



# MBA PROGRAM

广东外语外贸大学商学院工商管理硕士

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# 目录

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## 价值观 / VALUES

### S M I L E

“S” | 代表社会责任 / **Social responsibility**

“M” | 代表尊重包容 / **Mutual respect**

“I” | 代表正直诚信 / **Integrity**

“L” | 代表知行合一 / **Learning by doing**

“E” | 代表创业精神 / **Entrepreneurship**

# 概况 Overview

## 广东外语外贸大学 Guangdong University of Foreign Studies (GDUFS)

广东外语外贸大学是一所国际化特色鲜明的广东省属重点大学，秉承“明德尚行，学贯中西”的校训，营造“多元、灵动、雅致”的校园文化，大力推进教育国际化战略，是华南地区国际化人才培养和外国语言文化、对外经济贸易、国际工商管理研究的重要基地。

Guangdong University of Foreign Studies is a key provincial university with distinctive international features. With the motto “Diversity, Intelligence, Pursuit and Practice of Integrity, and Cross-culture Learning”, GDUFS has cultivated a campus culture which is multi-dimensional, energetic and elegant, and is promoting the strategy of education internationalization. The university is an important national base for education of international talents and research in foreign languages and culture, global business and international strategic studies.

2014年，国际工商管理学院与MBA学院合并成为商学院。学院以“培养国际高端商科人才”为使命，以“成为国际化特色鲜明的高水平商学院”为发展愿景。

In 2014, School of Management and MBA Education Center were merged as School of Business. It has regarded training international high-end business talents as its mission, and aims at developing itself into a high-level business school with distinctive international features.



“广外商学院以培养国际高端商科人才为使命，奉行SMILE核心价值观，践行全球化商科人才4+2培养模式，依托国际认证，持续提升质量和特色，着力为国家培养具有扎实的专业知识、宽广的全球化视野、较强的外语和跨文化沟通能力、较强的实践应用能力和创新创业精神、以及高度的社会责任感和可持续发展理念的国际化商界精英。”

广外商学院院长 / 朱文忠



## 商学院MBA教育中心 MBA Education Center, School of Business

MBA教育中心依托学校“专业+外语”的人才培养模式和外语教学的独特优势，坚持“本土国际化”的项目定位，奉行“SMILE”价值观，致力于培养融贯中西的国际化管理人才。

MBA Education Center, with distinctive features of foreign language and specialty talent training mode, adopts the principles of “Glocalization”, pursues the value of SMILE, and strives to cultivate global management talents for the new century.

# 概况 Overview

## 主要荣誉 Main Honors

- 2012年荣获“中国十大特色商学院”称号  
In 2012, it was rewarded as “Top Ten Featured Business School in China”
- 8篇案例入选加拿大毅伟商学院案例库，并受到国际权威机构的认可  
Eight cases are selected into the case base of Ivey Business School and are recognized internationally.
- 《商业伦理与企业社会责任》被评为国家级精品视频课程  
(National Model Video Class) ——Contemporary Business Ethics and Social Responsibility
- 2015年通过AMBA国际认证，成为中国第26家、全球第225家通过AMBA国际认证的商学院  
In 2015, it became the 26th business school in China and 225th in the world to pass the AMBA international accreditation.
- 学院启动EPAS国际认证，获得EFMD会员资格  
School of Business launches EPAS international accreditation and gains the membership of EFMD.
- 学院启动AACSB国际认证，获得AACSB会员资格  
School of Business launches AACSB international accreditation and gains the membership.
- 获评“2017年度优质特色商学院MBA项目”  
Be rewarded as “High-quality and Featured MBA Program of Business School of 2017”
- 获评“2018年度品牌价值商学院”  
Be rewarded as “Brand Value Business School of 2018”
- 获评“2019年度知名品牌MBA项目”  
Be rewarded as “Well-known MBA Program of 2019”



# 培养方案 Curriculum

必修课程模块	课程类型	课程名称
	入学教育	入学教育
	公共课程	中国特色社会主义理论与实践研究
		商务外语 1
		商务外语 2
	通识课程	管理经济学
		组织行为学
		商业伦理与社会责任
		商业调研与统计分析
	核心课程	MBA论文写作
		战略管理
		人力资源管理
		会计学
		公司理财
		营销管理
		管理沟通
		运营管理
		创业与创新管理
	论坛	高级经理人讲座(含MBA讲堂、MBA新视野讲座、MBA职业发展讲座)
	论文	毕业论文

