

## MISSION

The School of Management is committed to refining and integrating Chinese wisdom of management, and fostering international business elites with excellent insights into Chinese culture.

## VISION

To be the First-Class business school in Guangdong-Hong Kong-Macao Greater Bay Area, globally recognized for excellence in education and research.

## VALUE

Loyalty, Sincerity, Integrity, and Respect; Integrating Knowledge and Action; Striving Constantly for Self-Improvement; and Seeking Harmony in Diversity.

## CONTACT US

Visit our official website to explore the latest news, faculty insights, and upcoming events—including forums, lectures, and more.

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School of Management  
Official WeChat Account



School of Management  
Video Channel



暨南大學  
JINAN UNIVERSITY



AACSB  
ACCREDITED



PRME  
SIGNATORY MEMBER



## SCHOOL OF MANAGEMENT, JINAN UNIVERSITY

Business education has been part of  
Jinan University's identity from the very beginning.

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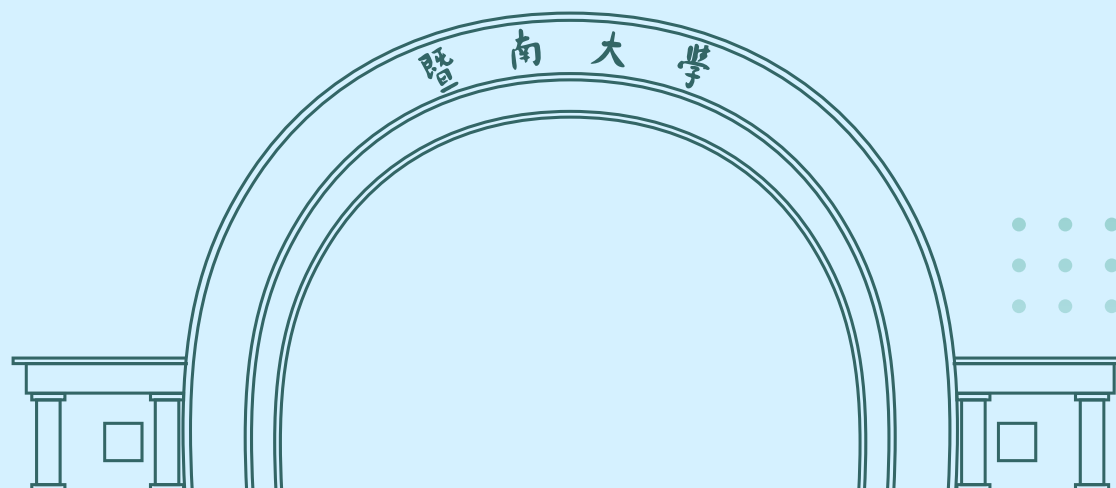
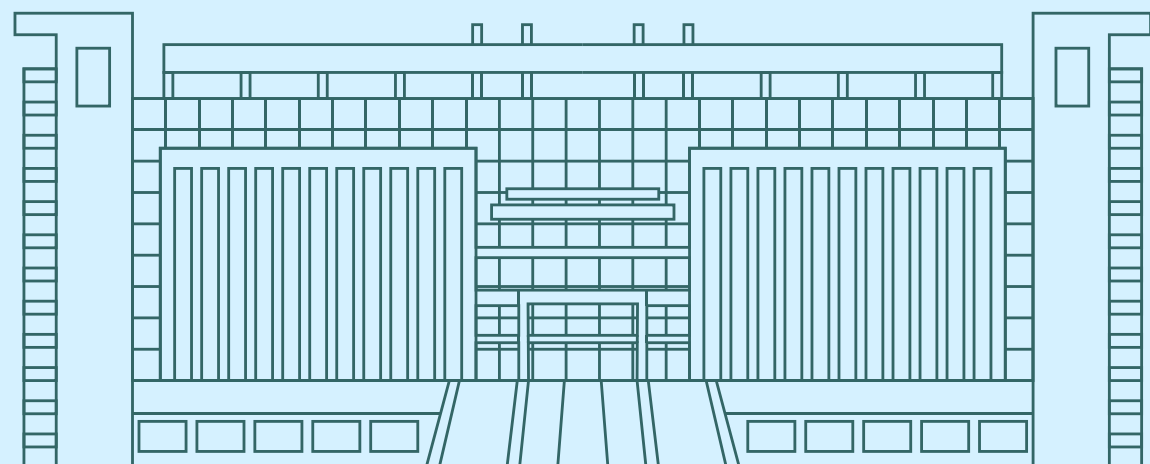
# SCHOOL OF MANAGEMENT, JINAN UNIVERSITY

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# Welcome to the School of Management, Jinan University

The legacy of the overseas Chinese spans mountains and seas; the path of commerce connects China with the world. For more than a century, Jinan University has stood as an institution founded by and for the overseas Chinese, sustained and enriched by culture. Within this enduring tradition, the School of Management serves as a vital crossroads, where the wisdom of Chinese commerce is passed down and a new generation of talent is shaped for the future.

Built upon a century of business education and guided by the university's motto—"Loyalty, Sincerity, Integrity, and Respect"—we have established ourselves on the strength of three prestigious international accreditation: AMBA, BGA (Gold), and AACSB. With a deep commitment to cross-cultural training, we bring together the profound heritage of traditional Chinese culture and the cutting-edge insights of modern

business. Here, students of overseas Chinese descent from around the world will find not only a spiritual home to reconnect with their roots and nurture a sense of belonging, but also a place where they develop essential skills, broaden perspectives, and build lasting bridges between China and the world.

With a heart rooted in your homeland, you can journey far; with the wisdom of commerce, you can make a meaningful contribution to the world. Guided by cultural context and connected through education, we invite students of Chinese descent from across the globe to join us at Jinan University. Here, you will preserve and carry forward your heritage, strengthen your foundation, and pursue knowledge with purpose. Through the language of business, you will help build connections between China and the world. And with the energy of youth, you will continue the story of the overseas Chinese legacy—walking together toward a shared future shaped by the principles of commerce.

