

## 1. Why FUS EMBA 为什么选择 FUS EMBA

Business management is facing a fundamental call to become a force for good: for the economy, the society and the planet. However, business leaders can produce substantial impact through their decisions, for good and for bad. They need to be aware of the role they have and act accordingly.

商业管理正面临着向善的基本要求：为经济、社会和地球。然而，商业领袖可以通过他们的决策产生实质性的影响，无论是好的还是坏的。他们需要意识到自己所扮演的角色并采取相应的行动。

By completing the Franklin EMBA, students will master business management practices from different industries across the globe and learn to lead in different cultures, expand their comfort zone and develop their resilience to cope with the present VUCA (volatile, uncertain, complex and ambiguous) world. The particular meaning and relevance of VUCA often relates to how leaders view the conditions under which they make decisions, plan forward, manage risks, foster change and solve problems. In general, the premises of VUCA tend to shape an organization's capacity to:

Anticipate the issues that shape it;

Understand the consequences of issues and actions;

Appreciate the interdependence of variables;

Prepare for alternative realities and challenges;

Interpret and address relevant opportunities.

通过完成富兰克林 EMBA 的学习，学生将掌握全球不同行业的商业管理实践，学会在不同的文化中进行领导，突破他们的舒适区，发展他们的适应力以应对目前的 VUCA（易变性、不确定性、复杂性和模糊性）世界。VUCA 的特殊含义和相关性往往与领导者如何看待他们做出决策、规划未来、管理风险、促进变革和解决问题的条件有关。一般来说，VUCA 的前提往往塑造了一个组织的能力，即：

预测其制约因素

掌握问题和行动的后果

深谙各种变量的相互依存关系

为不同的现实和挑战做好准备

演绎和处理相关的机会

### FUS EMBA in China

#### FUS EMBA 在中国

Franklin's Executive Master in Business Administration (EMBA) is proud to have established a collaboration with AIEI in China and is honored to welcome this year's incoming classes. The Taylor Institute at Franklin University Switzerland is dedicated to scientific research, innovation, and corporate partnerships at home and abroad. We continue to invest in our academic programs and the Franklin educational experience to strengthen our alumni network and deepen our connections around the globe.

瑞士富兰克林大学很荣幸与中国的富有国际教育集团 (AIEI) 建立了合作关系，一同开展“高级管理人员工商管理硕士 (EMBA)”项目，并很荣幸地欢迎今年中国的 EMBA 新生入学。瑞士富兰克林大学的泰勒研究所致力于科学研究、创新和国内外的院校机构合作。我们继续致力发展富兰克林的教育理念和我们的学术项目，以扩大我们的全球校友网络和加深我们在全球的影响力。

## **AIEI Overview**

### **AIEI 简介**

AIEI is China's leading provider of international executive education and lifelong learning programs. Founded in 1999 in the southern Chinese cities of Hong Kong and Shenzhen, we work closely with universities in China and around the world in providing students with quality education and building strong community bonds within our university-alumni circles. We have 14+ service centers across China and have served more than 10,000 students over the years. AIEI is a joint program investor with the Guangdong Education Service of International Exchanges of Guangdong provincial department of education and the only AACSB corporate member in China.

AIEI 是中国领先的国际高管教育和终身学习项目的提供者。我们于 1999 年在中国南部城市香港和深圳成立，与中国和世界各地的大学紧密合作，为学生提供优质教育，并在大学校友圈内建立强大的商界社区纽带。我们在中国各地有 14 个以上的服务中心，多年来已为超过 10,000 名学生服务。AIEI 与广东省教育厅的广东教育国际交流服务中心共同投资项目，也是 AACSB 在中国的唯一企业会员。

### **2. Study Mode 修读方式**

- 1) Part-time, on weekends
- 2) Program duration: 18-24 months
- 3) Taught in Chinese or in English with interpretation in Chinese
- 4) Hybrid model of delivery

非全日制周末学习，18-24 个月完成学业，中文授课或英文授课+中文翻译，线上&线下灵活授课。

### **3. Curriculum 课程**

The program will inspire students to develop the mindset of enlightened business leaders and develop the skills and knowledge to master responsible management in a fast paced, highly diversified business, social and political environments. It also is designed to accompany future leaders in the process of business innovation to generate a lasting impact on themselves as responsible professionals, in their organization and the industry in which they operate. Candidates explore the opportunities for change by combining the organizational competences and resources with the world's environmental, societal and economic challenges, leveraging on the emerging technologies, scientific discoveries and human development.

