

IBSS

**SERVING BUSINESS
AND SOCIETY**



International
Business School
Suzhou at XJTU
西浦国际商学院

WELCOME TO INTERNATIONAL BUSINESS
SCHOOL SUZHOU AT XJTLU. WE ARE A DYNAMIC
YOUNG BUSINESS SCHOOL COMMITTED TO
ADVANCING GLOBAL BUSINESS KNOWLEDGE
AND DEVELOPING BUSINESS LEADERS IN
CHINA WHO CAN WORK AROUND THE WORLD.

This year, IBSS was accredited by the Association to Advance Collegiate Schools of Business (AACSB), placing IBSS among the world's elite business schools.

Our unique educational model, blending academic theory and real world business practice, provides our students with authentic experiential learning opportunities. Our model meets the evolving needs of today's business world and global marketplace. We encourage new ways of thinking and business education that positively impacts society and the economy, and our academic staff, students and corporate partners share these values. We work closely with our business partners to design solutions for real business problems, not only driving strategy, but also creating value and increasing prosperity in the communities in which we operate.

We have collaborated with corporate partners in student employability, talent recruitment, joint research projects, joint seminars and conferences. We provide strategic consulting and offer timely and topical executive education responding to current corporate needs. We also leverage the University's strength in many professional and academic disciplines and adopt an interdisciplinary approach to create innovation in our curriculum development and research.

Going forward, we strive to further enhance our engagement with a wider community of corporate partners, alumni and other key stakeholders.

We invite you, together with our academic staff and students, to form an integral part of our ongoing legacy and to reinforce our position as a world-class business school.

PROFESSOR JEAN CHEN
DEAN
INTERNATIONAL BUSINESS
SCHOOL SUZHOU

欢迎来到西浦国际商学院。我们是一所朝气蓬勃的商学院，致力于发展国际商业知识，培养具备国际工作能力的中国企业领袖。

今年，西浦国际商学院获得了国际商学院联合会（AACSB）认证。我们由此步入全球顶尖商学院的行列。

我院独特的教育模式融合了学术理论和实务操作，为学员提供真正的实践学习机会。该模式迎合了当今商业世界和全球市场不断变化的需求。我们鼓励创新思维模式，以及能给社会经济带来积极影响的商业教育。我们的教员、学生和企业合作伙伴均认同这一价值观。我们同企业密切合作，针对企业面临的现实问题设计解决方案，在驱动战略发展的同时为企业创造价值，进而助力本地区的繁荣发展。

我院同企业的合作涵盖了学员就业能力培养、人才招聘、联合研究、联合办会等各个方面。我们提供战略咨询服务，开设紧贴实际的高管教育培训课程，以满足当前企业的需求。借助西交利物浦大学的学术及专业优势，我们采用跨学科手段实现创新课程研发。

未来，我们将进一步加强同企业、校友及其他重要利益相关方之间的合作。

西浦国际商学院连同全体师生共同期待您的参与。我们将与你同行，共建世界一流的商学院。

陈靖涵教授
西浦国际商学院院长

Founded in 2013 as the exclusive business school of Xi'an Jiaotong-Liverpool University, International Business School Suzhou offers a unique blend of Western and Chinese academic practices. Located in Suzhou, Jiangsu, near Shanghai, one the fastest-growing commercial centres in China's booming Eastern corridor, IBSS seeks to become an international leader in business education and research.

Creative interaction and collaboration with international and domestic businesses, coupled with solid academic grounding, underpins the IBSS learning and teaching environment. This prepares Chinese students for international business and international students for doing business in or with China.

IBSS is based on strong principles of internationalism, innovation, inspiration and integrity, which together ensure that the School has a positive impact on society through its teaching, research and business engagement.

XJTLU is an international university jointly founded in 2006 by leading institutions from both China and the UK. As the only independent Sino-British venture of its kind, XJTLU is a pioneer in the field of higher education in China. XJTLU's China insight and global outlook are integral to all undergraduate, masters and PhD study on offer in the sciences, technology, engineering, mathematics, architecture and planning, language, culture and business. IBSS' cross-disciplinary partnerships in research, learning and teaching enhance the opportunities for students and academic staff alike.

西浦国际商学院成立于2013年，隶属于西交利物浦大学，旨在成为融合东西方优秀教育传统的最优实践。IBSS坐落在中国经济蓬勃发展的东部走廊江苏省苏州市，毗邻上海，致力于成为商业教育和研究的国际领袖。

和国内外商界创新性的互动合作和扎实的学研功底，扎根于IBSS的教学之中。学院培养通晓国际商业规则的中国学生，以及适应中国商业环境的国际人才。

IBSS的办学原则是国际化、创新性、启发式和全人化，并通过教学、研究和校企合作对社会产生积极正面的影响。

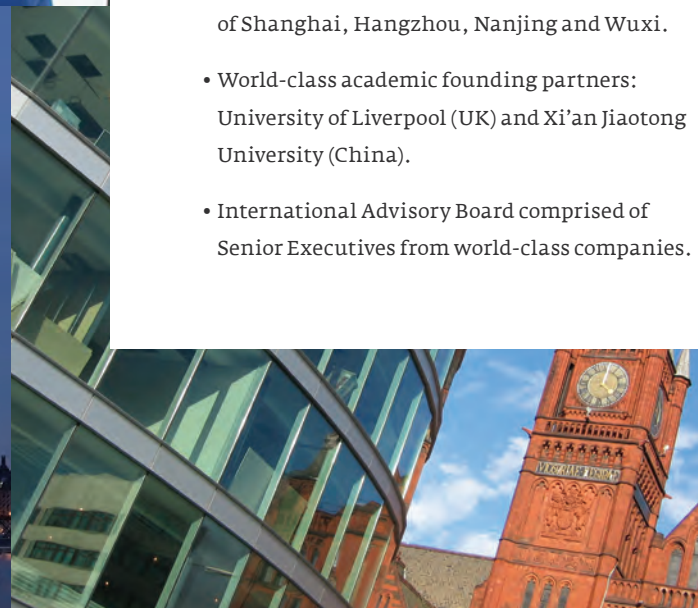
西交利物浦大学（XJTLU）由中英两所领先大学于2006年合资成立。作为中国目前唯一所中英合资大学，西交利物浦大学是中国高等教育探索的先锋。西交利物浦大学在科学、技术、工程、数学、建筑和规划、语言、文化和商科学科的本、硕、博课程中积极融入中国观点和全球视野。西浦国际商学院（IBSS）为学生和讲师在研究和教学领域积极创造跨学科的合作机会。





