

EXECUTIVE EDUCATION

School of Economics and Management
Tsinghua University

<http://exed.sem.tsinghua.edu.cn/en>



高管教育
Executive Education



清华大学经济管理学院
School of Economics and Management, Tsinghua University

创造知识 培育领袖
贡献中国 影响世界

To Advance Knowledge
and Cultivate Leaders
for China and
the World

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ABOUT US

157

full-time faculty

100+

programs for organizations
each year

5,000+

executive participants
yearly

780+

practitioners

20+

programs for individuals
each year

90,000+

executive alumni

42

research centers

TSINGHUA UNIVERSITY

With the motto of “Self-Discipline and Social Commitment” and the spirit of “Actions Speak Louder than Words”, Tsinghua University is dedicated to the prosperity and well-being of China and the world. Tsinghua is one of the nation’s most prestigious and influential higher learning institutes, with over a hundred years’ history. The University is committed to cultivating global citizens who can thrive in today’s world and lead future development. Through the pursuit of excellence in education and research, Tsinghua is developing innovative solutions that will help resolve challenges faced by China and the international community.

SCHOOL OF ECONOMICS AND MANAGEMENT (SEM)

Founded with the profound academic background and spiritual heritage of Tsinghua University, and with a mission to advance knowledge, Tsinghua SEM aims to continuously cultivate outstanding industry leaders and management elites for China and the world. SEM became one of the first business schools to be accredited by AACSB and EQUIS in mainland China and one of the few schools that received accreditation from AACSB Business, AACSB Accounting and EQUIS in Asia.

EXECUTIVE EDUCATION CENTER

Executive Education at Tsinghua SEM dates back to 1981, when the Department of Economics and Management Engineering at the time held its first two sessions on “Leadership Research Program on Advanced Corporate Economics and Management”, laying the groundwork for more systematic executive education programs in the future.

The Executive Education Center was established in 2001 at the auspices of former Chinese Premier ZHU Rongji and the Tsinghua SEM Advisory Board, which is constituted by chairpersons, presidents or CEOs of renowned international and domestic companies, deans of the world-leading business schools, leaders of the Chinese government and financial departments. Thanks to the instrumental networking effort by Mr. Henry Paulson, Advisory Board Member of Tsinghua SEM and former U.S. Secretary of the Treasury, Tsinghua SEM and Harvard Business School formed partnership in joint development of executive education programs.

The Executive Education of Tsinghua SEM aims to provide high-quality, globally oriented and tailor-made management education for senior executives from enterprises and organizations. We offer a variety of non-degree management training programs to help executives enhance their leadership capacity, expand career potential, and ensure the sustainable development of their organizations. It serves as a lifelong learning platform for entrepreneurs and executives. As of today, we have offered training to more than 90,000 senior executives and have continuously innovated its course offerings to incorporate cutting-edge management knowledge and to best meet the needs of corporate executives.

Each year, more than 5,000 executives from leading international organizations study at Tsinghua SEM to benefit from its 120 strong programs. We provide a transformational learning experience that can support your career growth at every stage. Executive Education delivers innovative, globally relevant frameworks that address challenges faced by senior executives. Capitalizing on strong faculty teaching and research capabilities, Executive Education offers courses that combine management theories with practices, provide new ideas to help executives tackle management challenges, and offer the best practices on managing enterprises.



“China needed topflight business schools to lead the way, but Premier Zhu had concerns about the program at Tsinghua University, known as the MIT of China, and asked if I would evaluate the school and come back to him with ideas for improvement. [...] Meantime, I would suggest that SEM launch a reinvigorated executive education program grounded in the practical realities of doing business in China.”

Henry M. Paulson, Jr.

Advisory Board Member, Tsinghua SEM
Chairman, Paulson Institute
Former U.S. Secretary of the Treasury
Dealing with China (2015)

UNIQUE FEATURES



TSINGHUA
ECOSYSTEM



FIRST-CLASS
FACULTY



GLOBAL
PERSPECTIVES



EXTRAORDINARY
ALUMNI NETWORK



TSINGHUA ECOSYSTEM

Tsinghua has made continuous efforts to establish an educational mechanism that combines learning with research and industry to best serve China's innovation-driven development strategy.

This is not only a way for Tsinghua to devote itself to the growth of its motherland, but also a strong driving force for the university to become an exemplary leader in the university-industry development in China. Under the guidance of this strategy, Tsinghua has established in-depth partnerships with ministries, local governments, enterprises, and overseas counterparts. Through the Tsinghua platform, the world's best human resources, education resources, financial resources, Internet resources and innovation resources are integrated and shared to realize their full potential. Thanks to its diverse and in-depth partnerships, Tsinghua students, as the first and foremost beneficiaries of this educational mechanism, enjoy the privilege of leveraging Tsinghua's resourceful industry platform. Empowered by such a platform, a great number of alumni of Tsinghua SEM executive education programs have, over the past few years, made the most of their own strengths in funding, technologies, market expertise, financial services, and management experience etc. to generate great benefits and values for the business community and the general public.

