

## A Speech by Dean and Professor Wang Jianfeng



The Business School of Huzhou University chiefly cultivates the qualified personnel in economics and management. At present, there are 6 undergraduate specialized fields of study as Logistic Management, International Economy and Trade, E-commerce, Information Management and its System, Marketing, and Finance Management in which a provincial-level key

major is the International Economy and Trade, two university-level key majors are the International Economy and Trade, the E-commerce, the International Business, moreover, is the only one educational reform project of internationalization in our university. In addition, there is a provincial experimental teaching demonstration center with the area of 1,391m<sup>2</sup> and the equipments worth more than 8 million Yuan, besides, over 30 off-campus practice teaching bases have been set up by the school.

At present, there are 63 teaching staff within which 50 are professional teachers, 7 being professors, 10 being associated professors, 27 with Ph.D., 15 teachers with the background of overseas study and being visiting scholars. There are 2181 students in the Business School, who have laid a solid foundation for their study and gained a perfect mastery of their occupation skill which can be demonstrated in various competitions, so far, more than 30 international or provincial first, second or third prizes have been obtained by them. Over 50 students have been admitted into the University of Manchester, Newcastle University, Hong Kong Chinese University, Peking University, Zhejiang University, Zhongshan University, Fudan University etc. to have their further study. For seven consecutive years, the graduate employment rate and signing rate of the school have been the forefront among similar majors in Zhejiang province.

The Business School always adheres to the concepts of treating qualified personnel as primary, quality as an guarantee, distinctive features for development reflected by sincerity, responsibility, innovation and cooperation so as to constantly push the school to a higher level of development. Internationalization is a significant orientation of development in the school so that we sincerely hope a close collaborating relationship can be established with high level overseas colleges and universities in order to cultivate high-quality, all-around and application-oriented economic management personnel with international vision and global awareness



## **An Introduction to Logistic Management**

The Logistic Management takes social needs as its direction, serving the regional economy and social development as its mission so as to actively promote the scientific research and education reform, meanwhile, cultivating qualified personnel with a solid basic theory of modern logistic management, a fundamental proficiency in modern logistic management, a better understanding of international logistic rules and trading practice. Furthermore, with our cultivation, students should be familiar with the domestic economic and trade policy, the relevant laws and regulations, owning good communication skills, fine expression capacity, ideal ideology and morality including occupation ethics. Anyhow, they should be high-quality, all-around and application-oriented qualified personnel to manage the enterprise logistics, business logistics and international logistics.

During the recent 5 years, our teachers have taken charge of 15 national or provincial scientific research projects, over 20 municipal projects and over 20 horizontal projects. Five academic monographs, more than 60 academic papers have been published in domestic and foreign journals and international conferences, receiving 12 provincial or city-leveled scientific research awards.

There are a number of professional laboratories of Logistic Management, equipped with automated warehouse, the third-party logistics, supply chain management, logistic simulation and experimental teaching software of ERP. Since 2011, 219 students have graduated from the school, their employment rate and signing rate have reached 100%. These students have been mainly distributed in Yangtze River Delta region as Zhejiang, Jiangsu, and Shanghai and been chiefly engaged in logistics and supply chain management in manufacturing enterprises or other relevant work, but some of them work in global top 500 enterprises and domestic large enterprises, such as DHL, Maersk, Panasonic, Ningbo shipyard, China Merchants Group etc. they, anyhow, have received good evaluation by the employing units.



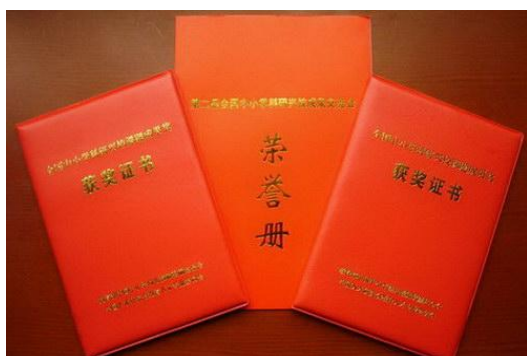
## International Exchange and Cooperation

The Business School treats the education of internationalization as its important orientation for the reform and development, for this reason, the school has zealously carried out international exchanges and collaborations with University of West Florida in America, California State University, Auburn University, University of Plymouth in Britain, Woosong University in South Korea, Catholic University in South Korea, Yilan University in Taiwan etc. The school, however, has achieved many positive results in the aspects of students exchange, teachers exchange and international academic research.



## Scientific Research and Social Service

The Business School considers the scientific research and social service as its fundamental function with which the school promotes the scientific research and social service in a vigorous way. In recent 5 years, teachers of the school have been in charge of and completed over 120 scientific research projects in which there are projects of National Social Science Fund, the Humanity and Social Science Fund of Education Ministry, the Natural Science Found of Zhejiang Province, the Social Science Fund of Zhejiang Province etc., obtaining more than 70 scientific research achievement awards. Moreover, the Business School actively serves the regional economic development, providing decision-making consultation, policy research, project research and development for the local government, enterprises and institutions. In recent years, the school has participated in over 50 projects with the locality such as the planning consultation of Huzhou economy and its social development, the Twelfth Five Year Plan for Wuxing regional economy and its social development, the planning of social credit system construction in Huzhou, the planning of logistic zone in Huzhou, the E-commerce project planning of Huzhou "Silk Road" group, the optimization of logistic system of Zhejiang Fengfan Digital Controlled Machinery Co., Ltd.





## Cooperation between School and Enterprise

The Business School always takes reinforcing the cooperation between industry, learning and research as an important way to cultivate application-oriented personnel, therefore, the school has established a close relationship with more than 10 enterprises as Alibaba group, "Wahaha" group, Lianhua China Merchants group, Meixinda group, "Silk Road" group, Xiangpiaopiao company etc., the practice and employment base has been set up jointly, professional lectures are offered to students by the senior management staff, providing students the guidance of how to innovate and how to start a business.



## Social Practice and Voluntary Service

The Business School always regards moral quality and social responsibility as the principal content in cultivating the qualified personnel with which students' social practice and voluntary service have been greatly enhanced. The school with its distinctive features leads students to apply the knowledge and skill they have learned into carrying on the social practice and voluntary service, as a result, several volunteer teams have been founded, for example, one volunteer team which is to publicize the citizen tax, another environmental protection volunteer team to make the concept popular, namely, "Beautiful Huzhou, You and I Working Together", another volunteer team to care for children with autism under the idea of "Sailing Together, Loving Voyage Starts".



## Student Associations and Extracurricular Activities

The Business School has always attached great importance to students' physical and mental health and their overall development, accordingly, students associations and extracurricular activities have been vigorously carried out so as to cultivate their optimistic attitude towards life, the independent free exploring spirit, the healthy psychology and physique.



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