United Nations Global Compact
Sharing Information on Progress Report
Principles for Responsible Management Education
By Shanghai University MBA

2015

Developing Outstanding Whole-Person and Global Local Talents People can Trust and Work with
About Shanghai University MBA-Touching People, Changing People

Since its inception in 2004, Shanghai University MBA Education (SHUMBA) proves it’s entrepreneurial, quality and loyalty nature by creating its unique governance and education model, which is responsible for the university and community. The first slogan we advocated publicly in 2004 is “Touching People, Changing People 感动人, 改变人”. We adapt the uniqueness, the quality, and the business education responsibility to impress and change people socially and globally. Thus, we may be the first MBA in China which joined the Principle of Responsible Management Education (PRME) of Global Compact of United Nations with the supports and coach from Mr. Fred Dubee, the former previous China Head of Global Compact.

We trust education is not necessarily the exclusive right of the university. Instead, “Education” should be the joint talent-developing project equally contributed by the triple-helix: “University”, “Industry”, and “Government”, collectively named as “UIG”. Similarly, we trust “Community” and “Organization” in the new global era should jointly be built by “UIG”. In sum, the “Education”, “Industry”, and “Organization”, collectively named as “ECO”, is actually a compact of UIG; and therefore we label this complex as the “ECO Compact”, which also means an eco-system for our next global frame. Based on this, every element of SHUMBA is built and supported by this “ECO Compact”, which forms the core part of the unique “SHUMBA Model” or “SHUMBA Way”.

SHUMBA’s unique governance structure is one of the examples for this. Since 2004, we have had the campus-wide “University Management Committee” to get advices, supports, and participations from various disciplines, authorities and experts across the campus, as shown in Table One. The Chairman of the Committee is the Vice-President in charge of Graduate Education of Shanghai University. Besides this Management Committee, we also have “Program Community Board of Directors”, which is mainly formed by the business and community elites who understand and share our mission, vision and dream, which are the blood and tissue of every stakeholder of SHUMBA. We are forming the “Academic Committee” when we are now in the mature stage of our ECO faculty team, composed of qualified academic elites as well as business and community practitioners who are well-equipped with an excellence academic and business qualifications. This will be chaired by our “Principal Professor” who is actually a well-respected academic with plenty of experiences as a leader of Chamber of Commerce in Shanghai.

SHUMBA is also well-respected by it’s uniqueness “SHUMBA Model” which is originated from a mission (Since 2004) formed by one of the key education thoughts of SHU (Whole-person), talent expectations of Shanghai (Global Local) and talent uniqueness of MBA locally and globally (Can Trust and Work With). This mission is “Developing Outstanding Whole-Person and Global Local Talents People can Trust and Work with ”（培养全面发展可信任与可共事的 Global Local 人才）。This mission frames the talent development outcomes which our education has to achieve. These are “All-round and whole-person talents”, “Global Local Talents” and “Know-Ligence Talents (from experience knowing, campus learning to doing and being intelligence). This unique “SHUMBA Model” is blooded by the resources and talents from “UIG” through the ecosystem of the “ECO Compact”. In the first ten-year (2004 – 2014), we focused all the efforts on building this “SHUMBA Model” with the greater amount of quality and commitment. Our vision in 2004 is to be “Excel in Whole-Person and Global
In 2015, by leveraging our first ten-year achievements and competencies, we re-frame the Vision for the next ten-year (2015-2024). This is “Be Influential Graduate Management Education Globally and Locally in Business World (to China Dream and Global Dream) (走进世界, 走进产业, 成为具有贡献和影响力的研究生商业教育)”. We need more talents from “UIG” in our “ECO Compact” to achieve it. We sincerely invite you to join us if you share our Mission, Vision and Dream.

