**重庆大学国际学生工商管理（MBA）硕士项目简介**

**Master of Business Administration (MBA) Program of Chongqing University**

**一、项目简况Program Overview**

重庆大学工商管理硕士（国际工商管理硕士方向）（下文简称“MBA”）项目为专门针对国际学生开设的全英文授课项目，旨在培养富有创新思维、国际视野、既熟知跨国经营模式又了解中国商业环境、跨文化沟通能力强的国际化高级经营管理人才。培养学生能胜任涉外企事业单位、政府部门和社会组织的工商管理工作、服务“一带一路”倡议和中新战略性互联互通、成渝双城经济圈等国家战略性规划项目。

The Master of Business Administration Program of Chongqing University (hereinafter referred to as the “MBA program”) is an English-taught program designed for international students. It aims to prepare students for executive management positions by developing their innovative thinking, international perspectives, knowledge of multinational business models, understanding of Chinese business environment and mastery of cross-cultural communication skills. Graduates will be able to work as business executives/managers in foreign-related enterprises, public institutions, government agencies and NGOs, and contribute to national initiatives and strategies such as the Belt and Road Initiative, the China-Singapore (Chongqing) Connectivity Initiative, and the Chengdu-Chongqing Economic Circle.

1. **项目建设历史History**

本项目自2010年开始招生，2013-2020年期间曾更名为“国际商务硕士”。自招生以来，本项目一直采用全英文授课模式，目前已招收国际学生324人（含校际交换生），已毕业国际学生167人。

The MBA program was launched in 2010. It was named “Master of International Business” from 2013 to 2020. Since its inception, it has been an English-taught program. To date, the program has enrolled 324 international students (including exchange students), 167 of whom have graduated.

项目已树立良好的办学声誉，生源主要来自法国、意大利、比利时等。其中，2020-2022年来自欧美国家的学生申请约占总申请人数的15%，录取人数约占总录取人数的38%；来自一带一路国家的学生申请约占总申请人数的40%，录取人数约占总录取人数的28%。

The MBA program has an excellent reputation, with students mainly coming from France, Italy, Belgium, etc. From 2020 to 2022, 15% of the applicants and 38% of the students admitted were from Europe and the U.S.A, and 40% of the applicants and 28% of the students admitted were from countries of the Belt and Road Initiative.

1. **项目教学质量及保障Teaching quality and assurance**

本项目实施单位（重庆大学经济与工商管理学院）已通过AACSB、EQUIS、AMBA等国际权威商学教育认证，从师资和软硬件设施等方面为办学提供了强大的质量保障。

The MBA program is offered by the School of Economics and Business Administration (SEBA) of Chongqing University, which has been accredited by AACSB, AMBA, and EQUIS. SEBA’s faculty, facilities and resources are effective quality assurance for the Program.

项目校内师资由69名科学素养水平高、实践能力强、具备跨文化沟通与交流能力的专任教师组建，同时，聘用22名世界学术排名前200名或所在学科世界学术排名前100名的海外教师，通过教学、实践和学位论文等多种形式，将工商管理理论与实践经验转化为教学资源，引导学生理论联系实际，拓展专业实践能力。

The faculty of the MBA program consists of 69 full-time SEBA faculty members with outstanding research capabilities, extensive practical experience, and strong cross-cultural communication skills and 22 professors from foreign universities ranked among the world’s top 200 academically or among the top 100 in terms of discipline. The program combines teaching, practice and dissertation, using teaching resources developed on the basis of management theory and practical experience to train students to link theory to practice and to improve their professional and practical skills.

项目聘用了来自5名工作于世界500强和中国500强企业的高级管理人员以及川渝地区政府官员组成的校外导师团队，组建了由校内外学术专家和实践精英组成的指导委员会共同制定培养方案，逐步构建“校内教授+校外专家”的双导师机制，帮助学生多渠道学习和参与管理实践。组建了国际工商管理硕士实验室，由学术导师兼顾专业实践指导，组织学生参加校内实践，参与导师承担的校企联合项目。实践经验丰富的行业专家通过专业课程、专题讲座、行业动态报告等多种形式参与人才培养工作。项目组织学生调研企业和专业实践基地、开设移动课堂、参与留学生创新创业大赛及文化传播活动、以及参与寒暑假自行或由培养单位协助联系的企业商务活动调研等。

The external mentor team consists of 5 members, including executive officers from Fortune Global 500 companies and top 500 Chinese companies and government officials from Chongqing and Chengdu. The program curriculum has been jointly developed by internal and external experts and professional elites. The dual mentorship model helps students to study management on campus and to participate in real management practices. The MBA program has a laboratory where academic mentors organize students to take part in on-campus practices and university-industry joint projects they are engaged in. Experienced industry experts also play a role in training students by teaching professional courses and giving lectures on special topics and presentations on industry developments. The Program offers students opportunities to visit businesses and professional practice bases, attend off-campus classes, and take part in innovation and entrepreneurship competitions and cultural communication events for international students. They can also participate in corporate business events during winter and summer breaks through their own networks or with the support of SEBA.

