Launching Ceremony for Tsinghua Business Review Held
Founding Dean ZHU Rongji Comes Back to SEM
Celebration Held for the 85th Anniversary of the Department of Economics
LI Rongrong Appointed as Adjunct Professor at Tsinghua SEM
SEM Professors Appointed as Members of Health Care Reform Advisory Committee
Tsinghua SEM Commencement 2011 Held for All Degree Programs

{TSINGHUA SEM NEWSLETTER}
2011.01.01—2011.06.30

清华经管学院
Tsinghua SEM

School of Economics and Management
Tsinghua University
Spring 2011 (No.9)
In the spring semester of 2011, we held the centennial celebration of Tsinghua University. To commemorate this historic moment, the School of Economics and Management had launched a series of activities, including: MBA Program held a forum for 20th Anniversary of MBA Education in China and Tsinghua, EMBA retraced journeys of Southwest Associated University, Executive Education hosted 2011 UNICON Directors’ Conference, and Tsinghua held the 16th World Congress of IEA and etc.

In addition, three important events also took place at SEM in the spring semester:

First, the launching ceremony of Tsinghua Business Review was held at SEM on April 9, 2011. This bi-monthly issued magazine intends to guide transformations with excellent ideas. I believe it will become a platform to link together SEM alumni, enterprises, government as well as the society for the exchange of thoughts and dissemination of management wisdoms.

Second, Tsinghua SEM was founded in 1984. Its predecessor was the Department of Economics established in 1926. This year, while celebrating the centenary of Tsinghua University, we also witnessed the 85th anniversary of the Department of Economics at Tsinghua University. It was among the first 17 departments established at Tsinghua. Professor CHEN Daisun had served as the Head of Economics Department for 24 years from 1928 to 1952. “When we drink the water, we should feel grateful for its source,” says a Chinese idiom. Therefore, SEM published a book titled The 85th Anniversary of the Tsinghua Department of Economics, launched the Inaugural Chen Daisun Memorial Lecture in Economics and invited Professor Eric Maskin, 2007 Nobel Laureate in Economics to give the first lecture. Moreover, the School also invited alumni of Economics Department graduated before 1952 to return to SEM to meet and recollect their memories together.

Last but not least, on April 22, ZHU Rongji, the Founding Dean of SEM returned to the School with his wife LAO An, who both received the warmest welcome from over a thousand SEM students and faculty members. ZHU Rongji had served as Dean of SEM for 17 years with deep respect from students. Upon his visit, a meeting was held to allow open communication between ZHU Rongji and students. He repeatedly encouraged faculty and students to stick to facts and only speak the truth. ZHU Rongji also announced that his forthcoming four-volume book ZHU Rongji Speech Records will be presented and given to each SEM student.

The activities held in celebration of the history of our school always have lasting and far-reaching influence. While celebrating our achievements in the past, more importantly we need to look forward and reflect on existing problems and future challenges. Only in this way, it makes sense to commemorate the centenary of Tsinghua University.

QIAN Yingyi  
Dean  
School of Economics and Management  
Tsinghua University  
July 10, 2011
1. **Tsinghua SEM Holds Alumni Day Events for Beijing and Pearl Delta**

Tsinghua SEM held a Beijing alumni day on January 15, 2011. Over 700 alumni took part in the event. Nine members of the Dean’s Council of SEM were also present. Dean QIAN Yingyi made a development report of SEM to the audience. Afterwards, two alumni panel discussions on “Prospects of the Twelfth Five-Year Plan” and “Business Opportunities Brought by Mobile Internet” were held.

On February 19, SEM continued to hold an alumni day event in Shenzhen for the Pearl Delta region. Dean QIAN Yingyi and all members of the Dean’s Council participated in the event. Besides, over 600 guests and alumni poured in from the Pearl Delta region and beyond. After dean’s speech, two themed panel discussions “Economic Prospects of the Pearl Delta and SAR” and “China: Turning from Manufacture to Creation” were hosted by Associate Dean BAI Chong-en and Associate Dean ZHU Yan respectively.

![At the Beijing Alumni Day event](image)

2. **Dean QIAN Yingyi Attends China Entrepreneurs Forum 2011**

On February 15, 2011, Professor QIAN Yingyi, Dean of Tsinghua SEM, attended China Entrepreneurs Forum 2011 in Yabuli, Heilongjiang Province. Upon invitation, Dean QIAN Yingyi delivered a keynote speech at the opening ceremony.

3. **SEM Retraces Journeys of Southwest Associated University**

On the morning of April 8, 2011, Tsinghua SEM EMBA Programs finished retracing walks of Southwest Associated University. The event came to a successful close at Yunnan Normal University in Chenggong. About 300 EMBA faculty and students covered 1,500 miles on foot in memory of journeys made by the Southwest Associated University, celebrating the spirit of “persistence and perseverance.” SEM Dean QIAN Yingyi and Associate Dean LIAO Li joined the team to face the most difficult challenge of the whole journey.

![Dean QIAN Yingyi and Associate Dean LIAO Li with participants](image)
Launching Ceremony for *Tsinghua Business Review* Held

The launching ceremony of *Tsinghua Business Review* was held at Tsinghua SEM on April 9, 2011. The bimonthly magazine, published by Tsinghua SEM under the administration of Tsinghua University, aims to disseminate management wisdoms of specialists in different areas of business administration.

