

I. Overview of the Business School

The Business School of The China University of Political Science and Law (hereinafter called the “Business School”) began accepting students for the bachelor’s degree program in Business Administration in 1995, and was formally established in July 2002. The Business School fully exploits and integrates the faculty and educational resources of the economics, management and other related programs at the China University of Political Science and Law (“CUPL”). The Business School currently offers 3 bachelor’s degree programs in Economics, Business Administration, and International Business (including a total of 6 fields of concentration), one doctoral program in World Economics, and 6 master’s degree programs in Political Economy, Business Administration, World Economics, Accounting, Industrial Economics, and Economic History.

The Business School has established several teaching and research institutions that support its undergraduate and graduate programs, including 6 teaching and research institutions directly administrated by the Business School: the Institute for Political Economy, the Institute for Business Administration Research, the Institute for World Economic Research, the Institute for Industrial Economics Research, the Institute for Accounting Research, and the Institute for Research on Economic History. The Business School also has affiliations with four other research institutions: CUPL’s Institute for Economic Studies, the Institute for Equity Trading Research, the Institute for Research on Modern Industrial Organization, and the Center for Investment Management Research.

At present, the Business School has 64 faculty and staff members, 51 of whom are dedicated faculty members. These faculty members include 10 full professors (accounting for 20% of the teaching staff) and 20 associate professors (accounting for 39% of the teaching staff). 84% of faculty members either have earned doctoral degrees, or are currently enrolled in doctoral degree programs. The faculty of the Business School is well-balanced with respect to the age, professional qualifications, educational backgrounds, academic backgrounds, and academic fields of the faculty and staff members. The Business School has hired 19 well-known Chinese and foreign scholars, experts and entrepreneurs as adjunct professors to enhance its strengths in academics and teaching and to provide a broader range of educational resources.

Since its establishment in 2002, the Business School has followed its guiding

principles of “providing academic programs in innovative ways” and “running the school pragmatically” and has made significant achievements in a wide range of areas, including the structure of the curriculum, the development of undergraduate programs, student training methodology, innovations in teaching, the reform of undergraduate education, and the administration of students. In addition to focusing its teaching and research activities on two major disciplines, economics and management, the Business School has developed a new approach to business education characterized by integrating business and law courses to fully exploit *CUPL's long-standing strength in legal education. The Business School aims to provide students with high quality career oriented courses that emphasize both theory and practice, helping students acquire interdisciplinary skills. As a result, the Business School has established a competitive advantage in business education unique among China's business schools.*

II. The Educational Concepts of the Business School

Based on its development plan and in light of its actual situation, the Business School has determined a set of guidelines to “provide academic programs in innovative ways” and to “run the school pragmatically.” Its objective is to make the Business School a superior, unique, and strong educational organization. It has formulated its working principles of collaboration, competition, innovation, and commitment to excellence, creating an excellent undergraduate academic educational experience.

(I) Guidelines for Running the Business School

The guidelines for running the Business School were determined when the Business School was founded in 2002, namely “providing academic programs in innovative ways” and “running the school pragmatically.” These guidelines reflect its innovation-driven outlook towards program development and highlight its pragmatic operational approach.

Providing Academic Programs in Innovative Ways: Providing academic programs is the central task of the Business School, and the development of the curriculum *is a key priority. This guideline* means that the development of the Business School, especially its curriculum, should be an innovation-driven process. Specifically speaking, it means that the Business School should steer the construction and development of the curriculum in an innovative direction, improve the management of the Business School by introducing innovative institutions, and reform the students training modules in innovative ways.

Running the School Pragmatically: The perfection of the institutional and organizational structure is the key task of running the Business School. *The guideline of “running the school pragmatically”* means that the institutional and organizational construction, including the formulation of rules and regulations, the establishment of incentives and constraints, and the creation of good working conditions and a healthy atmosphere should be *promoted in pragmatically with emphasis on practical results.*

(II) The Vision of the Business School

Since its foundation, the vision of the Business School has been to become an excellent, unique, and influential educational institution.

Excellence: It is the responsibility of the faculty, staff and students to make the Business School an excellent educational institution. We strive for excellence in the development, performance and reputation of the Business School.

Unique: The Business School aims to differentiate itself by developing a set of core competencies, and competitive advantages unique to the Business School. We strive to build a first-rate business school that integrates business and law courses, fully exploiting CUPL's strength in legal education.

Influence: We strive to enhance the competitive strengths of the Business School and build a strong educational institution that can meet the increasing demand for business education in China.

(III) The Working Principles of the Business School

The working principles of the Business School are outlined as “collaboration, competition, innovation, and commitment to excellence”.

Collaboration: At the Business School, collaboration takes places on three levels: collaboration within the Business School; collaboration with other departments at CUPL; and collaboration with external organizations.

Competition: In order to achieve success in the face of competition, we strive to establish a competitive environment that can inspire in our teachers and students alike a spirit of positive competition. We have worked to set up a proper incentive system to improve the quality of teaching, research, studying and other working activities, and to provide an environment conducive to positive competition. .

Innovation: We strive to develop the Business School in innovative ways. We encourage

continuous innovations in daily administrative work, in the administration of students, in teaching and researching, and in students' learning activities. These innovations ensure that the Business School can retain its dynamism and continue to grow.

Commitment to Excellence: We strive to achieve excellence in performance, efficiency and results.

(IV) Student Training

The Business School has established a sound and systemic methodology for the provision of its undergraduate academic programs. The goal of the Business School is to cultivate graduates that can become outstanding and talented professionals who are highly prized by the both job market and society more broadly.

(1) The Purpose of Student Training: To enable students to be proficient in both business and law and in both theory and in practice

(2) The Objective of Student Training: To cultivate students into talented professionals with superior knowledge, skills and capabilities

(3) Methodology of Student Training: Teaching, learning, practicing, understanding, thinking, and cultivating

(4) The Underlying Principles of Student Training: “The interaction between business and legal studies” and “the unity of theory and practice”

III. Academic Faculty and Staff

Professor Sun Xuanzhong

Professor Sun Xuanzhong, Ph.D., is currently the Dean of the CUPL Business School, a member of CUPL's Academic Committee, and the Deputy Director of the Steering Committee on Teaching. Professor Sun Xuanzhong is also an executive member of the China Council for the Promotion of International Exchange, a member of the council of the Chinese Association of Higher Business Education, a member of the council of the Beijing Association for Administration of Institutions of Higher Learning, a member of the Law Committee of the Chinese Association of Auctioneers, and the president of the Committee of Business Applications and Management of the Economic and Commercial Association of China. In addition, Professor Sun is also a senior management consultant to several enterprises and government agencies.

Major Research Fields: Professor Sun Xuanzhong's research is focused on marketing management and planning, strategic management, and the institutions and organization of enterprises. His

work includes research topics at the frontier of the field, including “modern competitive theory and strategy”, “innovation strategy for the enhancement of the value of the enterprise”, and “strategy of corporate culture.”

