

Rectification Report for ACBSP:

Program of Business Administration

I. Note on Criterion 6.1.7

1. The basic data of the program in Grade 2017 and Grade 2018

1.1 The enrollment and drop-out rate

grade	enrollment	drop out rate
2017	51	3.90%
2018	41	0%

1.1.1 Core course performance in Grade 2017

semesters	course	faculty	pass rate	assessment of performance	attendance rate
year of 2017-2018 (1)	management	ZHENG Bei	98%	92.06	97%
year of 2017-2018 (2)	organizational behavior	ZHENG Bei	97.50%	91.93	98%
	Economics	CHEN Xiaoyu	95.00%	89.59	100%
year of 2018-2019 (1)	statistics	REN Zhijun	96.00%	88.78	100%
	human resource management	ZHENG Bei	95%	91.24	96%
	marketing	CAO Jiantao	97%	92.13	98%
year of 2018-2019 (2)	strategy management	GAO Zhen	98.50%	90.33	98%
	consumer behavior	JIANG He	98%	91.82	95%
	corporate financing	CHEN Xuejin	92%	92.02	97%

1.1.2 Core course performance in Grade 2018

semesters	course	faculty	pass rate	assessment of performance	attendance rate
year of 2018-2019 (1)	management	ZHU Beiqian	98%	92.18	97%
	accounting	ZHANG Xuelong	73%	92.45	98%

year of 2018-2019 (2)	economics	WANG Yongliang	95%	93.41	99%
year of 2019-2020 (1)	marketing	ZHOU Yong	96%	93	99%
	psychology	PAN Jiali	100.00%	91.85	97%
	corporate financing	XU Zhihong	100%	90.37	97.50%
year of 2020-2021 (2)	organizational behavior	ZHENG Bei	96.50%	98.24	98%
	human resource management	WANG Shengqiao	99%	9.32	98%
	operation management	XU Weiming	98%	92.75	96%
	managing statistics	YUAN Junxia	97%	96.58	97%

2. Student feedback and reply of college leaders and professional leaders

2.1 Student complaints and feedback

2.1.1 The data analysis course has been very helpful for our employment.

2.1.2 The content of the CPC courses is useful in providing students with specialist knowledge and employability skills.

2.1.3 I hope the university will provide more opportunities for professional internships and graduation placements.

2.2 Reply of college leaders and professional leaders

2.2.1 The Curriculum Management Committee and the Professional Development Committee and the University-Enterprise Cooperation Committee met at the end of the semester to discuss the revision of the talent training program, and added data analysis courses such as Management Statistics, Text Data Analysis, and Python Programming Fundamentals according to the characteristics of business development and enterprise requirements.

2.2.2 The Course Management Committee and the University-Enterprise Partnership Committee meet at the end of the semester to add content to the CPC courses that will help students in their careers, based on suggestions from companies and students

2.2.3 The Program Development Committee met with the University-Enterprise Cooperation Committee to discuss the need to subsequently increase the number and quality of off-campus internship sites to provide more opportunities for students to find employment

II. The program of Business Administration Planning Process

The planning of the program of business management is based on the overall strategic development plan of Shanghai Business School, as well as the five-year plan and annual

plan of the School of Business Administration, with two levels of annual planning and three-year planning designated.

The director of the business administration program draws up the professional construction plan for the following year at the end of each year, and then after three rounds of discussion among the professional teachers, it is finally submitted to the dean of the School of Business Administration for review and approval. The dean of the School of Business Administration convenes a joint party and administration meeting to discuss and adopt the annual development plan, and if there is any need for revision, it is then revised by the director of the business administration program and submitted again to the dean for review and approval, as well as discussed and adopted at the meeting. After adoption, a special meeting is held to introduce the development plan to the teachers and to ask the teachers to follow it. The same procedure is followed for the three-year development plan for the Business Administration program.

The Overall Objectives

Taking the construction of first-class programs as the benchmark, the program leadership as the core, and the key research platform as the carrier, the department of business administration will be promoted in an integrated manner, and innovative research teams with outstanding characteristics and high influence in the field of business administration will be created. By 2035, the development level and influence of business administration program will be further improved, and the program will have the strength to impact the domestic first-class programs.

The Annual objectives

Year of 2021: complete the design of program planning, determine the general goal of program development; start and implement the internal selection and external introduction of high-level program leaders and academic backbone talents, determine the program double-leader system; focus on the characteristic areas, condense two program research directions, set up academic teams, layout the program construction breakthrough focus.

Year of 2022: Conduct thematic research around national and Shanghai economic and social development and major needs. Start the construction of a comprehensive platform for program research, continue to introduce and train program backbones, and accelerate the construction of program connotation; complete the declaration of professional master's degree; encourage teachers to pursue overseas training and academic conferences at home and abroad to improve international vision.

Year of 2023: Improve the hard and soft conditions for program construction, and some of the research conditions will be at the national advanced level; focus on Shanghai's "14th Five-Year Plan" and development, and achieve influential research results in major issues of governmental decision-making, economic and social affairs and

business administration, and promote leapfrog development of scientific research.

Year of 2024: strengthen the depth of scientific research, to make a breakthrough in national projects, and to strengthen the strength of the program. Hold academic conferences in special fields to enhance the influence of the program. Build the program's industry-academia-research center, promote the transformation of achievements, and serve industry enterprises and government decision-making consulting services.