## International Accreditation



AACSB Accreditation



AMBA Accreditation



BGA (Gold) Accreditation



PRME Signatory Member

## Key Milestones

Jinan University was founded, and business education has been part of its identity from the very beginning



1906



The "Department of Commerce" was established at the initiative of Mr. Huang Yanpei



Received approval from the Ministry of Education to offer MBA programs, launched one of the earliest MBA programs in South China

1918

1993

The School of Management was officially established with approval from the Overseas Chinese Affairs Office of the State Council

1998

The Business Administration discipline was designated a Key Discipline of Guangdong Province, and the Accounting program was authorized to grant doctoral degrees

2000

Approved by the Academic Degrees Committee of the State Council to offer the Executive MBA (EMBA) program

2002

2003

Granted the authority to confer doctoral degrees in the first-level discipline of Business Administration, as well as in two second-level disciplines, including Tourism Management and Technology Economy and Management. Accounting was designated a Key Discipline by the Overseas Chinese Affairs Office of the State Council

## History and Development

Business education at Jinan University dates back to 1918, when the "Department of Commerce" was established at the initiative of Mr. Huang Yanpei, marking the beginning of a century-long tradition in business studies at the university. In 1998, the university brought together its strengths in key disciplines such as Business Administration, Management Science and Engineering to form the School of Management, fully realizing the potential of

Jinan University's management programs. Rooted in the international gene of this century-old institution for overseas Chinese and its deep foundation in business education, the School has become one of the earliest in South China to earn AACSB international accreditation. Today, it stands as a benchmark for business education in South China, having produced more than 60,000 graduates who have gone on to become leaders and pillars of their industries.



The Applied Psychology program was authorized to grant master's degrees, and the International Business program was approved to grant both master's and doctoral degrees. Achieved AMBA accreditation

The Financial Management program was authorized to grant doctoral degrees

2004

2006

The first-level discipline of Management Science and Engineering was approved by the Academic Degrees Committee of the State Council to grant doctoral degrees

The "Accounting Faculty Team" of the School of Management, led by Professor Song Xianzhong, was named one of the first "National Huang Danian-style Teacher Teams" in Chinese higher education

2011

2016

The MBA and EMBA programs passed their third AMBA accreditation review, and received the maximum five-year accreditation period

2018

2021

The School of Management officially received AACSB accreditation, becoming the 40th business school in the Chinese mainland to earn this prestigious international recognition. The Business Administration discipline achieved significant progress, ranking among the top programs nationwide

2022

2023

The Youth League Committee of the School of Management was awarded the National May Fourth Red Flag Youth League Committee

2024

Officially became a signatory member of the United Nations Principles for Responsible Management Education (PRME)

Educational Objectives

The School of Management offers a comprehensive educational framework covering bachelor's, master's, and doctoral programs. We are committed to developing, refining, and advancing management knowledge that speaks to the real-world needs of Chinese management practice. Our goal is to cultivate high-level management professionals who possess a deep understanding of Chinese culture, meet the norms of modern business education, and bring a genuine global perspective to their work.

Academic Graduate Programs

Admission Pathways: Exemption Recommendation, Master's and Doctoral Programs Unified Admissions Examination, Direct Doctoral Admission, Application Review System, Integrated Master's + Ph.D. Programs

First-level doctoral disciplines	Business Administration, Management Science and Engineering
Second-level doctoral disciplines	Corporate Management, Accounting, Financial Management, Technology Economy and Management, International Business, Organizational Behavior and Human Resource Management
Academic Master's Programs	Management Science and Engineering, Corporate Management, Accounting, Financial Management, Technology Economy and Management, International Business, Psychology (offered as a first-level master's discipline), etc.

Professional Degree Programs

Admission Pathways: National Unified Examination, Exemption Recommendation, Application Review System

✓ DPAcc Doctor of Professional Accounting
✓ EMBA Executive Master of Business Administration
✓ MBA Master of Business Administration
✓ MPAcc Master of Professional Accounting
✓ MAud Master of Auditing
✓ MEM Master of Engineering Management
✓ ME Master of Industrial Engineering and Management

Undergraduate Programs

2025 ShanghaiRanking's Subjects Ranking in China



2025 Undergraduate Program

Business Administration
Accounting
Accounting (CPA)
Accounting (Digital Intelligence Innovation Class)
Marketing (Digital Intelligence Marketing Innovation Class)

National first-class undergraduate courses

01 Basic Accounting (Li Wenjing, Offline first-class course)
02 Entrepreneurship Foundation (Zhang Yaohui, Online First-Class Course)
03 Management Consulting (Li Congdong, Online First-Class Course)
04 Multivariate Statistical Analysis and R Language Modeling (Wang Binhui, Online First-Class Course)
05 Advanced Financial Accounting (Tan Xiaoping, Online First-Class Course)

06 Principles of Management (Wu Jing, Online First-Class Course)
07 Human Resource Management (Ye Maolin, Online First-Class Course)
08 Introduction to Circulation (Chen Haiquan, Offline first-class course)
09 Virtual Simulation Experiment on Risk Assessment of High-Tech Manufacturing Enterprises in the Context of Trade War (Zhu Tao, Virtual Simulation First-Class Course)
10 Basic Accounting (Li Wenjing, Ministry of Education Model Course for Ideological and Political Education)

Educational Features

The "Three-Stage Integrated" training model helps each student discover a development path that aligns with their unique strengths and aspirations.

"One Core + Dual Drivers" course system: We strengthen core courses to build a solid professional foundation while offering specialized courses in "Green Management" and "Digital Intelligence Business." This approach aims to strengthen the feature and enhance students' social competitiveness.



Student Development

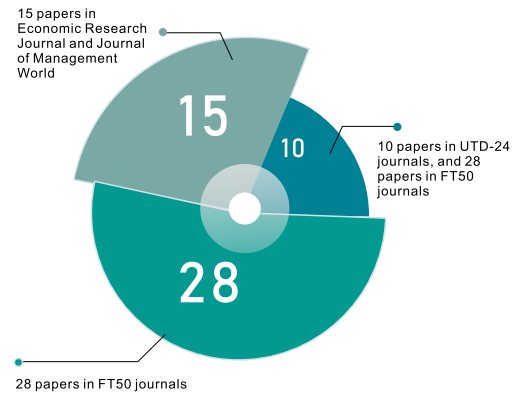
Further education rate: 40% of graduates pursue advanced degrees, with 98% of these students admitted to domestic "Double First-Class" universities or world-renowned institutions.



