



SHU MBA
上海大学MBA教育管理中心
Whole-Person·GLOCAL

Global Local MBA@ Shanghai University



United Nations Global Compact

Sharing Information on Progress Report

Principles For Responsible Management Education

Jan 2012

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1. The Shanghai University MBA Center (SHU MBA Center) Management

We are very pleased to submit our Sharing Information on Progress Report for 2010-2011. As an institution of higher learning involved in the MBA education for developing current and future business leaders, SHU MBA Center is committed to upholding the UN Global Compact 10 guiding Principles For Responsible Management Education (PRME) and to engaging in a continuous improvement and application of PRME.

This report will show that much has been done, and in the coming years SHU MBA Center will continue to strengthen and implement the PRME in our curricular and extra-curricular activities. This report summarizes the myriad of activities in 2010 to evidence our achievements, and commitment to the PRME. We invite our signatory partners to look at this report. We look forward to advancing the PRME principles through globally responsible leadership. We are proud of our continued progress to-date.

Mr. Tony Koo

Shanghai University MBA Center Management

Mission of SHU MBA Center:

To Develop Responsible and Entrepreneurial GLOCAL (Global Local) Talents people can Trust and Work with for our Sustainable and Harmonious Future.



2. Letter of Renewed Commitment

SHU MBA became a signatory institution of the PRME in 2008, and thus is committed to adapt its MBA education in line with the PRME. In practical terms, SHU MBA Center's strategy and programs are aligned with the PRME. The actions and activities stated in this report show clearly SHU MBA Center's on-going commitment and implementation in the six areas mentioned in the PRME.

3. SHU MBA Center

SHU MBA Center was established in 2004. Situated in the Metropolis of Shanghai which houses countless multinational companies and hosted the World Expo, SHU MBA Center is well placed for developing current and future business leaders.

SHU MBA Center strives to develop a Whole- Person education and talents that can "think globally and act locally." Thus , it develops holistic, integrative curriculums. Our expectation is that our MBA graduates will possess high professional ethics and are talents whom people can trust and work with for our harmonious and sustainable future.

Since the MBA Center was established in 2004, there was significant progress parallel to the rapid development of China. SHU MBA Center has built international and domestic connections and relationships with overseas and local universities, establishing international exchange programs and also global study tour programs. SHU MBA Center will work even harder in the future to further strengthen SHU MBA Center so that it can cooperate more closely and extensively with the world to make contributions to the world's responsible management education.

SHU MBA Center is a part of a larger Shanghai University in Shanghai, and this enables the center to team with and learn from the diverse knowledge base of the larger Shanghai University. MBA SHU Center works within a system that is similarly focused on becoming a more sustainable institution of higher learning in the world.

SHU MBA Center is one of the pioneers in Whole-Person and Global Local education in China and in the world. It aims to deliver a new generation of MBA education through a unique and innovative teaching model.

SHU MBA Center: History with the PRME

SHU MBA Center became a signatory of the PRME in 2008. Therefore, SHU MBA Center is committed to engaging in a continuous process of improvement in the application of the PRME, and to reporting on its progress to all stakeholders, and exchanging practices with other academic institutions in the PRME community. SHU MBA Center believes that the

values of social responsibility and sustainability are important in all areas of the center's activities. This includes the areas reflected in the PRME: the curriculums, program design, courses and learning, research and partnerships and dialogue with all our stakeholders.

4. Brief Overview

SHU MBA Center is a school within the Shanghai University. The University is a State University established in May 1994 under the governance of the Shanghai Municipal Government. It is situated in the heart of the Metropolis of Shanghai which hosted the World Expo in 2010.

Even before the SHU MBA Center became a signatory to the PRME in 2008, its management education strategy has been to develop talents with a sense of social responsibility and ethical behavior. After SHU MBA Center became a signatory to the PRME, it aligned further its strategy with the PRME.

This report will show clearly that SHU MBA Center has adhered closely the PRME principles in its management education.

5. The Principles For Responsible Management Education

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.

We believe in providing high quality international business skills program, personal development and leadership program, and career intelligence program, emphasizing the relationship between business and society in promoting sustainable enterprises and societies in a global economy.

1. Uniqueness of our MBA program

The uniqueness of our MBA program may be stated as follows.

(1) Whole –Person and interdisciplinary curriculum.

We integrate core general and specific business skills courses into personal and societal leadership courses, business professionalism modules, and with global career intelligence courses. This holistic, integrative curriculum is devoted to developing a Whole Person education that fosters spiritual, intellectual, humane, and social development of our students, and nurturing them to become confident, caring leaders who possess integrity, and a sense of responsibility for themselves and others.