★以上课程设置仅供参考，具体以入学年份培养方案为准。

选修课程模块	课程类型	课程名称
	公司金融模块	国际金融管理
		国际投融资
		国际结算
		互联网金融
		企业并购
	人力资源管理模块	领导力开发
		职业生涯管理
		高绩效团队管理
		股权激励设计
	营销管理模块	中国市场营销
		消费者行为学
		品牌管理与营销策划
		销售管理与新零售
		数字营销
	运营管理模块	非盈利组织营销
		内控与风险管理
		项目管理
		国际采购
		供应链创新与运用
	一带一路与湾区建设模块	数据、模型与决策
		中国商道与粤商文化
		一带一路系列讲座
		国别文化系列讲座
		新技术系列讲座
	实验实践教学模块	国际商法
		跨境电子商务
		公司治理与企业可持续发展
		管理信息系统
		企业咨询
		创业实践与案例研究
		国际交流

★以上课程设置仅供参考，具体以入学年份培养方案为准。



# 培养方案 Curriculum

Compulsory Course	Course Type	Course
	Orientation	• Orientation
	Public Course	• The Study of Theory and Practice of Socialism with Chinese Characteristics • Foreign Languages for International Business 1 • Foreign Languages for International Business 2
	Fundamental Course	• Managerial Economics • Organizational Behavior • Business Ethics & Social Responsibility • Business Research & Statistical Analysis • MBA Thesis Writing
	Core Course	• Strategic Management • Human Resource Management • Accounting(Financial Accounting & Managerial Accounting) • Corporate Finance • Marketing Management • Managerial Communication • Operations Management • Entrepreneurship and Innovation Management
	Forum	• Executive Forum
	Thesis	• Graduation Thesis

★The above curriculum are set for reference.

Elective Course	Course Type	Course
	Corporate Finance	• International Financial Management • International Investment • International Settlement • Enterprise Merger and Acquisition • Internet Finance
	Human Recourse Management	• Leadership Development • Career Development • High-Performance Team Management • Equity Incentive Design
	Marketing Management	• Chinese Cultural Marketing • Consumer Behavior • Branding Management & Marketing Planning • Sales Management and New Retail • Digital Marketing • Nonprofit Organization Marketing
	Operations Management	• Internal Control & Risk Management • Project Management • International Procurement • Global Supply Chain Innovation and Application • Data, Model and Decision Making
	The Belt and Road and Bay Area Construction	• Path of Chinese Business and Guangdong Merchant Culture • International Culture Lecture Series • The Belt and Road Lecture Series • New Technologies Lecture Series • International Business Law • Cross-border E-commerce • Corporate Governance and Enterprise Sustainable Development
	Practical Teaching	• Management Information System • Business Consulting • Entrepreneurial Practice & Case Study • International Experience

★The above curriculum are set for reference.



# 师资介绍 Faculty

## 名师风采 (部分)

拥有一支来自全球10个国家60多人的国际化师资队伍，100%的教师具有国外学习、访问或工作经验，并聘请了50多位国内外著名管理学家、经济学家和企业家为客座教授或校外硕士生导师。

Our teaching staff come from 10 different countries all over the world. All the teachers have the experience of studying, visiting or working abroad. And we also employ more than 50 famous management scholars, economists and entrepreneurs to be guest professors or extramural master tutors.



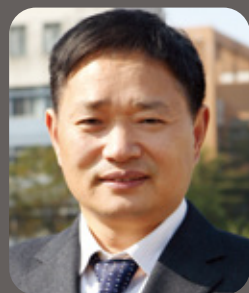
隋广军 / 教授  
SUI Guangjun / Professor / Ph.D.  
产业经济学、战略管理  
Industrial Economics / Strategy Management



何传添 / 教授  
HE Chuantian / Professor / Ph.D.  
国际贸易  
International Trade



焦方太 / 教授  
JIAO Fangtai / Professor / Ph.D.  
企业国际化管理、国际贸易  
Enterprise International Management / International Trade



朱文忠 / 教授  
ZHU Wenzhong / Professor / Ph.D.  
商业伦理与企业社会责任  
Business Ethics and CSR



