

Executive Doctorate in Business Administration
(EDBA)

工商管理博士

Executive Master in Business Administration
(EMBA)

高级工商管理硕士

University of Montpellier
蒙彼利埃大学

Institut Montpellier Management
蒙彼利埃管理学院

EXECUTIVE PROGRAMS in CHINA
中国在职项目



EDBA and EMBA, a link between MOMA-University of Montpellier and CPMC of Shanghai Jiao Tong University

EDBA和EMBA项目,蒙彼利埃大学管理学院与上海交通大学协进教育集团联系的纽带。

1. World-class degree / 一个世界级学位
2. Blending of 2 cultures / 两种文化的交融
3. Professional directions / 三个专业方向
4. Achieve Entrepreneurial Researchers / 成就企业研究者

Montpellier, located in the south of France, known as the “sunshine city”, is the eighth largest city in France. The University of Montpellier has been established since the 13th century.

蒙彼利埃位于法国南部, 是法国第八大城市, 有“阳光之城”的美誉。蒙彼利埃大学创立于13世纪, 是世界上最古老的大学之一。





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University of Montpellier

蒙彼利埃大学





BOTANIC Garden 1593

FROM 8 SECULARS... 自八世纪以来...

The University of Montpellier revives the universal ambition of the first university created in Montpellier in 1289 as a secular and international establishment.

Over a period of eight centuries, intellectuals and scientists, from Rabelais and Curie, to Renaudot, Chaptal and Grothendieck, have shaped a university closely tied with the city's life and involved in the great challenges of its times. They also made a very close relationship with many local national and International research institutions.

The University of Montpellier is member of the European Union's top universities of the Coimbra group.

蒙彼利埃大学成立于1289年，作为法国第一个非宗教、国际性的大学享誉全球。八百年来，众多知识分子和科学家，从拉伯雷和居里到勒诺多、夏普塔尔和格罗滕迪克，已经使这所大学与城市生活息息相关，并参与到时代的巨大挑战中。蒙彼利埃大学与法国国家和国际研究机构保持着非常密切的关系，是欧洲顶尖大学联盟科英布拉大学联盟的成员之一。

US NEWS RANKING:

#8

University of Montpellier



France Montpellier



#201 (tied) – Best Global Universities

62.5

Global Score



Museum of anatomy



Campus Richter

...TO NOW ... 如今

The University of Montpellier brings together a vast community of knowledge, from science, techniques and medicine to environmental and educational science, as well as management, business administration, economics, law and political sciences.

蒙彼利埃大学融合了广泛全面的学科领域，从科学、技术、医疗到环境和教育学，同时也包含管理学、工商管理学、经济学、法学和政治学。

The University of Montpellier encompasses 16 Faculties, Schools and Institutes among which the **Institute Montpellier Management (MOMA)**. It offers students an opportunity to train in multiple areas in order to meet the needs of tomorrow's demanding careers, combining robotics, engineering and health, or economics, law, information technologies and **business administration**.

- 45000 students from undergraduate to PhD
- 2710 professors and researchers

蒙彼利埃大学包括16个学院或研究所，其中包括蒙彼利埃管理学院（MOMA）。它为学生提供了多元化的学习机会，以满足未来的职业需求，结合机器人学，工程与健康科学，经济学，法学，信息技术和工商管理学。

GLOBAL UNIVERSITY RANKINGS : 301

全球大学排名

According to the Academic Ranking of World Universities (ARWU) of Shanghai Jiao Tong University

参考上海交通大学世界大学学术排名 (ARWU)





Shanghai Jiao Tong University

上海交通大学





SJTU Front Gate

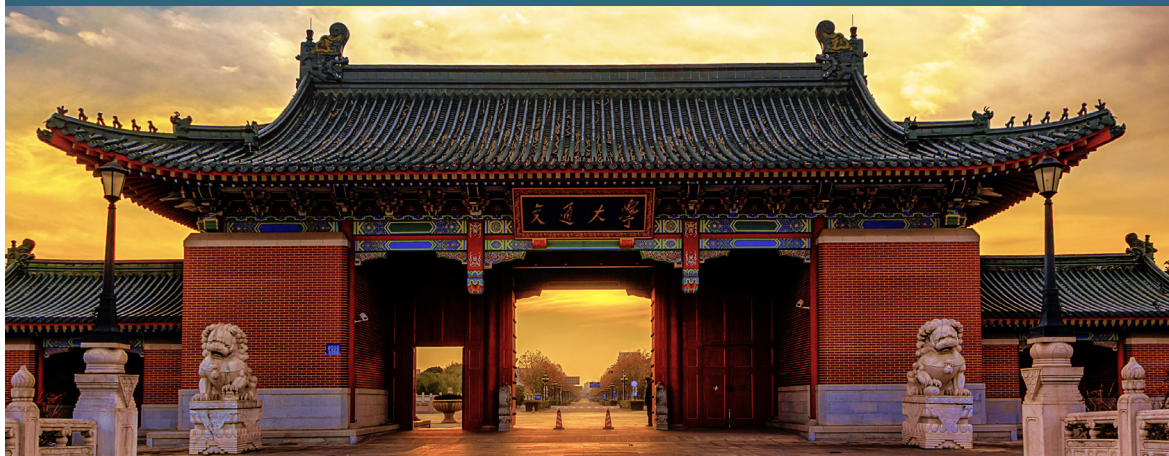
SHANGHAI JIAO TONG UNIVERSITY 上海交通大学

Shanghai Jiao Tong University (SJTU) as one of the higher education institutions which enjoy a long history and a world-renowned reputation in China, is a key university directly under the administration of the Ministry of Education (MOE) of the People's Republic of China and co-constructed by MOE and Shanghai Municipal Government. Through 118 years of unremitting efforts, SJTU has become a comprehensive, research-oriented, and internationalized top university in China.

By December 2014, SJTU has had

- 28 schools/ departments, 21 directly-affiliated institutions, 13 affiliated hospitals;
- 16195 undergraduates, 30270 postgraduates students;
- 6719 doctorate degree candidates;
- 2835 full-time teachers (among which 891 are professors), 22 members of Chinese Academy of Sciences, 24 members of Chinese Academy of Engineering, 107 winners of China National Funds for Distinguished Young Scientists, 35 Chief Scientists of the Major State Basic Research Development Program of China (973 Programs), 14 Chief Scientists of the State Key Scientific Research Program, 11 National Natural Science Foundation of China Innovation Research Groups, and 21 MOE Innovation Teams.