(2) Global local business skills courses delivered by international and local faculty members in English who are from “campus-corporate community” sectors

Our business skills courses are delivered by a strong faculty. Most of our International and local faculty members with PhDs are from top universities like Wharton, Stanford, Columbia, Cambridge, University of Columbia ; and also practitioners at senior executive levels from world-respected corporations and community associations.

(3) Global vision, global outreach and global study abroad

We have a compulsory program on Global Study Tours. The objective is to broaden our students’ horizons. Our students have visited USA (New York, Michigan, Los Angeles, Kansas City, etc.), Hong Kong, Singapore, and Japan.

(4) Mentor –mentor scheme

We have extensive support from senior executives of more than 125 leading international and local entities to join us as GLMBA community board of directors, and as mentors for our students. This provides a “campus-corporate- community” platform for coaching, mentoring and inspiring our students.

(5) Responsible governance structure

SHU MBA Center is managed by a professional program team. It comprises of world-class academics and practitioners who serve as academic directors and senior executive directors. They report to the GLMBA Board of Directors who are stakeholders of SHU MBA Center and many are senior executives of leading multinational companies such as Atlas Copco, Lloyd’s Reinsurance, TNT Express, TDK Corporations, DTZ, Nokia Siemens Networks, and alumni representatives of SHU MBA Center.

(6) Pioneer in China for embracing responsibility and sustainability and societal leadership

At the start of SHU MBA Center in 2004, ethics, social responsibility and sustainability, social enterprises, entrepreneurship, and career intelligence are embedded as compulsory courses in our MBA curriculum.

(7) Personal Development Leadership and Career intelligence

Active and experiential learning are embedded in our courses on personal development leadership and career intelligence .Industry research, and workshops on “Business Plan” and “Business Practicum” are compulsory coursework.

(8) Inter-cultural and global professional soft skills

We provide students with workshops on “inter-cultural Executive Soft Power”, “Executive Soft Power “, and” Business Professionalism” to develop our students’ global local soft skills.

(9) Unique teaching and learning method

At the SHU MBA Center, faculty members are required to adopt a teaching method that encompasses five elements: ‘Clear Learning Goals”, “Global and Local Cases”, “Interactive Learning”, Critical Thinking”, and “Application.” The teaching and learning processes also stress conceptual reasoning, problem-solving skills and lifelong learning.

2. MBA Induction

At the MBA induction, students are inculcated with the values SHU MBA Center strives to impart to the students:

Global Local;

Integrity;

Professionalism;

Entrepreneurship;

Community-Responsible Leadership (Societal Leadership).

These values, mentioned above, are in alignment with the PRME principles.

3. GLMBA

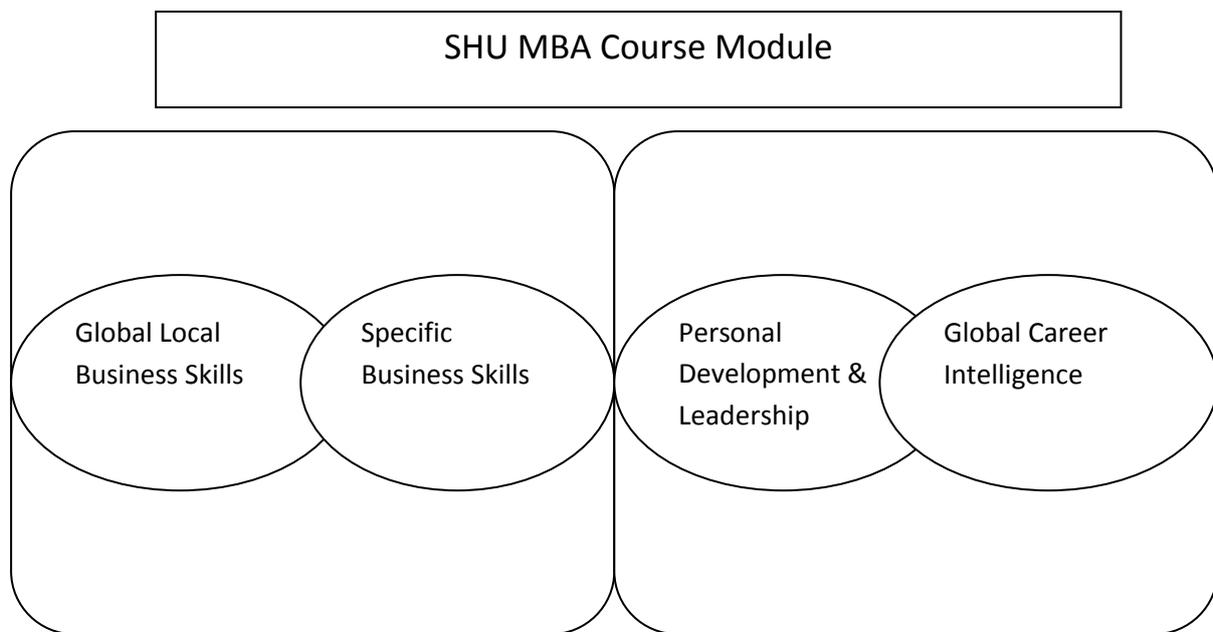
We offer this degree program when SHU MBA Center was established in 2004. The program aims at educating students to become professional managers or executives in international companies or local companies wishing to launch international operations in several areas such as human resource management, marketing, supply chain operations, etc. It provides a whole person education with inter-disciplinary modules. It includes business skills courses; global and local case studies; it seeks to develop analytical and critical thinking ability; and global and local cultural mindsets. The program also provides personal development and leadership courses. These learning foster soft skills development, social responsibility, business ethics, and professional and societal leadership.