Professor Yang Fan

Professor Yang Fan, Ph.D., is a famous economist and a supervisor to our Ph.D. students. Professor Yang Fan is currently the Chairman of the Academic Committee of CUPL Business School, and a visiting scholar at the China Center for Economic Research at Peking University. Professor Yang Fan is also an executive member of the council of the Economics Research Association of the National Defense University and an adjunct professor at several universities.

Major Research Fields: Professor Yang Fan’s research is focused on macroeconomics, international finance and international economics. He is well known for his original research on the RMB exchange rate. In addition to economics, Professor Yang Fan also engages in research on society, culture and international affairs.

Professor Jin Renshu

Professor Jin Renshu, Ph.D., a Ph.D. supervisor. Professor Jin Renshu is currently the Director of the Institute for World Economic Research at CUPL Business School, and the member of the Academic Degrees Committee of CUPL. Professor Jin Renshu was formerly a professor and Ph.D. supervisor at Liaoning Normal University, and a visiting researcher at the Economic Research Institute of Japan’s Hitotsubashi University. Professor Jin Renshu is also an executive member of the council of the National Association for Study of the Japanese Economy, and a visiting researcher at the Institute of Japanese Studies of the Chinese Academy of Social Sciences, and an overseas member of the Japanese Association for Study of the Chinese Economy.

Major Research Fields: Professor Jin Renshu’s research is focused on world economy, especially on the Japanese economy, international investment, and economic relations between Japan and China.

Professor Li Xiao

Professor Li Xiao, Ph.D., a postdoctoral graduate from the History Institute of the Chinese Academy of Social Science, Professor Li Xiao is a Ph.D. supervisor and currently serves as the Deputy Dean of CUPL Business School, and the Deputy Chairman of the Academic Committee of the CUPL Business School. Professor Li Xiao was previously a professor at Shandong University, and an associate professor at the International Center for Japanese Cultural Research of the Japanese Government Ministry of Education, Culture, Sports, Science and Technology. Professor

Li Xiao is also an adjunct professor at the Center for Ancient Chinese Historical Research at Peking University and an adjunct professor at Tianjin Business School.

Major Research Fields: Professor Li Xiao's research is focused on Chinese economic history, the history of western economic thought, and neo-institutional economics. Professor Li Xiao is a well-known young scholar in the field of Chinese economic history.

Professor Ma Lina

Professor Ma Lina, MA, is currently the Deputy Dean of CUPL Business School, and the Deputy Chairman of the Academic Degrees Committee. Professor Ma Lina is also the Deputy Director of the Economic Research Center at CUPL, a member of the council of the Beijing Economic Association, and a member of the council of the Beijing Universities Association for Study the of Political Economy.

Major Research Fields: Professor Ma Li Na's research is focused on theoretical economics and the science of finance.

Professor Hu Wenzheng

Professor Hu Wenzheng, Ph. D., has been the Dean of the Economic Department and the Director of the Financial Research Institute at the China Youth University for Political Science. Professor Hu Wenzheng is currently a member of the council of the National Universities' Association for Teaching and Research on Trade and Economics, a researcher and masters degree supervisor in industrial economics at Hubei Academy of Social Sciences, a researcher at the Center for Management and Decision Sciences Research at Capital Normal University, a member of the China Association for the Soft Sciences, a member of the Chinese Association for Agricultural Economics, and a member of the Chinese Association for Land Studies.

Major Research Fields: Professor Hu Wenzheng's research is focused on western economics and industrial economics as well as on land economics and agricultural economics.

Professor Chai Xiaoqing

Professor Chai Xiaoqing, Ph. D., is currently the Director of the Institute for Business Administration Research at CUPL Business School. In 2000, Professor Chai was named on the Beijing Municipality's list of Bicentennial Talents. Professor Chai Xiaoqing is also a member of the council of the Chinese Association of Commerce and Economics, a member of the council of the Chinese Association for Urban Economics, the deputy secretary-general of the Beijing Commercial and Economics Association, a member of the Committee on Decision Sciences of the Chinese Association for Systems Engineering, a visiting professor at Asia International Open University (Macau), a specialist for the Program of Executive Director Appraisal and Training

organized by the National Center for Personnel Logistics of the Ministry of Personnel, chief lecturer for the Shop Manager Training Program organized by the China General Chamber of Commerce, and a lecturer for the Advanced Business Administration Training Program for Officers in Beijing's Large and Medium-sized Enterprises.

Major Research Fields: Professor Chai Xiaoqing's research is focused on business administration, managerial economics, the economic theory of circulation and its application, as well as on business planning, cross-country comparison of the retail industry, development of commercial property, and modern service industry management.

Professor Hou Tingzhi

Professor Hou Tingzhi has researched Marxist political economy for many years, having published a number of papers on Marxist political economy in academic journals.

Major Research Fields: Professor Hou Tingzhi's research is focused on Marxist political economy.

Professor Zhang Guojun

Professor Zhang Guojun, Ph.D., was formerly at the Institute for Population Science and the Department of Philosophy at Lanzhou University, Beijing Youth College for Political Science, and the Law School of Zhejiang University. Professor Zhang Guojun is a researcher at the Research Center for Applied Ethics at the Chinese Academy of Social Sciences.

Major Research Fields: Professor Zhang Guojun's research is focused on the Chinese ethics of property rights, the ethical standards of Chinese merchants, the household economy in rural China, and the ethics of taxation.

Professor Wang Yanxiang

Professor Wang Yanxiang, Ph.D., is currently the Director of the Institute for Accounting Research at CUPL Business School. Professor Wang Yanxiang had taught at the Beijing College of Finance and Trade, the Central University of Ethnic Studies, and Tsinghua University. Professor Wang is also a member of the council of the Chinese Association for Regional Studies, and a tutor for the BTEC HND Program at the BTEC Center of the Capital University of Economics and Business. Professor Wang Yanxiang had been recognized with the honorary title of Excellent Young Teacher by the Beijing Institution of Higher Learning, and had participated in a number of research projects, one of which was awarded Second Prize for Outstanding Research on Philosophy and Social Sciences in Beijing Municipality.

Major Research Fields: Professor Wang Yanxiang's research is focused on accounting, the study of urban and regional development, and the economic development of the minority regions. Professor Wang Yanxiang is currently involved in research on environmental accounting.