Dr. Tony KOO
Committee Member, Management Committee
Managing Director of
MBA and Management Education Center (Global Management Education Institute) of
Shanghai University
# Content

1. Shanghai University MBA Center (SHUMBA): History with the PRME ................................................. 4
2. About SHUMBA ................................................................................................................................. 4
   2.1 Our Mission ................................................................................................................................. 4
   2.2 Our Vision (2014-2024) ............................................................................................................. 4
   2.3 Our Programmes .......................................................................................................................... 4
   2.4 Achievement (2004-2015) ......................................................................................................... 5
   2.5 Our partnership .......................................................................................................................... 6
3. The Principles For Responsible Management Education ................................................................. 7
   Principle 1 ........................................................................................................................................ 7
   Principle 2 ........................................................................................................................................ 10
   Principle 3 ........................................................................................................................................ 11
   Principle 4 ........................................................................................................................................ 12
   Principle 5 ........................................................................................................................................ 13
   Principle 6 ........................................................................................................................................ 13
4. Support needed from other PRME signatories and PRME Steering Committee .......................... 14
5. Goals and Commitment to the PRME ............................................................................................... 14
1 Shanghai University MBA Center (SHUMBA): History with the PRME

SHUMBA became a signatory of the PRME in 2008. Therefore, SHUMBA 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. SHUMBA Center believes that the 6 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.

2 About SHUMBA

2.1 Our Mission

Developing Outstanding Whole-Person and Global Local Talents People can Trust and Work with

2.2 Our Vision (2014-2024)

Be Influential Graduate Management Education Globally and Locally in Business World

2.3 Our Programmes

2.3.1 Global Local MBA

GLMBA dedicated to providing responsible, reliable and teamwork-style management and innovative Global Local talents for the benefit of sustainable development of the international and local commerce as well as the society. GLMBA graduates are going to be the young leaders within those multi-national companies in China or those local companies that aim at the international markets, or reserved as the future comprehensive and innovative leaders of the above-mentioned companies.

Uniqueness:
- Cross-Border Management Specialized Module including “Glocal Human Capital and Corporate Culture Issues”, “Global Local Supply Chain and Logistics Issues” and “Cross-Border Managerial Communication”;
- Knowlligence Courses: Business Plan and Business Practicum with REAL project supported by REAL corporate.

Achievements:
- In 2007, GLMBA was awarded as the MBA program with the most potential in China;
- In 2011, GLMBA was awarded "The 21st century business school - MBA with featured competitiveness", and in the same year, SHUMBA was awarded "MBA school achievement award" issued by famous media organizations.

2.3.2 Global Finance MBA
GF MBA dedicated to providing reliable, teamwork-style and all-around Global Local management talents and future leaders that have an international view for the international and local finance industry.

GF MBA graduates are going to be the leaders or reserved as the future comprehensive leaders for international or local financial institutions that are undergoing the process of internationalization.

**Uniqueness:**
- SHUMBA is the partner to CFA institute which provides CFA Module Courses
- ECO resources and activities in International Finance cities : New York, London, Hong Kong @ Shanghai

2.3.3 Our Strategy Goals
Build and sustain a reputation as a leading MBA and related post-graduate business programs in China for the world.
Provide quality teaching and learning programmes on global local and whole-person talent development intents with the emphasis on transforming academic knowledge and real-life experience into application intelligence.
Create mutually-benefited and relied triple-helix relationships and even partnerships amongst Education (E), Community (C), and Organizations (O) along the learning journeys and environments of our students during the study and even after graduation from our programs.

2.3.4 Our Learning Outcomes
Prepare students through systematic learning on "Business Management Knowing-personal Development Being-Real World Doing" skills to enhance them all-round business managerial skill for better business management role and potential leadership role in global business activities.
Develop social-responsibility, ethical and professional personal development and leadership skills to manage complex, dynamic and cross-cultural tasks effectively and efficiently.
Through experimental learning projects to work individually and as a team in planning implementing and advising new or complex business plans and business projects.
Enhance interest and experience of global changing issues through action-learning and life-long learning.

2.4 Achievement (2004-2015)
**International Awards**
2015 CNN Expansion, Global Top MBA 68
2015 America Economia, Global Top MBA 23

**Domestic Awards**
2014 Forbes China, China Top MBA 12
2012 Tencent, China Top 10 MBA Program
2011 Sina, China Most Influential MBA Program
2009  The National MBA Education Steering Committee, First place in Team 6 at National MBA Evaluation for 5th and 6th batches of MBA in China

2.5  Our partnership

2009  CFA Institute  CFA Program Partner

The 6th partner of CFA in China following Peking University, Fudan University, Shanghai Jiaotong University, HongKong University of Science and Technology, and Sun Yat-sen University (2009)

2007  The Principles for Responsible Management Education (PRME) Member of the Principles for Responsible Management Education
3 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.

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

- **“Being-Doing-Knowing” 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.

