



Issue 2 • April 2007

Tsinghua SEM News

AACSB Accreditation Achieved

The School of Economics and Management at Tsinghua University (Tsinghua SEM) has been awarded accreditation by AACSB International (The Association to Advance Collegiate Schools of Business) on April 12, 2007. This makes Tsinghua SEM the first business school in the mainland China to be accredited for having met the highest standard of achievement in education and research for business schools worldwide.

AACSB International is a not-for-profit corporation of educational institutions, corporations and other organizations devoted to the promotion and improvement of higher education in business administration and management. Founded in 1916, AACSB is the longest serving and largest global accrediting body for business schools that offers undergraduate, master's, and doctoral degrees in business and accounting. Its founding members include 16 U.S. top universities such as Columbia University, Harvard University, New York University, University of California at Berkeley, University of Chicago, and Yale University.

Tsinghua SEM's success in accreditation signals that the Tsinghua SEM has satisfied rigorous international management education standards, which will have a far-reaching impact on China's management education during its internationalization process.



Dean Elected to HBS Board of Advisors

Prof. Qian Yingyi, Dean of Tsinghua SEM, has been invited to be on the Board of Dean's Advisors of Harvard Business School, with the tenure from 2007-2010.

Comprised of HBS alumni and those who have close ties with HBS, the Board of Dean's Advisors works to provide HBS with strategic consultations and suggestions. Members of the Board meet annually in May, discussing academic affairs, curriculum setting, administrative management, organizing structure as well as further development of the HBS.

In its invitation letter, HBS said it expected Dean Qian Yingyi, who is also an alumnus of Harvard, to bring suggestions and viewpoints of value to HBS due to Dean Qian's leadership in Chinese business education.

“To become 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.”
— Mission of Tsinghua SEM

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2007 MIT Project Team
at Tsinghua SEM

International MBA Program

Harvard China Program Kicks Off at Tsinghua

On January 4th and 5th, Harvard Business School students and Tsinghua International MBA students participated in a number of activities and seminars involving the topic of business in China. The China Immersion Experience (CIE) is a new educational experience at Harvard Business School to allow approximately 72 MBA students to see firsthand the economic, political, and social transformation that has occurred in China over the last 25 years. During their time in Beijing, the majority of the discussions and lectures took place in the modern Shunde building which is part of the Tsinghua SEM.

Leading the study tour were Professors Richard Viotor, Course Head of Business, Government and the International Economy and Director of the HBS Asia Pacific Research Center, David Collis from the Strategy Unit and William Kirby, Director of the Fairbanks Center for East Asian Research and Geisinger Professor of History in the Faculty of Arts and Sciences. Following their experience at Tsinghua University, HBS students traveled to Hangzhou, Shanghai, Sanya, Shenzhen, and Hong Kong.

IMBA/EMBA Advisor Program Underway at Tsinghua SEM

On March 31, students of the 2006 International MBA Class 1 took part in a party hosted by their EMBA advisor, Mr. Jiang Yi. The party was held in the Ya Tai Xuan Hao Corporation, located in the neighboring Tsinghua Science Park. Mr. Jiang Yi, the founder and the CEO of the company, also invited his staff to participate in the activities. Staff members included, Xu Xin, the Human Resource manager, a Tsinghua SEM alumnus, who mentioned that there will be summer-internship opportunities for Tsinghua classmates. The afternoon activities included a tour of the company and a presentation by Mr. Jiang Yi.

Following the company visit, everyone enjoyed dinner, presentations and games at a nearby restaurant. Mr. Jiang concluded the evening with a commitment to organize more activities, as well as opportunities to meet his EMBA classmates. Such opportunities can help develop a more extended network and strengthen the connection between the EMBA and International MBA programs.

Gateway Team

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Tsinghua SEM student staff and faculty planted trees to protect the environment in Beijing!

