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# Fudan-MIT International MBA Program

[www.fdsf.fudan.edu.cn/fdimba](http://www.fdsf.fudan.edu.cn/fdimba)





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# Message from the Dean

Professor Lu Xiongwen  
Dean, School of Management, Fudan University

Deeply rooted in the rich soil of Fudan's century-long history of humanities and arts, the Fudan-MIT IMBA Program has embodied the ideals and missions of her founders and is heading towards a brighter future. Now gaining momentum from Shanghai's economic and financial development with globalization in full swing, this Program, supported by its extraordinary faculty and professional administration team, strides to meet the expectations from enterprises at home and abroad as well as from all parts of the society.

The development of the Fudan-MIT IMBA Program over the past twenty more years is the fruit of gathering and digesting the experiences and successes of top business educational institutions from all over the world. This is also part of an innovative path aimed at becoming a top-tier program in Asia with worldwide prominence that cultivates management elites and business leaders with both global competitiveness and local insights.

Today's rapidly developing economy is witnessing an increasing shift of weight towards the Asia-Pacific Region. Here, China is playing a significant role as the largest and most globalized player and Shanghai is a major engine powering the growth of its economy. This has placed an urgent need for highly qualified business leaders. Following an old Chinese saying that one has to possess the proper tool for the accomplishment of a task, business leaders in China need to update their management ideals, knowledge and skills to address challenges, seize opportunities and realize their dreams.



Fudan is traditional but looking ahead, conservative but open-minded, and located in China but taking a global perspective. Young talents with vision, passion and potential and others who are full of ideas, ready to take responsibilities, and tackle problems, are all welcome to gather in Shanghai and join us at Fudan. Here you can enjoy the culture and spirit of "being rich with knowledge, having a clear purpose, learning actively and constant by improving through self-reflection". You can expect to receive a complete business education on a global standard that will help you unfold a promising future in your personal development.

We look forward to meeting you at Fudan!

# Introduction



## School of Management at Fudan University

Founded in 1905, Fudan University was the first institution of higher learning in China to set up a department of business education. After the implementation of the reform and opening-up policy in China, The School of Management (FDSM) has grown into one of the top educational institutions in China and has taken shape as a premier international business school. The School has earned remarkable achievements in research since its establishment and has been awarded the First Prize for R&D Progress and the First Prize for Excellent Education Accomplishments, both on the national level. Within two years from 2008 to 2010, the school has attained both AACSB and EQUIS accreditations. FDSM ranked 9th in Asia, No.1 in Mainland China in the UTD Top business schools research rankings 2013-2017. MBA Program Ranked 42<sup>nd</sup> Global MBA Ranking in 2018; Salary Percentage Increase - No.2 in the world.

## Fudan-MIT International MBA Program

The Fudan-MIT International MBA (IMBA) Program was launched in 1996 through collaboration between the Fudan University School of Management and the MIT Sloan School of Management. This program, taught entirely in English, aims to cultivate professionals with international perspective and entrepreneurial spirit, well-adjusted to the demands of economic globalization in China and the rest of the world. Fudan-MIT International MBA Program participants who complete all required courses and a thesis will be awarded an MBA Degree from Fudan University and a Learning Certificate from MIT.

# Why the Fudan-MIT International MBA Program

### 1. Collaboration between two leading business schools :

Close cooperation with MIT Sloan School of Management is embodied through faculty training, visiting professors, curriculum development, student projects, and complementary alumni networks.

### 2. Internationalized faculties:

The faculty members (over 40% are international faculty) of the IMBA Program possess both rich academic backgrounds and extensive teaching experience in business education. Students can also experience lectures by professors from MIT Sloan, industry experts and business executives, who bring cutting-edge ideas and real-world experience into the classroom.

### 3. Integrated Action Learning Projects (iLab):

Abundant project-based learning programs (such as business plan competitions, the Fudan-MIT China-Lab project, the Fudan-Wharton GCP project, case development and simulations) provide students with opportunities to apply their knowledge and skills in an international environment.

### 4. International student exchange program:

As one of only four member schools of the PIM Organization in mainland China, FDSM offers 100% opportunity of international exchange from over 90 renowned international business schools to MBA students. Studying abroad can enhance cross-cultural communication skills and build up international exposure.

