2010
(January 2010—July 2010)
NEWSLETTER

- Tsinghua SEM and the Wharton School Launch Undergraduate Student Exchange Program
- Tsinghua SEM Finishes First Phase of IT Project
- Nobel Laureate in Economics Oliver Williamson Honored by Tsinghua
- Tsinghua MBA Admissions Reform Announced
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean’s Message</td>
<td>03</td>
</tr>
<tr>
<td>SEM Highlights</td>
<td>04</td>
</tr>
<tr>
<td>Programs</td>
<td>08</td>
</tr>
<tr>
<td>Teaching and Research</td>
<td>13</td>
</tr>
<tr>
<td>Academic Conferences</td>
<td>14</td>
</tr>
<tr>
<td>Cooperation and Development</td>
<td>17</td>
</tr>
<tr>
<td>SEM Forum</td>
<td>19</td>
</tr>
</tbody>
</table>
In the 2010 spring semester, the School has made two critical moves: the completion of the first phase of the IT project, and the admissions reform of the MBA Program.

After year-long research, planning and implementation, the first phase of the IT project was completed in April 2010. Our new home page (http://www.sem.tsinghua.edu.cn) not only greets visitors with an entirely new interface, but also highlights the importance of thoughts and ideas from the faculty, as well as the interactive community. The completion of the first phase of the project marks a major step up in the overall IT capacity of the School. A number of management schools in China have already begun to follow our lead by implementing their own IT strategies.

The reform on our MBA curriculum was initiated in September 2008. On December 3, 2009 and June 9, 2010, I was invited to speak at two national conferences of the business school deans about the ideas, contents and implementation details of the School’s new MBA curriculum, which was well received. In early July 2010, the School extended the MBA reform from the curriculum to the admissions. Our MBA admissions reform encompasses two major changes: the first is to take the applicant’s overall capabilities, rather than a single test score, as the major criterion for admission, and the second is to implement a new procedure for the admissions process, with the appraisal of application materials and interviews with the applicants occurring before the national exam, rather than in reverse order. The announcement of the admissions reform has triggered much media coverage and attracted close attention from prospective students as well as other business schools in China.

The above two moves are of great importance for the long-term development of the School. Meanwhile, we have every reason to believe that they will also have profound and long-lasting influences on the management education on the national scale.

Yujun Qian
Dean
School of Economics and Management
Tsinghua University
July 10, 2010
Tsinghua SEM and the Wharton School Launch Undergraduate Student Exchange Program

The signing ceremony of the Undergraduate Student Exchange Agreement between the School of Economics and Management (SEM) and the Wharton School of the University of Pennsylvania was held in SEM’s Shunde Building in March 2010, Professor QIAN Yingyi, Dean of Tsinghua SEM, and Professor Thomas Robertson, Dean of the Wharton School and a member of Tsinghua SEM’s Advisory Board, jointly signed the Agreement. According to the Agreement, SEM and Wharton will begin semester long undergraduate student exchanges from fall 2010.

Tsinghua SEM has already signed agreements regarding student exchange programs with around 90 overseas institutions located in North America, Europe and the Asia-Pacific region, all with outstanding reputations in their respective country or region.

In 2009, the School sent more than 250 exchange students to various overseas institutions. Over 50% of undergraduate students have the opportunity to participate in study exchanges. Internationalization has now become one of the important advantages of Tsinghua SEM’s undergraduate education.

Professor Li Daokui Appointed as Monetary Policy Committee Member

The State Council appointed Tsinghua SEM’s Professor Li Daokui as a new member of the Central Bank Monetary Policy Committee.

Professor Li Daokui, holder of a Harvard Ph.D., is now Chair of the Department of Finance at Tsinghua SLM and Director of the Center for China in the World Economy. He is also a member of the eleventh Chinese People’s Political Consultative Conference (CPPCC). The proposal he made this year to the CPPCC is about the establishment of local financing channels.

This appointment was made after FAN Gang, a previous member of the Committee finished his tenure.

“After the crisis, new problems have emerged in both the Chinese and world economy, which requires careful study on our part,” said Professor Li. He thinks increasing the number of independent Committee members is a crucial move, yet the title comes with intense responsibility.
Tsinghua SEM Finishes First Phase of IT Project

After year-long research, planning and implementation, Tsinghua SEM has finished the first phase of its strategic IT project upon the occasion of the 99th anniversary of Tsinghua University. The School held a press conference on April 24, 2010.

