Sharing Information on Progress 2016-2018

DeTao Masters Academy

July, 2018
Letter of Commitment

The DeTao Masters Academy (DTMA) has gathered hundreds of global industry leaders from more than 30 nations and regions. By virtue of its rich global resources and network, the DeTao Masters Academy commits to providing international expertise in a Chinese cultural context to enhance creativity, innovation and business opportunities for education.

Academic disciplines at DTMA are concentrated in fields such as arts and design, film, television and animation, smart technology, the ecological environment, innovation and entrepreneurship, and cultural communication. DTMA offers systematized curriculum design and holistic academic solutions to aid higher education institutions and educational organizations to augment their level of internationalization and improve their standards of education and teaching. At present, DTMA operates more than 60 master studios at Beijing Shahe University Park and Shanghai DeTao CICC Building, while simultaneously incubating nearly a hundred industry-university-research market projects.

The DeTao Masters Academy, owned by the DeTao Group, is an international knowledge-based and innovation-oriented corporation focusing on education and culture. We sincerely commit that:

We declare our willingness to progress in the implementation of the six PRME principles. We will continue to report on progress to all our stakeholders and exchange effective practices related to the six PRME principles with other academic institutions so as to enable us to make our due contribution to promoting and delivering a more responsible management education for China and the world.

George Lee
The Chairman of DeTao Group
1. **Brief Overview of the DeTao Masters Academy**

   Founded in 2006, the DeTao Masters Academy (DTMA) is a subsidiary of the DeTao Group and is renowned throughout the industry for its diverse faculty comprised of international masters and its full range of talent cultivation solutions.

   Based on the core values of wisdom, collection, and heritage, DTMA has assembled an unrivaled force of hundreds of industry masters, each esteemed for both industry experience and academic accomplishments, from over 30 countries including inventor of Apple’s Snow White design language Hartmut Esslinger, well-known artist, designer, educator, and scholar Pan Gongkai, leading Japanese rock garden designer Shumyō Masuno, architect of the Zhangjiajie Glass Bridge Haim Dotan, director of *Friends* and *Hannah Montana* Roger S. Christiansen, and forefather of musical theatre in China Li Dun, among many others. This distinguished group includes 47 academics from national science and engineering academies around the world, nearly a hundred professors from famous universities including Oxford, Harvard, and MIT, and winners of over 3,360 top industry accolades and honors in 155 categories such as the Red Dot’s Best of Best Award, the iF Gold Award, the Academy Award, and the Emmy Award.

   DeTao establishes workshops and studios for its masters, undertakes commercial project operations, and at the same time leverages the DTMA Research Institute to harness the wisdom of these masters and pass on their industry experience and tacit knowledge in the most scientific and systematic manner. Combining eastern philosophies with international industry trends, and integrating an original academic system with worldwide wisdom, DeTao cultivates innovative and multifaceted talents needed for China’s future development.

   DTMA is committed to providing international expertise in a Chinese cultural context to enhance creativity, innovation, and business opportunities.
2. PRME Principle Description

2.1 Principle 1

*Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

DTMA provides creative educational content and services for partner universities, in order to help students grow their internationalized and comprehensive talents by offering them international advanced resources.


DTMA takes into consideration demands in employment, innovation, and entrepreneurship and provides professional education courses and services such as the composition of business proposals and elevator pitches, roadshow presentation skills, legal issues pertinent to joint venture start-up companies, and other matters, in order to augment the capabilities of student start-up teams in aspects like entrepreneurial concepts, discovery of opportunities, and team building and development.

2.2 Principle 2

*Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

Global responsibilities proposed by the UN Global Compact such as Environment and Human Rights are incorporated into the academic activities and curricula of DTMA. “Wisdom, Collection, Heritage”, the core values of DTMA, also reflect its
implementation of global social responsibility.

2.3 Principle 3

Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

DTMA continues to explore and develop in creative education, promoting the reform of traditional Chinese higher education with the aim to cultivate talented students for the 21st century with good leadership and communication skills and a strong spirit of teamwork. One of our mottos is: “DTMA, where industry leaders are made.”

