The Evolution of Business Education at China’s Engineering University

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Education from B.E to MBA

• Bachelor (Graduation Certificate) of Engineering (5-years term)
  --Engineering + Management Science
  --Basic Training on Engineering + Management Science
  --Emphasizing Quantitative Models

• Stop Recruiting BBA?
20years-Long of MBA Admission

- Dramatic Increase of Demand
- Recruiting Procedure
  -- Schools Authorized by the government which qualified;
  -- Nationwide entry “unity exam”;
  -- Exam scores plus quota for admission.
- How far will go to autonomy for admission?
MBA at Tongji University

<table>
<thead>
<tr>
<th>Year</th>
<th>Applicants</th>
<th>Q. by entry exam</th>
<th>admitted</th>
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<td>2011</td>
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20years-Long of MBA Curriculum

- Curriculum and syllabus were guided by the State Steering Committee dominated by engineerin-natural science universities.
- Three layers of self-contained courses
  - Basic
  - Professional Basic
  - Professional
- Theoritical-quantitative orientated
- How far will go to the initiative-integrated courses structure?
20 years-Long of MBA Teaching methodology

• From lecturing move to case studies
• Globalization vs. localization
• Different scopes of demand from students
  -- international vs. local
  -- manufacturing vs. tertiary
• Evaluation
  -- written test vs. oral presentation
  -- final exam vs. participation
Source of MBA Students
2010 Tongji

1-manufacturing, 2-construction & real estate, 3 - IT & Tel.
4-finance, 5-trade & commerce, 6-energy & chemical, 7-others
20 years Long of MBA Graduating Thesis

- The thesis requirement at least in the format, there was not much difference with the dissertation of academic research.
- Cumbersome procedures.
- There are strict requirements on Paper's content, format, and number of words.
- These requirements are good in training of students doing research but the worry for a limited period of time is difficult to independently complete.
- Replace the thesis by project or investigating report?