



**SHU MBA**  
上海大学MBA教育管理中心  
Whole-Person·GLOCAL

# START UP YOUR DREAM



**PRME**  
Principles for Responsible  
Management Education



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# Leading management education in Asia's economic and financial hub



## Shanghai University

**Established in 1922, Shanghai University** is the largest university in the City and has a clear international orientation accompanying its growth and development. It is one of the “100 Key Universities for the 21st Century” (the so-called Project 211 by China’s Government) and as such it has achieved the highest scientific, technical, and human resources standards to become a world-class higher education institution.

**Shanghai University** has more than 3,400 faculty members and hosts more than 40,000 students in undergraduate, graduate, and doctoral programs; 2,000 of them come from 119 different countries. It operates in three main campuses, Baoshan, Yanchang, and Jiading, all in the city of Shanghai.

The University is internationally recognized for its research quality and impact as well as for its strong links with the government and companies in the economic capital of China.

## MBA Centre

Located in the heart of Shanghai, **SHU MBA** combines internationally renowned education with forward-looking courses in line with the City’s latest developments in business, science, technology, and culture.

**SHU MBA** is one of the largest MBAs delivered in English in Mainland China and is leading in Global-Local and Whole-Person management education; as a result graduates have become part of multinational corporations and/or have started their own companies contributing thus to the growth of business and communities.

**Most of this success is based on a unique and innovative personal and professional training model based on:**

- compliance with global business ethics and professionalism
- proficiency in international business practices,
- change management capabilities, and
- collaboration among education, enterprises, and society.

## China-Shanghai

China is the main driver of growth for the world’s economy and a strategic objective of most multinational companies. China is also one of the largest foreign investors, Chinese companies are positioning themselves as strong international players bringing once-in-a-lifetime opportunities for global-local talents. In addition Shanghai, China’s largest city, is the economic and financial hub of Asia and one of the most important business centres in the world; it offers plenty of international business opportunities as well as a unique combination of local and international socio-cultural experiences.





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# WHY SHU MBA?

## High employability rate and salary increase.

- **90%+** working in graduate jobs three months after graduation.
- **25%** of graduates working in FT500 companies.
- **200%** salary increase after three years of graduation.

## International exposure and experiences.

- Faculty members from more than 20 different nationalities, coming from world renowned universities and business schools.
- **85%+** of faculty holding a PhD and **50%+** holding a professorship
- Usually **8+** nationalities represented in the class.
- Optional business trips to experience first-hand management practices in different places, like the USA, the UK, Spain, France, Ireland, Belgium, India, Turkey, etc.

## World-class faculty.

- The only MBA program in China featuring a powerful combination of renowned practitioners and academics from both China and overseas.

## Practical orientation and experimental learning.

- Core courses complemented by meetings with practitioners in the field to apply what is seen in the classroom.

## Being-Doing-Knowing.

- A program designed around these three key areas to provide a complete and comprehensive learning and practical experience to develop outstanding talents and leaders.

## The SHU MBA Mentor Scheme.

- Mentors from business tutor participants in SHU MBA on the development of responsible professional careers, creating a bridge between professional practice and MBA training.

## Endless networking opportunities.

- SHU MBA organizes events and activities for its alumni network of more than 2,500 graduates, to widen opportunities for networking that add to Shanghai's dynamic business environment.

## AMBA-accredited.



- Only 2% of MBAs Less than 300 programs in the world, less than 45 in Asia.

## Internationally recognized in well-known business education rankings 2022.

- QS EMBA Ranking within the top 200 in the world, 24 in Asia, 3 in mainland China,
- QS Global MBA Ranking within the top 200 in the world, 30 in Asia, 8 in mainland China
- Bloomberg Business Week 7 in Asia Pacific Area, 3 in mainland China.

	30 in Asia 8 in mainland China
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	7 in Asia Pacific Area 3 in mainland China
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# Developing Outstanding Whole-person and Global Local Talents People can Trust and Work with

**SHU MBA** is the first and only MBA program in China committed to the whole-person development based on a unique value proposition, the growth of the individual and of the professional. A winning and powerful combination aimed at developing GloCally-focused professionals and better individuals to excel in today's globalized and digitalized marketplace.

**SHU MBA** is a leading program designed to enhance the managerial and leadership skills of participants while strengthening their ability to face and solve the complex challenges of today's business environment, linking a global vision with a local approach.

It is a program crafted to prepare participants for leadership and transformational roles while developing critical and strategic thinking, innovation, entrepreneurial skills, and the encouragement of personal and professional development.

## SHU MBA Uniqueness - The SHU MBA Way

**Whole-person Development**

Personal and professional development at the core of the program's environment.

**Thinking Globally, Acting Locally**

Global vision with local approach embedded in the contents and methodologies of each activity and the community.