### 5. Professional career development service:

The Fudan MBA Career Development Office, as the first of its kind in China, provides students with resources and professional service in career development and employment. Career services such as career planning, workshops and personal counselling help students to better plan their career paths and enhance competitiveness for future career development.

### 6. Global alumni network:

Full-time study builds strong friendships among students which will extend through the two-year program and beyond. This alumni network is a lifelong resource for Fudan-MIT IMBA Program participants. In addition, IMBA alumni are invited to become a part of the MIT Sloan alumni network as affiliate alumni.

### 7. Best location in Shanghai, China:

The Fudan School of Management is located in Shanghai, one of the world's fastest growing business hub and the most influential economic, financial, cultural and technological center in China. While living and studying in Shanghai, students will have abundant opportunities to learn about globalization and capital formation in emerging markets along with gaining of both Western and Chinese management practices.



# Teaching Excellence

The faculty of the International MBA Program possesses both a rich academic background and extensive teaching experience in business education. Furthermore, students can experience lectures from professors of MIT Sloan, industry experts, and visiting executives who bring cutting-edge ideas and real-world experiences into the classroom.

## Key Facts:

- 147 faculty members, 55 full professors and 64 associate professors.
- 90% of faculty members have stayed overseas for further study or training.
- 37.8% of faculty members hold overseas Ph.D. degrees.
- Over 40% of faculty members in the IMBA Program are international faculty.
- More than 40% of IMBA courses are delivered by teachers with industry background.
- More than 40% of courses will feature guest speakers from industry.
- 3-4 visiting professors from MIT Sloan School of Management each year.



Neal Hartman  
Senior Lecturer and Group Head in Managerial  
Communication  
MIT Sloan School of Management

# IMBA Curriculum

The Fudan University School of Management enjoys an excellent reputation in the field of business education. The curriculum of the Fudan-MIT International MBA Program is carried out in accordance with that of MIT Sloan. Its practice-oriented management education approach mixes both international and Chinese features. The IMBA Program aims to systematically introduce modern management theory and methods to students, and to adapt students to the Chinese and global business environments.