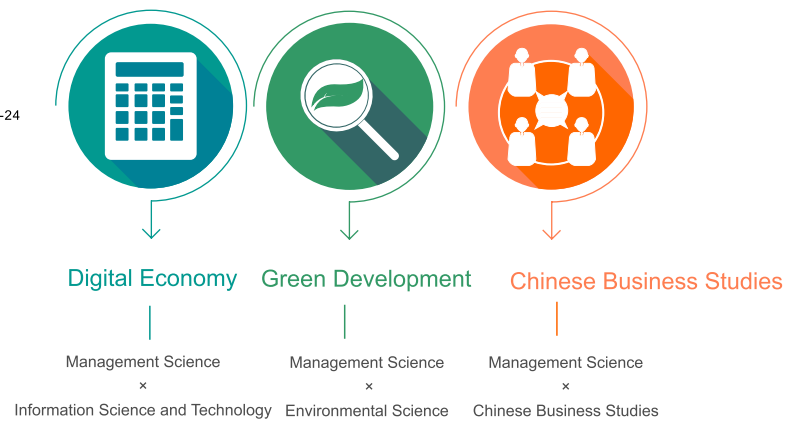
Employment rate: 92% with 75% of graduates working in the finance and technology sectors. Companies include Huawei, KPMG, EY, PwC, Gree, China Mobile, China Unicom, Midea, GF Securities, NetEase, Alibaba Cloud, Industrial and Commercial Bank of China, among others.



Publications in leading journals

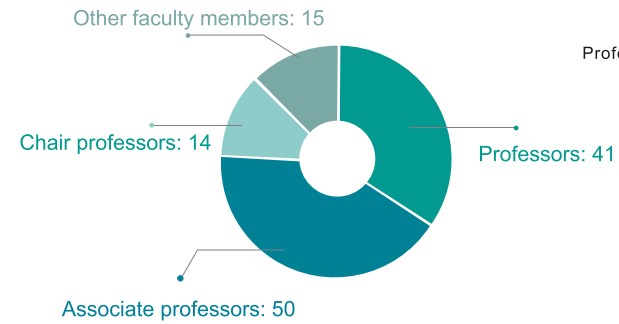


Interdisciplinary Research Areas

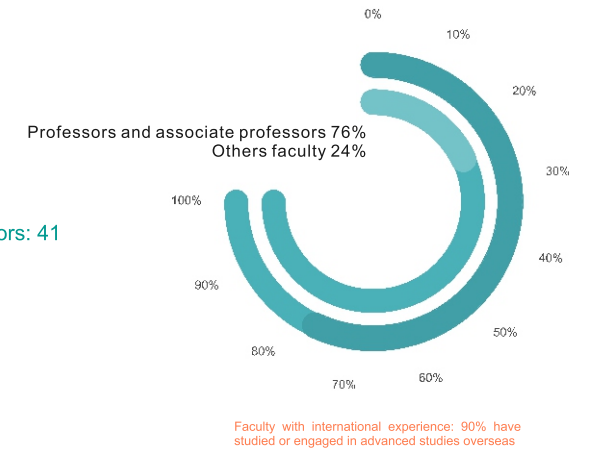


Faculty Size and Composition

The School of Management places a high priority on attracting top-tier talent, emphasizing both recruitment and internal development, and integrating education with mentorship to build a highly qualified faculty team.



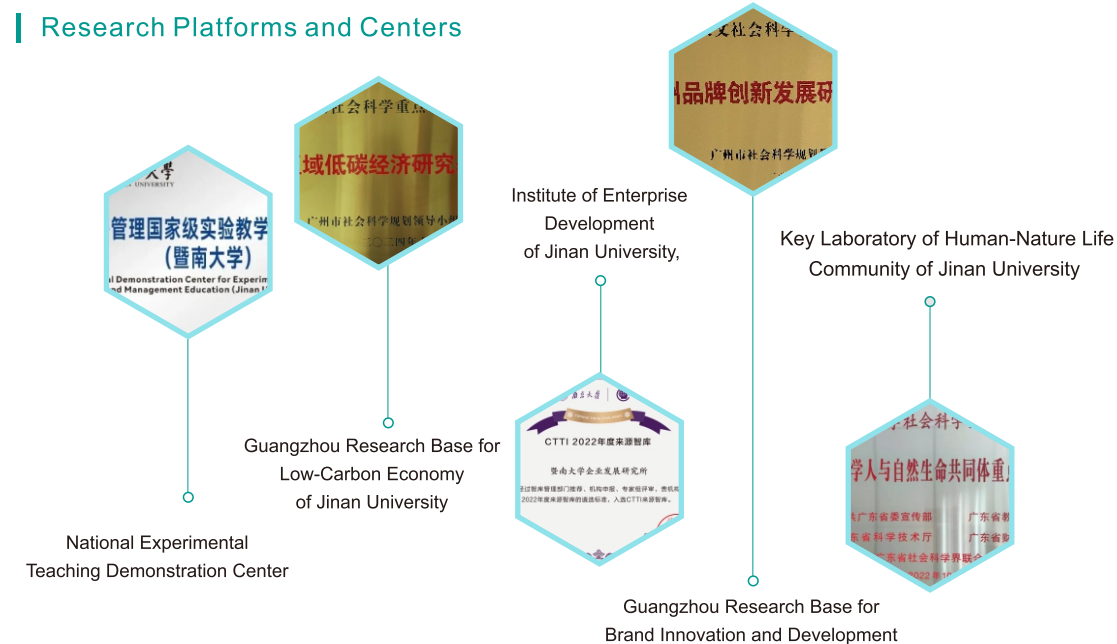
Proportion of professors and associate professors



