

Eastern wisdom Western operation International vision

# 2023

## China Business International

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TO BECOME AN OUTSTANDING PLATFORM FOR INDUSTRY  
EDUCATION AND RESEARCH IN CHINA

China Business International Industry-University-Research Technology (Shenzhen) Co., LTD

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## CONTENTS

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01 Introduction to China Business

02 China business culture

03 Development history

04 China business layout

05 Project silhouette

# Introduction to China Business

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China Business International Industry-University-Research Center (hereinafter referred to as China Business International) was founded in 2011 by a founding team from the Research Institute of Tsinghua University in Shenzhen. It is headquartered in Shenzhen-Hong Kong Industry-University-Research Base (Peking University Shenzhen Industry-University-Research Building) in Nanshan Science Park, Shenzhen, and has branch teaching centers in Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu and other regions. China Business International is mainly engaged in three business segments: international master and doctoral degree, management consulting and international study tour. It is committed to becoming an outstanding education, training and management consulting institution in China, and creating a first-class international platform for industry-university-research.



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# ► Introduction to China Business

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# ► Introduction to General manager

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Mr. Fang Shengxiang: General Manager of China Business International Industry-University-Research Technology (Shenzhen) Co., LTD.

He was a teacher and class teacher of Huanggang Normal University; project Manager and Director of Research Institute of Tsinghua University in Shenzhen.



# China Business Culture

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## Vision

To become an outstanding educational training and management consulting institution in China, and to create a first-class international platform for industry-university-research.



## Mission

Cultivate business elites with both ability and education to promote the prosperity and development of Chinese enterprises.