本课程将激励学生培养开明的商业领袖的心态，并发展技能和知识，在快节奏、高度多样化的商业、社会和政治环境中掌握负责任的管理。它还旨在陪伴未来的领导者在商业创新的过程中，作为负责的专业人士，在他们的组织和他们所处的行业中，对自己产生持久的影响。学生通过将组织能力和资源与世界的环境、社会和经济挑战相结合，利用新兴技术、科学发现和人类发展，探索变革的机会。

### **Core Course (30 credits) 核心课程 (30 学分)**

1. Business Strategy Basics
2. Re-inventing business models
3. Marketing Basics - an Introduction to Marketing and Marketing Management
4. An Introduction to Geopolitics and its Implication for Business
5. Post-capitalism finance and economics for non-financiers I
6. Post-capitalism finance and economics for non-financiers II

7. Advanced Marketing
8. Me and the others .... from I to We
9. Sustainable Supply Chains and their Link to the Sustainable Development Goals
10. Organizational Structures - Advantages and Threats in Designing an Organization
11. Systems Thinking as a Tool to address Sustainability
12. Personal Development - Wake up the Genius that is Sleeping in you

#### 4. World-class International Faculty 国际一流师资



Zhangliang Chen  
Former Vice President, Peking University, PRC  
Former President, China Agricultural University, PRC  
Ph.D., University of Washington, USA  
陈章良  
中国北京大学原副校长  
中国农业大学原校长  
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张银杰  
中国上海财经大学教授、博士生导师  
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Tsinghua University, PRC  
Postdoctoral Fellow, Institute of Political Economy, Tsinghua University, PRC  
李江涛  
中国清华大学政治经济学研究中心企业研究部主任  
中国清华大学政治经济学研究所博士后

5. China EMBA Program is accredited in the United States by the Commission on Higher Education of the Middle States Association of Colleges and Schools.

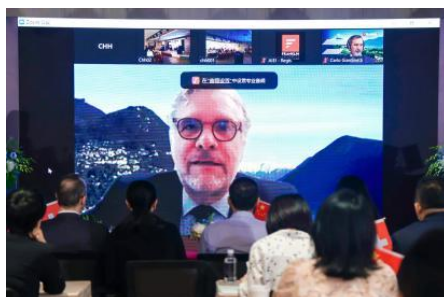
### EMBA 中国项目获得美国中部院校联盟认证

The Franklin EMBA is accredited in the United States by the Middle States Commission for Higher Education (MSCHE) and meets the highest standards in educational quality. 富兰克林大学 EMBA 在美国得到了美国中部高等教育委员会 (MSCHE) 的认证, 符合国际高等教育质量的最高标准。

### 6. Spotlight at China EMBA Program Opening Ceremony 开学高光时刻

The FUS EMBA was officially presented in in Shanghai and in Shenzhen, China, with the participation of Swissnex, the Swiss Federation Agency for innovation in business and education.

FUS EMBA 项目在中国上海、深圳正式亮相, 并获得了瑞士驻华科学领事馆、瑞士科技文化中心 (Swissnex) 的大力支持!





## 7. Great Moments in China EMBA class 现场上课照片



The EMBA program is in robust progress. In addition to Shanghai and Shenzhen, more locations will be available in the future, including Beijing, Guangzhou, Nanjing, and Chongqing, etc.

## 8. Contacts 联系人

For more information regarding the FUS China EMBA program, please direct your inquiries to FUS China EMBA Program China Management Center: 86-0755-88379747, or visit our website: <http://www.chinaaiei.com/>.

Or you can contact our local service centers:

Shanghai Service Center (CHH): 86-400-654-6988

Shenzhen Service Center (IIBI): 86-0755- 86963010

FUS EMBA 中国项目运作良好，健康发展。除了已在上海、深圳已成班开始上课外，陆续将在北京、广州、南京、重庆等其它城市展开招生并安排上课。

有关 FUS EMBA 中国项目的更多信息，请直接向 FUS 中国 EMBA 项目中国管理中心咨询：86-0755-88379747，或访问我们的网站：<http://www.chinaaiei.com/>

您也可以联系我们当地的服务中心。

上海服务中心（CHH）：86-400-654-6988

深圳服务中心（IIBI）：86-0755-86963010

## 9. Supporting Organizations 支持机构

Swissnex 瑞士驻华科学领事馆、瑞士科技文化中心