The POP-UP SHOP project was a real-world commercial project of the DTMA Fashion & Apparel Design (Fashion Knitwear Sportswear Design) advanced class, and has been held twice since 2017. The first edition was hosted inside the Condé Nast Center of Fashion and Design on Shanghai’s high-end Middle Huaihai Road, the fashion center of Shanghai. There was a strong commercial component to the students’ endeavors, and recorded sales for the event reached as high as RMB 70,000 in one hour. For their products, students had to consider and plan for for all costs associated with their projects, from independent design and choice of fabric to sewing the garments, merchandise packaging and after-sales service, and they got to keep all profits from their event. In March 2018, creations by the first ever class of graduates from this program were showcased at the Shanghai Fashion Week Fall/Winter 2018 and received critical acclaim. 20% of the graduates gained offers for master’s degree programs at renowned overseas schools and institutions, including five that were accepted by the Royal College of Art, the world’s number one-ranked school for art and design.

2.4 Principle 4

Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.
The international experts from DTMA continuously explore and make innovations in creative education, talent cultivation, green finance, urban heat island effects, ecological restoration of wetlands, team management models, new energy resources, etc. Along with its ample research outcomes, DTMA is now collaborating with governments, universities, and corporations, to assist in their sustainable, responsible transformation.

2.5 Principle 5

**Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

DTMA, together with Barclays, LinkedIn co-founder Reid Hoffman, and the U.S.-based media intelligence company Meltwater, supported the Foundry, a start-up hub in Oxford University that offers Oxford students, alumni, and staff a range of new start-up conference rooms, free Wi-Fi, and free office space.

DTMA insists on cooperating with governments, universities, and corporations through exchange and exploration in innovation education and social responsibility, and shares achievements and efficient methods, meeting challenges hand in hand with these key partners. Regarding research on creative education, DTMA has established a partnership with the China Enterprise Confederation and hosted CEC-DeTao Smart Manufacturing Pilot Community events in both 2017 and 2018 to cultivate future talent and increase Artificial Intelligence knowledge within businesses in China.

2.6 Principle 6

**Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, and civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

DTMA converses frequently with governments, universities, companies, and students about the method and practice of innovation education, holding and attending
various series of conferences and activities to strengthen dialogues and promote interaction. Such events have included the Boao Forum for Asia 2017, the International Forum of Creative Design Thinking Against the Backdrop of Globalization in Wuhan in 2017, the Second World Industrial Design Conference in 2018, among others.

3. **Main Achievements**

3.1 Accredited Degree Education

Collaborations between DTMA and higher education institutions offer degree-granting educational programs. At present, cooperation with the Shanghai Institute of Visual Arts and Wuhan Institute of Design and Sciences offer bachelor’s degree programs, including Product Design (Strategic Design and Innovation), Product Design (Sustainable Furniture Design), Environment Design (Ecological Architectural Design), Environment Design (Themed Environment Design), Visual Communication Design (Brand Identity and Public Space), Animation (Creative Animation), Art & Technology (Technoetic Arts), Fashion & Apparel Design (Fashion Knitwear Sportswear Design), Fashion Promotion, Performance (Musical Theater Performance), Performance (Spanish Classical Guitar) and Cultural Industry Management (Brand Strategy and Management). DTMA also joined hands with Peking University to offer master’s programs including Master of Industrial Design (MID) and Master of Engineering Management (MEM), as well as a collaboration with the University of Plymouth in which students may pursue a doctoral degree program in science and intelligent arts.

3.1.1 Basic Information on Educational Offerings:

- **Type:** 4 years’ undergraduate program; 2 years’ postgraduate program; PhD program
- **Target Learners:** high school graduate; college graduates; and professionals
- **Advantages:** DTMA Degree Education takes full advantage of DeTao’s global education resources by selecting best-suited DeTao Masters (experts) as lead professors responsible for overall curriculum design at cooperative universities, given China’s job market and each university's characteristics. Furthermore, Masters
will also lead international teaching teams to carry out teaching activities in collaboration with local teachers. The whole mechanism makes sure that this joint/cooperative major is geared toward international standards.