## Master Business Fundamentals in Core Courses

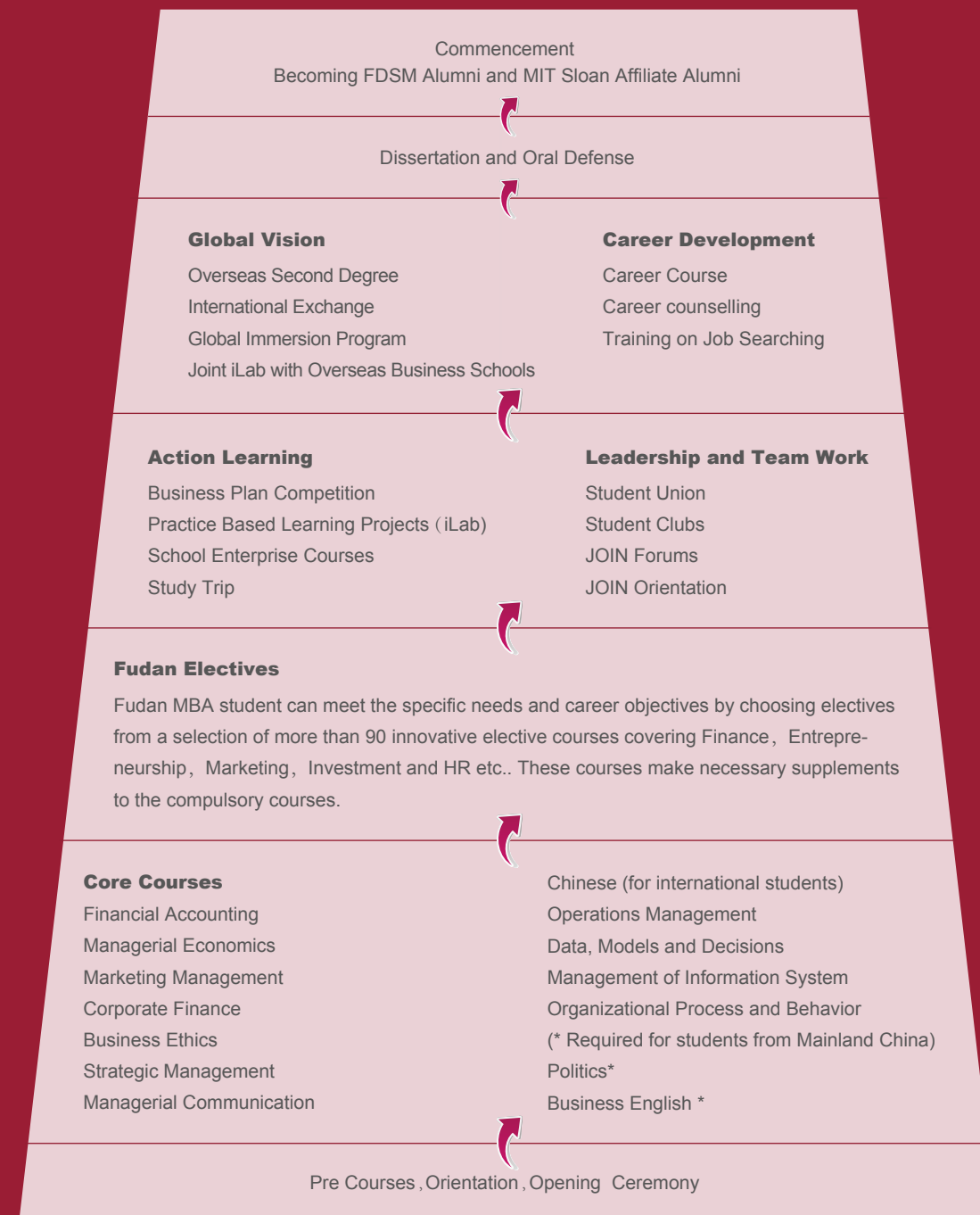
Compulsory courses provide a thorough grounding in the disciplines of management, furnishing the knowledge, skills and techniques used to improve business performance. These mandatory courses are designed to provide students with solid foundation to gain greater knowledge and the ability to address cross-functional challenges.

## Customize Your MBA to Your Career Goals with the Fudan Electives

These elective courses complement further the knowledge gained in compulsory courses, meet the needs of students from different backgrounds, and allow students to develop interests in specific areas. These courses help students gain an in-depth understanding of the latest trends in various industries.

Human Resource Management	International Financial Management
Transnational Management	Entrepreneurial Marketing
Management Consulting	Leadership
Macroeconomics	Successful Entrepreneurship
International Marketing	Advanced Managerial Communication
Valuation and Financial Statement Analysis	Challenges of Globalization and Implications for China
Corporate Policy	Logistics Management
Entrepreneurship	Financial Market and Investment
Information Technology	Enterprise Development Management
Global Strategic Marketing	

# Course Structure





# FUDAN MBA iLAB

## Learning by Doing

### Fudan MBA iLab

The Fudan MBA iLab is a 3-credit course given within the Fudan IMBA curriculum. Established in 2005, this unique program is designed to create an academic and social atmosphere which cultivates experiential and dynamic learning. Under the guidance of school faculty, the iLab teams work on real problems partner companies want to fix and help companies to grow their businesses in China and other global markets. The mission of the iLab is two-fold: to provide exceptional learning value to Fudan MBA students and to offer innovative, strategic plans which add value to clients.

## I. Global iLab:

### A.Fudan-MIT China Lab

Initiated by MIT Sloan School of Management in 2008, each Fudan-MIT China Lab team composed of 2 MIT Sloan MBA students and 2 Fudan IMBA students works on what is essentially a 3-month, mini-consulting project. With entrepreneurship and innovation as its themes, China Lab offers professional advice for companies on subjects including but not limited to: Initial Setup and Development, Internationalization, Marketing Development, Capital-raising Strategies, Organizational Structure Plans, Commercialization Strategies, and Landscape Competing Strategies.

