The Evolution of Business Education at China's Engineering University

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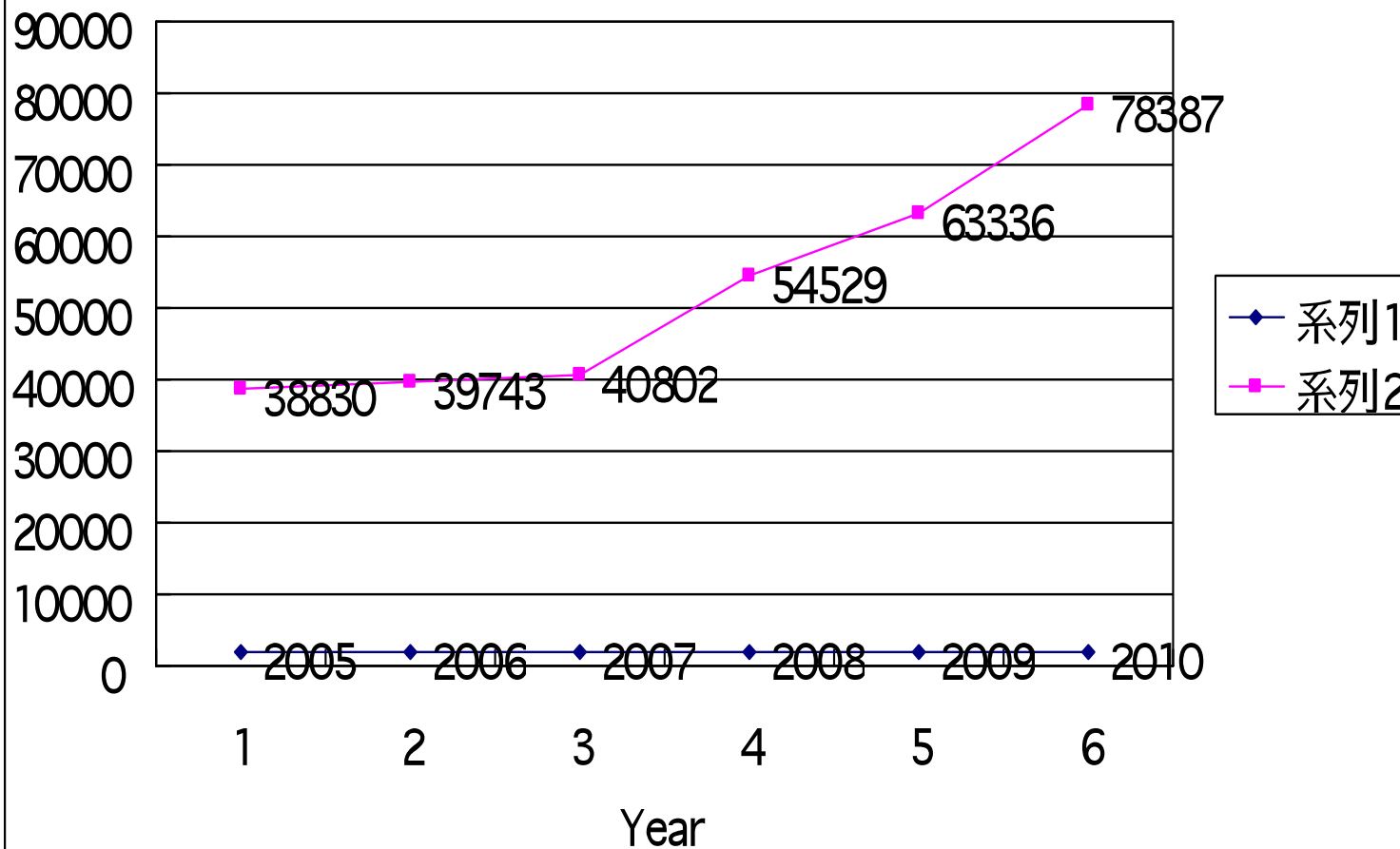Oct.2011