International Cooperation

2007 MIT Project Team(China) Strengthens Collaborative Program

On March 29, 2007, 21 visiting MIT Sloan MBA students and 120 first-year international MBA students in Tsinghua SEM participated in the MIT Project Team(China). The schedule lasted for two days and included activities such as an opening ceremony, group lectures and discussions, and an introduction of the Tsinghua campus to MIT Sloan students.

Every year since 1998, the M.I.T. Sloan School of Management selects MBA students to come to China during their spring break and exchange insights on management styles with students at China's partner universities. For the 2007 P-Team China Trip, 21 Sloan students were divided into 3 groups and held seminars in Shanghai, Kunming, or Guangzhou. The group then came together and met in Beijing for their second round of activities at Tsinghua SEM. The 2007 group contained Sloan first and second year MBA students from different parts of the world including USA, India, Spain, United Kingdom, Germany, and Brazil.

During their stay at Tsinghua, all participants were equally divided into 10 groups that each included two MBA students from MIT Sloan. Discussions included topics such as salary negotiation and effective networking. In addition, this was the first year Tsinghua students presented a discussion to Sloan students on the "Mega-trends in China." Besides classroom activities, Tsinghua and MIT students were able to

further develop their friendships at a farewell dinner and activities such as shopping and touring in Beijing.



Stanford STEP Program: A Unique Perspective for 2nd Year IMBA students

The Stanford GSB-Tsinghua School of Economics and Management Exchange Program (STEP) successfully completed its second year. The exchange involves a one-week visit by Tsinghua MBA students to the Stanford GSB during January, and a reciprocal visit by Stanford students to Tsinghua in Beijing during Spring break. During the visit to Stanford campus in Palo Alto, California, the Tsinghua STEP Team was able to attend regular classes, and attend lectures from China-related speakers in which prominent business figures in Silicon Valley spent their lunch hour giving fascinating presentations.

For Stanford University, STEP is part of the School's broader strategy to increase its international presence and provide its students with more global opportunities. The program's aim is to present students with an opportunity to form a long lasting relationships with MBA students and provide a context for greater understanding of the complex relationship between the two countries in the global economy.

The Tsinghua team also had the chance to visit world-class companies such as Google, Yahoo, Idea Design, Accel VC, Williams Sonoma, Levi Strauss, and Facebook, and enjoyed

interesting speeches and Q&A sessions with their management teams.



Student Exchange

Students Partake in Exchange Selection

On April 8, 2007, 1st Year MBA students interested in doing an exchange participated in the selection process. Tsinghua SEM has developed student exchange programs with over 50 top business schools in 19 different countries, representing the largest exchange program of any Asian business school. In 2006, Tsinghua SEM offered over 110 places for MBA students to go abroad and study in partner schools during their 3rd semester.

During this year's round of exchanges, there were more opportunities and new partner schools added to the pool, including the No. 1 ranked business school in global management, Thunderbird, the Garvin School of global Management in Phoenix, AZ, USA. This year with the increased number of full time IMBA students coming from outside Asia, the exchange program offered exchanges to other parts of Asia, including Hong Kong, Korea, and India.



Australians Bring Down Under Experience to Tsinghua

In August 2004, the Australian Government created the National Center for Language Training, which gives intensive training in key languages and cross-cultural skills necessary for Australia to engage with other countries in business, trade and cultural exchanges. For the spring semester 2007, the National Center for Language Training sent Australians to Tsinghua SEM, including Rachel Walters and Imron Alston. "These students are active participants in the classroom and have been great to work with in many of the team projects," Eduardo Nieto del Rio said, a 1st year Tsinghua MBA student from Mexico. Prior to coming to Tsinghua, these students had studied Chinese and had several years of work experience. For more information about this program, please visit www.nclt.com.au.

