- Dean QIAN Yingyi Appointed as Member of the Central Bank’s Monetary Policy Committee

- Tsinghua SEM Maintains AACSB Accreditation in Business and Accounting

- SEM’s Undergraduate Curriculum Reform Reported in *China Education Daily’s* Headline

- SEM Partners with Other Schools or Departments in Tsinghua University to Host “Management Science Going beyond Business Schools” Series

- Tsinghua SEM Hosts Asia Pacific Annual Conference of AACSB

- Tsinghua SEM Unveils the “MBA+X Double-Degree Program"

- New Executive Committee of the School Formed

- SEM Holds 2012 Commencement

- Undergraduate Student of SEM YI Siling Wins the 2012 Olympics’ First Gold for China
To Advance Knowledge and Cultivate Leaders for China and the World.
An Anonymous Retired Professor of SEM Donates More Than 15 Million Yuan for Schools in Gansu Province

On February 16, 2012, Gansu Xinghua Teenager Education Foundation was founded. The funds are devoted by a retired professor of SEM, Tsinghua University, who is now in bed with cancer. The professor donated his life savings of more than 15 million yuan anonymously and entrusted Professor CHEN Zhangwu to help him fulfill the dream. Professor CHEN Zhangwu said, “the professor and his family has always been living a thrifty life. As he was invited by his students to continue working in several enterprises and public institutions after retirement, he could gradually accumulate some fortune. The professor has determined to devote all the money to the poverty stricken students to help them finish their education.”

Dean QIAN Yingyi Appointed as Member of the Central Bank’s Monetary Policy Committee

On March 14, 2012, the State Council has approved new personnel appointments of the Central Bank’s Monetary Policy Committee. According to the official statement, QIAN Yingyi, Dean of Tsinghua SEM, CHEN Yulu, President of Renmin University of China, and SONG Guoqing, Professor of the National School of Development at Peking University will join the People’s Bank of China’s Monetary Policy Committee. Meanwhile, ZHOU Qiren, XIA Bin and LI Daokui will no longer serve as members of the committee, the statement says.

Tsinghua SEM Maintains AACSB Accreditation in Business and Accounting

On April 7, 2012, Tsinghua SEM was officially notified by The Association to Advance Collegiate Schools of Business (AACSB) that, as ratified by the Board of Directors of AACSB International, Tsinghua SEM has successfully maintained its accreditation in business and accounting.

In June 2011, European Foundation for Management Development (EFMD) officially announced that Tsinghua SEM maintained its EQUIS accreditation.

Tsinghua SEM is now the only business school in Mainland China with three of the world’s top accreditations: AACSB accreditation in business, AACSB accreditation in accounting and EQUIS accreditation.

Dean QIAN Yingyi Speaks at the Quality-Oriented Education Conference Hosted by the Ministry of Education

From April 13 to April 14, 2012, College and University Cultural Education Seminar and the Fifth Quality-Oriented Education Conference was held in the auditorium of the Main Building of Tsinghua University. The conference was held by Tsinghua University under the entrustment of the Ministry of Education. Dean QIAN Yingyi of SEM gave a speech on the topic of building an internationalized undergraduate education system combining general education and individual development, using the practice of SEM as an example.

Dean QIAN Yingyi said, as the experiment unit of Tsinghua University’s undergraduate education reform, the undergraduate education of SEM should have three kind of insights—long-term insight, international insight and modern insight. On that basis, SEM has built an internationalized undergraduate education system combining general education and individual development. The reform has already shown some effect.
SEM Partners with Other Schools or Departments in Tsinghua University to Host "Management Science Going beyond Business Schools" Series

On April 24, 2012, a workshop named "Management Science Going beyond Business Schools: an Integration of Management Science with Art Design" was held at SEM. The forum was jointly organized by SEM and Tsinghua University Academy of Art and Design.

It marks the first time Tsinghua SEM collaborated with an external faculty in its "Management Science Going beyond Business Schools" initiative since its partnership with Tsinghua University School of Humanities and Social Sciences to co-host "Bringing Humanities and Social Sciences to Business Schools" activities.

On May 22, 2012, SEM and the Department of Electrical Engineering jointly hosted a workshop named "Management Science Going Beyond Business Schools: an Integration of Management Science with Information Technology" at SEM.

On June 26, SEM together with the School of Medicine co-hosted a workshop on the topic of "Management Science Going beyond Business Schools: the Integration of Management and Medicine".

TEAM2012 Launches Entrepreneurship Platform at SEM

On April 28, 2012, Tsinghua Entrepreneurship Annual Meeting (TEAM2012) was held at Tsinghua SEM upon the 101st anniversary of Tsinghua University.

Over 300 guests, including investors, entrepreneurs, Tsinghua alumni and SEM students, participated in this event and witnessed the launching of the Tsinghua entrepreneurship platform.