As chief editor of the magazine, Dean QIAN Yingyi introduced the style and objectives of *Tsinghua Business Review*. He said the magazine intends to guide transformations with excellent ideas. It has drawn efforts from different units of SEM. The editors highly value rigor and professionalism.

Dean QIAN Yingyi Elected as Chairman of CF40 Academic Committee

On April 10, China Finance 40 Forum (CF40) Annual Conference 2011 was held in Beijing. Professor QIAN Yingyi, Dean of Tsinghua SEM, and CF40 Advisory Committee Member, attended the event and delivered a keynote speech titled “Path of the New Round of Reform and Economic Institutional Transition”. Also during the conference, Dean QIAN Yingyi was elected as the new Chairman of CF40 Academic Committee. CHEN Yuan, President of China Development Bank, was elected as the new Chairman of CF40 Financiers’ Council.

2011 UNICON Directors’ Conference Explores China within Global Perspective

The Directors’ Conference of the International University Consortium for Executive Education (UNICON) for 2011 took place at Tsinghua SEM during April 13-15.

UNICON is an association of world’s leading business schools with a commitment to management, executive education and development. Once every two years, UNICON has its directors’ conference held outside the U.S., and the conference at SEM is the second UNICON conference held in China since ten years ago. This year’s conference, themed “East Meets West: Develop Local Talents with Global Perspective,” has attracted 70 attendees from 15 countries.

[Group photo of participants in 2011 UNICON Directors’ Conference]

Harvard Business School Publishing Releases Chinese Cases

In April, Harvard Business School Publishing (HBSP) has included into Harvard case materials eight cases submitted by the China Business Case Center of SEM. The publishing of the cases is a significant step for the internationalized case presentation of Tsinghua SEM.

Tsinghua SEM is the first business school on the Chinese mainland that has reached a cooperative agreement with HBSP and has its cases released online through HBSP’s website.
Founding Dean ZHU Rongji Comes Back to SEM

Professor ZHU Rongji, Founding Dean of Tsinghua SEM, former Premier of the State Council, visited Tsinghua SEM on April 22, 2011 upon the 100th anniversary of Tsinghua University. More than one thousand of faculty and students gathered at SEM to welcome ZHU Rongji, who had been heading the School for seventeen years since its establishment.

A meeting was held to allow open communication between ZHU Rongji and students. At the meeting, ZHU Rongji started with conferring an inaugural certificate to the first speaker of CHEN Daisun Memorial Lecture in Economics: Eric S. Maskin, 2007 Nobel Prize in Economics Laureate. Later on, eight students from different programs of SEM talked about their study experience, achievements, and development plans at the meeting.

"I just can't stop thinking about coming to SEM. I don't necessarily visit other places, only SEM is a definite must-go," ZHU Rongji said. During his speech, he repeatedly encouraged faculty and students to stick to facts and only speak the truth. ZHU Rongji also donated to the School library his signed book ZHU Rongji in Press Conference in four versions, and a set of his recent book ZHU Rongji Speech Records.

Celebration Held for the 85th Anniversary of the Department of Economics

Upon the centennial celebration of Tsinghua University, the Department of Economics established in 1926, also ushered its 85th anniversary. A book titled The 85th Anniversary of the Tsinghua Department of Economics, edited by Professor BAI Chong-En, Head of the Department of Economics, was officially published on April 22. SEM Dean QIAN Yingyi wrote the preface for this book.

On the morning of April 22, deans and associate deans from over ten renowned business schools in China visited Tsinghua SEM to attend the Joint Conference for Business School Deans in China, as well as the ceremony for the 85th anniversary of the Department of Economics.

Dean QIAN Yingyi Gives Lecture at Tsinghua Times Forum

In the evening of May 19, 2011, upon invitation by Student Union of Tsinghua University, SEM Dean QIAN Yingyi held a lecture about undergraduate education reform at Times Forum with Tsinghua students. In the lecture, he shared with the audience his personal experience in SEM's historic venture of undergraduate education reform; he also talked with the
students about his reflections and prospects in general on this issue.

Dean QIAN Yingyi started his lecture with a notion “to carry out a reform, one has to first treat reality as it is”. He then interpreted the undergraduate education reform at SEM from two aspects: thinking and action.

SEM Holds a Forum for 20th Anniversary of MBA Education in China and Tsinghua

In 1991, as one of the nine pilot universities in China, Tsinghua launched the MBA education program. This year marks the 20th anniversary not only for Tsinghua MBA Program, but also more broadly, for MBA education in China. On May 21, 2011, a forum to commemorate “20th Anniversary of MBA Education in China and Tsinghua” was held. This event, hosted by SEM, was joined by deans or MBA program representatives from 106 business schools in China that offer MBA programs.

The whole event consists of two sections: commemoration of 20th anniversary with the theme “China’s MBA Education: A New Journey”; and forum of MBA education in China. The latter includes two sub-forums: the first features a Dean’s Forum among pilot institutions of MBA education reform, and the other focuses on MBA education management, and raises the question “How to manage MBA program effectively in China?”