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
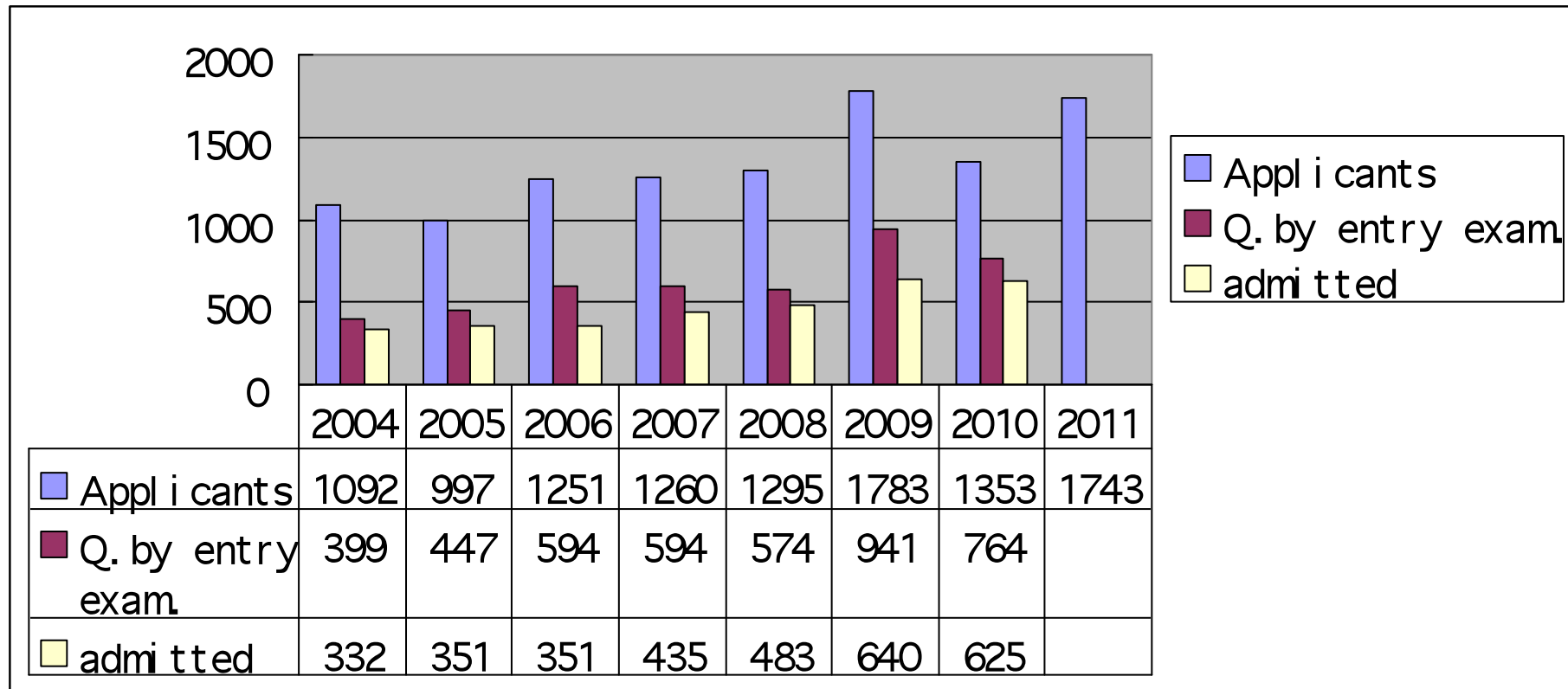
- Stop Recruiting BBA?

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?

No. of applicants of MBA

系列1
系列2

Year		
1	2005	38830
2	2006	39743
3	2007	40802
4	2008	54529
5	2009	63336
6	2010	78387