The annual meeting featured a main forum themed "Shaping the Entrepreneurial Century," which was followed by six concurrent sessions and presentation of projects.

Following the platform-launching ceremony, six concurrent sessions were held, covering topics of the Internet, healthcare, cultural innovation, new media, environmental protection, new energy, public financing, as well as entrepreneurial team building.

Tsinghua SEM Hosts Asia Pacific Annual Conference of AACSB

The Asia Pacific Annual Conference of AACSB (The Association to Advance Collegiate Schools of Business) took place in Beijing from May 23 to 25, 2012. Tsinghua SEM hosted this annual conference.

Professor QIAN Yingyi, Dean of Tsinghua SEM and member of the 2011–2012 AACSB International Board of Directors, served as the chair of the conference.

Participants of the conference included deans, associate/assistant deans, international directors, department chairs, and faculty members of renowned business schools in the Asia-Pacific region.

Robin Li, Co-Founder, Chairman and CEO of Baidu Inc. spoke at the conference.

Robin Li, Co-Founder, Chairman and CEO of Baidu Inc, speaks at the conference.
Tsinghua SEM Unveils the "MBA+X Double-Degree Program"

On May 31, 2012, Tsinghua SEM held a media briefing, announcing the launch of the "MBA+X Double-Degree Program". "MBA+X Double-Degree Program" means an opportunity for a student to obtain both Tsinghua MBA degree and another postgraduate degree in Tsinghua University during the same period of education. The MBA+X double degrees are granted by the same institution but in different professional fields, thereby highlighting the educational integration between different professions.

The trial run of the "MBA+X Double-Degree Program" plans to enroll about 30 students and will be open to all applicants of part-time masters' students in the 2013 spring semester. Candidates have to pass independent recruitment procedures of both the MBA program and another masters' program.

The Tenth Anniversary of the Special-term Professor Project Celebrated

On the afternoon of June 11, 2012, invited by SEM, former and current "Special-term Professors" of the School from around the world reunited and celebrated the tenth anniversary of the Special-Term Professor Project.

In 2002, as Tsinghua University celebrated its 91st birthday, SEM launched an innovative system: Special-term Professors. The first 28 Special-term Professors were scholars in economics and management science from overseas. Over the ten years, there have been in total 36 foreign scholars taking the position of Special-term Professors in SEM. Some of them are now teaching full time in Tsinghua or other universities in China.

New Executive Committee of the School Formed

On June 28, 2012, Professor CHEN Jining, President of Tsinghua University signed a resolution announcing that according to the University Council Meeting, QIAN Yingyi was appointed as Dean of SEM, and BAI Chong-en, XIA Donglin, GAO Jian, LI Jinliang appointed as Associate Deans of SEM.

On the same day, Tsinghua University's CPC Standing Committee approved the new members of the Party Committee of SEM. ZHU Yan, ZHU Yujie, YANG Bin, HE Ping, ZHANG Mian, CHEN Guoqing, ZHAO Dongqing, JIAO Jie, QU Weijing were appointed as members, while YANG Bin was appointed as Secretary of SEM's Party Committee and ZHU Yan, JIAO Jie appointed as Deputy Secretaries.

The new Executive Committee of the School is made up of 8 members namely Dean, Secretary of the Party Committee, Associate Deans and Deputy Secretaries of the Party Committee.

SEM Holds 2012 Commencement

On July 2, 2012, SEM held the 2012 commencement in the University Gymnasium. There were altogether 1,500 people attending the ceremony, including the SEM faculty, 2012 graduates and their relatives or friends. There were also around 100 graduates who studied Economics as second degree. It was the first time for them to participate in the SEM commencement. Professor QIAN Yingyi, Dean of SEM, presided in the ceremony.

Mr. LIU Chuanzhi, founder and honorary Chairman of Lenovo, President and Chairman of the executive board of Legend Holdings Ltd., founding member of the SEM advisory board was also invited to address the ceremony on the topic of “Learning is a lifestyle”.

Undergraduate Student of SEM YI Siling Wins the 2012 Olympics’ First Gold for China

Under incredible pressure to win the 2012 Olympics’ first gold, Chinese women’s sharpshooter and undergraduate student of Tsinghua SEM YI Siling’s mettle won the medal.

YI Siling showed steel nerves on July 28 at the women’s 10m air rifle at the Royal Artillery Barracks. She won with a total of 103.9 points, 0.7 points ahead of second-place winner Sylwia Bogacka of Poland.
**PROGRAMS**

**Undergraduate**

**01 SEM Undergraduates Win the Runner-up Prize in CBS Case Competition 2012**

The 2012 CBS (Copenhagen Business School) Case Competition came to an end on March 2 in Copenhagen, Denmark. Tsinghua team consisting of SEM undergraduate students LIANG Xuechen, CHENG Kai, XU Jinshan and WU Qiongjing successfully broke into the finals among many world-renowned business schools and won the runner-up prize in the end. The team instructor was Professor JIAO Jie, Associate Dean of SEM.

