



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



# NEWSLETTER

## SBA SWUFE

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International Affairs Office and Sino-French Innovation Research Center  
School of Business Administration  
Southwestern University of Finance and Economics

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## International Finance Forum (2021) Held in SWUFE

On June 12, the International Finance Forum (2021) hosted by the China World Economic Association and SWUFE was held on the Guanghua campus. The theme of the conference is "The volatility of the international financial market, as well as the opportunities and challenges of China's expansion of the two-way financial opening under a great change". Professor Yao Zhizhong, council chairman of the Institute of World Economics and Politics of the Chinese Academy of Social Sciences, Vice President

and Secretary-General of the China Society of World Economics, Professor Yin Qingshuang, Vice President of SWUFE, Zhang Liqing, Professor of the Central University of Finance and Economics, Chen Weidong, Vice President of the Chinese Society of World Economics, etc. and more than 100 experts from the Chinese Academy of Social Sciences, Fudan University, Xiamen University, Jilin University, Sichuan University, Chongqing University, Shanghai Finance and Economics etc. attended this meeting.



## Graduation Ceremony of Pioneer Graduates of BBA Program Held Successfully

On June 23, 2021, graduation banquet of the first generation graduates--2017 grade students of BBA program, was held successfully. Gildas Lusteau, President of Alliance française in Chengdu, Gong Yu, Co-Chairman of Sichuan Qiwei Culture & Tourism Co., Ltd., Huang Huan, General Manager of Southwest Branch of European Chamber of Commerce in China, leaders of SWUFE and Audencia Business School (ABS), teacher representatives and all BBA students of 2017 grade attended the party. At the beginning, Liang Ting and Kou Gang delivered speeches respectively, expressing their sincere blessings and earnest hopes to the first batch of graduates; Wang Shi then announced the establishment of the Alumni Association of BBA program and completed the unveiling ceremony together with Liang

Ting; as the representative of the enterprise, Gong Yu and Huang Huan were issued the letter of appointment for the professional mentor of the BBA program. Afterwards, the students performed a number of wonderful performances.

Since the formal enrolment in 2017, the BBA program has achieved excellent results in the student cultivation: the number of outstanding graduation thesis at the university level accounts for 50% of the SBA; the proportion of students entering schools of a higher grade is up to 60%, in which most students have been admitted to well-known universities at home and abroad to continue their studies; the rest who choose to develop their career have signed contracts with Fortune 500 companies and large state-owned enterprises.



## Teachers and Students of SWUFE Watched the Celebration Meeting of the 100th Anniversary of the Founding of the CPC

On the morning of July 1, the celebration of the 100th anniversary of the founding of the CPC was held in Tiananmen Square, Beijing. Xi Jinping, President of the People's Republic of China, delivered an important speech. Almost all the teachers, students and staff of SWUFE watched the grand meeting at more than 40 meeting rooms of Liulin and Guanghua campus,

such as classrooms, meeting rooms, dormitories, etc. Together with the people of all ethnic groups in the country, we celebrated the 100th anniversary of the founding of the CPC, reviewed the glorious course of the Chinese Communist Party's centuries of striving, and looked forward to the bright prospects of the great rejuvenation of the Chinese nation.



## Opening Ceremony of 2021 Freshmen in BBA Program Held Successfully

On the afternoon of September 14, the opening ceremony for the 2021 freshmen of the joint project between SWUFE and Audencia Business School was successfully held in the 105 Conference Hall of Hongyuan Building. The ceremony was conducted in a combination of online and offline because of impact of the pandemic. Desanka SCHMITT, Director of the International Relations Department of ABS, Shi Donghui, China Director of ABS, Professor Dominique DUBOIS, Director of Studies of the BBA Program, ABS, Professor Christos APOSTOLAKIS of ABS, Kou Gang, Executive Dean of the SBA, SWUFE, Zhang Yuan, vice chairman of school council etc. attended the ceremony. Professor Tang Mingfeng, Assistant Dean of the School of

Business Administration and Director of the BBA Program, presided over the ceremony. The leaders and teacher representatives from SWUFE and Audencia expressed their heartfelt congratulations on the arrival of the new students, and sent ardent messages and good hopes. Later, Professor Tang Mingfeng gave a detailed introduction to the BBA program from five aspects: cooperative partners, program introduction, advantages, enrollment plan, and student activities. Zhang Yihe then delivered a speech on behalf of the freshmen, expressing his bright prospects for the future in this joint program. The ceremony came to an end amid the chorusing of the majestic anthem of SWUFE.