Chile Exchange Program - "Conducting Business in Chile"

On April 9th 2007, a delegation of 12 SEM students led by Executive Associate Dean Chen Guoqing, Prof. David Pan Guoqing (Director of Alumni and Development) Office, Prof. Gao Xudong and Ms. Jodie You Hong (Assistant Director of International Office) embarked on the first "Conducting Business in Chile" study exchange program to Santiago, Republic of Chile. The 10-day study trip, organized by Pontificia Universidad Católica de Chile, was hosted and sponsored by Banco de Chile. The delegation consisted of four 1st year International MBA students, five 1st year Full-time MBA students, and 3 PhD students from SEM. As the first student exchange delegation between Chinese and South American educational institutions, the group attracted praise and attention from many groups in Chile, including both industry and the press.

Later in the year, Chilean students will also come to Tsinghua University for a similar course exchange. Business and economic ties between Latin America and China are growing at a rapid pace. Through this exchange program, Tsinghua SEM hopes to promote the sharing of experiences in education with Latin American and also encourages business and cultural exchanges between the two countries.



Tsinghua Students Attend Singapore GBC 2007

From April 12 to 14 2007, student leaders from over 40 business schools around the world gathered in Singapore for the 25th edition of the Graduate Business Conference (GBC). This year's GBC was organized at the Business School of the National University of Singapore (NUS) with the theme "The Silk Route: From Tapestry to Technology". In addition to being the first time the conference was held in Asia (and only the second time outside of the United States), this year also marked the first time that the Tsinghua SEM participated in the conference. Yu Lijiang, Chairman of the Tsinghua SEM MBA Student association, Shi Yunyun, Vice Chairman, and Francois Cartier, exchange student, were all representatives for Tsinghua SEM.

The keynote speakers of this GBC were: Mr. David Lim, former CEO of Neptune Orient Lines (NOL) and NUS MBA alum; Mr. Sunny Verghese, CEO of Olam; officer from Economic Development Board, EDB, and Professor Claudia Klaver from NUS. The most notable fact during the GBC is that Mr. S.R Nathan, the President of Singapore was the guest of honor presiding over the Student Leadership Award Ceremony. During the Conference, American and European participants expressed their willingness to learn more about China. This could turn into an opportunity for Tsinghua SEM to bring the conference to China in the next few years, to welcome MBA student leaders from top business school all around the globe.



Events and Seminars

Dow Chemical at Tsinghua

A delegation from Dow Chemical Company headed by Ms Pam Butcher, the Global VP of Dow, visited Tsinghua SEM on March 12, 2007. Vice-President of Tsinghua University Prof. Chen Xu, Associate Dean of Tsinghua SEM Prof. Zhu Hengyuan, Director of the Alumni and Development Office David Pan Guoqing held talks with the visiting guests from Dow.

After the meeting, the Director of Dow Chemical Asia Pacific R&D Technology Ms Theresa Kotanchek was invited to deliver a speech entitled "Driving Innovation & Growth in Emerging Geographies: the Perspective of Dow Chemical".



Ms Kotanchek talked about Dow's expansion in China's market. Since opening its first business center in Hong Kong, Dow's business in the Greater China area has been expanding continuously. Today, Dow maintains a total of 5 business centers across Greater China in Beijing, Shanghai, Guangzhou, Taipei and Hong Kong and 10 manufacturing sites and joint ventures in the region, with over 7000 employees. According to Kotanchek, there was a consistent growth of Dow's sales in Greater China from 1990 to 2006. In addition, Dow will further develop the Chinese market by considering key factors such as enlarging the Chinese market, and imbalances between supply and demand.

Ms Kotanchek also introduced the mentality Dow holds for innovation, R&D and training programs in Dow Chemical as well as its recruitment and summer internship program. After the speech, Ms Kotanchek and other representatives from Dow Chemical answered questions from the students.

European Venture Capitalists come to Tsinghua SEM

On February 27, 2007, thirteen International MBA students from Tsinghua University took part in the "Private Deal 2007 Conference," a five-day program that gives experienced venture capitalists and private equity investors the chance to better explore opportunities in Beijing, Shanghai and Singapore.