**02 Recruiting 2012 Students of Economics as Second Degree**

On April 26, 2012, SEM started the recruitment of students taking second degree classes of 2012. The School confirmed and announced the SEM's Implementation Measures of Second Degree for 2012. In order to make prospective students better understand the second degree program, on April 26, the School held an introduction session in which Associate Dean Professor BAI Chong-en and Professor ZHONG Xiaohan introduced the overall program and course system to the students in detail. The School also sent out the SEM's Implementation Measures of Second Degree for 2012 to the students for the first time. This year, 300 students of economics as second degree will be recruited.

**03 Undergraduate Students Enjoy Afternoon Tea Time with the Dean—Talking About the New Stage of Undergraduate Education Reform**

On the afternoon of May 7, 2012, in the Shunde Cafe, undergraduate students of SEM enjoyed afternoon tea time with the Dean. Dean QIAN Yingyi, Senior Associate Dean YANG Bin, Associate Dean BAI Chong-en, Academic Coordinator ZHONG Xiaohan and several other teachers communicated with dozens of students from each grade on the topic of the school’s undergraduate education reform.

Dean QIAN Yingyi reviewed that SEM's undergraduate education has set up a new system focusing on general education, individual development and internationalization. He pointed out that undergraduate reform has reached its first-stage objective, and the upcoming second-stage will focus on improving education quality.

**04 Two New Courses Added to Undergraduate General Education Series Courses of Spring Semester, 2012**

China and the World, one of the undergraduate general education series courses of this semester has added a new course named “China and the World: System Evolution”. The class will be given by Professor XU Chenggang, who is from the Department of Economics, Hong Kong University and also special-term professor of SEM. The class focuses on the evolution of systems in history such as property system, legal system, constitutionalism, democracy, republicanism, feudalism, monarchy, centralized system, political party system, market economy, centrally planned economy and so on. It also focuses on the interaction between the systems and the society represented by the contexts from eastern and western history. Besides, the series course of Chinese Civilization also added a new course. Professor ZHANG Zhiqiang from the Philosophy Department is invited to deliver the course in which the connotation of Chinese civilization will be shown by explaining the evolution of academic thoughts. The course will focus more on the relationship between the formation and development of the characters of Chinese civilization and Chinese history.

**05 Undergraduate TENG Haining Takes Gold Medal and Breaks Record in Asian Youth Athletics Championships**

On June 12, 2012, Asian Youth Athletics Championships held in Colombo, capital of Sri Lanka came to a close. TENG Haining, undergraduate student from SEM (Class 7, Grade 2010) represented China in the 800-meter race and took the gold medal. He broke the record of Asian Youth Athletics Championships with the score of 1'46"56, which is also the record of China's youth. Besides, TENG Haining also took a silver medal in the 1500-meter race with the score of 3'43.
Master’s and Doctoral

01 SEM Holds 2012 Summer Camp for Prospective Graduate Students

SEM held 2012 Summer Camp for Prospective Graduate Students from July 5 to July 15, 2012. Selected top students from universities all over China had face-to-face communications with professors of SEM. The students had a better understanding about SEM’s research atmosphere and the professors through activities like lectures, interactive discussions and so on.

SEM held the first Summer Camp for Prospective Graduate Students in 2011. The camp aims at better informing college students from other universities about the research of economic and management science and SEM, and selecting excellent students for postgraduate study.

02 2012 Summer Camp Held for Prospective Master of Finance Students

On July 5, the opening ceremony of 2012 Tsinghua University summer camp was held for prospective master of finance students in Weilun auditorium of SEM.

This camp will last for four days. The camp consists of lectures on school’s history and various specialized subjects, seminars with elites in the finance sectors and campus tour as well as other activities. Students will be admitted via a highly competitive written test and interviews and enroll in August, 2013. They will study in SEM (Beijing and Shenzhen campus) or PBS School of Finance respectively.
MBA

01 MBA Student Academic Consultation Committee Founded and Holds First Meeting

On February 29, 2012, the MBA Student Academic Consultation Committee (Chinese Program) was founded and held its first meeting with Professor GAO Jian, Assistant Dean of the School. 10 representative students from each grade and staff members of Student Affairs Department of the MBA Programs participated in the event.

Professor GAO Jian hopes that this platform could provide students with a more long-lasting channel through which they can voice their concerns and questions about teaching. He hopes that this channel could compensate the current feedback mechanism and help identify and solve problems in a more timely fashion. The committee members came up with several suggestions about the organization, MBA course design, case study, career development, project management and so on.