来自29个国家的100名教师带来多样化的国际商业视角。

- Serving more than 2,000 students in over 20 undergraduate and postgraduate programmes of study.
 - Academic staff with impressive track records of proven business expertise across the subject fields of management, economics and finance.
 - Combining the best of both East and West in all our business solutions.
 - Located within Suzhou Industrial Park home to 4,700 foreign enterprises (including 100 Fortune 500 companies) and some 18,000 Chinese firms.
 - Proximity to China's mega-commercial centres of Shanghai, Hangzhou, Nanjing and Wuxi.
 - World-class academic founding partners: University of Liverpool (UK) and Xi'an Jiaotong University (China).
 - International Advisory Board comprised of Senior Executives from world-class companies.
- 开设20余个本科和硕士课程，在院学生2000多名
 - 教师在管理学、经济学及金融学三个领域拥有优秀的专业技能，教学成绩引人注目
 - 融汇中西方所长，提供最佳商业解决方案
 - 学院所在的苏州工业园区拥有4700家外资企业（包括了100家世界500强企业）和1.8万中国企业
 - 毗邻上海、杭州、南京和无锡等中国主要经济中心
 - 由世界知名高校英国利物浦大学和中国西安交通大学合办
 - 拥有由世界知名企业的高管组成的国际咨询委员会



DIRECT INTERACTION AND COOPERATION WITH BUSINESS HAS BEEN A KEY PILLAR OF IBSS' OPERATING MODEL SINCE THE SCHOOL'S INCEPTION.

Today, we collaborate with both multinational companies and domestic Chinese firms – offering a wide spectrum of services, customised or open enrolment courses, part time degree programmes and opportunities for companies to recruit, collaborate, grow and prosper. We have a full range of innovative initiatives to engage with the business community.

CONSULTANCY

Most companies struggle to keep up with the constant need for new projects and initiatives. Our staff, who have strong professional as well as academic backgrounds, can provide the strategic analysis, global best practices and China-savvy techniques that client organisations need to solve business problems.

ACADEMIC ENGAGEMENT

Companies can also engage IBSS in the classroom. Live case studies for students to work on, arranging factory visits, or sending guest lecturers to discuss practical management issues are just a few examples. Or, directly benefit from engaging keen young minds with a team project, supervised by experienced academic staff.

IBSS自办学以来就与企业保持着紧密的联系与合作, 这已成为学院的主要办学模式。

目前, 我们正在与跨国企业和中国企业进行合作, 广泛开设定制课程及开放式课程, 在职学位课程, 并为企业提供招聘、合作、发展和共同繁荣的各种机会。此外, 为保持与业界的联系, 我们还举办了一系列创造性活动:

咨询服务

大多数企业正在努力满足市场对新项目和新方案的持续需求。我们的教师有着雄厚的专业和学术背景, 可以为企业客户提供战略思维, 展示全球最佳实践范例和符合中国实际的商业技术, 帮助他们解决企业问题。

学术参与

企业也可以参与IBSS的课堂教学。比如为学生提供真实案例用于研究, 安排学生参观工厂, 或者安排客座讲师讨论企业实际管理问题。在经验丰富的教师的指导下, 企业也将同时从学生团队合作的项目中受益, 获取富有创造性的意见和建议。



“ICAEW is very happy to collaborate with IBSS on the strategic masters programme, MSc in Professional Accounting, the establishment of the ICAEW Centre at IBSS and the offer of ICAEW prizes to top IBSS students. We will continue to explore avenues for future collaboration.”

Mr MARK PROTHEROUGH

EXECUTIVE DIRECTOR, LEARNING &
PROFESSIONAL DEVELOPMENT, THE
INSTITUTE OF CHARTERED ACCOUNTANTS
IN ENGLAND AND WALES

“我很高兴能成为这一充满前瞻性的商学院的一份子。学院国际化的氛围和在教学、教育体验、乃至环境方面处处讲求创新的理念, 推动了其成为商学院教育和研究领域领路者的清晰目标。IBSS的独特价值在于将中国传统教育的优势与来自发达、先进市场的技能相结合。鉴于学院多元化的咨询委员会及其与本土和国际公司的强大联盟支持, 学院无愧于学术界和商界振奋人心的结合”

Mr MARK PROTHEROUGH

英格兰及威尔士特许会计师协会学习和职业发展执行总监



STUDENT INTERNSHIPS

IBSS values high-quality internships that involve our students in “real-world” projects and allow them to experience day-to-day operational management. Companies offering internships for our students directly benefit from the insights and services of bright, English-fluent, China-savvy students with a thirst for knowledge.

学生实习

IBSS重视开展高质量的实习项目，学生可以参与“真实环境”中的商业项目，体验企业的日常运作与管理。参与实习的学生思维敏捷、英语流利、了解中国实际情况，能为企业提供创意和服务，因此为学生提供实习的企业也能从中直接受益。

CORPORATE SPONSORSHIP

IBSS invites corporate sponsorship of education and research efforts that provides tangible benefits to companies. There are many ways to promote your company brand among the XJTLU family and business educators worldwide by supporting educational initiatives such as business competitions, student prizes, research, travel grants and scholarships.

JOINT SEMINARS AND CONFERENCES

IBSS is an ideal partner for businesses seeking to host top-quality conferences and seminars for employees, clients or customers. Our academic staff provide excellent and highly relevant speakers, panel discussion moderators and workshop facilitators. The University’s state-of-the-art classrooms and lecture halls are equipped with world-class presentation technology. For internal management retreats, IBSS academic staff can provide moderators and facilitators to assist in solving a pressing business problem or to develop a new project. Working in partnership, together we create tailored solutions to strategic and tactical issues. Offerings include:

- Joint conferences and seminars
- Joint development of case studies
- Themed corporate away days
- Facilitated workshops
- Hosting of events at our conference facilities

These engagements can be held at the client’s venue, the IBSS Executive Education facilities or other venues selected by the client.

企业赞助

IBSS欢迎支持学院育人和科研发展并为企业提供效益的赞助合作企业可以通过支持学院教学来树立品牌，比如举办商业竞赛活动，提供学生奖励、研究基金、出差资助和奖学金。

联合研讨会和会议

IBSS是寻求为其员工和客户举办顶尖会议和研讨会的企业的理想合作伙伴。我们的教师团队能够提供在相关领域颇有造诣的演讲人、小组讨论主持人和研讨会辅导者。我们也提供各种配备世界级演示技术的场地。当企业内部管理力有不逮时，IBSS也可积极帮助协调，发挥辅助作用，解决迫切的商业问题或成功开发新项目。我们将客户视为真正的合作伙伴，携手为战略和战术问题制定量身打造的解决方案。服务包括：

- 联合大会和研讨会
- 联合开发案例研究
- 具有主题的公司日
- 主持工作坊
- 在我们的会议场地举办活动

这些活动可以在客户的场地、IBSS高管教育中心或客户选择的其它地点内举办。

“The China Economic Summit 2013 conference that we held in XJTLU’s excellent facilities was a huge success. Around 700 CEOs and Operations Managers attended the plenary sessions and the workshops. It was a great opportunity for networking.”

