

INTERNATIONAL

MBA

(PART TIME)

国际工商管理硕士

(非全日制)

XJTLU | INTERNATIONAL MBA  
(PART TIME)



**START DATE**  
September 2021



**ATTENDANCE**  
Part Time (on weekends)



**SCHOOL**  
International Business  
School Suzhou



**LOCATION**  
Suzhou



**ACCREDITATION**  
AACSB, EQUIS, AMBA



**DURATION**  
2 years

#### REQUIREMENTS

- Minimum 8 Years of work experience.
- Minimum 3 Years in management position.
- English Proficiency (Optional: IELTS, TOEIC).
- Optional GRE Test.

## MODULES

### COMPULSORY MODULES

The IMBA programme is divided into four semesters, with core modules integrating key themes concerning management and leadership in an international context. These modules are accompanied by ongoing career development and leadership activities. The core modules are:

MANAGEMENT OF CHANGE AND INNOVATION  
THE ORGANISATION IN THE STRATEGIC  
CONTEXT  
MANAGING THE ECONOMIC CONTEXT  
MANAGING FINANCIAL RESOURCES  
FINAL INDIVIDUAL PROJECT FOR IMBA  
NEGOTIATING IN INTERNATIONAL  
ENVIRONMENT  
OPERATIONS AND SUPPLY CHAIN  
MANAGEMENT STRATEGY  
COMPETING IN THE GLOBAL MARKET PLACE  
INTERNATIONAL MARKETING

### ADDITIONAL LEARNING ACTIVITIES

Throughout the IMBA programme, traditional academic modules will alternate with seminars and meetings with key representatives from different industries and a range of other activities that provide an integrated and concrete learning environment with strong connections to the real world.

The experience is further enriched by simulations and case studies dealing with issues at the cutting-edge of today's business. The IMBA programme's online platform builds teamwork skills by enabling you to work smoothly with peers, share ideas and inspiration. In addition, you are supported throughout your programme by a team of online tutors accessible through this platform. All this will enable you to:

DEVELOP YOUR SKILLS AND ATTRIBUTES AS A  
MANAGER AND LEADER  
MEET AND ENGAGE WITH LIKE-MINDED PEERS AND  
INDUSTRY LEADERS  
ATTEND SOCIAL EVENTS WITH ALUMNI  
PARTICIPATE IN BUSINESS SIMULATIONS  
JOIN INDIVIDUAL CAREER DEVELOPMENT  
WORKSHOPS

During your IMBA studies you will also attend the following additional learning activities:

BUSINESS COMMUNICATION SKILLS  
LEADERSHIP DEVELOPMENT  
PROJECT MANAGEMENT  
BUSINESS SIMULATION  
ADVANCED FINANCE  
RESEARCH METHODOLOGY



## INTERNATIONAL MBA (PART TIME)

The International MBA programme combines rigorous academic modules with a wide range of professional development activities to foster your managerial and leadership capabilities.

Delivered in a unique environment that blends Chinese and Western cultures, the IMBA is an international passport that will give you an edge in the world's largest and most competitive markets.

This programme will give you the diverse management and one of an elite group of institutions worldwide to be triple-accredited by the Association to Advance Collegiate Schools of Business (AACSB), the European Quality Improvement System (EQUIS) and the Association of MBAs (AMBA). Only 103 business schools worldwide have triple-accreditation.



## KNOWLEDGE AND SKILLS

By the time you graduate from the International MBA programme, you will have:

- a broad theoretical and practical understanding of modern management in a globalised environment
- a strong awareness of how the external environment, including political, economic, social and technological factors impacts on the modern organisation at a national and international level
- the ability to research, analyse and find solutions to problems facing both local and globalised companies
- skills in critical thinking, analysis and problem-solving, as well as in report writing and making effective presentations.

## WHY SHOULD I STUDY THE INTERNATIONAL MBA AT XJTLU?

- Enlarge your vision beyond your function, and become a high level manager.
- Study integrated, practice-focussed learning environment with strong connections to industry.
- Enjoy the flexibility of an IMBA programme that allows you to continue in full-time employment while you study.
- Benefit from the University's well-established and powerful network, including the alumni of the prestigious University of Liverpool Management School.
- Earn a University of Liverpool degree that is recognised by the Chinese Ministry of Education.

The IBSS MBA curriculum is rigorous and subject to the UK quality assurance system. The degree is granted by our founding partner, the University of Liverpool, a 134-year-old UK institution and a member of the prestigious Russell Group. Students benefit from state-of-the-art module design, dynamic instruction and careful assessment.

