



金网国际教育管理集团是澳大利亚上市公司（股票代码ASX:VIA），是目前中国第一家也是唯一一家在澳洲上市的教育管理公司。集团成立以来，致力于引进西方发达国家的优质教育资源。美国西东大学工商管理硕士班经美国中部教育联盟批准，实施双语教学，中英文答辩，为企业家及高级管理人员学习西方的现代管理知识、搭建高端人脉平台提供了一条全新的路径。

Viagold International Educational Management Group is a listed company in the Australian Securities Exchange (ASX: VIA). Up to now, it is the first and only educational management company listed in China. Since its foundation, Viagold Group dedicates to bring in high-quality education resources from developed countries. Seton Hall University MBA program is approved by the U.S. Middle State Education Commission. The courses will be carried out in both English and Chinese, while the thesis defense can be both in Chinese and English. This program provides a brand new path for entrepreneurs and senior managers to learn modern managerial knowledge and to set up a platform of communication.

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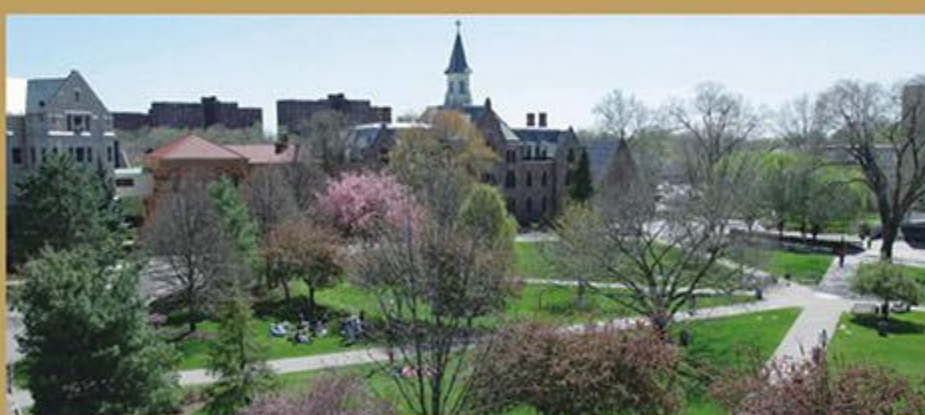
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扫一扫，更精彩！



美国西东大学工商管理硕士 Seton Hall University MBA Program (Master of Business Administration)



美国西东大学

Seton Hall University



美国西东大学（Seton Hall University）成立于1856年，建校已160多年，位于美国新泽西州南橘镇，距离纽约市中心曼哈顿12英里，是全美规模较大且历史悠久的综合性大学。

在《美国新闻与世界报道》等权威的大学评鉴中，西东大学一直保持名列前茅。美国西东大学斯德尔蒙商学院于1978年通过了AACSB认证。现在，斯德尔蒙商学院名列全美第57名。

不断推陈出新的科系与教育合作计划，其独特的人文关爱精神，精英制培养模式，杰出的学术背景以及优越的地理位置，造就了该高等学府卓尔不群的优秀教育品质。

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Established in 1856, Seton Hall University is a large comprehensive university with more than 160 years. It is located in the quaint town of South Orange, New Jersey, only 12 miles from Manhattan, New York City.

U.S. News & World Report thought so highly of Seton Hall that it ranked Seton Hall among the country's top universities. The Stillman School acquired the professional accreditation from the AACSB international—the Association to Advance Collegiate Schools of Business in 1978. Now, Stillman School of Business's rank was further moved up to number 57.

The ability to move into new disciplines and develop new programs, alongside with its unique humanistic spirit, excellent education model, distinguish academic background and super geographic location, bring the education quality of Seton Hall University up to outstanding level.



美国西东大学MBA

Seton Hall University MBA

美国西东大学MBA项目旨在引进国际先进的工商管理知识和经验，结合中国实践需要，全面提高学员在工商管理领域的系统知识和职业素养。项目招收中国国内具有相当于本科学历及一定工作经验的在职人员，利用节假日、周末和晚间进行高强度的学习。圆满完成规定课程且毕业设计合格者，可根据西东大学的学分要求申请其工商管理硕士学位。

Seton Hall University MBA program aims to introduce international advance managerial knowledge and experience into China. Combined with the Chinese practice, it helps to spread Business Administration knowledge and raise the student's managerial skills. Target students of the program are the university and college graduates whom have certain managerial experience. Students will go through highly intense learning which is conducted on Saturday, Sunday or evenings. Those who complete the program and pass the graduation design as required by Seton Hall University will be rewarded MBA degree.