Associate Professors:

<i>Name</i>	<i>Academic Degree</i>	<i>Academic Title</i>	<i>Position</i>	<i>Research Fields</i>
<i>Qi Yong</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>		<i>Theoretical Economics</i>
<i>Hu Ming</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>		<i>Money and Banking</i>
<i>Zhang Shujing</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>		<i>World Economy</i>
<i>Li Yong</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>		<i>International Finance</i>
<i>Wu Yunxian</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>	<i>Deputy Director of the Institute for Economic History</i>	<i>Economic History</i>
<i>Guo Lin</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>		<i>Science of Finance</i>
<i>Yu Qingtan</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>		<i>Theoretical Economics</i>
<i>Chen Mingsheng</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>	<i>Deputy Director of the Institute for Political Economic Research</i>	<i>Theoretical Economics</i>
<i>Liu Huimin</i>	<i>Master of Law</i>	<i>Associate Professor</i>	<i>Director of CUPL Staffing Office</i>	<i>Management</i>
<i>Yu Miao</i>	<i>Doctor of Management</i>	<i>Associate Professor</i>	<i>Laboratory Director</i>	<i>Management</i>
<i>Hong Jie</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>	<i>Deputy Director of the Institute for World Economics Research</i>	<i>International Economics, Applied Economics</i>
<i>Wang Yimin</i>	<i>Bachelor of Law</i>	<i>Associate Professor</i>		<i>Theoretical Economics</i>
<i>Zhi Xiaoqing</i>	<i>Bachelor of Economics</i>	<i>Associate Professor</i>		<i>Theoretical Economics</i>

<i>Ma Ketai</i>	<i>Master of Law</i>	<i>Associate Professor</i>		<i>Management</i>
<i>Tian Ming</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>	<i>Deputy Director of the Institute for Accounting Research</i>	<i>Enterprise Financial Management</i>
<i>Zhang Meiling</i>	<i>Master of Economics</i>	<i>Associate Professor</i>		<i>Management, Marketing</i>
<i>Wang Xiaoming</i>	<i>Master of Economics</i>	<i>Associate Professor</i>		<i>Management, Applied Statistics</i>
<i>Zhang Wei</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>	<i>Deputy Director of the Institute for Industrial Economic Studies</i>	<i>Management, Statistics</i>
<i>Zhang Shufen</i>	<i>Doctor of Economics</i>	<i>Associate Professor</i>		<i>Management, Financial Management</i>
<i>Sun Zhongqun</i>	<i>Bachelor of Management</i>	<i>Associate Professor</i>	<i>Deputy Director of the Institute for Business Administration Research</i>	<i>Business Administration, Marketing</i>

IV. Administrative Offices

Administrative Board of the Business School (010-58909406)

Dean: Sun Xuanzhong

Deputy Deans: Ma Lina, Li Xiao, Li Xinyu, Wang Yanyi

Chairman of Teachers' Committee: Hu Wenzheng

CPC General Branch (010-58909405)

Deputy Secretary: Li Xinyu

Members: Sun Xuanzhong, Li Xiao, Li Xinyu, Wang Yimin, He Xin

Academic Committee of the Business School

Chairman: Yang Fan

Deputy Chairman: Li Xiao

Members: Hong Jie, Hu Wenzheng, Jin Renshu, Li Xiao, Ma Lina, Sun Xuanzhong, Sun Zhongqun,

Tai Lihua, Yang Fan

Secretary: Tang Lijuan

Academic Degrees Committee of the Business School

Chairman: Sun Xuanzhong

Deputy Chairman: Mai Lina

*Members: Chai Xiaoqing, Hou Tingzhi, Jin Renshu, Li Xiao, Ma Lina, Sun Xuanzhong, Xi Tao,
Zhang Guojun, Zhang Wei*

Secretary: Wang Yanyi

Youth League Committee(010-58909423)

Secretary: He Xin

Deputy Secretary: Mo Aixin

Labor Union(010-58909406)

Chairman: Wang Yanyi

Members: Ye Xianghong, Zhang Shufen

Teachers' Committee

Chairman: Hu Wenzheng

The Office of Administration and Party Affairs(010-58909426/9428 or shxyuan05@126. com)

Director: Ge Jianhua (concurrent position)

Assets Manager: Guo Junhao(010-58909582/9427)

Financial Officer: Ye Xianghong, Wan Haiyan(010-58909409)

Secretary: Huo Da

Office of Teaching and Research(010-58909407/9408 jiaoxuekeyan@163.com)

Director: Wang Ling (concurrent position)

Secretary for Teaching Affairs: Mao Ding, Xia Li

Secretary for Research Affairs: Wang Ting (concurrent position)

Graduate Office(010-58908212)

Director: Tang Lijuan

Hu Xinbo

Office of Student Affairs(010-58909422)

Class Directors: He Xin, Mo Aixin, Li Qinghua, Wu Ying, Guo Hong

V. Teaching and Research Institutions

Institute for Economic Research:

Director: Chen Mingsheng

Party Branch Secretary: Wang Yiming

Institute for Business Administration Research:

Director: Chai Xiaoqing, Sun Zhongqun

Party Branch Secretary: Zhang Shufen

Institute for World Economy Research

Director: Jin Renshu, Hong Jie

Party Branch Secretary: Hu Ming

Institute for Industrial Economic Research

Deputy Director: Zhang Wei

Institute for Economic History Research

Deputy Director: Wu Yunxian

Institute for Accounting Research

Director: Wan Yangxiang

Deputy Director: Tian Ming

Laboratory

Director: Yu Miao

Deputy Directors: Li Jinghua (Business)

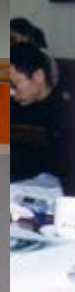
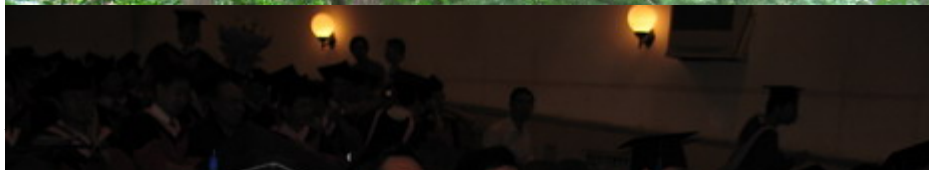
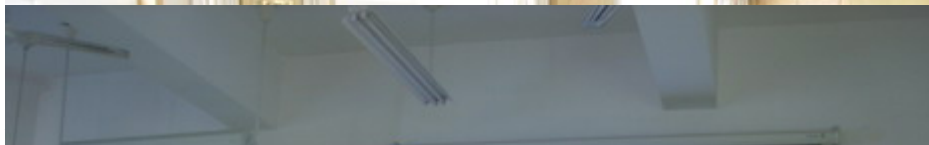
Tian Wenzhao (Finance)

Tian Ming (Accounting)

VI. Campus Photos



Shi Yajun, the Secretary of CPC Committee, hosts a ceremony to unveil the school emblem designed by students at the Business School.



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The Business School wins the first place in the 2007 Educational Appraisal Knowledge Competition.

VII. Survey of Academic Activities

(I) Research Projects

1. Wang Ting's research project obtained financial support from the National Social Science Fund

Wang Ting, a faculty member at the Business School, had a research project entitled the Structural Unemployment of China University Graduates and Relevant Policy Measures, funded by the National Social Science Fund in 2008.