**DAVID DUFOUR**  
PROGRAMME DIRECTOR

# 国际工商管理硕士 (非全日制)

国际工商管理硕士项目 (IMBA) 既包括了严格的学术课程, 也包括更广阔的、旨在培养学生管理与领导能力的专业发展活动。

国际工商管理硕士项目 (IMBA) 融合中西文化的独特环境, 该IMBA项目将会成为使学生在全世界最大、最具竞争的市场中获得优势的国际通行证。

无论在中国、英国还是其他国家或地区工作, 本专业赋予学生的丰富的管理与领导能力都能使学生在国际化环境中充满自信。

该课程在西浦国际商学院 (IBSS) 授予, 西浦国际商学院已于 2016 年和 2018 年分别获得国际高等商学院协会 AACSB (Association to Advance Collegiate Schools of Business) 和欧洲质量发展体系 EQUIS (European Quality Improvement System) 认证。全球仅有不到 100 所商学院同时获得这两项精英认证, 这标志着西浦国际商学院正式跻身全球顶尖商学院之列。

因为工作的关系, 我需要经常出差。所以, 西交利物浦大学的地理位置以及灵活的学制安排对我来说都十分理想。我认为这对我的职业发展十分有帮助。

ALEX WALSCHEWSKI  
学生, 国际工商管理硕士专业, 来自德国



## 毕业生所获知识与技能

本专业毕业生将具备以下能力:

- 在全球化背景下, 对现代管理具有广泛的理论和实践认知
- 对外部环境, 包括政治、经济、社会和技术因素对国内外现代组织影响的认知
- 通过研究分析寻求解决本土及跨国公司所面临问题的能力
- 批判性思维、分析和问题解决以及报告撰写和进行有效演讲的能力

## 专业优势

- 学校建立了完善且强大的专业关系网络体系, 包括久负盛名的利物浦大学管理学院校友团体。
- 本 IMBA 项目高度灵活, 学生可以在学习的同时继续从事全职工作
- 学习环境综合且专注实践, 与行业紧密结合
- 毕业生可获得中国教育部认可的英国利物浦大学学位



## 课程

### 核心课程

本IMBA项目分为四个部分, 其核心课程整合了国际背景下管理和领导力关键主题。层层递进的职业发展与领导力活动将与教学课程共同推进。

管理经济环境
管理财务资源
战略环境中的组织
变革与创新管理
国际市场营销
运营与供应链管理
国际环境下的谈判
全球市场竞争
个人课题项目

### 附加学习活动

在整个IMBA项目中, 传统的学术课程将与研讨会、学术会议及许多其他活动交替进行。在研讨会与会议中, 学生们将会见到来自不同行业的专家和意见领袖, 而其他活动将为学员提供一个与现实世界紧密相关的、高度整合而具体的学习环境。

在参与当今商业最前沿话题的仿真模拟与个案研究中, 学员的经验能够得到拓展。本IMBA项目的在线平台将使你与同伴顺利合作、分享观点和灵感, 以建立你的团队合作技能。此外, 在整个学习过程中, 这一平台还为学生提供了在线辅导的支持。这将能使你:

作为管理者和领导者的必需技能
结识与接触观念相合的同行业者与行业领袖
和校友们参加社交活动
参与商业模拟活动
参加个人职业发展研讨会

在IMBA学习过程中, 你也将参加附加学习活动, 内容包括:

商业沟通技巧
领导力发展
项目管理
商业建模
高级财务
研究方法论

INTERNATIONAL BUSINESS SCHOOL SUZHOU  
AT XJTLU  
西浦国际商学院

International Business School Suzhou (IBSS) offers a unique blend of Western and Chinese academic practices. Our 150 international staff are an impressive mix of top researchers and experienced business professionals.

For our corporate partners, we offer customised workshops, seminars, and multi-month cross-disciplinary programmes for all managerial levels as well as online and offline open enrolment programmes.

西浦国际商学院 (International Business School Suzhou, 简称IBSS) 体现了中西方学术实践的独特融合。我们的150名教职员工来自世界各地, 其中不乏顶尖科研人员与经验丰富的商界人士, 令人印象深刻。

同时, 我们向企业合作伙伴的管理者提供定制的工作坊、研讨会和为期数月的跨学科课程, 同时可以线上或线下方式学习。

XI'AN JIAOTONG-LIVERPOOL UNIVERSITY  
西交利物浦大学

Xi'an Jiaotong-Liverpool University is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom. As an independent Sino-foreign cooperative university, it captures the essence of both prestigious parent universities and is the first and only one of its kind approved by the Ministry of Education in China.

西交利物浦大学是经中国教育部批准, 由西安交通大学和英国利物浦大学合作创立的, 具有独立法人资格和鲜明特色的新型国际大学。