With profound cultural background, an age-old tradition on education, strenuous development history, and great achievements made especially since the reform and opening up, SJTU has attracted wide attention both inside and outside China. Carrying the mission of preserving cultural heritage, and seeking for the truth, bearing the responsibility of invigorating the Chinese nation and developing for the benefits of mankind, today this centennial university is sailing towards becoming a comprehensive research-oriented and internationalized world-class university.



SJTU Front Gate



SJTU Xuhui Campus

上海交通大学是我国历史最悠久、享誉海内外的高等学府之一，是教育部直属并与上海市共建的全国重点大学。经过121年的不懈努力，上海交通大学已经成为一所“综合性、研究型、国际化”的国内一流、国际知名大学。

截至2016年12月，学校共有：

- 28个学院/直属系，21个研究院，13家附属医院。
- 全日制本科生（国内）16195人、研究生（国内）30270人。
- 全日制博士研究生6719人
- 专任教师2835名，其中教授891名；中国科学院院士22名，中国工程院院士24名，中组部顶尖“千人计划”1名，中组部“千人计划”105名，“青年千人”143名，“长江学者”特聘教授和讲座教授共140名，另有8名长江青年学者，国家杰出青年基金获得者123名，国家重点基础研究发展计划（973计划）首席科学家35名（青年科学家2名），国家重大科学研究计划首席科学家14名，国家基金委创新研究群体14个，教育部创新团队20个，入选首批科技部“国家创新人才培养示范基地”。

上海交通大学深厚的文化底蕴，悠久的办学传统，奋发图强的发展历程，特别改革开放以来取得的巨大成就，为国内外所瞩目。这所英才辈出的百年学府正乘势扬帆，以传承文明、探求真理为使命，以振兴中华、造福人类为己任，向着“综合性、研究型、国际化”的世界一流大学目标奋进。

Ranking Shanghai Jiao Tong University : 61

上海交通大学排名

Shanghai Jiao Tong University is now ranked as the 61st top international university in the world.

上海交通大学全球大学学术排名第61名





MOMA, Institute Montpellier Management

蒙彼利埃管理学院



MOMA, INSTITUTE MONTPELLIER MANAGEMENT 蒙彼利埃管理学院

■ MOMA IS:

- The Institute Montpellier Management.
- The third major french school in management

■ MOMA CONSISTS IN 5 DEPARTMENTS INCLUDING 40 PROGRAMS FROM BACHELOR TO PHD:

- Audit, Control, Finance;
- Entrepreneurship;
- Management, Strategy;
- Marketing, Sales;
- Public Management.

■ MOMA是:

- 蒙彼利埃大学的管理学院
- 法国第三大管理学院

■ MOMA由5个部门组成，其中包括40个从学士到博士的学位项目:

- 会计，控制，金融;
- 创业学
- 管理，战略;
- 市场营销，销售
- 公共管理

The institute's goal is to form high-level managers with strong skills and ability to undertake, invent and innovate in an international environment. The academic excellence of Institute Montpellier Management allows students to prepare an international career. Research is also a priority of Montpellier Management.

学院的目标是在国际环境中培养高层管理者的卓越技能，勇于承担、发明和创造的能力。蒙彼利埃管理学院的卓越学术让学生毕业后职业国际化。研究能力也是蒙彼利埃管理学院的另一个优势。



Former dean



- **4 000** students :
 - 400** part time in companies
 - 550** e-learning
 - 400** in oversea programs
- **85** Full Professors and Associate Professors
- **500** Professional professors
- **6 853** Alumni
- **40** agreements with universities in **20** countries in the world
- **5** foreign campuses (Cameroon, China, Lebanon, Morocco, Senegal)
- **1** laboratory of excellence

- 4000名学生
 - 400兼职企业
 - 550在线学生
 - 400海外项目
- 85名教授和副教授
- 500名企业导师
- 6853名校友
- 与20多个国家的大学签署了40多项合作协议
- 5个国外校区（喀麦隆，黎巴嫩，摩洛哥，塞内加尔，中国）
- 1个卓越的实验室



Amphi



Montpellier Research Management (MRM)

蒙彼利埃管理研究

MRM

Montpellier Research in Management



MONTPELLIER RESEARCH MANAGEMENT (MRM) 蒙彼利埃管理研究

■ MRM IS THE MOST IMPORTANT FRENCH LABORATORY IN MANAGEMENT SCIENCES

- **223** researchers including
141 full researchers
82 PhD students
- **21** PhD thesis/Year (et 3hdr)
- In 2016: **443** publications, including,
more particularly:
100 Articles in ranked scientific
reviews
262 papers in national and
international conferences
9 books
31 chapters in collective scientific
books

■ MRM是法国管理科学最重要的研究实验室

- **223**位研究者包括
141全职研究人员
82名博士
- **21**篇博士论文/年
- 2016年：443份出版物，其中，尤其是，
100篇排名学术期刊中的发表文章
262篇 国内或国外学术会议发表论文
9本书籍
31个学术合集书章节



Doctorate honoris causa



MRM Director

■ MRM: A LABORATORY SPECIALIZED IN MANAGEMENT SCIENCES

8 disciplinary (or functional) groups

- Entrepreneurship
- Accounting, Control and Auditing
- Finance
- Human Resource Management
- Marketing
- Strategy
- Information Systems Management
- Critical studies in Management

4 interdisciplinary topics

- Innovation Management
- Responsible Management
- Agro-Business Management
- Health Care Management

■ MRM:

管理科学室研究实验室

8个学科（或职能）团队

- 创业学
- 会计，控制与审计
- 金融
- 人力资源管理
- 市场营销
- 战略学
- 信息系统管理
- 管理批判性研究

4个跨学科主题

- 创新管理
- 责任管理
- 农业商业管理
- 健康管理



Thesis defense



LabEx Entreprendre

创业研究实验室



LABEX ENTREPRENDRE 创业研究实验室

► ENTREPRENEURSHIP AND SUSTAINABLE INNOVATION 创业学和可持续创新

LabEx Entreprendre is composed of several research teams in law, economics and management, specializing in entrepreneurship. Classified by the international jury of LabEx evaluation, it is the only «Laboratoire d'Excellence» dedicated to entrepreneurship selected in France within the framework of the call for projects of Investments of Future.

The Labex Entreprendre is a collaborative project that combines five research teams in the field of Economics.