袁登华 / 教授  
YUAN Denghua / Professor / Ph.D.  
人力资源管理  
Human Resources Management



郭桂杭 / 教授  
GUO Guihang / Professor / M.A. / MBA  
国际会计  
International Accounting



杨晓燕 / 教授  
YANG Xiaoyan / Professor / Ph.D.  
市场营销  
Marketing



张武保 / 教授  
ZHANG Wubao / Professor / M.A.  
人力资源管理  
Human Resource Management



罗纪宁 / 教授  
LUO Jining / Professor / Ph.D.  
中国市场营销、营销战略  
Chinese Cultural Marketing / Marketing Strategy



杨文慧 / 教授  
YANG Wenhui / Professor  
管理沟通  
Managerial Communication



张勇 / 业界教授  
ZHANG Yong / Professor  
战略管理  
Strategic Management



陈建行 / 业界教授  
CHEN Jianhang / Professor  
公司治理、智力资本及知识管理  
Corporate Governance/Intellectual Capital and Knowledge Management



Julius Nick Matteis / 教授  
Professor  
商业伦理  
Business Ethics



Will Hickey / 博士  
Ph.D.  
国际商务  
International Business



Randall O. Chang / 博士  
Ph.D.  
组织行为学  
Organizational Behavior



# 师资介绍 Faculty

客座教授（部分）

Diane Wright/ 博士研究生、教授  
PhD Candidate, Professor.  
曼彻斯特城市大学  
Manchester Metropolitan University

余英 / 副总经理  
YU Ying / Vice-general Manager  
保利房地产（集团）股份有限公司  
Poly Real Estate (Group) Co. LTD

李新春 / 教授  
LI Xinchun / Professor  
中山大学管理学院  
Sun Yat-sen Business School

赵曼 / 教授  
ZHAO Man / Professor  
中南财经政法大学公共管理学院  
Faculty of Public Administration of Zhongnan University of Economics and Law

成栋 / 教授  
CHENG Dong / Dean, Professor  
中国人民大学商学院企管系  
Business School of Renmin University of China



谭可诚 / 副总裁  
TAN Kecheng / Vice President  
广东珠江投资控股集团有限公司  
Guangdong Pearl River Investment Holding Group Co. LTD

崔耕 / 教授  
CUI Geng / Professor  
香港岭南大学市场及国际企业学系  
Department of Marketing and International Business, Lingnan University, Hong Kong

周宗佑 / 董事长  
ZHOU Zongyou / President  
广东盈浩工艺制品有限公司  
Guangdong Yinghao Craft Products Co. LTD

伍江平 / 总裁、首席产品官  
WU Jiangping / President, Chief Product Officer  
广东午马猎头人力资源发展公司  
Guangdong Wuma Head-hunting Human Resource Development Company

杨伟国 / 院长  
YANG Weiguo / Dean  
中国人民大学劳动人事学院  
Institute of Labor and Personnel of Renmin University of China

孙秀清 / 党组书记  
SUN Xiuqing / Secretary of the Leading Party Members' Group  
广州空港经济区、广州白云机场综合保税区管理委员会  
Guangzhou Airport Economic Zone, Guangzhou Baiyun Airport Comprehensive Bonded Zone Management Committee





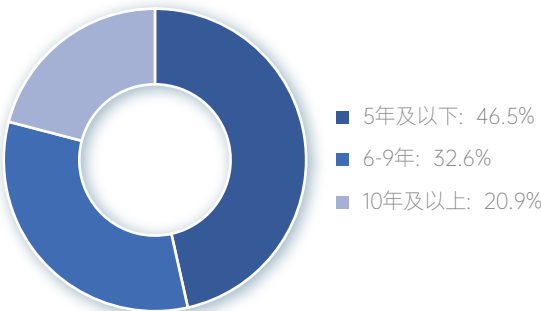
白云山下求学三年，完善了自己的知识体系，结交了许多优秀的同学，更明白了自己的人生态度与追求，未来陪伴我的除了那些可爱的留守儿童，还有一种永不毕业的后MBA生活，这些经历，是广外给我的财富，错过，就真的错过了。