02 WANG Jiwu, MBA Alumnus (1997) Donates One Million Yuan to Tsinghua MBA Alumni Association

On March 20, 2012, WANG Jiwu, MBA alumnus (1997) of SEM, Deputy General Director of Tsinghua MBA Alumni Association and President of China Private Ventures Ltd., donated one million RMB to facilitate future Tsinghua MBA alumni activities. Dean QIAN Yingyi signed the donation agreement and rewarded WANG Jiwu with a donation certificate. In recent years, WANG Jiwu has donated more than 10 million RMB in total to Tsinghua University.

03 Tsinghua MBA Alumni Association Holds 2012 Annual Meeting

On March 20, 2012, Tsinghua MBA Alumni Association held its meeting for 2012 at Tsinghua University Science Park. Dean QIAN Yingyi attended the meeting and delivered a speech.

The report titled “Tsinghua MBA Alumni Association: Retrospect for 2011 and Prospect for 2012” was approved by the meeting. The meeting also passed a new agenda of the Alumni Association. Forty alumni representatives were newly elected and added to a total number of 92 representatives, in liaison with various MBA classes (1991–2007) in the alumni network.

04 Tsinghua-MIT MBA Students Collaborate at China Lab

On March 31, 2012, MBA students from Tsinghua SEM and MIT Sloan participated in a presentation seminar for “China Lab”, a collaborative project between the two prestigious schools, which aims to offer business students a taste of real-life experience beyond the academic world.

Tsinghua-MIT China Lab is a 3-month consulting project conducted by 4-student teams for host companies. Each team is composed of 2 MIT Sloan MBAs and 2 Tsinghua IMBAs with a wide range of backgrounds and expertise. Companies set the project focus and negotiate with their teams to agree on the scope, schedule and deliverables.

This year’s Tsinghua-MIT China Lab continues to work with two long-term partners, Credit Ease and AE&E, while also attracting Harbin Bank and Tsinghua Business Review as new host companies.

05 The Second China MBA Business Ethics Debate Competition Comes to an End, Tsinghua MBA Debate Team Takes Runner-up

On May 27, 2012, the final of the Second China MBA Business Ethics Debate Competition was held in the Auditorium of Weilun Building, SEM. The debate competition was hosted by the MBA Education Center of SEM, SEM Leadership Research Center and Tsinghua Management Review, in collaboration with MBA Center of Nankai University. The National MBA Education Steering Committee provided academic instruction for the competition.

Teams from 16 premier universities attended the competition. Through heated competition, the team from Beijing Institute of Technology won the champion. The Tsinghua team was the run-up with the score 0.6 lower than BIT team. Peking University and Hebei University of Technology also performed well at the competition.
EMBA

Tsinghua EMBA Representatives Contribute at the 2012 National Congress Assembly

In March 2012, the fifth meeting of the 11th National People’s Congress and the fifth meeting of the 11th CPPCC National Committee were held in Beijing. Representatives from all over the country gathered in Beijing, presenting suggestions for the nation’s economic and social development. Among them, there are 30 current or graduated Tsinghua EMBA students.

200 Students Join Tsinghua EMBA in Spring 2012

On March 21, 2012, a new cohort of 200 students joined Tsinghua EMBA program in the spring semester of 2012, which included Chinese and overseas entrepreneurs as well as top executives from corporations and government branches, with an average age of 42 and career length of 18 years. They are the first cohort of spring semester EMBA students following the Tsinghua centennial celebration.

The Forum “Supporting Corporate Growth” Held for Tsinghua EMBA’s 10th Anniversary

To celebrate the 10th anniversary of Tsinghua EMBA Program, the forum titled “Supporting Corporate Growth” was held in Weilun Auditorium, SEM, on May 19, 2012. More than 300 alumni, students and media elites gathered for the occasion, focusing on the development of EMBA education and exploring the drivers that support corporate development. The forum was hosted by the Tsinghua EMBA Education Center. Participants from the academic field, business circles, media and so on had an intense discussion about the “learning and growing up of corporations” and “the development and innovation of corporations”. On the same night, the 10th anniversary celebration gala titled “My Tsinghua EMBA Memory” was successfully held in the newly opened university auditorium.

TIEMBA Class 2014 Opens

On the afternoon of June 6, 2012, Class 2014 of the Tsinghua-INSEAD EMBA (TIEMBA) Program held the opening ceremony in SEM. The ceremony was attended by Dean of SEM, Professor QIAN Yingyi, Acting Dean of INSEAD, Professor Peter Zemsky, Executive Director of SEM EMBA Center, WANG Yong, and Academic Director of TIEMBA CHEN Rong etc.