3.1.2 Exemplary Case: SIVA·DeTao Advanced Class

The “SIVA-DeTao Advanced Class” was launched in 2013 with 56 students in the first two majors. By September 2017, 11 majors (directions) have been set up including 40 classes with 907 students. During the four years from 2013 to 2017, the advanced classes produced a series of significant teaching results, with 137 students participating in various professional competitions, winning 202 prizes. The average employment rate of 2017 graduates is as high as 100% with job satisfaction rate of 100%. As shown in a survey produced by the Shanghai Academy of Educational Sciences in 2014, 72.2% of the graduates feel satisfied with the class. By 2017, the number rose to 76.9%, both higher than that of normal classes at an equivalent nearby institution.

3.2 Master-Led Courses Featuring Project-Based Learning

DTMA provides institutions of higher education with intensive project-based learning (PBL) classes designed by top industry masters and international faculty, which enable the integration of DeTao’s distinguished resources into existing university curriculum in order to help higher education institutions build sophisticated courses. The duration of these programs ranges from four days to two weeks, incorporates a myriad of formats such as investigative research, discussion, workshops, and small design projects, and adjusts teaching content based on demand and student needs. This flexible modular configuration offers institutions of higher education the option of choosing just one course or combining several together. At present, DTMA has already developed over 200 major courses in-house encompassing nine major fields including product design, environment design, visual communication, film, television and media, creative animation, arts, science and technology, branding and management, and fashion, and apparel design. The Academy has provided a cumulative total of 600 master classes, and has
formed close-knit collaborations with over 60 institutions of higher education both in China and abroad.

3.2.1 Basic Information:

- Universities and students are provided with a series of intensive short courses taught by industry masters together with their international teaching teams.
- Duration of course: 4 days to two weeks, 4-5 classes per series
- Collaborators: universities add one or more DTMA courses to their course offerings as a supplement to existing curricula
- Advantages: Master courses put lots of emphasis on the integration of theory and practice, as well as bridging academics and industry during the curriculum design process. Through lectures, group discussions, projects, presentations, and other methods, students can obtain theoretical and practical knowledge and problem-solving skills, thus enhancing their comprehensive capabilities.

3.2.2 Exemplary Cases:

- Cooperation between DTMA and the Beijing Institute of Technology, Zhuhai in 2018
  Topic: Better Design, Better Life - Design Thinking for the Future

  Based on the popular SOHO small apartment design, and with the intention of cultivating young entrepreneurial designers, this five-day course focuses on senior citizens’ living environment and accessibility, designed to enhance the residents’ quality of life. The course encourages students to draw more attention to 'empty nester’ seniors and to ‘care for the elderly and create a better life’. Guided by Professor Fernando Brandao’s 5 design principles (i.e. Humanity, Identity, Sustainability, Accessibility, and Connectivity), this course encourages students to ask questions, particularly ‘Who is design for?’, ‘Why design?’, ‘When is it best to design?’, and ‘What is the importance of design?’. In this way, students will help redefine
the question ‘What is design?’.

- Cooperation between DTMA and the Shanghai Business School in 2018
  Topic: Tourism Planning and Marketing
  This 5-day course aims to outline key concepts and the proper role of marketing and planning in tourism destination development. Students examined what tourism managers do and what information they need for decision-making. Students also learned to identify the kinds of decision problems that can most benefit from the utilization of formal marketing information systems.

3.3 Innovation Teacher Exchange Center

Founded in 2016, the DTMA Innovation Teacher Exchange Center was founded to foster professional exchange, teacher exchange, and personal development of teachers. The Center was formed for the purpose of consolidating DTMA’s international master resources, industry resources, and proven innovative teaching methodologies, in order to provide teachers and educators with a platform featuring innovative teaching, professional development, high-level forums and events, overseas advanced study, visits and exchange, and various other components designed to contribute to teacher exchange and development. Teacher training is the most important service offered by the Innovation Teacher Exchange Center.