MBA at Tongji University

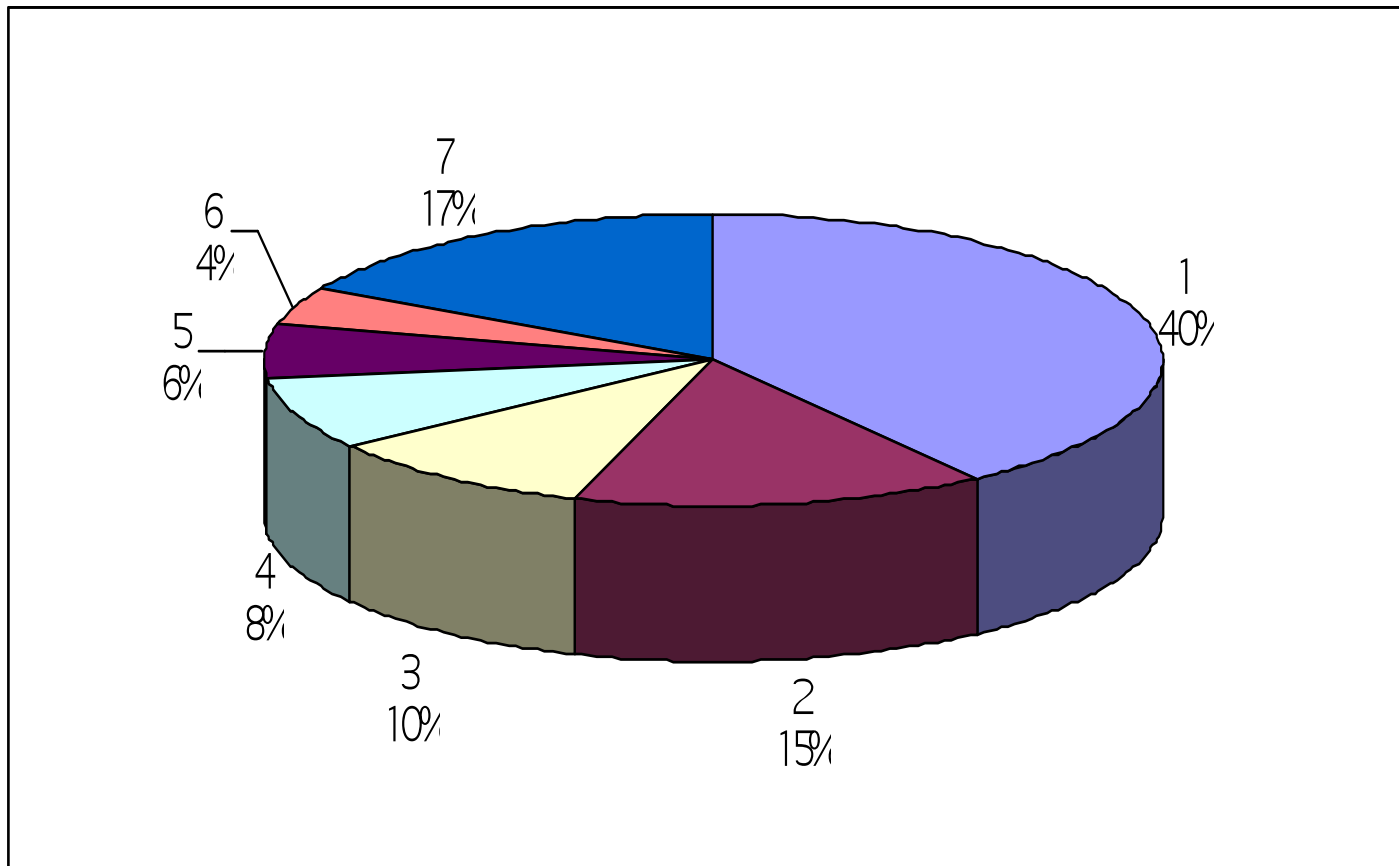|	2004	2005	2006	2007	2008	2009	2010	2011
Applicants	1092	997	1251	1260	1295	1783	1353	1743
Q. by entry exam.	399	447	594	594	574	941	764	
admitted	332	351	351	435	483	640	625	

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

    Profesional

- Theoritical-quantitative orientated
- How far will go to the initiative-integrated courses structure?

20years-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-manufecturing, 2-construction & real estate, 3 - IT & Tel.

4-finance, 5-trade & commerce, 6-energy & chemical, 7-others

20years-Long of MBA Graduating Thesis

- The thesis requirement at least in the formate,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 is 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?