The strategic project is characterized by its innovativeness and progressiveness. It has shifted the conventional focus of information service, stressing customer relationship management (CRM) instead of the education administration system. The information units finished in the first phase include the School home page, the office system, Executive Development Program (EDP)'s customer management system and online alumni service.

According to Dean QIAN Yingyi, the first phase of SEM's IT project represents five ground-breaking firsts in information service development among business schools in China: SEM is the first Chinese business school to adopt IT development as a core strategy to boost its competitiveness, to create an information service model centered around the CRM system, to serve the faculty, students, alumni and partners with highly personalized collective information, to execute the IT project with leading international business solutions and professional agencies, and to operate and maintain the entire system by outsourcing.

Department of Innovation and Entrepreneurship Celebrates 30th Anniversary

The Department of Innovation and Entrepreneurship celebrated its 30th anniversary upon the occasion of the 99th anniversary of Tsinghua University. A celebratory meeting was held in Tsinghua SEM. Present and speaking at the meeting were Tsinghua University’s Vice President Professor XIE Weihe and Dean of Tsinghua SEM Professor QIAN Yingyi.

The track of Technical Economics was founded in 1979. The Department of Innovation and Entrepreneurship began to offer master’s degrees in 1981, and was the first department granted permission by the State Council to offer a doctoral degree in this discipline. Its Technical Economics track was selected as a National Priority Discipline in 1988, 2002 and 2007.

Over the past thirty years, the Department has graduated more than 100 Ph.D. students, as well as more than 1,000 master’s and MBA students, who have now become governmental officials, managers and entrepreneurs, as well as leading figures in academic institutions.

Two Research Centers Established at SEM

Two new research centers, Center for Green Leap Research (CGLR) and Center for Enterprise Growth and National Economic Security Research (CEGNESR), were established at SEM in June 2010.

The CGLR is the world’s first research center exploring the “green leap” issue. The Center tackles the dilemma of combining rapid economic growth and sustainable development. It aims to further research and practice of “green leap” by combining Tsinghua University’s strengths in economics and management, nuclear and clean technology research, as well as environmental science and other related subjects.

The CEGNESR was founded by SEM, the Department of Engineering Physics and the School of Public Policy and Management of Tsinghua University. It is a cross-disciplinary research institute which aims to explore, as well as bridge, national security theories based on the maximization of public interest and enterprise growth studies rooted in innovation, broadly defined.
55 High Level Officials Study at SEM

A special four-day program on macro-economic and financial analysis was offered at Tsinghua SEM for 55 department and bureau level officials as part of an "elective study plan" of the Organizational Department of the CPC Central Committee.

The Organizational Department released an "Implementary Guideline for Wide-scale Official Training 2008-2012" in August 2008. Tsinghua University was selected by the Organizational Department as one of the first bases for the training of officials.

The special training program, administered by the Executive Development Program (EDP), was developed by SEM especially for the participants. Lecturers include professors in economics, finance, as well as enterprise strategy and policies. Topics covered include Chinese economy in light of history and the world; opportunities and challenges in the post-crisis era; Chinese macro-economy and regulatory policies in 2010; problems in the Chinese economy and Chinese business development; development strategies in the regional economy; and heated issues in macro-economic analysis.

Nobel Laureate in Economics
Oliver Williamson Honored by Tsinghua

Oliver Williamson, 2009 Nobel Prize in Economics Laureate, was invited to be an Honorary Professor of Tsinghua University at SEM, where he delivered a speech named "Transaction Cost Economics in Historical Perspective (and the Road to the Nobel Prize)" on the same day and took part in a summit forum held by the Center for Corporate Governance.

In the speech, Williamson reviewed the history of transaction cost economics, shared his research, as well as his academic and career background.

After the ceremony was a forum of the Center for Corporate Governance. NING Gaojing, Chairman of COFCO Limited, was invited to be a guest participant. Dean QIAN Yingyi, Professor Williamson and NING Gaojing discussed the future of Chinese corporate governance.
Tsinghua MBA Admissions Reform Announced

Tsinghua MBA Program reformed its admissions policies for the programs starting in fall 2011, which means the School has extended the MBA reform from the change of the curriculum to the admissions. The news was released at a press conference held in the beginning of July, 2010. At the conference, Dean QIAN Yingyi and Assistant Dean GAO Jian introduced the specifics of the reform.