## Values

Achievement student  
Integrity and innovation  
Forge ahead in unity

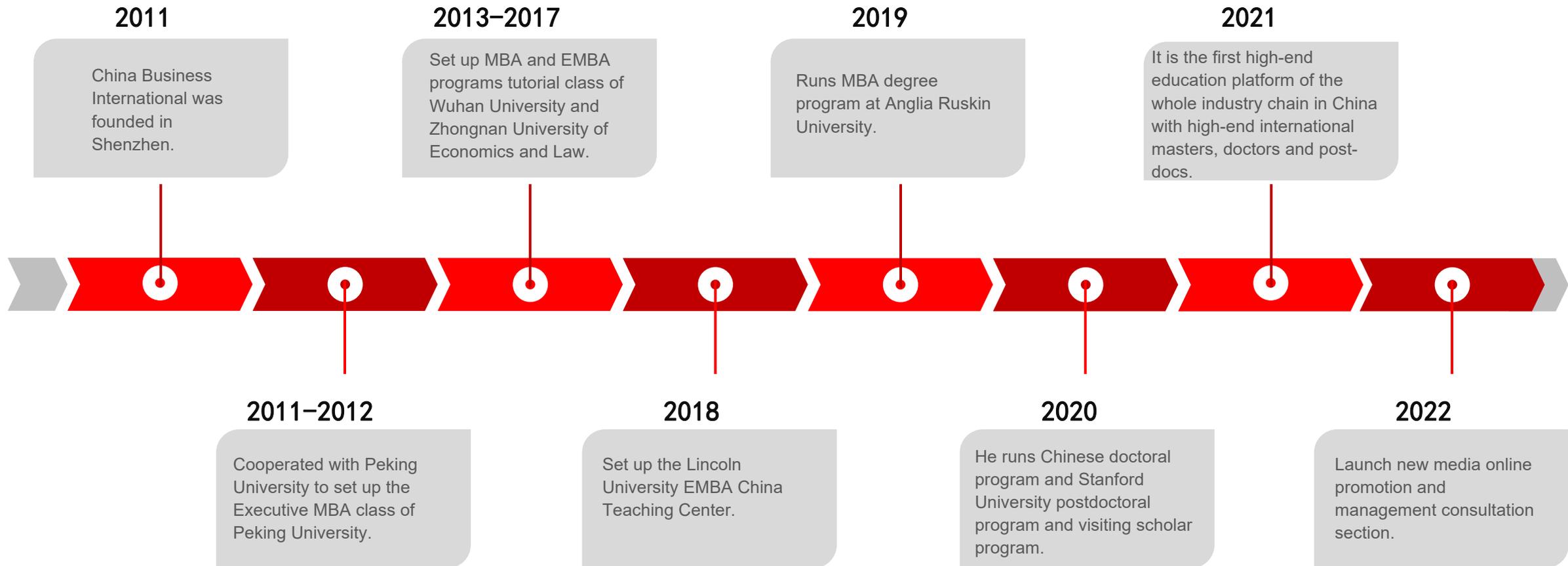


## Philosophy

Oriental wisdom  
Western operation  
International perspective

# Development course

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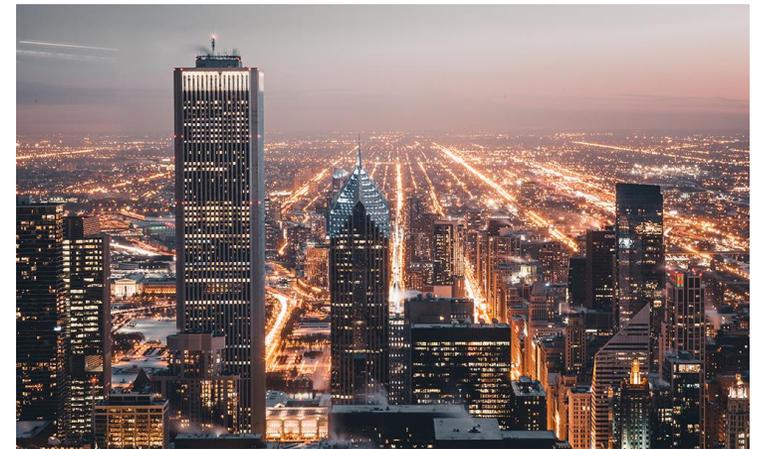
International Master and Doctor



Management Consulting



International study tour



## 01. International Master and Doctor

The master's and doctoral program of China Business International has completed the full product layout of international master's, doctor's and postdoctoral programs of famous global universities. Currently, the main cooperation projects include Stanford University postdoctoral/visiting scholar, Lincoln University EMBA, Anglia Ruskin University MBA, University of Management and Technology DBA.

Student enterprises have strong comprehensive strength, and there are many listed or to be listed enterprises. They are high-end entrepreneur circles gathering industry leaders and business elites.



Stanford University



Lincoln University



American University of  
Management Technology



Anglia Ruskin  
University

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## Stanford University

Stanford University (full name Leland Stanford Junior University, short for "Stanford"), Located in the southern San Francisco Bay Area of California, Palo Alto, close to the world famous high-tech park Silicon Valley, is a world famous private research university, a member of the Pacific Rim Alliance of universities. Stanford University covers approximately 33 square kilometers (8,180 acres), making it the sixth largest university in the United States by area. As of October 2018, 83 Stanford alumni, professors and researchers had won Nobel Prizes, ranking seventh in the world. 27 recipients of the Turing Award (the highest award in computing) are ranked first in the world. In addition, its alumni include 30 wealthy entrepreneurs and 17 astronauts, and it is one of the universities that produces the most members of the United States Congress. According to Forbes' 2010 list of universities with the most billionaires, the university ranked second, with 28 billionaires, just behind Harvard University.

## Cultivation goal

- provide professionals with cutting-edge research experience and certification
- for senior managers to provide better social influence and social resources
- provide professional scientific researcher overseas experience, improve the links of career development
- is a north American immigrants choose way of high points



Postdoctoral extension program, Stanford University, USA

Postdoctoral study tour in Stanford University, USA



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## Lincoln University EMBA

The University of Lincoln is located in Oakland, California, adjacent to the world financial Center - San Francisco Bay area, and only 20 minutes from the University of California, Berkeley.