The program brought thirty professional investors, mainly from Europe, to Tsinghua University where a number of professors and business executives gave their advice on investing in China. Among the speakers, Dr. Raymond Di gave a presentation on "Chinese Capital Markets and Chinese IPO's" and Dr. Song Xingyu spoke about the "Do's and Don'ts in Joint Ventures." Pitches from Chinese entrepreneurs were also included in the schedule. In addition to participating in the informative sessions, students also were invited to network at a dinner and working breakfast.

Q and A with Dr. Ingo Beyer von Morgenstern

Last year, Tsinghua SEM and McKinsey & Company, under the direction of Dr. Beyer von Morgenstern, released the first part of a joint study on China's high-tech firms entitled "Key Factors for the Success of China's Leading High-tech Firms." The report gives an in-depth analysis on the current situation and development trend of China's high-tech industry, as well as the productivity and the profit margin of the country's high-tech firms. Recently Ben Hopwood, a 1st Year MBA student from the USA, sat down and interviewed Dr. Morgenstern, who is currently teaching at Tsinghua SEM.



B: With your background in the high-tech realm, how would you describe the global market and how do you sum up China's role?

M: While it had taken the Europeans and American companies 30 to 40 years to grow to a global scale, the Korean companies - Samsung, LG Electronics - basically cut the time in half. Now, significant players look at Samsung as being #1 in about 70% of all segments they are in - and it was a rapid development. I personally think that we are now at an inflection point where the Chinese and Indian companies are ready to redefine the global arena by growing and developing quickly into strong contenders. And this time, it will not take twenty years - I assume we will again see a halving of the cycle time to 8 years.

B: Can you tell us a little bit about why you've chosen to come to Tsinghua and what you believe you can help to impart to the students and faculty here.

M: First of all, I love teaching. When I moved to China about 2 years ago, we started a major research project with Tsinghua University on the emerging Chinese high-tech winners. We created a large knowledge base in the field and that was basically the start of the relationship that I had the privilege to develop with this great university.

B: You have 4 seminars that you will be sharing at Tsinghua SEM this semester - can you tell us some of the key concepts you hope to communicate to the students with each one?

M: My understanding is that in the first year we are trying to cover four relatively broad areas. With that said, it is a bit of a mission impossible to cover an area like 'strategy' in one seminar because it really requires an entire course of maybe one to two semesters. My hope next year is to narrow the focus of each seminar. I'll be learning and testing what works and is needed, but the intention this year is to give the students a bit of an overview - what is relevant strategy.

Lectures from MIT Sloan



Student Life

Success in the Job Market: BP's Global internship interview

Every year, Tsinghua MBA candidates prepare themselves for the many rounds of interviews for either an internship or a full-time job. Guo Jian, an International MBA student, recently was accepted to the BP Global MBA Program. Only 10-15 MBA candidates from global leading business schools annually join BP's Global MBA program as summer interns. On average, one MBA candidate from Tsinghua SEM joins this prestigious program each year.

From Guo Jian's experience, he mentioned, "a resume and cover letter which show strong academic records, substantial work experience and international experience are essential in order to be included in the interview list. BP's interview consists of two parts: a scenario interview and a competency interview. The scenario interview is similar to a case study. You must analyze the situation and make decisions based on limited information. The competency interview is detail oriented. Interviewers are looking for solid evidence of certain competencies, such as business sense, analytical thinking, ambition, innovation, leadership and interpersonal skills."

"Whether you are doing an interview at BP or at another firm, the key is being well prepared and relaxed. If so, chances are good that you will find a great place which fits you most." Said Gao Jian.



"New York New York..."In Beijing

On March 11, under the organization of the Public Relations Department of the Tsinghua MBA Association, students from the Tsinghua International MBA Program had a mixer activity with students from the Stern Business School of New York University at Browns, a famous bar in Beijing.

There were about 100 participants, including alumni of New York University living in Beijing. Many of the NYU students were on their first visit to China and were grateful to take some time off from their busy schedule and make some new friends.

Networking with The Tsinghua SEM Business Club

Recently a group of Tsinghua MBA students started "The Tsinghua Business Club." The goal of the club is to fully utilize the networking potential of the Tsinghua MBA program and to create an environment within which to develop meaningful professional relationships between Tsinghua MBA students, other schools within the university, alumni and the business community, that deliver value to all those involved.