Jiangxi Chapter of Tsinghua EMBA Alumni Association Founded

On June 16, 2012, the Jiangxi Chapter of Tsinghua EMBA Alumni Association was founded in Nanchang, Jiangxi. Professor YANG Bin, Senior Associate Dean of Tsinghua SEM, Mr. WANG Yong, Executive Director of Tsinghua EMBA Education Center and representatives of alumni of different regions gathered together to witness the establishment of Jiangxi Chapter, the 28th of its kind in the Tsinghua EMBA family.
Executive Education

01 Three Programs of SEM Executive Education Center Win University Award


Representatives of Executive Education Center accept the award

02 Dean QIAN Yingyi Meets SEM Alumni from Indonesia

On March 23, 2012, Susilo Bambang Yudhoyono, President of Indonesia, visited Tsinghua University and received an honorary doctoral degree. Upon invitation, 20 Indonesian alumni from SEM’s “Advanced Business Seminar Program for Indonesian Entrepreneurs” participated in the degree-awarding ceremony.

Following the ceremony, SEM Dean QIAN Yingyi held a one-hour meeting with the Indonesian alumni, introducing to the latter SEM’s history and future development plans.

The Advanced Business Seminar Program for Indonesian Entrepreneurs was launched by Executive Education Center of SEM in 2009, aiming at introducing China’s business culture and investment policy to the Indonesian entrepreneurs, and promoting bilateral trade relations between China and Indonesia. Since its inception, over 100 participants have completed their studies at the program.

Dean QIAN Yingyi talks with Indonesian alumni
Participants of the Leading Talents of Chinese Enterprises Training Program (Class One) Visit Companies

In addition to lecturing, the SEM Executive Education Center has designed company visits for participants of the Leading Talents of Chinese Enterprises Training Program (Class One), who are all senior executives of influential SOEs from Chongqing. The trainees travelled to Singapore, Shenzhen, Beijing and other places for field study, survey and communications. In Singapore they surveyed the legal environment, international strategy, management experience and wisdom of premier Singaporean corporations. After returning from Singapore, the trainees rushed to Shenzhen and Beijing for more corporation visits and communications with entrepreneurs. In Shenzhen, the trainees went to China Merchants Bank, where President MA Weihua received the class and gave a lecture. In Beijing, the trainees visited Lenovo, where Mr. LIU Chuanzhi met with the trainees and introduced his understanding of three key factors of management, secrets for high-tech corporations’ success, how to counter competitor advantages appropriately, how to motivate leaders and senior executives and so on.

Forum Discusses Economic Restructuring and Technological Innovation

On April 29, 2012, upon the 101st anniversary of Tsinghua University, a forum themed “High-end Dialogue: Economic Restructuring and Technological Innovation” was held at Tsinghua SEM. The forum was co-organized by Tsinghua SEM Executive Education Center and Tsinghua Research Center for China’s Industrial Development. Scholars, experts, and senior executives including Mansfield Freeman Professor LI Daokui, XU Zhiyuan, Executive Chief Editor of Bloomberg BusinessWeek (China), Professor YANG Bin, SEM Senior Associate Dean of Tsinghua SEM, and YU Jianmin, Vice President of Sinotrans were invited to give speeches at the forum.

Custom Programs Increased by 25% Compared to Same Period Last Year

By the end of June 2012, SEM Executive Education Center has delivered 40 custom programs in the first half of the year, an increase of 25% compared to the same period of last year. The collaborators include government, finance, manufacturing, medical and pharmaceutical, transportation industry and so on, among which several organizations collaborated with SEM for the first time, like Beijing Branch of Postal Savings Bank of China (“Commercial Bank Management Program”), Commercial Aircraft Corporation of China (“Star of Commercial Aircraft” Management Personnel Training Program), Nanyang Technological University of Singapore (“Advanced Courses on How to Do Business in China”) and so on. At the same time, in order to meet the demands of a company to train employees at different levels and in large quantity, the Executive Education Center also offer many courses in multiple classes, such as the senior management training class for Beijing Branch of China Construction Bank delivered in 7 classes, the senior finance training class for the Export-Import Bank of China in 2 classes, the training course for middle and senior managers of Dongxing Securities in 2 classes, the senior executive training program for Yunnan Construction Engineering Group in 2 classes and so on.
QIAN Yingyi and LI Bo Selected as “My Favorite Teachers”

In February 2012, the result is announced of the 4th selection of “My Favorite Teachers Award” of Tsinghua University held by the Student Union. SEM Dean Professor QIAN Yingyi and Professor LI Bo from the Management Science and Engineering Department were selected as the favorite teacher in the Public Courses and Professional Courses category respectively.

Students from Tsinghua University’s 28 departments took part in two rounds of selections.

