Re-Shaping the Future of Management Education: -- *respond the Biz needs in China*

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Where am I from?

Zhejiang University, 1897-
Zhejiang Management School wins AMBA accreditation

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The Management School of Zhejiang University has received accreditation from the Association of MBAs (AMBA) for both its MBA and EMBA programmes as an increasing number of Chinese business schools strive for international recognition.

“I’m very happy that we’ve received accreditation,” Professor Wang Zhongming, Executive Dean of the School of Management at Zhejiang University, told the Financial Times. “This is a breakthrough and also a recognition of our education approach that focuses on local and private Chinese SMEs.”

“We approved Zhejiang’s accreditation on 11 December,” confirmed Jeanette Purcell, chief executive of AMBA. “Zhejiang is an excellent school. I’m not surprised.”

This is the first time that a Chinese state-run business school has received international accreditation. It is also a milestone in China’s march towards internationally recognised standards since it resumed business education after the Cultural Revolution in 1979.

Source: http://www.ft.com/cms/s/2/501b264c-90e6-11db-b71a-0000779e2340.html
Hangzhou: the Paradise City

West Lake, Grand Canal
The World Heritages
Hangzhou, China

The Capital city of Entrepreneurship
The city of entrepreneurs
Two Key Questions to respond the business needs

- Where are our MBAs go?
  - Towards the New eco-systems?
  - As a professional?

- Is That the Paradigm Shift of business needs for education?
  - Is the change Incremental or Radical?
  - Boundary?
The changing demands from business

Demand

Customization

Vertical Market

Mass Market

Supplier

Could a Chinese internet business become the world's most valuable company?
Challenges of Business Education

Traditional MBA Programs

New Demands from business

Start-up

Micro firms & SMEs

Internet +

Professional Managers

Theory and cases based on large companies
Entrepreneur MBA Students

New MBA enrollment with their own start-up firms

- 2011 cohort: 7.15%
- 2013 cohort: 13.42%
- 2014 cohort: 17.57%
Non-linear Attacks and Opportunities!
Key Actions of the **Beyond** the Catch-up

- Decentralized / Distributed GloColization
- Cross the Boundaries
Global Entrepreneurship Programme (GEP)

France
New Venture Creation
Corporate Entrepreneurship
European Business Environment & Entrepreneurial Marketing
Advanced Financial Management
Change Management
European Projects

China
Family Business and Harvesting
Innovation Management
Asian Business Environment & Economics
Quantitative Business Analysis
Advanced Strategic Management
Human Resource Management
Chinese Projects

America
Business Growth
Entrepreneurial Finance
North American Business Environment & Economics
Social Entrepreneurship
Advanced Global Marketing
Global Venture Feasibility
North American Projects

GEP won “The Most Innovative International Programme in Ten Years”
Keys to Re-Shaping the Future of Management Education:

1. **Paradigm Shift** of Business Education towards the New Eco-System of Business

2. Innovative & Sustainable Development of Boundaryless Business educations
Thank You