



暨南大學  
JINAN UNIVERSITY

SIMBA



# 暨南大學 華商MBA項目 Sino-international MBA At Jinan University



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# 暨南大學 華商MBA項目

Sino-international MBA at Jinan University

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# 百年暨南 JINANUNIVERSITY

**1906** 暨南學堂成立  
Jinan School established

**1918** 黃炎培先生設立商科  
Business discipline set up by  
Huang Yanpei

**1958** 廣州重建暨南大學  
JNU reestablished in Guangzhou

**1993** 華南地區最先設立MBA教育  
The Earliest MBA Program in South  
China launched

**2000** 中國教育部學位辦評估華南地區第一  
Ranking top in South China in the  
appraisal by the China  
Academic Degrees & Graduate  
Education Development Center

**2006** 《福布斯(中文版)》校友最滿意  
商學院排名第一  
Ranking top in Forbes Magazine (Chinese  
Version)'s listing of the Most Satisfied  
B-School Graduates

**2011** SiMBA項目成立和AMBA認證  
SiMBA Program launched and  
AMBA accredited

**2012** 緬華MBA成立  
Myanmar-China MBA program launched  
in Myanmar

**2013** 通過AMBA再認證  
Re-accredited by AMBA

**2015** SiMBA項目獲得MBA中國網頒發“中  
國最具特色MBA項目獎”  
SiMBA program awarded the Most  
Distinctive MBA Program Award of  
China Business School by  
MBACHINA.com

暨南大學的前身是1906年清政府創立於南京的暨南學堂。後遷至上海，1927年更名為國立暨南大學。“暨南”二字出自《尚書 禹貢》篇：“東漸于海，西被于流沙，朔南暨，聲教訖于四海。”意即面向南洋，將中華文化遠播到五洲四海。

素有“華僑最高學府”之稱的暨南大學，恪守“忠信篤敬”之校訓，注重以中華民族優秀的傳統道德文化培養造就人才。學校積極貫徹“面向海外，面向港澳臺”的辦學方針，建校至今，共培養了來自世界五大洲130個國家和香港、澳門、臺灣3個地區的各類人才20餘萬人，堪稱桃李滿天下。

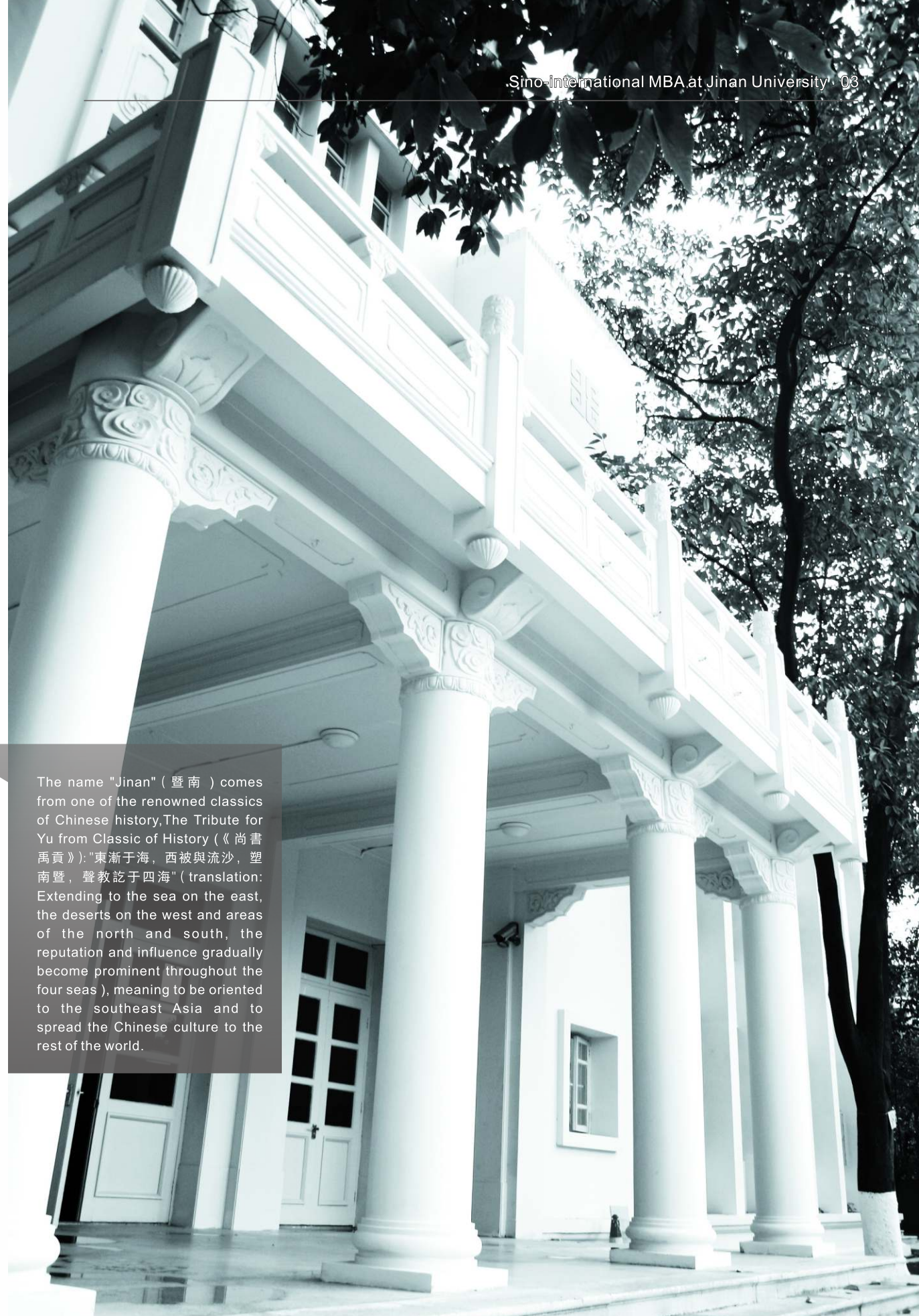
“始有暨南，便有商科”。作為百年華僑最高學府，早在1918年，暨南先賢黃炎培先生就敏銳地意識到“蓋今世之商戰、工戰，無非學戰”，遂促成了暨南商科的設立。此後，暨南的商科教育薪火相傳，生生不息。百年風雨，百年蹉跎，百年提升。

In 1906, Jinan School, the predecessor of Jinan University (JNU), was set up by the Qing regime in Nanjing and later relocated to Shanghai. In 1927, it was renamed the National Jinan University.