Professor F. Warren McFarlan Continues to Serve as Co-Director of CBCC

In March 2012, Professor F. Warren McFarlan, former Senior Associate Dean of Harvard Business School, agreed to extend his term as the Co-Director of China Business Case Center (CBCC) at Tsinghua SEM.

Professor McFarlan’s first term of office at CBCC began in 2009. Since then, he has made tremendous contributions to the promotion of Tsinghua business cases worldwide, and to the business case education at SEM.

Professor WEI Jie Granted Tsinghua Tongfang Chaired Professor Title by SEM

On April 9, 2012, Tsinghua SEM granted Professor WEI Jie, Chair of the Department of Business Strategy and Policy, the title of “Tsinghua Tongfang Chaired Professor”.

Tsinghua SEM now has nine professors with chaired professorship. Besides Professor WEI Jie, the other eight professors are Mansfield Freeman Professor BAI Chong-en, EMC Professor CHEN Guoqing, Lenovo Professor CHEN Jian, Mansfield Freeman Professor LI Daokui, C. V. Starr Professor LI Hongbin, CCB Professor WEN Yi, COSCO Professor YANG Baiyin and CCB Professor WANG Ruqu.

Paper by LI Hongbin and WU Binzhen Receives McKinsey China Economics Award

On April 13, 2012, a paper titled “Income inequality, consumption, and social-status seeking”, co-authored by C. V. Starr Professor LI Hongbin and Professor WU Binzhen from Tsinghua SEM received the 2012 McKinsey China Economics Award.

The paper “Income inequality, consumption, and social-status seeking” was published in the Journal of Comparative Economics, Issue 39, 2011.
Course Taught by LEI Jiasu, CHENG Yuan Selected as Best Video Public Course Recommended by the Ministry of Education

The Technology Entrepreneurship Management Course taught by Professor LEI Jiasu, CHENG Yuan etc. was selected as Best Video Public Course Recommended by the Ministry of Education. In total 4 courses of Tsinghua University were selected.

Data Center Releases College Graduates’ Employment Survey Result

On May 11, 2012, the Conference on “The Tracking Study of China’s College Students” was held in Tsinghua University, co-hosted by China Economic and Social Data Center of Tsinghua University and Tsinghua University Institute of Education. As the data shows, the average starting salary of 2010 graduates was 2,153 yuan per month. Average starting salary of students who graduated from top universities in the “211 Program” was 2,427 yuan, approximately 28% higher than graduates from average colleges, whose average starting salary was 1,903 yuan per month. The survey also analyzed the difference of starting salary caused by urban and rural areas, industry, province, academic major and so on.

The survey selected 19 colleges from 2,305 colleges in China, which are distributed in 11 provinces. In total 6059 graduates were surveyed.

Professor Peter Robinson from London School of Economics and Political Science Appointed as Outstanding Visiting Professor of SEM.

Professor Peter Robinson from London School of Economics and Political Science was appointed as outstanding visiting professor of SEM in May 15, 2012 with a 3-year term.

Professor Robinson is a top scholar of Econometrics who is a member of the Society of Econometrics and editor-in-chief of the top international magazine in the field of econometrics Journal of Econometrics. His main research fields include time series analysis, spatial econometric analysis, nonparametric and semi-parametric reasoning and so on. He has published approximately 200 papers in these fields, making great fundamental contributions.

During his tenure at SEM, Robinson is expected to visit the Department of Economics of SEM regularly every year. During the visits, in addition to academic reports and research activities, Professor Robinson will also be involved in the recruitment of new faculty, and directing research of young faculty and doctoral students.

The Course Critical Thinking and Moral Reasoning Awarded as Excellent Course of Tsinghua University, 2012

In May 2012, winners of the 2012 Excellent Courses of Tsinghua University Award were announced. The course Critical Thinking and Moral Reasoning of SEM is in the list. A total of 10 courses are selected to receive the honor.

Prior to this year, 9 courses of SEM won this award. They are Econometrics taught by Professor LI Zinai, Introduction to Financial Engineering taught by Professor SONG Fengming, Management Information System taught by Professor CHEN Guoqing, Entrepreneurship Management taught by Professor LEI Jiasu, Intermediate Microeconomic Theory taught by Professor LI Daokui, Principles of Economics taught by Professor QIAN Yingyi, Quality Management taught by Professor SUN Jing, Introduction to Information Management taught by Professor ZHU Yan and Intermediate Macroeconomic Theory taught by Professor BAI Chong- en.

Three Academic Initiatives of SEM Win Best Teaching Achievements Award of Tsinghua University

As approved by the 24th University Council Meeting of the 2011-2012 academic year, the result of “Best Teaching Achievements Award of Tsinghua University, 2012” is released. Three academic initiatives of SEM won first prize.