1. **学生培养成果及校友工作Outcomes and alumni**

本项目培养的国际学生结合课程学习内容，对毕业论文研究的课题提出自己的新见解，其研究成果为法国、意大利等国的代表性行业企业（如奢侈品、食品、饮料等）以及俄罗斯、泰国、越南等国家的中小企业在中国开展业务提出了切实的管理建议，也为中国和外国企业取得可持续发展提供了指导。凭借出色的学位论文成果和丰富的跨文化商务沟通知识和技巧，大多数学生毕业回国后获得了在政府部门、驻华使馆和智库、海内外工商业行业协会、跨国企业等组织和单位的工作机会，从事与国际商贸相关的商务实践或管理活动，少数学生选择了继续攻读博士学位。

In their dissertations, the MBA graduates present new insights on the basis of what they have learned in the program and provide managerial recommendations on doing business in China for representative industries (such as luxuries, food, beverage, etc.) in France and Italy and SMEs from Russia, Thailand, Vietnam, etc., as well as sustainable development guidance for firms from China and other countries. As a result of their outstanding dissertation research and knowledge and skills in cross-cultural communication, most graduates are employed by government agencies, embassies in China, think tanks, domestic and foreign business/industry associations and multinational corporations as international business and trade specialists or managers, while some choose to pursue a doctorate degree.

在渝学习期间，国际学生充分利用各种机会充分了解中国文化和商务知识。比如，作为志愿者参加重庆市承办的智博会、中国西部国际投资贸易洽谈会、“一带一路”高峰论坛、重庆国际文化旅游产业博览会等重大国际活动，在国际商务实践中进行现场学习。又如，融入中国生活，调研重庆小面馆、火锅店，参加如国务院新闻办举办的“讲好中国故事”创意传播大赛、中国大学生体育协会组织的体育艺术运动等，取得佳绩，展现了良好的精神风貌。国际学生也和中国学生一起组建团队，参加重庆市和重庆大学举办的各类创新创业大赛，撰写商业计划书并模拟商业活动，以赛带练。此外，学生还主动充当国际交流互动的桥梁，帮助本项目与海外部分高校，如法国南特大学，比利时安特卫普管理学院等建立起更广泛的师生交流活动。

While studying in Chongqing, students have opportunities to fully understand Chinese culture and business knowledge. For example, some students volunteered at a number of important international events, including Smart China Expo, Western China International Fair for Investment and Trade, “Belt and Road” Summit Forum, Chongqing International Culture and Tourism Industry Expo, etc. Some immersed themselves in the local environment, conducted research on Chongqing’s noodle and hotpot restaurants, and took part in the “Tell the Chinese Story & Spread the Chinese Voice” competition sponsored by the State Council Information Office and sports events organized by the Federation of University Sports of China. They teamed up with Chinese students to participate in innovation and entrepreneurship contests sponsored by the local government and Chongqing University, where they prepared business plans and engaged in business simulations together. Some volunteered to help establish ties between the MBA program and foreign universities. Thanks to their contributions, more extensive faculty and student exchanges have been established with the University of Nantes and Antwerp Management School.

本项目毕业校友分布在世界各地，我校非常注重与他们维持长久的联系，逐步建立了国际学生校友数据库和互动网络平台，就发展情况不同、地区不同的国际学生校友进行了分类，实施分类管理。一方面建立了校友毕业生微信群，保持与使用微信的学生的互动与交流，另一方面定期利用邮件、手机等方式与校友保持交流，借此每年更新校友联系方式，并通过微信群和邮件等方式及时分享学校、学院及项目相关的重大活动，在重大节日中对校友致以关心和祝福。我校也联合培养单位教师，为毕业国际学生校友提供就业指导、人生规划、跨文化交流等培训，并提供一定程度的优惠条件（如奖学金等）鼓励学生继续留校深造。针对在华校友会，培养单位不定期举办校友返校聚会活动，邀请其参与学校重大活动；对离华的校友，也会不定期向其发送参加创新创业讲座信息，邀请其参与，在增进感情的同时，也帮助学生了解企业界和学术界的最新动态。

