



西南财经大学
工商管理学院
School of Business Administration



中国高质量MBA教育认证

NEWSLETTER

SBA SWUFE

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International Affairs Office and Sino-French Innovation Research Center
School of Business Administration
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The Course “Fintech” of School of Business Administration Was Selected into the First Batch of National-Level First-Class Undergraduate Courses

Recently, the Ministry of Education released the results of the first batch of national-level first-class undergraduate courses. The course “Fintech” hosted by Professor Kou Gang of SBA was selected into the offline first-class undergraduate courses. The team members of this course include Xu Min, Tang Jingjing, Xiong Jian, Qiu Jiaxian and other teachers.

The construction of first-class courses is an important part of the “Double Million Plan” of the Ministry of Education. In 2019, the Ministry of Education starts the construction of first-class undergraduate courses. It plans to build about 10,000 national-level first-class undergraduate courses in about three years. The first batch of national-level first-class undergraduate courses were

recommended by provincial education administrative departments and universities, and selected by the Ministry of Education through network reviews and conference reviews.



Hiking to Mount Qingcheng, Exploring the Secret of Autumn——Outdoor Activity of International Students of School of Business Administration



On 1 November, Chengdu has already entered the season of golden autumn. International students of School of Business Administration (SBA) and members of International Students Association (ISA)

gathered at the Mount Qingcheng to explore the secrets of autumn.

Students were divided into five groups during the activity to make some funny tasks. They helped each other to overcome the obstacles and started the hiking with laughter and encouragement. The way up to the mountain is covered with golden leaves. Clouds, mists and mountains are undulating and the trees are full of autumn colors. Ultimately, students made it to the top! They all enjoyed a moment of postmeridian relaxation and immersed themselves into such a beautiful scenery.

The hiking journey helped the Chinese and International students reap a precious friendship, build up bodies and left them a cherish memory about the Mount Qingcheng and this autumn.

International Students of SWUFE participated in the “Release Ceremony of Qingyang Lane Tour Line themed by ‘Love Chengdu, Meet FISU’”

On 3 November, the “Release Ceremony of Qingyang Lane Tour Line themed by ‘Love Chengdu, Meet FISU’” was held in Kuan Zhai Alley. It was jointly sponsored by the Social Governance Committee of Qingyang District Committee, the Foreign Affairs Office of Qingyang District Government and the Education Bureau of Qingyang District, and co-organized by the Propaganda Department of Qingyang District Committee and other departments. International students from 8 countries of SWUFE participated in this activity to experience the street culture of Chengdu.

During the ceremony, Mr. Martian Krasnonosenko, bachelor student from Russia of

School of Business Administration (SBA) made a speech as the representative of foreign students. Martian shared his feelings about studying and living in Chengdu, and expressed his love to this city.



For a long time, SWUFE has taken the initiative to play its social service function, actively expand the ways for international students to learn and understand Chinese excellent traditional culture. With the government departments at all levels in Qingyang District and Wenjiang District, SWUFE has successively established various cultural experience and social practice bases for international students, which are highly praised by teachers and students as well as all sectors of society.



International Students of SWUFE participated in the 2020 "National Lifelong Learning Week" in Wenjiang District

On 12 November, under the guidance of member units of the Joint Committee of Urban Construction and Community Education and organized by the Education Bureau of Wenjiang District, the opening ceremony of the 2020 “National Lifelong Learning Week” was held in the Activity Square of Hot Spring Community of Jinma Street, Wenjiang District.



Representatives of international students of SWUFE and Chinese students of the International Friendship Club attended the opening ceremony. During the activity, Mr. Junid Ahmad, master student from Pakistan of School of Business



Administration (SBA) and his friends decorated the booth carefully to show Pakistani customs to community residents and primary and middle school students, and shared some traditional foods of Pakistan like pilaf, Chapati and so on. Chinese and international students as well as community residents enjoyed delicious foods, exchanged different cultures and spent a happy time during the opening ceremony.

Since the new semester, international students of SBA have actively participated in various community activities, which enriched their extracurricular life, improved their cultural exchange and experience, and effectively assist the construction of international community in Chengdu.