### B.Fudan-Business Finland iLab

Launched in 2013, the Fudan-Business Finland iLab is a joint program with Business Finland, the Finnish Innovation Funding Agency. The Fudan-Business Finland iLab team composed of 4 Fudan IMBA students and 1 part-time MBA student consults with a Finnish company interested in entering or expanding its position in the Chinese market. The purpose of the Fudan-Business Finland iLab is to provide students with an enriching educational experience that will increase their understanding of current issues and further their career aspirations, while on the other hand, to assist companies from Finland with their international expansion efforts.

### C.Portugal-China Lab Collaborated with the Lisbon MBA

Launched in 2011, the Portugal-China Lab provides students with a breadth of academic curriculum and a unique learning experience in an overseas environment. Each year, a company in Portugal selects a business project to be developed by MBA students and sponsors the initiative. The project team is composed of 3 Fudan MBA students and 3 Lisbon MBA students who are to work together in summer for 7 or 8 weeks (the first two weeks in China, next three or four weeks of virtual work, and the final two weeks in Portugal). They are mentored by the faculty both from Lisbon MBA and Fudan School of Management.

### D.Australia – China Lab Collaborated with the University of Queensland

Launched in 2014, the Australia – China Lab offers the MBA students access to a global experience that involves approaching an actual business problem. Five IMBA students from Fudan School of Management and five MBA students from University of Queensland Business School work together in order to develop a strategic plan for an Australian company looking to enter or consolidate in the Chinese market. The project will be conducted under the guidance of faculty mentors from Fudan School of Management and UQ Business School.

## II. Local iLab

The goal of the local iLab projects is to engage students with senior management of successful companies and to challenge them to develop an understanding of the kinds of strategic and business objectives that are involved in solving a variety of business problems. The students will learn to apply the concepts, methods and paradigms from their classes to a specific business circumstance, as they do in the global iLab, but in this case the clients are local or multinational companies based in Shanghai and the iLab teams are consisted of only Fudan IMBA students. The partner companies we've worked with include Bosch, IBM, Intel, Chia Tai Group, ExxonMobil, YHD, Shanghai Real Estate Group, Michelin China, MSD China, McDonald's China, Pfizer, LG, DNV GL, PPG, CICC, SEPHORA, Symrise, Wyeth Nutrition and Beijing Superstar Group etc. The range of topics covers internationalization strategies, sales and marketing strategies, new market entry analysis, digital marketing, innovative relationship mode, organizational structure plans, distribution & service model, risk management recommendations and new e-commerce business model, etc.



# Overseas Opportunities

## Second Degree Programs

IMBA students can choose to apply for one of the below listed programs. If admitted, they will spend the second academic year overseas. After fulfilling both institutions' requirements, they will be awarded a Master's degree for the program along with the MBA degree from Fudan University.



MIT Sloan School of Management:  
Master of Science in Management Studies (MSMS)  
<http://mitsloan.mit.edu/academic/msms>



Yale School of Management:  
Master of Advanced Management Program (MAM)  
<http://mam.som.yale.edu>



Schulich School of Business, York University  
MBA Program  
<http://schulich.yorku.ca/mba>

## International Exchange Programs

Fudan University School of Management has established international exchange partnerships with over 90 renowned international business schools which offer 100% opportunity of international exchange.

## Short Courses and Summer Programs Abroad

IMBA students can also choose short courses and summer programs overseas, which last about 2 weeks. Normally the courses consist of classroom instruction and company visits around a specific theme in an area of expertise or particular relevance to the region.



Linyao Guan  
Fudan IMBA Class of 2014  
Yale MAM Class of 2014



Xiaoyan Shen  
Fudan IMBA Class of 2014  
Yale MAM Class of 2014



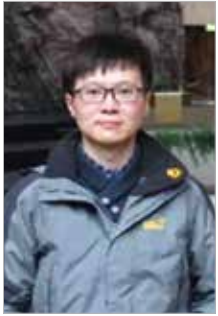
Jinchun Chen  
Fudan IMBA Class of 2014  
MIT MSMS Class of 2014



Yang Yang  
Fudan IMBA Class of 2014  
MIT MSMS Class of 2014



Yu Tao  
Fudan MBA Class of 2014  
Yale MAM Class of 2016



Weixin Qian  
Fudan IMBA Class of 2016  
Yale MAM Class of 2016



Xiaoping Zheng  
Fudan MBA Class of 2017  
MIT MSMS Class of 2017



Huijuan Zhao  
Fudan MBA Class of 2016  
Yale MAM Class of 2017





Fudan-MIT IMBA students have no shortage of opportunities to participate in student government and clubs as well as activities. At FDSM, there are many avenues for students to refine their leadership and organizational skills, share valuable management experience, explore personal interests, develop life-long friendships, and meet alumni and industry experts to establish long-term career development relationships.