Known as the “Top Institution of Higher Education for Overseas Chinese”, Jinan University encourages students to follow the school motto of “loyalty, honesty, sincerity and respect” and the outstanding traditional ethnics and culture of the Chinese nation. Since its establishment, JNU has produced about 200,000 graduates from 130 countries across five continents and three regions, Hong Kong, Macao and Taiwan.

Business discipline was set up when JNU was founded. In 1918, Huang Yanpei, one of the early founders of JNU realized that “competitions in commerce and industry nowadays are actually competitions in knowledge”, and promoted the establishment of business discipline at the university. Since then, the business discipline in JNU has been developing and progressing for a century.

The name "Jinan" (暨南) comes from one of the renowned classics of Chinese history, The Tribute to Yu from Classic of History (《尚書 禹貢》): “東漸于海，西被與流沙，朔南暨，聲教訖于四海” (translation: Extending to the sea on the east, the deserts on the west and areas of the north and south, the reputation and influence gradually become prominent throughout the four seas), meaning to be oriented to the southeast Asia and to spread the Chinese culture to the rest of the world.



## 華商MBA項目 SiMBA PROGRAM

中國既是一個歷史悠久的文明古國，又是一個正在崛起的大國，我們必須正視這樣一個事實：中國以開放的胸襟引進、學習一切文明成果，同時中國也一直在將自己的文明成果輸出到全世界，使中華文明（包括全世界華人在中華文化背景下創造的華商文明）轉變成爲全人類文明，這是主動的、“以我爲主”的國際化。

作爲百年學府，暨南大學一直堅持中華文化教育，積極向世界傳播中華文化，并將其根植并貫徹于商科教育中。MBA項目是暨南大學商科教育最重要的組成部分。暨大目前有兩類MBA項目：其一是以中文爲授課語言的兼讀制項目；其二是華商國際MBA（SiMBA）項目。

China is a country with great ancient civilization and a rising nation. It is evident that China has been exporting its civilization to the world while bringing in and learning those from the outside world with an open mind. This has made the culture of Chinese merchants part of the human civilization, which can be described as a proactive and self-motivated internationalization.

As a centurial higher education institution, JNU has been proactively spreading Chinese culture to the world, and incorporating it into its business education. Currently JNU offers two types of MBA programs, i.e. part-time MBA programs delivered in Chinese and Sino-international MBA (SiMBA) programs. The latter are full-time international programs available for applicants worldwide.



## 項目特色 FEATURES

暨南大學華商MBA項目（英文簡稱SiMBA，全稱Sino-international MBA）是一個兩年制的全日制英文項目。這是一個國際化和多元化的項目，課程設置兼顧本土化和國際化；師資雄厚，匯聚海內外商科和業界教育及管理精英親臨授課；學生來源多樣，遍布全球六大洲；校友資源豐富，爲學生提供衆多實習和就業機會。

Sino-international MBA (SiMBA for short) is a two-year full-time program delivered in English. It is an international program that features diverse students background, locally- and internationally-oriented curriculum, and well-established faculty team. The lecturers are elites in business administration and in the industry at home and abroad, while students of different backgrounds are recruited from six continents across the world. With an active and extensive alumni network, the programs offers abundant opportunities for internship and career.

### 01 核心課程中國化 Emphasis on Chinese Business Practice

華商MBA的課程注重理論與實際相結合，致力於培養既具全球經濟視野，又深諳中國國情的國際化管理精英。項目有着濃重的中國特色，把中國傳統文化和中國商業理念結合于一身。

The curriculum of SiMBA balances theory and practice. It aims to produce international management elites with both global vision and local perspective. It reflects distinctive Chinese characteristics and integrates the Chinese culture and Chinese business philosophy.

### 03 提供衆多就業機會 Career Opportunities with International Employers

校友資源豐富，與珠三角地區國際企業有着良好的互動，爲項目學生提供了衆多實習和工作機會。

Thanks to its extensive alumni network and close connection with international companies in the Pearl River Delta region, SiMBA offers various internship and career opportunity for its students.

### 02 學生來源多樣化 Diverse Student Backgrounds

不同國籍、年齡、性別、學業背景及專業背景的學生讓項目活力非凡，文化和背景的多元化讓思想碰撞更具火花。目前有來自世界26個不同國籍的學生加入到這個項目中。

The vast diversity of students in nationality, age, gender, academic background and professional experience makes SiMBA a highly dynamic and inspiring experience. Currently the program has attracted students from 26 different countries.

### 04 行動學習計劃 PBL Plan

特開設MBA行動學習的實踐課堂，讓管理理論知識與商業實踐緊密結合，全面提升學生綜合運用管理知識的能力。同時幫助企業剖析實際問題，提供解決方案與思路，從而爲企業的發展助力。

Project/Problem Based Learning (PBL) is a dynamic learning approach that enables students to actively explore real-world problems and challenges to acquire deeper management knowledge and support the development of companies with insightful analysis of problems and well-designed solutions.



## 師資力量 FACULTY



**CHEN Peng**  
Associate Research Fellow, Ph.D.,  
Course: China Financial Market and  
Investment Strategy  
**陳鵬** 副研究員 博士  
課程：中國金融市場與投資策略



**HAN Qing**  
Associate Professor, Ph.D.,  
Course: Financial Statements  
**韓晴** 副教授 博士  
課程：財務報表



**LI Wenjing**  
Professor, Ph.D., Sun Yet-sen  
University(China)  
Course: Financial Statements  
**黎文靖** 教授 中山大學博士  
課程：財務報表



**SHAN Jun**  
Associate Professor, Ph.D.,  
Course: Data, Model and Decision  
**山峻** 副教授 博士  
課程：數據、模型與決策



**SU Xiaohua**  
Professor, Ph.D.,  
Course: Strategic Management  
**蘇曉華** 教授 博士  
課程：戰略管理



**WANG Guoqing**  
Professor, Ph.D., Hong Kong Polytechnic  
University(China)  
Course: Operation Management,  
Supply Chain Management  
**王國慶** 教授 香港理工大學  
課程：運營管理、供應鏈管理



