

培养引领中国未来发展的健康力量

CULTIVATING THE HEALTHY POWER LEADING THE FUTURE OF CHINA

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

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GLOBALIZATION • INNOVATION • ENTREPRENEURSHIP • RESPONSIBILITY



浙江大学 管理学院
SCHOOL OF MANAGEMENT
ZHEJIANG UNIVERSITY

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Where am I from?

Zhejiang University, 1897-



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Zhejiang Management School wins AMBA accreditation

By Ziming Li

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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>

Financial
Times

21 December 2006



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?**

 **Alibaba Group**
阿里巴巴集团



淘宝网
taobao.com

天猫 Tmall.com

SEPTEMBER

19

FRIDAY

AliExpress

 **阿里云**
alibaba.com

 **阿里巴巴**
1688.com

聚划算
jushuansu.com

 **Alibaba.com**

支付宝



The chan

business

Demand

Customization

Vertical
Market

Mass
Market



The Alibaba phenomenon



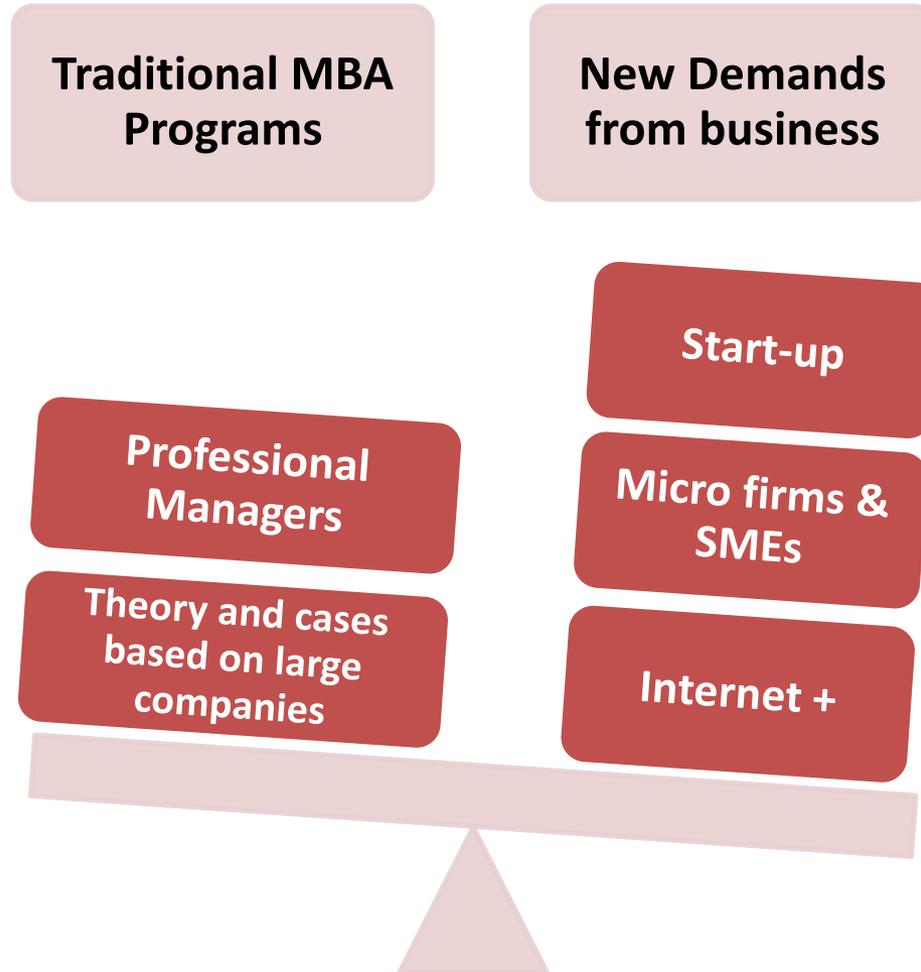
Could a Chinese internet business become the world's most valuable company?