The GLMBA program emphasizes application, and provides active and experiential learning through career intelligence courses, taught by academic, and practitioners who hold responsible and senior positions in corporations. Students learn about global and local management skills, success qualities, cultural and communication and inter-personal skills; and students are required to participate in extra-curricular activities including Global Study Tours.

GLMBA students formed clubs such as the Global Exchange Clubs, and Career Development Club which hold regular academic and extra-curricular activities, and SHU MBA Center provides the necessary training to the students to run the clubs. There is also an Alumni Department which maintains communications with the alumni .Members of the Alumni Association has contributed to SHU MBA Center by holding seminars on various industries ,and there also have been activities held by the Alumni Association such as “ Sharing Sessions” at some retreats in China.

Students are provided with opportunities to study abroad on short term exchange and dual degree programs with our partner universities in the Asia-Pacific such as Australia, Hong Kong; and the advanced countries of the West including the US, Canada, France, and Sweden ,etc.

SHU MBA Course Module



4. GFMBA

Building on the success of our GLMBA degree program, we began to offer the GFMBA degree program in 2009 at SHU MBA Center. Like the GLMBA program described above, it provides a Whole-Person ,and Global and Local education, with a focus on finance. The distinctiveness of the GFMBA program is that it connects New York, London and Shanghai as the main focus of attention, thus providing a global finance horizon.

SHU MBA Center has CPA as its partner institution. The GFMBA program aims at educating students to become professional managers in the investment profession, securities firms, and funds . The program emphasizes ethics, professional standards of behavior in the investment profession, and social responsibility.

Overseas tours visiting finance centers are arranged for the students such as New York and Hong Kong, so that students have a first-hand knowledge of how finance centers are managed, and how finance executives and managers conduct their business operations. There are also regular contacts with the investment profession, and experts and practitioners have been invited to hold seminars at SHU MBA Center where the students interact with these experts and practitioners.

A Finance Club was formed by students in 2009 which hold regular academic and extra-curricular activities.

5. GSMBA – in the pipeline

With the rapid development of SHU MBA Center, and after running successfully the GLMBA and GFMBA degree programs, a new degree program GSMBA is now in the pipeline: Global Sustainability MBA. It is expected to start in 2012.

The curriculum has tentatively been set, and it is in alignment with the PRME:

Eastern Philosophy and Modern Management Workshops;

Contemporary Green Economy and Green Society Issues;

Social Responsibility and Sustainable Business;

Social Enterprises and Entrepreneurship;

Global Integrated Career Competency Workshop;

Business Plan for Green Economy and Green Technology; and

Business Study Tours.

6. Five key features of our MBA Education

We hold these as fundamentals of our innovative MBA education:

1. Global Local faculty members who possess global and local knowledge, and business skills.

2. A Whole- Person education, i.e. “Knowing, Doing, and Being”, so that students learn knowledge and skills, are professionally competent, and know how to behave with integrity and proprieties, and a sense of responsibility for themselves and others.
3. A strong “community – campus- corporate” body of faculty members from diverse academic and practitioners ‘ backgrounds who serve as mentors to our students.
4. Personal Development Leadership and Career Intelligence courses which provide active and experiential learning.
5. Global Study Tours and International Exchange Programs which provide opportunities to our students to expand their horizons and mindsets in a world of globalization.