17th

QS World University
Rankings 2022 (1st in
China)

20th

THE World University
Rankings 2021

1st

US News Best Global
Universities for
Engineering, Chemical
Engineering, Electrical
and Electronic
Engineering 2021

159

national and ministerial
laboratories and
research centers as of
2020

35

academicians of Chinese
Academy of Engineering

54

academicians of Chinese
Academy of Sciences

15⁺

billion RMB scientific
research funds

“It takes a teacher to transmit wisdom,
impart knowledge, and resolve doubts.”

HAN Yu

Chinese Poet, Tang Dynasty
On the Teacher



FIRST-CLASS FACULTY

Academic research

Top interdisciplinary academic masters, providing linkages among universities and between China and the west, gathering top intelligence and wisdom.

Policy study

High-level macropolicy researchers are invited via the platform of Tsinghua SEM to give lectures that facilitate desirable interactions between decision makers, the academia and industry.

Business intelligence

An unparalleled strategic think tank is available. Top CEOs across the world are present in the classrooms to share thoughts and insights and to reveal the true nature of business and drill practical techniques.

157

full-time faculty

7

chair professors

1

counsellor of the State
Council

3

members of the
Monetary Policy
Committee of the
People's Bank of China

70+

advisory board
members

780+

practitioners



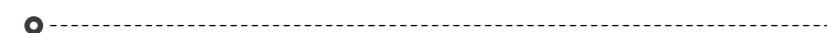
GLOBAL PERSPECTIVES

As the first executive education platform in China with an international background, Tsinghua SEM has been adhering to “a global strategy and an international vision” in developing its curricula over the years.

International programs of Tsinghua SEM focus on the development of domestic and foreign corporations against the backdrop of globalization. The programs allow senior managers to update their management concepts, expand their horizons, and strengthen leadership. All classes and modules are designed by experienced professors from Tsinghua SEM based on their latest academic researches.

Inbound Programs

TSINGHUA SEM provides custom programs for the world’s leading overseas universities and companies based on their industry and training needs.



Outbound Programs

TSINGHUA SEM arranges overseas modules for long-term programs at the world’s top universities in the USA, the UK, Germany, France, Italy, Switzerland, Israel, etc.





EXTRAORDINARY ALUMNI NETWORK

To date, Tsinghua SEM Executive Education has trained more than 90,000 top managers for businesses.

These alumni are active in different sectors and have a deep connection with Tsinghua SEM, and many of them went on to become lifelong friends. The Tsinghua SEM Executive Education Alumni Association, which is the largest alumni association of Tsinghua SEM, was founded based on the core values of unity, tolerance, rigor and innovation. It provides alumni with shared resources that can facilitate their career success and has become a unique platform for them to pursue lifelong learning and maintain alumni contacts and communications.



5,000+

executive participants yearly

90,000+

executive alumni

PROGRAMS FOR ORGANIZATIONS

Executive Education
has offered more than

1,500+

**PROGRAMS FOR
ORGANIZATIONS.**

Our expert faculty team will partner with you to design programs tailored to your objectives, building the specific skill sets that you and your team require to drive your organization to success.

Among the successful programs offered by Tsinghua SEM Executive Education, the custom programs have attracted many large Chinese enterprises and multinational companies throughout and outside of China. Hundreds of government organizations and large enterprises have become our partners. Executive Education has offered more than 1,500 custom programs to Chinese and international enterprises.



WHY TSINGHUA SEM

Leading Brand

Tsinghua SEM became one of the first business schools to be accredited by AACSB and EQUIS in mainland China. Its Executive Education dates back to 1981, which is not just the origin of executive training programs but, in some sense, the predecessor of today's MBA and EMBA education in China.

National Executive Training Base

Tsinghua SEM has long been committed to policy research and is entrusted by ministries and commissions to organize different types of executive training programs for government and state-owned enterprise leaders every year.

Diverse Faculty

Besides Tsinghua SEM's excellent faculty, top interdisciplinary academic masters from the other 20 schools of Tsinghua University as well as high-level guest speakers from a broad range of key government institutions and leading Chinese and multinational companies are invited via the platform of Tsinghua SEM to give lectures that facilitate desirable interactions between the academia, decision makers and industry.