According to Dean QIAN Yingyi, major changes were made in terms of admissions standards and admissions procedures of the MBA Program.

For one thing, the Program will judge prospective students mainly based on their comprehensive capabilities and potentials. The admissions faculty and staff will carefully examine applicants’ documents and conduct face-to-face interviews, therefore considering each one in a more comprehensive way.

Meanwhile, as for the admissions procedure, document review and interviews will take place before the traditional paper-based test. As long as the applicant has received a conditional offer after the review and interview phase, he or she only needs to pass the national graduate test to attain the final offer. The new procedure does not conflict with the national graduate test requirements, but largely expands the pool of prospective students, ensuring more chance for applicants with practical business experience.

Assistant Dean GAO Jian reminds students that three MBA programs will admit students separately and a part of vacancies of the full-time MBA program will be saved for the national test participants. Therefore, prospective students who fail to get a conditional offer can still apply for these vacancies via the national test.
1. Undergraduate Research on Floating Population

Over 200 freshmen students went to more than 30 provinces around China during the winter break and finished a collective study themed “Social Security for the Floating Population in Cities.”

Organizing a hometown-based research project among freshman students during the winter break is a tradition of Tsinghua SEM’s Youth League Committee. This year, over 2,400 migrant workers were interviewed by students, and thousands of questionnaires were collected.

2. Tsinghua SEM Defends Championship at MA Yuehan Cup

The 53th MA Yuehan Cup Sports Meet of Tsinghua University closed on April 25, 2010 after year-long competition. Tsinghua SEM defended its championship (A Group) at the Meet, becoming a consecutive winner for twelve years.

In this year’s Meet, the School came out first in a range of events, including marathon, badminton, basketball (female), baseball (male), as well as in the track and field competition on April 24-25. Almost 2,000 participants from SEM took part in twelve sports and more than 300 events of the Meet, which started in August 2009. This includes not only undergraduates, graduates and MBA students, but also alumni and the faculty.

3. Undergraduate Summer Practices Supported by Minoru Kobayashi China Economic Research Fund

Over 50% undergraduates participated in the 2010 SEM summer practice projects. About 200 freshmen went to fifteen provinces and cities to conduct practical projects on self-chosen topics.

A fund worth 100,000 RMB was generously donated by the Minoru Kobayashi China Economic Research Fund to support the freshman summer practice. The fund will cover the transportation and accommodation expenditures of ten freshman teams.

4. Undergraduates to Carry out Rural Healthcare Research

Sophomore students at SEM kicked off a summer research project that takes place in areas along the Yellow River.

Themed “Rural Healthcare Research,” the 2010 project covers fifteen cities and counties, and lasted for ten days. It aims to collect data for the Research Center for Healthcare Management, and assist the policy making in the Chinese rural healthcare reform. 199 participating undergraduates were grouped into fifteen teams, each led by a faculty member of SEM. This is the largest summer field research ever in Chinese universities.

5. Over 100 Undergraduates and Graduates Go on Overseas Exchange

In the first half of 2010, 88 undergraduates, 13 postgraduates and 12 state-funded Ph.D. students were selected to take part in SEM’s overseas exchange programs. They will go to top business schools in North America, Europe, Oceania or Asia in 2010 or early 2011. Their exchange programs will last from one semester to a year. Meanwhile, in 2010, the Undergraduate Program at SEM has taken in 34 school-level and 12 university-level exchange students.
HUANG Zhichao Made One of Top Ten Graduate Volunteers of the Year

HUANG Zhichao, a master’s student of Tsinghua SEM, was selected as one of Tsinghua University’s Top Ten Graduate Volunteers of 2009.

There were twenty candidates for the top ten list. HUANG Zhichao stood out with her rich voluntary experience and excellent on-site performance.

In July 2008, two months after the 5.12 earthquake, HUANG Zhichao went to Shifang in Sichuan Province as a disaster relief volunteer, and stayed in service for a year. In Shifang, she worked for the local Women’s Federation. After the voluntary period, HUANG Zhichao was awarded Shifang Excellent Volunteer and China Youth Volunteer Service Bronze Award.

