



The Standards of Business Schools Development:

How not to lose your academic uniqueness

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Academic Uniqueness



- Definition of Uniqueness: The only one, the distinctive one, or the unusual one
- What is Academic Uniqueness:
 - Award-winning scholar (faculty, student, alumni)
 - Breakthrough in academic research
 - Outstanding learning environment
 - Internationally recognized image and brand
 - Distinctive commitment and dedication to academic advancement
 - And on and on



Parameters of Business Schools Development



The Parameters

- Mission & Vision
- Faculty
- Students
- Alumni
- Curriculum
- Business Network
- Internationalization
- Funding
- And more



FDSM: a case analysis of how not to lose academic uniqueness

Our Mission



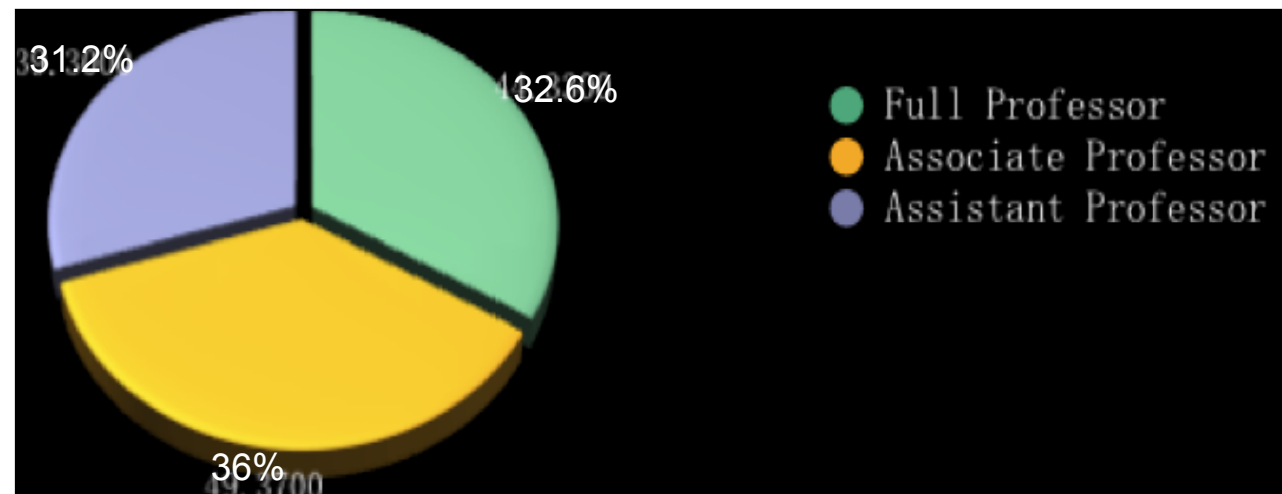
➤ Mission Statement

- Centered within the Chinese business environment, we are committed to advancing academic and applied research, as well as sharing innovative ideas and thoughts. We also strive to develop professional managers, elite scholars and social leaders who through their global perspectives and local insights, contribute to economic growth and social development.

Faculty Forces



- Number of faculty: 150
- Faculty with International Research & Training Experience: 90%



Research Outcome



- Balance of Local Contents and Global Contents
- Balance of Publications on Local Journals and International Journals
- Maintain the policy of recognizing the publications on local top-tier journals.

Students



- Strict selective admission to admit the best potential students
- Globalization v.s. Localization
 - Increasing number of overseas students: from 211 in 2006 to 353 in 2008
 - A reasonable ration of overseas students
 - Offering overseas learning opportunities to students via exchange and joint supervision