11C / 徐健君

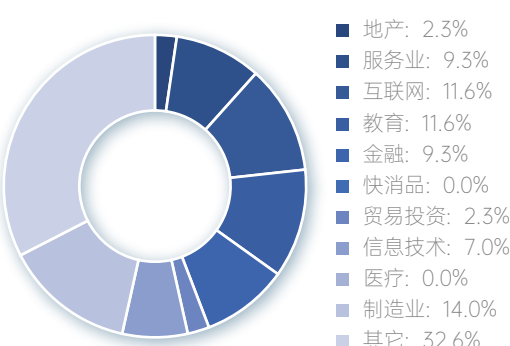
# 学生构成 Student Composition

## 全日制 Full-time (2020)

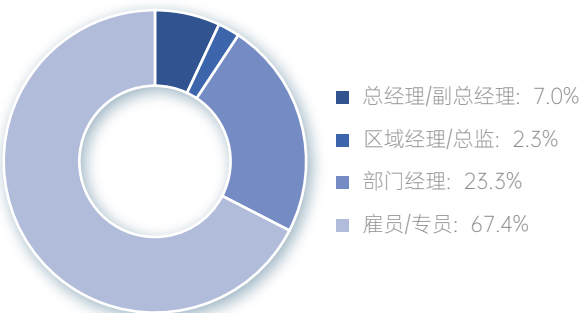
### • 工作年限 Work Experience



### • 行业背景 Industrial Background

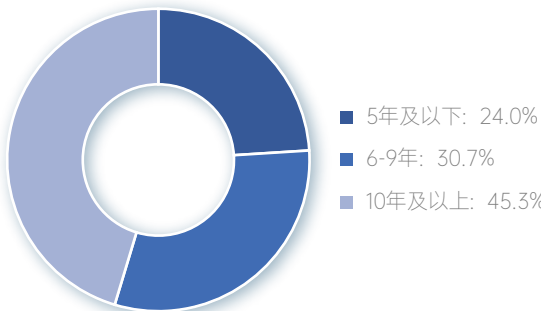


### • 职位分布 Position Distribution

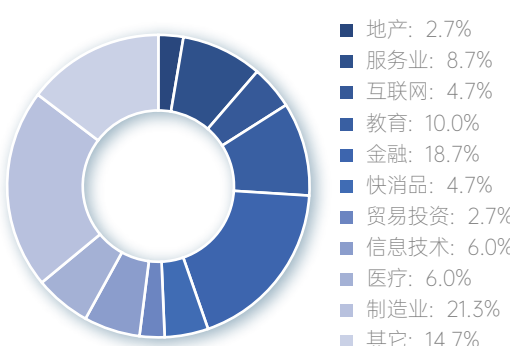


## 非全日制 Part-time (2020)

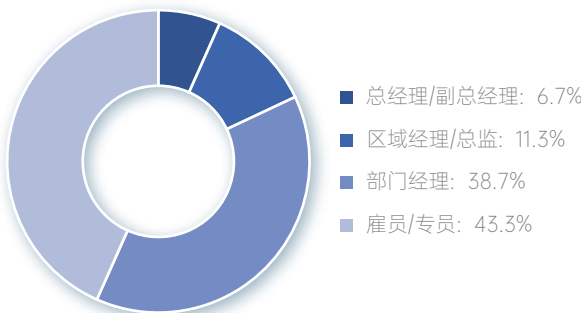
### • 工作年限 Work Experience



### • 行业背景 Industrial Background



### • 职位分布 Position Distribution





我院与全球 50 所合作院校建立合作交流关系, 截止至2020年为止, 共约派出短期访学学生180名, 交换生100名, 双学位学生11名, 国际竞赛学生79名。总共派外出学习学生 370 名。

We have established collaborations with more than 50 education institutions around the world. As of 2020, projects of MBA have involved a total of 180 short-term visiting students, 100 exchange students, 11 dual-degree students, and 79 students of international competition. A total of 370 students have been sent abroad to study.

# 国际视野 Global Vision

## • 双学位项目

### Dual Degree Program

依据两校合作协议, 赴国 (境) 外合作院校修读至少一年的学习项目。参与该项目的学生完成学业并满足双方毕业要求后, 将获广外和外方院校的两个学位及广外毕业证。

Based on the agreement, students are sent to foreign universities to study abroad for a minimum of one semester. When students complete their studies and meet all the requirements in the universities, they will be awarded two degrees from GDUFS and the partner university, as well as a graduation certificate from GDUFS.