**ECO**

Education-Community-Organisation Learning activities that go beyond the campus and are close to the corporate world and the community.





## SHU MBA in the words of participants



Caroline, GLMBA  
from Shanghai.

**“At SHU MBA I met professors and managers from around the world and from many different backgrounds”**

Yuki, GLMBA  
from Japan.

**“I always praise the diversity and passion of my classmates, we learn from each other.”**

Daniel, GCMB  
from Zhejiang.

**“Shanghai is the place to do an MBA, it is a challenging big city full of opportunities.”**

Cameron, GLMBA  
from Shanghai.

**“Companies value the MBA degree with better positions, higher salaries, and more responsibilities.”**

Zacaria, GLMBA  
from Morocco.

**“From SHUMBA I got a versatile education for a fast-paced and changing environment.”**

Jose, GLMBA  
from Spain.

**“In Shanghai MBA I learnt to be out of my comfort zone.”**

Joe, GCMB  
from Shanghai.

**“It has been the most fulfilling experience.”**



# Key facts and figures about SHU MBA



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**20+**

nationalities  
represented in  
the faculty

**8+**

nationalities  
represented in  
the class

**8 years**

average working  
experience of  
participants

**50%**

average of  
female  
participation

**90%+**

of lecturers with  
PhDs and 18  
years of  
professional  
experience on  
average

**2000+**

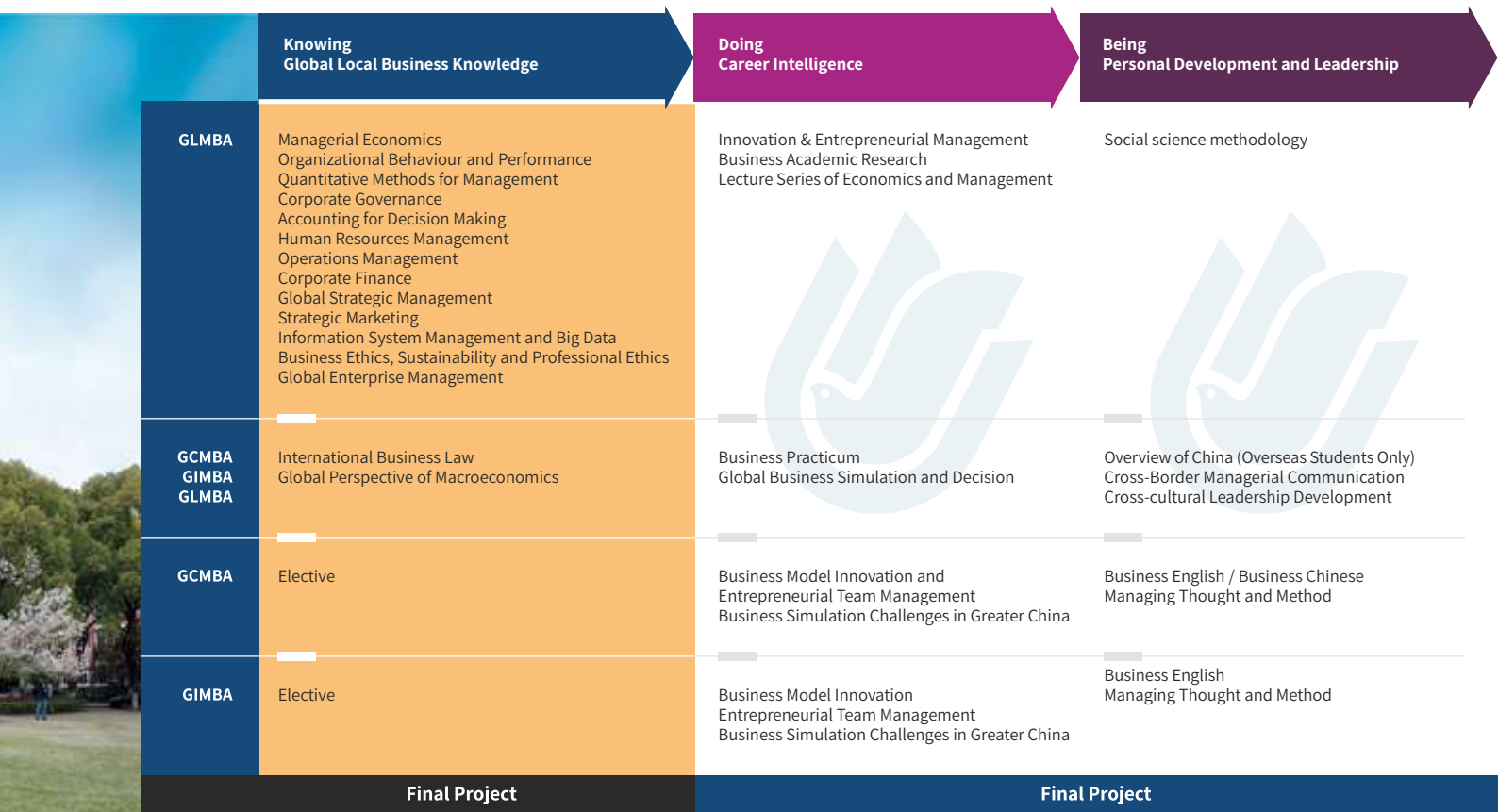
agreements  
with companies,  
part of ECO