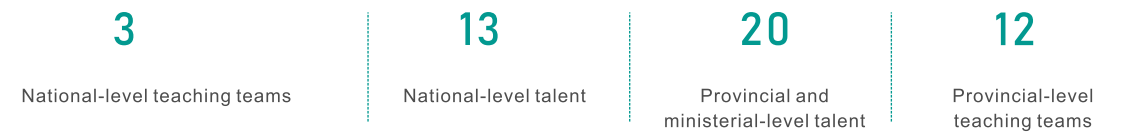
Research projects and awards



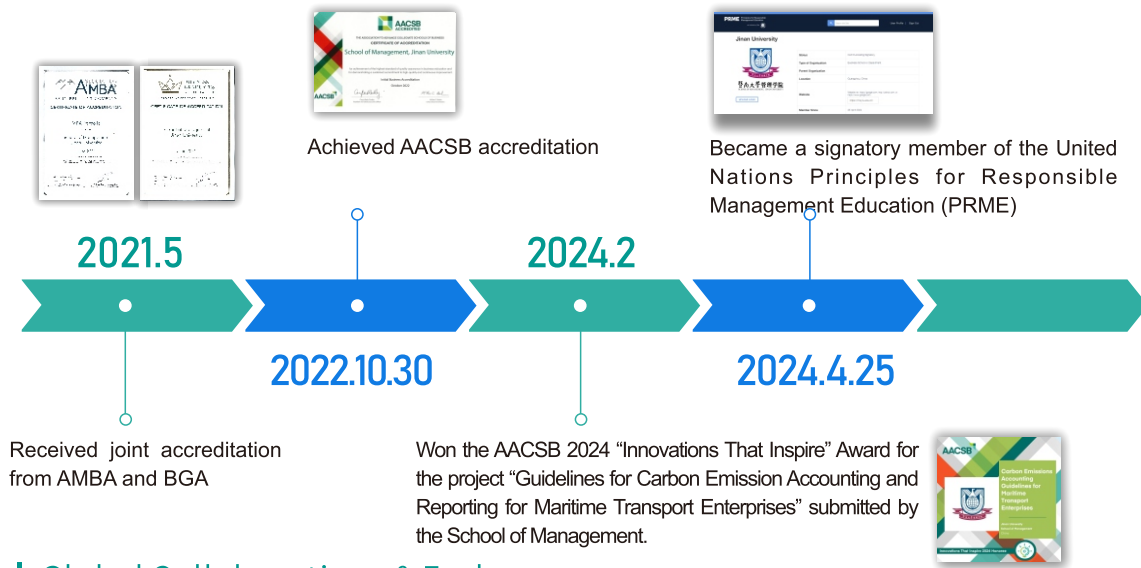
Research Platforms and Centers



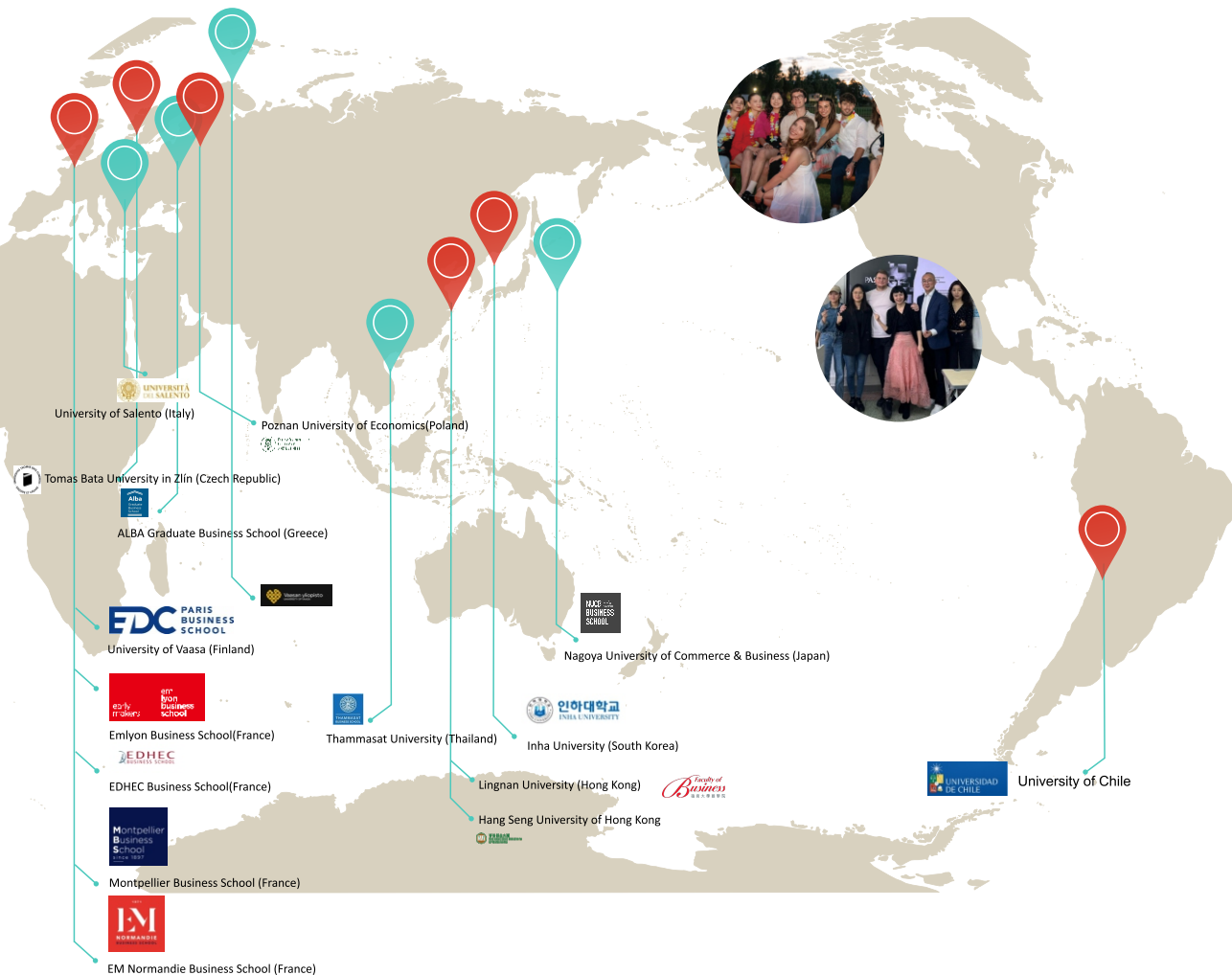
Faculty Honors and Awards



International Accreditation Timeline



Global Collaborations & Exchange



Global Collaborations & Exchange



01 Advancing Cultural Diplomacy through Regional Tourism Partnerships

We successfully organized the "Tourism Human Resources Training Program for Pacific Island Countries," fostering dialogue with senior tourism officials from seven Pacific nations and the South Pacific Tourism Organization (SPTO). These discussions centered on cultural and tourism cooperation under the Belt and Road Initiative framework, contributing to national cultural diplomacy, promoting Chinese culture, and implementing the call of General Secretary Xi Jinping to "share the excellence of traditional Chinese culture with the world."

02 Fostering Cultural Identity among Overseas Chinese Business Elites

Since 2007, we have hosted 12 iterations of the "New Generation Overseas Chinese Entrepreneurs" program, training over 500 young entrepreneurs from more than 50 Belt and Road countries in disseminating Chinese management philosophy. Since 2015, the School has conducted an annual "Innovation and Entrepreneurship Training Camp" specifically designed for management talent from Hong Kong, Macao, Taiwan, and overseas Chinese communities, which has significantly enhanced cultural