

Center for Chinese Business

西弗吉尼亚大学中国中心

简 报

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本期目录

Table of Contents

- 西弗吉尼亚大学与北京大学光华管理学院建立战略合作关系
WVU College of Business and Economics has established a strategic cooperative relationship with Peking University Guanghua School of Management
- 中国驻美国大使馆公使衔参赞方茂田率团访问西弗吉尼亚大学
China Embassy delegation visited West Virginia University
- 西弗吉尼亚大学商学院 MBA 学生赴中国学习考察
WVU MBA students explored variety of companies in China
- 宝钢股份有限公司学员学成回国
The 2014 Baosteel Executive Education Program came to an end
- 2013-2014 赴西弗吉尼亚大学交换学生圆满完成学业回国
2013-2014 Chinese visiting students at B&E successfully completed study program

○ 新闻快递 NEWS EXPRESS

西弗吉尼亚大学商学院与北京大学光华管理学院建立战略合作关系

WVU College of Business and Economics has established a strategic cooperative relationship with Peking University Guanghua School of Management



Dr. Jose V. Sartarelli, WVU Chief Global Officer and Milan Puskar Dean of College of Business and Economics together with Dr. Victor Chow, Director of WVU Center for Chinese Business, signed a cooperation agreement with Peking University Guanghua School of Management in Beijing, China in April, 2014 to establish strategic cooperative relationship in the fields of research, student exchange and executive education.

West Virginia University, the Flagship University of West Virginia, has more than 30,000 students. Its president E. Gordon Gee, who used to be the President of Brown University, was named by TIME as one of the Top 10 university presidents in the United States in 2009. Under the leadership of Dean Jose v. Sartarelli, West Virginia

University College of Business and Economics has made its unprecedented progress in the past few years. Currently, West Virginia University College of Business and Economics has been ranked No. 92, and its online MBA has been ranked No. 23 in the United States.

2014年4月，西弗吉尼亚大学全球事务首席执行官、商学院院长 Jose V. Sartarelli 博士和西弗吉尼亚大学中国中心主任周昆教授赴北京大学，与北京大学光华管理学院签署建立战略合作伙伴的协议。西弗吉尼亚大学商学院与北京大学光华管理学院将在学生培养、科研等领域开展合作，共同培养国际化人才。

西弗吉尼亚大学是美国西弗吉尼亚州的旗舰大学，有3万多名学生。现任校长戈登·基曾担任美国闻名遐迩的常春藤大学-布朗大学校长，2009年，戈登·基被《时代》杂志评选为全美10大大学校长之一。西弗吉尼亚大学商学院在院长 Jose V. Sartarelli 博士的领导下，近年来得到了迅速发展，目前在全美商学院排名中位列92名，其中，Online MBA项目全美排名第23名。

中国驻美国大使馆公使衔参赞方茂田率团访问西弗吉尼亚大学

China Embassy delegation visited West Virginia University



Invited by West Virginia University, a delegation headed by Minister Counselor Mr. Maotian Fang visited West Virginia University at the end of April, 2014. Dr. E. Gordon Gee, WVU President, Dr. Jose V. Sartarelli, WVU Chief Global Officer and Milan Puskar Dean of College of Business and Economics, Dr. David Stewart, Associate Vice President for International Student Affairs and Global Services, and other University officials met the delegation.

During the visit to West Virginia University, the delegation reviewed preparations for the Confucius institute at West Virginia University and had round-table meetings with the overseas Chinese professionals, and visiting students and scholars at WVU.

2014 年 4 月下旬，应西弗吉尼亚大学的邀请，中国驻美国大使馆公使衔参赞方茂田率团访问西弗吉尼亚大学。

西弗吉尼亚大学校长戈登·基 博士、西弗吉尼亚大学全球事务首席执行官 Jose V. Sartarelli 博士、西弗吉尼亚大学分管国际事务的校长助理 David Stewart 博士等校领导会见了代表团一行。

在西弗吉尼亚大学期间，代表团考察了西弗吉尼亚大学孔子学院筹备情况，看望了西弗吉尼亚大学华人学生学者联合会、西弗吉尼亚教授协会等华人组织，并与华人学者教授、留学生代表进行了座谈。



西弗吉尼亚大学商学院 MBA 学生赴中国学习考察

WVU MBA students explored variety of companies in China



In May, 2014, 9 West Virginia University MBA students travelled to Shanghai, Xi'an and Beijing, China to attend a 2-week study abroad Program.

During the trip, the students had opportunity to visit different companies, including Baosteel Group, Shanghai General Motor, Zhangjiang Hi-Tech Zone, Shanghai Micro-port Medical, Johnson & Johnson in Xi'an, China Pacific Insurance Group, and Chegg Group in China. And the students and faculty were invited to have the plant tours and had great conversations with the corporate executives there.

The MBA students also had opportunity to work with Chinese

students in Export Product Project Competitions held in Shanghai Business University and Xi'an International Studies University during the trip. The MBA students learned a lot about Chinese Business Culture in the competition.

This wonderful China study trip has received great supports from WVU Alumni in Beijing, Shanghai, and Xian.