创业研究实验室由法学、经济学和管理学研究团队组成，专门研究创业学。它是由LabEx国际评审机构分类的唯一一个法国“卓越实验室”，在未来投资研究课题框架中致力于创业学研究。

创业研究实验室是一个合作项目，由经济学领域的五个研究团队组成。





The publications of the LABEX in 2016: **133**

■ MANAGEMENT

- **12** Research Actions
- **6** programs
- **6** chairs
- **15** External Experts

■ CHAIRS

The six chairs of Labex contribute to the impulse and coordination of its actions.

- Prevention and treatment of business difficulties
- Jacques Cœur Accompagnement Entrepreneur
- Entrepreneurship and Innovation
- Corporate Social Responsibility and World of Work
- Health of SME executives and Entrepreneurs
- Responsible Management and Entrepreneurship (MER)

2016年LABEX出版物数量: **133**

■ 管理:

- **12** 个研究行动
- **6** 个项目
- **6** 位项目主持者
- **15** 个外来专家

■ 项目主持者

Labex六名项目主持者有助于推动和协调研究行动。

- 商业难题的规避与处理方法
- Jacques Cœur Accompagnement企业家
- 创业与创新
- 企业社会责任与工作世界
- 中小企业高管和企业家的健康
- 责任管理与创业 (MER)





Executive Doctorate in Business Administration (EDBA)

高级工商管理博士 (EDBA)



EDBA PROGRAM FEATURE 项目特色

► PRESENTATION & RANKING

介绍与排名

The University of Montpellier (UM) at MOMA offers an Executive Doctorate in Business Administration (EDBA Program) curriculum in collaboration with Shanghai Jiaotong University (SJTU).

The Executive Doctorate in Business Administration degree is awarded by the University of Montpellier.

蒙 彼利埃大学 (UM) 的蒙彼利埃管理学院 与上海交通大学 (SJTU) 合作, 提供工商管理 (EDBA 项目) 在职博士课程。

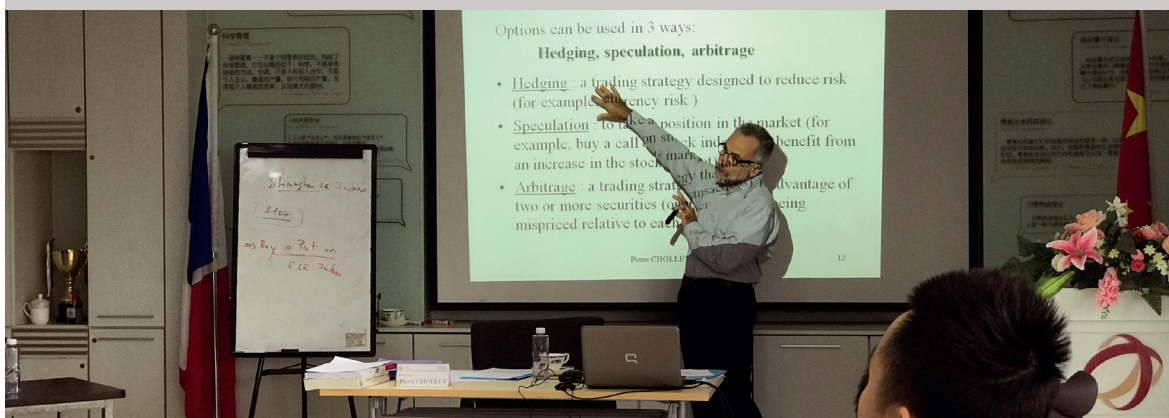
蒙彼利埃大学授予高级工商管理博士学位

EDBA Ranking published by Shanghai Review of Sciences Management
《上海管理科学》杂志发布的EDBA排名

Ranking : 4 University of Montpellier EDBA Program (SUFE)
Ranking : 7 University of Montpellier EDBA Program (SJTU)

This ranking is jointly published by Engaged Management Scholars Society (EMSS) and Shanghai Management Science Society, hereafter referred to as EMSS Greater China (E)DBA Rankings. EMSS is a non-profit academic institutions established in UK. The aim of the organization is to study the business model and internal mechanism of European and Chinese companies.

这一排名由管理践行学会 (EMSS) 和上海管理科学协会联合发布, 这里指的是大中华区EMSS 工商管理博士排名。EMSS是非营利的学术机构, 成立于英国。该组织的目的是研究中国和欧洲企业的商业模式和内部机制。





► OBJECTIVES & TARGET

目的&目标

EDBA applicants are required to have rich professional working experience and management skills. EDBA aims to equip executives with the most complete and up-to-date knowledge of management sciences, to inspire deeper thinking of management and to enhance the scientific level of participants to integrate managerial experience with academic work.

EDBA申请者必须拥有丰富的职业工作经验和管理技巧。EDBA旨在为管理人员提供最完整和最新的管理科学知识，激发更深入的管理思考，提高参与者的科学水平，帮助其更好的将管理经验与学术相结合。

EDBA degree is focused on research methods for business practices. The applied nature of the EDBA differentiate it from the traditional PhD, which concentrates on preparing people for careers in academia and research.

EDBA学位专注于商业实践的研究方法。其职业实战和应用性质的特性区别于传统的哲学博士，后者聚焦于在学术界和研究领域培养人才。

EDBA is the latest higher education program and the highest degree of Business Administration

工商管理博士是最前沿的高等教育项目，是工商管理学科的最高学位。





EDBA — CURRICULUM SYSTEM

EDBA课程体系

► PROGRAM STRUCTURE

项目架构

- **Duration:** 3 years (Part Time).
- **Courses:** 15 Courses on 3 semesters and thesis workshops the last year.
- **Language of instruction:** courses will be taught in Chinese, French or English. French and English courses with Chinese translation.
- **Teaching mode:** face to face, each core subject consisting of courses and workshop, students can also take part in large seminars and lectures organized by well-known international associations.
- **Location of class:** The core courses will be taught in the branch campus of Shanghai Jiao Tong University in China and every year, a thesis workshop and international seminar will be held in the University of Montpellier in France during the study tour.

Time of the class: once a month in weekend.