Mr BARKLEY XU

CHAIR OF SUZHOU GENERAL
MANAGERS CLUB AND SUZHOU LEAN
MANUFACTURING ASSOCIATION

“IBSS is all about working hand-in-hand with business and designing educational solutions that help business partners design and drive strategic priorities. By uniquely combining Eastern tactical management systems, military theory, and modern business strategy, IBSS academic staff coached corporate managers in how to outperform their competitors. It was a fantastic experience for our members.”

DUSA

EUROPEAN ASSOCIATION
SUZHOU

“Corporate Social Responsibility is important to the stability and wellbeing of those who live and work in SIP. The joint research conducted between IBSS and our organisation will lead to the adoption of techniques which will ultimately benefit senior and middle management in SIP and around China. Cooperating with SIP, IBSS can make full use of the resources in SIP, enhancing its connection with the foreign and domestic enterprises.”

Mrs WENLEI YAO

DIRECTOR OF THE PUBLICITY
SPIRITUAL CIVILIZATION OFFICE

“2013年中国经济高峰论坛大会，我们借着西浦提供的绝佳场地设施，获得了巨大成功。大约700名首席执行官和运营总管参加了大会和专题讨论会。这 一次拓展人际网络的极好机会。”

徐翔先生

苏州总经理俱乐部和苏州精益
生产协会主席

“IBSS致力于与企业携手合作并设计教育解决方案，帮助企业合作伙伴设计和实施重点战略。通过东方策略管理体系、军事理论和现代商业战略的独特结合，你们的教师教会了企业经理们如何取胜竞争对手。对于我们的成员而言是一次非常棒的经历。”

DUSA

苏州欧洲商会

“企业社会责任是对在苏州工业园区生活和工作的人们幸福安康的有力保障。IBSS和宣传文明办联合开展的调研将促进新技术的应用，通过这些新技术最终使苏州工业园区乃至全国的高中层管理人员受益。通过与苏州工业园区的合作， IBSS可以充分利用园区资源，增强学院与国内外机构的联系。”

姚文蕾女士

苏州工业园区宣传和精神文明办公室主任



“I made the right decision when I paired Toastmasters with IBSS. Both are dedicated to education in a professional way, and I am proud to be able to offer our members the chance to improve themselves in an international setting with the support and guidance of this pioneering new business school.”

Mr BRYAN SHIH

DIVISIONAL GOVERNOR OF TOASTMASTERS
INTERNATIONAL, CHINA, AND GENERAL
MANAGER OF INCEPTION QUALITY ENGLISH

“在TOASTMASTERS国际演讲俱乐部与IBSS合作方面我做出了正确的决定。我们都致力于提供专业的教育，我很荣幸能够为我们的会员提供一个在国际背景下提高自己的机会，并且拥有这家开拓型新商学院的支持和指导。”

施钟山先生

TOASTMASTERS国际演讲俱
乐部中国大区总监和蓝奇英
语总经理

IBSS business partners have the opportunity to get acquainted with our graduating students, with the first option to interview and hire them. Graduates find employment across the board in industries ranging from technology and consulting, to manufacturing and the financial sector.

IBSS商业合作伙伴可以优先面试和聘用我们的毕业生。我们的毕业生就业面广，在技术、咨询、制造和金融等行业均有涉及。

IBSS GRADUATE EMPLOYMENT
DESTINATION 2015

2015年IBSS
毕业生就业方向

BY INDUSTRY (UNDERGRADUATE)
行业分类-本科毕业

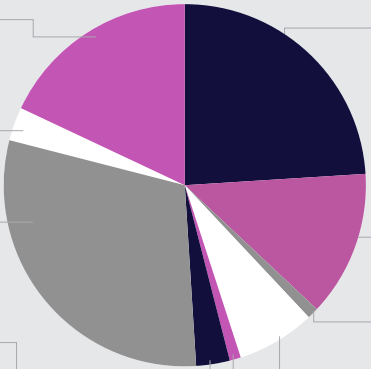
CONSULTANCY/LEGAL/
OTHER BUSINESS
SUPPORT SERVICES
咨询/法律/其它商业服务
18%

CONSTRUCTION/REAL ESTATE
建筑工程/房地产
3%

BANKING/
FINANCIAL
SERVICES
银行/金融服务
30%

RETAILS/TRADE
零售/贸易
3%

ENERGY/ENVIRONMENT
能源/环境
1%



MANUFACTURING/
ENGINEERING
IT制造/工程/IT
24%

LEISURE/TRAVEL/HOSPITALITY
休闲/旅游/酒店
13%

LOGISTICS
物流
1%

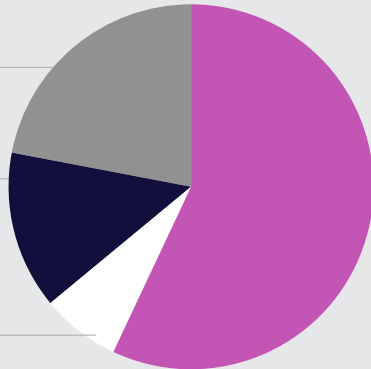
GOVERNMENT/NGO/
PUBLIC SERVICES/
EDUCATION
政府/公共服务/教育
7%

BY INDUSTRY (POSTGRADUATE)
行业分类-研究生毕业

EDUCATION
教育
22%

CONSULTANCY/LEGAL/
OTHER BUSINESS
SUPPORT SERVICES
咨询/法律/其它商业服务
14%

LOGISTICS
物流
7%



BANKING/FINANCIAL SERVICES
银行/金融服务
57%

“The live case study completed by IBSS students on the commercialisation of our low cost green technology in China and the US was an eye opening experience. Our management team learnt a lot from the four winning presentations.”

Mr SIMON ZHANG
GENERAL MANAGER
CLEAN ENERGY COMMERCIALISATION COMPANY

“我们有一个在中美两国对低成本绿色技术进行商业化推广的实际案例，由IBSS学生担纲完成，结果让人大开眼界。我们的管理层从四份胜出的陈述报告中中学到很多。”

张小莽先生
总经理
上海碧科清洁能源技术有限公司 (CECC)

“We are impressed by XJTU students’ fluent English, international vision, teamwork skills and creativity, which altogether play an important role in facilitating ICBC’s exploration of overseas markets. We sincerely hope that they become full ICBC employees in the future and contribute to the development of the financial industry in China.”