V Health Wins Championship in Entrepreneurship Challenge


The challenge was initiated in October 2009. The Program sent four student teams to the competition. In addition to V Health, there were also: HaloO team (Social Innovation Award winner with “HaloO Music Solution”), Ututor team (Excellent Award winner with “Ututor EDU Web Platform”), and FiveStar team (Honorary Award winner with “Local Media & Web”).

Tsinghua Ph.D.s from Mainland and Taiwan Hold Seminar

The second innovation and entrepreneurship seminar among Tsinghua doctoral students from mainland China and Taiwan was held at Taiwan Xinzhu Tsinghua University on May 4, 2010. Over 30 people participated in the discussion. Among participants, the majority of doctoral students were from SEM’s Department of Innovation and Entrepreneurship.

The third cross-strait innovation and entrepreneurship seminar is expected to be held in April 2011, only one week before the centenary celebration of Tsinghua University.

Professor Eisenhardt Gives Management Research Speeches

Kathleen M. Eisenhardt, the Stanford W. Ascherman M. D. Professor at Stanford University, delivered a series of speeches themed “Management Research Methods” at SEM from June 21 to June 25, 2010. The speeches drew together about 200 faculty and students from universities across China.

The speeches included academic reports and instructional discussions. Topics covered were: literature review, single case studies, multiple case studies, complex multiple case studies, and advanced theories of strategy and innovation. In the instructional discussion stage, Professor Eisenhardt offered advice for case analyses and reviews submitted by Chinese professors and Ph.D. students.
CMB President Invited to Head MBA Entrepreneur Class

MA Weihua, Executive Director and President of China Merchant Bank (CMB), a Special-term Professor of Tsinghua SEM, was invited to be head teacher of the 2009 MBA Entrepreneur Class.

Dean QIAN Yingyi presented the letter of appointment to MA Weihua, who then delivered a speech titled "Understanding Wall Street." He discussed the monetary policies of the American government in the 2008 crisis, changes in the competitive environment of commercial banks, developmental strategies of CMB as well as opportunities for Chinese banks in the post-crisis era. After the speech, MA Weihua also had a discussion session with students in the MBA Entrepreneur Class.

Tsinghua MBA Team Performs Remarkably in MIT Sloan Annual Operations Simulation Competition

Tsinghua MBA team participated in MIT Sloan’s 6th Annual International Operations Simulation Competition and won the Stellar award for remarkable performance.

The MBA team, ranked fifteen in the competition, came out ahead of 59 teams from around 40 top business schools worldwide, including Stanford, Kellogg, Booth, HEC, Duke and Yale. The team was composed of four 2009 international MBA students of SEM: Darren Chan, Kevin Cheng, Li-Chia Ou and Ioana Simon. SEM Professor David Robb, instructor of the Operations Management course, was the supervisor for the team.

Ioana said: “The competition requires a comprehensive understanding of mathematics, information technology and strategy. Fortunately, the four players in our team are from different countries with various backgrounds. This international view and multi-major background ensured the favorable result. This fully demonstrates that the capabilities of our students can easily measure up to the students of other top MBA schools around the world”

The MBA Program Holds First New MBA Curriculum Seminar

The MBA Program organized a discussion seminar to share and discuss teaching experience for the new MBA curriculum. Instructors of MBA courses listened to a speech made by Professor YANG Bin, Senior Associate Dean of SEM, and participated in discussion.

In his speech, Professor YANG Bin summarized key points of “soft teaching” as K (Knowledge), S (Skill) and A (Activity & Attitude), stressing the importance of foundational knowledge, critical thinking and expressive capabilities, as well as students’ participation level and the instructor’s positive teaching attitude.

Tsinghua MBA Holds 2010 Sustainable Development Forum

The first Tsinghua MBA Sustainable Development Forum was held at SEM. The forum focused on discussion of the implications of needs for sustainable growth for entrepreneurs, innovators and other decision makers. It aims to discuss innovations for sustainable development, and encourage future leaders to execute business operations in a responsible way that promotes the general good of society. Over 400 guests, scholars, students and alumni were present at the forum.

Admissions Seminar Held for Tsinghua-CUHK MBA Program in Finance

An admission seminar was held at Tsinghua SEM for the Tsinghua-Chinese University of Hong Kong (CUHK) MBA Program in Finance.

Being the first financial MBA program available in the Asia-Pacific region, the collaborative program was initiated in 1999 and began recruiting students in 2000. Its distinctive features and networking resources available from both universities have been attracting high quality applicants over the past eleven years.

