



Mini MBA Leadership and Sustainable Development 上海美国商会 Mini MBA (领导力与可持续发展管理)

An innovative collaborative program

Sponsored by University of Colorado Denver and PRME Hangzhou
科罗拉多大学丹佛分校及 PRME 杭州联合项目



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Mini MBA Leadership and Sustainable Development

Mini MBA（领导力与可持续发展管理）

Introduction

简介

- The Mini MBA Leadership and Sustainable Development is an innovative collaborative program designed and offered by the American Chamber of Commerce in Shanghai (AmCham Shanghai) and PRME (Principles for Responsible Management Education) Hangzhou, part of Hangzhou International Academy, and sponsored by University of Colorado Denver (CU Denver). It provides members with the opportunity to continue their professional development and improve their understanding of one the most important topics facing companies in China. The program will run weekday evenings and/or weekends and will be taught by international faculty online and offline.

Mini MBA 可持续发展管理课程由上海美国商会及 PRME 杭州—杭州国际学术中心以及科罗拉多大学丹佛分校(CU Denver)联合推出。本课程为有志之士提供了一次提高专业发展的机会，进一步了解当今中国所面临的一项世界性核心问题。本课程于工作日晚上和/或周末，由国际师资团队通过线上线下相结合的模式进行混合教学授课。

- The program is intended for middle and senior managers of private, public and volunteer organizations.

该课程面向私营、公共和志愿部门组织的中高级管理人员。

- The program will help managers to develop better strategies to handle the economic and environmental challenges facing businesses.

该课程满足管理人员和机构对目前和未来关键经济状况和环境挑战做出恰当和充分应对措施的需求。

- The program offers effective and flexible short-term study at competitive fees and is suitable for full-time and part-time professionals who wish to enhance their skills and knowledge. Upon successful completion, candidates will receive a Certificate of Completion from AmCham/CU Denver and program graduates will be invited by the CU Denver China representative office to alumni activities.

该课程为会员提供有效灵活的短期学习制度，课程费用性价比高，适合有提高技能和知识需求的全职及兼职专业人士。顺利完成课程学习后，学员将获得由美商会/科罗拉多大学丹佛分校颁发的结业证书，毕业生将被科罗拉多大学丹佛分校中国代表处邀请参加未来的校友活动。

What is Leadership and Sustainable Development?

什么是领导力与可持续发展

- Sustainable development is described in the United Nations (UN) (1987) Report of the World Commission on Environment and Development (the Brundtland Report) as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

有关“可持续发展”最著名的描述是联合国(UN)(1987 年)《世界环境与发展委员会报告》(布伦特兰报告)中所说的“既满足当代人的需求，又不损害后代人满足其需求的发展”。

- The Brundtland Report warned of the negative environmental consequences of economic development and globalization. This served as the basis of the UN Millennium Development Goals (MDGs), which were succeeded by the Sustainable Development Goals (SDGs) in 2015 **and were planned to be achieved by 2030**. The UN SDGs were unanimously adopted by all 193 Member States of the UN.

布伦特兰报告对经济发展和全球化的负面环境后果提出了警告。这一警告成为 2000 年联合国签署的千年发展目标 (MDGs) 的背景，原计划于 2015 年实现。这些目标后来由 2015 年各国达成一致的联合国可持续发展目标(SDGs)替代，并计划于 2030 年实现。联合国可持续发展目标得到了联合国 193 个会员国的一致通过。

- The SDGs are intended to be achieved by 2030 and, to maximize the possibility of this objective being met, businesses and organizations around the world need to demonstrate clear commitment and leadership.

为在 2030 年达成可持续发展目标，尽全力达到目标要求，全球各类行业与机构都要加强参与力度及领导力度

Why Should I Care About Sustainable Development?

为什么需要关注可持续发展

- The Intergovernmental Panel on Climate Change (IPCC) Sixth Assessment Report published in April 2022, ‘Climate Change 2022: Mitigation of Climate Change’ concluded that the evidence is clear: the time for action is now.

政府间气候变化委员会 (IPCC) 于 2022 年 4 月发布的第六次评估报告《2022 年气候变化：减缓气候变化》指出，事实很清楚：现在是时候采取行动了。

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- China is already acting. At the 75th anniversary of the UN, September 2020, President Xi committed China to reach peak carbon emissions before 2030 and carbon neutrality by 2060.

中国已经在采取行动。在 2020 年 9 月联合国成立 75 周年之际，习主席总书记承诺中国将在 2030 年之前达到碳排放峰值，到 2060 年实现碳中和。

- These commitments build on what China has already achieved in pursuing the SDGs, including lifting over 800m people out of absolute poverty over the last 40 years, unprecedented investments in areas including public health, renewable energy and medical insurance and huge support to more than 160 countries and international organizations in combating COVID-19.

这些承诺建立在中国在实现可持续发展目标方面已经取得的成就之上，包括在过去 40 年中，使 8 亿多人摆脱了绝对贫困，在公共卫生、可再生能源和医疗保险等领域进行了前所未有的投资，并为 160 多个国家和国际组织提供了大量支持，以抗击新冠病毒（COVID-19）。

- To contribute to these efforts, companies have a real opportunity to promote more sustainable business practices to comply with the 2030 Agenda of the Chinese Government. This requires leadership committed to this agenda.