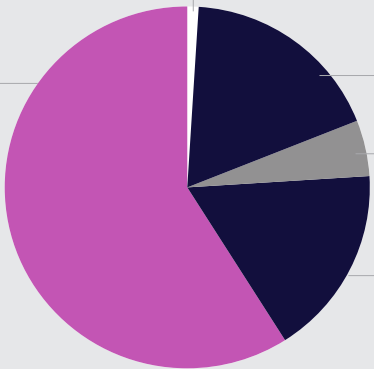
Mr CHUNHUA ZHU
FORMER PRESIDENT OF INDUSTRIAL
AND COMMERCIAL BANK OF CHINA
SUZHOU BRANCH

“西浦学生流利的英语、国际化的眼光、团队合作的能力，以及创造力，给我们留下了深刻的印象，这些能力对于工行开拓海外市场意义重大。我们真诚地希望他们能在未来成为工行的正式成员，为推动中国金融业的发展做出贡献。”

朱春华先生
原中国工商银行苏州分行行长

BY COMPANY TYPE
公司类型分类

PRIVATE ENTERPRISES/INSTITUTES
私营企业/机构
59%



ENTREPRENEURSHIP
自主创业
1%

MULTINATIONAL CORPORATIONS
跨国公司
18%

GOVERNMENT/NGO
政府/非盈利组织
5%

WORLD AND CHINA FORTUNE 500
世界及中国500强企业
17%

As a research-led school, IBSS has strengths in many different areas of business, economics and finance. Our researchers enjoy close links with the University of Liverpool in the UK and they sustain strong Chinese and international research networks, enabling research collaboration with colleagues at other institutions around the globe. IBSS academic staff also pursue China-specific, cross-disciplinary research collaborations with XJTLU colleagues. Examples include:

- Research Institute of Urbanisation
- Research Institute for Smart and Green Cities
- Research Institute of Quantitative Finance
- Research Institute of Big Data Analytics
- Research Institute on Ageing and Society
- Research Institute for Operations and Supply Chain Excellence
- Research Institute for Economic Integration

Much of IBSS' research is applied and the results may be used in practice to benefit organisations. This fulfils one of IBSS' founding principles: to have impact on the economy and society.

作为一所以研究为导向的学校，IBSS在商务、经济学和金融等诸多领域有着自己的优势。我们的研究人员与英国利物浦大学保持着紧密的联系，这些大学与许多中国和国际研究有着深厚的渊源，促进了与全球其它研究机构的合作与交流。IBSS教师们也注重与学校其它院系同时开展合作，进行跨学科的具有中国特色的研究。其中包括：

- 城市化研究院
- 智慧城市和智慧社区
- 数量金融研究院
- 大数据分析研究院
- 老龄化社会研究院
- 卓越运营和供应链研究院
- 经济一体化研究院

IBSS的大部分研究为应用科学，研究成果可运用于实践，使相关机构获益，这也正践行了IBSS的建立宗旨：推动经济和社会的发展。



LABORATORIES AND HUBS

To realise our fast-expanding research goals, IBSS has a range of laboratories and hubs which facilitate research and foster business-academic collaboration. Examples include:

- IBSS Financial Lab and Trading Floor
- XJTLU International Innovation Hub
- XJTLU International Technology Transfer Centre
- Economics Experimental Lab

实验室和研究中心

为了满足快速增长的研究目标，IBSS建立了一系列的实验室和研究中心，以便开展研究，促进校企合作。我们的实验室和研究中心包括：

- IBSS金融研究室和交易平台
- 西交利物浦国际创新中心
- 西交利物浦国际科技转化中心
- 经济学实验室

“The Research Institute of Big Data Analytics has been set up at XJTLU in collaboration with IBM and Suzhou International Science-Park Data Centre that can contribute, both in China and worldwide, to nurturing talents and to research and development in market-facing big data and analytics technology.”

Dr WOONKIAN CHONG
DEPUTY DIRECTOR
RESEARCH INSTITUTE OF BIG DATA ANALYTICS

“大数据分析研究院是由西交利物浦大学、IBM和苏州国科综合数据中心合作成立的。中心致力于为面向市场的大数据和分析技术应用培养人才、开展研究。”

张文健博士
副主任
大数据分析研究院



IBSS unveiled the IBSS Financial Lab and Trading Floor in July 2014. The financial lab, the first of its kind in Mainland China, is the result of a collaboration with Thomson Reuters, the world's leading source of intelligent information for businesses and professionals.

Located in a dedicated space within the IBSS building at XJTLU, the Financial Lab serves as a training centre for students, business and staff. It aims to solidify the school's standing not only as a leader of academic excellence, but also as a bridge between the study and application of business in a practical setting. The lab is equipped with Thomson Reuters "Eikon", the company's flagship financial trading system, providing students with insight into how financial professionals access and utilise information.

IBSS于2014年7月携手全球领先商业及金融信息供应商汤森路透创建了IBSS金融实验室,这也是中国大陆第一家此类的金融实验室。

IBSS金融实验室位于商学院大楼内,是学生、企业和教职员工的培训中心。该实验室不但进一步提升了IBSS在学术界的领先地位,更扮演了学校与企业间的桥梁,帮助我们将学术研究成果运用于商业实践。实验室配备了汤森路透的旗舰金融信息产品EIKON,让学员能够深入学习如何像专业人士一样获取并利用金融信息。



IBSS' EXECUTIVE EDUCATION PROGRAMMES COMBINE WORLD-CLASS BUSINESS KNOWLEDGE WITH DEEP-ROOTED CHINA EXPERTISE, AS WELL AS IMPRESSIVE 'REAL WORLD' BUSINESS CONNECTIONS THROUGH OUR LOCATION AT THE HUB OF CHINA'S COMMERCIAL AND INDUSTRIAL POWERHOUSE.

We marshal an impressive team of international academic staff, many of whom have worked in senior positions in business, to address a full range of management training needs. We offer our executive education several ways:

1. CUSTOMISED COURSES MAY BE TAILORED TO THE SPECIFIC NEEDS OF CORPORATE AND PROFESSIONAL GROUPS.
2. SPECIAL MANAGEMENT TOPICS ARE OFFERED PERIODICALLY ON AN OPEN ENROLMENT BASIS.
3. STUDENTS MAY WORK PART-TIME TOWARD AN IBSS MASTERS DEGREE.

IBSS高管教育在设计上融合了世界先进的商业内容和基底深厚的国内专业知识，并借助地处中国商业和工业中心这一地域优势与现实商业环境进行紧密衔接。

我们拥有一支优秀的国际教师团队，许多教师曾在企业担任要职，能够满足全方位的管理层培训需求。我们通过以下方式实施高管教育：

- 一、根据企业 and 专业群体的特别需要为他们量身定制课程
- 二、以开放式注册的方式定期进行特定管理课题的教学
- 三、学员可以通过在职学习，获取IBSS研究生学位。



IBSS' customised courses are tailor-made to address the most critical challenges your organisation faces. Each programme is designed specifically to meet the unique requirements of your organisation and your situation, creating strategic solutions to drive your success.

Our academic staff collaborate with business partners to design detailed and relevant educational plans, as well as assisting them with their launch and execution. IBSS delivers a wide range of customised programmes for multinationals, Chinese enterprises, SME's, government organisations and NGO's. Our portfolio consists of specialised short courses, modular programmes, master classes, strategic development workshops and conferences.