**WEI Ying**  
Associate Professor, Ph.D., Chinese  
University of Hong Kong(China)  
Course: Operation Management  
**魏瑩** 教授 香港中文大學博士  
課程：運營管理



**DENG Di**  
Lecturer, Ph.D., Jinan University(China)  
Course: Strategic Management  
**鄧地** 講師 暨南大學博士  
課程：戰略管理



**HUANG Weili**  
Associate Professor, Ph.D., Jinan  
University(China)  
Course: Managerial Economics  
**黃偉力** 副教授 暨南大學博士  
課程：管理經濟學



**OU Jinwen**  
Professor, Ph.D., Hong Kong Polytechnic  
University(China)  
Course: International Trade and Global  
Supply Chain Management  
**歐錦文** 教授 香港理工大學博士  
課程：國際經濟與全球供應鏈管理



**SHEN Hongtao**  
Professor, Ph.D., Xiamen University  
(China)  
Course: Financial Management  
**沈洪濤** 教授 廈門大學博士  
課程：財務管理



**QI Jun**  
Associate Professor, Ph.D.,  
Course: Business Negotiation  
**齊珺** 副教授 博士  
課程：商業談判



**WANG Wei**  
Professor, Ph.D., Hong Kong Polytechnic  
University(China)  
Course: E-commerce and Retailing Strategy  
**王瑋** 教授 香港理工大學博士  
課程：電子商務及零售策略



**WANG Rui**  
Lecturer, Ph.D.,  
Course: CSR and Business Ethics  
**王瑞** 講師 博士  
課程：社會責任與商業倫理



**ZHU YU**  
Professor, Ph.D. Course:  
Organizational Behavior  
**朱瑜** 教授 博士  
課程：組織行為學

## GUEST PROFESSORS



**Betty J. CHUNG** Professor, Korea  
Advanced Institute of Science and  
Technology, Ph.D., University of San  
Francisco (USA)  
Course: Leadership and Organizational  
Behavior in Asia  
**Betty J. CHUNG** 韓國高等科學技術研究  
所教授 舊金山大學博士  
課程：亞洲視角下的領導力與組織行為



**Masoud Kavoossi**  
Professor, Ph.D.,  
Howard University,  
Course: Marketing  
**Masoud Kavoossi**  
美國霍華德大學教授 博士  
課程：市場營銷



**Yupin PATARA**  
Professor, SASIN Chulalongkorn University,  
(Thailand) Ph.D., University of Illinois at  
Urbana - Champaign, USA,  
Course: Marketing Research  
**Yupin PATARA** 泰國薩辛朱拉隆功大學  
教授 美國伊利諾大學香檳分校博士  
課程：市場研究



**Zhang Baisha** Lawyer, LL.M.,  
MBA, West Sydney University  
(Australia)  
Course: China Business Environment  
**張白沙** 律師 澳洲西悉尼大學MBA  
澳洲墨爾本大學法學碩士  
課程：中國商業環境



**JIA Jia**  
Senior Lecture, Ph.D.,  
Guangdong University of Foreign  
Studies Business School  
Course: Management Communication  
**賈佳** 博士  
廣東外語外貿大學商學院 特聘高級講師  
課程：管理溝通



**MA Shaozhuang**  
Associate Professor, Ph.D., ISCTE  
- Instituto University á rio de Lisboa  
Course: Human Resource Management  
**馬少壯** 副教授 葡萄牙里斯本大學博士  
課程：人力資源管理



**ZHANG Jax**  
Senior Consultant, Ph.D.,  
Sun Yet-sen University(China)  
Course: Management Consultancy  
**張迅** 高級諮詢顧問 中山大學博士  
課程：管理諮詢

## 課程設置 CURRICULUM

模塊 Module	課程名稱 Course	學分 Credits
中國模塊 China	1. 中國特色社會主義理論與實踐研究 (The Research on Theory and Practice of Socialism with Chinese Characteristics)	2
	2. 中國現代化理論與實踐研究 (The Research on Theory and Practice of Chinese Modernization)	2
	3. 中國概況 (General Introduction to China)	2
	4. 中國商業環境 (Chinese Business Environment)	2
軟技能模塊 Soft Skills	5. 入學導向培訓 (Orientation) [1]	0
	6. 四海講堂 (See-ahead Seminars) [2]	1
	7. 商務英語/商務漢語 (Business English/Business Chinese) [3]	2
	8. 管理溝通 (Management Communications)	2
	9. 組織行為學 (Organizational Behavior)	2
	10. 社會責任與商業倫理 (Corporate Social Responsibility and Business Ethics)	2
分析基礎模塊 Analytical Fundamentals	11. 管理研究方法與學術寫作 (Management Research Methods and Academic Writing)	1
	12. 管理經濟學 (Managerial Economics)	2
	13. 財務會計 (Financial Accounting)	2
	14. 數據模型與決策 (Data, Modelling and Decision) *	2
管理基礎模塊 Management Fundamentals	15. 市場營銷 (Marketing Management)	2
	16. 財務管理 (Financial Management)	2
	17. 運營管理 (Operation Management)	2
	18. 人力資源管理 (Human Resources Management)	2
	19. 戰略管理 (Strategic Management) *	2