An international capital forum was also held at the event. Guest speakers from economics, finance and policy-making areas shared their opinions on the theme of “GDP Demands and Comprehensive National Strength” with the audience.
166 Senior Participants Join EMBA Program

166 senior entrepreneurs and governmental officials joined the spring class of the EMBA Program, starting their two years of study in Tsinghua SEM. The average age of the participants is 41. The average work experience amounts to 21 years.

Since the launch of the Program, the EMBA Program has recruited nearly 3,000 entrepreneurs and senior managers, 1,935 of which have graduated with an EMBA degree.

EMBA Program Launches “Party Secretary Speeches”

The EMBA Program has launched a series of “Party Secretary Speeches,” starting with a talk themed “Innovative Enterprises and Economic Growth in Wuxi” given by YANG Weize, Secretary of the Wuxi Municipal Committee of the CPC. In the future, the EMBA Program will continue to invite municipal CPC committee secretaries to deliver speeches and communicate with students.

EMBA Management Forums Held in Various Locations

From January to June 2010, Tsinghua EMBA Management Forums were held in Shijiazhuang, Changsha, Quanzhou, Hefei and Jinan. Keynote speakers at the forums were Professor QIAN Yingyi, YANG Bin, LI Daokui, NING Xiangdong and ZHANG Taowei of SEM. The topics included the pursuit of excellent leadership, corporate governance, change in modes of economic development, and innovation in market. The forums have been welcomed by local governments and enterprises. The number of participants amounted over 2,000.

EMBA Alumni Selected as Model and Advanced Workers

Just before Labor Day, the 2010 awards ceremony of national Model Workers and Advanced Workers was held in the Great Hall of the People in Beijing on April 27, 2010. Among elected candidates were a number of Tsinghua EMBA students, including: ZHANG Ruping, Chairman of Capital Agribusiness Group (2003 EMBA class), WANG Baojun, Chairman of Hongyun Group Co., Ltd. (2003 EMBA class), QIAO Aijun, Deputy General Manager of Punch Industry Dalian Co., Ltd. (2004 EMBA class), MA Changjiang, Chairman of Shanxi Hongyuan Coal Group (2005 EMBA class), WANG Yonghong, General Manager of Tianjin Electric Power Construction Company (2005 EMBA class), CHEN Shuqing, Chairman of Northern Heavy Industries Group (2006 EMBA class), GUO Lingyun, General Manager of Inner Mongolia Aochun Wine Industry Co., Ltd. (2008 EMBA class), YAN Fulong, General Manager of LiaoNing Electronic Power Co., Ltd. (2008 EMBA class), and WU Gang, President of Xinjiang Goldwind Science and Technology Co., Ltd. (2008 EMBA class).

EMBA Students Participate in Mobile Campus in Guangzhou

A series of EMBA “mobile campus” events were carried out in Guangzhou during May 12-16, 2010. Participants included around 200 students of three 2009 EMBA classes, as well as 60 students in the Media Training Program.

As part of the mobile campus activity, students visited several local alumni enterprises, including leading domestic companies in the aviation, manufacturing, and real estate industries.
1 SASAC Chairmen of Board of Supervisors Trained at SEM

The 11th training program for the State-Owned Assets Supervision and Administration Commission of the State Council (SASAC) Chairmen of the Board of Supervisors was held at SEM. After the adoption of the supervisory system in SASAC, new Board Chairmen have always been trained at SEM. The 2010 program had 35 participants, among whom there were eight newly appointed Board Chairmen, nineteen Board Chairmen at the local level and eight other officials of the Board.

The program is tailor-made to the needs of participants. Topics covered include not only macroeconomics, finance, auditing and accounting, but also management-related issues such as international management trends, corporate governance, leadership psychology and behavior, and case analysis of Chinese enterprises, all designed to assist participants in their future supervision of large state-owned businesses.

2 EDP Alumnus LIU Zhixun Elected as 2010 National Model Worker

Before Labor Day, LIU Zhixun, an EDP alumnus, Chief Engineer and Deputy General Manager of Yingchuang Sanzheng (Yingkou) Fine Chemical Industry Co., Ltd, was selected as a 2010 National Model Worker. As a representative of award winners, he received the honorary certificate at the Great Hall of the People, Beijing.