IBSS定制课程专为解决您的企业所面临的关键困难而设计。每一门课程都针对您的企业和所处环境的独特需求，为促进成功打造战略性解决方案。

我们的教职员团队与商业合作伙伴携手设计详尽务实的商业计划，并且在启动和执行过程中予以协助。IBSS具备为跨国企业、中资企业、中小企业、政府组织和非政府组织提供各种定制课程所需的专知。我们的课程组合包括专业化短期课程、模块化课程、大师班、战略开发研讨会和会议。



CUSTOMISED EDUCATION CASE STUDY: STANLEY BLACK & DECKER SENIOR MANAGEMENT TEAM

IBSS created a customised executive education course for the senior management team of Stanley Black & Decker in Suzhou. The programme was designed to increase management effectiveness. IBSS academic staff used a combination of lectures, workshops and role plays, to present the cornerstones of effective leadership. Anchored firmly in an 'active learning' approach, the course encouraged participants to take action and to change behaviours to trigger measurable cultural changes in the organisation. It is critical to IBSS that our executive education courses lead to tangible improvements in the workplace.

"We at Stanley Black and Decker are very excited about this new cooperative venture with Suzhou's premier business school, IBSS. The Human Resources department of Stanley Black & Decker worked closely together with the IBSS academic staff to craft a tailor-made programme focused on communication and leadership skills. This is just one example of how our company invests in its employees and continues to develop our leaders by bringing them to the next level."

Mr QIN ZOU
VICE PRESIDENT, CONSUMER
POWER TOOL MANUFACTURING,
STANLEY BLACK & DECKER

案例研究：史丹利百得 公司定制高管课程

IBSS为苏州的史丹利百得公司高管团队设计了一个定制高管教育课程。该课程旨在提高管理效能。IBSS教职团队使用讲座、研讨会和角色扮演相结合的方式，讲授有效领导力的基本元素。以“主动学习”为基础，这一课程要求学员采取行动改变行为方式，激发组织内部显而易见的文化变革。对于IBSS而言，我们的高管教育课程必须能够为职场带来切实改进。

“史丹利百得公司对于与苏州顶尖商学院IBSS之间这一崭新合作颇感兴奋。史丹利百得公司人力资源部与IBSS教职员密切合作，打造了一个专注于沟通和领导力技能的定制课程。这只是我们公司投资于人才培养和通过提高员工素质不断培养我们的领袖的例子之一。”

邹晴先生
副总裁
史丹利百得公司消费电动工具制造业务



The Suzhou Executive Academy is a unique education platform designed by business leaders for business leaders in the Yangtse River Delta region. SEA events bring together a community of business and academic professionals and offers insight into a variety of business issues, as well as unique access to a high-level executive network.

China will soon enter its 13th five-year plan and a new phase of development. China's fast-growing economy combined with a complex and changeable regulatory environment is a complex mix of both opportunities and challenges for those doing business in China. SEA seeks to debate the day's most pressing business issues, combining the academic point of view (created through in-depth research) and the practice of key players from industry, government and institutions.

Senior executives gain the opportunity to meet peers representing a spectrum of major industries to develop solutions together that are immediately applicable in today's business environment.

苏州高管学院 (SEA) 是为长江三角洲地区的企业领导者设计的一个独一无二的教育平台。SEA活动汇聚了众多学界和商界人士，为各种各样的商业问题提供意见建议，并提供了一个难得的与更多高层管理人士接触的机会。

中国即将进入“十三五”规划发展新时期。对在华企业而言，由于市场监管环境复杂多变，当前中国的经济环境无疑是机遇与挑战并存。SEA力图在深入研究的基础上，从学术的角度对这些新兴问题进行讨论，并从行业、政府以及机构三方面了解主要参与者的行为实践。

高管们可以借此机会与业界同行接触，共同寻求可直接用于当今商业环境的解决方案。



IBSS Open Enrolment Executive Courses offer high-impact learning by delivering globally renowned best practice, strategic models and soft skills to address today's most critically important business challenges.

Combining the strengths of our parent partners, University of Liverpool (UK) and Xi'an Jiaotong University (China), IBSS Open Enrolment Executive Courses bridge cultures, cross borders and develop sustainable practices. When attending courses, participants need to prepare for their assumptions to be challenged, business patterns to be disrupted, and to be opened to new ways of thinking.

Highly practical and relevant to real-world working environments, participants can directly translate learning into action as soon as they return to their companies. Peer-to-peer learning and networking are also important aspects of Open Enrolment courses.

IBSS开放式高管课程通过传授全球知名最佳实践、战略模型和软技能，以解决当前最为关键的重要商业挑战，向学生传授具有深远影响的教学内容。

结合利物浦大学和西安交通大学的优势，IBSS开放式高管课程内容兼顾了中英两国文化和商业环境的差异。所有参加课程的学员都要准备好固有商业模式和思维方式接受全新的挑战。

课程内容与真实商业实践紧密结合，学员回到公司后可以立即将其所学转化为实际解决方案。同时，同行间的相互学习和联络也是参加课程的重要方面。



**RECENT OPEN ENROLMENT
EXECUTIVE COURSES INCLUDE:**

- The Mobile Internet Era
- Effective International Corporate Communications
- Finance for Non-Financial Managers
- Leaders as Coaches
- Operations and Supply Chain Management

**新近开设的开放式高管课程
包括：**

- 移动互联网时代
- 高效国际商业环境沟通
- 非财务经理须知晓的财务知识
- 像教练那样做领导
- 运营和供应链管理

CASE STUDY: “THE MOBILE INTERNET ERA”

案例研究：移动互联时代

Mobile internet is triggering deep transformation throughout the business world. As this platform expands in functionality and in user population worldwide, businesses must rapidly adapt. This course showcases the best of IBSS’ expert academic staff, blended with leading industry specialists as guest lecturers. During the current nine-month course, 35 senior executives from Suzhou and surrounding areas explored the impact of this emerging technology on leadership and business, engaging in class sessions, networking and company visits to observe best practice.

Participants meet one weekend per month and combines classroom and on-site experiences such as visits to important business hubs in mainland China.

移动互联触发了整个商界的深入转型。随着这一平台的功能性和全球用户群的不断扩张，企业必须迅速适应这一趋势。这一课程展现了IBSS教职团队的核心优势，并聘请业内顶尖专家担任客座讲师。在为期9个月的课程中，来自苏州和周边地区的35名高管携手探索了这一新兴技术对领导力和企业带来的冲击，参加课堂学习、社交活动和公司考察以汲取最佳实践。

本课程要求学生每月有一个周末聚在一起，课程将课堂教学与实地考察相结合，参观中国大陆和台湾地区的重要商业中心。

“IBSS’ first ‘Mobile Internet Era’ course is full of magical energy that merges innovation with wisdom. It has been an enjoyable and fruitful experience of learning and interactions each time.”