The excellent geographical location and excellent scientific and technological innovation environment provide students with the most diversified learning opportunities, attracting outstanding students from more than 40 countries.

Lincoln University offers Bachelor of Business Administration, Master of Business Administration, Computer science, law, medical imaging and other professional disciplines.

American Lincoln university website: <http://www.lincolnuca.edu/>

## International authoritative certification

The Western Alliance of Colleges and Universities, or WASC

The most authoritative accrediting organization in the six regions of the United States, it accredits public and private schools, colleges and universities in the western United States.

Its accredited members include top US universities such as Stanford University and the University of California, Berkeley.

Meaning of WASC certification:

1. Ensure that the school is a trustworthy institution and has the quality to meet the standards.
2. Credits obtained by students can be transferred to other English schools.



Lincoln University EMBA graduation group photo



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## American University of Management Technology

The University of Management and Technology, or UMT, is located in the Washington, D.C. area of the United States.

Led by Dr. William Wells, the world's top project management expert and Chairman of the Board of Trustees, and Dr. Frame, the world's top project management expert and academic President, the university is known as the world's leading institution of modern project management. UMT offers a wide range of bachelor's, master's and doctoral degrees. For the United States federal government and the military and various famous corporations.

In 2001, the UMT was recommended by Zhou Ji, Minister of Education of China, and the State Administration of Foreign Experts Affairs of China introduced nearly 20,000 high-end talents into China.

## | Research direction

- direction of financial management
- health management direction
- project management direction



American graduation



Red study tour



Beijing study tour



Classroom silhouette

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## Anglia Ruskin University

Anglia Ruskin University (ARU) was founded in 1858, formerly known as the Art School of Cambridge University. It is a famous public university in the United Kingdom, a world-class comprehensive university and one of the largest universities in the east of England.

It has four campuses in Cambridge, Chelmsford, London and Peterborough. It has more than 25,500 students and awards more than 400 bachelor's, master's and doctoral degrees, making it one of the universities with the most students in the UK.

## School ranking

- 2019 times higher education world university in the top 2% of the elite universities
- global top 350 Britain was ranked no. 39
- THE WORLD UNIVERSITY RANKINGS 2019



## 02.Management consulting

Mainly engaged in strategic planning consulting, equity consulting, marketing consulting, financial management, human resource management and development consulting and other business management consulting, consulting work focused on the design and operation of the top structure of the enterprise, providing special management solutions from strategic positioning, equity design, human resource management and financial management.

Strategic planning consulting



Financial management



Equity consulting



Human resource management



Marketing consulting



Development consulting



## 03. International study tour

Adhering to the school philosophy of "Eastern wisdom, Western operation, international vision", the school organizes students to attend graduation ceremonies in universities such as the United States and the United Kingdom, and organizes students to visit famous universities, visit benchmark enterprises, cultural investigation, etc., so as to make the Chinese and Western thinking collisions and expand their international vision.



# Business of China Business

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## China Business International Alumni Association



It is a joint, national, non-profit social organization voluntarily formed by alumni of China Business International, which is a global platform for international alumni. There are nearly 3,000 outstanding students and business representatives from all walks of life. They encourage and help the alumni to explore and innovate in their own careers. They are committed to becoming the bond of emotional exchange between the school and alumni, gathering the strength of alumni and creating more opportunities for win-win cooperation. At present, golf club, badminton club, investment and financing club, intelligent manufacturing club and other excellent organizations have been incubated.



\*The companies listed above are in no particular order

# ▶ Project silhouette

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Lincoln University EMBA students attend their graduation ceremony in the US

# Project silhouette

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Opening ceremony of International MBA Degree class

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Spring tea party and the first class photo

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On-site foreign teachers teach

# Project silhouette

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2022 Annual Alumni Meeting

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THANK YOU FOR WATCHING



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