and national identity. The School also maintains a long-standing commitment to training grassroots Party members and officials within overseas Chinese affairs systems in provinces like Guangdong and Jiangsu, thereby improving services for overseas Chinese.



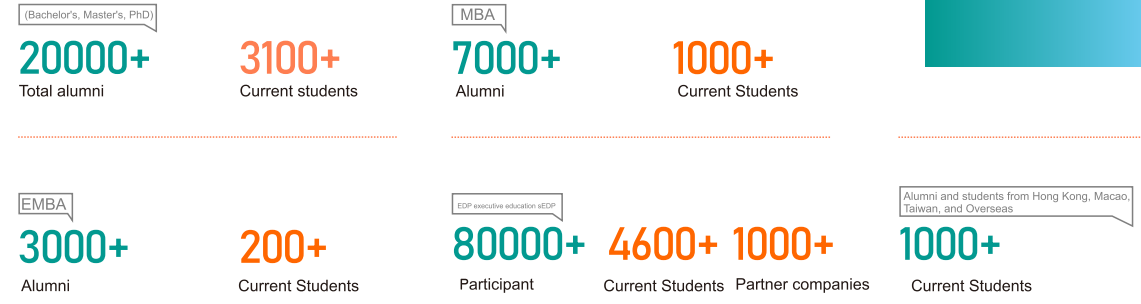
03 Strengthening Research and Cultural Interaction through Academic Exchange

Since 2013, the School has secured numerous EU-funded talent exchange projects, facilitating reciprocal visits for students and faculty. We have also organized major seminars, conducted collaborative courses, and co-authored publications in prestigious international journals and at leading forums. We have established multi-level cooperative framework agreements with prominent universities across Europe, creating robust academic and cultural networks. Under the Belt and Road Initiative, the School collaborates with governmental and industrial partners in numerous partner countries on a variety of academic research and talent development initiatives.

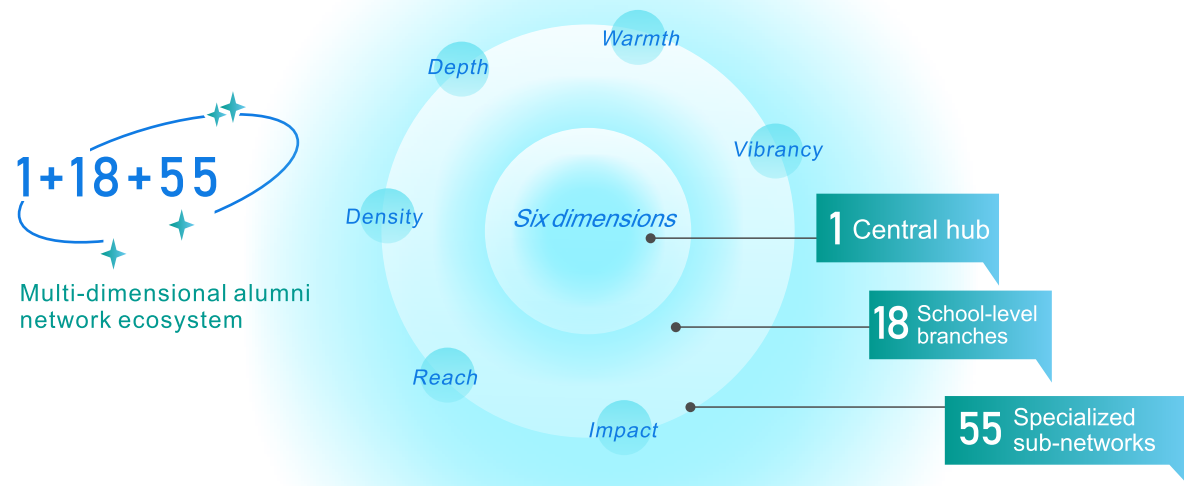
## ALUMNI NETWORK

Evolving from a central core to an expansive reach, and from isolated touch points to an interconnected web, the alumni network of the School of Management is built on a strategically structured and dynamically nurtured ecosystem. This design ensures that every alum can find a point of connection within this “six-dimensions space,” collectively advancing toward a future of shared value creation.