Mr GUOPIN CHEN
GENERAL MANAGER, JIANGSU
HAOBAI INFO SERVICE LTD CO.
SUZHOU BRANCH, “MOBILE
INTERNET ERA” COURSE COHORT

“International vision, modern ideals, interactive teaching, humble mind.”

Mr SHENGZHE NIE
CHAIRMAN, CHANGJIANG CIVILIAN
EDUCATION FOUNDATION,
LECTURER ON THE FIRST “MOBILE
INTERNET ERA” COURSE

“创新和智慧的集聚很难做到，我们却有小成，每一次的学习交流都意犹未尽，硕果渐显，西浦一期充满着神奇的能量。”

陈国平先生
江苏号百信息服务有限公司苏州分公司总经理，总裁班学员

“国际视野，现代理念。教交相融，谦卑情怀！”

聂圣哲先生
长江平民教育基金会主席，总裁班授课教师，首次“移动互联网时代”课程讲师



The International MBA for Executives is an elite professional development programme designed for experienced managers with an international perspective. The IMBA's flexible part-time schedule and diversity make it a perfect fit for managers from international and local companies, as well as those in the public sector.

The IMBA is a gateway not only to skills and knowledge, but also to a powerful network of professional relationships that includes the alumni of the prestigious University of Liverpool.

The IMBA employs a blend of academic modules, practical seminars, meetings with industry representatives, as well as simulations and case studies dealing with issues on the cutting-edge of today's business. The IMBA online platform facilitates collaboration and communication, allowing your employees to build vital professional skill-sets while exchanging ideas with classmates.

Above all, the IMBA is designed to help managers develop the leading-edge skills that are critical for companies to prosper in the increasingly competitive global business environment.

“The IBSS IMBA programme is similar to going to the gym. Instead of shaping your body, studying an MBA helps to shape your brain. I also think that live case studies are a huge advantage of the IMBA at IBSS.”

Mr FRANCESCO SALUTO

GM AND CEO
BORNI GROUP
IMBA 2016

国际MBA是为拥有国际视野且经验丰富的经理人设计的职业发展精英课程。对来自国际和地方企业，以及公共部门的经理人而言，国际MBA灵活的在职课程安排和多样性的课程设置是他们的绝佳选择。

在国际MBA专业学习期间，学生不仅可以学到技能和知识，同时可以接触到包括利物浦大学知名校友在内的强大的行业关系人际脉络。

国际MBA的教学中包括学术课程、实践研讨会、与行业代表见面，以及对当前商界顶尖技术解决问题的模型和案例分析。国际MBA网上平台促进了学员的协作和交流，使学员在互相交流的同时，获得重要的专业技能。

最重要的是，国际MBA专业旨在帮助经理人获得一流的职业技能，这些技能在当前竞争日益激烈的全球商业环境中至关重要，能够帮助企业实现发展和繁荣。

“IBSS的国际MBA专业就像是去健身房健身。健身塑造形体，MBA塑造大脑。我认为，鲜活的案例研究是本专业的一大优势。”

Mr FRANCESCO SALUTO

IBSS国际MBA，2014年2月入学，BOMI
GROUP总经理兼中国区首席执行官



“Through my time at IBSS, I have already gained deeper knowledge about international management. Extending my knowledge will benefit my career in the future and help me shape my vision and critical thinking.”

DAISY XU TING

MARKETING MANAGER
NEXION MACHINERY
IMBA 2016

“我在IBSS的进修学习，加深了我对国际管理的了解。知识的深化不仅有益于我未来的职业发展，也拓宽了我的眼界，锻炼了我的判断思考能力。”

徐婷

市场经理
纳可信机械设备制造（苏州）有限公司

A PART-TIME PROGRAMME
WITH FULL-TIME EXPERIENCE
IN AN INTERNATIONAL STUDY
ENVIRONMENT, WHICH PREPARES
STUDENTS FOR FUTURE CAREER
ENHANCEMENT.

Students can start the programme in either the Spring (March) or Autumn (September) semester. This will affect the order in which they complete the modules.

ADDITIONAL LEARNING ACTIVITIES

The IMBA programme also has personal and professional development activities, which are evaluated on pass or fail. Examples include:

- MEETING WITH LEADERS
- SUZHOU EXECUTIVE ACADEMY
- INDIVIDUAL COACHING
- SUPPORT AND GUIDANCE FROM IBSS ADVISORY BOARD

兼职课程, 全“生”体验。国际化的学习环境, 促进学员的职场进阶。

学生可以选择春季（三月）或者秋季（九月）入学，这将决定他们完成所有课程的时间。

额外学习活动

IMBA项目提供个人和职业发展课程，课程评估以合格或不合格计分。

- 与行业和企业领导者见面
- 苏州高管学院
- 个人指导
- IBSS 国际顾问委员会的支持和指导

YEAR 1
第一学年
THE BUILDING BLOCKS
进阶基石课程

01
SPRING SEMESTER
MAR - JUN
春季学期, 三月至六月

- MANAGING THE ECONOMIC CONTEXT
- MANAGING FINANCIAL RESOURCES [FULL-TIME WEEK IN LONDON]
- PROJECT MANAGEMENT
- DEVELOPING AS A LEADER AND AS A MANAGER

- 管理经济环境
- 管理财务资源（在伦敦学习一周）
- 项目管理
- 职业发展和领导力

02
AUTUMN SEMESTER
SEP - JAN
秋季学期, 九月至一月

- THE ORGANISATION IN A STRATEGIC CONTEXT
- MANAGING CHANGE AND INNOVATION
- BUSINESS ENGLISH
- COMMUNICATION SKILLS

- 战略背景下的企业组织
- 变革和创新管理
- 商务英语交流技能

YEAR 2
第二学年
ADVANCED MANAGEMENT & CAPSTONE PROJECT
高级管理课程和个人毕业项目

03
SPRING SEMESTER
MAR - JUN
春季学期, 三月至六月

- INTERNATIONAL MARKETING
- COMPETING IN A GLOBAL MARKETPLACE
- QUANTITATIVE METHODS FOR MANAGERS

- 国际市场营销
- 全球市场竞争
- 经理人定量分析方法

04
AUTUMN SEMESTER
SEP - JAN
秋季学期, 九月至一月

- OPERATION AND SUPPLY CHAIN MANAGEMENT (FULL-TIME WEEK)
- NEGOTIATION IN INTERNATIONAL ENVIRONMENT
- ADVANCED FINANCE
- BUSINESS SIMULATION

- 运营和供应链管理
- 在国际环境中协商
- 高级财务
- 商业模拟

- INDIVIDUAL PROJECT
- 个人项目

- INDIVIDUAL PROJECT
- 个人项目

CONTINUOUS CAREER
DEVELOPMENT ACTIVITIES
职业发展进阶活动

IBSS offers two part-time masters programmes with courses offered through the week and on weekends. Part-time students may begin study in February or September of each year. Upon successful completion, students are awarded a Master of Science degree from the University of Liverpool (UK).