## • 交换生项目

### Student Exchange Program

依据两校合作协议, 双方院校互派学生进行为期一学期或一学年的学习。

Based on mutual cooperation agreements, students from our school and partner schools have opportunities to study as exchange students for one semester or one year.

## • 短期访学项目

### Short-term Study Trip

为拓宽国际视野, 中心择期组织赴国 (境) 外合作院校举行为期一周至三周的短期访学项目。

To broaden students' international horizons, we will regularly organize short-term(one to three weeks) study trips to the partner institutions.

## • 国际会议/赛事

### International Conference & Competition

金砖五国商学教育协会学生会议  
亚太研究交流与教育发展论坛  
国际市场营销案例大赛

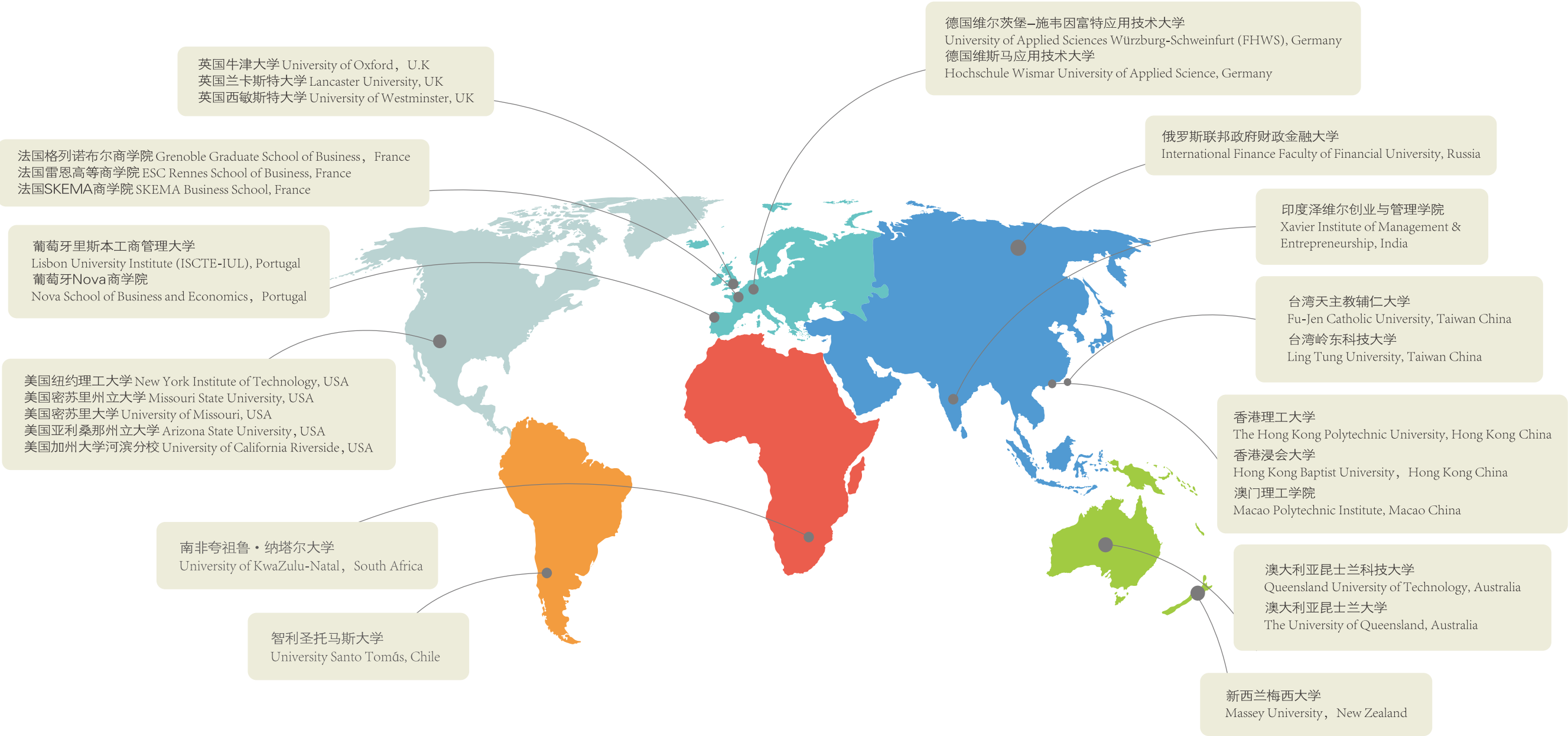
BRICS Student Meet organized by the Association of BRICS Business Schools  
Asia Pacific Research Exchange and Faculty Development Conference  
International Marketing Case Competition