[1] 入學導向課程為2天左右的集中訓練。包括領導力訓練、溝通技巧、案例分析方法學習等。

[2] 學院每學年將開設15~20次“四海講堂”，每位學員需參加期中至少6次方可獲得這一學分。

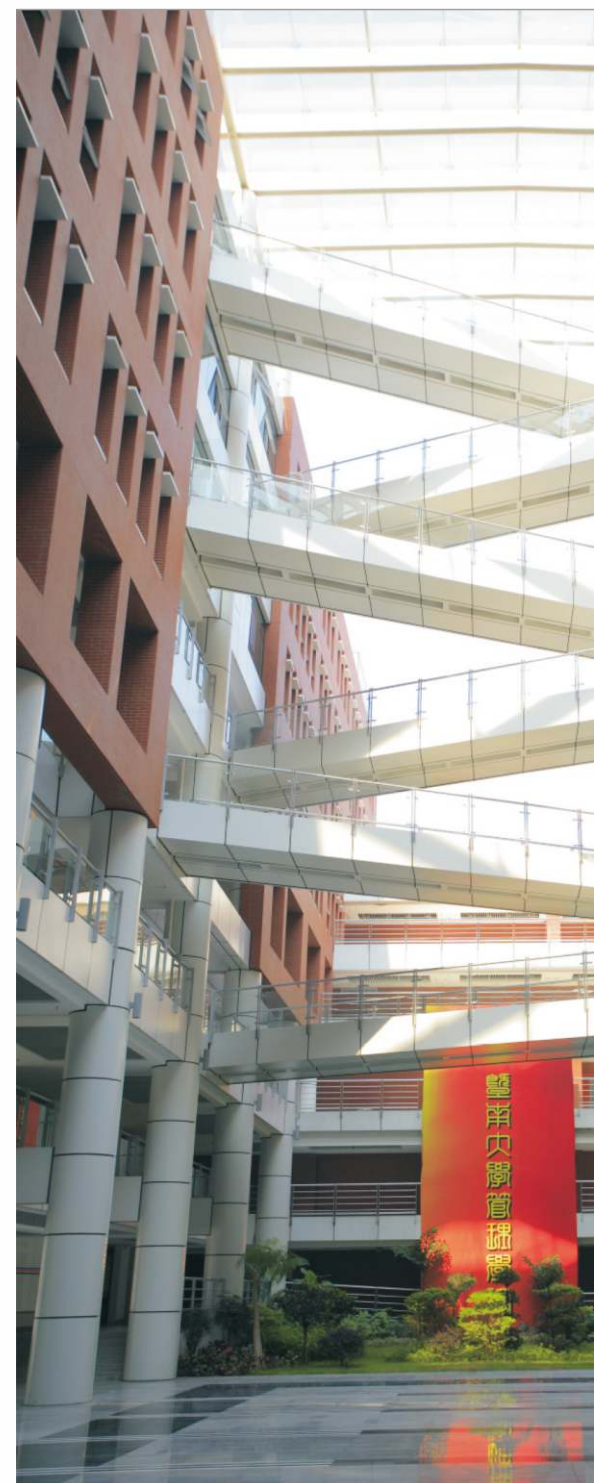
[3] 中國學生學習商務英語課程，外國學生學習商務漢語課程。

### Note:

[1] The Orientation is a 2-day training on leadership, communication skills, case analysis methods, etc.

[2] The See-ahead Seminars include 15 to 20 sessions per academic year. Each student needs to attend at least 6 sessions to earn the credit.

[3] Business English course is for students from Chinese mainland who speak the native language of Chinese, while Business Chinese course is for those from outside the Chinese Mainland.



我們有來自世界各地的中外優秀青年匯聚于此，他們會成為中國乃至亞洲在未來幾十年的棟梁之才。他們積極地在這國際大家庭中發展他們的才幹，樂觀地尋找機遇，創造未來。

——王霄教授

Our program gathers promising young people from all around the world, both Chinese and non-Chinese. They will grow into backbones of our country and the Asia in the coming decades. In this global family, they will develop their expertise and explore opportunities to shape the future.