Extensive Enterprise Cooperation

Tsinghua SEM has extensive and in-depth cooperation with enterprises among the Fortune Global 500, national large mainstay enterprises from a variety of industries, fast-developing small and medium sized enterprises, new and developing industries and multinationals operating in China, e.g. Tsinghua SEM cooperated with Tencent and Alibaba to organize Tsinghua-Tencent Future-Tech Entrepreneurs Program and Tsinghua-Alibaba New Business Xuetao respectively.

APPROACH

Client Oriented

Tsinghua SEM is dedicated to providing custom programs tailored to clients' objectives, building the specific skill sets that clients require to drive their organization to success. No "one size fits all" approach is applied. Instead, the content and approach are customized in accordance with clients' specific contexts.

Varying Teaching Methods

Custom programs of Tsinghua SEM consist of flexible and varying teaching methods such as lectures, field studies, case discussions, seminars, group assignments, and an exchange of management experience among participants, experiential learning is our strength.

Lead Professor

Tsinghua SEM programs appoint senior professors who care about clients' interest and individual growth as the lead professors, who are responsible for the overall planning of the custom program, the design of curriculum framework, the choice of teaching faculty within the program and the quality control of each course.

Professional Management Team

An experienced program management team works closely with clients from the beginning, hosts the participant group for the entire duration of the stay and provides rigorous and efficient support, ensuring that the learning engagement - from enrollment and logistics through program delivery and follow-up-is seamless.

SOLUTIONS

Tsinghua SEM Executive Education will set up a professional team composed of senior professors and full-time staffs to develop and organize custom programs according to the specific needs of organizations.

All of our custom programs are designed and implemented based on a rigorous quality control process as illustrated in the following flow chart:



PROGRAMS FOR INDIVIDUALS

Global Executive Program in China

- Opportunity in Diversity: Decoding the Dynamic Chinese Economy

Ministries' Entrusted Programs

- Executive Management Training Program for Central State-owned Enterprise Leaders (EMT)
- New Era Entrepreneurs Development Program (NEED)

Digital Capability Programs

- Tsinghua-Tencent Future-Tech Entrepreneurs Program
- Tsinghua-Alibaba New Business Xuetang
- Tsinghua-Siemens Digital Transformation Leadership Program

Short-term Focused Programs

- Transformation and Upgrade
- Strategy and Implementation
- Innovation and Entrepreneurship
- Organization and Leadership
- Finance and Accounting

Comprehensive Management Programs

- Leading CEOs Program
- Excellent Managers Development Program
- Young Entrepreneurs Program - Young, Elite, Sharing (YES)
- Tsinghua Shanghai Elites Management Program (TSE)
- Tsinghua Shenzhen Executive Management Program
- State-owned Enterprise Executive Management Program (EMP)
- State-owned Enterprise Managers Development Program (MDP)
- Business Wisdom in Ancient Chinese Studies

Industry Programs

- Capital Market Leaders Program
- Energy Internet Industry Leaders Program
- Tsinghua-ENAC Advanced Master's Program in Aviation Management
- Advanced Management Program in Automotive Industry
- PE Industry Investment Leaders Program
- Advanced Seminar on Cultural Economics
- Pharmaceutical Industry Leaders Program
- Tsinghua-Sotheby's Master in Art Business



Prof. Andrei Sharonov

President of the Moscow School of Management SKOLKOVO

NOTE

On behalf of Moscow School of Management SKOLKOVO let me express sincere gratitude for our continued strategic partnership and many successful educational initiatives.

In September 2019 in the framework of International Program to Strengthen VET Systems and Labour Markets in the CIS, Asia, and the Middle East we designed and implemented International course «Learning China Experience in VET System Development» for 30 management leaders of Russian professional education institutions from 11 regions. The international course proved to be utmost contextually relevant supported with world-class professors, thorough expertise, informative visits to Chinese VET schools and the leading education and technology enterprise. Without a doubt it will play a major role in elevation of Russian VET schools and provide paramount support to VET management professionals. Upon completion of the course the participants shared with us their feedback and profound thankfulness for this unique opportunity to firsthand experience China's VET system transformation. We hope that future will bring many more joint exciting project and possibilities for cooperation.



Tsinghua SEM has conducted this module impeccably and with a high level of professionalism. The various experts and distinguished speakers during the module, not only candidly shared their wealth of experience, but also did it with passion and candour. It was indeed an enlightening and memorable experience for all our participants. More importantly, the AFLP has also demonstrated the strong ties between SMU and Tsinghua SEM, and the ongoing relationship that continues to flourish.