Five Key Features of our MBA Education

Five Key Features	Global Local Faculty
	Whole-Person Curriculum
	Campus-Corporate-Community Resources
	Personal Development & Leadership: Action and Experiential Learning
	Global Study Tours; International Exchange Programs; Dual Degree Programs

Knowing, Doing and Being – a Whole-Person education curriculum

Knowing, Doing and Being – a Whole-Person education curriculum (total 60 credits, business skills, soft skills, global career intelligence)	Global Local Business Skills
	Specific Business Skills
	Personal Development & Leadership
	Career Intelligence

We aim to educate our students to become qualified managers and potential business leaders or entrepreneurs with excellent business, personal and career intelligence.

7. Our responsible management education

SHU MBA Center employs “community-campus- corporate” faculty and staff members with diverse backgrounds. With expertise in both real-life situations from global organizations and many years of MBA/EMBA teaching experience, our professors bring real-world knowledge from beyond the campus. With multi-disciplinary backgrounds combined with passion for teaching and innovative teaching methods focused on Whole Person and Global Local learning, the diverse faculty members offer our students an enriching learning experience.

Our Responsible Management Education

Qualified Managers and Potential Business Leaders/Entrepreneurs with Excellent Business, Personal and Career Intelligence	
Induction Initiatives	GIPEC: Global Local, Professional, Entrepreneurship, Community-Responsible Leadership
Core MBA Business Skills	Global Faculty Global Quality Local Attributes
Specific Business	Global Benchmarking
Career Intelligence: Action Learning and Experiential Business Project	Sense-building: Responsibility, Passion, Communication, Team work Whole-Person Global Local Knowledge
Personal Development & Leadership	Educating business ethics, and raising personal success attributes to develop leadership

We recognize that activities outside the classroom provide our MBA students with opportunities to explore what responsibility and sustainability actually mean to them .We show here a sample of such activities

Activity

Student global business tours	SHU MBA Center has sponsored and arranged our students to visit Japan, Michigan and Hong Kong on sustainability, social enterprise and responsible business.
Student clubs	The Global Exchange clubs, Finance clubs, Career Development Center Club, embedding sustainability knowledge onto business and finance teaching and career consultancy.
Non-curricular activities	SHU MBA Center partners with the University for the Elderly in Shanghai and other social enterprises in China for its Social Enterprises and Entrepreneurship course and activities. Students also organized charitable events to care for the elderly and needy people.
Beyond campus	SHU MBA is a founding member of the following organizations: BRICS in Bangalore, ADME in China, and it is also a global curriculum partner with the CFA Institute since 2009.

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.

We believe that we have encompassed responsible education principles and practices in our curriculum and student activities. We have taken a proactive role in educating our students that responsible management is an essential part of business behavior. Our goal is to ensure that sustainability and responsibility are integral to the curriculum, and are not mere attachments. We aim at educating our graduates who will leave our MBA program with leadership capacities, professionalism, integrity and business ethics which they will apply in both international and local environments.

1. Induction Initiatives and MBA Programs to excel in a Whole –Person, and Global Local education

In the academic year 2010, the MBA curriculum started with two months of compulsory “GIPEC” induction initiative. GIPEC means: Global Local; Integrity; Professionalism; Entrepreneurship; Community- Responsible Leadership.

Students were inculcated with these values from the beginning of their MBA journey.

This was followed by “Global Local Business Skills” courses which seek to educate the students of business management skills needed for their careers.

Then “Societal Leadership” which covered social responsibility and sustainability; social enterprises and entrepreneurship.

Then, “Personal Soft Power” which addressed business professionalism and global local leadership; executive soft power workshops.

Then “Global Career Intelligence” which is active and experiential learning. The course provides counseling, coaching,, mentoring and are inspiring to the students. The Career Development Center manages the course and it includes Global Study Tours; Industry Research; Business and Entrepreneurship Plans; Business Practicum; and Global Integrated Career Competency Workshops.

2. Values from SHU MBA Center which are treasured by the students

In a survey on our MBA students in 2010, the results show the values learned at the SHU MBA Center which are treasured by the students are these:

Values form SHU MBA Treasured by students

Values form SHU MBA Treasured by students					
1. Enhance Global Vision	2. Whole- Person Education	3. Rebuilding Career	4. Global Local Business Skills	5. International Working Language	6. Soft Skills

Whole –Person Activity at a glance

Career Seminar	152 seminars held
Corporate Visit	111 visits made
Career Consultancy	47 consultancies held
Business Practicum Project	24 projects performed
Career Information and Internship	29 sources