2014年5月，西弗吉尼亚大学商学院 MBA 学生在教授的带领下去中国上海、西安和北京进行为期2周的学习考察。

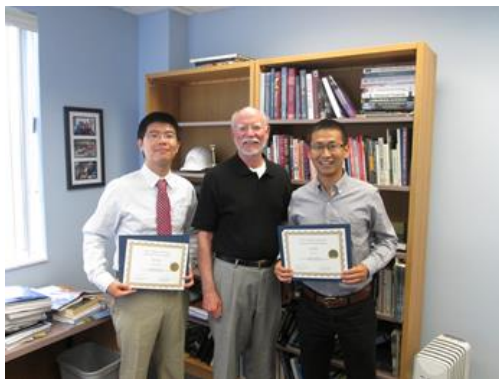
访问期间，他们分别拜访了宝钢集团、上海通用汽车、张江高科技园区、上海微创医疗、西安杨森、太平洋保险、美国 Chegg 集团等中美企业，并与企业管理人员进行了面对面的沟通与交流。

此次赴中国的学习考察得到了上海、西安和北京校友的大力支持，在此表示衷心的感谢。

○ 中长期培训项目 CHINESE EXECUTIVE EDUCATION

宝钢股份有限公司学员学成回国

The 2014 Baosteel Executive Education Program came to an end



The two Baosteel executives returned to China in May after successfully finished the Executive Education program in the West Virginia University College of Business and Economics.

During the past 5 months, they studied at the MBA program and successfully completed Operations Management, Supply Chain Management, Marketing Management, International Business, and Leadership, Organization Change courses. Like the other MBA students, they tried their best to do case studies and make presentations with their team mates in the classes.

They also attended the “International Import & Export Management” program held by Federal Export Council, West Virginia Export Council and West Virginia University. After almost 4-month hard study on Friday nights and Saturdays, they finished all the courses and were awarded the Export Certificate.

In order to broaden their mind, WVU Center for Chinese Business also organized them to attend the B&E Distinguished Speaker Series lectures and WVU Festival of Ideas lectures, and arranged them to visit government agencies, local companies, non-profit organization, and communities during their stay at WVU.

由宝钢股份公司选送的管理干部，圆满完成在西弗吉尼亚大学的培训，按期回国。

在为期近半年的培训中，他们全程参加了供应链管理、市场营销、国

际商务、领导力、组织变革等 MBA 课程学习。他们与 MBA 学生一起上课，一起做案例研究。他们刻苦勤奋的学习态度给全班同学和教授们留下了非常深刻的印象。

他们还参加了由美国联邦出口委员会、西弗吉尼亚州出口委员会主办，由西弗吉尼亚大学承办的为期 4 个月的 International Import & Export Management 全系列课程。经过 4 个月晚上和周末的刻苦学习，他们完成了全部课程，获得了由美国联

邦出口委员会主席签发的美国进出口资格证书。

除了课堂学习，学员们还参加每月 2-3 次由西弗吉尼亚大学系列讲座办公室和西弗吉尼亚大学商学院企业家讲座办公室举办的各类高层次的讲座，聆听美国政治家、企业高管的精彩演讲。他们还积极参加由中国中心组织的赴政府、非营利组织、社区、企业等参观访问，了解美国社会和文化，加深对美国的了解。

○ 学生交流项目 CHINESE VISITING STUDENTS

2013-2014 赴西弗吉尼亚大学交换学生圆满完成学业回国

Chinese visiting students at B&E successfully completed study program



The 5 Chinese Visiting Students from Shanghai University of Finance and Economics, Tianjin University of Finance and Economics, Shanghai



Finance University and other universities have successfully completed their studies at WVU and returned to China in May.

Dr. Jose V. Sartarelli, Dean of College of Business and Economics attended the farewell lunch and celebrated their “graduation” from the program. He also conferred the study Certificate to each of the visiting students.

According to the WVU 2020 Strategy Plan, WVU Center for Chinese Business endeavors to strengthen the cooperation with China Universities in the fields of research, teaching, and student exchange, and make more people have opportunity to experience different cultures and high-standard academy.



2014年5月，来自上海财经大学、天津财经大学、上海金融学院等大学的交换学生圆满完成在西弗吉尼亚大学商学院的学习，按期回国。这些学生非常珍惜在西弗吉尼亚大学的学习机会，他们学习认真刻苦、取得了优良的成绩。

西弗吉尼亚大学商学院为他们举办了结业典礼并共进午餐。西弗吉尼亚大学全球事务首席执行官、商学院院长 Dr. Jose V. Sartarelli、商学院常务副院长 Nancy McIntyre 教授、金融系主任 William Riley 教授等出席了结业典礼。

为实现西弗吉尼亚大学提出的到2020使大学更加国际化的发展战略，近几年来，西弗吉尼亚大学中国中心非常注重加强与中国大学在教学与科研合作、学生交流等方面的合作，让更多的学生和学者有机会体验不同的文化和学术氛围。西弗吉尼亚大学中国中心不仅给来访学生和学者提供了学术方面的支持，还在生活方便给他们提供尽可能的帮助。

○ 关于我们 ABOUT WVUCCB

西弗吉尼亚大学中国中心
Center for Chinese Business



Founded in 1994, the Center for Chinese Business is affiliated to the West Virginia University College of Business and Economics. After 20 years of development, it has become an important bridge of economic, cultural and education cooperation between USA and China. It is playing more and more important roles in promoting the government high-level officials visits, education, trade and economic cooperation, and executive education between China and the United States.

美国西弗吉尼亚大学中国中心成立于1994年，是隶属于西弗吉尼亚大学工商与经济学院的非赢利性机构，经过18年的发展，她已经成为中美经济、文化和教育合作的重要桥梁，在推动中美政府高层互访、教育、经贸合作，特别是中

国官员培训等方面作出了重要贡献。

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This newsletter is delivered to WVU

Alumni and partner organizations