The three awards come from the Undergraduate Program, MBA Program and Executive Education Center respectively. They are “The Construction of Internationalized Undergraduate Education System Combining General Education and Individual Development” by QIAN Yingyi, BAI Chong-en, YANG Bin, ZHU Yujie, ZHONG Xiaohan, “Management Education Model Innovation Based on Integrated and Experiential Learning” by QIAN Yingyi, YANG Bin, GAO Jian, ZHU Yan, GAO Xudong and the “Building a Top Class Female Entrepreneurship Training Program in Collaboration with International Partners” by GAO Jian, XUE Lei, ZHU Hengyuan, CHENG Yuan and XIE Qihong.
Academic Conferences

01 Tsinghua University Monetary Policy Conference Discusses Monetary Policy in a Global Setting

From March 26 to 28, Tsinghua University Monetary Policy Conference took place in Tsinghua SEM. Themed “Monetary Policy in a Global Setting: China and the United States”, the conference gathered monetary policy scholars and government officials from China and the United States to discuss current hot issues, including financial crisis and instability, credit crunch, trade liberalization and global imbalance.

Tsinghua University Monetary Policy Conference was co-organized by Tsinghua SEM and the Federal Reserve Bank of St. Louis.

At the conference

02 Academic Seminar “China and the World Economy” Held by Pennsylvania State University and Tsinghua University

On May 8 and 9, 2012, the academic seminar “China and the World Economy” co-hosted by the International Economy Research Center of SEM, Tsinghua University and the Department of Economics, Pennsylvania State University was held in Pennsylvania State University. The seminar invited professionals and scholars of international trade from China and the U.S. who report academic findings and conduct discussions on hot topics of China and the world economy. The topics are mainly focused on China's open-up policy and its impact on China's bilateral and multilateral trade, including industrial restructuring and China's foreign trade, impact of RMB exchange rate change, the efficiency of industrial and trade policies, the research on the efficiency of China's outward-oriented companies and so on.

03 The 4th Cross-strait University Leadership Forum and Seminar Held in SEM

On May 12 and 13, 2012, the 4th Cross-strait University Leadership Forum and Seminar was held in SEM. The activity was held by the Department of Human Resource and Organizational Behavior of SEM and co-hosted by the School of Management, Taiwan Yuan Ze University. The topic of this forum is “International Challenges and Chinese-Styled Leadership”. About 60 professionals, scholars, doctoral students from Chinese mainland and Taiwan had heated discussions on new ideas, new thinking, and new methods of Chinese-styled leadership theory research against the background of globalization as well as on empirical and case studies of leadership.

On May 27, 2012, China Economic Safety Forum (2012) was held in the reception hall of the Main Building, Tsinghua University. The forum was co-hosted by Collegiate Social Sciences Development Research Center of the Ministry of Education and the Chinese Enterprise Development and Economic Safety Research Center of Tsinghua University.

The Director of Social Sciences Development Research Center of the Ministry of Education Professor FENG Gang, Vice President of Tsinghua University Professor CHENG Jianping attended the forum and gave speeches. More than 150 scholars from more than 60 colleges and institutions such as Tsinghua University, Peking University, Renmin University of China, Beijing Normal University and so on attended the conference.

Surrounding the theme “guarding against systematic risks of the Chinese economy”, the forum participants had in-depth discussions on economic transition and systematic risk protection, external economic imbalance and systematic risk protection, financial system reform and financing environment, emerging industry development and competitive advantage cultivation etc.

05  Tsinghua SEM Brings INFORMS International Conference to China

The International Conference of the Institute for Operations Research and the Management Sciences (INFORMS) took place in National Convention Center, Beijing, from June 24 to 27, 2012. This conference is held in Mainland China for the first time hosted by Tsinghua SEM. The theme of the conference is “OR/MS for a Sustainable World”. With 288 sessions consisting of more than 1,100 talks ranging from greening energy to improving algorithms, the conference has provided not only a showcase of relevant research that addresses most recent challenges and opportunities in the OR/MS context, but also an opportunity for networking for all participants.
Cooperation and Development

01 Dean QIAN Yingyi Visits Indonesia and Meets President Susilo Bambang Yudhoyono

Upon invitation, on the afternoon of May 15, 2012, Professor QIAN Yingyi, Dean of Tsinghua SEM paid a visit to the Indonesian Presidential Palace and met with President Susilo Bambang Yudhoyono.

President Susilo expressed warm welcome to Dean QIAN Yingyi and the Tsinghua SEM delegation. He mentioned that, in March this year, he led a delegation to visit Tsinghua University and felt honored to be granted an Honorary Doctoral Degree from the University. He hoped that more and more Indonesian universities could establish solid and reciprocal relations with Tsinghua University. Dean QIAN Yingyi invited the President to join the Indonesian Tsinghua Alumni Association and to serve as its Honorary Chairman.