Alumni of the MBA program work and live all over the world. We value the long-term communication with them. We have established an international alumni database and an interactive networking platform, with which we manage alumni differently according to their respective situations and regions. On the one hand, we have established a WeChat group to interact and communicate with those who use it. On the other hand, we keep in touch with our alumni regularly through emails and cell phones in order to update their contact information every year. We also keep them informed of major events of Chongqing University, SEBA and MBA program, and send them greetings and wishes for holidays/celebrations. SEBA faculty members provide training to international alumni in career guidance, life planning, and cross-cultural communication. In addition, favorable conditions (e.g. scholarships) are offered to encourage students to pursue doctoral studies at Chongqing University. For the alumni associations in China, SEBA will invite them to attend homecoming parties from time to time and participate in major events organized by the University. For alumni who have left China, we keep them posted on and invite them to join innovation and entrepreneurship lectures to keep them abreast of the latest business and academic developments, as well as to strengthen ties with them.

1. **项目特色与优势Features and advantages**
2. 得天独厚的地理优势及优厚的政策支持。重庆是西部陆海新通道的起点，处于“一带一路”和长江经济带交汇处，是内陆开放战略高地，具有连接西南西北，沟通东亚与东南亚、南亚的独特优势。2021年10月，国务院印发了《成渝双城经济圈发展规划》，进一步推动成渝地区双城经济圈建设，以推动形成优势互补、高质量发展的区域经济布局，拓展市场空间、优化和稳定产业链供应链，构建以国内大循环为主体、国内国际双循环相互促进的新发展格局。2021年在国家《“十四五”推进西部陆海新通道高质量建设实施方案》中，重庆被赋予西部陆海新通道的物流和运营组织中心的重任，西部陆海新通道北接丝绸之路经济带，南连21世纪海上丝绸之路，协同衔接长江经济带，在区域协调发展格局中具有重要战略地位。凭借地理优势、国家宏观政策支持带来的机遇和卓越的教学质量，本项目近年来吸引了大量来自“一带一路”国家和欧洲国家的留学申请。

(1) Location and policy support. As the starting point of the New International Land-Sea Trade Corridor (ILSTC), Chongqing is located at the junction of the Belt and Road and the Yangtze River Economic Belt. It is a strategic highland for inland opening-up and boast a unique geographical advantage in accessing the southwest and northwest regions, which helps better connect with East, Southeast and South Asia.In 2021, the State Council issued a master plan to further promote the development of the Chengdu-Chongqing Economic Circle, aiming to promote a regional economic layout with complementary advantages and high-quality growth, expand markets, optimize and stabilize supply and industrial chains, and build a new development pattern where domestic and foreign markets can boost each other, with the domestic market as the mainstay. The *14th Five-Year Plan to Promote High-Quality Construction of New International Land-Sea Trade Corridor* released in 2021 clearly states that Chongqing will become the logistics and operation organization center for the ILSTC, which is connected to the Silk Road Economic Belt in the north, the 21st Century Maritime Silk Road in the south and the Yangtze River Economic Belt in the south, and therefore plays an important strategic role in promoting coordinated regional development. Thanks to to the opportunities presented by such locational advantages and policy support, as well as the excellent quality of teaching, the Program has attracted a large number of applicants from Belt and Road countries and European countries in recent years.

（2）成熟的“1+1”两年制办学经验。本项目自设立以来一直采取“1+1”的教学模式，要求学生第一年完成课程学习和部分实践工作（包括企业考察和创新实践），第二年完成剩余创新实践工作并撰写毕业论文。自2020年起，为应对新冠疫情带来的挑战，项目所有教学环节，包括课程学习、企业参观、创新实践、论文写作，均采用在线实施模式，为学生提供了便利，效果良好。

(2) Well-established “1+1” two-year delivery model. The MBA program has been using a “1+1” model, which requires students to complete all courses and some practice assignments (including field trips to firms and innovation practices) in the first year and the remaining innovation practice assignments and dissertation in the second year. Since 2020, all teaching and learning activities, including instruction, company visits, innovation practices and dissertation, have been delivered online due to COVID-19, which is convenient and effective for students.

（3）成熟的远程论文撰写指导和答辩经验。依托“1+1”模式，本项目与法国南特大学建立了多年的双学位项目合作经验。法方学生第一年在重庆大学完成规定学分（包括课程学习和企业考察、创新实践）后，返回法国完成相应的学习安排，第二年完成所有法方规定课程，同时联系我校指导教师开始撰写毕业论文，以获得我校颁发的毕业证和学位证。法国学生的论文全程在法国撰写完成，我院教师进行远程、网上指导；撰写完成后，我院指派教师前往法国参加学生毕业论文答辩或进行线上答辩。

(3) Experiences in remote dissertation supervision and oral defense. Based on the “1+1” model, the MBA program and University of Nantes have jointly offered a dual-degree program. In the first year, students from France will complete the required credits (including courses, company visits and innovation practices) at Chongqing University; in the second year, they will complete all the courses required by the University of Nantes in France and begin to work on their dissertation required for diploma and degree conferral. They will complete the dissertation in France under remote or online supervision of their SEBA supervisor. Once the dissertation is completed, faculty members will be assigned to attend the oral defense in France or online.