3.3.1 Overview:

Teacher training at DTMA integrates DeTao’s internationalized experts and professors with its other educational resources, and aims to provide training content and services for teachers in domestic universities, including general education, project-based innovative teaching methods, and professional skill improvement.

The idea of ‘learning by doing’ is embedded throughout the whole learning process. Besides theoretical learning, there are many exploration-based practices, group games, and activities, by which
participants can get first-hand experience of innovative teaching theories and methods, and get motivated to employ these new teaching methods in their own classrooms.

3.3.2 Teacher Education Case:

From July 9th - 13th, 2018, DTMA held a teacher training for teachers from the Architecture and Urban Planning College within the Art Design College of Henan University of Urban Construction. The training was entitled “Improving Teaching Capabilities.” This professional development course for teachers brought together 8 lecturers from 6 different fields, including architectural design, environmental design, graphic design, product design, animation, and new media. Some of the course content was provided by Prof. Fernando Brandao’s lecture “Better Design Better Life”, Prof. Denis Dessus’ course “Architectural Design, Specialized for Hospital and the Old-aged Living Spaces,” and Ethan Chang ‘s course “An Exploration into Cultivating Student Talent in Innovative Animation.”

3.4 High-End Corporate Training

To respond to the demands for talent cultivation and innovation strategy mandated by China’s rapid course of transformation, DTMA partnered with the China Industrial Design Association and the China Enterprise Confederation, and developed two programs, the Chief Design Officer program and the Smart Manufacturing Pioneer’s program in order to provide enterprises with pragmatic and practical training, which will bolster corporate efforts in achieving transformation, improvements, and leap-frog growth.

3.4.1 Basic Information:

- Target Learners: leaders of small and medium-sized manufacturing enterprises, senior management of medium and large-sized corporations, and heirs apparent to companies.
- Duration of Course: 5 days & half-year
• Advantages: Through face-to-face dialogues with top international industry masters that pinpoint and troubleshoot key issues, visits to leading corporations to obtain experience, and brain-storming sessions of real-life obstacles hindering company progress, this program offers directions and solutions to address actual challenges faced by enterprises on their paths toward transformation, upgrading, and leap-frog growth.

3.4.2 Corporate Education Case:

DTMA has established a partnership with the China Enterprise Confederation and held the CEC-DeTao Smart Manufacturing Pilot Community course, in Shanghai, Shenzhen, and Qingdao, with world-class experts and masters in smart manufacturing in October of 2017 and March of 2018. This half-year course was designed to develop visionary leaders capable of leading China’s manufacturing onto the world stage, build up platforms for smart manufacturing cooperation and communication, and facilitate enterprise upgrades and significant development by helping companies adapt to a trans-industries, highly-intensive, and systematically integrated smart manufacturing marketplace. Courses have been given online and offline featuring market analysis from China and elsewhere, and have included company cases from China, Germany, The USA, as well as experts’ guidance.

3.5 Domestic and Overseas Advanced Study

Based on the partnerships and rapport forged between DeTao and a vast number of institutions of higher education, research institutes, business associations, and industry groups across the globe, DTMA routinely organizes and hosts domestic and overseas advanced study programs, having already developed dozens of overseas advanced study trips such as “famous California schools and Hollywood scholarly visit”, “London film, television, fashion, literature and art advanced study tour” and “personal must-see lists from French and Italian architectural gurus”. Within China, DTMA has partnered with the Shanghai Institute of Visual Art to host an art and design
experiential summer camp, which has been held for three consecutive years and has garnered high acclaim from instructors, students, and parents alike.

3.5.1 Basic Information:

- Target Learners: University students
- Duration of Course: 7-15 days
- Advantages:
  Though domestic and overseas study, students can not only pay a visit to different exciting sites but also have face-to-face dialogues with top masters in specific fields. Their vision will be enlarged and their horizons broadened. In addition, learning in a creative environment can be an exciting experience.