Supplier

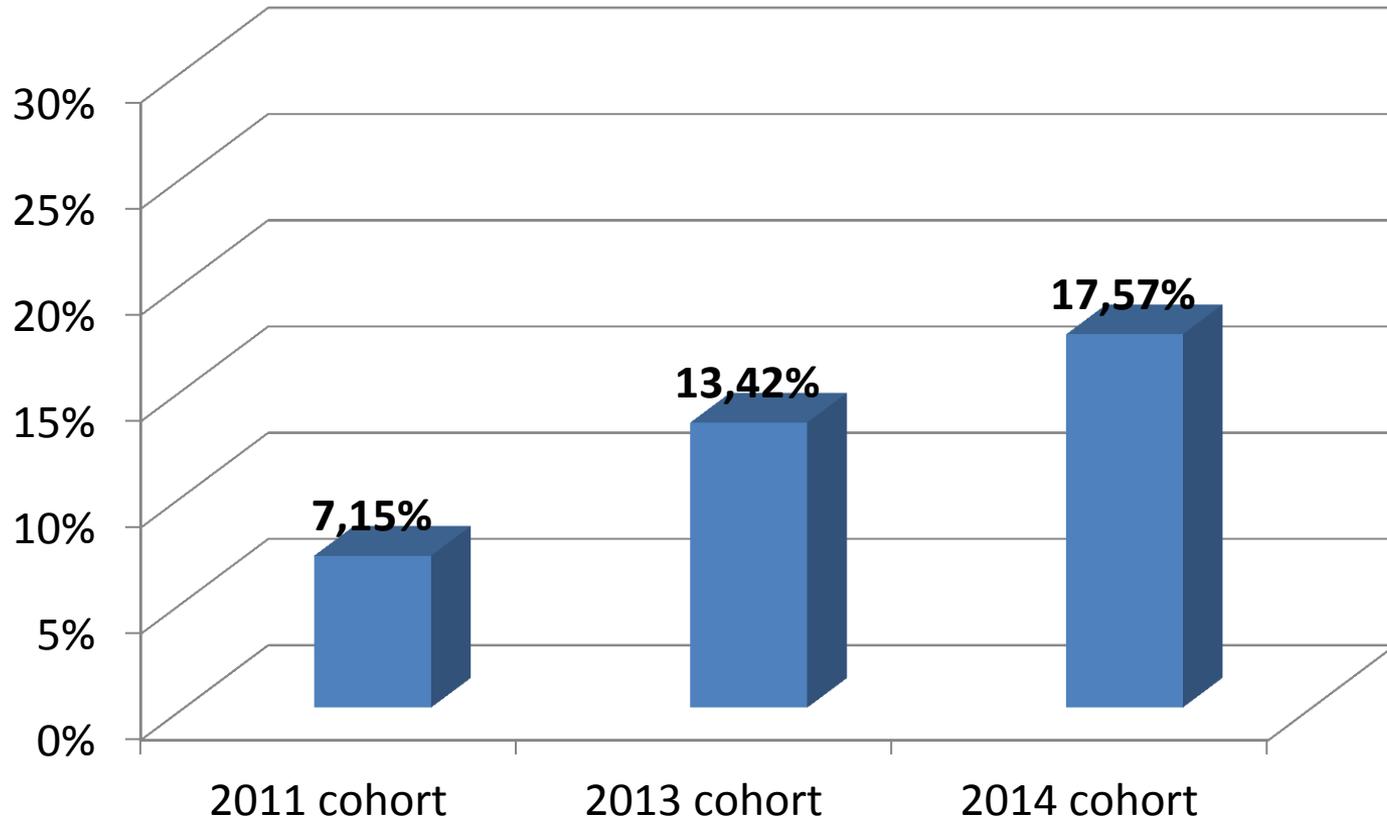


Challenges of Business Education





Entrepreneur MBA Students

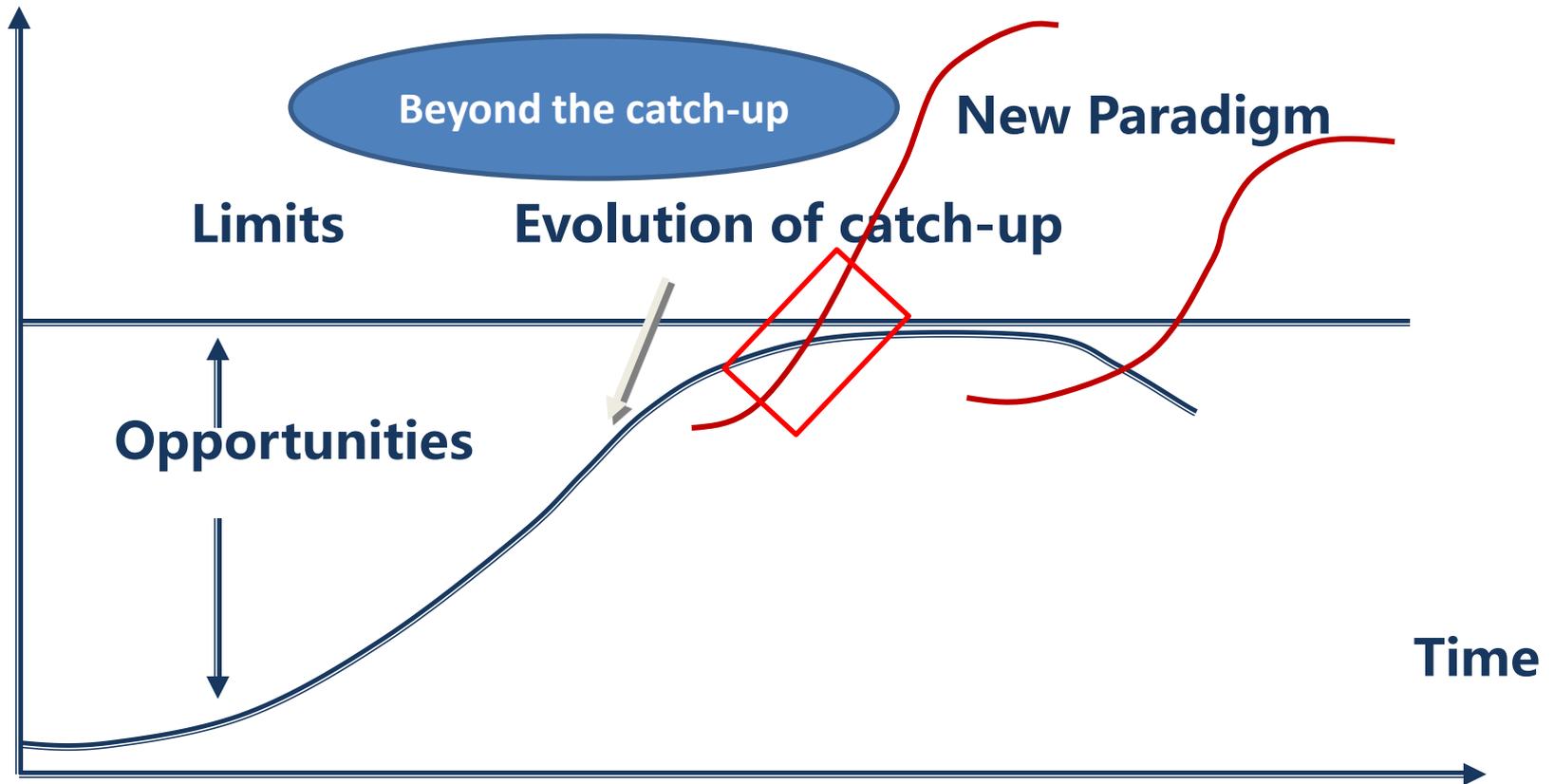


New MBA enrollment with their own start-up firms



Non-linear Attacks and Opportunities !

Performance



Key Actions of the **Beyond** the Catch-up

- Decentralized / Distributed Glo**C**olization