# 国际视野 Global Vision

近三年, 全日制学生中国际学生占 21%, 有出国交流经验的占 24%。  
In the recent 3 years, among all the full-time students, 21% are international students and 24% have exchange experience abroad.





# 企业实践教学 Enterprise Practical Teaching

## 知行周 Field Trip

为了贴近企业实践，提高MBA学员运用理论解决企业现实问题的能力，中心定期开展企业调研，知行周活动采用企业实地调研和专题研讨的方式进行。

To encourage MBA students to learn more about business practices and improve their abilities to solve enterprises' practical problems by applying theories, field trips are organized for students to conduct business research at the enterprises on a regular basis.

## MBA讲堂 MBA Forum

“MBA讲堂”定期邀请社会知名人士和著名企业家举办讲座，旨在与学员们探讨前沿、新鲜、热点的管理学问题，深入挖掘企业经营管理的经验与教训，以期教学相长、学以致用。“新视野”系列讲座邀请国际著名学者和商界精英分享研究成果和成功经验。

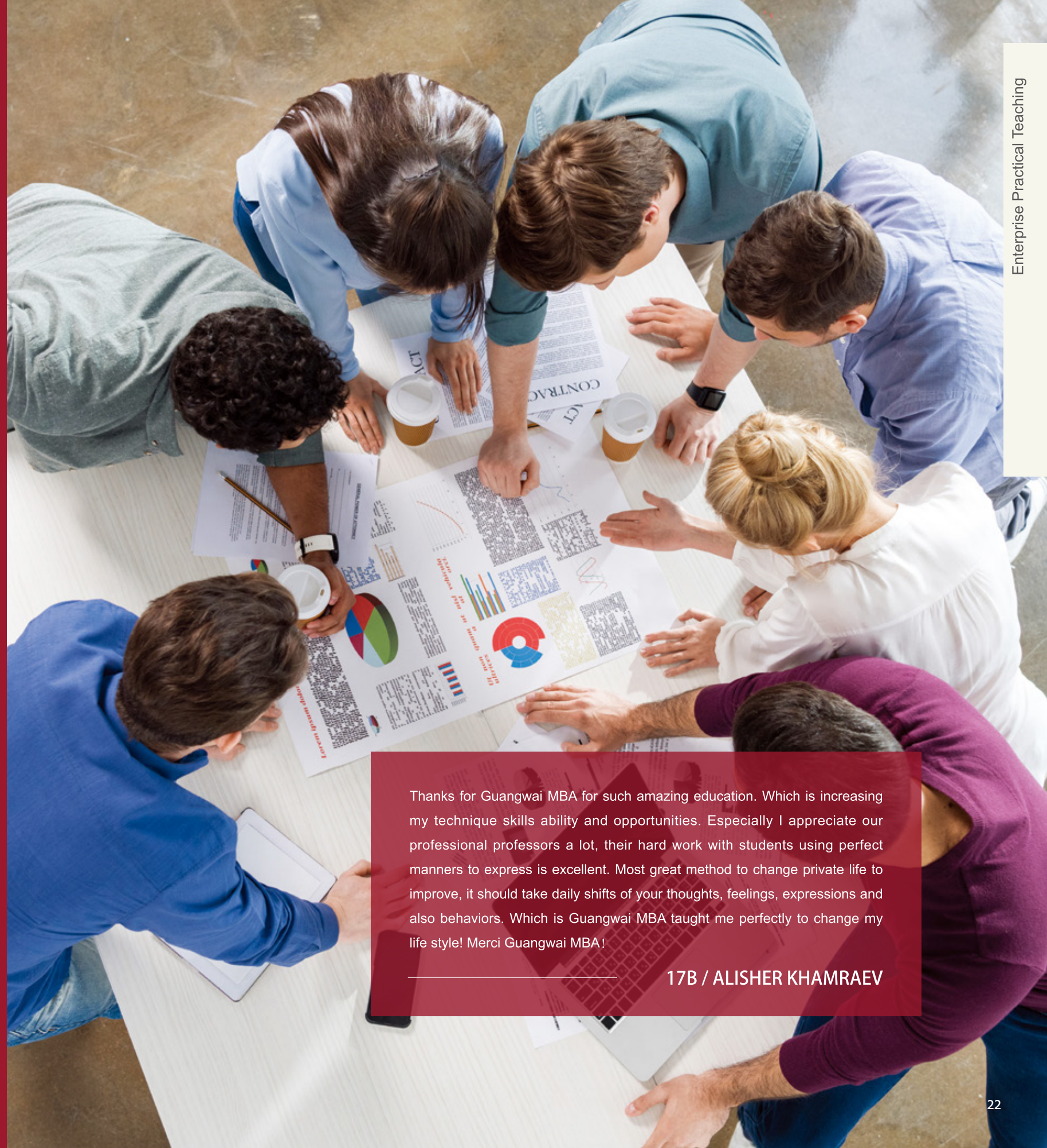
“MBA Forum” regularly invites famous and successful entrepreneurs to give lectures, aiming to provide students with opportunities to discuss and exchange ideas in various issues in the field of management, sharing experiences in enterprise operation and management.

