



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

**October 2020**

# NEWSLETTER

## Study Abroad Lecture on *Planning Guide to Prestigious Business Schools Held Successfully*

On the afternoon of October 13rd, the School of Business Administration, School of Public Administration and Study Abroad Institute jointly held a lecture about study abroad planning in prestigious business schools in Room F201 of the Jingshi Building.

The lecture was given by Mr. Jun Lu, the director of the Study Abroad Service Center, who talked about *Comparison of Employment, Postgraduate Entrance Examination and Study Abroad* and *How to Plan for Study Abroad, Introduction to Common Study Abroad Majors in Business, Introduction to Application Characteristics*. In particular, Mr. Lu also explained and analyzed the situation of studying abroad under the new epidemic this year.

By this lecture, students had a deeper understanding of studying abroad, and students who had the intention to study abroad also had a more detailed understanding of the application process and knew more about how to prepare for studying abroad in the university. This is a great help for students to broaden their horizon and find multiple directions as well as diverse paths in life under the epidemic.



## Prof. Kou Gang Attended the First Plenary Meeting of the Sixth National MBA Education Committee in Beijing

On October 17th-18th, 2020, the First Plenary Meeting of the Sixth National MBA Education Committee and the Joint Meeting of Deans of Management Schools of MBA in 2020 were

successfully held in Beijing. Prof. Kou Gang, member of the Sixth National MBA Education Committee and Executive Dean of School of Business Administration, attended the meeting.



Established in 1994, the National MBA Education Committee is a professional organization approved by the Academic Degrees Committee of the State Council, the Ministry of Education and the Ministry of Human Resources and Social Security for assisting educational authorities to carry out educational research, consultation, guidance,

evaluation, exchange and cooperation for graduate students majoring in business administration. The Committee is responsible for the development planning and policy formulation of post-graduate education for business administration, and organizes and carries out the qualification assessment, quality control and special inspection of degree-granting sites for business administration.



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## **Knowing Where We Come From, Knowing Where We're Going - Freshmen Enrolled in the Joint Bachelor of Business Administration Programme of SWUFE - Audencia Visited the University History Hall and the Museum of Currency and Finance**

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On the afternoon of October 19th, 2020, under the organization of the SWUFE-Audencia BBA Programme Office, the freshmen of BBA programme visited the History Museum of Southwestern University of Finance and Economics and the Museum of Currency and Finance.

In the Museum of Currency and Finance, everyone learned about the long history of intertwined currencies. From the wisdom of ancient ancestors using natural shellfish for commodity exchange, to the different forms of Eastern Zhou

Dynasty copper coins, the five baht coins that were used for more than 700 years after the unification of Emperor Wu of the Han Dynasty, and then to one of the symbols of the wisdom of the Song Dynasty-- Jiaozi. A review of China's modern history reminds us that only the rise of great powers can bring happiness to a small family.

In the University History Museum, stepping on the floor divided by time, a huge relief work outlines the development of Southwestern University of Finance and Economics for more than

90 years. The school was built at the time of the survival of the world, developed in the land of abundance in the southwest, and continued to move forward in the new era!

The students learned about the history of monetary and financial development through the visit, and by observing the pictures and the precious cultural relics that have been passed down to this day, they felt the glorious history of SWUFE's ninety-five years, and their sense of belonging to the university was greatly enhanced. Only by knowing where we come from can we know where

we are going. Everyone will inherit the aspirations of our ancestors and make the future of SWUFE more brilliant through our own efforts!



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## Finding Excellent Corporates, and Strengthening University-Industry Cooperation

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On 23rd October, 2020, Mr Heino Dannemann, Senior Human Resource Manager of Jetta Factory, FAW-Volkswagen Automobile Co., Ltd. Chengdu Branch, was invited to visit School of Business Administration (SBA) and discuss the possible cooperation with Professor Mingfeng Tang, Director of International Affairs Office of SBA and Sino-French Innovation Research Center.

Professor Tang presented the video and introduction of our university and school. Mr Dannemann watched and listened carefully, exchanging ideas with Professor Tang time to time. Then, it went straight to the topic of analyzing the potential cooperative fields based on the advantages and demands of both parties. Both sides agree to organize seminar exchanges and mutual visits for



the initial cooperation stage. These activities will certainly promote the formal cooperation between university and industry. At last, Mr Dannemann visited SWUFE History Museum and had a campus tour accompanied by student volunteers. He spoke highly of our students and the university and would like to facilitate our bilateral cooperation.

SBA is devoted to strengthening the

university-industry linkage. It has established networking with several prestigious Chinese banks, local companies, SIEMENS Chengdu Branch and the European Union Chamber of Commerce in China Southwest Chapter. Companies, faculties and students all benefit from the diverse networking.

The Friday meeting opens a door to cooperate with FAW-Volkswagen Automobile Co., Ltd. Chengdu Branch. The seminar exchanges will undoubtedly promote knowledge transfer between university and industry.

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### The 2020 SWUFE Fall Sports Meeting

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The 2020 SWUFE Fall Sports Meeting was held from from 29th October to 30th October on Liulin Campus. Its theme is to *strengthen the body,*

*keep health, stay young, bear the mission.* International students from the School of Business Administration actively participated in different kinds of competitions, including the Opening Ceremony Parade, Athletic Games, Ball Games, Fun Sports Games. The students did their best in the sports meeting and showed the charm of the sports competition.

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### The 3<sup>rd</sup> International Fintech Forum

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From October 30th to November 1st, the 3<sup>rd</sup> International Fintech Forum-SWUFE&CDAR co-sponsored by SWUFE, the International Risk Data Analysis Alliance of the University of California, Berkeley, and Chengdu Local Financial Supervision and Administration Bureau was grandly held in Chengdu.



The forum invited Prof. George Akerlof, winner of the 2001 Nobel Prize in Economics, Prof. Chang-Tai Hsieh, economist, Prof. Barry Eichengreen, historian of finance, Prof. Wu Xiaoqiu, economist, Prof. Yu Huahui, chief engineer of Shenzhen Stock Exchange, Prof. Shen Zhou, and Prof. Wang Xiaoqiu. Mr. Pan Zhijiang, Vice President of Information Finance Strategy Department, and Mr. Pangshi Jin, Chief Information Officer of China Construction Bank, delivered keynote speeches to share the latest academic research results, analyze the reform and development of “financial technology” under the new situation, and promote the mutual integration

of science and technology and finance to better promote China’s high-quality economic development.

In the face of the downward economic pressure brought about by the epidemic, expanding the application of “financial technology” to



promote economic recovery has become the most pressing issue. During the forum, experts, scholars and industry leaders had in-depth discussions and exchanges on hot topics such as financial technology and industry, financial technology and financial market, artificial intelligence and credit risk, finance and big data.