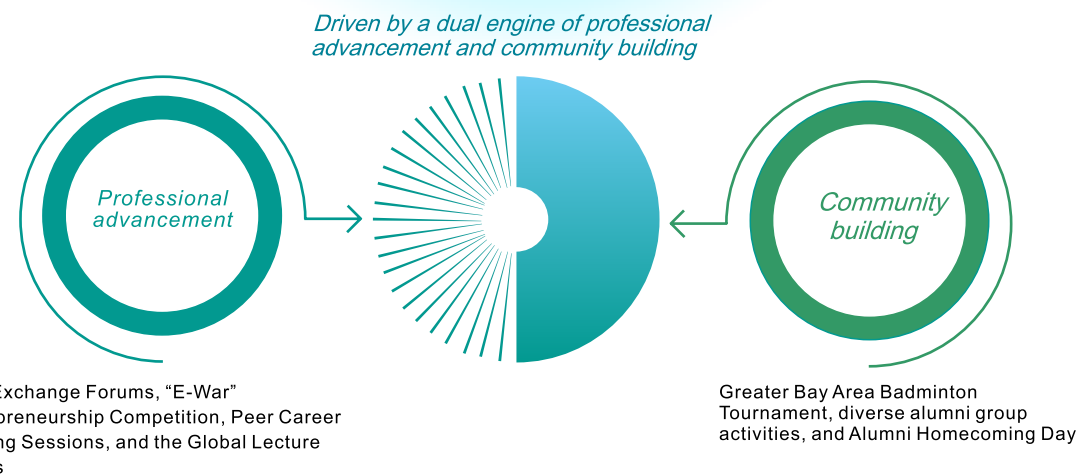
Global Connectivity  
Ecosystem Co-creation  
+  
Lifelong Learning  
Mutual Empowerment



## A Three-Tier System Ensuring Comprehensive Coverage



## Empowerment System



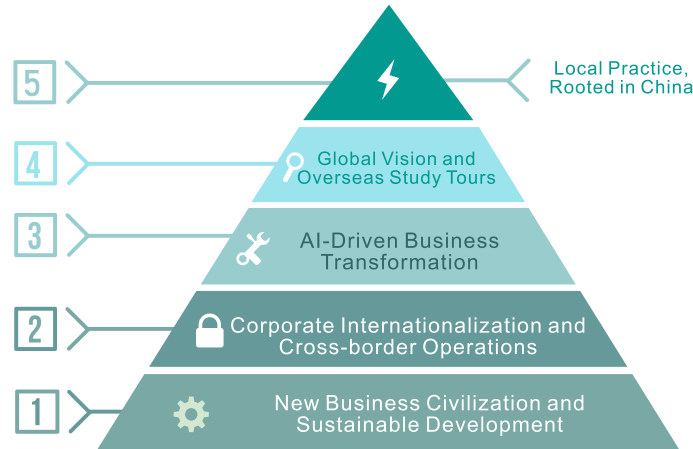
## PROGRAM OVERVIEW

Programs	Degree Requirements	Management Experience	Instruction Language	Duration	Instruction Mode	Admission Exam	Start Date
Executive Master of Business Administration (EMBA)	Bachelor's Degree + 3 years of work experience, Associate Degree + 5 years of work experience, Master's Degree + 2 years of work experience	Not required	Chinese	2 years	One 4-day session per month (Thursday to Sunday)	National Unified Exam	Every September
Advanced Program for Chinese Business Management	Not required	Not required	Chinese	2 years	One 4-day session per month (Thursday to Sunday)	Application review	Every April, August, and November
Full-time MBA (SIMBA)	Bachelor's Degree + 3 years of work experience, Associate Degree + 5 years of work experience, Master's Degree + 2 years of work experience	Not required	Primarily English	2 years	Full-time	National Unified Exam	Every September
Part-time MBA	Bachelor's Degree + 3 years of work experience, Associate Degree + 5 years of work experience, Master's Degree + 2 years of work experience	Not required	Chinese	3 years	Part-time	National Unified Exam	Every September
MBA (Chinese, Singapore)	Bachelor's Degree + 3 years of work experience, Associate Degree + 5 years of work experience, Master's Degree + 2 years of work experience	Not required	Primarily Chinese	2 years	Part-time	Application (as international student)	Every March and September
Doctor of Professional Accounting (DPAcc)	Master's Degree + 5 years of work experience or more	Not required	Chinese	4 years	Full-time (weekend classes)	Application review	Every fall
Master of Professional Accounting (MPAcc)	Bachelor's Degree	Not required	Chinese	2 years	Full-time	National Unified Exam	Every fall
Master of Auditing (Maud)	Bachelor's Degree + 1 year of relevant work experience	Not required	Chinese	2 years	Part-time	National Unified Exam	Every fall
Master of Engineering Management (MEM)	Bachelor's Degree + 3 years of work experience, Associate Degree + 5 years of work experience, Master's Degree + 2 years of work experience	Not required	Chinese	3 years	Part-time	National Unified Exam	Every fall
Master of Industrial Engineering and Management (MIEM)	Bachelor's Degree	Not required	Chinese	2 years	Full-time	National Unified Exam	Every fall

Overview »

In 2002, the university became one of the first in China to offer an EMBA degree. Building on its unique identity as both an overseas Chinese institution and a nationally recognized university, the program blends international business education with Chinese cultural traditions, carrying forward a century of excellence in business education.

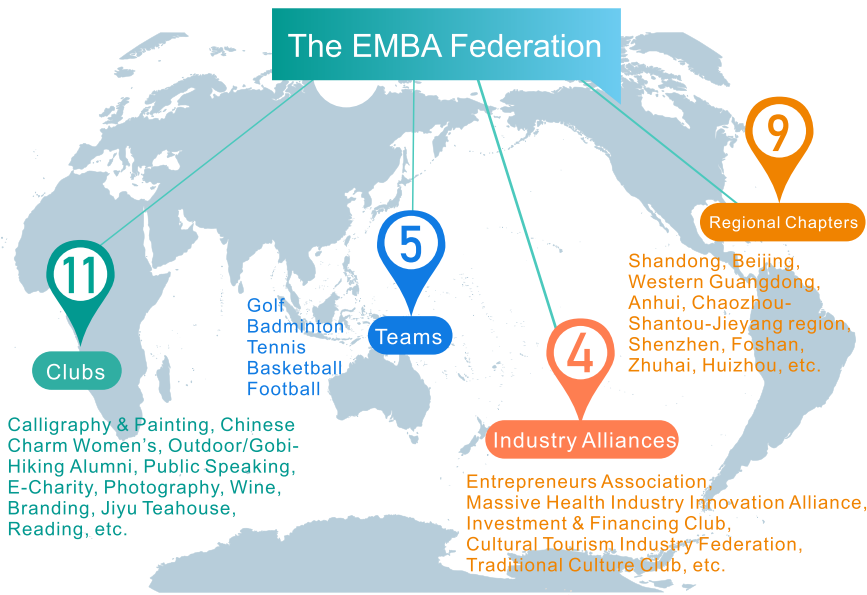
Curriculum » modules



Objectives »

To develop business leaders with strategic vision, the ability to drive cross-boundary innovation, a global outlook, and a strong sense of national responsibility.