2. Wang Ling's research project obtained financial support from the Beijing Natural Science Fund

Wang Ling, a faculty member of the Business School had a research project entitled The Theory and Practice of Innovation-based Patent Portfolios of Hi-Tech Enterprises, funded by the Beijing Natural Science Fund in 2008. This represented a major breakthrough for CUPL and the Business School in terms of securing funding from a prestigious institution.

3. Li Jinghua's research project obtained financial support from the National Natural Science Fund

The research project of Dr. Li Jinghua, a faculty member at the Business School obtained financial support from the National Natural Science Fund for the Project of Management Science in 2007. His project was titled Stochastic Input-Output Technology and Its Applications. , The project received financial support of 170,000 RMB over three years, a major success for CUPL.

4. Li Xiao's research project obtained financial support from the National Social Science Fund in 2007

Professor Li Xiao, a faculty member in the Business School, obtained financial support for a research project titled the Institutions of Government Acquisition in the Tang and Song Dynasties, from the National Social Science Fund in 2007.

(II) Academic Exchange

1. International Academic Symposium on the Reform of Industry Marketing Channels for Household Electric Appliances in China

The International Academic Symposium on the Reform of Industry Marketing Channels for Household Electric Appliances in China was jointly sponsored and organized by the CUPL Business School and the Institute of Business Operations of Japanese Kobe University, and held at CUPL's conference room at 2:30 p.m., May 27, 2006. The Symposium was presided over by Dean Sun Xuanzhong and Professor Huang Lin. The guests and scholars present at the Symposium included: Zhang Baosheng, the Vice President of CUPL; Katō Hiroyuki, the Envoy of the Embassy of Japan in the People's Republic of China; Mr. Yamaguchi, the President of the Japanese Society for the Promotion of Science; Ms. Ren Xingzhou and Ms. Wang Wei, the Director and Deputy Director of the Market Research Institute of the Development Research Center of the State Council; Ms. Huo Dufang, the President of the Chinese Household Electrical Appliances Association; and representatives of Suning Appliance Co., Ltd.. Some teachers and students at the Business School as well as some representatives of Japanese companies in China also participated in the Symposium.

2. On-Site Research at Dayang Chemical Co., Ltd.

On April 15, 2007, Dean Sun Xuanzhong, two faculty members from the Business School, Ge Jianhua and Mu Fengli, and two graduate students, were invited to conduct on-site field research at Zhejiang Hangzhou Dayang Chemical Co., Ltd. .

The objective of this on-site research was to complete the preliminary work for Dean Sun Xuanzhong's research project titled The Performance Appraisal System and the Reform of the Compensation System at Dayang Chemical Co., Ltd. During the on-site research, Dean Sun Xuanzhong and the other researchers talked extensively with top management, middle management and ordinary staff members of Dayang Chemical Co., Ltd. in order to understand their views and obtain their suggestions for reform of the performance appraisal and compensation systems.

3. The International Symposium on the Reform of Marketing Channels for the Chinese Pharmaceutical and Medical Equipment Industry

The international symposium on the reform of marketing channels for the Chinese pharmaceutical and medical equipment industry was jointly sponsored and organized by the Business School and Japanese Kobe University and was held in September 2007. This symposium was one of several international academic exchange projects organized by CUPL Business School and the Business School of Japanese Kobe University. The proceedings of the symposium were published and distributed in Japan.

4. The Business School organized and held a meeting on the selection of teaching software for the laboratory

At the meeting held on December 27, 2007, selection of teaching software for the courses of foreign trade, finance, accounting, human resources and marketing was discussed. The meeting was organized by the Business School and held in the laboratory. Wang Yanyi, the Deputy Dean of the Business School and Yu Miao, the Director of the Laboratory presided over the meeting. More than 10 officers of CUPL's Assets Department and the Business School faculty attended the meeting.

The construction of the laboratory of the Business School is an important part of CUPL's educational reform plan, and the faculty members showed great concern about it during the meeting's discussion. At the meeting, participants listened carefully to the detailed introduction of the teaching software and viewed a demonstration of the teaching software given by the software providers. The faculty members made suggestions with respect to the improvement of software's functions and applications. A basic evaluation of the applicability and operability of the software was made during the meeting, providing a basis for acquiring the teaching software.

5. Dean Sun Xuanzhong attended and presided over the 12th Academic Symposium on Direct Sales

The 12th Academic Symposium on Direct Sales was held in Sunny Hall of Peking University's Yingjie Exchange Center on December 20, 2007. Dean Sun Xuanzhong attended the Symposium and presided over a special discussion session on the topic of "Legal Issues concerning the Foreign Entrance into the Chinese Direct Sales Market." Some graduate students of the Business School majoring in business administration also attended the Symposium.

The theme of the Symposium is related to how to achieve the sound development of the Chinese direct sales market. The Symposium was organized by Professor Chen Defa, the Executive Director of the Center for the Research of the Development of the Chinese Direct Sales Industry of Peking University. Joint organizers included the Center for the Research of Development of the Chinese Direct Sales Industry of Peking University, Taiwan's Chinese Association for Direct Sales Management, and the

Research Center for Direct Sales of Taiwan's National Sun Yet-sen University. The participants present at the Symposium included scholars and practitioners of direct sales, the managerial personnel of direct sales companies, government officials and members of the media.

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Mr. YASUO INISHI, the Director of the Department of Chinese Studies at the Asian Economic Research Institute of the Japan External Trade Organization, visited the Business School on November 19, 2007. Zhu Yong, the Deputy President of CUPL, together with Professor Yang Fan, met with Mr. YASUO INISHI at CUPL.

At 3:00 p.m. that day a round table discussion was held at a meeting room in the library between the CUPL Business School and Japan's Asian Economic Research Institute. Mr. YASUO INISHI of the Asian Economic Research Institute, Dean Sun Xuanzhong, Professor Yang Fan, the Chairman of the Academic Committee of the Business School, Professor Jin Renshu, the Director of the Institute for World Economic Research, together with faculty members, Ph.D. candidates, and graduate students from the Business School participated in this round table meeting.

At the beginning of the meeting, Mr. YASUO INISHI gave a lecture on the current situation of the Japanese economy, Japan's investment in China, and the prospects for Sino-Japanese relations. The participants at the meeting showed great interest in Mr. YASUO INISHI's lecture, and exchanged views on questions of common concern with Mr. YASUO INISHI. Topics discussed included: the cause of Japan's rapid economic growth in the 1980s and of the development of Japan's bubble economy in 1990s, foreign economic policies, urban and rural economic development, and whether the zero interest rate policy stimulates consumption. The meeting lasted for two and a half hours and was extremely productive.