The founder of the club, Grigory Cherkasov, a Russian national, who has business experience in both Russia and New Zealand, started the club because of the future potential for current MBA students at Tsinghua University. "With regard to our school, the International MBA program already has 10 years of experience, meaning the first graduates of our program are already deep into China's economy. In addition, we also have the 2 Executive MBA programs at Tsinghua which can also prove to be immense resources for International MBA students. Most EMBA's are founders of companies, leading managers in Chinese companies, or government officials."

The Tsinghua Business Club will soon begin its first events, including an activity between Tsinghua SEM and the Tsinghua Engineering School. The Tsinghua Engineering Department is the most prestigious program of its kind in China.



We love parties!

Recruiter Day at Tsinghua SEM

On Thursday, March 22nd 2007, the CDC successfully hosted the 2007 Recruiter Open Day and Recruitment Fair!

Twenty-five companies who have just established a recruiter-university relationship with Tsinghua SEM participated in the Recruiter Open Day morning session. Over the course of the morning, Tsinghua SEM representatives introduced the business school's scope and vision for future development and provided an overview of the current Tsinghua SEM student body. Representatives from the CDC also presented their range of available services that seek to aid companies in their recruitment efforts.

In the afternoon, the Recruitment Fair commenced in the Chuangxin Building of the Tsinghua Technology Park. Thirty-four companies participated, handing out company information and speaking with potential employment candidates. All together approximately 180 MBA, masters and undergraduate students were in attendance, making the event an overall success!

Goldman Sachs at Tsinghua

On Monday, March 19th, the CDC invited Vivian Wong and Jenny Liu of Goldman Sachs Recruitment to hold a seminar event entitled "Goldman Sachs in Asia: Interview Skills Workshop". These two representatives created a live Q&A forum for students to raise questions about common interview practices and address their concerns.

The lecture covered the areas of Resumes (both format and content), Common Interview Questions, and Interview Preparation. Students from all different backgrounds within Tsinghua SEM asked in-depth questions not only related to general interview practices, but also related to Goldman Sachs interview policies stressed the importance of proper preparation and the most correct attitude one should have when searching and interviewing for employment.

Ms. Wang and Ms. Liu were enthusiastic and insightful in their advice, and very encouraging. The talk was successful, and we look forward to their seminar next year!

An English transcript of their talk and the issues covered can be found on the CDC website.

Faculty Spotlight



Dr. David Robb has been appointed Associate Professor in the Department of Management Science and Engineering in Tsinghua SEM this semester. After being trained as an engineer in his native New Zealand, he obtained MBA and PhD degrees at the University of Calgary, Canada. Following his return to the University of Auckland in 1994 he undertook various roles, including Associate Dean, and was privileged to have visited SEM for three semesters.

David views China as a dynamic and fascinating place to pursue his professional goal of improving logistics and operations performance through research, teaching, and consulting. He has worked in, and consulted to, firms in sectors such as building, apparel, pharmaceuticals, distribution and retail. His research, which has generated 25 international journal publications, involves both applied modelling and surveys of supply chains and operations.

He is enjoying the challenge of engaging with the diverse group of students in the International MBA program, where he is currently teaching the core Operations Management course. He'll be offering a course on Operations Strategy in the Fall 2007 semester. One challenge he's discovered, in both teaching and business, is the need to understand and adjust for local conditions (e.g., demographic, economic, and cultural), especially when adopting "best practice". David's goal is to serve China with integrity to mitigate the downsides often associated with economic development.

On a personal note, David and his wife are looking forward to spending their time in China with their four daughters and two sons.

Tsinghua SEM Summer Internship Fair Held

The 2007 Summer Internship Promotion of Tsinghua SEM kicked off on April 19 as the Career Development Center held its first On-campus Summer Internship Fair, right after Tsinghua SEM announced it has achieved accreditation by AACSB International.