美国西东大学斯德尔曼商学院院长Joyce Strawser, 副院长尹尊声教授向学员赠送礼品。
Dean Joyce Strawser and Vice Dean Jason Yin of Stillman School of Business of Seton Hall University give students gifts.



美国西东大学MBA学员赴美参加毕业典礼
Zhu Hai MBA students attend graduation convocation in Seton Hall University, NJ, USA

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授权

Authorization

2012年5月29日，美国西东大学校长Gabriel Esteban博士一行来到中国，并与金网国际教育管理集团主席施隆光博士进行了授予金网国际教育管理集团MBA项目中国区总代理的签署仪式。

On May 29, 2012, Dr. Gabriel Esteban, president of the Seton Hall University, and his group members came to China for an authorization ceremony. During the ceremony, Dr. Gabriel Esteban signed an agreement with Dr. Shi Longguang, President of Viagold International Education Management Group Ltd., to authorized Viagold International Education Management Group Ltd. as the general agent of Seton Hall University in China.



美国西东大学校长Gabriel Esteban向金网国际教育管理集团董事局主席颁发授权书
President of Seton Hall University Dr. Esteban Gabriel issues Authorization letter to Chairman of ViaGold International Education Management Group Dr. Shi longguang.



《授权书》内容：兹授权金网国际教育管理集团为美国西东大学MBA项目中国地区总代理
Authorization Certificate, This is to certify that ViaGold International Education Management Group is an authorized agent of Seton Hall University for the MBA Program in China.

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项目特色

Characteristics

国际名校 AACSB认证

International famous university, AACSB accreditation

中外名师 双语教学

Prestigious professors from China and abroad, bi-lingual teaching model

高效学习 高瑞平台

Efficient learning, high-end platform

国际考察 知行合一

International inspection, knowledge and practice integrated

项目优势

Advantages

- 1、组织国内外游学活动，与当地学生共同上课并进行商务洽谈，共享思想交流与智慧碰撞的盛宴，搭建高端人脉和商务合作的平台。
- 2、加入“美加MBA同学联谊会”，参与联谊会组织的各项资源整合、共促发展活动。
- 3、证书为国际文凭，获得所有国家认可，有利于办理移民手续。
- 4、终身享受美国西东大学校友待遇。

- 1、organize study tours at home and abroad; attend classes with local students;exchange ideas and thoughts;establish platform for business cooperation.
- 2、Join in the “American-Canadian MBA Alumni” . Take part in all the activities of resource integration and mutual development.
- 3、The certificate is an international diploma and recognized in all countries, and makes it easier in immigration procedure.
- 4、Enjoy lifelong Seton Hall University Alumni treatment.

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课程设置

Curriculum

课程模块 Course Module	课程代码 Course Code	课程名称 Course
基础模块	BMBA9111	Analytical methods and information systems for business 商业信息系统及分析方法
	BMBA9112	Accounting and global legal system 会计及全球法律体系
核心模块	BMBA9113	Financial and economic analysis 金融及经济分析
	BMBA9114	Organizational and Market Dynamics 企业组织及市场管理
	BMBA9201	Business ethics and social responsibilities 商业伦理及社会责任
	BMBA9202	International Perspective 国际视野
	BMBA7773	Strategic Information Technology 战略信息技术
	BMGT9317	Supply Chain Management 供应链管理
	BMBA9400	Business Strategy 商业策略
特色模块	BMGT7931	International Management 国际商业管理
	BMGT7540	Entrepreneurship 企业创新
	BMGT7545	Strategic Management Simulation 战略管理模拟
整合模块	BMGT7000	Action Learning Project: Master thesis 毕业设计论文写作

为保证课程的前瞻性，西东大学将对以上课程做适时的调整。
To make sure the curriculum keeps pace with the development of society, Seton Hall University will adjust the course from time to time.

师资队伍 Faculty

为了保证课程的前瞻性及毕业设计实践性课题的研究，美国西东大学MBA课程实施三联导师制度，三联导师由美方教师、中方教师和企业家人组成，负责毕业设计的指导与答辩。

To Make sure the curriculum keeps pace with the development of society and select a practical topic for research and a thesis by students, Seton Hall University confirm and carry out a three-tutor system which consists of an American professor, a Chinese professor and an entrepreneur. These three persons shall be in charge of the instruction and thesis defense for the student's research and thesis.



副教授、博士，美国西东大学斯德曼商学院执行院长、美国会计协会的会员。

研究领域：财务报告与会计管理、投资管理、管理会计、会计及全球法律体系。

乔伊斯

Joyce Strawser, Dean of the Stillman School, Associate Professor in the Department of Accounting and Taxation.