“New Vision Lectures” regularly invites international scholars and accomplished business executives to share their research findings and experiences.

## 移动课堂 Mobile Class

移动课堂由专业教师联系企业，结合教学计划，赴企业实地教学。

In line with the School's teaching plans, instructors deliver lectures in organizations in order for MBA students to have access to a workplace education experience.



Thanks for Guangwai MBA for such amazing education. Which is increasing my technique skills ability and opportunities. Especially I appreciate our professional professors a lot, their hard work with students using perfect manners to express is excellent. Most great method to change private life to improve, it should take daily shifts of your thoughts, feelings, expressions and also behaviors. Which is Guangwai MBA taught me perfectly to change my life style! Merci Guangwai MBA!

17B / ALISHER KHAMRAEV





# 学生活动 Student Activities

## “SMILE” 系列公益活动

### SMILE Series of Social Activities

为倡导和践行广外MBA“SMILE”价值观，MBA学生自发开展系列公益活动。至今已在边远山区设立“微笑家园”，开展了“送教下乡”、“爱心捐书”、“职场智慧公益讲座”、“情系返乡外来工”和“关爱孤寡老人”等公益爱心活动。

To advocate and practice the SMILE values, MBA students have voluntarily carried out a series of social activities. To date, they have built “smile families” in poverty-stricken areas, and launched a number of campaigns, which include bringing education to the countryside, sponsoring donation projects, giving public lectures to enhance community knowledge and taking care of the migrant workers as well as elderly and abandoned people.

## 云山沙龙

### Yunshan Salon

MBA云山沙龙以“思想碰撞，智慧交流”为宗旨，每月举行1-2次，由各班轮流承办，以学员自发筹划、组织的方式，邀请具有丰富专业领域知识或经验的精英学员就某一话题展开分享，为学生搭建一个知识交流、经验分享、商务合作、共同进步的互动平台。

Yunshan Salon, the purpose of which is the exchange of ideas and meeting of minds, is held once or twice monthly. Each class takes turn to voluntarily organize and arrange a salon, inviting specialists in particular fields and successful individuals to share ideas on a particular topic. The salon creates an interaction platform for students to exchange knowledge and share experience.



## 文体活动

### Sports & Cultural Activities

为丰富学生的业余生活，活跃校园文化氛围，发挥同学们的兴趣特长和创造性，中心组织开展了丰富多彩的文体活动，包括登山节、球类比赛、云山摄影、迎新晚会、户外拓展等。

MBA Education Center organizes many interesting and colorful recreational and sports activities in order to enrich the after-class life of students. These activities include mountain hiking, basketball games, photography competitions, welcome parties, and other outdoor events.