Principle 3

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

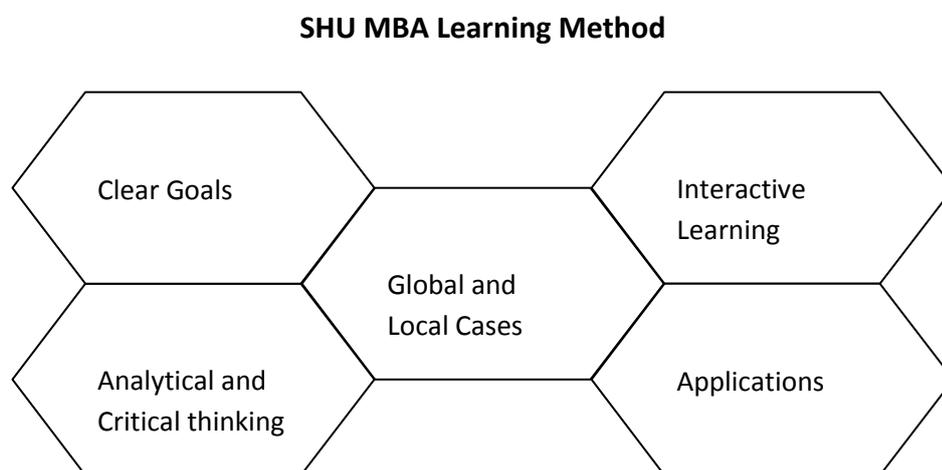
We believe that it is important for our students to be exposed to the principles and practices of responsible and sustainable management. Therefore, all our core courses embed the responsible management issues, and this is evident from the curriculum and a myriad of activities organized by both the SHU MBA Center and the students.

1. SHU MBA Center's learning methods

In our courses on business skills, students are expected to experience a 3 x 1/3 learning processes. These include,

- (i) pre-lecture assignments and learning outcomes;
- (ii) lecture learning from the faculty member and classmates under a highly interactive global local environment;
- (iii) post -lecture review for transforming knowledge into intelligence through mutual and self-learning between the faculty member and students.

SHU MBA Center's Learning Method



3 X 1/3 Learning:

1/3 learning from faculty

1/3 learning from classmates

1/3 learning from your lifelong efforts

At SHU MBA Center, we educate our students to be good in both theory and application. Thus, we require our faculty members to include corporate application elements into their teaching, using both global and local cases to assist in the teaching and learning processes. Organized trips to multinational companies or local companies are arranged to enable students to observe and to show that what they learn are relevant and applicable in real-life situations.

In order to educate students to “think global and act local”, we require our faculty members to teach global theories, standards and practices , and also to encourage students to apply global theories, standards and practices integrated with their local experiences, when dealing with corporate matters in China. By such teaching approaches, we aim to produce talents who can serve both local corporations entering into global market, and also international companies operating in China.

2. Integration and Application

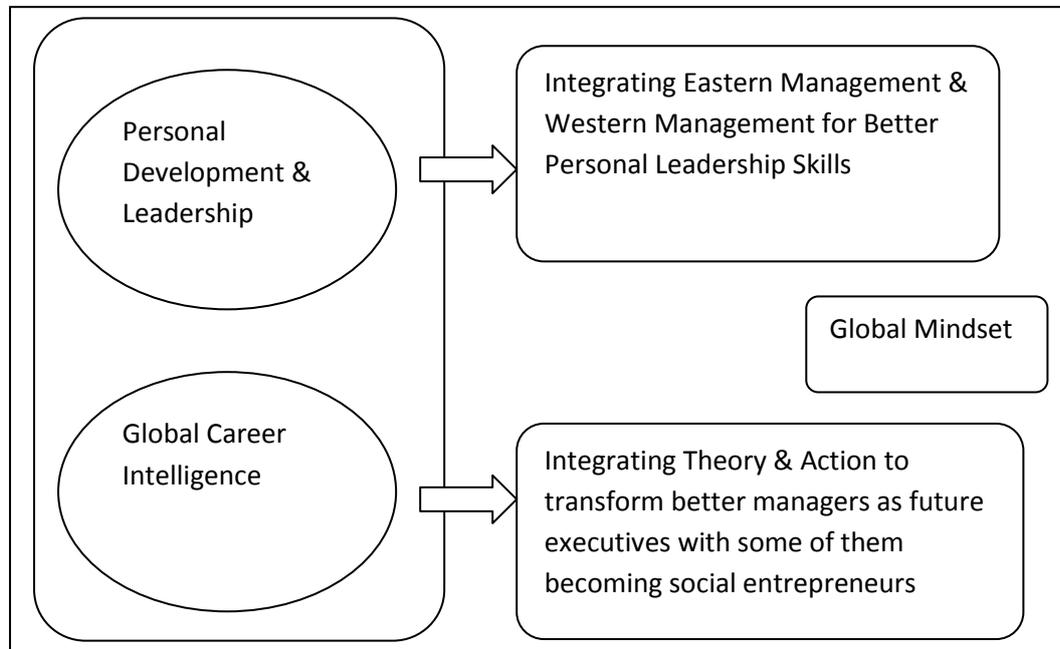
SHU MBA Center believes in Integration and Application in its MBA Programs