3.5.2 Study Trip Case:

From August 10th - 21st, 2018, DTMA hosted the SIVA· DeTao Summer Overseas Study Trip – Los Angeles ‘Be Friends with Friends’(2018). This overseas study trip, from "screenplay to screen", cooperated with Hollywood film and television masters, experts, and scholars. Through field observation of Hollywood film sites, students got a glimpse of the production process of Hollywood films and experienced the culture of the West Coast of the United States. In the Hollywood film workshop, students participated in the live show of American sitcoms and attended the premiere, and communicated with professionals both on stage and behind the scenes to understand the culture of the American entertainment industry. Focused on communication and feedback, the study trip was designed to improve students' logical thinking skills, self-expression, and personal sense of accomplishment through final project presentations and expanded international vision, thereby further helping them explore directions for further study or career development.

3.6 The STEAM +R Practice of Integrated Curriculum
For the past few years, DTMA has been applying many years of practical project-based learning (PBL) teaching experience at the college level into the curriculum design of primary and secondary school comprehensive practical activity courses. These courses integrate global innovation resources, and are committed to helping first-line primary and secondary school teachers turn STEAM+R knowledge systems into specific teaching applications. This approach provides teachers with a complete experience that combines theory and practice, and provides one-stop STEAM+R education solutions and comprehensive practical activity courses for the larger society. These broader solutions include providing clear STEAM+R curriculum implementation recommendations for teachers, instructing teachers to design and organize project-based teaching activities, sharing curriculum practices, and working to ensure that each child enjoys fair and quality innovation education.

3.6.1 Basic Information:

- Target Learners: K12-level students and their teachers
- Duration of course: 5 days
- Adhering to the core values of "Wisdom, Collection, Heritage", DTMA STEAM+R projects focus on the development of scientific innovation courses and interdisciplinary comprehensive practice courses in primary and middle schools. Courses feature a fully customized teaching system according to the needs of schools, students, and parents, as well as alignment with China’s national full-time teaching requirements. In a sense, DTMA STEAM+R courses epitomize “teaching for the unknown and learning for the future”. There is no standard answer in the course. Instead, students are encouraged to choose the content they are interested in, set scientific and artistic themes within the scope of subject teaching, conduct independent exploration, analysis, and imagination based on this theme, and finally draw a conclusion. The courses feature this child-centered, project-oriented, teacher-led, interdisciplinary heuristic teaching approach.
3.6.2 STEAM+R Case:

In 2017, DTMA launched STEAM+R innovative courses in the primary school affiliated with East China Normal University (ECNU). “Super teachers” from DTMA STEAM+R and students from the school started an exploratory discussion, triggering their potential creativity by probing the mystery of “Future Classrooms”. The subsequent STEAM+R course entitled “Designing Our Sponge Community” is guided by the Discipline Standards of Compulsory Primary Education (2017) of China’s Ministry of Education. “Designing Our Sponge Community” features an independently designed innovative STEAM teaching method. It contains the first family-oriented STEAM guide for Chinese parents and the first STEAM learning manual for Chinese students.

3.7 Lectures

At present, DTMA has already sponsored over 500 lectures at Peking University, Beihang University, the Communication University of China, and China’s Central Academy of Fine Arts. In 2013, the “Dialogue with Global Innovation Masters” lecture series gained accession into Peking University as a public elective course, and the speeches have been reported by China Central Television (CCTV), the People’s Daily, Wenhui Bao, and numerous other influential media outlets. In 2014, the book Dialogue with Global Innovation Masters was published by Peking University Press, and a special column was established in the education section of the popular Chinese internet portal SOHU for collective streaming of “Dialogue with Global Innovation Masters” speeches. In addition, DeTao has partnered with the Shanghai Library and Zhejiang Library to regularly sponsor lectures for citizens, which have featured high-profile DeTao Masters such as the former UNESCO Assistant Director-General for Education, the inventor of Apple Inc.’s design language, and academics with the UK’s Royal Society and National Academy of Engineering.
3.8 Integration of Industry, Universities, Research, and Application