Professor  
WANG Xiao

暨南大學以其地處廣州——這一最為活躍的工業、商業以及經濟中心的地理優勢，讓我們的MBA學生得以在商業學習的同時緊密地接觸感悟我國領先經濟發展潮流。

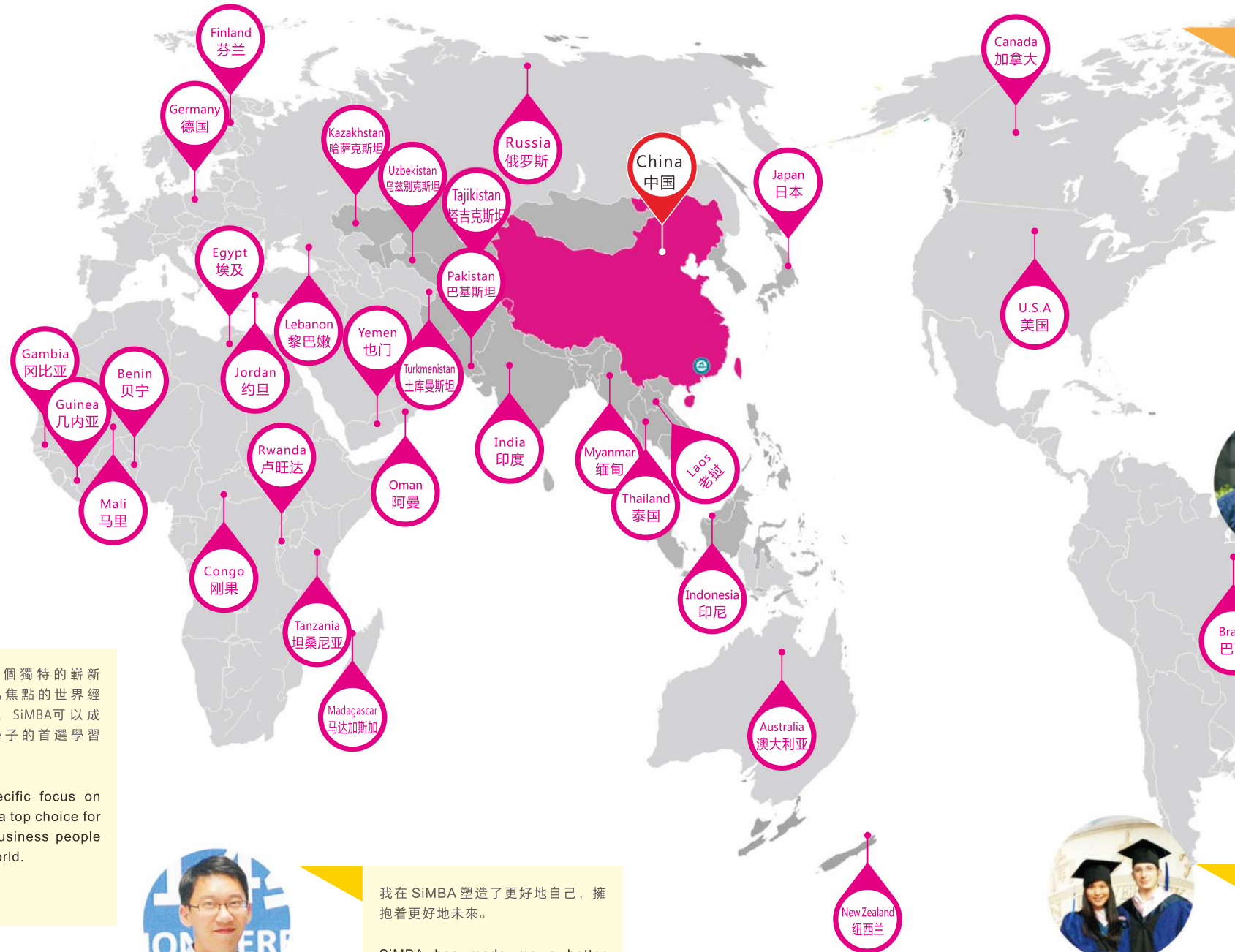
——王國慶教授

Prominently located in Guangzhou, the most dynamic industrial, commerce and economic hub in China, JNU enables our MBA students to keep abreast of the paces of the country's leading economic engine while pursuing their business study.



Professor  
WANG Guoqing

# 國際化 GLOBAL FAMILY



**110** 個國際校友會  
International Alumni Associations

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**33** 個國家的精英入讀項目  
Different nationalities in SiMBA program

---

**286+** 與286個海外高校開展學術交流  
Overseas universities as partners of academic exchanges

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**12,000+** 在校學生超過12000人來自海外及港澳臺地區  
12,000 enrolled students from other countries and regions of Hong Kong/Macao/Taiwan



Ilya

俄羅斯，2012級SiMBA學生  
Russia, SiMBA Class of 2012

SiMBA 項目讓我從一個獨特的嶄新視角去看待以中國為焦點的世界經濟發展。毋庸置疑，SiMBA可以成為全世界年輕商界學子的首選學習項目。

Business with a specific focus on China. It is definitely a top choice for young progressive business people from all around the world.



譚家威 / William Tan

中國，2014級SiMBA學生  
China, SiMBA Class of 2014

我在 SiMBA 塑造了更好地自己，擁抱着更好地未來。

SiMBA has made me a better person and prepared me for my future.



朱思 / Jussi Raimo Olavi Penttin & 艾諾 / Aino-Maria Jolkkonen  
芬蘭，2016級SiMBA學生  
Finland, SiMBA Class of 2016

如果你想知道中國和中國市場，想要一次無與倫比的經歷，想結交來自世界各地的新朋友，請讀 SiMBA 項目是最好的選擇！

SiMBA is a great choice for you if you want to understand China and Chinese business, have a unique experience and make new friends around the world.



安東 / Antonio & 朱桓儀 / Celina Zhu

巴西和中國，2011級SiMBA學生  
Brazil & China, SiMBA Class of 2011

來暨大攻讀 MBA 算是我人生最重要的轉折點，在這裏，我不但收獲了事業的轉機，也收獲了恰當時的愛情。

SiMBA is a milestone in my life. During my years in JNU, I reached the turning point of my career life and also harvested true love.

# 海外交換 EXCHANGE PROGRAMS

We strongly encourage SiMBA students to apply for MAB programs with our global partners and study there as exchange students for one semester, as this is a great opportunity to enhance one's business perspective and communication skills.

我們十分鼓勵SiMBA學生申請為期一個學期的國際交換，以此提高自己的商業視野和溝通能力。

合作院校 Partner Institutions	國際認證 Accreditation	院校簡介 School Profiles
 <p>法國里昂商學院 Lyon Business School</p>	AACSB EQUIS AMBA	<p><b>法國里昂商學院：</b>是法國商學院傳統上的最高學府，全球最老牌商學院之一，歐洲十大名牌商學院。它是全球最早得到 EQUIS, AACSB 和 AMBA 三大認證的25所國際頂級商學院之一。Lyon Business School has long been recognized as the most honored institution of business in France, one of the oldest business schools in the world, and one of the top ten European business schools. It is one of the 25 international business schools in the world that first received EQUIS, AACSB and AMBA accreditations.</p>
 <p>法國北方高等商學院 EDHEC Business School</p>	AACSB EQUIS AMBA	<p><b>EDHEC商學院</b>作為法國第一梯隊五大高商之一，創辦于1906年，是一所主要從事商業和管理研究的知名學府，是法國傳統精英教育系統大學校的一員。EDHEC Business School is one of the top five business schools in France's first echelon. Founded in 1906, EDHEC Business School is a well-known institution mainly engaged in business and management research. It is also a member of the French elite education system "Grandes écoles".</p>
 <p>法國蒙彼利埃商學院 Montpellier Business School</p>	AACSB EQUIS AMBA	<p><b>法國蒙彼利埃高等商學院：</b>始建于1897年，隸屬於法國蒙彼利埃工商會，受法國教育部認可并監管，是法國著名的高等精英商學院之一。Founded in 1897, Montpellier Business School is affiliated to Montpellier Chamber of Commerce and Industry of France. Recognized and supervised by the French Ministry of Education, it is a member of the renown "Grandes écoles" in France.</p>
 <p>法國諾曼底高等商學院 Montpellier Business School</p>	AACSB EQUIS	<p><b>法國諾曼底高等商學院：</b>建于1872年，是法國歷史最為悠久的高等管理學院之一。獲得EFMD和AACSB認證，也是法國大學校協會的成員。Founded in 1872, Ecole de Management de Normandie is one of the oldest business schools in France. It has received EFMD and AACSB accreditations. It is also a member of "Grandes écoles".</p>
 <p>巴黎經濟商業管理高等商學院 EDC Paris Business School</p>	EPAS	<p><b>巴黎經濟商業管理高等商學院：</b>始建于1950年的巴黎，是法國高等精英學院聯盟Conference Grandes Ecoles(GE)的成員。是法國歷史最悠久的高等商業學校之一。Founded in 1950, EDC Paris Business School is a member of the Conference Grandes Ecoles (GE) and one of the oldest business schools in France.</p>
 <p>泰國國立法政大學 Thammasat University Business School</p>	AACSB EQUIS AMBA	<p><b>泰國法政大學 (Thammasat University)</b> 是泰國最為古老的大學之一，位于湄南河畔的曼谷歷史文化中心，在文法商領域享有崇高的名譽，法政大學商學院是泰國第一所也是唯一的擁有三冠認證商學院。Located at the historical and cultural center of Thailand, Bangkok, along the Chao Phraya River, Thammasat University is one of the oldest universities in Thailand. It enjoys a high reputation in the fields of literature, law and business. Thammasat Business School is the first and only business school in Thailand that passed three major international business school accreditations.</p>
 <p>日本名古屋商學院 Nagoya University Of Commerce And Business</p>	AACSB EQUIS AMBA	<p><b>日本名古屋商學院：</b>始建于1935年，是日本唯一一所通過國際三大認證的商學院，其MBA項目在2021QS全球MBA排名中排到日本第一，亞洲前20。Founded in 1935, NUCB is the only business school in Japan that has passed the three major international accreditations. Its MBA program ranks first in Japan and top 20 in Asia in the 2021 QS global MBA ranking.</p>