- 学制时长：标准学制为3年（不脱产在职学习）
- 课程安排：前三个学期15门核心课程，每月利用周末集中授课一次，后一年安排论文工作坊，完成论文的撰写与答辩。
- 授课语言：中文，英文或法文授课，英文，法文授课配有现场中文翻译。
- 授课方式：采用面授、工作坊等多种方式，期间还将安排各种讲座、沙龙、论坛等活动。
- 授课地点：核心课程在上海交通大学面授，每年到法国蒙彼利埃大学一次，参加论文工作坊及国际研讨会。
- 授课时间：每月利用周末集中授课一次。





► COURSE STRUCTURE

课程架构

SEMESTERS 4, 5 & 6 第四一学期		
	THESIS WORKSHOP (once a semester) PRE DEFENSE 论文工作坊（一年一次）	
	Thesis Defense	
SEMESTER 3 第三学期 2 days / 2天	METHODOLOGY 研究方法	
	Epistemology 认识论	
	Quantitative Methods 定量研究方法	
	Qualitative Methods 定性研究方法	
	Thesis Workshop 论文工作坊（法国或上海授课）	
	Research Project 1 研究课题1	
SEMESTER 2 第二学期 2 days / 2天	RESEARCH SEMINARIES 管理专题研讨	
	Marketing: Sales, Customer Relationship 市场营销：销售、客户关系	
	Strategy: Strategy, innovation and cooperation 战略：战略、革新与竞合	
	Finance: Corporate Finance and Governance 金融：公司财务与治理	
	Accounting: Accountancies and Society 会计：会计人员与社会	
	Human Resources: Social Corporate Responsibility 人力资源：企业社会责任	
	Entrepreneurship 企业家精神 (可以选择在法国或上海授课)	
	Control in each course 对每一门课程进行考核	
SEMESTER 1 第一学期 3 days / 3天	FUNDAMENTALS THEORIES 核心理论课程	
	Strategic Management Theory 战略管理理论	
	Finance Theory 金融理论	
	Accounting and Control Theories 会计与控制理论	
	Marketing Theories and Models 市场营销理论与模型	
	Control in each course 对每一门课程进行考核	





EDBA — CURRICULUM SYSTEM 课程体系

► THESIS CURRICULUM

论文体系

The program requires participants to achieve a thesis with a in-depth academic level and is helpful to improve the private or public organization's practice or policy designed. The selected topic needs to have an academic and practical (economic or societal...) interest. It can address a theoretical or a practical issue (as creating or implementing management tools, systems, devices...).

学生需要完成一篇具有深层次学术水平的论文，并对于所设计的个人组织／公共组织的实践或政策有所助益。所选题目需要具有学术和实用（经济或社会...）意义。它可以解决理论或实际问题（如创建或实施管理工具，系统，设备...）。

■ TIMING

时间节点

Students at the end of the first year, choose their own management issues to carry out their study through scientific methods of analysis, in order to enhance their contribution to professional fields with their knowledge and become excellent entrepreneurial researchers with scientific spirit, rigorous and pragmatic attitude.

学生在第一年年底，选择自己的管理问题，通过科学的分析方法进行学习，以提高他们对知识领域的贡献，成为具有科学精神，严谨务实的优秀企业研究者。

At the end of the third year, the students produce their research work or « thesis ». The thesis is written in English. All theses written in Chinese should be translated into English. The working language of oral defense is English or French or Chinese with a translator.

在第三年年底，学生们提交研究成果或者“论文”。论文用英文写作。所有用中文写的论文都应翻译成英文。论文答辩语言为英文，法文或中文配有翻译。





CONFERENCES, SEMINARS AND LIBRARY SUPPORTS

会议，研讨会和图书馆支持

Apart from intensive seminars and workshops mentioned above, participants will further be offered the opportunity of attending various kinds of conferences and seminars held by renowned associations like the Executive DBA Council (EDBAC). Students will have access to online materials available at the libraries of the University of Montpellier.

除了上述密集研讨会和工作坊之外，参与者还将有机会参加诸如 EDBAC等知名学术协会举办的各种会议和研讨会。学生可以访问蒙彼利埃大学图书馆的在线图书馆查找资料和下载文献。

THESIS SUPERVISORS AND EVALUATION

论文博导与评估

Based on the close relationship between French and Chinese research institutions, students will be supervised by a French professor in coordination with a Chinese professor. Students can choose a thesis supervisor according to their professional directions. They must send him a research project for agreement. Thesis evaluation is based on a written document and an oral defense which will be held in France or in China.

基于中法院校的亲密合作关系，学生论文有中方和法方两位论文导师。学生根据自己的研究方向选择论文导师，须提交研究课题给法方导师确认。论文评审包含论文写作质量和答辩两部分，答辩在法国或中国举行。

Students who cannot achieve the whole program will receive a transcript of academic records. Obtained units are capitalized for a period of five years.

无法完成整个课程的学生将获得所修课程的成绩单。所获得的课程成绩单将保留五年。





EDBA ADMISSION GUIDE AND ENROLLMENT 自八世纪以来...

► APPLICATION CONDITIONS

申请资格

To apply for the University of Montpellier EDBA Program, applicants must have a good English ability and meet one of the following requirements:

- A master's degree in enterprise management conferred by academic institutions and at least two years of professional management experience;
- A master's degree in non-enterprise management or non-business field conferred by academic institutions and at least five years of professional management experience;
- Applicants without above degrees but with at least eight years of management experience may make special application.

申请蒙彼利埃大学EDBA项目，申请人须具备良好的英语水平，并符合以下条件中的一项：

- 1、由学术机构颁发的企业管理或相关学科的硕士学位，并有最少两年管理工作经历；
- 2、由学术机构颁发的非企业管理或相关学科硕士学位，并最少有五年管理工作经历；
- * 未具上述学历但最少有八年管理工作经历者，请向项目办公室提交补充附加材料特殊申请。





In order to apply for the EDBA program of the University of Montpellier, the applicant should complete the Application Form in English and Chinese, and submit related materials. Applicant can log into the official website of the Program Office to download and print application materials, and directly mail the complete application materials to the Program Office.

申请蒙彼利埃EDBA项目需要您完成中英文申请表的填写，并提交相关材料。申请人可登录项目办公室官网下载打印报名材料，备齐全部申请材料后，直接寄送项目办公室。

- | | |
|--|-------------------|
| 1. Application Form (One copy in English and the other in Chinese) | 1. 报名表 (中英文各一份) |
| 2. Copy of the Identity Card or Passport | 2. 身份证和护照复印件 |
| 3. Copy of the highest Degree Certificate | 3. 最高学位证书复印件 |
| 4. Cover Letter (One copy in English and the other in Chinese) | 4. 入学动机信 (中英文各一份) |
| 5. 4 copies of the Standard Two-Inch Personal ID Photo | 5. 个人标准2寸证件照4张 |
| 6. Research Topic (One copy in English and one in Chinese) | 6. 研究题目 (中英文各一份) |
| 7. Reference Letters (Two) | 7. 推荐信 (2封) |
| 8. Other Research Experiences | 8. 其他研究经历 |
| 9. Awards and Honors | 9. 奖励荣誉 |
| 10. Certificate of Public English Test System | 10. 英语等级考试证明 |

TUITION FEES

项目费用

The tuition fees for the EDBA Program of MoMA-University of Montpellier include interview application fee, study fee, academic record registration fee and overseas services fee.