Research area: financial report and accounting management, investment management, management accounting, accounting and global legal system.



纽约大学博士，美国西东大学斯德曼商学院管理学教授、副院长。

研究领域：公司政策和战略、国际贸易和转型经济发展、商务管理、企业创新、投资管理和资本运作。

尹尊声

Jason.Z.Yin, Ph.D., New York University, Professor of Management and the Chair of the Department of Management.

Research area: corporate policy and strategy, international trade issues and the development of transitional economies, business management, enterprise innovation, investment management and capital operation.



博士，商学院副院长，副教授。

研究领域：领导和管理发展，人力资源，组织研究方法。

史蒂文·洛伦依

Steven J Lorenzet, Ph.D. Associate Dean, Associate Professor School of Business.

Research area: Leadership and Organization Development Journal, Human Resource Development Quarterly, and Organizational Research Methods.



博士，美国西东大学营销学院副教授。

研究领域：零售管理、市场研究、新产品开发、市场营销的经济和社会影响、市场营销历史。

皮罗格三世

Stephen.F.Pirog III, Ph.D, associate professor of Seton Hall University.

Research area: retail management, market research, new product development, economic and social influence of marketing, history of marketing.



教授，斯特曼商学院领导力发展中心主任，拉美裔美国人协会 (USHAA) 董事会成员、领导力委员会委员、WitnessHOPE 理事会主席。菲尔莱狄更斯大学工商管理硕士。

研究领域：变革管理、领导力。

罗伊特

Michael.M.Reuter, M.B.A., Fairleigh Dickinson University, the Stillman School's Director of the Center for Leadership Development, the Stillman School's Honors Program.

Research area: change management, leadership.



博士，美国西东大学会计与税务学院教授。

研究领域：管理会计学、成本核算、国际会计学、“在中东做生意”、“毕业生在埃及做生意”。

阿普杜拉

Wagdy Abdallah, Ph.D, Baruch College, City University of New York, Assistant Professor in the Department of Accounting and Taxation of SHU.

Research area: management's accounting choice and lobbying behavior, security market valuation, accounting for postretirement plans.

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对外经济贸易大学教授，博士生导师。曾任对外经济贸易大学党委书记、校长。美国西东大学访问学者。

研究领域：统计学、创新管理、管理理论与方法。

施建军

Jianjun Shi, professor of University of International Business and Economics, Former President and a member of the Standing committee of the communist party in UIBE, PhD supervisor, visiting professor of Seton Hall University.

Research area: Statistics, Innovation management, Theories and methods of Management.



经济学博士，教授，博士生导师，享受国务院政府特殊津贴专家。英国曼彻斯特大学访问学者，美国密歇根州立大学访问学者。对外经济贸易大学党委书记、副校长。全国国际商务专业学位研究生教育指导委员会委员兼秘书长、北京市学位委员会经济学（2组）学科评议组成员、中国世界经济学会副会长、中国国际贸易学会常务理事，兼任国际低碳经济研究所所长，受聘为商务部时评专家。

研究领域：国际贸易学、产业经济学研究。

Zhao Zhongxiu, economics PhD, doctor supervisor, visiting scholar of Manchester University and Michigan State University, Vice chancellor of University of International Business and Economics, member of the international business professional degree graduate education steering committee, Vice Chairman of Chinese Society of World Economy, executive member of China Association of International Trade.

Research area: international trade, industrial economics research.



教授，对外经济贸易大学副校长，全国MBA教育指导委员会委员，享受国务院政府特殊津贴。企业财务状况质量分析理论的创立者。中国大陆高等院校教授中唯一一位资深英国特许公认会计师（FCCA）。

研究领域：企业财务报表分析、企业财务质量分析、企业价值评估、资本结构与公司治理。

张新民

Zhang Xinmin, vice chancellor of University of International Business and Economics, member of National MBA Education Steering Committee, founder of enterprise financial situation quality analysis theory, FCCA.

Research area: enterprise financial statement analysis, enterprise financial quality analysis, enterprise value assessment, capital structure and corporate governance.



教授，对外经济贸易大学卓越学院执行副院长、中美国际管理学院院长及中法国际管理学院院长，现任国际经济伦理研究中心主任，中国留美经济学会会员，中国转型经济研究中心理事，美国西东大学及美国马里兰大学客座教授，中央电视台特约主持人。

研究领域：国际营销学、商企业管理、商业法律环境、国际工商管理、国别经济制度、跨文化沟通、商业法律与伦理。

刘宝成

Liu Baocheng, Professor, Executive Vice Dean of School of Excellence, UIBE, Dean of CAIBAS and IFCM, Director of International Economics Ethics Research Center, member of Chinese Economists Society, Director of CRCET, guest professor of Seton Hall University and University of Maryland.