More than 300 students, an all-time high participated in this internship fair including undergraduate, graduate, MBA and Ph.D. students. At the job fair, students communicated with employers proactively, recommended themselves to the recruiters, and exchanged opinions with other students and CDC staff members. This unique and international group attracted much attention from a number of employers.

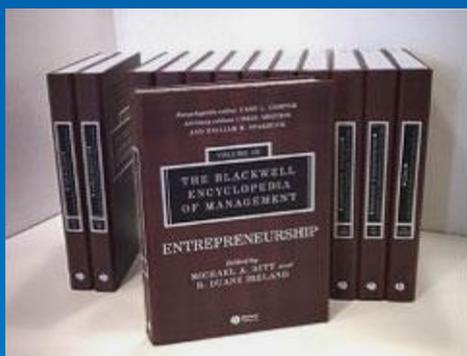
More than 30 employers present at the fair were from financial, consulting, IT, telecoms and real estate industries, including foreign companies like Mercer Human Resource Consulting, Deutsche Lufthansa AG, large state-owned Enterprises like Sino Steel, China Textile and other high-tech companies with huge growing capacity.





Andrew Chin graduated from the Tsinghua International MBA program in 2003. As a Singaporean citizen, he and two other Singaporean students received an opportunity by the Government of Singapore to further learn about the Chinese economy at Tsinghua University. While remembering his student days, he recalled that his favorite class was Managerial Communication and that his class had only 6 international students (compared with today's class of 39). In addition, the ability for him to take certain classes in Chinese significantly helped his Chinese language skills, which now are very useful as the Country Manager for Thomson Learning China, which he joined in 2005.

Thomson Learning, Pearson and McGraw Hill are the top 3 educational publishers globally. Mr. Chin is working hard with his team to sustain Thomson learning, as a Country Manager by striving to be the foremost provider of state-of-the-art, tailored learning solutions to individuals, businesses, and institutions. Thomson Learning and People's Education Press worked closely together to supply English textbooks to 50 million Junior High students annually.



Blackwell Encyclopedia of Management

(12 Volumes)

ISBN-13: 978-0631233176

Publisher: Blackwell Publishers; 2nd Rev Ed edition (31. Dec 2006)

Price: \$1250.00

Overview

Blackwell's second edition of this work is every bit as impressive as the first. Bottom line-Extensively revised, with 30 percent new material throughout, this comprehensive resource remains one of the most authoritative general business encyclopedias available. Highly recommended for academic and special library business collections.

Future of Business, 6th Edition

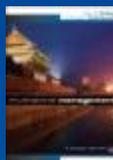


Author: Lawrence J. Gitman - San Diego State University
 Carl McDaniel - University of Texas, Arlington
 ISBN - 13 : 9780324537444
 Publisher: Thomson Learning
 List Price: \$134.95 (offer special price for the students)

Overview

THE FUTURE OF BUSINESS prepares students for a successful career in business by equipping them with the knowledge, skills, and competencies they need to prepare for tomorrow's competitive workplace.

Multinational Management (with Map), 4th Edition



Author: John B. Cullen - Washington State University
 K. Praveen Parboteeah - University of Wisconsin - Whitewater
 ISBN-13: 9780324421774
 Publisher: Thomson Learning
 List Price: \$148.95 (offer special price for the students)

Overview

The globalization of companies, the growing importance of emerging markets, the global impact of wars, terrorism, and even disease define the nature of today's business.

Kotler / Keller: Marketing Management, 12/e



Author: Philip Kotler/Kevin Lane Keller
 ISBN-13: 978-0131457577
 Publisher: Pearson Education/Prentice Hall
 List Price: \$160.00 (offer special price for the students)

Robbins / Coulter: Management, 8/e



Author: Stephen P. Robbins/Mary Coulter
 ISBN-13: 978-0131439948
 Publisher: Pearson Education/Prentice Hall
 List Price: \$156.00 (offer special price for the students)

Overview

Describes management theories with extensive examples & brings the experiences of management practice into focus from interviews with real managers

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