3 Second Indonesian Entrepreneur Executive Class Donates to Yushu

A 200,000 RMB donation for disaster relief in Yushu was formally delivered at the commencement banquet for the second Indonesian Entrepreneur Executive Class.

The class is composed of 30 established Chinese entrepreneurs in Indonesia. After the 7.1 earthquake struck Yushu, participants voluntarily donated 200,000 RMB. At the banquet, class monitor LIN Wenguang passed the donation envelope to Vice Minister XU Yousheng of the Overseas Chinese Affairs Office of the State Council.

4 “Crisis Communication Lab” Opened by Professor YANG Bin

A course named “Crisis Communication Lab” was developed and launched by Professor YANG Bin, Senior Associate Dean of SEM and Director of the Center for Leadership Development and Research.

Crisis management is becoming an indispensable skill for managers, directly influencing brand building and strategic decision making. The course deals with practical cases and skills of public relations (PR) management in enterprises. Participants in the course include PR managers and communication officers from foreign companies, as well as a number of senior managers of private businesses.

5 EDP City Forum Discusses Macroeconomic Trends

The EDP held a “Voice of Management” city forum with Shanghai Federation of Industrial Economics (SFIE) and China Institute of Industrial Economics and Management (CIgEM). Professor Li Daokui, Chair of the Department of Finance, and Director of the Center for China in the World Economy, was invited to speak at the forum on “China and the World: Economic Structural Changes and Opportunities for Business Growth.”

The city forum is a traditional event of the EDP, beginning five years ago. This is the first collaboration between SEM and SFIE.

In his speech, Professor Li Daokui discussed the trends of the Chinese economy over the next five years, and analyzed the influence of the financial crisis on China and the world. Specifically, he named several possible opportunities and challenges for the Shanghai economy in the near future.
Two SEM Professors Receive the 2009 Cheung Kong Scholar Special-term Professorship

Tsinghua SEM Professor YANG Biaolin (Department of Human Resources and Organizational Behavior) and Professor LI Hongbin (Department of Economics) were selected as 2009 Cheung Kong Scholar Special-term Professors.

The Cheung Kong Scholars Program was co-initiated by China’s Ministry of Education and Li Ka Shing Foundation. In 2004, 2005, 2006 and 2007, SEM Professors LI Daokui, CHEN Guoqing, BAI Chong-en and CHEN Jian all received the Cheung Kong Scholar Special-term Professorship. In 2008, Professor ZHAO Jianliang was selected as Cheung Kong Scholar Chair Professor.

Professor XU Xin Selected into Program for New Century Excellent Talents in University

Associate Professor XU Xin was named into the 2009 Program for New Century Excellent Talents in University.

The Program was founded by the Ministry of Education, aiming to encourage exceptional young academics in universities and to nurture talents in innovation. The selection is on an annual basis. Since 2004, there have also been five other professors of SEM selected into the Program. They are: Professor SUN Jing, CHEN Guoquan, XIE Wei, GAO Jian, and ZHANG Lihong.

Professor WEN Yi Named in One-Thousand Talents Program

The third list of One-Thousand Talents Program of China was released in April 2010. Tsinghua SEM Professor WEN Yi was named on the list. The Program aims to improve national innovation capability by providing promising salaries and funding for talented scholars working overseas and willing to return to China.

Professor WEN Yi is the first SEM professor selected into the Program. He joined Tsinghua SEM’s Department of Economics in July 2009. Currently he also serves as the Assistant Vice President of the Federal Reserve Bank of St. Louis.

Tsinghua SEM Professors Apply for 2010 National Funds

In March 2010, SEM faculty members made 63 applications to the National Natural Science Foundation, including 39 to the General Program, nineteen to the Young Scientists Fund, one to the Key Program, two to the National Science Fund for Distinguished Young Scholars, one to the International (Regional) Cooperation and Exchange Fund, and one to the Science Fund for Creative Research Groups. In addition, there were six applications for the National Social Science Fund, four for the Specialized Fund for Doctoral Natural Science Research and two for the National Education Science Research “Eleventh Five-Year Plan” Program.

Tsinghua SEM Professors Recognized in University Selection

In a discussion held during the 18th administrative meeting of Tsinghua University, ten undergraduate courses were selected as Tsinghua University Quality Courses. Tsinghua SEM’s Intermediate Macroeconomics, administered by Professor BAI Chong-en and taught by Professor WU Binzheng, WEN Yi and QIAO Xue, was among the chosen courses.