（4）成功的海外项目办学经验。2012年和2013年，本项目与越南商业大学联合举办海外MBA项目班，共招收了两届越南籍学生共计101人，其中包括越南政府公职人员、大型企业高级管理人员等。课程教学由越南商业大学和重庆大学共同完成，我校先后指派11位教师前往越南对两届学生进行授课，指派15位教师赴越参加两届学生的毕业答辩。

(4) Experience in offering overseas programs. In 2012 and 2013, the MBA program partnered with Thuong Mai University to enroll two cohorts of Vietnamese students (101 in total), including government officials and executives from large corporations. The program was jointly delivered by Thuong Mai University and Chongqing University, with 11 SEBA faculty members teaching relevant courses in Vietnam and 15 participating in the oral defense.

（5）成熟的国际精英学员项目合作经验。项目实施单位——经管学院曾连续多年与国外多所高校联合开展“全球商务革新-EMBA联盟国际周”项目，互派国际EMBA/MBA学生进行为期一周的交流学习。接收院校提供课堂讲座、企业参观、文化考察等内容。

(5) Experiences in organizing exchange programs for elite students. The SEBA used to successively work with a number of foreign universities on the “International Week of EMBA Alliance: Global Business Reform” during which international EMBA/MBA students participated in one-week exchange programs, with the accommodating schools/colleges leading the students to attend lectures, company visits and cultural trips. SEBA had cooperated with some foreign universities to organize EMBA Consortium International Week: Global Business Reform during which international EMBA/MBA students participated in a week-long exchange program featuring lectures, company visits and cultural tours organized the host schools/colleges.

（6）成熟的网上教学经验。2020年到2022年底，受新冠疫情影响，项目所有教学环节均在网上完成。期间有40名学生完成网上答辩、顺利毕业。

(6) Experiences in online instruction. From 2022 to 2022, all the instructional activities were conducted online due to COVID-19. During this period, 40 students **completed online oral defense.**

**二、项目学制及学习年限Program Duration**

学制： 2年

Length: 2 years

**三、课程及培养环节设置Curriculum and Program Design**

**1、设置原则 General Principle**

本项目依托所在学院在AACSB、EQUIS、AMBA等全球商科教育认证中形成的成熟课程体系，通过专业学位指导委员会对课程体系进行持续改进。全英文授课的工商管理专业学位研究生的课程学习实行学分制，课程总学分不少于45个学分，其中公共必修课不少于 6 学分，专业必修课不少于 25 学分。听取学术、技术和思想教育报告6次1学分，专业实践6-12个月6学分，创新创业活动1学分，开题报告1学分。英语授课类硕士研究生毕业时的中文能力应当至少达到《国际汉语能力标准》三级水平。

In the process of AACSB, EQUIS and AMBA accreditation, SEBA has established a mature system of curricula based on which the curriculum of the MBA program will be improved on an ongoing basis through the Professional Degree Guidance Committee.

The credit system is implemented for the study of the English- taught Professional Master Program of Business Administration. The total credit required is no less than.45.credits, among which the Common Compulsory Courses entail at least .6.credits and Professional Compulsory Courses entail.25.credits. In addition, the 6 reports of attended academic, technical and ideological education lectures amount to 1 credit; 6-12 month-length professional practices add up to 6 credits; innovation and entrepreneurship activities are given 1 credit and thesis proposal is given 1 credit respectively. Students who are enrolled in English-taught Master programs are required to submit proof of reaching HSK Level III or higher.