DeTao has taken proactive steps to expand its “education + industry” coordinated development and has built a “Global Innovation Grid”. Facilitated by the “knowledge-capital industrial service system”, DTMA hopes to build an integrated platform for entities including global masters, enterprises, individual practitioners, research institutes, and government bureaus, which will connect “industry, universities, research, application, and commerce”. It also aims to construct a global supply chain and realize coordinated growth across multiple industries, so as to promote industrial upgrading through education and simultaneously drive education through interactions with industry.

4. Key Objectives, Prospectus, and Future Directions

4.1 Key Objectives for Implementing the Six PRME Principles (2018—2020)

Principle 1

*Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

Objective:

- Further incorporate inclusive and sustainable business principles into our undergraduate advanced classes curriculum via: demonstration lectures, study tours, increased project-based learning opportunities, internship placements, and reflective student exercises. We will re-design several of the courses to include more of these themes, particularly through collaboration between masters’ studios and classes specializing in different subject areas.

Principle 2

*Values: We will incorporate into our academic activities and
curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Objective:

- As a member of the UN Global Compact since 2014, DeTao continually strives to implement these principles in the affairs of the organization as a whole. In terms of PRME, DTMA aims to continue placing a strong emphasis on teachers and students “learning while doing” as projects and programs develop. Over the next two years, DTMA plans to implement more structured reflection processes by which to evaluate how its values are being implemented through: reflective feedback sessions, individual conversations with employees, workshops/training, and team-building activities that emphasize core values and what those values mean to team-members both professionally and personally.

Principle 3

*Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

Objective:

- Continue to re-design education courses including on-site courses, on-line courses, and other educational formats, to better reflect the goal of effective learning for responsible leadership. In addition to informal assessment of teaching methods, DTMA will continue to seek outside educational and critical reviews through such processes as further accreditation (first accreditation, the Council of Higher Education Accreditation (CHEA US) was finalized in late 2017) and other third-party assessments.

Principle 4
Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Objective:

- Continue to publish research on new educational models at forums, conferences, commercial events, poster sessions, and through traditional news outlets and new media outlets in China and abroad.

Principle 5

Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Objective:

- Increase the number of partnerships with educational organizations and research institutes that share DTMA’s values and goals, and make more explicit the criteria for selecting partnership organizations.

Principle 6

Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, and civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Objective:

- Continue to develop dialogue with educators, students, business leaders, government officials, and other stakeholders to more accurately determine how education can assist in addressing and transforming critical issues related to global social responsibility
and sustainability.

4.2 Prospectus and Future Directions

To achieve the integration and innovation of global high-quality educational resources and China’s domestic education system, DTMA will bring education, research, and practice together, and actively explore a new educational model with international vision, innovative concepts, an open model, and pluralistic integration. Holding “Wisdom, Collection, and Heritage” as core values, DTMA will keep gathering wisdom scientifically and systematically with education at its core, sharing industry expertise and the tacit knowledge of masters, and providing systematic curriculum design and integrated teaching services so as to help colleges and other educational institutions enhance their levels of internationalization and teaching.

2018 marks the beginning of a new era in the development of DTMA. DTMA will continue combining its intellectual and industrial resources with the vast educational market in China and its innovation dynamics, to create a new model, a new platform, and a new market. Besides the partners in the 2014 - 2016 period, DTMA has gained recognition from an increasing number of universities, enterprises, and local governments. Customers include Beihang University, Hainan University, Henan University of Urban Construction, and China Enterprise Confederation, among other institutions. The organization of DTMA overseas centers in different countries is still progressing and on going.

In the future, DTMA will intensify its learning combined with research and production, and build educational ecosystems to support the combination between industries and education, so as to cultivate more and more future talent with interdisciplinary abilities and creativity for the 21st century.