Research area: international marketing, enterprise management, legal environment of business, international business, national economic system, cross-cultural communication, business law and ethics.



林桂军

经济学博士，教授，博士生导师，享受国务院特殊津贴专家。加拿大卡尔顿大学经济学硕士、对外经济贸易大学经济学博士、对外经济贸易大学副校长。曾作为访问学者在曼彻斯特大学经济系、香港中文大学、意大利Bocconi大学、芬兰Abu Academi大学和Turku School of Economics and Business、美国哥伦比亚大学经济系、IMF等海外机构进行讲学、讲座和学术研究。
研究领域：中国对外贸易政策、国际货币理论（I）、（II）、福利经济学、高级宏观微观经济学。

Lin Guijun, professor, doctor supervisor, Economics Master of Carleton University, Economics PhD of University of International Business and Economics, Vice Chancellor of UIBE.

Research area: Chinese foreign trade policy, international monetary theory(I)(II), welfare economics, senior macro and microeconomic economics.



马春光

教授，在国内和美国企业工作5年，在我国驻外使馆工作4年，在对外经济贸易大学从事教学和科研工作33年。
研究领域：战略管理、国际企业管理、组织理论与变革。中国企业战略与国际化经营理论与实践研究。

Ma Chunguang, professor, worked in Chinese and American enterprises for 5 years, in Chinese embassies for 4 years, has been teaching and researching in University of International Business and Economics for 33 years.

Research area: strategic management, international enterprise management, organizational theory and transformation, theory and practices research of strategies and internationalization of Chinese enterprises.



张杰

教授，对外经济贸易大学经济学博士，1990年联合国undp项目，英国基尔大学高级访问学者，1997年韩国企业家联合会高级国际管理培训，2002年，获得国家留学基金，美国宾夕法尼亚大学沃顿商学院高级访问学者。
研究领域：企业运营与供应链管理、企业流程管理、项目管理

Zhang Jie, professor, Ph.D of economics, University of International Business and Economics, participated United Nations Development Program in 1990 and attended advanced international management training program held by South Korea Entrepreneur's Federation in 1997, senior visiting scholar of Keele University and senior visiting scholar of the Wharton School of the University of Pennsylvania sponsored by the State Foundation for studying abroad, 2002.

Research area: enterprise operation & supply chain management, business process management and project management.



刘立新

理学博士、教授、博士生导师。对外经贸大学统计学院书记兼副院长、北京大学金融数学博士后中国统计学会常务理事、中国银行业协会专家组成员、中国期货业协会专家组成员、中国金融工程学会常务理事、国际CFP、CFC认证专家。

研究领域：金融工程、金融风险管理、金融衍生品、金融统计与计量等。

Liu Lixin, Doctor of Science, professor, doctoral supervisor, Secretary and Vice-president of Institute of Statistics, UIBE Post-doctor of Financial Mathematics, Peking University, Standing Director of China Statistical Institute, Panel member of China Banking Association, Panel member of China Futures Association, Standing Director of China Association of Financial Engineering, International CFP, CFC expert.

Research area: financial engineering, financial risk management, financial derivatives, financial statistics and measure.



范黎波

教授，对外经济贸易大学经济学博士，对外经济贸易大学国际商学院副院长，法国HEC管理学院和德国科隆大学商学院高级访问学者，美国加州大学洛杉矶分校(UCLA)访问学者。

研究领域：跨国公司与跨国经营、战略管理、创新与企业理论。

Fan libo, professor, Ph.D of economics, University of International Business and Economics, associate dean of International Business School of UIBE, senior visiting scholar of French HEC School of Management and Business School of University of Cologne and visiting scholar of University of California at Los Angeles(UCLA).

Research area: transnational corporations & transnational operation, strategic management, innovation & enterprise theory.



彭向刚

公共管理学院行政管理专业教授、博士生导师，教育部新世纪优秀人才，宝钢优秀教师，省部级教学名师，《领导科学》国家级精品课程负责人和主讲教师。

研究领域：领导科学与公共领导力建设，服务型政府建设与中国政府治理创新。

Peng Xiang gang, President, School of Public Administration, UIBE Professor and Doctoral supervisors, School of Public Administration, UIBE.

Research area: Leadership science and the construction of public leadership, The construction of service-oriented government, Governance innovation of the Chinese government.