- Cross the Boundaries

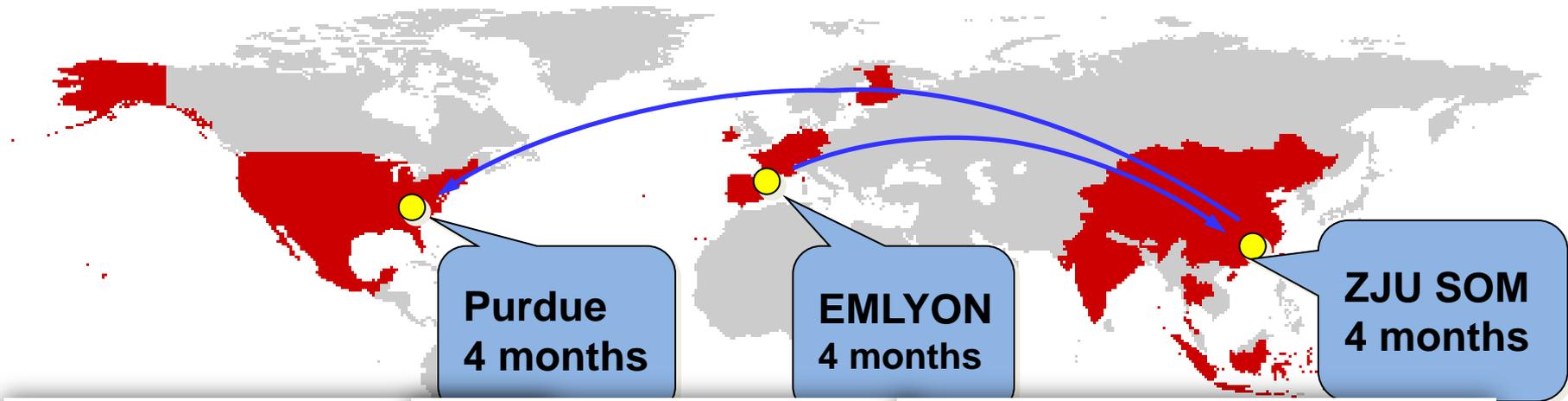
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Global Entrepreneurship Programme (GEP)



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 **Boundless** Business educations

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Thank You



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