Undergraduate Education

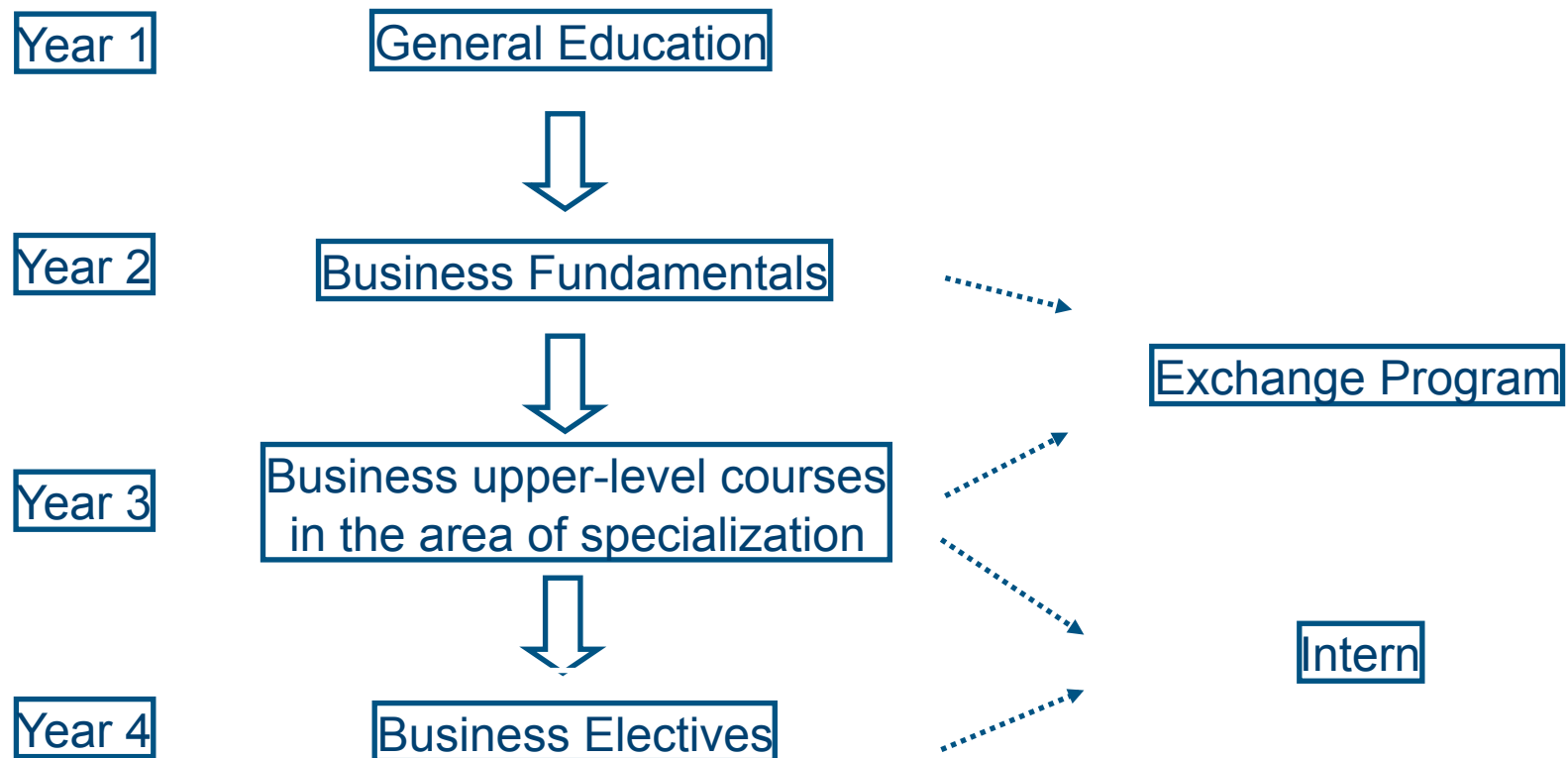


- FDSM offers 7 undergraduate majors
 - Management Science
 - Business Administration
 - Information Management & Information System
 - Marketing
 - Accounting
 - Finance
 - Statistics