桑百川

对外经贸大学国际经济研究院院长，教授，博士生导师，中国国际贸易学会理事，中国非洲问题研究会常务理事，中央单位政府采购评审专家，国家社科基金重大项目首席专家，中国商务部特聘商务时评专家，中央人民广播电台特约评论员。
研究领域：国际直接投资、国际贸易、中国经济体制改革。

Sang Baichuan, professor, PhD supervisor, dean of Institute of International Economy of University of International Business and Economics, member of China Association of International Trade, executive director of Chinese Research Society of African Affairs, evaluation expert of centralized government procurement, chief expert of National Fund of Social Science Major Program, distinguished editorial expert of Chinese Ministry of Commerce, commentator of China National Radio.

Research area: foreign direct investment, international trade, China's economic system reform.



王秀丽

对外经济贸易大学教授，博士生导师。国际商学院财务管理学系主任，美国西东大学访问学者，中国注册会计师，上市公司独立董事。

研究领域：财务会计，企业财务报表分析，国际会计。

Wang Xiuli, professor of University of International Business and Economics, IBS, head of the Dept. of financial management. PhD supervisor, visiting professor of Seton Hall University, CCPA. Independent director of the listed company.

Research area: Financial accounting, Financial statement analysis, International accounting.



章政

北京大学经济学院教授，日本东京大学经济学部客座研究员，香港中文大学日本研究中心兼职教授，联合国国际贸易促进委员会中国部会委员等。
研究领域：企业战略管理与经营、金融经济、创新管理、供应链管理。

Zhang Zheng, professor of college of Economics of Peking University, guest researcher of Economics department of Tokyo University, part-time professor of center for Japanese research of Chinese University of Hong Kong, member of UN Committee for the Promotion of International Trade, China.

Research area: enterprise strategy management and operation, financial economics, innovation management, supply chain management.



施隆光

工商管理哲学博士、教授，北京大学高级研究员，加拿大皇家大学港、澳、台讲课教授，金网国际教育管理集团董事局主席。

研究领域：管理学、市场营销、高级营销及策略管理、领导艺术等。

Shi Longguang, PhD of business management, Senior researcher of Peking University, expert in marketing management, professor of marketing management course for Royal Roads University, chairman of the board of Viagold International Education Management Group.

Research area: management, marketing, senior marketing and strategy management, art of leadership.



刘园

美国国际管理研究生院（AGSIM, A.Z, U.S.A），对外经济贸易大学国际经贸学院金融系教授、博士生导师。世界经济学会国际贸易与投资专业委员会副秘书长，北京市经济学会理事，亚太研究会常务理事，跨国公司研究会常务理事等。
研究领域：国际金融、投资管理与资本运作。

Liu Yuan, professor of AGSIM and the Department of Finance of International Trade College of UIBE, doctor supervisor, deputy secretary of World Economic Association Professional Committee of International Trade and Investment, member of Peking Economics Association, Asia-Pacific Research Association, Transnational Company Research Association.

Research area: international finance, investment management and capital operation.



于洪波

资深项目管理专家，北京大学项目管理教授，美国管理科技大学客座教授。于洪波教授率先将《企业的项目化管理》课程引入北大管理教学体系中，现已成为学员高度欢迎的课程之一。

研究领域：项目管理。

Yu Hongbo, Senior Project Management professor, PM professor of Peking University, guest professor of US University of Management and Technology, was the first to introduce the course Business projectized Management to Peking University management teaching system.

Research area: project management.



著名的战略管理专家，北京大学企业转型课程主讲教授，香港管理科学研究院院长，中国企业家全国理事会理事，被誉为“将西方管理理念中国化”的专家。

研究领域：企业转型之道、企业管理运营。

林建安

Lin Jian'an, famous strategic management expert, professor of Peking University enterprise transformation courses, Dean of HK Management Science Research Institution, director of the National Council of Chinese entrepreneurs, was honored an expert who "sinicizes Western Management concept".

Research area: enterprise transformation way, enterprise management and operation.



教授，美国联盟国际大学AIU教育博士、北京大学政府管理学院博士、高雄师范大学人力与知识管研所所长、台北海洋技术学院校长、义守大学学生事务处学务长。

研究领域：人力资源管理、知识管理、组织行为、管理心理学、领导学、人际沟通、行销管理、公共关系

刘廷扬

Tingyang Lewis, Liu, Ph.D., University of American International University, Education, Ph.D., School of Government Peking University. Director of Graduate Institute of Human Resource and Knowledge Management of National Kaohsiung Normal University, President of Taipei College of Maritime Technology, Dean of Student Affairs of I-Shou University.

Research area: Marketing management, Human resources management, Knowledge management, Organization behavior, Leadership, Communication, Public relations, Psychology management.