Integration and Application
Integrating Global and Local
Integrating Theory and Application
Integrating Business Values and Morals
Integrating Knowledge and Career Intelligence
Integrating Teaching and Learning
Integrating Classroom Lectures and Second Learning

3. Personal Development And Leadership (PDL), and Career Intelligence(CI)

SHU MBA Center provides compulsory courses on PDL, and CI.

The processes for executing these courses are as follows:



Curriculum On Personal Development And Leadership

Personal Development & Leadership -Coaching -Mentoring -Inspiring	Business Professionalism & Leadership (BPL)
	Social Responsibility & Sustainability (SRS)
	Executive Soft Power Workshop (ESPW)

4. Career Development Center (CDC)

At SHU MBA Center, we have a CDC. The CDC seeks to further develop managers who will be the future global business leaders or entrepreneurs to synthesize, integrate and apply the business and personal skills and working experience into action through advancing career professionalism and career intelligence, and contributing to sustainable development of our community and environment. The CDC provides students with education, service, and organized activities to help the students achieve the learning outcomes.

CDC's curriculum on Global Career Intelligence

Global Career Intelligence -Career Planning -Networking -Success Skills	Business Study Tour
	Industry Research
	Business Plan
	Business Practicum
	Social Entrepreneurship

By such a curriculum on PDL and CI which provide active and experiential learning, it is intended that students will receive coaching ,mentoring and inspiration from a strong “ community-campus-corporate “ body of faculty members, and thus broaden their horizons.

The pictures below show samples of activities organized by the CDC.

Global Career Intelligence Seminars, Webinars, Critical Thinking Learning Workshops



5. Our Limitations and Plans

- ❖ Integration of PDL and CI into effective Personal and Career Intelligence.
- ❖ Need more practitioners to contribute and support.
- ❖ Input eastern wisdoms into modern western management.

6. International Exchange Program

SHU MBA Center runs an International Exchange Program and is in partnership with many universities from various countries including the USA, Canada, France, Spain, Sweden, Mexico, Korea, and Thailand. There are also double degree programs with some of the universities such as Uppsala Universitet of Sweden, Ecole de Management Strasbourg, and Channel Island California State University etc.

Annually, we have students going to these overseas universities; and incoming overseas students coming to SHU MBA. The incoming overseas students to SHU MBA from the West are increasing in numbers in recent years.

7. Student Clubs

At SHU MBA Center, we have clubs formed by the students: The Global Exchange Club, The Career Development Club, and the Finance Club.

Global Exchange Club (since 2010)

Students formed the Global Exchange Club .It has three main functions:

1. Help incoming exchange students to SHU MBA Center to settle down in Shanghai and to adjust to the new environment. Building good relationships between local students and the exchange students .Promoting cultural exchanges and harmony.
2. Help our outgoing exchange students to go overseas for studies. Providing a platform to all stakeholders for sharing information and opportunities about international exchange and international study.
3. Organize international events and activities. Hosting international guests from overseas universities and institutions for international exchange of ideas.

Here below are samples of activities of the Global Exchange Club

Activity

<p>Peter Larko Commercial Assistant Consulate General of Sweden</p>	<p>What drives Swedes to be innovative ?</p>
<p>Professor Laubie University of South Australia</p>	<p>The University of South Australia visited SHU MBA Center</p>
<p>Global Exchange Club</p>	<p>The club members of Global Exchange Club attended a forum at the invitation of the Embassy of Sweden. The forum was on : “ Organizations and institutions supporting responsible business practices”; “Corporate Social Responsibility Today- Current issues”; “CSR tomorrow-what’s next”, and “Combating corruption in business area.”</p>
<p>Mr. Anders Ahnlid Director General for Trade in Sweden’s Ministry of Foreign Affairs</p>	<p>Global Elite Seminar : Stalemate or breakthrough ?</p>
<p>Professor Fred Dubee Former Senior Adviser UN Global Compact</p>	<p>Coffee time with Fred Dubee who shared his rich cross-culture experiences, and career development with our MBA students</p>

Finance Club (since 2009)

The Finance club is a student-run organization which is open to all students of SHU MBA. Its main objective is to regularly organize or arrange seminars on issues of finance for exchanging ideas of finance, fostering insights in financial matters, and raising ethics and professional conduct of professionals in the investment profession.