This academic exchange event promoted mutual understanding between the Business School and Japan's Asian Economic Research Institute, laying a solid foundation for further academic exchange between two institutions.

VIII. Academic Programs

(I) Undergraduate Programs

At present, the Business School offers 3 undergraduate programs in Economics, Business Administration, and International Business (including 6 concentrations in Marketing, Business Operations, International Business, Accounting, World Economy, Economics, and Industrial Economics).

1. Undergraduate Program in International Business

(1) Program Objectives

This program aims to enable the students to become multi-dimensional professional who are competent in their areas of specialization, who uphold the CPC's policies, have a good command of the theory and practice of international business and international business law. It aims to familiarize students with international business laws and regulations and international business customs and practice, and is able to skillfully use foreign languages to carry out international business activities. Upon completion of the Program in International Business, graduates should be well prepared for careers in international business, business planning, international business administration, legal consulting, policy studies at multinational companies, foreign trade, and for careers in foreign-funded enterprises, and government agencies.

(2) Program Requirements

Upon completion of this program students should:

- have a good command of the fundamental principles and methods of Marxist economics, the fundamental principles and methods of western economics and international economics, the fundamental knowledge and expertise in international business, and expertise in international marketing;*
- conduct analysis and research by using the methods of econometrics and statistics;*
- show a strong understanding of developmental trends in international economy and of international trade theory;*
- show a strong understanding of the economies and trade policies of major countries, and regions and of their developmental trends;*
- show a strong understanding of developmental trends in Chinese economic policies, laws and regulations;*
- have proficiency in business English and be capable in listening, speaking, reading, writing and translating English;*
- skillfully use computers applications and other analytical tools to carry out international*

business activities.

(3) Duration, Completion and Degree Conferral

The program is designed as a four-year program and students normally take anywhere between three and six years to complete the program. Upon completing and passing all of the required courses and earning sufficient academic credit in the program, the student will be granted the degree of bachelor of economics or bachelor of management.

2. Undergraduate Program in Business Administration

(1) Program Objectives

This program aims to enable the students to become multi-dimensional and competent professionals who adhere to the socialist orientation, have a good understanding of economic theory, have a good command of the methods of modern economic analysis, are familiar with business practices and with business operational skills, have some understanding of legal theory and practice, and achieve all-round development- morally, intellectually and physically. Upon completing the Program in Business Administration, the students should be well prepared for careers in Party and the government administration, education, scientific research, and business administration.

(2) Program Requirements

Upon completion of the program students should:

- have a good command of the fundamental theory, principles and methods of economics, and be able to teach and conduct research on economic theory and on policy formulation;*
- have strong foreign language and computer skills;*
- have a comprehensive understanding of economics and related disciplines; and*
- have superior thinking skills and problem solving abilities.*

(3), Duration, Completion and Degree Conferral

This program is designed as a four-year program, with students normally finishing in three to six years. Upon completing and passing all required courses and earning sufficient academic credit in the program, the student will be granted the degree of bachelor of economics.

(4) Concentrations

-Marketing

-Accounting

-Business Operations

3. Undergraduate Program in Economics

(1) Program Objectives

This program aims to enable students to become multi-dimensional and competent professionals who adhere to the socialist orientation, have a good understanding of economic theory, have a good command of the methods of modern economic analysis, are familiar with business practices and with business operational skills, have some understanding of legal theory and practice, and achieve all-round development- morally, intellectually and physically. Upon completion of the Program in Economics, students should be well prepared for careers in the Party and the government administration, education, scientific research, and business administration.

(2) Program Requirements

Upon completion of this program students should:

- *have a good command of the fundamental theories, principles and approaches to economics, and be able to teach and conduct research on economic theory, and formulate relevant policies;*
- *have strong foreign language and computer skills;*
- *have a comprehensive understanding of economics and related disciplines; and*
- *have strong thinking skills and problem solving abilities.*

(3) Duration, Completion and the Degree Conferral

This program is designed as a four-year program and students normally take three to six years to complete it. Upon completing and passing all required courses and earning sufficient academic credits in the program, the student will be granted the degree of bachelor of economics.

(4) Concentrations

- *Economics*
- *Industrial Economics*

(II) Graduate Programs

At present, the Business School offers 6 master's degree programs in Political Economy (since 1979), Business Administration (since 2004), Economic History, World Economy, Industrial Economics, and Accounting (the latter four since 2007)). The Business School also provides one doctoral degree program in World Economy. To date, the Business School has trained more than 100 graduate students.

Currently, there are 102 students studying in the master's degree programs and 4 students in the doctoral degree program.

• *Doctoral Program*

Doctoral Program in World Economy (Concentration Code: 020105)

(1) *Program Objectives*

This program aims to enable students to become multi-dimensional and academically and professionally competent individuals, who have a deep understanding of Marxism-Leninism, Mao Zedong Thought, and Deng Xiaoping Theory. Students are trained to uphold the CPC's fundamental policies, and to achieve all-round development- morally, intellectually and physically, and to develop strong research abilities in world economy. The doctoral candidates should have a good command of economic theory and the theory of international economics, be familiar with research at the forefront of the discipline, have proficiency in one or more foreign languages, and develop the ability to conduct independent research on world economy and make original contributions to the field. Upon completion of this Program, students should be well prepared for careers in teaching and researching in institutions of higher learning, working as researchers or officials in Party and government or organizations, and serving as executives in companies.

(2) *Research Subfields*

Students in this program can select from the following research subfields:

- Research on the economy of an individual country*
- Research on international finance*
- Research on business strategies of multinational companies*
- Research on rules for international economic activities*

(3) *Duration of Study*

-Normal Duration of Study: The normal duration of study for this doctoral degree program is three years; the doctoral candidates should complete their coursework within one to one and a half years.

-The doctoral candidate who completes his/her curriculum study ahead of schedule and completes his/her doctoral thesis may apply for graduation up to one year ahead of the normal completion time.

- The doctoral candidate who completes his/her required academic credits but does not complete his/her doctoral thesis may leave the school one year earlier than the normal time for completion provided that his/her academic advisor consents and the student's application to leave is approved by the Business School. The deadline for defense of the doctoral thesis and application for the doctoral degree

may be extended for a period of up to six years. During this time the doctoral candidate may return to the school to complete defense of his/her doctoral thesis upon receiving approval from the Business School.

-The doctoral candidate who does not complete his/her course of study and his/her doctor thesis within the required time limit will not be granted the doctoral degree.

• *Master's Degree Programs*

1. Master's Degree Program in Political Economy (Concentration Code: 020101)

(1) Program Objectives

This program aims to enable students to become multi-dimensional and academically and professionally competent individuals who adhere to Marxism-Leninism, Mao Zedong Thought, and Deng Xiaoping Theory, and uphold the CPC's fundamental policies. It also works to help students achieve all-round development- morally, intellectually and physically, and develop the ability to conduct research on the political economy.