教授，University of Missouri-Columbia行销学系博士，中正大学行销策略与创意研究中心主任、中正大学资源开发中心执行长、课外活动组及艺文组组长、电影制作与行销总监、中广影评人。

研究领域：行销管理、服务行销、创意与行销。

曾光华

K. F. Steve Cheng, Ph.D., University of Missouri-Columbia, Marketing. Experiences: Supervisor of National Chung Cheng University marketing strategy and creativity research center, CEO of National Chung Cheng University resource development center, Team leader of outing and arts activity team, Film producer and marketing director, Film critic of BCC.

Research area: Marketing management, Service marketing, Creative marketing.



教授，英国Loughborough大学行销学博士，国立高雄第一科技大学行销与流通管理系副教授。

研究领域：国际行销、行销企划、高科技行销、新产品行销、新产品研发管理

徐世同

Shu, Shih-Tung, Ph.D., Loughborough University, Marketing. Associate Professor of Marketing and Distribution Management of National Kaohsiung First University of Science and Technology.

Research area: International marketing, Marketing planning, Essentials of internal consulting, New product introduction management.



管理学博士、高级工程师、教授、研究员。中国企业家发展联合会主席，加拿大皇家大学MBA讲课教授、兼任武汉大学、暨南大学、河南理工大学、中华研修大学、燕京华侨大学教授。

研究领域：企业变革、决策管理、企业管理与创新、企业运营与决策

夏令生

Xia Lingsheng, PhD of management, senior engineer, researcher, Chairman of Chinese Entrepreneur Development Association, professor of Royal Roads University, Wuhan University, Ji'nan University, He'nan Polytechnic University.

Research area: innovation management, enterprise decision, knowledge management and innovation, enterprise strategy and operation.



教授，北京大学光华管理学院管理学博士，对外经济贸易大学国际商学院教授，硕士研究生及EMBA导师。

研究领域：国际经营与战略管理、管理学、战略管理、国际企业管理、组织行为学

周煊

Zhou Xuan, Management PhD of Guanghua Management College of Peking University, professor of International Business School of UIBE, master and EMBA supervisor.

Research area: international operation and strategy management, management, strategy management, international enterprise management, organizational behavior.



教授，多伦多大学罗特曼管理学院组织行为学教授、人力资源系主任、加拿大康克迪亚大学MBA、管理学博士、中国国际管理协会副主席。

研究领域：组织行为学、国际组织行为学、比较企业管理学、商业调查方法、管理技巧、跨文化交流和在中国管理

谢家琳

Xie Jialin, professor of Rotman School of Toronto University, Dean of Department of Human Resources, MBA of Concordia University, doctor of management, Vice chairman of China Association of International Management.

Research area: organizational behavior, international organizational behavior, comparative management, research methods for business, management skills, cross-cultural communication and management in China.



博士，香港科技大学工商管理学院教授、加拿大阿尔伯达大学University of Alberta经济学-哲学博士。赵越博士曾担任美国两家硅谷的高科技公司的高级主管，并创办以风险投资支持的高科技公司Biochemlink。赵越博士曾经为世界各地多家营利及非营利机构担任顾问、商业顾问和高层管理培训负责人。

研究领域：国际投资、国际经济合作、国际技术贸易

Zhao Yue, professor of College of Business Administration of Hong Kong Technical University, Economics PhD of University of Alberta.

Research area: international investment, international economic cooperation, international technical trade.



景学成

中央财经领导小组宏观组原负责人，中国人民银行研究局副局长，现任韩亚银行监事、和谐战略研究联盟理事长、中国国际经济关系学会常务理事、中国国际文化交流中心常务理事。我国知名经济学家、金融界资深学者、国务院有特殊贡献专家、研究员。中国人民大学财政金融专业硕士。中国人民银行研究生部、北京大学、清华大学、中国人民大学、西南财经大学、辽宁大学和厦门大学等院校的兼职教授，博士生导师。

研究领域：国际金融发展与中国金融改革、人民币可兑换的理论及政策探索、美国货币政策与金融市场、迈向21世纪的中国金融业

Jing Xuecheng, former leader of macro group of central financial group, deputy director of People's Bank of China, supervisor of Hana Bank, President of Harmonious Strategy Research Alliance, Executive director of Chinese International Cultural Exchange Center. Master of Finance of Renmin University of China, part-time professor of Graduate Division of People's Bank of China, Peking University, doctor supervisor.

Research area: international financial development and China financial reform, theory and policy exploration of exchangeability of RMB, US monetary policy and financial market, Chinese finance towards the 21st century.