In the opening ceremony, SEM Dean QIAN Yingyi delivered a keynote speech “China’s MBA Education: A New Journey”. He reviewed the MBA education reforms undertaken at Tsinghua SEM in the past four years. He then envisioned and highlighted three new themes in the coming years for China’s MBA education: leadership, entrepreneurship and experiential learning.

LI Rongrong Appointed as Adjunct Professor at Tsinghua SEM

LI Rongrong, Former Chairman of State-Owned Assets Supervision and Administration Commission, and current member of Tsinghua SEM Advisory Board accepted the appointment to serve as Adjunct Professor at Tsinghua SEM. SEM Dean QIAN Yingyi presented the official Letter of Appointment by Tsinghua University to LI Rongrong on June 9, 2011.

(Dean QIAN Yingyi presents to LI Rongrong the Letter of Appointment)
Since LI Rongrong left his previous position, he had expressed in many occasions that he would like to attend lectures at Tsinghua SEM. In academic year 2010-2011, he attended seven courses offered by EMBA program at SEM. After completing the courses, LI Rongrong planned to give lectures himself for EMBA program. He aimed to combine in his course both his professional experience and his theoretical background to convey practical knowledge to the entrepreneurs and managers studying at SEM. He expected that the EMBA students could improve their all-round thinking and problem-solving abilities as well as broaden their global horizon through his course.

SEM Professors Appointed as Members of Health Care Reform Advisory Committee

On June 23, 2011, the first plenary session of Health Care Reform Advisory Committee, initiated by the State Council, was held at Zhongnanhai. Tsinghua SEM Professor QIAN Yingyi and Professor BAI Chong-en were appointed as the first Members of Advisory Committee. LI Keqiang, Vice-Premier of the State Council, attended the meeting and gave a keynote speech.

Main functions of the Advisory Committee include: research on major issues in medical and health care system reform, analysis of global experience, consultation in policy-making, assessment of policy-implementation and etc.

Tsinghua SEM Commencement 2011 Held for All Degree Programs

On the morning of June 27, 2011, Tsinghua SEM Commencement 2011 was held at the Gymnasium of Tsinghua University. More than 1,000 participants attended the ceremony, including graduates for all degree programs, SEM faculty and staff, graduates’ family members and friends.

Professor WU Jinglian, distinguished economist and Adjunct Professor of SEM, was invited to deliver a speech at the commencement ceremony. In his speech themed “After Graduation”, Professor Wu encouraged the students to keep faith in themselves and adhere to truth and code of ethics rather than doctrine, to foster critical and analytical thinking abilities rather than parroting and bandwagoning, and to make constant self-enhancement to pursue their life goals.

(Professor WU Jinglian delivers a speech for SEM Commencement 2011)
New Undergraduate Courses See Success

SEM is the pilot school in Tsinghua University to carry out undergraduate education reform. One of the reform measures is to open a “Chinese Writing” course for freshmen. Since the fall semester of 2009, a total number of 400 SEM undergraduates have taken this course. It aims to improve students’ Chinese writing abilities to cope with their study and work demands. Meanwhile, SEM also opened a “Chinese Communication” course to enhance the interpersonal skills of undergraduates.

For the spring semester of 2011, SEM reopened the “Freshman Seminar” course and set it as the compulsory course for all freshmen. This small-class seminar course intends to help students improve their critical thinking ability and communication skills through various methods, such as discussion, case studies and program practice. The course contents focus more on the development of “soft” skills rather than “hard” skills.

The First Cohort of Undergraduates in Honors Programs Complete Their Studies

In June 2011, the first cohort of 39 undergraduate students, who participated in the Tsinghua SEM Honors Programs, completed their studies with certificates. Under the undergraduate education reform, SEM proposed the education concept of combining general education with individual development. Through general education, the process of building value, fostering capability and acquiring core knowledge can be integrated and combined. In particular, this concept gives much focus to cultivate students’ curiosity, imagination and critical thinking ability.

In terms of individual development, since the fall semester of 2009, SEM has established three Honors Programs in academic, entrepreneurship and leadership respectively to offer more training and practice opportunities to selected students in their junior and senior years.

SEM Undergraduates Favored by Top US Universities

In the spring semester of 2011, several SEM undergraduates received the admission letter for doctoral program in economics with full scholarship from top US universities, almost including all top 10 US universities in the economics field. This is so far the most remarkable result among all business schools in China.

Among the successful applicants, DAI Tianjiao was admitted by Harvard, MIT, Princeton, Yale, Stanford, UC Berkeley and etc.; and WU Yufei was admitted by MIT, Harvard, Chicago, UC Berkeley, Stanford, Yale, Northwestern, Columbia and etc. They both decided to further their studies at MIT.

SEM Wins the First Place in Tsinghua "Challenge Cup" Competition

The 29th Tsinghua University “Challenge Cup” Competition of Extracurricular Academic and Scientific Works took place in April 2011. SEM won the first place among liberal arts schools. This is one of Tsinghua’s annual and traditional competitions with regard to extracurricular activities.
SEM Freshman Li Peijing Wins Gold Medal at ISSF World Cup Rifle/Pistol

On April 12, 2011, SEM freshman Li Peijing won gold medal at the International Shooting Sports Federation (ISSF) World Cup Rifle/Pistol in Changwon, Korea, thus added another 2012 London Olympics quota for the Chinese team. On May 18, at ISSF World Cup Rifle/Pistol in Fort Benning, USA, Li Peijing won another bronze medal for China.