For more information, please contact the Program Office.

法国蒙彼利埃大学EDBA项目费用包含：入学面试费、学费、学籍注册费、学杂费、境外服务费。
更多信息请联系EDBA项目办公室。



Executive Master in Business Administration (EMBA)

高级工商管理硕士 (EMBA)



EMBA PROGRAM FEATURE 项目特色

► OBJECTIVES

目的

PARTICIPANT PROFILE : Our students want to transform their career after 5 or 10 years of work experience and embed their practices in international knowledge to create solid foundation to executive managers.

参与者画像：我们的学生拥有5—10年的工作经验，希望获得自己的职业生涯的发展，并将自己的实践与国际化知识相结合，为成为职业经理人打下坚实的基础。

► TARGET PROGRAM

项目目标

■ **Western business management course style :** All the courses are going to use the newest western business management teaching method, including case study, business game, group homework, team negotiation and defense, business presentation and so on, which aims at improving students business skills and making them adapt to the actual business environment.

西方企业管理课程风格：所有课程将使用最新的西方企业管理教学方法，包括案例研究，商业游戏，小组作业，团队协调与谈判，商业展示等，旨在提高学生的商业技能，使他们适应实际的商业环境。

■ **International focused courses :** By studying the theoretical and practical foundations of International Management, the students will develop multi cultural communication and team cooperation abilities, and will improve their way of thinking as well as their international vision.

国际核心课程：通过研究国际管理的理论和实践基础，学生将学习多种文化交流和团队合作能力，改善思维方式和开阔国际视野。





► PROGRAM STRUCTURE 项目架构

■ **Location of class :** The courses will be taught intensively once a month on weekends, in the campus of Shanghai Jiao Tong University in China and once a year, there is a Study Tour at the University of Montpellier in France.

授课地点：周末兼修制，每月在上海交通大学集中授课一次，每年去法国蒙彼利埃大学考察一次。

■ **Duration and degree:** the EMBA program lasts for one year and a half. After the the thesis writing, the students could graduate from the University of Montpellier.

毕业和学位：EMBA学制一年半。完成毕业论文后，学生可以从蒙彼利埃大学毕业。

■ **Language of instruction:** courses will be taught in Chinese, French or English, French and English courses with Chinese translation.

授课语言：课程采用中文，法文或英文，法文和英文课程配有随堂中文翻译。

■ **Academic team:** Professors from Montpellier and other global universities are going to teach different courses and bring general ideas of international business management.

师资队伍：蒙彼利埃和其他全球大学的教授将教授不同的课程，并提出国际商业管理的总体思路。

The Executive Master in Business Administration degree
is awarded by the University of Montpellier

蒙彼利埃大学授予高级工商管理硕士学位





EMBA - CURRICULUM SYSTEM EMBA – 课程体系

► COURSE STRUCTURE 课程结构

CORE CURRICULUM 核心课程	ELECTIVE « INTERNATIONAL MANAGEMENT » 选修《国际管理课程》	OUTWARD BOUND
Corporate Finance 公司财务	International Marketing 国际市场战略	Methodology & professional project 方法论与专业项目
Strategic Management 战略管理理论	International Business Administration 国际工商管理	Cultural studies & Study Tour with Business Game 文化学习&游学和商业游戏
RH Strategy & Corporate Social Responsibility 人力资源战略&企业社会责任	World Economic situation analysis 世界经济现状分析	Memory 硕士论文
Market Studies 市场研究	International Strategy & Globalization Strategy 国际战略&国际化战略	
Management Accounting 管理会计	International Financial Reporting and Analysis 国际会计	
Information Technology and Management 信息技术管理		





► ENROLLMENT 入学流程

■ Entry requirements 申请要求

1. College education, more than three years of management experience
本科学历，三年以上管理经验
2. If particularly rich in management experience, can be exceptionally admitted as special management talent (academic requirements can be relaxed).

如果管理经验特别丰富，可以视作特殊管理人才（学术要求可以适当放宽）。

■ Application documents 需要文件

1. Admission application form
入学申请表
2. 2 copies of ID card
身份证复印件2张
3. 2 copies of letters of recommendation
推荐信两份
4. 2 copies of academic certificates (the original needs to be reviewed)
学历证书复印件2份（原件需要审核）
5. English and Chinese CV's (2 copies each)
中英文简历（两份件）
6. 5 two-inch blue bottom pictures
五张两寸蓝底照片
7. Four business cards
四张名片

TUITION FEES 项目费用

The tuition fees for the EMBA Program of MoMA-University of Montpellier include interview application fee, study fee, academic record registration fee and overseas services fee.

For more information, please contact the Program Office: edba@univ-montp.com

蒙彼利埃大学管理学院EMBA课程的学费包括面试申请费，学习费，学历记录注册费和海外服务费。
欲了解更多信息，请联系方案办公室



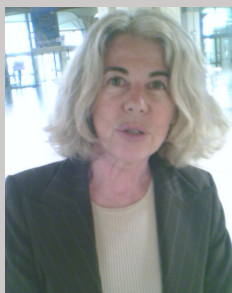
Academic Team

学术团队

ACADEMIC TEAM 学术团队

The Faculty team of EDBA is formed jointly by professors of the University of Montpellier, Shanghai Jiao Tong University and other famous universities' faculty team. All the Professors of the program are doctoral supervisors who enjoy reputation in France or in China.

EDBA的师资团队由来自于蒙彼利埃大学，上海交通大学以及其他著名高校的教授共同组成。项目所有的教授都是在法国或中国享有声誉的博士生导师。



Monique LACROIX is Emerite Professor at the University of Montpellier.

She is Director of the Executive Doctorate in Business Administration (EDBA) and Director of the Executive Master of Business Administration (EMBA). Dean of Montpellier Management of the University of Montpellier from 2003 to 2013, she has visited many Universities or Schools and Research Institutes in different countries. She has served as an expert for the European Union for assessment of control systems, teachers programs, audit of universities (Coimbra Program) and is a consultant in academic projects for an international consulting company. Member of Montpellier Research in Management (MRM), her research focuses on financial reporting in listed companies, international accounting normalization and intangibles assets.