In addition to numerous forums and seminars held at the School of Management, there are various events and activities hosted by clubs, the Student Union, the MBA Program, and other schools of Fudan University. These events include JOIN Orientation, the Fudan MBA Fair, Sports Festival, the JOIN Business Plan Competition, and the Fudan MBA New Year Party, etc.

### JOIN Orientation

The "JOIN" brand created by IMBA students includes three integral parts: Orientation, the Study Trip, and the JOIN Forum, which serves as a bridge to connect Fudan MBA students with leading corporations.

### JOIN Forums

The School has several reputable high-level business forums, such as the Fudan-SVB Forum of Management Masters, Fudan Thought Leadership Forum, Fudan JOIN Forum, Fudan MBA Forum, etc. Here students have the opportunity to engage in face-to-face communications with outstanding Chinese entrepreneurs and senior executives of multinational corporations. Students are able to observe business management from the entrepreneurs' perspective, supplement knowledge with real-world business cases, and expand their business vision.

### JOIN Study Trips

Every year, Fudan MBA students organize study trips with the help of the MBA office. Students contact the companies themselves, create visiting agendas, decide topics of interest and complete reports. By participating in the study trip, Fudan MBA students can better the understanding of the development strategies and practical operations of various companies and industries in China.

### JOIN Business Plan Contest

The School hosts the JOIN Business Plan Contest for entrepreneurial MBA students. The contest provides direct connections to entrepreneurial, business, technology, and financial resources available at the School and the University. Professors, entrepreneurs, venture capitalists, as well as industry experts are invited to provide mentoring on team-building and business plan validation to participating students.

# Leadership and Teamwork Development: Extracurricular Activities

### Student Clubs

The diversity of the Fudan MBA Program is reflected in a wide variety of student clubs. Each year, the clubs are shaped by the interests of the incoming MBA class. Current Fudan MBA clubs include the following: Consulting Club, Investment Club, HR Club, Logistics Club, IT Club, Marketing Club, Entrepreneurship Club, Finance Club, M-Lady Club, etc.

### School-Enterprise Cooperation Courses

A series of School-Enterprise Cooperation Courses are designed and offered to the Fudan MBA students, such as Fudan-Citi Banking Courses and Fudan-DBS Banking Course. Instructors of these courses are high-level executives and experts from their respective industries. The School of Management works closely with these enterprises to develop and guide student talent in specific fields.





# Manage Your Career

## About the Career Development Office (CDO)

The MBA Career Development Office (CDO) serves a vital role in connecting Fudan's MBA students with leading firms. It provides students with valuable insight and resources in career development, internships, and employment.

## Services Offered by CDO

From a student's first day at Fudan, on-campus career service activities will be offered to help students start developing and planning their career path. They include:

- Recruiting Events
- Job Listings on the CDO Website
- Career Development Courses
- One-on-One Career counselling
- On-campus Job Fairs
- Training on Job Searching and Interviewing Skills

## Where are the IMBA Graduates Going?



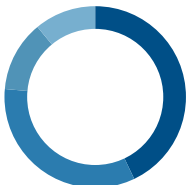


# Class of 2016 Employment Profile

Number of students: 97  
 Seeking Employment: 76  
 Job Acceptances: 98.4%  
 Average Number of Job Offers: 2.2

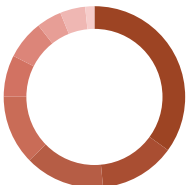
## Types of Employer

Wholly-owned Foreign Enterprises	45.5%
Private Enterprises	34.5%
Share-holding Enterprises	10.9%
State-owned Enterprises	9.1%



## Employment by Position

Manager	30.9%
Professional	16.4%
Senior Manager	14.5%
Specialist	10.8%
Assistant Manager	7.3%
Supervisor	7.3%
Management Trainee	5.5%
Director	5.5%
Others	1.8%