- **3*3*1/3 All-round Learning Methods**
  In classroom we are using Global local case study and whole development study methods
  1/3 study from Faculty, 1/3 study from classmates, 1/3 study with herself/himself
  1/3 study from school, 1/3 study with corporate and community, 1/3 study in international environment
  1/3 per course learning, 1/3 in class learning, 1/3 post class learning

- **Cross Disciplinary Programs, Courses and Projects**
  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.

- Global Local Faculty Mix
  The integration of U-University, I-Industry, P-Public resources in SHUMBA by optimizing the organization and allocation of it intends to bring great benefits and realize SHUMBA goals.

- Global Local Student Mix
  Every year, SHUMBA receive the exchange and degree students from all over the world. For example, in 2015, 65% of students from abroad, and constitute the international diversification of learning atmosphere in class.

- Global Local Teaching Articulation and Cases Mix
  In business core unit, the faculty require to using the global and local cases and guide student try to analyze and think it within critical method.

- Global Local Exposure by 360 Degree Global Local Outreach
  Since 2004, SHUMBA was build the communication with 245 institutions and universities, including the world's top 100 University, Uppsala University, Sweden. Nearly 60% of MBA students and alumni participant Global Business Study Tour to experience the overseas learning in all over 16 countries and regions.

- Know-lligence Teaching under Action and Experimental Learning Methods
  Business Practicum and Business Plan course
  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 “Being, doing, knowing”- the prime objective of the Whole-Person education.
ECO Corporate and Community Partnership and Faculty Mix
Since 2004, MBA SHU has accumulated more than 2000 corporate and community ties, organized more than 1200 companies practice or exchange activities. Our corporate partners are coming from E-Education, C-Community, and O-Organizations, like the Swedish consul general in Shanghai, Hong Kong Maxim group, Pepsi Cola, China culture media, etc. Those partners provide diversity topics and methods. For example, Leadership Forum, Mentor-Mentee Scheme, Corporate Visit, Global Business Study Tour, Personal and Career Coaching.

SHUMBA-X Company@Y Industry Partnership
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.

Induction Initiatives and MBA Programs to excel in a Whole-Person, and Global Local education
In the academic year 2014 and 2015, the MBA curriculum started with two months of compulsory “Induction Program” induction initiative. This program 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.

SHUMBA 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 is stakeholders of SHUMBA 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 SHUMBA.
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

**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 SHUMBA Center and the students.

SHUMBA Center’s learning methods

Knowing part by Business Skill courses

Being and Ding parts by Personal Development and Career Intelligence courses

In classroom we are using Global local case study and whole development study methods (3*3*1/3)

1/3 study from Faculty, 1/3 study from classmates, 1/3 study with herself/himself

1/3 study from school, 1/3 study with corporate and community, 1/3 study in international environment

1/3 per course learning, 1/3 in class learning, 1/3 post class learning

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. We also believes in Integration and Application in its MBA Programs

- 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 Learning/Activities beyond classroom (Student Community Activity)
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.

We believe 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.

In SHUMBA we mix the ECO Corporate and Community Partnership with Faculty to give courses and project to helping student know the concept of sustainable social, environmental and economic value. Since 2004, we have built contact and corporation with more than 2000 companies and communities to arrange 1200+ seminars and activities for students. Currently we have corporate with 250+ Mentor to help SHUMBA Student for their career guidance.
Principle 5
Partner: 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. SHUMBA Center, therefore, established, through its We set up Personal and Career Development Department (PCDD), the Business Practicum and Mentor – Mentee programs to help students in this area.

We set up Personal and Career Development Department (PCDD) under the Program Office, aiming to create a platform where our student can meet our Mentors and experts to help them to understand their life and career plan (Personal Development); to identify their career development needs and potential ability (Career Development); and even to explore themselves for personal life or career development (Global Mobility) by using the global environment.

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, SHUMBA 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.
4 Support needed from other PRME signatories and PRME Steering Committee
   - Forums hosted by UN Global Compact.
   - Updates on the current status of the Principles for Responsible Management Education.
   - Learning from the experiences of other members of the PRME community.

5 Goals and Commitment to the PRME
SHUMBA 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 SHUMBA, and the students. Representatives of the Center will attend the upcoming PRME Global Forum, and SHUMBA aspires to learn from the best practices from other signatory institutions relating to the PRME principles.