MSc OPERATIONS & SUPPLY CHAIN MANAGEMENT

The MSc Operations & Supply Chain Management covers all aspects of effective operations and supply chain management in a highly competitive global marketplace. The programme examines how successful operations and supply chain management can shape a business's sales and profits. Participants also analyse and examine the most up-to-date developments in operations and supply chain practice through a series of industrial lectures, best practice industry visits, and online learning. Graduates will be equipped with the knowledge and skills to progress their careers into senior managerial positions in operations, logistics and supply chain.

IBSS现有开设两门在职硕士专业课程，可在工作日晚间及周末上课。在职硕士课程每年二月以及九月两次招生。成功完成学业后，毕业生可获得由英国利物浦大学授予的硕士学位。

运营与供应链管理

运营与供应链管理专业介绍如何在竞争高度激烈的全球市场实现有效的运营与供应链管理，探讨如何通过成功的运营与供应链管理，帮助企业销售产品并实现盈利。通过丰富多彩的业内专业人士授课、最佳实践企业参观以及在线学习，学员有机会对运营与供应链管理领域的最新发展进行分析和考察。毕业者有望凭借丰富的知识与技能，晋升运营、物流及供应链领域的高级管理岗位。

PROFESSOR HOSSAM ISMAIL

PROGRAMME DIRECTOR
MSc OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Before joining IBSS, Professor Ismail was an academic staff member at the University of Liverpool and for thirteen years Director of the Agility and Supply Chain Management Centre which is a research and business support centre based at the University of Liverpool Management School.

HOSSAM ISMAIL教授

课程主任
运营与供应链管理专业硕士课程

在加入IBSS以前，Hossam在利物浦大学任教，并拥有13年作为敏捷性和供应链管理中心主任的经验。该中心是设在利物浦大学管理学院内的研究和行业支持机构。

MSc PROJECT MANAGEMENT

The MSc in Project Management at IBSS is a contemporary flagship programme that equips you with the necessary skills and knowledge to successfully manage projects in a variety of industries and contexts. You will learn about all aspects of how to effectively plan, implement, control and monitor, and handover projects of various sizes and complexities in a highly competitive global marketplace. You will gain vital skills in the management of stakeholders' expectations, risk management and quality assurance in projects. The programme will teach you from both a practical and theoretical standpoint how project management can be used as a tool to help grow business and achieve strategic objectives in an organisational setting.

项目管理

IBSS的项目管理硕士专业课程帮助学员具备在不同行业和工作环境中成功运营项目的必要技能和知识。学员将学习如何在竞争激烈的全球市场环境下有效计划、实施、控制和监督、以及接手不同规模、不同复杂程度的项目。学员将掌握管理项目利益方预期、风险管理以及质量保证等关键技能。专业课程将兼顾实际和理论阐述机构组织如何运用项目管理实现业务增长和战略目标的达成。

Dr JIWAT RAM

PROGRAMME DIRECTOR
MSc PROJECT MANAGEMENT

Dr Ram brings a wealth of experience from industry and academia to lead the MSc Project Management programme. Jiwat blends in research and practice oriented knowledge in project management for learning and development. He has been awarded 'Outstanding Reviewer' status by International Journal of Project Management. Jiwat has designed the programme to equip participants with skills and knowledge of global standards, to help them realise their aspirations and advance their career with a top-class degree.

JIWAT RAM 博士

课程主任
项目管理专业硕士课程

作为该硕士课程的课程主任，Ram博士拥有业界和学术界的双重经验。他在项目管理的教学和发展中兼顾了研究和实践知识两方面。他被项目管理国际期刊授予“杰出审稿人”。Jiwat设计的课程旨在帮助学员具备符合国际标准的技能和知识，通过取得一流学位来实现自己的职业抱负和职场进阶。



The International Advisory Board of IBSS was established in 2013 to provide support and challenge to the Dean and academic staff, to deliver a professional perspective, to facilitate engagement with public, private and third-sector organisations and to provide a vigorous stimulus to educational strategies, professional training, student engagement, employment placements and all other activities of the School.

The Board includes a range of organisations: different industry sectors, manufacturing and service, national and international, private and public, nonprofit and for-profit including the organisations listed on these pages.

“The Advisory Board includes senior international business leaders from multinational companies, subject matter experts from across the globe and functional heads who continually support IBSS by providing insight into business, industry and marketplace trends as well as facilitating collaboration and alliances with companies and other institutions across the world. This also creates opportunities to link students with their organisations.”

Mr ALEEM SHEIKH

CHIEF OF STAFF
ACWA POWER INTERNATIONAL
CHAIR OF IBSS INTERNATIONAL ADVISORY BOARD

IBSS 国际咨询委员会于 2013 年成立，旨在为商学院院长及全体同仁提供支持与挑战，以专业的视角促进学院同事业单位、私营部门及第三产业组织的交流与合作，成为学院实践教育策略、发展职业培训、鼓励学生参与、提升就业服务及实施其它各项活动强有力的助推器。

咨询委员会由来自不同产业、制造业及服务行业的国内外企、事业单位、非营利性 & 营利性组织构成，本页中列出了委员会成员所任职机构

“咨询委员会成员包括来自跨国公司的资深全球商业领袖，来自全球各地的行业专家，以及运营部门主管。长期以来，他们大力支持IBSS，为后者提供商业、行业和市场趋势方面的见解，并促成其形成与全球各地公司和其它组织的合作联盟。这也为学生与相应机构接触提供了机会。”

Mr ALEEM SHEIKH

集团总参
ACWA国际能源公司
IBSS国际咨询委员会主席



“I am delighted to be able to play a small part in this genuinely progressive business school. Its clear goal of becoming a guiding light in business education and research is driven through its values of being truly International and weaving Innovation into every aspect of what it does from; teaching, the educational experience and even the environment. IBSS embraces the absolute ‘value add’ of combining the strengths of conventional Chinese education with skills and initiatives from developed and advanced markets. Along with its diverse Advisory Board and its dynamic alliances with both local and international companies, the School is an inspiring blend of academia and commerce.”

JULIE O’NEILL

MARKETING DIRECTOR, WRIGLEY CONFECTIONERY (CHINA) LIMITED, IBSS INTERNATIONAL ADVISORY BOARD MEMBER

“我很高兴能成为这一充满前瞻性的商学院的一份子。学院国际化的氛围和在教学、教育体验、乃至环境方面处处讲求创新的理念，推动了其成为商学院教育和研究领域领跑者的清晰目标。IBSS的独特价值在于将中国传统教育的优势与来自发达、先进市场的技能相结合。鉴于学院多元化的咨询委员会及其与本土和国际公司的强大联盟支持，学院无愧于学术界和商界振奋人心的结合。”

JULIE O’NEILL

箭牌糖果（中国）有限公司，市场总监
IBSS国际咨询委员会成员

IBSS' core mission is to ensure that China's business talent—and China's business enterprises—flourish in today's world. Our excellent, world-class faculty deliver academic, research and business knowledge that combines both international and China-specific expertise. They bring their distinctive talents and research to all IBSS' educational and consulting offerings for executives and businesses. Please find below a selection of our 100-strong team.