Frédéric LE ROY is Professor in Strategic Management at the University of Montpellier and Montpellier Business School, France.

He is head of MRM-Strategic Management Research Group and director of the Master Consulting in Management. He published many research articles and several books. His current research relates primarily to coopetition strategy. Besides, he develops research on entrepreneurship and strategy in high-tech industries. Among his publication: 'Coopetition: winning strategies for the 21st Century', 2010, Cheltenham: Edward Elgar (with Yami S., Castaldo S. and Dagnino G.B.).



Florence PALPACUER is a Professor of Management Studies at the Institute Montpellier Management Institute of the University of Montpellier, France, where she is directing a master program on Organizational Management and Responsible Development and co-directing a research group on Alter management, Globalization and Ecology, as well as the Chair for Responsible Management and Entrepreneurship at the Laboratory of Excellence (LABEX) Entreprendre. Her current research is on new forms of workers' resistance, corporate social responsibility, and transnational social movements in global value chains.



Pierre CHOLLET is Professor of Finance at the University of Montpellier and a researcher of Montpellier Research in Management (MRM).

He holds a PhD in Finance from Paris-Dauphine University (France). His research concentrates today on the links between Finance and Corporate Social Responsibility. He is a member of the Scientific Comity of the French Social Responsible Investment (SRI) Label.

He published his research in journals as European Financial Management, Bankers Markets and Investors, Fineco, Research in International Business and Finance and French journals (Finance Contrôle Stratégie, Revue Française de Gestion...). He is member of the research team: MRM-Finance.



Sophie SPRING is Professor in Accounting at the University of Montpellier, in the institute Montpellier Management Institute.

She teaches corporate accounting in French and International GAAP in Bachelor, Master degrees and also in Executive and doctoral programs. She carries research in accounting standards and social and environmental accounting. She is a member of Montpellier Research in Management and of the Center for Environmental and Social Accounting Research. She is on the editorial boards of the Social, Environmental and Accounting Journal, and Accounting and the Public Interest.



Philippe AURIER is Professor of Marketing, University of Montpellier, School of Business Administration.

He got his PhD in HEC (France) and had a Post-Doctoral position at the University of California in Los-Angeles - Anderson School of Management (USA). His recent papers deal with relationship marketing, brand line strategies, and the marketing-finance articulation. His most important areas of application are Agrofood products and Culture Marketing.

TEACHING : Marketing Strategy, Consumer Behavior, Marketing Models

EDITORIAL BOARDS : Research and Applications in Marketing, Decisions Marketing.



Marie-Christine LICHTLÉ is Full Professor of Marketing at the University of Montpellier.

She is Director of the Institute Montpellier Management Institute. She is member of the laboratory Montpellier Research in Management. Her research focuses on consumer behavior, advertising effectiveness and retailing, especially in the fields of food and health. She has published articles in various publication outlets (International Journal of Advertising, Journal of Consumer Marketing, Recherche et Applications en Marketing, Décisions Marketing...) and has presented her research in different congresses (European Marketing Academy, The Lalonde Conference in Service Management, The Lalonde Conference in Marketing Communications and Consumer Behavior, The congress of the French Marketing Association...).



Bernard AUGÉ is Associate Professor of Cost Control since 2006.

Ph.D. in Management Sciences - University of Montpellier. Member of the laboratory Montpellier Research in Management (MRM). Head of the Master of Cost Control.

Special interests: New Public Management, Management accounting, Representation of performance measurement, Measure of performance of professional sports clubs.

Major Publication: « Valorisation of sports facilities: a representative of global value ». B. Augé - A. Pédenon - A. Vernhet - Sport as a business : International, Professional and commercial aspects, editors Harald Dolles and Sten Söterman, Palgrave McMillan, 2011.



Carole MAUREL is Associate Professor of Finance since 2011.

Ph.D in Finance. Member of the laboratory Montpellier Research in Management (MRM). Head of the Master 1 of Finance.

Before 2011 : Independent consulting. Bureau Interprofessionnel des Vins de Bourgogne. Financial difficulties of Burgundy Wine Businesses.

Special interests: Corporate Finance, Small Business Finance, International Finance.

Major publications:

- Duval L., Maurel C. and Viviani, J-L. 2016. Analysis of the determinants of export modes used by French wine businesses, International Journal of Entrepreneurship and Small Business, Vol. 29, No. 4, pp.627-650.



Gilles N'GOALA is Professor of Marketing and Member of the laboratory Montpellier Research in Management (MRM). He is Head of the Master of Marketing.

He has been doing research on customer relationship management in service and digital environments. He has published academic papers in many international journals, such as Journal of the Academy of Marketing Science, Journal of Economic Psychology, Journal of Retailing and Consumer Services, International Journal of Service Industry Management, Recherche et Applications en Marketing (RAM), Décisions Marketing (DM), etc. He is also vice-president of the French Marketing Association (afm) and member of the board of RAM and DM.



Françoise PLATET PIERROT is Associate Professor of Financial Accounting since 2011.

Ph.D "Management Sciences - Financial Accounting". Member of the laboratory Montpellier Research in Management (MRM). Head of the Master of Tourism and Hospitality Management. Before 2011, Manager assistant in different companies: Hachette Filipacchi Interdeco Group (advertising), Hytec-Hydrrotechnologie (Underwater vision system)

Special interests: Teaching activity - From the first year of undergraduate studies to Master's Degree : Financial Accounting, IFRS, Financial Reporting and IFRS

Research topics: International Financial Reporting Standards, Financial Information, Accounting Standard-setting Organizations



Professor CHEN Dezhi is Associate Professor of Innovation and Strategy Department in Antai College of Economics and Management, Shanghai Jiaotong University.

Research Areas: Strategic Management, Human Resource Management, Entrepreneurship & Innovation Management

Professional Career:

1995-1998: General Manager & Engineer in Dalian Kaiding New Technology Co., Ltd

1999-2001: Outstanding Associate Professor, Master Supervisor of Dalian University of Technology; Deputy Director of Technology & Economy Research Center, Dalian University of Technology; Deputy Director of Behavior Science Research Center, Dalian University of Technology

2003-Now: Director of Management Cases Research Center, Shanghai Jiao Tong University



Anne MIONE is Professor at Montpellier University (Montpellier Management Institute).

She is vice director of the research group on Strategy and also vice director of the group on Innovation in Montpellier research on Management.