The activities of the Finance Club include seminars where experienced academics and practitioners in the investment profession are invited to give seminars to the students;

these experts also share their insights in some areas of finance. Students are encouraged to go on overseas business trips to see and learn how finance centers operate; HR companies are approached to assist in finding jobs for the club members. The Finance Club also cooperates with various funds and securities firms so that students have the opportunities for internships .The Finance Club promotes healthy lifestyle among its members.

A snapshot of examples of activities of the Finance Club

Activity

Shanghai Musuem of Banks	To learn from the past in order to plan for the future.
Hong Kong’s HaiTong (International)Securities	A Director gave a seminar to the students on the firm’s securities business operations

Career Development Center Club (since 2010)

The main objective of the CDC Club is to make good use of the corporate resources which SHU MBA possesses to help students in their search for career directions and careers. This takes the form of seminars and counseling.

Here below are some samples of activities.

Activity

Mr. Nemo Chan Service Senior Manager of Bangkok Bank	The Senior Manager spoke about CPA and its significance in commercial banks; professionalism and business etiquette in the banking industry in general.
Professor Su Yong Fudan University Shanghai	A seminar on the differences between culture of the West and the East, human resource management, China’s economic development and other issues.
Mr. Liu Kan Engineering Director Asia Pacific ,Invensys Automation & Controls	A talk on career planning, management experience, skill and industry research, emphasizing honesty, dedication, team work and diligence.

<p>Professor Fred Dubee ,Former Senior Adviser, UN Global Compact</p>	<p>A seminar on “ Building Harmony and Sustainability” emphasizing bridging the gap between the rich and the poor in the world, social responsibility, fairness in business, and respect for human rights ,and building global sustainability.</p>
<p>The World Expo Shanghai</p>	<p>Students of the CDC Club organized group trips to the World Expo in Shanghai, visiting a restaurant run by a Shanghainese entrepreneur, who emphasized the necessary attributes of an entrepreneur, innovation, and marketing skills.</p> <p>Students attended the forum held at the World Expo by international business professionals such as the former head of the Central Bank of Canada on these topics : “ Getting Better Collective Decision for a Globalized World”, “ Reshaping Central Banking and the Financial System”,, and “ Adjusting to New Global Era.”</p> <p>Students also visited some international parks at the World Expo. These visits enabled the students to reach out to international entrepreneurs, and their creativity.</p> <p>The experiences at the World Expo caused the students to feel like a Whole- Person Global Local education came alive.</p>

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.

SHU MBA's Center believes in imparting knowledge and encouraging academic research in areas of the role, dynamics and impact of corporations in the creation of sustainable social , environmental and economic value.

Some samples of student research

Organizational Behavior And Personal Development	"Psychological contract and breaches of psychological contract – its impact on employees relationship and misbehavior";" A study of win- win strategy and 'quanxi' on employees' performance"; " Oppressive conduct management and remedial measures";" Psychological contract ,its breaches and sales personnel."
Leadership	" Shared leadership and its impact on employees"; " Ethical leadership and its impact on performance."
Operation Management	"Shanghai World Expo – a research in international park operational management ."
Marketing and Supply Chain Development	"Innovative marketing :global solutions in fire -fighting products "; " Hospitality industry and its purchasing management- a study of Parkson company"; "Marketing Chinese aeroplane ARJ21."
Corporate Responsibility	"Laozi 's 'TaoTe Ching'" and modern management theory"; Environmental protection and plastic packaging- a study of the court case of 'Liang Li "; "Waste management and disposals in small firms in Chinese cities";
Strategy and Development	"Strategic development of the industry of China's Domestic Garden Art"; " A study of German culture and its influence on the strategic development of German MNC."
Strategy Management	"Development of China's culture industry and development"; "Brand management of foreign companies in China"; "Development models of Foreign insurance companies in China – a comparative study";

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.

We believe in extending the students' knowledge of managerial challenges in meeting social and environmental responsibilities and finding effective ways to meet these challenges. SHU MBA Center, therefore, established ,through its Career Development Center, the Business Practicum and Mentor – Mentee programs to help students in this area.

1. Business Practicum

Right from the beginning of the SHU MBA program in 2004, SHU MBA Center placed great emphasis on “ Integration and Application.” In that year, the Center set up “ Critical Thinking Workshop”, and soon developed Corporate /Practical Sessions. Then in 2007, the Center decided to have the Business Practicum program, and since then this program is an integral part of the MBA curriculum.