Specific Requirements:

The students studying in this program should:

-adhere to CPC's basic line, have good work ethics and be committed to their careers; be competent teachers and researchers of the political economy, and competent members of the business world; and be committed to making a contribution to China's economic reforms and development as a socialist market economy;

-have a good command of economic theory and management theory as well as having strong professional skills; have a deep understanding of the modern market economy, the modern corporate system, and the theory and practice of neo-institutional economics; be familiar with the actual conditions of China; demonstrate strong abilities to analyze, study and resolve the specific economic problems;; be proficient in one foreign language (the ability to read and translate foreign language academic books and papers on political economy and economics) and

-be in good health.

(2) Research Subfields

-The modern market economy

-The modern corporate system and corporate governance

-Neo-institutional economics

(3) Duration of Study

-The normal duration of study for this master's degree program is three years.

- The master's candidate who completes his/her course of study ahead of schedule and achieves outstanding academic results may apply for graduation one year ahead of the normal duration of study.
- The master's candidate who completes his/her required academic credits but does not complete his/her master's thesis/graduation thesis may leave the school one year earlier than the normal duration of study provided that his/her advisor consents, and provided that the Business School approves the application. The deadline for defense of the master's thesis application for master's degree may be extended up to four years.
- The master's candidate who does not complete his/her coursework and his/her master's thesis within the required time limits will not be granted the master's degree.

2. Master's Degree Program in Economic History (Concentration Code: 020103)

(1) Program Objectives

This program aims to enable students to become multi-dimensional and academically and professionally competent individuals who adhere to Marxism-Leninism, Mao Zedong Thought, and Deng Xiaoping Theory, and uphold the CPC's fundamental policies. It also works to help students achieve all-round development- morally, intellectually and physically, and develop the ability to conduct research on economic history.

Specific Requirements:

The students studying in this program should:

--adhere to CPC's basic line, have good work ethics and be committed to their careers; be competent teachers and researchers of the political economy, and competent members of the business world; and be committed to making a contribution to China's economic reforms and development as a socialist market economy;

-have a good command of economic theory and the theory of economic history, demonstrate the abilities to conduct the research on economic history by employing the theoretical and analytical tools of modern economics, be familiar with the actual conditions of China and developmental trends in the world economy; demonstrate certain abilities to analyze, study and solve specific economic problems; and be proficient in one foreign language (the ability to read and translate foreign language academic books and papers on economic history and economics), and be well prepared for careers in teaching and researching in institutions of higher education or research institutes as well as working as researchers or officials in Party and government organs and other institutions; and

- be in good health.

(2) Research Subfields

- The economic history of China
- The economic history of foreign countries
- Changes in economic institutions
- Comparative economic history

(3)Duration of Study

- The normal duration of study for this master's degree program is three years, with the option of taking between two to four years.
- During the first two academic years, the students complete coursework at the Business School and conducting some field research to prepare their dissertations under the guidance of their advisors. During the first four months of the third academic year, the students go field trips to government organizations in charge of economic affairs or large- and medium-sized enterprises to build up professional skills, and then conduct a social survey to collect data for their master thesis during the next two months. Finally the students spend six months writing and defending their master's theses.

3. Master's Degree Program in World Economy (Concentration Code: 020105)

(1) Program Objectives

This program aims to enable students to become multi-dimensional and academically and professionally competent individuals who adhere to Marxism-Leninism, Mao Zedong Thought, and Deng Xiaoping Theory, and uphold the CPC's fundamental policies. It also works to help students achieve all-round development- morally, intellectually and physically, and develop the ability to conduct research on the world economy.

Specific Requirements:

The students studying in this program should:

- adhere to the CPC's basic line, have a good work ethic, be committed to their careers, and achieve all-round development- morally, intellectually and physically;
- have a good command of the theory of world economy and the theory of international trade and international finance; be familiar with research at the forefront of the discipline; be able to conduct academic research independently, demonstrate strong abilities to identify, analyze and solve specific economic issues, and be well prepared for careers such as engaging in teaching and researching in institutions of higher education as well as working as executives in foreign trading companies and companies engaged in international economic cooperation;
- be proficient in one foreign language and have some basic knowledge of a second foreign language; and
- be in good health.

(2) Research Subfields:

- International economy*
- International finance---*
- International trade and investment*

(3) Duration of Study

- The normal duration of study for this master's degree program is three years.*
- The master's candidate who completes his/her course of study ahead of schedule and achieves outstanding academic results may apply for graduation one year ahead of the normal duration of study.*
- The master's candidate who completes his/her required academic credits but does not complete his/her master's thesis/graduation thesis may leave the school one year earlier than the normal duration of study provided that his/her advisor consents, and provided that the Business School approves the application. The deadline for defense of the master's thesis application for master's degree may be extended up to four years.*
- The master's candidate who does not complete his/her coursework and his/her master's thesis within the required time limits will not be granted the master's degree.*

4. Master's Degree Program in Industrial Economics (Concentration Code: 020205)

(1) Program Objectives

This program aims to enable students to become multi-dimensional and academically and professionally competent individuals who adhere to Marxism-Leninism, Mao Zedong Thought, and Deng Xiaoping Theory, and uphold the CPC's fundamental policies. It also works to help students achieve all-round development- morally, intellectually and physically, and develop the ability to conduct research on industrial economics.

Specific Requirements:

The students studying in this program should:

-adhere to the CPC's basic line, have a good work ethic, be committed to their careers, , be able to teach and conduct research on industrial economics and serve as executives in business world, and be committed to making a contribution to China's economic reforms and the construction of its socialist market economy;

- have a good command of economic theory and the theory of industrial economics as well as outstanding research skills; have a good understanding of modern market economy and the directions of change and development in industrial economics and industrial policy; be familiar with the actual conditions of China; demonstrate the ability to analyze, study and solve specific economic problems by employing economic theory; and have proficiency in one foreign language (the ability to read and translate foreign language academic books and papers on industrial

economics); and

- *be in good health.*

(2) Research Subfields

- *Agricultural economic systems and policies*

- *Economics of circulation*

- *Theory and methods of industrial economics*

- *Industrial policy research*

(3) Duration of Study

- *The normal duration of study for this master's degree program is three years.*

-- *The master's candidate who completes his/her course of study ahead of schedule and achieves outstanding academic results may apply for graduation one year ahead of the normal duration of study.*

- *The master's candidate who completes his/her required academic credits but does not complete his/her master's thesis/graduation thesis may leave the school one year earlier than the normal duration of study provided that his/her advisor consents, and provided that the Business School approves the application.*

The deadline for defense of the master's thesis application for master's degree may be extended up to four years.