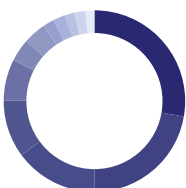
## Employment by Function

Consulting	18.2%
Finance&Accounting	16.4%
Sales/Account Management	12.7%
Strategy	10.9%
Business Development	9.1%
Marketing	7.3%
HR&Training	5.5%
Supply Chain Management	5.5%
Management Trainee	3.6%
General Management	3.6%
Project Management	1.8%
Professional(Law/Doctor/etc.)	1.8%
Others	3.6%



## Employment by Industry

Financial Services	27.3%
Consulting Services	23.6%
IT/Telecom	16.4%
Consumer Products & Services	9.1%
Industrial Products & Services	7.4%
Education/Training	3.6%
Retail/Trading	3.6%
Media/Advertising	1.8%
Energy&Utilities	1.8%
Healthcare Products & Services	1.8%
Logistics	1.8%
Others	1.8%



# Global Alumni Network

Upon graduating from Fudan, you will join a closely connected network of more than 30,000 FDSM alumni worldwide with alumni representative offices in Mainland China, Hong Kong, Taiwan, New York and Singapore.

## Lifelong Resources

FDSM Career Development Office offers free professional career coaching for alumni. The CDO and the Alumni Center maintain an online database of job opportunities for FDSM alumni.

## Lifelong Learning

The FDSM Alumni Center organizes over 50 activities every year for FDSM alumni, including alumni healthy races, alumni dragon boat races, class reunions, salons and forums. Many forums, lectures, seminars at the school are free for FDSM alumni.

## Lifelong Alumni Connections

FDSM alumni maintain strong ties to the school and to one another; they often return to campus to interview potential candidates, give lectures, mentor students, join in reunion activities, and network with fellow alumni.





Situated on the estuary of the Yangtze River, Shanghai serves as the most influential economic, financial, cultural, and technological center in China. In addition to its sleek modernization, Shanghai enjoys unparalleled artistic and cultural heritage; its multicultural flair endows the city with a unique glamour. Shanghai is known to be the most foreigner-friendly city in mainland China, where elites from around the world meet and mingle.

Shanghai, with one of the best higher-education systems in China, provides an excellent learning environment. Because it is one of the fastest growing business hubs in the world, Shanghai attracts huge amounts of global investment and numerous international conferences, exhibitions, and trade fairs. While living and studying in Shanghai, students will have myriad opportunities to learn about globalization and capital growth in emerging markets along with an understanding of both Western and Chinese management practices.

**Learning Chinese at Fudan:** Living in Shanghai, especially near the Fudan campus, provides students with a wonderful opportunity to learn Chinese. Fudan's International Cultural Exchange School (ICES) has a long history of teaching Chinese to foreign students. It was one of the first institutions in China to methodically teach Chinese as a foreign language.

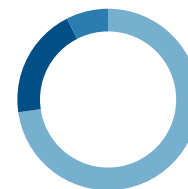
## Life in Shanghai



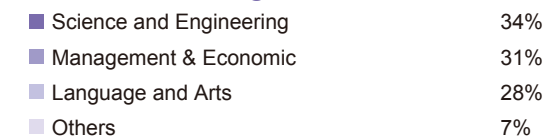
## Class of 2018 Profile

Total Enrollment: 92  
 Average Age: 28  
 Average Working Experience: 5.2 years  
 Average GMAT: 650  
 % Woman: 50%  
 % International Students: 14%

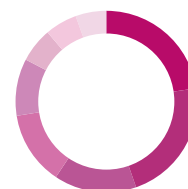
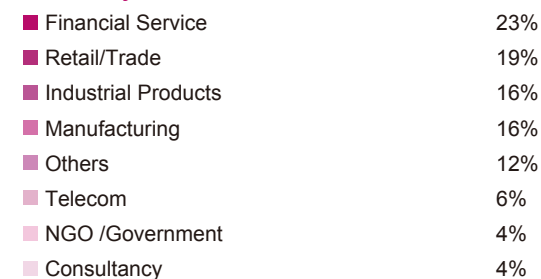
### Working Experience