The New York Times Reports on Sandel’s Lecture at Tsinghua SEM

On June 14, 2011, Thomas L. Friedman, columnist of The New York Times, also the author of world’s best-seller book The World is Flat, wrote an article “Justice Goes Global” (This article ranked the first place in the MOST E-MAILED category) in his column, in which he talked about Harvard Professor Michael Sandel’s ‘Justice’ course and its influence in Asia and in the world.

On May 18, 2011, Professor Sandel gave a lecture to Tsinghua SEM students in the 12th session of SEM undergraduate course “Critical Thinking and Moral Reasoning” This course, according to SEM Dean Qian Yingyi, “is part of a great experiment of undergraduate education reform currently under way at our school ... This is not just one class; it is the beginning of an era.”

Professor Sandel hoped in the near future, a global classroom could be created by technology to allow students to discuss issues on morality and justice together. “If we can do that, we will achieve not only a historic moment in undergraduate education, but maybe we will develop new possibilities for global public discourse that we really haven’t seen in the history of diplomacy or global politics,” said Sandel.

Doctoral Forum of China (Management) 2011 Held at SEM

During March 3-5, 2011, Doctoral Forum of China (Management) 2011 was held at Tsinghua SEM. Altogether 14 doctoral students received the Excellent Doctoral Degree Thesis Award.

This forum is held annually and co-organized by Office of the State Council Academic Degrees Committee and Department of Postgraduate Education, Ministry of Education. It aims to provide the doctoral students a nationwide and multi-disciplinary platform for academic research and exchange. Within the general framework, there are seven sub-forums: Management Science and Engineering, Accounting and Finance, Economics, Technical Economics, Human Resources, Marketing and Corporate Strategy. More than 300 doctoral theses from over 40 universities in China were submitted. For each sub-forum, two theses were granted Excellent Doctoral Degree Thesis Award.
New Chairman of SEM Graduate Student Union Elected

On May 19, 2011, SEM Congress for Graduate Student 2010-2011 was held. Li Yang, Former Chairman of SEM Graduate Student Union, made a status report reflecting on the union's work in his tenure. After voting, MAO Rihong was elected as the new Chairman of SEM Graduate Student Union. He hoped to strengthen ties between master's and doctoral classes, and between Chinese and international students, so as to build a better graduate student community.

Cross-Strait Tsinghua Doctoral Seminar Takes Place at SEM

On June 3, 2011, Cross-Strait Tsinghua Innovation and Entrepreneurship Doctoral Seminar took place at SEM. Ten doctoral students presented their papers under the theme "Innovation and Entrepreneurship". This seminar was initiated in 2009 and to be held on an annual basis. It will be hosted in turn by School of Economics and Management, Tsinghua University in Beijing and College of Technology Management, National Tsing Hua University in Taiwan.

MBA Alumni Return for Tsinghua Centennial Celebration

On the morning of April 23, Tsinghua MBA Programs hosted a launching ceremony for the MBA Alumni Council on an alumni reunion cocktail party. Over 300 MBA alumni were present at the party, including 18 alumni from Class 1991, the first group of Tsinghua MBA students. On the ceremony, current MBA alumni also donated gifts for the centennial celebration of Tsinghua University.

Tsinghua MBA Organizes Extracurricular Activities for Students

In the spring semester of 2011, Tsinghua MBA Programs Student Affairs Office launched the "New Knowledge Classroom" extracurricular activities, aiming at increasing students' practice opportunities and assisting them in utilizing SEM's corporate resources, as well as helping them to gain inter-disciplinary knowledge and relevant enterprises managerial experiences.

Some recent extracurricular activities include visit to CP Group on April 1; visit to State Key Laboratory of Automotive Safety and Energy on April 15; and experiencing IBM history and development with IBM employees on April 22.

Tsinghua MBA Launches Joint Course with NCCU

From May 18 to 25, a group of 17 teachers and students from College of Commerce, National Chengchi University (NCCU) visited Tsinghua SEM, and completed a week-long "Cross-strait Business Observation" course with 16 MBA students from SEM.

The course intends to broaden contact and deepen communication between business school students from both Mainland China and Taiwan. It also aims to enhance their understanding and knowledge of society, economy and culture. As an MBA elective course, it launches in every fall semester for full-time first-year MBA students and part-time second-year MBA students. The course consists of lecture, enterprise visit and culture experience.
Tsinghua SEM Launches China MBA Debate Competition on Business Ethics 2011

From May 22 to 28, 2011, China MBA Debate Competition on Business Ethics 2011 was held at Tsinghua SEM. Eight debate teams from several renowned universities, namely, Tsinghua University, Peking University, Renmin University of China and etc, joined this competition, which was hosted by SEM MBA Programs and Center for Leadership Development and Research. As a result, teams from Peking University, China University of Political Science and Law and Beijing Normal University won the first, second and third prizes.