## 学术竞赛

### Academic Competition

中心组织学生参加各类国内外商业大赛，如“中国MBA创业大赛”、“尖峰时刻”全球商业决策模拟挑战赛、国际企业管理挑战赛等，在与国内外著名商学院的MBA学员同台竞技的同时，促进了同学们理论知识向实践能力的转化，使其商业技能的综合运用能力得到有效的锻炼。

To encourage MBA students to learn more about business practices and improve their abilities to solve enterprises' practical problems by applying theories, MBA students organize or participate in business competition both domestically and internationally, including Entrepreneurship Competition, Peak Time Business Management Simulation Games, Global Management Challenge, etc.

## 企业咨询

### Enterprise Counseling

旨在将MBA课程所学知识与实际应用相结合，提高企业诊断和解决企业实际问题的综合能力，为MBA学生拓宽实习和就业机会。

Enterprise Counseling is held to develop students' all-round abilities in business diagnosis and solution, and provide MBA students with more opportunities for internship and employment.





# 校友活动 Alumni Activities

## “创新谷·梦工场”系列沙龙 Innovation Valley • Dream Studio Salon

由广外MBA校友主动发起，校友会主办的“创新谷·梦工场”系列沙龙，每期围绕自主创业校友关心的话题，邀请具有经验的校友进行分享，为创业的校友们搭建交流平台、点燃创业梦想、孵化新产品、推动共同进步。

Innovation Valley,Dream Studio Salon is lunched by MBA alumni and organized by Alumni Association,the salon focuses on topics concerned by alumni who are starting their own business.The salon invites experienced alumni to share ideas,which helps to create a communication platform,to light up entrepreneurial dreams,to incubate new products and to promote common progress.

## 校友返校日 Alumni Homecoming day

为促进校友与母校的交流与沟通，为校友提供全方面服务，中心每年为校友组织两次大型校友返校日活动，至今已经成功举办了“Smile”之夜酒会、登山节、校友春茗、校友会换届等活动。

The MBA Eeducation Center organizes at least two large-scale alumni activities in order to strengthen the communication and to offer comprehensive service for alumni. It has hosted a number of campaigns, which include SMILE NIGHT wine party, mountain hiking, alumni spring reception and election of Alumni Association, etc.

## 云山创业创新论坛 Yunshan Entrepreneurship and Innovation Forum

该平台以对话形式为主，诚邀学术界和企业界的精英走进广外MBA，启发创业与创新思维，追求美德与至善，推崇行动与实践，培养学生和校友的健全人格与实践能。通过开展论坛的形式帮助有志于创业、正在寻求创业投资、或者正在招揽创业伙伴的学生们。

To cultivate students' outstanding personalities and practical abilities, School of Business has inspired creative thinking, pursued virtue and perfection, and encouraged practice. The forum is specifically designed for students and alumni with strong ambitions to start their own businesses or for students seeking business partners and investments.



在广外MBA学习,个人最大的收获就是这里鼓励独立的思想、多元的文化和创新的精神。这一切让我了解了真正的自我,遇见了更好的未来。感谢MBA,感恩在这里渡过的美好时光。

16C / 孙振国

# 雇主信息 Employer Information





# 报考信息 (国内考生)

项目	全日制 (国际班)	非全日制 (国际班)	非全日制 (双语班)
报考资格	专科毕业满5年, 本科毕业满3年, 研究生毕业满2年		
报考时间	全国联考: 10月网上报名, 11月现场确认		
初试时间	每年12月底		
招生人数	约170人 (以当年招生简章公布为准)		
初试科目	英语、综合 (数学、逻辑、写作); 英语满分100分, 综合满分200分		
复试内容	综合能力面试 (中文+英文), 思想政治		
入学时间	次年7月		
授予证书	广东外语外贸大学研究生毕业证书、广东外语外贸大学硕士学位证书		
上课时间	周一至周五	周六、周日	周六、周日
授课语言	英文为主	英文为主	中文为主
学制	两年	三年	三年
上课地点	广东外语外贸大学北校区 (广州市白云大道北2号)		

# Application Requirements (International Students)

Application Deadline	30 <sup>th</sup> June each year
Admission Requirements	a) Bachelor degree or above
	b) 3 years of work experience or more
	c) Certificate of English language proficiency (optional) GMAT/GRE SCORE
Admission Documents	a) Copy of the passport
	b) Certificate of Degree (with seal)
	c) College Transcripts (with seal)
	d) Two recommendation letters (from university and company)
Process	Fill in the application form: <a href="http://gdufs.17gz.org/">http://gdufs.17gz.org/</a>