Her main research relates to different types of standards including certifications and quality labels and she specifically observes the emergence, diffusion and competition between rival standards. Besides, she develops research on entrepreneurship and innovation. She has published articles in journals such as M@n@gement, Management International, International Journal of Entrepreneurship and Small Business; Journal of Innovation, Economics and Management.



Professor Jixiang CHEN is Professor of Shanghai Jiao Tong University, Doctoral Supervisor.

Academic experience: Director of modern enterprise management research center, Deputy Secretary of Shanghai Behavioral Science Institute, Procurement consulting expert of Shanghai Municipal government, Distinguished expert in Pudong New Area, SASAC consultant in Yangpu District.

Research Areas: Strategic management, Corporate governance structure.



Professor **HU Haiou** is Professor of Economics and Finance Department in Antai College of Economics and Management, Shanghai Jiaotong University.

He is Doctoral Supervisor in Antai College of Economics and Management, Shanghai Jiaotong University.

In 1999, Hu Haiou was elected as the Fourth director of the Shanghai Institute of Finance, the deputy director of the professional committee of monetary theory and monetary policy research.

Research Areas: Credit economics, Monetary theory and policy

Teaching Courses: Financial theory and Monetary policy, China's macro-economic analysis, Managerial economics, Macro-economics



G  raldine RIVI  RE-GIORDANO is Associate Professor at Montpellier University (Montpellier Management).

Subjects taught: General accounting, Financial accounting, Corporate social responsibility. Member of Montpellier Research in Management

Main topics of research: Corporate social responsibility assurance, Corporate social responsibility reporting, carbon accounting.

Responsible for the Bachelor in International Management, University of Montpellier

Responsible for the Bachelor in Administration, University of Montpellier.



Professor **REN Rongming** is Professor of Economics and Management of Department of Applied Economics in Antai College of Economics and Management of Shanghai Jiao Tong University.

He is Doctoral Supervisor, in Antai College of Economics and Management of Shanghai Jiao Tong University.

He is Director of the WTO Research Center, Shanghai Jiao Tong University and Economic Globalization.

Teaching Courses: International Economic Law, Commercial Law, Introduction to the World Trade Organization, Introduction to China's Foreign Trade.



ISABELLE MARTINEZ, Director of the CEFAG Doctoral Program of the FNEGE, is a full Professor of Management (Finance & Accounting) at the Faculty of Science and Engineering of the Toulouse University (Toulouse 3 Paul Sabatier UPS).

She is the Director of the "Governance and Organizational Control" research center (LGCO - EA 7416 home team). From 2013 to 2015, she was President of the French Accounting Association (AFC).

Since July 2016, she has been co-editor-in-chief of the review «Comptabilit  -Contr  le-Audit».

His research is at the interface of accounting and corporate finance. She has published several articles in international and national reviews such as Journal of Economic Survey, International Review of Law and Economics, Canadian Journal of Administrative Science, The International Journal of Accounting, Review of Finance, Review of Accounting and Finance, Comptabilit  -Contr  le-Audit, Accounting in Europe.



Karim Messegghem is a Professor of Strategic Management and Entrepreneurship at the University of Montpellier and the vice-dean for research at Montpellier Management Institute. He is also the Director of the Laboratory of Excellence on Entrepreneurship (LabEx Entreprendre). He co-directs the Master Entrepreneurial Support, the Master Project Management in SMEs and the Executive MBA on SMEs Growth Strategy. His research focuses on entrepreneurial support, entrepreneurial opportunity and SME strategies. He has published several books and 40 articles in ranked journals as Journal of Small Business Management, International Small Business Journal, International Journal of Entrepreneurship and Small Business, Journal of Innovation and Entrepreneurship, International Journal of Retail and Distribution Management, and in several French academic journals.



Saïd YAMI is Full Professor of Strategic Management at the University of Lille 1 - IAE. He is member of LEM (Lille economics and Management), UMR CNRS 9221 and associated member of MRM. His research focuses on competitive relationships through the concepts of collective strategies and coopetition, in connection with innovation and entrepreneurship. He is particularly interested in studying knowledge contexts (High tech, big science) that constitute his main fields of research. He published on these topics several books and articles at national and international levels.



EDBA Testimonies of Students

EDBA学员代表

EDBA TESTIMONIES OF STUDENTS

EDBA学员代表

**YANG Xiaowen (Vivien YANG)****杨晓雯****Job Summary:**

- Chief Representative at Union Pacific Railroad Shanghai Office
- EDBA Student, University of Montpellier, 2015 Cohort
- MBA, Wake Forest University
- Master of Engineering in Logistics at Massachusetts Institute of Technology

工作情况:

- 首席代表，美国联合太平洋铁路公司上海代表处
- 法国蒙彼利埃大学2015级EDBA学员
- 美国维克森林大学工商管理硕士
- 美国麻省理工学院物流工程硕士

Why do you study EDBA?

« EDBA program aims to cultivate corporate researchers in the field of business management. Under the circumstance of rapid social transformation and globalization, we need to summarize and refine the new phenomenon and new tendencies in different industries, and then integrate the research findings with practical experience together. »

Why the EDBA program bring me a deeper thinking about management in their business?

« EDBA program helps participants to understand the development of latest theory, to widen their dimension of problem analyzing, to deepen their theoretical thinking, and to enhance their future improvement of the theory through study tour, practice sharing and thesis writing activities. All in all, these learning outcomes have a positive significance for the future work. »

为什么选择读EDBA?

EDBA项目旨在培养企业管理领域的思想家。在快速变换的全球化趋势下，我们需要对行业和管理领域的新现象和新趋势进行及时地总结和提炼，并将研究发现与企业实践相融合。

为什么EDBA项目为我带来了更深刻的管理思考?

EDBA项目通过移动课堂、实践分享和论文写作，帮助参与者了解最新的理论发展，拓宽分析问题的维度，加深理论思考的深度，并积极地尝试理论方面的延展。这些对未来的工作都具有积极的意义。



**Mr. George WU****吴翀****Job Summary:**

- CEO, Hangzhou XieRui Management Consulting Co.,Ltd
- EDBA Student, University of Montpellier, 2014 Cohort
- Master of International Economy and Trade, University of Hamburg, Germany
- MBA, Fudan University, China
- Six years' experience of state-owned enterprise management
- 8 years' CEO background of private enterprises
- 7 years' CEO background of corporation management consulting, and focusing on the field of strategy and business models designed

工作概况:

- 杭州协睿企业管理咨询有限公司 CEO
- 法国蒙彼利埃大学2014级EDBA学员
- 德国汉堡大学国际经济与贸易硕士
- 复旦大学工商管理硕士
- 6年的国企管理背景
- 8年的民营企业CEO背景
- 7年的企业管理咨询CEO背景，现专注于在战略和商业模式设计领域。

Why do you study EDBA?