Tsinghua MBA "Integrative Practice" Program Valued by Enterprises

The new MBA curriculum aims at cultivating future leaders with comprehensive management capabilities. In the redesigned courses, particular emphasis was put on the cultivation of students’ practical capabilities. The newly introduced “Integrative Practice” course, as the capstone course of MBA first-year study, provides students with a platform where students could learn from experience in the practice of operating real programs.

In 2011, among the 40 enterprises submitted their applications, 24 of them have their projects been successfully selected. In total, there are 105 projects applied, among which 99 are valid applications. And as a result, 35 projects have been selected.

Tsinghua EMBA Management Forum Held in Taiwan

On March 15 and 19, 2011, Tsinghua SEM held its EMBA Management Forum in Taipei and Kaohsiung respectively. This forum, themed “The Trend of Economic Development in Mainland China and Reciprocal Opportunities in Cross-strait Trade”, invited SEM Professor WEI Jie to give a keynote speech, which reflected on some hot issues in the Twelfth Five-Year Plan economy. These two forums had attracted more than 500 participants, including Tsinghua EMBA alumni, local entrepreneurs and senior managers.

Tsinghua EMBA Launches Collaboration with China Southern Airlines

On March 23, 2011, Tsinghua SEM and China Southern Airlines signed an agreement to intensify their cooperation in education with the airlines, declaring it will send 100 executives and managers to Tsinghua EMBA program over the next five years. Meanwhile, China Southern’s “10-fen” Caring Foundation also donated one million yuan to Tsinghua University to sponsor the promising yet impoverished college students.
EMBA Holds Activities for Tsinghua Centennial Celebration

On March 9, 2011, 30 Tsinghua EMBA current students and alumni, who were participating in the 11th National People’s Congress and Chinese People’s Political Consultative Conference, returned to SEM to join a seminar on the current affairs upon Tsinghua centennial anniversary.

On April 23, an EMBA Alumni Day Forum themed “Centennial Tradition and Dream: Tsinghua’s Contribution in the Chinese Economic Development” took place at SEM. Over 300 EMBA alumni returned to SEM from all over China to attend this event.

On April 23, Professor Eric Maskin, 2007 Nobel Laureate in Economics, and the Albert O. Hirschman Professor of Social Science at the Institute for Advanced Study at Princeton, delivered a lecture to EMBA alumni titled “Financial Crisis: Why They Occur and What to Do about Them.”

Tsinghua EMBA Management Forum Held in Wuxi and Zhengzhou

On May 12, 2011, Tsinghua EMBA Management Forum took place in Wuxi. Professor ZHANG Taowei from the Department of Finance gave a speech titled “Interpreting the macro-economy and grasping the future of enterprises”. He analyzed the trend of China’s macro-economy in 2011 and the challenge and opportunity Chinese economy encountered under globalization. He also interpreted some of the major policies in recent governmental economic regulation.

On May 27, Tsinghua EMBA Management Forum took place in Zhengzhou, with the theme “Chinese Economic Development in the Twelfth Five-Year Plan and the Establishment of Central China Economic Zone”. The forum was held in Henan Province for the first time, attracting more than 1,000 participants. Local officials and entrepreneurs joined Professor LI Daokui in a heated discussion on the development of Henan enterprises.

Global Business Elites Join the Tsinghua-INSEAD EMBA Program 2011

On June 3, 2011, 47 business leaders from all over the world started their 18-month long TIEMBA program. Jointly launched by Tsinghua SEM and INSEAD in 2007, TIEMBA was the first dual degree EMBA program in Mainland China. Since its establishment five years ago, TIEMBA has enrolled students from over 30 countries, and has become one of the top international EMBA program in Asia and in the world.
SEM Launches Executive Training Program for Working Committee of Shanghai Municipal Authorities

In March 2011, Executive Education of SEM organized a training program themed “Macroeconomy in the Twelfth Five-Year Plan” for the Working Committee of Shanghai Municipal Authorities. More than 170 Shanghai governmental officials attended the program. Prof. WEI Jie, Prof. LI Daokui, Prof. BAI Chong-en, Prof. LIULING Lingling, Prof. WU Guisheng and etc., delivered lectures to the audience, in which they interpreted the domestic and global economy, and analyzed the current economic development of Shanghai. They also proposed that Shanghai’s economy should be innovation-oriented and developed through transformation. This program provided the audience with brand new insights in Shanghai’s future model of economic development.

Singaporean Entrepreneurs Explore China through Executive Education Seminar

On March 12, 2011, the first Advanced Seminar for Singaporean Entrepreneurs was launched at SEM. Thirty Singaporean participants from the political and business sectors, had explored the Chinese market and political environment through tailor-made seminar activities in one-week time. The participants include owners of top Singaporean brands and companies operating in China, Southern Asia and other regions of the world. This is SEM’s second advanced seminar for South Asian countries after the Advanced Seminar for Indonesian Entrepreneurs hosted in 2009.