艾学皎

经济学硕士、管理学博士、著名危机管理学家、中国危机切割理论创始人、北京大学危机管理课题组组长，北京大学、清华大学、浙江大学等国内多所著名大学EMBA班主讲教授，全国工商联常年特聘危机管理培训和咨询专家。

研究领域：危机管理创新、构建企业危机管理系统、危机管理策略与方法、互联网时代的媒体应对

Ai Xuejiao, Master degree in economics, PhD in management, expert of crisis management, founder of Chinese crisis cutting theory, group research leader of crisis management at Peking University, training and consulting expert on crisis management invited by national association of industry and commerce, professor invited by Peking University, Tsinghua University and Zhejiang University to lecture on EMBA.

Research area: crisis management innovation, system building of enterprise crisis management, strategies and approaches of crisis management, dealing with media in Internet era.



房西苑

北京大学国际法学士、美国纽约长岛大学国际工商管理硕士学位、北大教授、北京大学国情研究中心研究员、AACIP认证讲师、GEC特约培训师。华运电力载波技术有限公司董事长、海南民福药业有限公司董事长、北京汇思通管理咨询有限公司董事长、华银普高科技推展中心创始人，执行董事。

研究领域：经济走势分析、企业管理的经营之道、创新思维与领导艺术、商业模式创新与设计

Fang Xiyuan, International Law Bachelor of Peking University, MBA of New York Long Island University, Professor of Peking University, Researcher of National Conditions Research Center, AACIP lecturer, GEC trainer. Chairman of Huayun Power-Transmitting Technology Co. Ltd., Hainan Minfu Pharmacy Co. Ltd., Beijing Huisitong Management Consulting Co. Ltd. Executive director and founder of Huayin Pugao Science and Technology Promotion Center.

Research area: analysis on economic trend, way of business management, innovative thinking and art of leadership, innovation and plan of business mode.



徐为民

上海复旦大学华商研究中心副主任，复旦大学企业研究所副所长。曾应邀为全国各地的工商联、经贸委、组织部、著名高校所举办的各类企业家培训班授课，并担任多家民营企业的顾问。从事企业经济学和政治经济学的研究。

研究领域：大转折时代的企业经济学、民营企业发展风险对策

Xu Weimin, deputy director of Chinese Research Center of Fudan University and Enterprise Research Institution of Fudan University.

Research area: enterprise economics in great transformational period, countermeasures for the development risk of private enterprises.



路长全

中国著名营销专家，在中国企业界享有极高声誉。20年致力于中国品牌营销理论体系的构建，著名的“骆驼与兔子”管理学说的创始人。清华大学等知名高校的客座教授，北京大学民营经济营销课题组组长。

研究领域：新营销战略与反常规营销、深度营销与客户关系管理、营销渠道建设与经销商管理

Lu Changquan, a well-known marketing specialist with great fame in Chinese business circle, the founder of famous "camel and rabbit" management theory. He has been dedicating in the construction of brand marketing system for 20 years. He is also the guest professor of Tsinghua University, group leader of private economy marketing research group.

Research area: new marketing strategies and unconventional marketing, deep marketing and customer relations management, construction of marketing channel and management of distributors.



申时义

中国著名企业战略和领导力专家，峻茂领导力研究中心首席顾问，美国领导力研究中心认证讲师、法国巴黎大学MBA、情境领导课程汉化组织人。

研究领域：情境化领导，情境团队领导，情境组织领导，情境销售，情境服务，冲突领导，领导学习型组织，领导服务型组织

Shen Shiyi, Expert of enterprise strategy and leadership, chief advisor of Junmao research center for leadership, American research center of leadership certified instructor, Master of Business Administration degree of Paris University and organizers starting sinicization of situational leadership course.

Research area: situational leadership, situational team leadership, situational sale, situational service, leadership in conflict, leadership organization for learning, leadership organization for service.



张平

教授，法学博士、北京大学法学院教授、博士生导师，北京大学互联网法律中心主任。

研究领域：知识产权法专题研究、知识产权法、互联网法、高新技术知识产权保护专题研究

Zhang Ping, Law PhD professor of Peking University school of law, doctoral supervisor, director of Internet law center in Peking University.

Research area: Intellectual property, Internet law, intellectual property protection for high new technology.



陈晋蓉

清华大学经济管理学院高级管理培训中心副教授，高级会计师，拥有独立董事资格。

研究领域：公司财务管理、上市财务报告分析、资本运营、企业组织与控制等领域的研究、教学与咨询

Chen Jinrong, Associate professor of executive development program of school of economic management at Tsinghua University and senior accountant.

Research area: corporate finance, the listed financial report analysis, capital operation, research for enterprise organization and control, teaching and counseling.