合作院校 Partner Institutions	國際認證 Accreditation	院校簡介 School Profiles
 <p>智利大學 University of Chile</p>	AACSB AMBA	<p><b>智利大學：</b>位于智利首都聖地亞哥，成立于1843年。是美洲歷史最悠久、拉丁美洲最有名望的大學之一。國內國際知名度高。Located in Santiago, the Capital of Chile, the University of Chile was founded in 1843. As one of the oldest and most prestigious universities in Latin America, it has remarkable domestic and international presence.</p>
 <p>韓國仁荷大學 Inha University</p>	AACSB	<p><b>仁荷大學：</b>1954年成立于韓國仁川，在2018年被《泰晤士報》評選為亞洲100強大學之一，是韓國政府指定的KGSP (Korean Government Scholarship Program) 大學之一。Founded in 1954 in Incheon, South Korea, Inha University was included into Times' list of top 100 universities in Asia in 2018. It is also one of the KGSP (Korean Government Scholarship Program) universities designated by the government.</p>
 <p>希臘阿爾巴商學院 Alba Graduate Business School</p>	AMBA EPAS	<p><b>希臘美國學院阿爾巴商學院</b>在商業界的支持下運作，獲得新英格蘭高等教育委員會(NECHE)的認可，此外，所有阿爾巴MBA課程均獲得MBA協會(AMBA)的認可，而金融學碩士和戰略性HRM碩士課程均為EPAS (EFMD計劃) 認證系統) 認證。Alba Graduate Business School, the American College of Greece operates under the auspices of the business community. Alba is accredited by the New England Commission of Higher Education (NECHE). Moreover, all Alba MBA programs are accredited by the Association of MBAs (AMBA), while both the MSc in Finance and the MSc in Strategic HRM programs are EPAS (EFMD Programme Accreditation System) accredited.</p>
 <p>芬蘭瓦薩大學 University of Vaasa</p>	EPAS	<p><b>芬蘭瓦薩大學：</b>位于芬蘭瓦薩市，一所多學科綜合性大學，該校注重商業學習、管理、技術、語言和文化。Located in Vaasa, Finland, the University of Vaasa is a multi-disciplinary university with a focus on business studies, management, technology, languages and culture.</p>
 <p>波蘭波茲南經濟大學 Poznan University of Economics and Business</p>	AMBA	<p><b>波蘭波茲南經濟大學：</b>波蘭波茲南經濟與商業大學是波蘭歷史最悠久的經濟類大學之一，以高質量的教學標準而著稱，優勢在于它的教學質量、國際關係及與商界的合作。Poznan University of Economics is one of the oldest economics universities in Poland. It is known for its high-quality programs, international relationships and cooperation with business community.</p>
 <p>意大利薩蘭托大學 University of Salento</p>		<p><b>意大利薩蘭托大學：</b>始建于1955年，是頗具國際化特色的綜合性公立大學。一貫以開闊的視野、發展的觀點看待世界，是歐洲、地中海和東方諸國文化交流的橋梁。Founded in 1955, Universita del Salento is an internationalized public university that sees the world with open mind and progressing views. It serves as a bridge for cultural exchanges among Europe, the Mediterranean and the East.</p>
 <p>捷克托馬斯巴塔大學 Tomas Bata University</p>		<p><b>托馬斯巴塔大學</b>是捷克的一所公立大學，在捷克中型大學中排名第一。Tomas Bata University is a public university in the Czech Republic. It ranks first among medium-sized universities in the country.</p>
 <p>印度IILM高等教育學院 IILM Institute for Higher Education</p>		<p><b>印度IILM高等教育學院</b>成立于1993年，是印度領先的商學院之一，在德里國家首都地區設有三個校區。它在2015年被EdUniversal評為印度最佳商學院第11名。Established in 1993, IILM Institute for Higher Education is one of the leading business schools in India with three campuses in National Capital Region of Delhi. It was ranked as 11th among best Indian business schools in 2015 by EdUniversal.</p>



# 申請與錄取

## APPLICATIONS & ADMISSIONS

### 報考條件

#### 1) 學位與工作年限

- A. 獲學士學位者，三年以上（含）全職工作經驗；  
B. 獲碩士及以上學位者，兩年以上（含）全職工作經驗；  
C. 獲副學士學位者，五年以上（含）全職工作經驗，並擔任一定管理職位。

際在國外居住滿9個月可按1年計算）。報名時考生本人必須持有我駐外使館出具的在國外長期或永久居留權的公證書或認證書和中華人民共和國護照。

b. 雖未取得住在外國長期或永久居留權，但已取得住在外國連續5年以上（含5年）合法居留資格，5年內在住在外國累計居留不少於30個月。出國留學或因公出國不能視為定居。

D. 祖國大陸（內地）、香港、澳門和臺灣居民在移民外國後，作為外國留學生，必須持有有效的外國護照或國籍證明檔4年（含）以上，且最近4年（截至入學年度的5月30日前）之內有國外實際居住2年以上的記錄（1年中實際在國外居住滿9個月可按一年計算，以入境和出境簽章為準。）