SEM Customizes Training Program for Chongqing SASAC

On April 20, 2011, Tsinghua SEM and the Chongqing Municipal State-owned Assets Supervision and Administration Commission (SASAC) signed a cooperation agreement on “Leader Training Program for Chinese Enterprises”. The program was customized by Executive Education to foster business leaders for major enterprises in Chongqing. In contrast to the traditional management training, this program focuses more on the humanistic and moral cultivation of entrepreneurs. It expects to equip business leaders with broad vision, in-depth insights, professionalism, political awareness and social responsibility.
Executive Education Alumni Return to SEM for Tsinghua Centennial Celebration

During Tsinghua’s centennial celebration, SEM Executive Education alumni from all over the world returned to Tsinghua to celebrate together this historic event. The first cohort of the Fuzhou Business Class graduated from SEM 20 years ago. Seven alumni from that cohort came back to meet and talk with their previous professors. Over 20 members of the first, second and third Indonesian Entrepreneur Executive Class also returned to recollect their memories in Tsinghua. In addition, about 100 alumni of the International Program of SEM Executive Education came back on April 21-22, 2011 to reunite with their instructors and classmates and to celebrate the centenary of Tsinghua University.

Executive Education Trains Directors of Central Enterprises for SASAC

On May 11, 2011, initiated by State-owned Assets Supervision and Administration Commission of the State Council (SASAC), a launching ceremony of an executive training program targeting directors of central enterprises for the establishment of normative directorate was held at SEM.

The training program is approved and launched by SASAC with the idea of optimizing large state-owned central enterprises’ corporate structure and further enhancing the performance of directors in charge. Co-directors of the training program are: Professor NING Xiangdong and Professor YANG Bin of Tsinghua SEM.

The whole program aims to complete two rounds of training in two years, each including six training modules. Following the launching ceremony, more than 120 board members and secretaries from 28 central enterprises started their two days of first module training. The theme of this module was “Manager Recruitment, Performance Management and Leadership Building.”
{TEACHING AND RESEARCH}

1. Tsinghua SEM Professors Acknowledged in 2010 University Awards

In the spring semester of 2011, as a result of the 4th Tsinghua University Young Educator Competition, SEM Professor WANG Kun won the first prize in the Humanities and Arts category, Professor HE Ping and LIU Chun both won second prize. Professor XUE Jian and nine other tutors won the 2010 Young Scholars Awards.

2. Human Resource Development Quarterly Included in SSCI

At the beginning of 2011, Human Resource Development Quarterly was officially acknowledged by Thomson Reuters as the ISI publications. It was initiated by the Academy of Human Resource Development, with its Editorial Department located at Tsinghua SEM. Professor YANG Baiyun from the Department of Human Resources and Organizational Behavior, serves as the Chief Editor of the journal. It is published in English in the United States on a quarterly basis.

3. SEM Research Project under National Social Science Fund of China Rated "Excellent"

In January 2011, chaired by Professor LI Zina from the Department of Economics, the Major Project “Basic Research Framework of the Modeling Methodology of Econometrics” under National Social Science Fund of China was rated as “Excellent”. The project was regarded as foundational in relevant fields and of high academic and theoretical value.

4. Chair Professorship Conferred to Faculty Members

On March 3, 2011, seven SEM faculty members were declared as chair professors.

They are: Mansfield Freeman Chair Professor BAI Chong-en, EMC Chair Professor CHEN Guoqing, Lenovo Chair Professor CHEN Jian, Mansfield Freeman Chair Professor LI Daoxue, C.V. Starr Chair Professor LI Hongbin, CCB Chair Professor WEN Yi, and COSCO Chair Professor YANG Baiyun.

Among the chair professors are all SEM members of the One-Thousand Talents Program and all SEM’s Cheung Kong Scholar Professors.
Papers by SEM Professors Granted Awards

On March 21, 2011, SEM Professor CAO Jing was named the recipient of the third annual McKinsey China Economics Award for her paper entitled “Towards a Low-Carbon Economy: The Design of a Carbon Tax Policy for China And an Analysis of the CGE Model”.

In June, SEM Assistant Professor DUAN Zhirong from the Department of Business Strategy and Policy, co-authored with Emeritus Professor Roger A. Layton from the Australian School of Business at UNSW, received the George Fisk Best Paper Award for their paper, “Measuring Assortment in Marketing Systems”, presented at the 36th Annual Meeting of the Macromarketing Society in the United States.

SEM Professors Receive "2010 Tsinghua Excellent Workers" Award

At the beginning of the spring semester, Tsinghua University granted awards to excellent groups and workers of 2010. Tsinghua SEM Professor LI Fei and Professor LI Hongbin were awarded “2010 Tsinghua Excellent Workers”.

CRRC Project Wins National Business Technology Award

In April 2011, the project “Research on Chinese Retail Customer Satisfaction” by China Retail Research Center of SEM won the second prize of 2010 National Business Technology Progress Award, granted by China General Chamber of Commerce.

Professor Steven White Receives Award in the EFMD Case Writing Competition

The winners of 2010 European Foundation for Management Development (EFMD) Case Writing Competition were announced in April 2011. Professor Steven White, from Tsinghua SEM won the “Emerging Chinese Global Competitors” award, with his case “Shanghai Automotive and Ssangyong Motor: A Tale of Two Dragons”. His co-author was Dr. XU Leiping of CEIBS.

