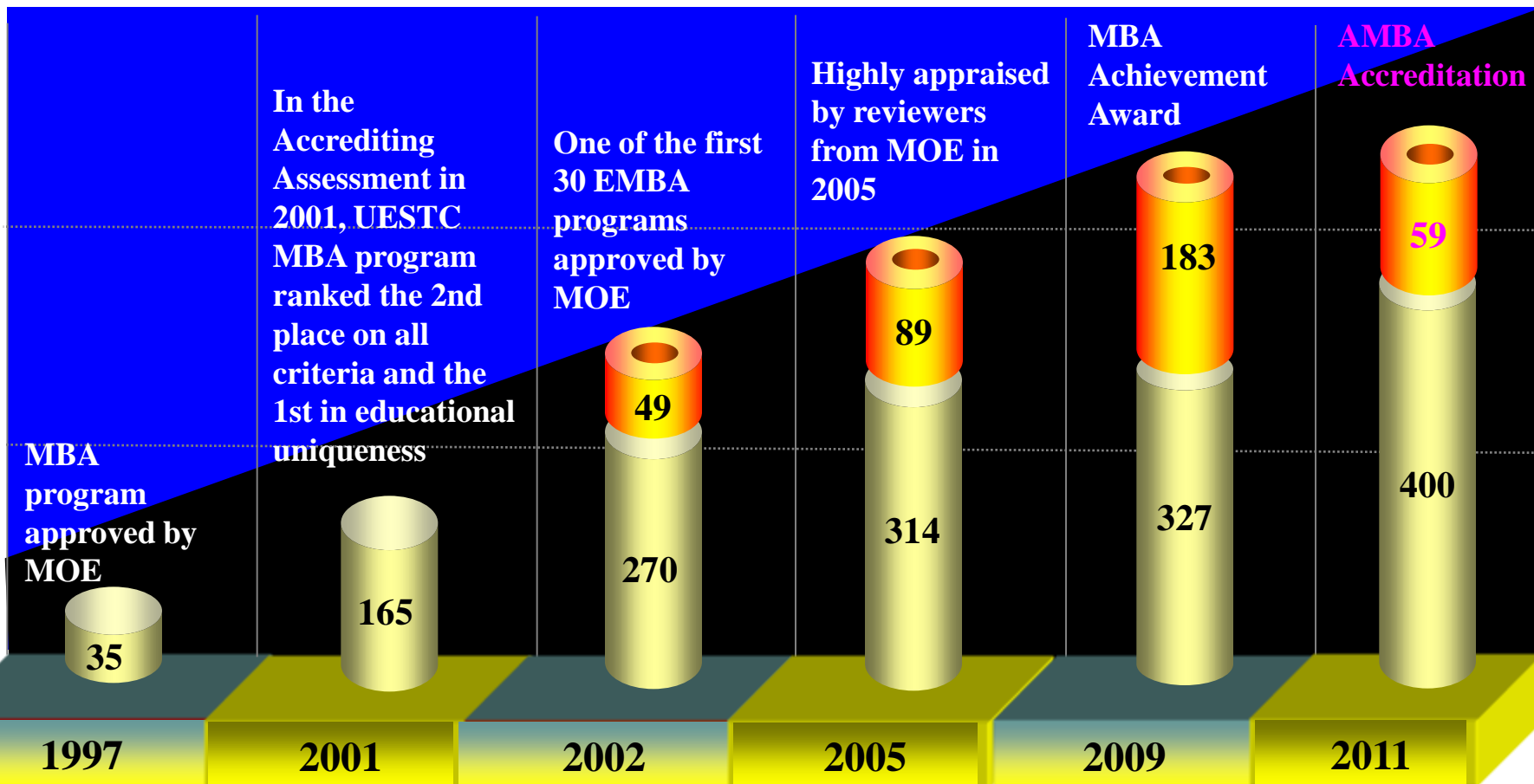


- Among the first 30 EMBA programs in China;
- Highly appraised by the Ministry of Education in Dec. 2005.





MBA/EMBA Education of UESTC





MPM

Master of Project Management



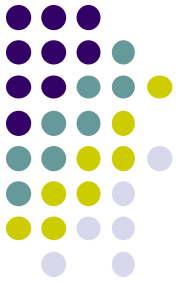
- The first project management training program in Southwest China in 2001;
- UESTC MPM launched in 2004, amongst the first set of universities in China.





IMBA

International Master of Business Administration



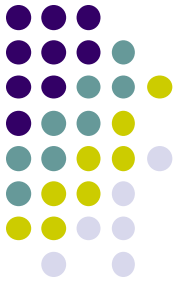
- Joint program with Webster University (USA);
- The employers:
Intel, Motorola, IBM, 3M,
NOKIA, Honeywell, IKEA,
Lafarge, Kodak, Nestle,
Unilever, Colgate, etc.





DBA

Doctor of Business Administration



- Joint Program with ISCTE-Lisbon University Institute
- DBA degree conferred by ISCTE
- Teaching faculty from both sides



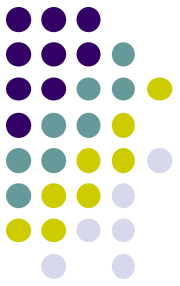
Special tracks

- Business Strategy
- Finance
- Human Resource Management
- Marketing
- Operation Management



EDP

Executive Development Programs



Customized Courses

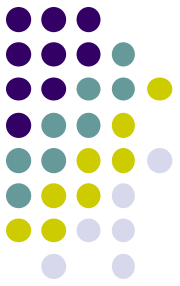
Special Tracks

- Leadership
- Strategic Management
- Human Resource Management
- Marketing
- Innovation Management
- IT Management
- Project Management
- Supply Chain Management



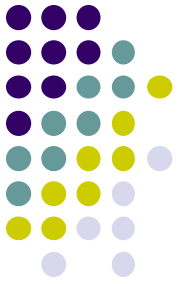


Campus Life

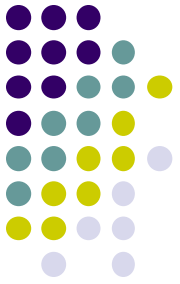




Potential Cooperation



- Student Exchange
 - Summer school for undergraduate students
 - One semester course for undergraduate students
 - Sponsoring the visits of EMBA/MBA students from both parties
- Joint Program
 - 2+1 dual degree MBA
- Academic exchange and collaboration
 - Hosting the visits of scholars from both parties
 - Collaboration in research and joint research project
 - Co-supervising PhD candidates



Thanks!