2009 Outstanding Young Educator Awards were also revealed at the meeting. SEM Associate Professor CHENG Yuan in the Department of Innovation and Entrepreneurship was one of the eleven winners.
1. Sino-Europe Conference on Global Climate Policy Held

On March 27, 2010, a joint conference on Sino-European climate change policy was successfully carried out in Tsinghua SEM. This senior-level event was organized by the Center for China in the World Economy (CCWE) of Tsinghua University, the Potsdam Institute for Climate Impact Research (PIK), and the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ).

The one-day conference opened with keynote speeches, followed by three interrelated sessions dealing with a number of critical issues. The keynote addresses took stock of the United Nations Framework Convention on Climate Change (UNFCCC) process and summarized critical concerns and controversies of the Copenhagen Conference.

2. Low-Carbon Economic Development Forum Took Place at SEM

A Low-Carbon Economic Development Forum was held at SEM to celebrate the 99th anniversary of Tsinghua University. The forum was also the fifth annual meeting of Tsinghua SEM’s Postdoctoral Association and the sixteenth Eco Humanity Salon. Over 90 postdoctoral students and members of the Eco Humanity Alliance participated in the event.

The forum focused on the discussion of low-carbon issues. Keynote speakers included: Ron Lane, Project Manager at the World Society for the Protection of Animals, Ahmed Egal, former Deputy Minister of the United Nations Educational, Scientific and Cultural Organization, and Professor YE Wenhu, Director of the Research Center for Sustainable Development at Peking University.
3 Third China and the World Economic Forum Held at Tsinghua

Tsinghua SEM’s Center for China in the World Economy (CCWE) successfully held its third forum entitled "Chinese Macroeconomic Policies amidst World Economic Uncertainties."

The forum, from a perspective of global economic uncertainties, briefed the audience about Chinese economic dynamics. Professor LI Daokui, Director of CCWE and a member of the State Monetary Policy Committee, moderated the forum and panel discussion.

The discussion focused on the dilemmas in Chinese economy as well as governmental monetary and financial policy challenges with references to global economic imbalances. According to panelists, the over-flow of capital in the market may have caused the rising pressure on inflation and the asset bubbles. The topics of RMB exchange rate and financial institution rating from Standard and Poor’s also came out as hot issues in discussion.

4 CCFR Holds International Forum with NRI

The China Center for Financial Research (CCFR) co-held an international forum with Nomura Research Institute (NRI) on the prospects of the Chinese capital market over the next decade.

The Chinese capital market has developed rapidly in past two decades, completing a process that took hundreds of years in developed markets. The next decade will be an especially critical period for the capital market in China, and scholars are generally concerned about how to deal with the challenges, seize opportunities and optimize future development.

During the forum, Tsinghua SEM’s Associate Dean Professor LIAO Li delivered a report entitled "Prospects of the Chinese Capital Market in the Next Decade." The report described the situation in the Chinese capital market, and compared it with data from developed markets.

5 Asian Historical Economics Conference 2010 Held

The three-day Asian Historical Economics Conference 2010 was held at SEM, hosted by the Center for China in the World Economy (CCWE), co-organized by the University of Warwick, Hitotsubashi University, China Association of Historical Economics and the Institute of Economics of Peking University.

The 26 research papers presented at the conference focused on a number of themes: the Great Divergence between Asia and Europe; new interpretations of the colonial legacy; the role of institutions and institutional change; the development of traditional and modern industries; human capital, demographic transitions and migration; market integration and the impact of globalization; historical national accounts for Asian economies; international comparison of income, output and productivity; and international trade and industrialization in Asian economies.
CCWE Hosts Senior-level Academic Roundtable with US Federal Reserve Chairman and White House CEA Chair

Tsinghua University Center for China in the World Economy (CCWE) hosted a senior-level internal roundtable discussion with visiting US Federal Reserve Chairman Ben S. Bernanke and Dr. Christina Romer, Chair of the Council of Economic Advisers (CEA) in the Obama Administration. Bernanke and Romer’s senior colleagues also participated in the roundtable.

The dialogue and discussion focused on the following topics: US economic recovery, the role of the Federal Reserve, measures taken for the financial crisis, US fiscal challenges and monetary policy, clean energy and climate change, technological and industrial innovation, academic contribution and its role in the policy making process, as well as prospects for Sino-American cooperation.