SEM Chaired National Research Major Project Sees Important Progress

In April 2011, the National Natural Science Foundation of China evaluated the Major Project “Major Issues and Key Technology Research in Emerging E-Commerce” chaired by SEM Professor CHEN Guoqing, and highly appreciated the progress and result of the project.
ACADEMIC CONFERENCES

1. CCWE Holds China and the World Economic Forum

On January 16, 2011, Tsinghua University Center for China in the World Economy (CCWE) successfully held the China and the World Economic Forum titled "The Restart After the Crises", discussing the main economic focal points for China in 2011: whether China can make substantial progress in restructuring its economy, maintain relatively fast economic growth and control the momentum of rising prices.

On March 20, CCWE continued to host its quarterly forum themed "Challenges China Faces from a Shifted Focus of Development", addressing the most crucial issues concerning the new challenges China faces from the policies and maneuvers for economic development that reflect the shifted focus.

2. NCER Holds Seminar at Tsinghua SEM

On March 25, 2011, organized by National Center for Economic Research (NCER), a seminar titled "Focus and Challenge in the Twelfth Five-Year Plan Reform" took place at Tsinghua SEM. Scholars and professors from Tsinghua University, Peking University, Renmin University of China and Beijing Normal University were invited to reflect on various topics: anti-inflation, growth, income increase, anti-corruption, change of development mode and etc.

3. First "Hetang Finance Forum" Held

On April 22, the first "Hetang Finance Forum" was held at Tsinghua. Discussions were carried out by scholars and policy-makers on establishing security censorship for foreign acquisition of domestic enterprise. This academic forum, initiated by Center for Enterprise Growth and National Economic Security Research of Tsinghua University, and co-organized by CBN Research, will be held on a regular basis to discuss national economic security-related hot issues.
4 Tsinghua-Cornell 2011 International Conference Held

In the afternoon of April 25, 2011, Tsinghua-Cornell 2011 International Conference on Innovative Strategies for Sustainable Enterprise: from Followers to Leaders was held at SEM. This event was co-organized by Tsinghua SEM and Cornell Johnson School of Management. Participating scholars and entrepreneurs exchanged their thoughts on two main topics: Opportunities in Bridging China Base of Pyramid Markets and Disruptive (Green) Technology, and Successful Business Models and Partnership for Sustainable Enterprise.

5 China Consumer Finance Forum Held at SEM

On May 25, 2011, jointly organized by the China Center for Financial Research and the Citi Foundation, the fifth China Consumer Finance Forum took place at Tsinghua SEM. The theme of this forum is “International Comparison of Consumer Protection and Best Practice in China”. It touched upon various topics on how people could protect themselves as financial consumers.

6 First "National Forum on Sociology and Its Contribution to Business School Education" Held

On May 30, 2011, Tsinghua SEM and Tsinghua University’s Department of Sociology collaborated in the opening of the first "National Forum on Sociology and Its Contribution to Business School Education" at SEM. It is the second time SEM works with Tsinghua humanities departments in organizing interdisciplinary forums. The first one was held in October 2010, titled "National Forum on Psychology and Its Contribution to Business School Education”.

7 Second Mostly OM International Seminar Held at Tsinghua

During May 29-31, the second Mostly OM International Seminar had been held at Tsinghua SEM. This event was co-organized by SEM and Research Center for Contemporary Management at Tsinghua University. In the seminar, 13 world-renowned scholars brought to the audience the cutting edge thoughts and latest research results in the field of operations management.
1. **Dean QIAN Yingyi Visits Advisory Board Members**

At the beginning of 2011, Dean QIAN Yingyi paid visits to seven SEM Advisory Board members in the United States.

The Advisory Board members visited included John L. Thornton, Chairman of the SEM Advisory Board, John J. Mack, Chairman and CEO of Morgan Stanley, Vikram Pandit, CEO of Citigroup, Jamie Dimon, Chairman and CEO of J.P. Morgan Chase & Co., Steven A. Denning, Chairman of General Atlantic LLC, Lloyd C. Blankfein, Chairman and CEO of the Goldman Sachs Group, Inc., David M. Rubenstein, Co-Founder and Managing Director of the Carlyle Group.

2. **ZHENG Weimin-Scholarship Fund Setup at SEM**

On March 6, 2011, the launching ceremony of ZHENG Weimin-Scholarship Fund and the first plenary session of Fund Management Committee were held at Tsinghua SEM. Professor ZHENG Weimin is a distinguished systems engineer, and one of the pioneers in the Chinese systems engineering research. Since the establishment of the fund, more than one million yuan have been raised.

3. **Carl Schramm Visits Tsinghua University**

On March 31, 2011, Carl J. Schramm, President and CEO of the Ewing Marion Kauffman Foundation, visited Tsinghua University with delegation.

Vice-President XIE Weihe of Tsinghua University talked with Carl Schramm about the achievements of Chinese entrepreneurs, their innovative endeavors, entrepreneurship education and the influence of above factors on Chinese economy.