# The Journey to shape your future

Three possible pathways to start up your career

**Global Local MBA – GLMBA**  
**Global China MBA – GCMBA**  
**Global Industry MBA – GIMBA**



# The Journey to shape your future

## Pathways Customise your MBA

### GCMBA Pathway - Business functions - 3 courses in each pathway

- **Strategic Marketing**
  - › Business Environment Analysis
  - › New Media Marketing
  - › Brand Management
- **Human Resources Management**
  - › Organizational Change and Innovation
  - › Talent Capital and Industry
  - › Talent Evaluation and Development
- **Investment and Finance**
  - › Financial Analysis and Management of Enterprise Value
  - › Enterprise Internal Control and Risk Management
  - › Mergers, Acquisitions and Capital Operation
- **Logistics, Operations, and Supply Chain**
  - › Logistics Management
  - › Supply Chain Management
  - › Data-Driven Supply Chain Optimization and Business Innovation

### GIMBA Pathway. Industries - 4 courses in each pathway

- **Arts and Creative Industries**
  - › Operations Management in Arts and Creative Industries
  - › Investment and Financial Management in Arts and Creative Industries
  - › Arts and Creative Industries Cutting-Edge Practice
  - › Business Practicum
- **Finance Industry**
  - › CFA Professional Courses
  - › Fintech Innovation
  - › Financial Cutting-Edge Practice
  - › Business Practicum
- **Blockchain Industry**
  - › Introduction to Blockchain
  - › Blockchain Simulation and Practice
  - › Blockchain Cutting-Edge Practice
  - › Business Practicum
- **Smart Manufacturing**
  - › Smart Manufacturing Industry
  - › Strategic Emerging Industries and Technological transformation
  - › Smart Manufacturing Development and Prospects
  - › Business Practicum
- **Retail Innovation and Shanghai Brands**
  - › Consumer Insight and Market Research
  - › Retail Research, Planning, Operations, and Transformation
  - › Product Design, Brand Management, and Value Creation
  - › Business Practicum

Final Project





## FACULTY



Faculty members in the program combine a balance between academic background and practitioner experience.

In general, they have around 20 years of professional experience with at least 10 years in senior management positions (in academia and/or in a major company). This leads to an experience that is shaped by the latest developments in the field offered to participants in the form of academic research and/or reflections on professional experience.



The great majority have completed postgraduate studies in internationally renowned universities/business schools at both Master's and Doctoral levels.

Positions in the corporate world include CEOs, Senior Advisors, and General Directors among other senior positions in national and multinational companies.



## **Selected profiles of faculty members** (in alphabetical order)

### **Alvaro Mendez, USA**

PhD, International Relations, London School of Economics, UK. Senior Research Fellow and Co-Founder, Global South Unit at the London School of Economics, UK.

### **Andrew Morris, USA**

PhD, Organizational Behavior, University of South Carolina, USA. Professor, Chair of Business, California State University Channel Islands, USA.

### **Bo Li, China**

PhD, Texas A&M University. Associate Professor of Ningbo China Institute for Supply Chain Innovation.

### **Bruce Hanson, USA**

PhD, Organizational Behavior, Case Western Reserve University, USA. Professor, Concordia University Irvine, USA.

### **Carlos Teissier, Mexico**

PhD, International Business, Robert Kennedy College, Switzerland. Professor & Director for International Academic Affairs, Universidad Regiomontana, Mexico.

### **Cindy Zawadzki, France**

PhD, University Paul Verlaine-Metz, France. Associate Professor, Renmin University, China, and Neoma Business School, France.

### **Denis Harrington, Ireland**

PhD, London South Bank University, UK. Professor & Head of the Graduate Business School, Waterford Institute of Technology, Ireland.

### **Gaston Fornes, Argentina**

PhD, Management, University of Bath, UK. Senior Fellow, University of Bristol, UK. London School of Economics-Inter American Development Bank Fellow, UK.

### **Hisham Farag, United Kingdom**

PhD, University of Birmingham. Professor in Finance, University of Birmingham, United Kingdom.

### **Hua Lin, China**

PhD, Sciences Po. Former Academic Dean of SKEMA Business School China.

### **Jing Jia, China**

PhD, Economics in Nankai University, China. Post PhD, Economics in Peking University, China.