Bernanke and Romer were among the core US members for the China-US Strategic and Economic Dialogue held in Beijing.

First International Workshop on Advanced Topics in Operations Management Takes Place at Tsinghua SEM


The Workshop consisted of three tutorials and a series of talks by invited speakers. During the three-day discussion, eighteen scholars and leading young researchers from home and abroad presented ideas and findings in state-of-the-art operations management research.

More than 200 professors and doctoral students from different regions of the world registered for the event. "Mostly OM" will be an annual international event in the future, providing a continuing high-level platform for academic exchange.
Michael Moritz Invited to be an Academic Council Member of PE&VC Institute

Michael Moritz, Partner of Sequoia Capital, was invited to join the academic council of the Private Equity and Venture Capital (PE & VC) Institute under the China Center for Financial Research (CCFR). He delivered a speech titled “The Founders’ Code” at Tsinghua SEM, which drew together an audience of more than 400.

Michael Moritz is a well known venture capitalist. He joined Sequoia Capital in 1986, and provided investment consulting to a number of companies in their initial stage. He was ranked first on The Forbes Midas List of the top dealmakers in the technology industry in 2006 and 2007, and second in 2008 and 2009. He also had a place on the 2007 “TIME 100.”

In his speech, Michael Moritz named three key factors for a successful company: product differentiation; a passionate founder with strong resolve; and a market with high potential.

Tsinghua SEM and HEC Paris Launch Shanghai 2010 Award

Tsinghua SEM and HEC Paris announced on March 9 the launch of a premier competition, the “Shanghai 2010 Award,” a business project competition open to students and young entrepreneurs worldwide. The theme for the competition is “Entrepreneurship and the Sustainable City.”

Related to Shanghai Expo 2010’s theme “Better City, Better Life,” the Shanghai 2010 Award Competition aims to raise awareness among business students and young entrepreneurs about the opportunities and challenges of sustainable urban development, to identify and promote business projects or new business models contributing to improved urban life; and to allow students and young entrepreneurs with innovative concepts to meet and present their projects to leading international companies which show a major commitment to sustainable development.

In teams of three, candidates are expected to submit a 8,000-word long business project document. The award ceremony was held on July 15, 2010 in Shanghai.

Tsinghua-Berkeley Data Exchange Agreement Signed

A data exchange agreement between the China Data Center (CDC) of Tsinghua University and the Center of Evaluation for Global Action (CEGA) of University of California, Berkeley, was signed on April 9, 2010 (American time) by Professor QIAN Yingyi, Dean of Tsinghua SEM, Co-Director of CDC, and Professor Edward Miguel, Director of CEGA.

CEGA is a multi-disciplinary research center advancing global health and development through impact evaluation and economic analysis.

The agreement aims to promote cooperation and exchanges between the two centers in the areas of data collection in developing countries including China, empirical studies, policy evaluation, faculty visits and training programs.
Wal-Mart China Initiates Campus Talent Development Scheme

Wal-Mart China held a CEO sustainable development forum at Tsinghua SEM on April 29, 2010. The Wal-Mart 2010 Campus Talent Development Scheme was initiated at the forum.

Wal-Mart has a long-term cooperative relationship with SEM. H. Lee Scott, Jr., Former President and CEO of Wal-Mart used to serve as the third Chairman of SEM’s Advisory Board, and its current President and CEO Michael T. Duke is also a member of the Board.

During the forum, CHEN Yaochang, CEO of Wal-Mart China, delivered a speech named “Exploring the Success of the No.1 Company in the Forbes 500.” WANG Yuja, Vice Human Resources President of Wal-Mart China made an introduction to the corporate culture and human resources strategies of Wal-Mart China.

“Tianyi Scholarship” Established for SEM

Tianjin Tianyi Construction Group established a “Tianyi Scholarship” for SEM. According to the agreement, the Group will donate to the School for ten consecutive years, starting from 2010. The sum of donation will be 5,000,000 RMB.

Tianjin Tianyi Construction Group operates in the construction, real-estate development, investment, trade and catering industries. The scholarship aims to encourage MBA students and undergraduates with academic excellence and moral integrity to continue in their efforts and to nurture in them a sense of social responsibility.
【Our Mission】
To be a world-class school of economics and management, contributing academic knowledge that fuels the revival of the Chinese economy and cultivating business leaders for China and the world.