国际学期

International Semester

国际学期是美国西东大学MBA重要的课程组成部分和主要特色之一。美国西东大学MBA国际学期足迹遍布美国、加拿大、欧盟、新加坡、台湾近20个国家和地区，每个班将根据具体情况选择2-3个国家和地区进行游学。

International Semester is one of the important components and features of Seton Hall University MBA courses. Its path spreads in nearly 20 countries and areas, including America, Canada, EU, Singapore and Taiwan. Each MBA class will choose 2 or 3 countries and regions to attend study tours according to specific situation.

●国际学期教学模式

International Semester Teaching Mode

课程讲座学习 → 跨国企业参访 → 政府机构交流 → 异域文化体验 → 授证

Lecture study → transnational enterprises visit → government institutions interaction → exotic culture experience → certificate issuance

●MBA同学会

Alumni

美国西东大学MBA和加拿大皇家大学MBA成立了同学会，已经创建了高尔夫球俱乐部、网球俱乐部及地方MBA同学分会。同学会共同参与组织各项丰富多彩的校友活动，社会实践与移动课堂、高端论坛与讲座沙龙、年度新春联谊会，已成为凝聚和联络MBA学员感情的精神家园和信息交流商机共享的增值平台。

Seton Hall University MBA and Royal Roads University MBA have established Alumni, Golf Club, Tennis Club and local MBA Branch. Alumni organize and participate in many colorful activities. Social practices and mobile classes, high-end forums and salons, annual gala, all these have become a moral garden for combining our MBA students' feelings and a value-added platform for information exchange and business opportunity sharing.

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入学指南

Admission

●申请条件

Admission Requirements

- 1、大学本科或相当于本科学历
- 2、5年以上的工作经验
- 3、企业、政府管理部门高级管理人员

- 1、Undergraduate degree or equivalent
- 2、5 years of related full-time work experience
- 3、Senior managers from enterprises or government

●申请材料

Application Materials

- | | | | |
|-----------|--|--------------------|------------------|
| 1、身份证原件 | 2、毕业证及成绩单原件 | 3、申请表 | |
| 4、简历 | 5、推荐信 | 6、声明 | 7、护照照片 |
| 1、ID card | 2、University (college) graduation certification and score list | 3、Application form | |
| 4、Resume | 5、Reference | 6、Declaration | 7、Passport Photo |

●教育投资

Education Investment

- | | | |
|-------------------------------------|--|---------------------------------|
| 1、注册费为1200元人民币/人 | 2、教材费为1000元人民币/人 | 3、总学费为98,000元人民币/人 |
| 4、论文指导费为20,000元人民币/人 | 5、教学管理费为5000元人民币/人 | |
| 1、Registration Fee: RMB 1200/person | 2、Textbook Fee: RMB 1000/person | 3、Tuition Fee: RMB 98000/person |
| 4、Thesis fee: RMB 20,000/person | 5、Teaching Management Fee: RMB 5000/person | |

●授课方式 Teaching Patterns

小班教学，采用面授、案例分析与研讨、实战模拟等多元化方式。

Microteaching with multi-mode of tutoring, case study and discussion, actual simulation and etc.

部分课程采用海外学期、移动课堂等多种方式。

Overseas semester, mobile class and etc. are adopted for A small portion of classes.

学制18个月。

Total learning period is 18 months.

每月集中面授一至两次，周六和周日，为其两天至四天。

Tutoring on Saturday and Sunday, once or twice a month with 2-4 days.

学员需修满40学分，独立完成硕士学位论文并通过答辩。

Get 40 credits, complete master degree thesis and pass the thesis defense.



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学位与证书

Degree and Certificate

学员按规定修满学分并完成论文后，可选择去美国西东大学或在中国参加毕业典礼。如学员选择去美国参加毕业典礼，学员将需要自行支付去美国的差旅费用，而美国西东大学为学员来美国参加本校毕业典礼提供签证及交通方面的支持。

Completing the programs and thesis, students can choose to attend the graduation ceremony held neither in Seton Hall University USA or in China. For those who choose to go to USA for graduation certificate, all travel and boarding expense is self-paid. Seton Hall University will provide necessary documents for applying visa and transportation support to the students who will attend MBA graduation ceremony in Seton Hall University



高级管理人员工商管理硕士毕业证



毕业典礼现场

毕业证书内容：通过西东大学许可认定，同意授予XXX工商管理硕士学位，同时享有硕士学位所有的荣誉和特权。

Through the permission acknowledgement, Seton Hall University agrees to grant XXX Master Degree in business administration, meanwhile enjoys all the honors and privileges as a master.