

New Trends and Approaches of China's Business Education: Tsinghua SEM as an Example

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Background

1. The trend of Chinese enterprises expanding overseas
International talents, decarbonization/corporate social responsibility
2. The Chinese government's mandate to pursue sustainable development and high-quality growth
Innovation, coordination, green development, openness, sharing
3. Dramatic shifts in international geopolitics
Risk identification and mitigation
4. Rapid development of artificial intelligence technologies and applications
Business models, production & operation, marketing, HR, corporate governance, compliance, sustainability and ESG

Trends

Trend 1: AI/Big Data Integrated or Empowered

Trend 2: Global Mindset Fostering

Trend 3: Industry-Education Integration

Trend 4: Value Reorientation

Trend 5: Diversified Programs

Trend 1: AI/Big Data Integrated or Empowered

- From theory oriented analysis to AI enhanced solution finding
- From traditional managers to AI-powered business decision-makers
- Curriculum upgrade
 - Digital Thinking and Behaviors
 - Business big data analysis
 - Business Applications of AI
 - AI and Industrial Upgrading
 - Enterprise AI Strategy
 - Introduction to Digital Economy
 - AI – A New Drive Force for Industrial Development
 - Leading the digital transformation
 - Introduction to Digital Economy
 - Digital Strategy
 - Digital Transformation
 - ...

Trend 2: Global Mindset Fostering

- From China to global
 - Belt and Road Initiative, Chinese enterprises going abroad
 - Cultural, social, legal
- From business only to geopolitical landscape consideration
- Curriculum upgrade
 - Global Business Observation
 - Global Competence
 - Spain
 - Germany
 - Italy
 - Finland
 - Management of Global Enterprises
 - McKinsey: Global Leadership
 - Understanding Latin America
 - Geoeconomics: Case Studies of Chinese Companies Going Global
 - ...

Trend 3: Industry-Education Integration

- From internship, lectures to deep integration between theoretical research and industrial realities
- From case studies to field studies
- From classrooms to industry
- Curriculum upgrade
 - Integrated Practical Program
 - Exploring the Yangtze River Delta
 - Exploring the Greater Bay Area
 - Integration Practice in Marketing
 - Frontier of Industrial Practice
 - Regional Industry Insights

Trend 4: Value Reorientation

- From profit only pursuit to ESG integrated
- From an enterprise-centric stance to alignment with national strategies
- Curriculum upgrade
 - Ethics and Corporate Responsibilities
 - CSR Management: Challenges and Practices
 - Business Performance and Sustainability
 - Exploring Corporate ESG Practices in China
 - China's Path to a Global Leader in Intelligent Manufacturing
 - ...

Trend 5: Diversified Programs

- Tsinghua SEM
 - Global MBA, 50 + overseas/international
 - General Management MBA, 150
 - Tech Innovation MBA, first class in 2022, Shenzhen, 55 + overseas/international
 - Industry Innovation MBA, first class in 2024, Beijing, 50
- Tracks
 - Marketing
 - Innovation and Entrepreneurship
 - Finance
 - Accounting and Management Control
 - E-Business and Supply Chain Management
 - Strategy and Leadership
 - HR and OB
 - Digital Technology

Trend 5: Diversified Programs

- Zhejiang School of Management
 - Chinese MBA (part-time) with tracks
 - Technology Entrepreneurship
 - Capital Market
 - Culture and Tourism Industry
 - Healthcare and Health Industry
 - Future Industry and Organizational Transformation
 - AI and Digital Business
 - Global MBA
 - Master in Global Manufacturing and Supply Chain Management (double degree with McGill U.)
 - Digital Innovation and Global Leadership (full-time, English)

Selected Courses:

- Insights into Technological Entrepreneurial Opportunity
- BEST Entrepreneurship Simulation Practice
- Sci-Tech Entrepreneurial Leadership
- Venture Capital and Financial Innovation
- Intellectual Property Management in Digital Era
- AI+ Scenario Innovation & Entrepreneurship Bootcamp

Trend 5: Diversified Programs

- Peking University
 - Global MBA
 - Part-time MBA
 - PK-Cornell MBA/MMH double degree
 - 科创+MBA

Selected Courses:

- Business Models and Growth Strategy of Unicorn Enterprises
- Exponential Growth: The Platform Capabilities and Incentive Mechanisms of Unicorn Companies
- Introduction to Deep Learning and Image Data Analysis
- Data Mining and Industry Applications
- Innovation and Competitive Strategy
- The strategic development of the digital economy empowered by big data and AI
- Carbon finance and carbon emissions
- Green Finance and Social Impact Investment
- Creating Shared Value

Trend 5: Diversified Programs

- Shanghai Jiaotong University (SJTU)

- International MBA
- General Management MBA
- AI MBA
 - Collaboratively offered with AI Research Institute, SJTU
- Fintech MBA
 - Financial management
- Digital Finance MBA
 - Financial and securities industry

Selected Courses:

- The enterprise digital transformation led by the lighthouse model
- The enterprise transformation from lean operation to digital operation
- Blockchain Principles and Applications
- AI for Business
- Business Ethics and Corporate Social Responsibility
- Scientific writing, integrity and ethics
- Fintech
- Overseas Study Tour (2 Weeks)

Thanks!