Alumni » network



Contact us

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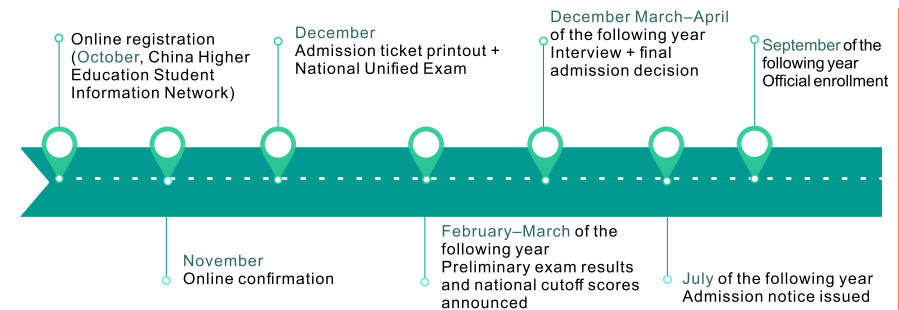
« Overview

Established in 1993 as one of the first MBA programs in South China, the program draws on the international heritage of this century-old overseas Chinese university and its strategic location in the Guangdong-Hong Kong-Macao Greater Bay Area. It offers a distinctive training system centered on "Chinese business management + industrial innovation," employing a "three by three" teaching model to cultivate practically minded management talent. With deep partnerships involving more than 300 leading companies in the Greater Bay Area, the program has consistently ranked among the top in Forbes China's MBA listings.

« Admission requirements

Bachelor's degree + 3 years of work experience or more; Master's or Doctoral degree + 2 years of work experience; Associate degree or equivalent + 5 years of work experience (any one condition met).

« Application process

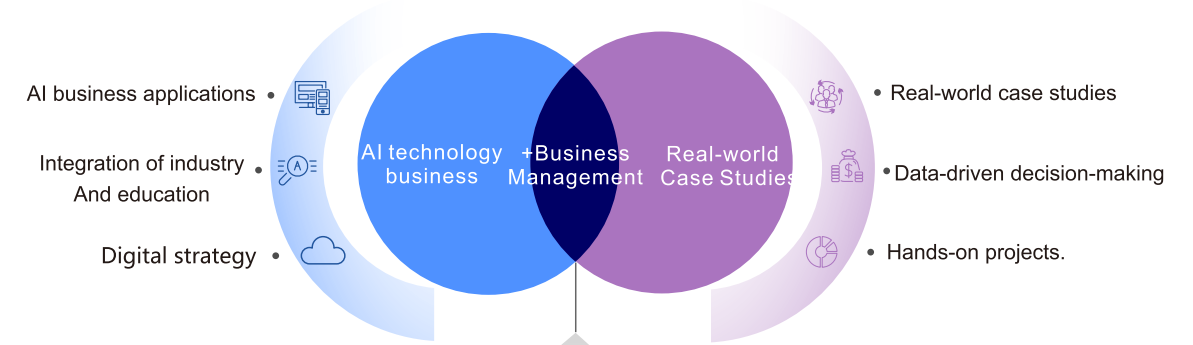


« Tracks



Features

Overseas Chinese Institution + Business Education



To cultivate innovative, application-oriented management professionals equipped with AI-driven thinking, business insights, and cross-disciplinary integration capabilities.

Contact us

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# DPAcc

Doctor of Professional Accounting

## DOCTOR OF PROFESSIONAL ACCOUNTING

DPAcc

2024

The first universities in China to Offer the professional accounting doctorate

Program code: 1253  
Level: doctoral

With a strong practical orientation, the program aims to produce highly competent, innovative, application-oriented, and internationally minded accounting professionals. Graduates will demonstrate strong political caliber, professional ethics, international vision, strategic thinking, and exceptional leadership. They will be well-versed in accounting and economic management theory, capable of solving complex practical problems and articulating innovative practices within the Chinese accounting context.

# MPAcc

Master of Professional Accounting

## Program code: 1253 Master of Professional Accounting Level: master's

MPAcc

2004

Approved in 2004 as one of the first MPAcc programs in China

MPAcc

2019

Received the Accounting Professional Education Quality Accreditation (AAPEQ) certification at Grade A in 2019

MPAcc

2024

Re-accredited in 2024

**Program Outcomes:** Over the past two decades, the program has trained more than 2,000 high-level, innovative, application-oriented, and internationally minded finance and accounting professionals, serving the Pearl River Delta, Hong Kong, Macao, Taiwan, and beyond.  
**Program Philosophy:** Guided by a commitment to "professionalism" and "dedication," the program integrates quality-oriented education with professional training, following an approach of "integrating knowledge and action" to talent development.



# MAud

Master of Auditing

MAud

2011

Approved in 2011 as one of the first MAud programs in China.

## Master of Auditing

**Program Model:** An integrated framework combining ideological and political education, quality-oriented education, and professional training.  
**Program Outcomes:** The program has trained more than 200 interdisciplinary, application-oriented, and innovative auditing professionals with expertise in IT and artificial intelligence, serving the Pearl River Delta, Hong Kong, Macao, Taiwan, and beyond.