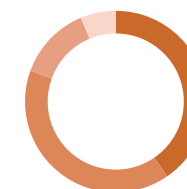
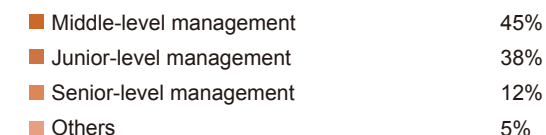
### Academic Background



### Industry



### Career Position





# Admissions

## Minimum Requirements:

- University degree or above from a recognized university
- Professional or full-time work experience are desirable, normally no less than 2 years
- An acceptable GMAT/GRE score within the period of validity (International applicants)
- A GRK score which meets the minimum requirement of Fudan (Chinese applicants)

## Application Deadlines:

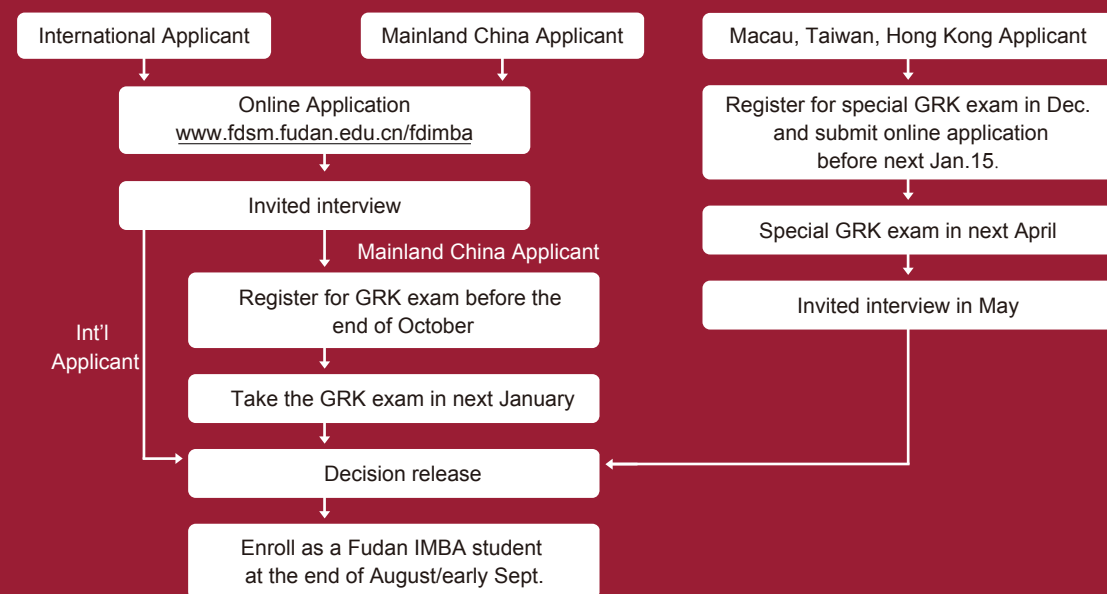
International Applicants' deadline: Nov. 15, Dec. 31, Mar. 15 and Apr. 30

Mainland China Applicants' deadline: End of Oct.

Taiwan, Macau & Hong Kong Applicants' deadline: Registration deadline for special GRK exam is Dec.

Online application deadline: Nov. 15 and Dec. 31

## Application Procedure:



## Scholarships and Fees

Freshman Scholarship:

For students with outstanding GRK score or GMAT score. The first-prize covers 100% of the tuition fee.

Corporation Scholarship:

Sponsored by the School's partner corporations. The first-prize covers 100% of the tuition fee.

Tuition: RMB 269,800 for two years, including the cost of textbooks (Year of 2018)

If you have any questions or need any help, please feel free to get in touch with us using the contact details below:

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Postal address: Room 709, Starr Building, 670 Guoshun Road, Shanghai, 200433, China.

## Prospectus Information

Every effort has been made to ensure that the information contained in this prospectus is fair and accurate at the time of going to press. However, the courses and services covered by this prospectus are subject to occasional changes, and no guarantee can be given that these will not be made following publication and/or after candidates have been admitted to the Program. Any complaints concerning the fairness or accuracy of this prospectus should be addressed in writing to the School of Management.

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