Year of 2025: Complete the program team, strengthen the domestic and foreign forces, collaborative research with industry, academia and research resources, and make new breakthroughs in characteristic research directions. Conduct overseas intellectual attraction and international academic exchanges, and establish cooperation with famous universities or institutions at home and abroad. The overall level of academic programs will enter the first-class of Shanghai universities.

The yearly objectives of the program

Outlines	Yearly Objectives		
	2021	2022	2023-2025
Academic Development and Platform Building	Complete the overall construction plan of the program and determine the overall goal of program construction. Focus on characteristic fields, condense at least 2 program research directions, and layout the breakthrough of program	Construction of software and hardware conditions for academic development of comprehensive research platform. Add one new research platform at the provincial and ministerial level, and establish a new business database and business think tank based on the platform.	To promote the leapfrog development of the program, some of the research conditions of the program are at the national level. 2025, the overall level of the program enters the first class of Shanghai universities, and at least one research direction is at the domestic leading level.
Team building	Introduce 1 Shanghai A-type talent and 2 B-type talents. Internal selection and external introduction of 10 program backbone talents according to	Introduce 1-2 high-level person-times of Shanghai A and B at home and abroad. Create leading talents in the program, introduce and train 3-5 young and middle-aged	At the end of the construction period, the program team is basically complete, with 4-6 influential program (academic) leaders; 6-8 young and middle-aged academic backbones

	the research direction, 1-2 people declared national talents.	program team backbones with development potential.	with solid academic foundation, innovative ability and outstanding development potential.
Research	Initiated 2 thematic studies around the economic and social development and major needs of the country and Shanghai. 2 projects at national and provincial levels. Published 7 domestic representative academic papers, 2 international high-level academic papers, and 1 academic monograph. Domestic and foreign experts came to the university to give lectures and conduct academic salons for 10 times.	Scientific research highlights the depth and has a good breakthrough in national projects. Conduct 4-5 thematic studies around the economic and social development and major needs of the country and Shanghai. 3-4 national and provincial projects will be approved. Publish 10 domestic representative academic papers, 3 international high-level academic papers, and 2-3 monographs.	During the construction period, team members have presided over 17 national and provincial projects and at least 100 horizontal projects in industry and enterprises. Cumulatively publish 50 domestic representative papers and international high-level papers, 6 monographs or textbooks and books. Receive at least 5 provincial and ministerial level or national industry research awards, and strive for a breakthrough in national research awards.
Student Development	Publish at least 2 high-level teaching books; declare at least 1 achievement award at the municipal level or above. 5 representative academic achievements of students and 6 awards at or above	Carry out the declaration of professional master's point. Develop 2-3 first-class courses above the municipal level. Win at least one excellent teaching achievement award above municipal level, and strive for	Obtained the professional master's degree and carried out postgraduate training for 15 students. Complete the construction of national and provincial first-class undergraduate majors. Students received 60 national

	<p>municipal level. Declare 1 national first-class undergraduate major. The employment rate of fresh graduates is over 95.</p>	<p>breakthrough of national teaching achievement award. The employment rate of undergraduate graduates reaches above 95, ranking among the top universities in Shanghai.</p>	<p>or municipal competition awards or innovative and entrepreneurial projects. The employment rate of graduates is among the highest in Shanghai universities.</p>
International Development	<p>Deepen ACBSP accreditation and steadily promote City & Guilds China standard development. Encourage 3 overseas teachers to further study and academic conferences (or epidemic online international video conferences). At least 7 students from overseas universities video online learning. Enhance the international influence of program majors and recruit at least 8 overseas students.</p>	<p>Carry out overseas intellectual introduction work and international academic exchange and cooperation. Continuously promote ACBSP accreditation and City & Guilds China standard development. Encourage 3-5 overseas teachers to further their studies and academic conferences if the epidemic permits, and improve the international perspective. Recruit 6 overseas students to enhance the international influence of program majors.</p>	<p>Carry out overseas intellectual introduction work and international academic exchange and cooperation, ACBSP certification promotion work, and promote C&G China standard development. Establish cooperative relationships with at least 3 famous universities or research institutions at home and abroad. Hold at least one internationalized or national academic conference in special research fields to enhance the influence of the program. The number of overseas students graduated and enrolled exceeds 100.</p>
Social Services	<p>Promote the transformation of industry-academia-research cooperation, serve local economic and</p>	<p>At least 2 people hold part-time positions as leaders of secondary departments or above in industry</p>	<p>Strengthen domestic and foreign forces, carry out collaborative research with industry, at least 10 times part-time</p>

	<p>social development, write 2 consulting monographs, and receive at least 2 instructions from provincial and ministerial level leaders or adopted by relevant departments. Preside over or participate in the development of industry standards and norms at least 1. At least 2 people hold part-time positions as leaders of industry associations above the provincial level or above.</p>	<p>associations at provincial level or above. 1-2 influential research results in the fields of government decision-making, economic and social development, industry development and business administration. 3-4 consulting monographs, 2-3 of which have been approved by leaders at or above the provincial or ministerial level or adopted by relevant departments.</p>	<p>positions as leaders of industry associations above the second level or above at the provincial level. Achieve new breakthroughs in theoretical innovation and policy research in the characteristic research directions of the program, and the consulting suggestions are approved by leaders at or above the provincial and ministerial level or adopted by relevant departments 6-7.</p>
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