On the morning of May 14, Dean QIAN Yingyi visited Antara News of Indonesia and delivered a keynote speech themed “Chinese Macro-economy”. Later in the afternoon, Dean QIAN Yingyi visited the Tsinghua Alumni Association in Indonesia and gave talks on the Chinese macro-economy and monetary policy.

02 Hefei Huatai Group Donates to SEM

On April 26, 2012, the donation ceremony of “Hefei Huatai Group Donates to Tsinghua SEM” was held in SEM. Chairman of Hefei Huatai Group Mr. CHEN Xianbao (EMBA 2004) and Vice President of Qiaqia Food Co., Ltd Mr. LI Zhenwu (EMBA2012), Vice Manager of Branding Division of Qiaqia Food Co. Ms. LI Huifen, SEM Dean Professor QIAN Yingyi, Director of Coordination Development Office Mr. PAN Qingzhong attended the ceremony. Mr. CHEN Xianbao hopes that his contribution could help SEM to become one of the top business schools in the world.

03 Henan Senyuan Group Donates to SEM

On May 19, 2012, chairman of Henan Senyuan Group Mr. CHU Jinfu (EMBA2004) donated 10 million Yuan to SEM. The donation ceremony was held at the Weilun Auditorium. Dean QIAN Yingyi, together with more than 300 EMBA alumni and students gathered to witness the donation.
01
Time: March 2, 2012
Speaker: John Micklethwait, the Editor-in-Chief of The Economist
Topic: Global Turmoil and the Rise of China

02
Time: March 8, 2012
Speaker: Dr Cheng Kar Shun, Chairman and Executive Director of New World Development Company Limited, Chairman and Executive Director of Chow Tai Fook Jewellery Group Limited
Topic: Tsinghua Eminent Entrepreneur Lectures—The Way to Success: Brand Promotion

03
Time: March 21, 2012
Speaker: Dominic Barton, the Global Managing Director of McKinsey & Company and Member of the Tsinghua SEM Advisory Board
Topic: Tsinghua SEM Advisory Board Member Lectures—Leading in a New Era

04
Time: April 23, 2012
Speaker: Maurice R. Greenberg, Chairman and CEO of C. V. Starr & Co., Inc., Tsinghua SEM Advisory Board Member
Topic: Tsinghua SEM Advisory Board Member Lectures—China-US Free Trade Agreement
05

**Time:** April 24, 2012  
**Speaker:** Sir Evelyn de Rothschild, Chairman of E.L. Rothschild Ltd, and Lady Lynn Forester de Rothschild, Chief Executive of E.L. Rothschild LLC  
**Topic:** Tsinghua Distinguished Speaker Forum in Finance—A Dialogue with Sir Evelyn and Lady Lynn Forester de Rothschild on Family Business Succession and Wealth Management

06

**Time:** April 25, 2012  
**Speaker:** WANG Jianlin, Chairman of Dalian Wanda Group Co, Ltd.  
**Topic:** Tsinghua Eminent Entrepreneur Lectures—Innovations and Competitive Advantage: Using Wanda as an Example

07

**Time:** May 9, 2012  
**Speaker:** GONG Linna, Soprano  
**Topic:** Salon of Arts and Humanities—New Art, Free Bird

08

**Time:** May 21, 2012  
**Speaker:** PAN Gongsheng, Vice President of Agricultural Bank of China  
**Topic:** Tsinghua Distinguished Speaker Forum in Finance—Strategic Transformation of China's Banking Industry
Time: May 31, 2012  
**Speaker:** Dr. William C. Kirby, Director of the Fairbank Center for Chinese Studies, Harvard University and Chairman of the Harvard China Fund  
**Topic:** The Chinese Century? Universities and Liberal Education in the 21st Century

Time: June 3, 2012  
**Speaker:** Professor Edmund S. Phelps, 2006 Nobel Laureate in Economics  
**Topic:** Chen Daisun Memorial Lecture in Economics—Corporatism and Job Satisfaction

Time: June 8, 2012  
**Speaker:** YIP Timmy, Winner, Oscar Award of Best Art Design for *Crouching Tiger Hidden Dragon* in 2001  
**Topic:** Salon of Arts and Humanities—Getting to Know Timmy YIP

Time: June 26, 2012  
**Speaker:** Darrell Duffie, the Dean Witter Distinguished Professor of Finance, Stanford Graduate School of Business  
**Topic:** Tsinghua Distinguished Speaker Forum in Finance- Next Steps toward Safer and Sounder Capital Markets
School of Economics and Management
Tsinghua University

Beijing 100084 China
Tel: (8610) 6278 5515
Fax: (8610) 6278 5876
www.sem.tsinghua.edu.cn

Edited by: Office of Communications and Marketing, Tsinghua SEM