Prof. John Sequeira

Academic Director of Asian Financial Leaders Program,
Singapore Management University

NOTE

Singapore Management University (SMU) is pleased to have collaborated with Tsinghua SEM in a 3-day module on the Chinese economy. This module is part of a 21-day Asian Financial Leaders Programme (AFLP) offered by SMU and Human Capital Leadership Institute, that prepares senior level talent in Asia's financial sector to assume leadership positions.



On the content side, compelling sessions are organized to meet our most demanding requests. Leading professors will address specialized subjects in areas ranging from digital business models, to the political economy, to the Belt and Road Initiative. They connect the dots across issues and themes, as well as between China and the rest of the world. The programme design oscillates between the academic and the practical, and so the takeaways for our participants are always substantial. The company and site visits include discussions with the top echelons of the organization - open and sincere exchanges ensue. We are grateful that Tsinghua's phenomenal network is generously leveraged for our benefit. Equally important is that the content delivery is supported by an extremely responsive and diligent team. We profit from flawless logistics while the team tries best to cater to our every special request. When a challenge is encountered, no stones are left unturned. To our participants, the commitment by Tsinghua - to us, the partner - is evidenced every single day during the programme. It is visible even



Prof. Tomas Casas

Assistant Professor at the Research Institute for International Management (FIM-HSG), Director of the China Competence Center (CCC) and Director of the Competence Center for Top Teams (CCTT), University of St.Gallen

NOTE

The Tsinghua SEM team has over the years been supplying us with extraordinary and comprehensive learning experiences. Whether in Beijing, Shanghai or Shenzhen our executive learning missions to China have deeply benefited from customized programmes characterized by tailored content and unique access. Participants' ratings are consistently as high as can be.



SK sends its key managers to China to study with professors from the prestigious Tsinghua SEM so that they may acquire a wider range of knowledge, have more diversified experiences, and deepen their understanding of China, which will enable SK to provide better products and services to Chinese customers in the future. The success of the training program suggests that a strategic partnership between Tsinghua and SK has been established for us to pursue cooperative development. We have good reason to believe that this partnership will be further consolidated.

Mr. Chey Tae-won

Chairman of SK Group

NOTE

The cooperation between SK Group of South Korea and Tsinghua SEM started in May 2006. Since then, the two sides have successfully held seven executive education programs with the theme of the development of multinational corporations in China.

Mr. Lin Xiaohai

Former President of Sales for Procter & Gamble (China) Marketing Co., Ltd.

NOTE

In 2014, Procter & Gamble (China) Marketing Co., Ltd. launched a multinational corporation training program in cooperation with Tsinghua SEM Executive Education, to help P&G's management in Greater China expand their horizons, gain insights into China's market, and nurture creative business thinking.

We would like to thank Tsinghua's faculty and staff for their meticulous organization of the training program. This program is a useful supplement to P&G's internal training, and provides a platform for P&G colleagues from all over China to exchange views and voice suggestions for our company's future development.



Mrs. Huang Danhua

Former Deputy Director of the SASAC

NOTE

In 1998, Premier Zhu Rongji personally initiated the training programs for the State Council's audit ombudsmen and attended the opening ceremony for the first training program. Later, the State Council's audit ombudsmen were renamed Directors of the Boards of Supervisors of Large SOEs in Key Sectors. So far, Tsinghua SEM has successfully organized 12 onboarding training programs for the SASAC chairpersons of the board of supervisors.

I'm grateful to Tsinghua SEM for arranging a program provides excellent onboarding and provides modern management philosophies and knowledge with China's local context in mind. This program improved awareness and a sense of responsibility in students, laying the theoretical foundation for the work of the board of supervisors allowing them to adapt to the needs of SOE reform and the new developments of China's economic growth.



Tsinghua SEM offered the best professors, the best resources and the most convenient conditions so that we could make the most of the training program to facilitate the change of our mindset. Once the right mindset is developed, we are able to solve whatever difficulty that our business encounters.

Mr. Ma Weihua

Former President of China Merchants Bank

NOTE

Since 2006, China Merchants Bank and Tsinghua SEM have organized five special leadership training programs. Since 2009, China Merchants Bank's Credit Card Center and Tsinghua SEM have made continuous efforts to offer training programs in strategic innovation and corporate culture transformation.

百战归来再读书

Pursuing Knowledge after
Hundreds of Business Competitions



教401

教401

停时定理
 $E|X_t - \mu| \leq E|X_0 - \mu|$
停时定理 (中条件)
 $\{X_t, \mathcal{F}_t\}_{t \geq 0}$
因为

School of Economics and Management
Tsinghua University

Mission

To Advance Knowledge and Cultivate Leaders for China and the World.

Aspiration

To Be a World-Class School of Economics and Management.

Core Values

Integrity Dedication Respect

FOR MORE INFORMATION
PLEASE CONTACT US

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Executive Education
Website