Undergraduate Education



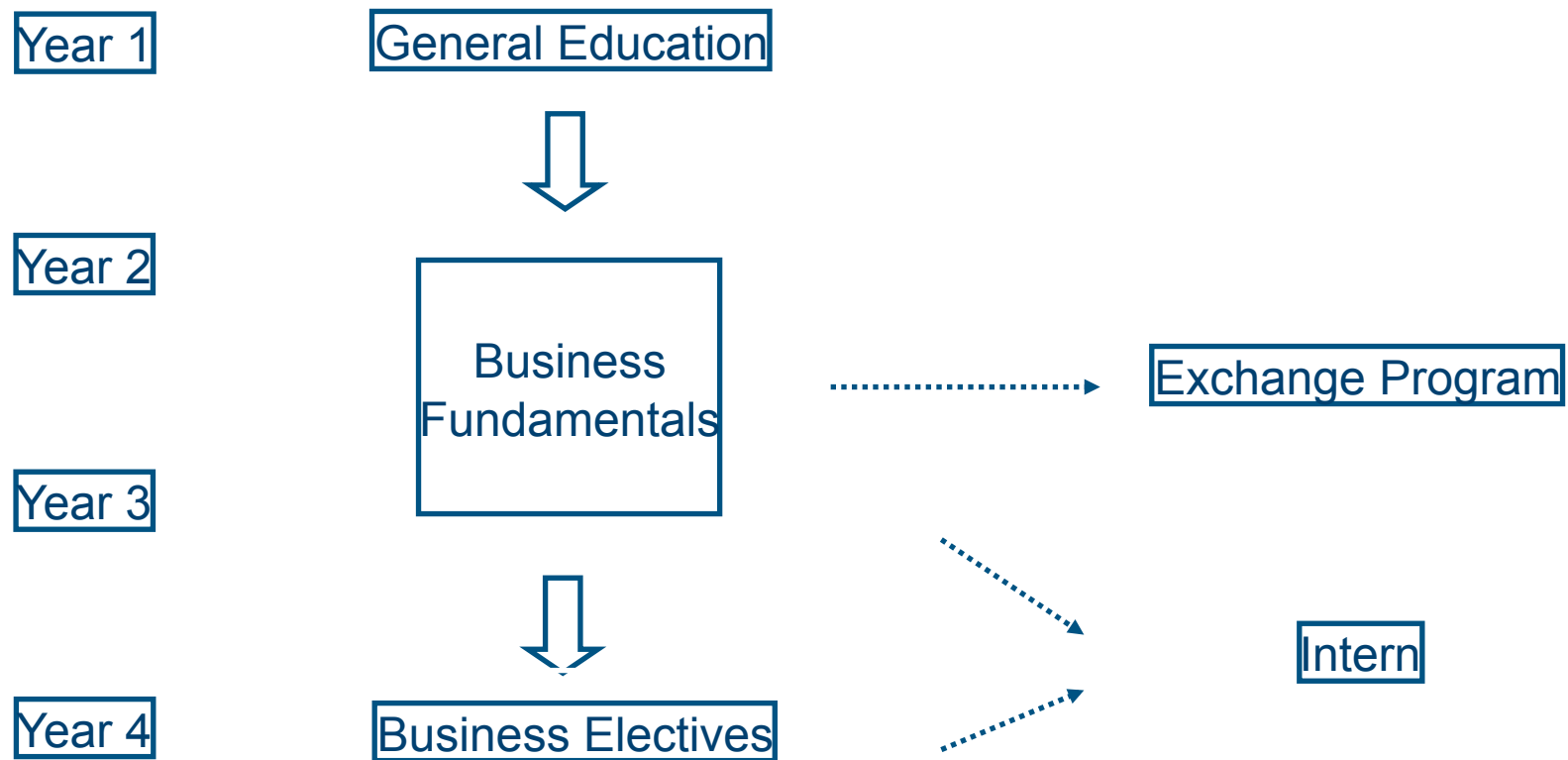
- Old version of curriculum



Undergraduate Education



- New version of curriculum





Thanks