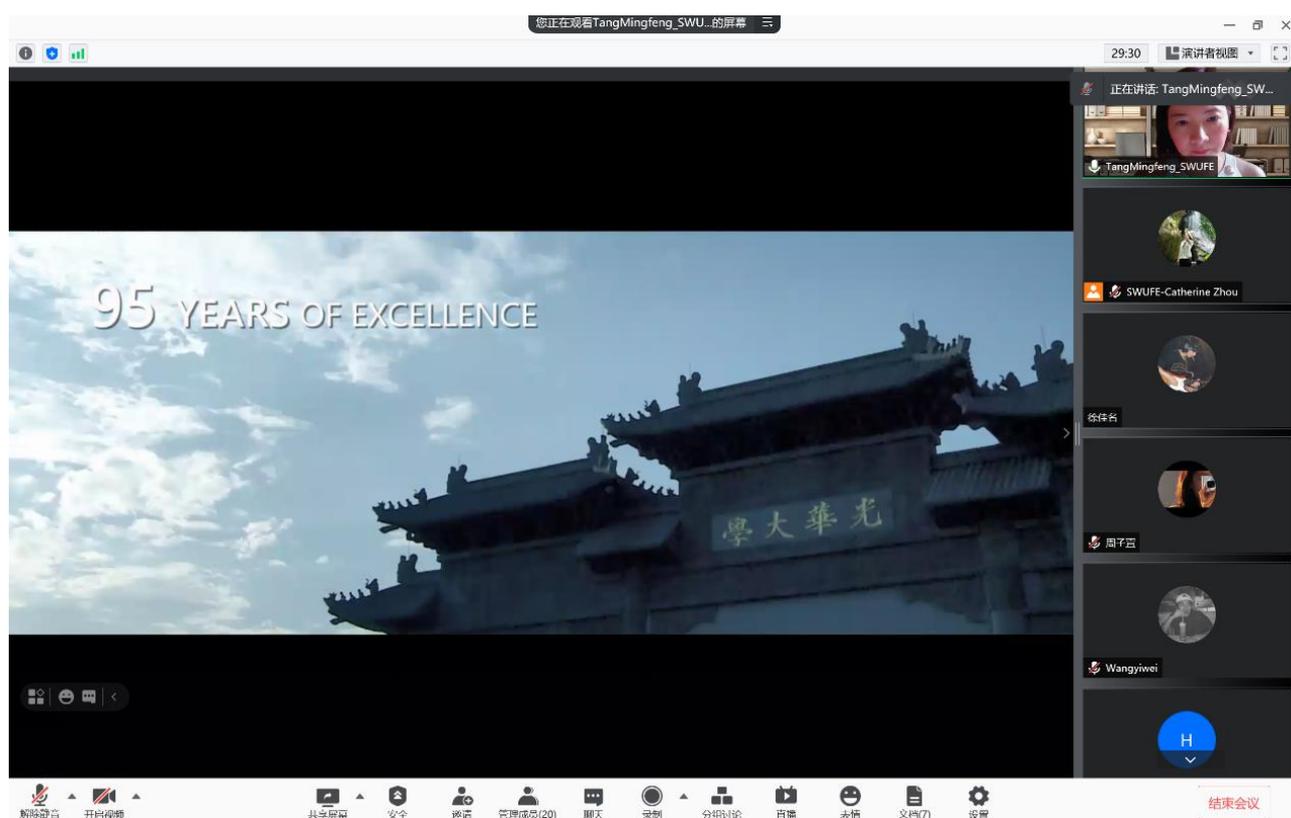
## Virtual Orientation for Incoming Students Held Online

On September 4, 2021, in order to facilitate the smooth development of new semester international student exchange courses under the epidemic, the International Affairs Office of the School of Business Administration of Southwestern University of Finance and Economics held an online autumn orientation meeting.

The meeting was presided over by Prof. Zhou Ruiyan of the School of Business Administration. It was divided into four

agendas: Prof. Mingfeng Tang, Assistant Dean of the School of Business Administration, gave an opening speech and introduced the school. The Student Union gave a general introduction and an interactive Q&A session.

Although the epidemic has made international mobility difficult, the enthusiasm and joy will never fade. Wish all students a fruitful study life and a fantastic experience at SWUFE, China.



## Chinese and Foreign Students Celebrate Mid-Autumn Festival Together

On September 18, 2021, the International Student Association of the School of Business Administration (SBA) invited international students, exchange students, and students from BBA joint program to celebrate traditional Chinese festival ---Mid-Autumn Festival together.

On this special day, Prof. Tang Mingfeng, Assistant Dean of SBA, firstly reviewed the September 18 Incident, which was plotted by Japan in 1931. The Chinese people rose up to resist, which became the starting point of the War of Resistance against Japanese Aggression and the World Anti-Fascist War. Now, the Chinese nation has achieved the tremendous transformation from standing up and growing prosperous to becoming strong. We shall remember the history, learn from it and look

forward to China's national rejuvenation.

Then, participants learnt about the origin and the legend of the Mid-Autumn Festival by a short animation in a relaxed and happy atmosphere. In the game session, participants joined in actively and enjoyed a lot. The most popular one was guessing lantern riddles. They stood up, looked for papers with riddles on but hidden in the venue, and brainstormed with their partners. Those who got the correct answers also won exquisite small gifts.

Though far away from home, the activity has created an opportunity for students to reunite, enjoy the moon, guess riddles, taste moon cakes, and comprehend and inherit Chinese culture together, in which they were moved, laughed, and reunited in the festival season away from home.