E. 外籍考生

#### 2) 身份條件（符合以下條件之一）

A. 港澳地區考生，持有香港或澳門永久居民身份證或港澳居民身份證和《港澳居民來往內地通行證》；

B. 臺灣地區考生，持有《臺灣居民來往內地通行證》；

C. 華僑考生：

a. 已取得外國長期或永久居住權，且最近4年（截止報名時間結束止）之內有在國外居住2年以上的記錄（1年中實

### 申請材料

- 申請表
- 個人身份證明（身份證、港澳通行證或護照等）
- 學位證書或畢業證書
- 成績單
- 證件照
- 兩封推薦信
- 個人陳述
- 英語等級證書（BEC\GMAT\GRE\IELTS\TOEFL，鼓勵提供）
- 簡歷
- 畢業論文



\*申請材料通過以下途徑提交：

掃描并電郵：ourjnumba@vip.126.com

郵寄地址：中國廣州市天河區黃埔大道西601號  
暨南大學管理學院207MBA項目辦公室（收）

郵 編：510632

電 話：+86 20 8522 5916

說明：申請表：請登錄我們的網站 <http://mba.jnu.edu.cn> 下載并提交。

#### \*成績單與學歷證明

需提供申請時最後所有的學歷教育成績單和學歷證明。成績單和學歷證明的語言應為英語，或中文，或中英文相對照，或當地語言與英語相對照，且其適用於所有申請檔。必要時，錄取委員會可要求申請者通過中華人民共和國教育部學歷認證中心或WES（World Education Service）認證其成績單或學歷證明。

#### \*個人陳述

陳述個人情況及申請此項目的動機、理由等。此為必須提供的材料，字數不應超過5000字。

#### \*推薦信

我們鼓勵申請者的推薦人為我們提供關於申請者的一些參考。但我們要求，推薦人具有一定學術能力或擔任領導管理職務。



面試有兩種形式，一是視頻面試，二是現場面試。我們現場面試的地點僅限於廣州。不能參加現場面試的，可以選擇使用視頻面試。但放棄面試，我們視之為放棄申請。

### Applicant Eligibility

#### 1) Academic degree and work experience

- A. Bachelor's degree holder with three or more years of full-time work experience;  
B. Holders of master's degree or above with two or more years of full-time work experience;  
C. Associate bachelor degree holders with more than five or more years of work experience and managerial roles;

#### 2) Identity

##### (satisfying one of the following criteria)

A. Candidates from Hong Kong and Macao should hold a Hong Kong or Macao permanent resident ID card or a Hong Kong or Macao resident ID card, and the Mainland Travel Permit for Hong Kong and Macao Residents;

B. Candidates from Taiwan should hold the Mainland Travel Permit for Taiwan Residents;

C. Overseas Chinese candidates:

- a. Candidates who have obtained long-term or permanent residency in a foreign country, and have lived abroad for more than 2 years in the last 4 years (as of the application deadline) (living abroad for 9 months in a year can be seen as 1 year of living abroad). For registration, candidates

must present a notary certificate or certification of long-term or permanent foreign residency issued by the Chinese embassy abroad and a passport of the People's Republic of China.

b. Candidates who have not obtained long-term or permanent residency in a foreign country, but have obtained the legal residence status of staying in a foreign country for more than 5 consecutive years (inclusive), and have lived there for not be less than 30 months within 5 years. Studying or taking business trip abroad cannot be deemed as long-term residence.

D. Residents of the Chinese mainland, Hong Kong, Macao and Taiwan who have immigrated to foreign countries are regarded as foreign students. They must have held a valid foreign passport or nationality certificate for more than 4 years (inclusive), and provide a record of actual residence abroad for more than two years in the past four years (living abroad for nine months in a year can be seen as one year of living abroad; subject to entry and exit seals).

E. Foreign candidates

### Application Documents

- Completed application form
- Personal identification (ID card, Travel Permit or passport)
- Degree certificate or diploma
- Official academic transcript
- One[1] passport photo
- Two recommendation letters
- Personal statement
- English proficiency certificate (BEC/GMAT/GRE/IELTS/TOEFL preferred)
- Resume
- Graduation thesis



\*Please submit your application documents via:

Email: ourjnumba@vip.126.com

Mail: Room 207, Office of MBA Programs, School of Management, Jinan University, 601 Huangpu Road (W), Guangzhou, 510632 China

Tel: +86-20-8522-5916

Note: The application form is available for download at our website: <http://mba.jnu.edu.cn>.

#### \*Transcripts and Certificate

Applicants must submit all academic transcripts and certificates (in English, Chinese, both or in English and local language) for the last academic stage by the time of application, which should be applicable to all application files. If necessary, the Admission Committee may request applicants having their academic transcripts or certificate authenticated through the Education Certification Center of the Ministry of Education of the People's Republic of China or WES (World Education Service).

#### \*Personal Statement

Personal statement shall provide personal profile and your motives and reasons for applying the program. It must be provided and should not exceed 5,000 Chinese characters (words).

#### \*Recommendation Letter

We encourage the applicants to submit references for them from referees who have academic achievements or hold leading or managerial position.



Interview may be conducted in two ways, video or in person. We only hold in-person interview in Guangzhou. Those who cannot show up for in-person interview may choose video interviews. But failing to do the interview will be seen as withdrawing the application.

## 學費與獎學金

### TUITION & SCHOLARSHIPS

#### 學費及相關費用(2017)

#### Tuition & Fees (2017)

學年 Academic Year	費用 (人民幣) Fees in RMB*
學費 Tuition	39,000 / year 78,000 totally for two years
住宿費 Accommodation	3,000~6,000
醫療保險費 Medical insurance premiums	650
教科書及其他費用 Textbook expenses and other fees	Approximately 5,000

\*僅供參考 \*For reference only.