« Studying EDBA is an excellent opportunity for learning and self-improvement. It allows me to construct a complete set of theory from my successful experience and frustrated lessons in my previous management consulting experience. Through complete theoretical construction, to form a new system of knowledge and practice capacity which can support the development of my future career. »

What did you learn from the EDBA program?

1. « Thanks to both Chinese and French professors who have improved my theoretical knowledge a lot. The professors are all equipped with excellent international perspectives, professional skills and theoretical levels. »
2. « The design of the EDBA Thesis achieved my aspiration since long time ago. Through the theoretical construction, I could integrated theoretical thinking with practical cases in the consulting fields from my previous experience, and then build a new systematic structure of knowledge which can better serve the enterprises. »
3. « After meeting so many well-known professors and friendly classmates, we have established a deep friendship by communicating and studying together. The significant meaning and value of our friendship is much more valuable than the book learning. I hereby sincerely appreciate the opportunity from the University of Montpellier, Shanghai Jiao Tong University, Shanghai University of Finance and Economics. And greatly thanks for the support from all of my classmates and the teachers who have helped me. »

为什么选择读EDBA?

因为读EDBA是一个非常好的学习和成长的机会，能够把我7年管理咨询中的企业成功经验和失败教训，通过完整的理论构建，形成新的知识、能力体系，为日后的职业发展做支撑。

读EDBA 的收获?

1. 非常的感谢中方和法方的教授们，使我理论方面有了很大的收获。中法双方的教授们的国际视野，专业水准和理论水平都很优秀；
2. 毕业论文的设计，实现了我自己的心愿。通过理论的构建，将以前多年咨询中所积累的思考和案例，集成为一个新的知识体系，更好地服务于企业。
3. 认识了多位法方教授及中方教授，认识了众多同学们，通过学习和交流，我们建立了深厚的友谊，其意义和价值，远远超过纯粹的课堂学习。在此，我怀着感恩的心情，感谢蒙彼利埃大学，感谢上海交大，感谢上海财大，感谢李老师，感谢各位同学和帮助过我的所有老师。

EDBA TESTIMONIES OF STUDENTS

EDBA学员代表

**Mr. TANG Wengang****唐文纲****Job Summary:**

- CEO, Shanghai Tangteng Information Technology Co., Ltd.
- EDBA student, University of Montpellier, France
- Guest Professor, Ningbo Dahongying University
- Co-founder of Weilnsitue
- Expert in Mobile Internet and Integrated marketing Technology of O2O Industry
- MBA, University of Hong Kong

工作概况：

- 上海唐腾信息技术有限公司CEO
- 法国蒙彼利埃大学EDBA学员
- 宁波大红鹰大学客座教授
- 微学院联合发起人
- 移动互联网及O2O全网络营销技术专家
- 香港大学工商管理硕士

« I set up a head office for a French company in China for many years after five years working experience in the Fortune Global 500 companies. Since the year of 2011, I started to my own business by establishing several medium and small-sized companies in the field of Internet and new media. Currently, I am also working for a University as a part-time guest lecturer. »

Why do you study EDBA?

« Because of busy work demands, I cannot be as a full-time Ph.D. student in management. However, the EDBA program offers me a great opportunity to develop my previous practical experience into systematical theories. At the same time, it fed my voracious hunger for leaning knowledge as well. »

Why the EDBA program bring me a deeper thinking about management in their business?

« First of all, the EDBA program optimizes the method of problem thinking. It helps me to narrow down the questions among the massive daily concerns from the operational part, and pay more attention to the core and prospective investigation that can be developed to a research subject. Secondly, it provides me multiple professional methodologies in research and data collection. It gives me a theoretical support for the solution of concerned problems. Last but certainly not least, I am well aware of the fact that the research of management is not only just the imitation of various cases and the application of model framework. »

What did you learn from the EDBA program?

« I met a group of cooperate researchers with a profound cultural background and learned from a French academic research style, which opened up a brand-new vision of my life. »

从世界五百强工作五年之后我为一家法国小企业在华开设代表处多年，从2011年开始我从事连续的创业，在互联网和新媒体领域前后参与开设了五六家中小企业。目前我也在为一所大学担任兼职的客座教授。

为什么选择读EDBA?

由于工作繁忙我无法脱产进行博士的深造，同时对理论学习的渴望以及希望把自己多年实践进行理论升华的想法让我选择了EDBA的学习方式。

为什么EDBA项目为我带来了更深刻的管理思考?

首先EDBA项目培养了问题提炼的思考方法，从范范游离琐碎的日常运营问题中我需要沉淀下来把关心的问题聚焦为前沿核心的研究点。其次它让我接触学习了多种专业的研究方法和资料学习方法，为关心问题答案的求索提供了支撑。让我了解到管理科学的研究不仅仅是身边案例的模仿，以及模式框架的运用。

读EDBA的收获?

认识了一群坚韧有情怀的研究型企业家，学习了法国的学术研究风格，开拓了眼界。



International Study Tour

国际游学

INTERNATIONAL STUDY TOUR 国际游学

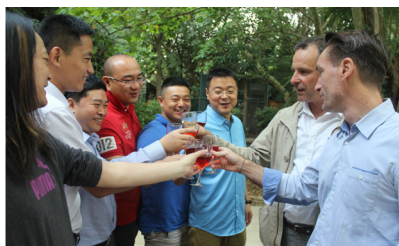
ACHIEVE IN KNOWLEDGE

- Conferences and Seminars (MRM & LABEX)
- Exchange with researchers
- Defense of thesis
- Graduation ceremony

知识成就

- 学术会议和研讨会
(蒙彼利埃管理研究 & 卓越实验室)
- 与研究人员交流
- 论文答辩
- 毕业典礼





EXPERIENCE IN VISITING

- Historical and antic sites
- Enjoy French cuisine
- Tasting of famous wine

游学相长

- 历史名胜游览
- 品尝法式美食
- 著名葡萄酒品鉴



ENJOY THE FRENCH WAY OF LIFE

- Reception and gala
- Mondial de foot...

感受法国人的生活方式

- 欢迎仪式和晚宴
- 国际足球比赛...