The delegation then visited companies started by participants of China Training Program for Entrepreneurs at Tsinghua University. Carl Schramm showed intense interest towards the operational models, innovations and potentials of these enterprises.
SEM Alumni Donate for Tsinghua University Art Museum

On April 16, 2011, three Tsinghua University alumni, SHI Jinshan, ZHANG Chaoyang and MO Tianquan, donated seventy million yuan for the building of the first museum on Tsinghua campus: Tsinghua University Art Museum. Among the three, SEM alumni SHI Jinshan and MO Tianquan contributed forty million yuan.

Flextronics Launches CSR Project with SEM

On April 22, 2011, Flextronics International announced that the company wished to co-initiate a Corporate Social Responsibility (CSR) Chair Professorship project with Tsinghua SEM.

According to the project agreement signed by the two parties, Flextronics will offer USD 1,000, 000 funds to support the CSR researches carried out at SEM. SEM are also expected to develop systematic CSR courses, host business ethic debates and CSR case competitions. Moreover, a classroom at SEM will be named after Flextronics International.

During the centenary celebration, an inaugural ceremony of the Flextronics classroom and a speech on CSR were carried out at SEM.

Tsinghua SEM and Volkswagen Team up to Develop Auto Industry Talents

On May 13, 2011, Tsinghua SEM and Volkswagen Group China signed a Memorandum of Understanding (MoU) for a comprehensive cooperation on wide varieties of programs over the next three years. The memorandum sets the stage for an innovative partnership platform that will engage the auto industry, Tsinghua SEM and MBA students, to develop innovative management talents for China’s auto industry.
7. SEM Alumnus Sets up Tsinghua Alumni-Hongqian Electron Scholarship


8. Novellus Visits SEM and Donates for Scholarship Funding

On May 18, 2011, Dr. Fusen E. Chen, Executive Vice-President and CTO of Novellus System Inc., and WANG Ting, President of Novellus China visited SEM for the first time and donated USD 60,000 as scholarship funds. Novellus also hoped to join Tsinghua SEM in establishing a Research Center for Entrepreneurship to help Tsinghua students realizing their entrepreneurial dreams.


On June 10, 2011, Professor F. Warren McFarlan, former Senior Associate Dean of Harvard Business School led a professor delegation to visit SEM. The delegation consisted of 13 Harvard professors from various fields. Professor QIAN Yingyi, Dean of SEM, and 14 SEM professors, held a meeting with the Harvard delegation to discuss the development of SEM. The strategic partnership between the two schools started from 2000. Since then, the two parties have established in-depth cooperation in various fields, namely, management training, case development, faculty exchange and academic research.
<table>
<thead>
<tr>
<th>Speaker</th>
<th>Position</th>
<th>Topic</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAO Guowei</td>
<td>Chairman and CEO of SINA Corporation</td>
<td>The Development of New Media</td>
<td>January 17, 2011</td>
</tr>
<tr>
<td>Steven Rockefeller Jr.</td>
<td>President of Rose Rock Partners LLP.</td>
<td>Family History &amp; Poverty Alleviation</td>
<td>March 14, 2011</td>
</tr>
<tr>
<td>WAN Fang</td>
<td>Writer and Screenwriter</td>
<td>Drama and Life</td>
<td>March 23, 2011</td>
</tr>
<tr>
<td>GUO Guangchang</td>
<td>Chairman of Fosun International Limited</td>
<td>Entrepreneurship and Life: A Dialogue with GUO Guangchang</td>
<td>March 25, 2011</td>
</tr>
<tr>
<td>Carlos Ghosn</td>
<td>Chairman and CEO, Renault-Nissan Alliance</td>
<td>Driving the Alliance on the Road to Zero-Emission Mobility</td>
<td>April 18, 2011</td>
</tr>
<tr>
<td>ZHOU Xiaochuan</td>
<td>Governor of People’s Bank of China</td>
<td>Urbanization and Relevant Financial Development</td>
<td>April 18, 2011</td>
</tr>
<tr>
<td>Eric Maskin</td>
<td>2007 Nobel Laureate in Economics</td>
<td>Financial Crisis: Why They Occur and What to Do about Them</td>
<td>April 22, 2011</td>
</tr>
<tr>
<td>LIU Shiyu</td>
<td>Vice-Governor of People’s Bank of China</td>
<td>Credit Policy and Financial Innovation</td>
<td>April 26, 2011</td>
</tr>
<tr>
<td>YU Long</td>
<td>World-renowned Chinese Music Conductor</td>
<td>The Value of Art</td>
<td>April 27, 2011</td>
</tr>
<tr>
<td>Michael J. Sandel</td>
<td>Professor of Government at Harvard University</td>
<td>Loyalty as a Virtue versus Moral Principles</td>
<td>May 18, 2011</td>
</tr>
<tr>
<td>LI Yanhong</td>
<td>Co-Founder, Chairman and CEO of Baidu</td>
<td>A Graduate Lesson for Future Business Elites</td>
<td>June 9, 2011</td>
</tr>
</tbody>
</table>
 OUR MISSION

To advance knowledge and cultivate leaders for China and the world.

School of Economics and Management
Tsinghua University
Beijing 100084, China
Tel: (8610) 62785515
Fax: (8610) 62785876

http://www.sem.tsinghua.edu.cn

TSINGHUA SEM NEWSLETTER

2011.01.01—2011.06.30

Edited by: Office of Communications and Marketing, Tsinghua SEM