**2、课程及培养环节设置 Courses and Requirements**

| 课程类别  Course Type | 课程  编码  Code | 课程名称（中文/英文）  Course Name (Chinese/English) | 学时  Periods | 学分  Credits | 开课  学期  Semester |
| --- | --- | --- | --- | --- | --- |
| 公共必修课程  Common Compulsory Courses | G95004 | 基础汉语  Basic Chinese | 64 | 4 | 1 |
| G97004 | 中国概况（英文授课）  Introduction to China（English） | 32 | 2 | 2 |
| 专业必修课程  Professional  Compulsory  Courses | G98059 | 学术规范与研究生论文写作指导（英文授课）  Academic Conventions and Writing for Postgraduates（English） | 16 | 1 | 2 |
| ZS02061 | 会计报表与估值  Financial Statements and Valuation | 48 | 3 | 1/2 |
| ZS02032 | 人力资源管理  Human Resources Management | 48 | 3 | 1/2 |
| ZS02062 | 营销管理  Marketing | 48 | 3 | 1/2 |
| ZS02069 | 国际商务  International Business | 48 | 3 | 1/2 |
| ZS02052 | 管理经济学  Managerial Economics | 48 | 3 | 1/2 |
| ZS02059 | 国际金融管理  International Financial Management | 48 | 3 | 1/2 |
| ZS02063 | 运营管理  Operation Management | 48 | 3 | 1/2 |
| ZS02035 | 企业与社会  Enterprise and Society | 48 | 3 | 1/2 |
| 专业选修课程  Professional  Elective Courses | ZS02027 | 战略管理  Strategic Management | 48 | 3 | 1/2 |
| ZS02030 | 跨文化沟通与管理  Intercultural Communication and Management | 48 | 3 | 1/2 |
| ZS02034 | 亚洲经济与商务环境  Asian Economic and Business Environment | 48 | 3 | 1/2 |
| ZS02056 | 创新和企业家精神  Innovation and Entrepreneurship | 48 | 3 | 1/2 |
| ZS02058 | 私募股权和风险投资  Private Equity and Venture Capital | 48 | 3 | 1/2 |
| ZS02096 | 全球经济发展  Global Economic Development | 32 | 2 | 1/2 |
| ZS02057 | 公司治理  Corporate Governance | 32 | 2 | 1/2 |
| 待研究生院新增 | 当代中国经济发展  Economic Development in Contemporary China | 36 | 2 | 1/2 |
| ZS02100 | 中国金融业：改革与开放  Reform and Openness of Financial Industry in China | 32 | 2 | 1/2 |
| 公共选修课程  Common Elective Courses | ZG300001 | 初级汉语  Elementary Chinese | 64 | 4 | 2 |
| 其他必修环节  Other Requirements | 1 | 听取学术等报告  Reports of Attended Lectures |  | 1 |  |
| 2 | 专业实践  Professional Practices |  | 6 |  |
| 3 | 创新创业活动  Innovation and Entrepreneurship Activities |  | 1 |  |
| 4 | 中期考核  Mid-term Assessment |  |  |  |
| 5 | 开题报告  Thesis Proposal |  | 1 |  |

**四、学位论文工作Thesis**

**1、学位论文形式要求**

MBA学位论文须与工商管理实践紧密结合，体现学生运用工商管理及相关理论、知识和方法分析、解决工商管理实际问题的能力。学位论文形式可以是理论与政策研究、工商管理案例分析、国际市场调研报告、商业计划书、项目可行性报告等。

**1、Thesis format requirements**

MBA degree thesis must be closely related to business administration practices and reflect students’ ability to analyze and solve practical problems in business administration by using business administration and related theories, knowledge and methods. Thesis forms include theoretical and policy research, business administration case analysis, international market research report, business plan, project feasibility report, etc.

MBA学生在第二学年开始撰写学位论文。MBA学位论文标准按照《重庆大学博士、硕士学位论文撰写格式标准及要求》（2019年修订），论文主体部分字数一般不少于2万字。按照我校国际研究生管理的有关规定，使用英语接受教育的国际研究生，学位论文可使用英文撰写，但应有中文摘要。使用英语为论文写作语言，中文摘要应为1800-2000汉字。

Thesis writing starts in the second academic year. The MBA thesis standard is subject to Formatting Requirements of Chongqing University for Master's Thesis and Doctoral Dissertation (revised in 2019). In principle, the main body of the thesis shall be at least 20,000-word long. According to related CQU rules for international students, the students in English-taught program can write thesis in English, and about 1800-2000 word abstract in Chinese should be provided if it is written in English.

**2、论文评审与学位授予**

MBA学位论文复制比全篇不超过15%，学位论文需进行预答辩、评审、正式答辩等流程。论文答辩通过后，经经管学院学位评定分委员会和重庆大学学位评定委员会审查通过，可按规定的程序授予学员工商管理硕士专业学位。

**2、Thesis review & defense and Degree awarded**

For the MBA thesis, the percentage of similarity shall not exceed 15%. The thesis is subject to pre-defense, review and oral defense. After passing the oral defense, the students will be awarded the Master’s Degree in Business Administration in accordance with applicable procedures, but subject to approval of the Degree Evaluation Sub-committee of SEBA and the Degree Evaluation Committee of Chongqing University.