- *The master's candidate who does not complete his/her coursework and his/her master's thesis within the required time limits will not be granted the master's degree.*

5. Master's Degree Program in Accounting (Concentration Code: 120201)

(1) Program Objectives

This program aims to enable students to become multi-dimensional and competent professionals who uphold the CPC's policies, have good professional ethics, and have a good command of Chinese accounting standards and international accounting standards and practice. Additional objectives include: support students to become qualified in working as certified public accountants in China and internationally, make students proficient in English and computer applications, and develop the comprehensive professional skills and qualities of accounting professionals. Upon completing the Master's degree Program in Accounting, the students should be well prepared for careers as accountants, auditors, corporate finance officers, and management consultants in multinational companies. Other targeted employers include: foreign-funded companies, Chinese or foreign accounting firms, government agencies and other enterprises and institutions.

Specific Requirements:

The students studying in this program should:

- *have a good understanding of the fundamental principles and methods of accounting, have a*

good command of the Chinese accounting standards and systems, and be familiar with international accounting standards and practices;

-have proficiency in English and be capable of listening, speaking, reading, writing and translating English, and to use English as a working language;

-have a good understanding of the fundamental theory of management science, finance, international economics, law, statistics and computer science and employ the analytical tools of these disciplines to analyze and solve specific economic issues, be able to use computers to collect and process accounting data and to conduct accounting operations;

-demonstrate strong learning abilities and abilities to identify, analyze and solve problems, have strong abilities to introduce innovations, manage business and organizational affairs, and conduct communications and coordination;

-have a good grasp of sound methods of academic research, build up the abilities to conduct accounting research, and be familiar with research at the forefront of the accounting field; and

-comply with laws and regulations voluntarily, have good professional ethics and moral commitments.

(2) Research Subfields

-Theory and methodology of enterprise accounting

-Modern corporate finance

-Tax accounting and tax planning

(3)Duration of Study

-The normal duration of study for this master's degree program is three years.

-- The master's candidate who completes his/her course of study ahead of schedule and achieves outstanding academic results may apply for graduation one year ahead of the normal duration of study.

- The master's candidate who completes his/her required academic credits but does not complete his/her master's thesis/graduation thesis may leave the school one year earlier than the normal duration of study provided that his/her advisor consents, and provided that the Business School approves the application.

The deadline for defense of the master's thesis application for master's degree may be extended up to four years.

- The master's candidate who does not complete his/her coursework and his/her master's thesis within the required time limits will not be granted the master's degree.

6. Master's Degree Program in Business Administration (Concentration Code: 120202)

Program Objectives

This program aims to enable students to become the multi-dimensional and professionally competent individuals who uphold the CPC's policies and have strong professional ethics, meet the needs of market economy, have the skills and qualities necessary to administer modern business organizations and have a good command of the theory and methods of modern business administration. Upon completing the Master's degree Program in Accounting, the students should

be well prepared for such careers as executives in business organizations and other institutions and working as professionals in the areas of management consulting, academic research and professional education and training.

Specific Requirements:

The students studying under this program should:

-adhere to the CPC's basic line, have good work ethics and be committed to their careers, and achieve all-round development- morally, intellectually and physically;

-have a good command of economic theory and the theory of business administration, have a good grasp of the methods and skills of business administration, demonstrate the abilities to identify, analyze and solve specific questions, and build up expertise and skills necessary to engage in business administration;

- have proficiency in one foreign language and have some basic knowledge of a second foreign language; and

-be in good health, and cultivate a spirit of cooperation, competition, innovation and excellence.

(2) Research Subfields

-Strategic management

-Marketing theory and strategies

-Management of commercial operations

-Corporate governance structure and enterprise restructuring

(3)Duration of Study

-The normal duration of study for this master's degree program is three years.

-- The master's candidate who completes his/her course of study ahead of schedule and achieves outstanding academic results may apply for graduation one year ahead of the normal duration of study.

- The master's candidate who completes his/her required academic credits but does not complete his/her master's thesis/graduation thesis may leave the school one year earlier than the normal duration of study provided that his/her advisor consents, and provided that the Business School approves the application. The deadline for defense of the master's thesis application for master's degree may be extended up to four years.

- The master's candidate who does not complete his/her coursework and his/her master's thesis within the required time limits will not be granted the master's degree.

VIII. Student Education and Training

(I) Innovations in Student Education and Training

1. Building a platform for training students proficient in both law and business

The Business School obtained approval from the Ministry of Education for launching a pilot educational program incorporating innovative modes of student training in 2007.

According to the 2007 Notice Approving the Pilot Programs Incorporating Innovative Modes of Student Training by the Ministry of Education and the Ministry of Finance (Document of Ministry of Education [2007] No. 29), the pilot program aims to training student to be proficient in both law and business. The program is to be led by Professor Sun Xuanzhong at the Business School. This is another success of CUPL after being approved to become one of the few universities that carry out the National Undergraduate Innovative Test Program.

This pilot program aims to explore innovative ways of training students to make them proficient in both law and business. By fully exploiting the educational resources of CUPL, the program will focus on both theory as well as practice. To this end, the Business School has made significant innovations in student training including the introduction of the principles of “the interaction of the business studies and legal studies” and “the unity of theory and practice” and employing the comprehensive methods of education that integrate teaching, learning, practicing, understanding, thinking, and cultivating.

During the implementation of the pilot program, we will continue to innovate by introducing and implementing new modes of student training, new teaching concepts, and new mechanisms of student administration in order to create a favorable environment for the growth of students and improve the quality of education. During the program, we will also develop new innovative modes of student training not found in other institutions of higher learning in China, to train a large number of multi-dimensional and professionally competent people. Multi-dimensional professionals of this nature are needed urgently in China, and in addition to greatly increasing prospects on the job market, the graduates of the program aim to make great contributions to China’s development strategy through breakthroughs in science and education. This program will help China become an innovation-focused country.

2. A New Model of Ideological and Moral Education for Students

“Flying Geese Pattern” Program for Ideological and Moral Education for Students

Since the second half of 2004, the “Flying Geese Pattern” Program that integrates individualized training with team based study activities has been implemented at the Business School. The “Flying Geese Pattern” Program refers to the creation of a number of teams known

as “Flying Geese” which consist of outstanding senior students paired with junior students. In these teams, the senior students, like the head geese in a V formation, act as the mentors of the junior students, imparting academic skills to them and sharing academic experience with them. At the same time, all team members are encouraged to help, support and motivate each other.

More importantly, the “Flying Geese Pattern” Program creates a new model of ideological and moral education for students. The program has two major themes, namely cultivating students’ innovative spirit and practical abilities and improving students’ ideological and ethical standards. So in the Flying Geese Team, the senior students (the leaders of the flying geese) not only impart academic skills upon the junior students, but also guide them to study the CPC’s theories and policies in order to improve their ideological and ethical standards. In this sense, every Flying Geese Team plays an important role as the traditional Party group, providing a new vehicle to undertake Party building and ideological and political work by the Business School.