#### 獎學金

#### Scholarships

獎學金名稱 Scholarship	申請者 Eligible Applicant	等級 Rank	名額 Quota	獎勵金額 Amount (RMB)
中國政府獎學金 CSC Outstanding International Students Scholarship	全日制外籍生	/	*	全額獎學金
	Full-time international students	/	*	Full scholarship
廣東省政府來粵留學生獎學金 Guangdong Government Outstanding International Students Scholarship	全日制外籍生	/	*	20000
	Full-time international students			
暨南大學國際學生獎學金 Outstanding International Students Scholarship of Jinan University	全日制外招生 Full-time non-Chinese-Mainland students		全額獎學金 Full scholarship	全額學費以及10000元生活補助 Full tuition and 10,000 yuan (living costs)
			部分獎學金 Partial scholarship	全額學費 Full tuition
港澳臺學生獎學金 Scholarship for HK, Macao and Taiwan students	全日制及在職學生 Full-time and part-time students	一等獎 The First Prize	*	6000
		二等獎 The Second Prize	*	4000
		三等獎 The Third Prize	*	3000
華人華僑獎學金 Scholarship for Overseas Chinese Students	華人華僑 Overseas Chinese students	一等獎 The First Prize	*	7000
		二等獎 The Second Prize	*	5000
		三等獎 The Third Prize	*	4000
GMAT獎學金 GMAT Scholarship	所有全日制新生 All full-time students	/	2	10000
GRE獎學金 GRE Scholarship	所有全日制新生 All full-time students	/	2	10000
TOEFL獎學金 TOEFL Scholarship	所有全日制新生 All full-time students	/	5	3000
IELTS獎學金 IELTS Scholarship	所有全日制新生 All full-time students	/	5	3000

# 廣州

## ABOUT GUANGZHOU

### Climate

Located just south of the Tropic of Cancer, the city proper of Guangzhou has a humid subtropical climate influenced by the East Asian monsoon. Summers are usually wet with high temperatures, high humidity, and a high heat index, while winters are mild and comparatively dry. The mean annual temperature records 22.6°C ( 72.7°F ).

### Location and Transportation

Jinan University is in downtown Guangzhou and can be easily accessed by various transportation such as subway, BRT and bus.

### Canton Fair

The China Import and Export Fair (the Canton Fair), biannually held in Guangzhou, has been held 116 sessions. It has been running since 1957 and for many years was practically the only way foreign businesses could make contacts in China.

### Food

There is a famous saying which goes that "Guangzhou's delicacies are among the best". This not only points out that Cantonese cuisine tops all other regional cuisines in China, but also describes that Guangzhou offers a wide variety of restaurants, bars and cafes, from Chinese dishes to Japanese ramen, Indian curry to Italian pizza.

美食之都  
Capital of gourmet

商業之都  
Capital of Business

國際之都  
International Metropolis



廣州是廣東省省會。從秦朝開始，廣州一直都是華南地區的政治、軍事、經濟、文化和科教中心。廣州是國家歷史文化名城，是嶺南文化的發源地和興盛地之一。

Guangzhou is the capital city of Guangdong Province. It has been the centers of politics, military, economy, culture, science and education in South China since the Qin Dynasty over two thousand years ago. Today, Guangzhou is acclaimed as a national historic city and one of the places where Lingnan culture emerged and thrived.



51  
個總領事館  
Consulate  
Generals

236  
家世界500強企業  
Fortune Global 500  
Enterprises

1000  
多家專業市場  
Specialized Markets

2000  
多年世界海上交通大港  
Years of history as  
a major maritime  
transportation port  
in the world



商業中心  
Commercial centers

5 mins

暨大周邊的商業設施分布 5 分鐘。

Commercial facilities are available around JNU within 5-min walk.

石牌東路 暨大周邊最爲繁榮的一條大街，也叫石牌商業區。

Shipai East Road, also called Shipai Business Zone, is the most prosperous commercial street near JNU.

石牌崗頂、天河娛樂廣場：先進的天河數碼電影城所在地，集時尚娛樂、品牌服裝、西餐等子一身，是人氣頗旺的購物、娛樂廣場。

Tianhe Entertainment Plaza at Gangding, Shipai, is home to Tianhe Digital Cinema. It is a popular shopping and entertaining plaza for entertainment, fashion and western restaurants.



旅遊景點  
Attractions

10-30 mins

暨大與市內主要商業地段的交通詳解

Guide on transportation between JNU and main business districts in the city

暨大——北京路 30 分鐘：廣州最有影響力的購物步行街；

JNU - Beijing Road (the most influential pedestrian shopping street in Guangzhou): 30 min;

暨大——天河城 10 分鐘：現今廣州最受歡迎的購物天堂；

JNU - Teem Plaza (the most popular shopping mall in Guangzhou): 10 min;

暨大——廣州購書中心 10 分鐘：一流的購書天堂；

JNU - Book Centre of Guangzhou (book lover's paradise): 10 min;

暨大——上下九路 35 分鐘：與北京路齊名的購物步行街；

JNU - Shangxiajiu Road (a pedestrian shopping street as famous as Beijing Road): 35 min;

暨大——農林下路 20 分鐘：新崛起的購物、飲食大街；

JNU - Nonglinxia Road (a new shopping and dining street): 20 min;

暨南大學周邊的車站 5 分鐘。

The bus stations are accessible around JNU within 5-min walk.

① 中山大道。西門側邊的師大暨大站；

1. Zhongshan Avenue: SCNU-JNU Station near the West Gate;

② 黃埔大道。南門側邊的國防大廈站；

2. Huangpu Avenue: Guofang Building Station near the South Gate;

③ 石牌崗頂。西門側邊、天河娛樂廣場對面的崗頂站。

3. Shipai Gangding: Gangding Station near the West Gate, opp. to the Tianhe Entertainment Plaza.



車站  
Bus station

5 mins

暨大與廣州各大旅遊景點的交通詳解

Guide on transportation between JNU and attractions in Guangzhou

暨大——天河體育中心 10 分鐘：五星恒大主場；

JNU - Tianhe Sport Centre (the home court of Evergrande Football Team): 10 min;

暨大——白雲山/雲臺華雲 30 分鐘：廣州之標志性、最好的旅遊風景區；全國最大的觀賞花木園林式的花園；

JNU - Baiyun Mt. and Yuntai Garden (an iconic and one of the best scenic spots in Guangzhou; the largest ornamental plants garden in China): 30 min;

暨大——二沙島 25 分鐘：星海音樂廳，廣東美術館，各種藝術雕塑散步周圍。文化藝術氛圍撲面而來；

JNU - Ersha Island (home to Xinghai Concert Hall, Guangdong Museum of Art and different artistic sculptures): 25 min;

暨大——中山紀念堂 25 分鐘：辛亥革命之總統府舊址，也是先進的電影院所在地。

JNU - Sun Yet-Sen Memorial Hall (the former site of Presidential Palace for President Sun Yet-Sen in the Revolution of 1911 and home to an advanced cinema): 25 min.



旅遊景點  
Attractions

10-30 mins



LIVING IN GUANGZHOU



JINAN UNIVERSITY