The Business Practicum program deals with real projects, corporations, and Boards of Directors. Under guidance of managers ,corporate practitioners ,and academics ,the students do and complete their project reports. Students integrate their knowledge learned from the business skills courses with their personal attributes, career intelligence, and soft power to arrive at the learning outcome of “knowing, doing, and being”- the prime objective of the Whole-Person education.

CDC runs the module on Business Practicum which students find beneficial as the participants are from practitioners in various corporate sectors with diverse backgrounds.

Activity

Business Practicum	24 business Practicum projects
	38 team formed by students
	200 MBA students

SHU MBA Center has a module on Social Responsibility and Sustainability which covers corporate governanc , international business law, business ethics, and ethical leadership.

Social Entrepreneurship



2. Mentor –Mentor Scheme

SHU MBA runs a Mentor –Mentee scheme to develop the students’ capabilities to find their career directions and to raise their standard of success skills and knowledge. Corporate practitioners from leading international corporations ,and academics are invited to participate in this scheme which students find highly enriching and rewarding.

<p>Mentor-Mentee Scheme</p>	<p>Helping students to plan for career development, raising their career skills and competence, and broaden their perspectives</p>	
	<p>Experienced corporate practitioners and leading academics to mentor and educate students to become world- class business leaders</p>	

Principle 6

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

We believe in integration between classroom lectures and Whole - Person learning. Therefore , SHU MBA Center has organized a host of activities through its various programs including providing career education and service; Business Practicum ,Global Study Tours, and International Exchange Program.

Activity in Career Education and Service

Professor Fred Dubee Former Senior Advisor, UN Global Compact	Responsible Global Leaders Workshop.
Robert R. Johnson Deputy CEO, CFA Institute	Envisioning your future by CFA after Financial Turmoil.
Dr. Yang Zhong University of Tennessee, Department of Political Science	Globalization, Cultural Diversity and China.
Robert Peter Oostveen Edumonde Mediation SRL President and Partner	Conflict Management in Modern Society.
Sheila Wong Shu-ngar Former Head of Corporate Affairs, Standard Chartered Bank	People Skills Workshop.
Oliver Yang ,CSR and Government Relation Officer American Chamber of Commerce in Shanghai	An Introduction to Corporate Social Responsibility in China.

6. Major Achievements

We excel In Whole-Person and Global Local education.

1st Five-Year (Local: Quality, Innovation, Respect)

- The Best MBA in the 5th and 6th Batches of China MBA(T6) (evaluated in 2009 by National MBA Supervisory Committee).
- The Best Potential MBA (2007) by a leading local media.
- One of the Largest Fully English Delivered MBA in China.

2nd Five-Year (Global: Co-operations, Integration, Respect).

- Building globally respected MBA Education in and from China, which is excelling in Global Local and Whole-Person
- SHU MBA Center has aligned its strategy with the PRME principles since it became a signatory to the PRME in 2008, and many of the academic and student activities mentioned in this report clearly support this fact.
- SHU MBA Center incorporates an ethical component into each course, and the courses *Personal Development and Leadership*, *Social Responsibility and Sustainability*, and *Social Entrepreneurship* are clear evidence of SHU MBA Center's strong commitment to the PRME principles.
- SHU MBA Center has a lecture series and well-respected scholars, managers, practitioners, and government officials are regularly invited to the center to lecture on responsible management topics and sustainable business practices. The Global Exchange Club, The Career Development Club, and the Finance Club, all formed by the students as mentioned earlier, have organized many successful activities relating to responsibility and sustainability.

7. Key Objectives Ahead

1. A new GSMBA degree program is in the pipeline, expecting to start in 2012.
2. Larger and more international exchange programs with universities of advanced countries.
3. Further develop Career Development Center to educate future global business leaders and managers for sustainable development of community and environment.

8. Support needed from other PRME signatories and PRME Steering Committee

1. Forums hosted by UN Global Compact.
2. Updates on the current status of the Principles for Responsible Management Education.
3. Learning from the experiences of other members of the PRME community.

9. Goals and Commitment to the PRME

SHU MBA Center is committed to upholding and implementing the Principles for Responsible Management Education.

Therefore, it is supportive of faculty members and corporate practitioners developing new courses for responsible management education. This is evidenced by the global local and Whole-Person curriculum, diverse seminars and activities organized by SHU MBA Center, and the students.

A new GSMBA degree in Sustainability is in the pipeline, expecting to start in 2010. This should further align SHU MBA's strategy with the PRME.

Representatives of the Center will attend the upcoming PRME Global Forum, and SHU MBA Center aspires to learn from the best practices from other signatory institutions relating to the PRME principles.