IBSS的核心使命是确保中国的商业人才和中国的商业企业能够在全世界蓬勃发展。我们打造了一支优秀的世界级教师队伍，教师的学术、科研和商业知识结合了国际和国内的专业知识。他们将自己独特的才能和科研成果带到了IBSS的育人和咨询项目中，使高管和企业从中受益。以下是IBSS强力打造的百名教师团队中的部分骨干。

**BUSINESS SCHOOL
MANAGEMENT TEAM**
商学院管理团队



JEAN CHEN PhD
DEAN IBSS
CHAIR PROFESSOR IN
ACCOUNTING AND FINANCE
DIRECTOR OF XIAN
JIAOTONG-LIVERPOOL UNIVERSITY
GOLD FINANCE RESEARCH CENTRE
IBSS 院长
会计与金融学首席教授
西交利物浦大学金融研究院主任



ADAM CROSS MSc
PROFESSOR
ASSOCIATE DEAN FOR LEARNING
AND TEACHING
教授
教学副院长



JUANN HUNG PhD
ASSOCIATE PROFESSOR
DIRECTOR OF PLANNING AND
ENGAGEMENT
副教授
规划与执行主任



**XIAOMING DING PHD,
CPA (AUSTRALIA)**
ASSOCIATE PROFESSOR
DIRECTOR OF EXTERNAL
RELATIONS AND OUTREACHING
副教授
对外关系与合作拓展主任



HOSSAM ISMAIL PhD
PROFESSOR
HEAD OF DIVISION, MANAGEMENT
教授
管理学部门主任



NIMESH SALIKE PhD
LECTURER
HEAD OF DIVISION, ECONOMICS
讲师
经济学部门主任

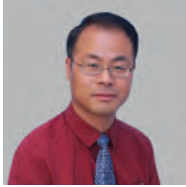


PENG CHENG PhD
ASSOCIATE PROFESSOR
HEAD OF DIVISION,
ACCOUNTING AND FINANCE
副教授
会计与金融学部门主任



**CHARLES VAN
MARREWIJK PhD**
ASSOCIATE DEAN OF RESEARCH
AND
KNOWLEDGE EXCHANGE
教授
研究室与知识交流部门主任

**OPERATIONS AND SUPPLY
CHAIN MANAGEMENT**
运营和供应链管理



GUOQUAN LIU PhD
ASSOCIATE PROFESSOR
PROGRAMME DIRECTOR OF MSC
OPERATIONS & SUPPLY CHAIN
MANAGEMENT
DEPUTY DIRECTOR OF RESEARCH
INSTITUTE OF OPERATIONS AND
SUPPLY CHAIN
副教授
运营与供应链管理硕士专业主任
运营与供应链研究院副院长



XIANG XU MBA
PROFESSOR OF PRACTICE
实践教授



VINCENT XG QI PhD
ASSOCIATE PROFESSOR
DEPUTY DIRECTOR OF OPERATIONS
AND SUPPLY CHAIN INSTITUTE
副教授
运营与供应链研究院副院长

**ENTREPRENEURSHIP
AND INNOVATION**
创业与创新



BIRGIT SUBERG PhD
ASSOCIATE PROFESSOR OF
PRACTICE
实践副教授



JANUSZ TANAS PhD
ASSOCIATE PROFESSOR
DEPUTY DIRECTOR
INTERNATIONAL TECHNOLOGY
TRANSFER CENTRE
副教授
西交利物浦大学国际技术
转化中心副主任



JUELIN YIN PhD
ASSOCIATE PROFESSOR
副教授



XIAO WANG PhD
LECTURER
讲师

**ACCOUNTING
AND FINANCE**
会计与金融



**VERNON
RICHARDSON PhD**
PROFESSOR
教授



PRABHU UDAWATTE PhD
ASSOCIATE PROFESSOR
DIRECTOR OF STUDIES-
UNDERGRADUATE
副教授
本科专业教学主任



WARREN WU PhD
ASSOCIATE PROFESSOR
DIRECTOR OF
POSTGRADUATE STUDIES
副教授
硕士专业教学主任



MICHAEL CHNG PhD
PROFESSOR
教授

**ACCOUNTING
AND FINANCE**
会计与金融



YINGYING WU PhD
LECTURER
PROGRAMME DIRECTOR, MSC
INVESTMENT MANAGEMENT
讲师
投资管理学硕士专业主任



YI HONG PhD
LECTURER
DEPUTY DIRECTOR OF
RESEARCH INSTITUTE OF
QUANTITATIVE FINANCE
讲师
数量金融研究院副主任



JARI KAPPI DSc
ASSOCIATE PROFESSOR
PROGRAMME DIRECTOR,
MSC FINANCE
副教授
金融学硕士专业负责人



JUAN TAO PhD
ASSOCIATE PROFESSOR
副教授

ECONOMICS
经济学



EDDY FANG PhD
ASSOCIATE PROFESSOR
PROGRAMME DIRECTOR OF BSC
ECONOMICS AND FINANCE
副教授
经济与金融本科专业主任



PAULO REGIS PhD
ASSOCIATE PROFESSOR
DIRECTOR OF RESEARCH
INSTITUTE OF ECONOMIC
INTEGRATION
副教授
经济一体化研究院主任



MAREK HUDIK PhD
LECTURER
PROGRAMME DIRECTOR,
MSC ECONOMICS
讲师
经济学硕士专业主任



YANG CHEN PhD
LECTURER
DEPUTY DIRECTOR OF RESEARCH
INSTITUTE OF ECONOMIC
INTEGRATION
讲师
经济一体化研究院副主任

MANAGEMENT
管理学



PETER LI PhD
PROFESSOR
教授



LI YAN PhD
PROFESSOR OF PRACTICE
DIRECTOR OF EXECUTIVE
EDUCATION
实践教授
高级管理培训课程项目主任



OU LIU PhD
ASSOCIATE PROFESSOR
PROGRAMME DIRECTOR OF BSC
INFORMATION MANAGEMENT
AND INFORMATION SYSTEMS
副教授
信息管理与信息系统本科专业主任



ROBERTO DONA MBA
PROFESSOR OF PRACTICE
实践教授

学贯中西 兼善天下
COMBINING EAST AND WEST
CREATING A BETTER WORLD



西浦国际商学院
服务商业与社会

CONTACT

IBSS.BUSINESS@XJTLU.EDU.CN

+86 (0)512 8816 1720

IBSS.XJTLU.EDU.CN