Program code: 1257  
Full-time

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Tel: 020-85222505  
Contact: Ms./Mr. Wang, Postal Code: 510632



# MEM

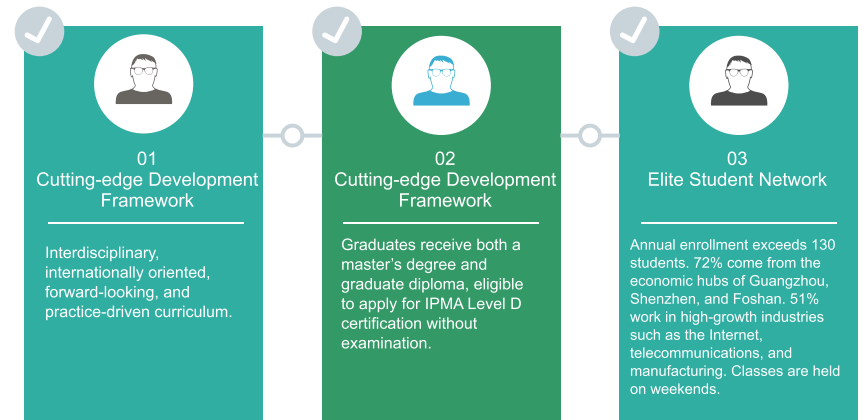
Master of engineering Management

## MASTER OF ENGINEERING MANAGEMENT

TRACKS

Information Management  
Project Management  
Systems Management.

Program code: 125601



# ME

Master of industrial engineering And management

## Master of Industrial Engineering and Management

TRACKS

Program code: 125603



Contact us

Address: Room 204, School of Management, Jinan University, No. 601, West Huangpu Avenue, Tianhe District, Guangzhou;  
Tel: 020-85226603, Mr. Yang



EDP  
**18**  
Years of Excellence in  
Executive Education

EDP  
**1000+**  
A High-Caliber Faculty Network

EDP  
**100+**  
A Curated Core Curriculum of  
the "JNU School of Thought"

EDP  
**100,000+**  
A Distinguished Alumni Network

## About the Center

The Executive Development Programs (EDP) Center of the School of Management, Jinan University, serves as the School's strategic platform for industry-education integration and social service. Rooted in a century of profound business education heritage and adhering to the Jinan spirit of "Loyalty, Sincerity, Integrity, and Respect; Integrating Knowledge and Action," the Center builds a high-end education system that deeply integrates academic research with business practice.



## School of Management, Jinan University 2+2 Study Abroad Program

Students spend the first two years at Jinan University to build a strong foundation in general education, foreign language skills, and their discipline. In the following two years, the program offers pathways to more than ten partner institutions around the world. Our students have gained admission to leading universities such as Monash University (2025QS37).



Course Type: Degree Program  
Certificate Awarded: Bachelor's Degree from an Overseas Institution, Completion Certificate of Jinan University International Education  
Contact Information: 020-85220616, 020-85221545; 17278679247



## Jinan University Entrepreneur -Scholar Program - Toulouse Business School EDBA (France)

By bringing together world-class educational resources and emphasizing high-caliber research into the innovative business practices of global Chinese entrepreneurs, this program aims to cultivate distinguished scholar-entrepreneurs.



Course Type: Degree Program DBA  
Certificate Awarded: Degree Certificate from Toulouse Business School (France), and Completion Certificate of the Jinan University Entrepreneur-Scholar Program  
Contact Information: 020-85221385; 13829775696;  
E-mail: jnusolar@163.com

## Jinan University Aged Care Planner Practical Training Program



Course Type: Open Enrollment  
Certificate Awarded: Completion Certificate of the Jinan University Aged Care Planner Training Program  
Contact Information: 020-85222497; Ms./Mr. Huang 15920131747

## Jinan University Professional Manager Advanced Study Program

This program combines classroom instruction, off-class visits, and peer interaction to integrate eight core management modules with real-world business practice. It is dedicated to developing forward-thinking professional managers with sharp strategic insight.



Course Type: Open Enrollment  
Certificate Awarded: Completion Certificate of the Jinan University Professional Manager Advanced Study Program  
Contact Information: 020-85222497; Ms./Mr. Huang 15920131747



## Jinan University Procurement and Supply Chain Management Advanced Study

Built around the OTEP model, this program addresses the essential competencies in corporate procurement and supply chain operations. Delivered through the MBA-style approach of "Theory + Practice + Case Study/Thesis," it creates a seamless link between theories and practices from the ground up, featuring a systematic, specialized, in-depth, and practical approach.



Course Type: Open Enrollment  
Certificate Awarded: Completion Certificate of the Jinan University Procurement and Supply Chain Management Advanced Studies Program  
Contact Information: 020-85222497/85221385; Ms./Mr. Huang 15920131747



## Jinan University Young Entrepreneurs Succession Advanced Studies Program

Drawing on the School of Management's top-tier business education resources, this program provides a high-level platform tailored for next-generation entrepreneurs, family business successors, and leaders of high-growth enterprises. Focused on the theme of "Succession and Innovation," it blends theory with practice through modules including Strategic Decision-Making, Digital Transformation, Capital Operation, Brand Innovation, and Social Responsibility.



Course Type: Open Enrollment  
Certificate Awarded: Completion Certificate of the Jinan University Young Entrepreneurs Succession Advanced Studies Program  
Contact Information: 020-85221526; Ms./Mr. Yang 13725380101



## Jinan University Project Management PMP Certification Training Program

Led by renowned operations management experts, scholars, experienced front-line instructors, and a team of PMI-certified experts providing targeted analysis of exam content and agile methodologies, this program balances theories with practices to support efficient and effective learning of participants.



Course Type: Open Enrollment  
Certificate Awarded: 1. Candidates who pass the assessment will receive the PDU Certificate accredited by the PMI (This certificate is mandatory for exam application)  
2. Upon passing the exam, candidates will receive the "Project Management Professional" certificate issued by the PMI  
3. Upon completing the course, candidates will receive the "Completion Certificate of the Jinan University PMP Project Management Training Program" issued by Jinan University  
Contact Information: 020-85222497/85221385; Ms./Mr. Huang 15920131747

