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TSINGHUA UNIVERSITY
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The Global MBA-Program at Tsinghua University Challenges and Opportunities for Educating Managers for China's MNEs

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Seminar on Educating 21st Century Corporate Leaders**

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Agenda

- MBA education in China
- Global MBA-Program at Tsinghua University
- Continuous innovation

MBA education in China

- Collaboration with the US and EU in 1980s
 - Training of executives in Dalian
- Official starting point, 1991, 9 universities
- Celebrating 30 years of MBA education in 2021
 - One of the most popular majors in China
 - Tsinghua U.: high quality, large size

Global MBA-Program at Tsinghua University

- 1997: International MBA (IMBA)
 - Collaboration with MIT Sloan
 - English program
- 2014: Global MBA (GMBA)
 - Combine the FMBA (Chinese program) with IMBA
 - Stern, Azoulay, and Gao: The Sandwich Team
- Close collaboration with MIT Sloan
 - Contribution of MIT
 - My career

Continuous innovation

- Starting a program is the first step, continuous innovation is necessary to make it great.
- International perspective
- Deep understanding about China
- Innovation in teaching contents and methodology

International perspective

- Good understanding about the world
- Student exchange with more than 100 universities (North America, South America, Asia, Europe)
 - Chile
- MIT Sloan
- STEP—Tsinghua Stanford Exchange Program
 - Visiting a lot of firms such as applied materials, Google, Facebook
- CKJ program
 - Why Japan has so many long-lived firms

Deep understanding about China

- Complex economic system
 - Private firms, FDI
 - SOE: Misunderstanding
 - If you can manage a SOE well, you can manage any company well
 - SOEs have three “responsibilities”: economic, social, and political
 - Growing fast with big fluctuations
- Faculty: go into the field
 - ZPMC
- Students
 - Company visit
 - Practitioners as advisors

ZPMC

- Shanghai Zhenhua Port Machinery Co., Ltd. (ZPMC), was established in 1992 by Mr. Guan, Tongxian at the age of 59 with \$1 million.
- The largest large-size port container crane maker in the world, and captures more than 70% of the world market.
- One of the leaders making spiral bevel gears, making it well positioned in the ocean engineering equipment industry



Innovation in teaching contents and methodology

- Improving critical and analytical thinking
 - “Smart people, simple thinking”: why China Mobile is so profitable?
 - The core is theoretical thinking, or dialectical thinking, system thinking, humanistic thinking,
 - The importance of history
- 5 excellence, 1 happiness
 - Knowledge, capability, personality, moral character, belief; happy person

Under the leadership of Mao Zedong: Economic growth rate

- 1952~1972, growth rate of the economy is 64.5%/10 years, faster than comparable stages in Germany (33%), Japan (43%), and the former Soviet Union (54%)
- Laid the foundation for modern industrialization

Happy new year!