3. Extracurricular Activities

Regularly Held Extracurricular Activities Help Improve Students' Overall Qualities

In order to urge the students to actively participate in extracurricular activities, the Business School decided to organize extracurricular activities in a normalized way and on a regular basis beginning in the second half of 2005. All undergraduate students are required to participate in extracurricular activities at a target level. All first-year and second-year students should participate in at least 4 extracurricular activities every semester, which will give them 8 academic credit. The extracurricular activities include: (1) Activities related to ideological and moral education, which aim to build a harmonious political environment and improve students’ ideological and ethical standards. These activities consist primarily of meeting at which exemplary deeds are reported and the forums at which current affairs for students are discussed, (2) Activities related to building academic abilities. These aim to create a favorable academic atmosphere and improve students’ academic abilities and skills, primarily by organizing large academic forums and academic lectures for students; (3) Activities related to the improvement of overall qualities. These aim to ensure that the students are physically and mentally healthy and that their development is conducted in an all-round way. Activities consist of recreational and sports activities and lectures on mental health for students; and (4) Activities related to social practice. These aim to encourage students to be involved in social and community activities, primarily by organizing various community service activities and thematic activities.

Since 2005, extracurricular activities have been well organized and carried out at the Business School, which helps to greatly improve the students’ overall qualities.

4. National Undergraduate Innovation Program

5. Internship Sites for the Business School’s Students


In order to help students to better adept themselves to the needs of society and build up the abilities and skills they will need in their future careers, the Business School has made great efforts to provide students with various opportunities to participate in community activities and internships.

Several internship sites for the Business School's students have been established. These internship sites are in various organizations and institutions that constitute ideal places for the students to gain hands on experience, to widen their horizons, and to gain a better understanding of the real business world. At present, there are 8 internship sites in the organizations and institutions in various industries, including the service industry, the logistics industry and the manufacturing industry. These include BGP CNPC, the world's second largest company within its industry; Suning Appliance Co., Ltd., the fifth largest chain retailer in China; Isome (<http://www.isome.cn>), an internet company founded by university students; and Shuang Huan Automobile Co., Ltd., a fast-growing automobile manufacturer.

Working at these internship sites greatly helps the students improve their practical abilities to deal with real business and professional issues and gain a better understanding of the operations of business organizations.

List of Internship Sites for the Business School's Students

<i>Name and Website of the Organization</i>	<i>Logo</i>
<i>BGP CNPC</i> http://www.cnpc.com.cn/bgp/	
<i>The Development and Reform Commission of Changping District of Beijing</i> www.fgw.bjchp.gov.cn	

<p><i>China Design & Research Institute for the Building Materials Industry</i></p> <p><i>http://www.cbm.com.cn/</i></p>	
<p><i>Suning Appliance Co., Ltd.</i></p> <p><i>http://www.cnsuning.com/</i></p>	
<p><i>Shijiazhuang Shuang Huan Automobile Co., Ltd.</i></p> <p><i>http://www.hbshauto.com/index.html</i></p>	
<p><i>Laobaigan Wine Group Co., Ltd.</i></p> <p><i>http://www.laobaigan-hs.com/</i></p>	
<p><i>Isome</i></p> <p><i>http://www.isome.cn/</i></p>	
<p><i>Yangguang Commercial Mansion in Changping District</i></p>	

(II) Student Administration

(III) Achievements in Student Training

- 1. Ten Academic Stars*
- 2. Outstanding Classes (Excellence in Innovation Classes)*
- 3. Outstanding Student Cadres*
- 3. Triple-A Students*
- 4. Scholarship Winners*

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X. Academic Cooperation and Exchange

Overview of IUCTT in Malaysia

International University College of Technology Twintech (IUCTT) is a private institution of higher learning licensed by the Ministry of Education of Malaysia. As an ISO 9001:2000 certified university, IUCTT provides degrees at the bachelor's, master's and doctoral levels. IUCTT is one of the first foreign universities recognized by the Ministry of Education of China (please visit www.jsj.edu.cn for confirmation). Since 1999, IUCTT has offered joint programs with world famous universities such as the University of Wales and Liverpool John Morris University.

The four campuses of IUCTT are located in Kuala Lumpur, the capital of Malaysia. IUCTT currently has ten colleges: the College of Computer Science & Information Science, the College of Business & Finance, the College of Music, the College of Law, the College of Health and Medical Sciences, the College of Education, the College of Biotechnology, the College of Multimedia and Creative Technology, the College of Architecture & Environmental Construction, and the College of Engineering & Industry Technology. At present, there are more than five thousand students are studying at IUCTT.

IUCTT's website in English: www.iuctt.edu.my IUCTT's website in Chinese: www.iuctt.cn

Overview of Kobe University in Japan

Kobe University is a leading national university located in Kobe, Japan. With academic origins that can be traced back to the establishment of Kobe Higher Commercial School in 1902, Kobe University is one of the oldest and largest national universities in Japan. Kobe University is particularly renowned for its outstanding teaching and research in the disciplines of business and economics. Kobe University has maintained a close, long-standing relationship with many large-sized enterprises in Japan. Many high-level officials and executives in the Japanese political and business communities graduated from Kobe University.

In 2005, CUPL Business School signed an Agreement on Academic Exchange with the Institute of Business Operations of Kobe University. In May 2006, the CUPL Business School and the Institute of Business Operations of Japanese Kobe University jointly sponsored and organized the International Academic Symposium on the Reform of Industry Marketing Channels for Chinese Household Electric Appliances; and the proceedings of the symposium have been published and distributed in Japan. In October 2007, the International Symposium on the Reform of the Industry Marketing Channels for Chinese Pharmaceutical and Medical Equipment was jointly sponsored and organized by the two institutions and was held in Beijing.

Overview of Northwestern Polytechnic University in USA

The Northwestern Polytechnic University (NPU) is located in Fremont, California, within the Silicon Valley, one of the most dynamic and well-known high-technology hubs in the world. NPU is a university accredited and recognized by U.S. Department of Education and the California Department of Education. NPU is a member of the Accrediting Council of Independent Colleges and Schools (ACICS). In China, NPU was one of the first foreign universities to be recognized by the Ministry of Education of China (please visit www.jsj.edu.cn for confirmation).

NPU is renowned for its Objective & Career Goal Oriented Academic Programs in high-technology and the sciences. For detailed information about NPU, please visit its website www.npu.edu.

Overview of National Taipei College of Business

Originally founded in 1917, National Taipei College of Business is a public college in Taiwan. Over a period of 90 years, the College has graduated more than one hundred thousand students, most of whom went on to work in the business community. The superb performance of its graduates in the business world has won for it an outstanding reputation. The College, which started offering programs in business administration in 1969, has a strong track record in career-oriented business programs. The College is renowned for its unique strengths in training excellent students and providing them with the knowledge and skills necessary to meet the demands of the business community.