Sino-Foreign Joint Friendly Sports Match of SWUFE-Audencia BBA Programme Held Successfully

On 22 November, the day of solar term light snow, the temperature dropped sharply. The sino-foreign joint friendly sports match of SWUFE-Audencia BBA programme was held in Liulin campus. It was organized by the International Affairs Office of School of Business Administration (SBA) and the BBA Programme Office. BBA students, international students of SBA and members of International Students Association (ISA) actively participated in this friendly match.

In the morning, 11 students participated in the badminton competition in Liulin Gymnasium. All of



them are superb and robust with professional skills and strong running ability. The extreme saves and smashes were exciting and expressive during the two rounds of game. In the end, Zohaib, Su Zelong and Chen Pinhan won the top three.



The football match started in the afternoon at Chenxi Stadium. The "senior team", which was composed of 17 BBA students in senior year and 3 international students played against the "younger team" of BBA students graded from 2018 to 2020. After 90 minutes of fighting, the "senior team" won

10:9 with years of experience and abundant physical fitness. Later, the two teams entered the most anticipated part-penalty kick. All the audience were absorbed in such an exciting game.

The four-year friendly sports match left the international and Chinese students with unforgettable memories of healthy sportsmanship and active lifestyle.

The Higher Education and Research in Management of European universities awarded the Best Student Prize to 1+1 Double Master Degree Student of School of Business Administration

On 24 November 2020, the 2020 Annual Meeting of the Higher Education and Research in Management of European universities (HERMES) was held online. Several members including the School of Business Administration (SBA) of SWUFE participated the meeting.



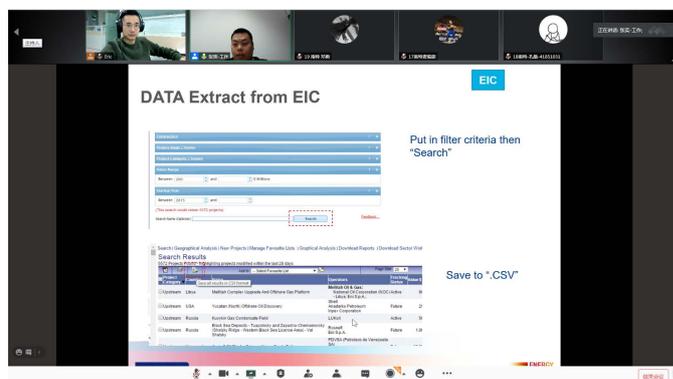
During the meeting, Ms. Flavia Munelli from the Università degli Studi di Pavia, Italy, 1+1 double

master degree student enrolled in SBA for the 2019-2020 academic year, was awarded the Best student prize by HERMES due to her excellent master thesis in SBA, which is the best reward for her one-year efforts in SWUFE.

The HERMES network was founded in November 1997 as an initiative of the Ecole de Management Strasbourg of the Robert Schuman University in Strasbourg. SWUFE has officially become a member of HERMES in 2014 and works closely together with other participating universities in defining study programs, exchanging professors and organizing joint research projects. Each year, this network holds an Annual Meeting at one of the partner universities, where common programs are defined and achievements are reported. In 2017, the Annual Meeting was organized by SBA in SWUFE with a great success.

The Sixth Online Lecture of Lecture Series "Dialogue with Corporate Executives" Held Successfully

On 26 November 2020, hosted by the Sino-French Innovation Research Center of School of Business Administration (SBA) and the SWUFE-Audencia BBA Programme Office, the sixth online lecture of Lecture Series "Dialogue with Corporate Executives" was held under the talk of Mr. Zhang Yi, Project Manager of the Incorporation Consulting Service Asia Limited holding a master degree in management of Audencia Business School.



The lecture focused on the similarities and differences of transnational marketing. Through the

case study of Rexel Group in the marketing of electrical equipment, Mr. Zhang analyzed the differences between domestic and European marketing methods, the impact of the epidemic on the labor market, and the development trend after the epidemic. Later, he also shared some practical interview skills and advice on cross-industry study and employment with students.

Until today, the Lecture Series "Dialogue with

Corporate Executives" has been successfully held for six sessions. Senior managers from Siemens, Haier, Caitong Securities and other well-known companies and institutions have been invited to give lectures on the theme of "Expanding Vision and Promoting Practice", which aims to broaden the horizons and promote the connection of theory and practice, and has won enthusiastic responses and unanimous praise from the BBA students.

Thank you very much for following us.
Stay safe and well.