## FACULTY



### **Jose Alves, Portugal**

PhD, University of Massachusetts, USA. Professor and Dean of City University of Macau, China.

### **Junjun Gao, China**

PhD, Management Science and Engineering, Northeastern University, China. Professor & Head, Department of Business Management. Director, Supply Chain Institute, Sydney Institute of Language and Commerce, Shanghai University, China.

### **Kostas Axaroglou, Greece**

PhD, Economics, University of Michigan, USA. Professor, Dean & Board Member, ALBA Graduate Business School, Greece.

### **Lara Agnoli, Italy**

PhD, University of Florence. Associate Professor, Burgundy School of Business.

### **Liang Li, China**

PhD, Shanghai University, China. Professor, Associate Dean, General Party Branch Secretary, School of Social Sciences, Shanghai University, China.

### **Lu Zhen, China**

PhD, Industrial Engineering & Management, Shanghai Jiaotong University, China.

### **Maria Altamira, Spain**

PhD, Warwick University, UK. Senior Fellow of the Higher Education Academy.

### **Markus Leibrecht, Austria**

PhD, Vienna University of Economics and Business, Austria.

### **Markus Prandini, Switzerland**

PhD, Economics, University of St. Gallen, Switzerland. Professor, International Business. Head Center Asia Business / Zurich University of Applied Sciences, School of Management and Law, Switzerland.

### **Nan Jing, China**

PhD, University of Southern California, Los Angeles. Associate Professor, Sydney Institute of Language and Commerce, Shanghai University, China.

### **Rodney Turner, UK**

PhD, Engineering Science, Oxford University, UK. Professor, Project Management at SKEMA Business School and SAIPEM. High-end Foreign Expert (2015, 2016), Shanghai University, China.

### **Tom Egan, Ireland**

PhD, University of Nottingham, UK. Executive MBA Course Director and Lecturer in Statistics, Waterford Institute of Technology, Ireland.

### **Tomasz Berent, Poland**

PhD in Finance, University of Wales, UK. Associate Professor in Finance, Warsaw School of Economics, Poland.

### **Weixing Ma, China**

PhD University of Houston, U.S.A.; Assistant Professor Texas A & M University –San Antonio.

### **Xiaoyu Yu, China**

PhD, Management Science, Shanghai JiaoTong University, China. Professor, School of Management, Shanghai University, China. Associate Head, Department of Business Administration, School of Management, Shanghai University, China.

### **Yanhui Lu, Hong Kong, China**

PhD, Economics, Cornell University, USA. Associate Professor, The University of Hong Kong. Former Associate Dean, director of the MBA International program, The University of Hong Kong.

### **Yongyou Nie, China**

PhD, Management, Sun Yat-Sen University, China. Professor, Associate Dean, School of Economics, Shanghai University, China.

### **Zhongxin Ni, China**

PhD, The Chinese University of Hong Kong. Professor, School of Economics, Shanghai University, China.

### **Zhongzhi He, China**

PhD, Finance, Concordia University, Canada. Professor, Goodman School of Business, Brock University, Canada.





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- **Profile of participants:**

Entrepreneurs and managers looking to take their career to the next level focused on GloCal thinking, whole-person development, and the opportunities brought by globalization.

- **Learning methods:**

CAPE@Global/Local teaching method. CAPE stands for Case teaching, Action learning, Problem-based learning, and Experimental learning with a Global/Local perspective.

- **In-class work:**

Team-based tasks and presentations of projects with incremental complexity.

- **Final project:**

A theoretical or empirical project developed individually after the first year of the program (for full-time students) or after the one-and-a-half year of the program (for part-time students).

- **Language:**

Teaching is delivered in English for GLMBA and in Chinese for GCMBA and GIMBA

- **Duration:**

Two years full-time (up to six years) and two-and-a-half years part-time (up to six years)

- **Start date:**

July-August Induction Program, September Program Curriculum.

- **Degree awarded upon completion:**

Master of Business Administration by Shanghai University.





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## Admission requirements



### Domestic students

Chinese applicants must take the GRK (national MBA entrance examination), which consists of an English language and Skills Tests, and indicate SHU MBA among preferred options. Upon reception of the results, SHU MBA will carry out a comprehensive analysis of complete applications (including command of English) along with a face-to-face interview.

### International students

Only for GLMBA. Candidates from non-English speaking countries should submit proof of command of English language (for example TOEFL 90 or IELTS 6.5),

- Copy of passport (photo page),
- Copy of undergraduate academic certificates and transcripts, in Chinese or English,
- Up-to-date CV showing a minimum of two years of professional experience,
- Two recommendation letters,
- Complete application form.

Application timeframe international students	Deadlines	Interview	Admission notice
1st Round	December 31st	January	End of January
2nd Round	April 30th	May	End of May

Only complete application packages will be analyzed for admission.





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