为了有效支持上述成效，中国政府提出的实现 2030 年碳达峰目标的承诺有效推动了企业不断加强可持续运营的实施。而这一实施需要有明确的领导力注入。

- In this context, AmCham Shanghai, CU Denver and PRME Hangzhou-Hangzhou International Academy have developed the Mini MBA Leadership and Sustainable Development.

这样的背景下，上海美国商会，科罗拉多丹佛分校以及杭州国际学术中心联合推出了本 Mini MBA（领导力与可持续发展管理）课程。

What is a Mini MBA?

什么是 Mini MBA



- It is a short, intensive course introducing candidates to, or enhancing candidates' prior knowledge of, key contemporary business disciplines and issues confronting all organizations.

这是一个短期强化课程，内容包括将学员介绍给各个组织机构，拓展人脉；丰富学员的专业领域知识；学习当代重要商业准则及所有机构会面临问题。

- Participants will apply business concepts for the purposes of real-world problem-solving.

学员可将本课程中所学的商业概念用于解决现实中的问题。

- It is a stepping-stone to further qualifications, including a full MBA.

该课程可成为您将来获取更多资格证书，包括 MBA 学位的敲门砖。

Partners

联合推出机构

AmCham Shanghai 上海美国商会

- The American Chamber of Commerce in Shanghai is a non-profit, nonpartisan business association with a principal office in Shanghai to promote U.S. companies doing business in China. Founded in 1915, the American Chamber of Commerce in Shanghai is the third American Chamber of Commerce established outside the United States, has more than 2,800 members, and the number of members is increasing by 80 each month. The members of the American Chamber of Commerce in Shanghai include Fortune 500 companies, small and medium-sized enterprises, entrepreneurs, and individual members.

上海美国商会是一个非盈利、无党派商业协会，办事处设于上海，旨在促进美国公司在中国的业务。上海美国商会成立于 1915 年，是第三家设立于美国境外的美国商会，拥有 2800 多名会员，且会员人数每月增加 80 人。上海美国商会的会员包括世界 500 强企业、中小型企业、企业家及个人会员。

- To support the Chinese government's Yangtze River Delta integration policy, the American Chamber of Commerce in Shanghai established the Suzhou Center in 2013, the Nanjing Center in 2016, and the Hangzhou Center in 2019. We build a free and equal communication platform for member companies in the Yangtze River Delta through tailor-made policy publicity, business consulting, theme business activities, and other business services for member companies in important cities in the Yangtze River Delta, and support member companies stationed in the local area.

为支持中国政府的长三角一体化政策，上海美国商会于 2013 年成立苏州中心，2016 年成立南京中心，2019 年成立杭州中心。通过为长三角重要城市的会员企业量身定制政策宣传、商务咨询、主题商务活动等商务服务，为长三角地区的会员企业搭建一个自由、平等的交流平台，以支持长三角地区的会员企业在当地的发展。



CU Denver

科罗拉多大学丹佛分校

- With a history that began in 1912, CU Denver has operated independently since 1973. Our location in downtown Denver serves more than 15,000 students. In Colorado and around the world, our talented graduates form a diverse and growing family.

科罗拉多大学丹佛分校（CU Denver）创建于 1912 年，自 1973 年以来一直独立运营。学校位于美国科罗拉多州丹佛市中心，为超过 15,000 名学生提供服务。毕业生才华横溢，遍布科罗拉多州及世界各地，组成了一个多样化且不断壮大的校友之家。

- Our connection to our vibrant city inspires leading research, creative work and civic engagement. Our collaboration with Denver's businesses and local government helps set us apart from other universities.

科罗拉多大学丹佛分校与丹佛这座充满活力的城市相连，激励了前沿性研究的开展、创新性工作的进行以及公民的参与。学校与丹佛市的企业及当地政府的合作正是区别于其他大学的亮点之一。

PRME Hangzhou-Hangzhou International Academy

PRME 杭州—杭州国际学术中心

- Established by Hangzhou International Academy to demonstrate its commitment as an Signatory to the United Nations Initiative Principles for Responsible Management Education (PRME)
- 该课程由联合国倡议的责任管理教育原则(PRME)的签署方，杭州国际学术中心推出，并遵循此原则。
- PRME is a United Nations-supported initiative founded in 2007. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organised relationship between the United Nations and management-related higher education institutions.
- PRME 是一项联合国支持的倡议，联合国责任管理教育原则组织成立于 2007 年。PRME 作为一项自愿倡议，全世界已有 800 多个签署国，是联合国与与管理有关的高等教育机构之间最大的有组织关系。
- PRME Hangzhou is also the China base for the *China Association for Socially Responsible Leadership* and its annual Research Symposium (established in 2020) and Anglo-China Publishing (ACP) (headquartered in Leeds, UK)
- PRME 杭州(成立于 2020 年)也是中国社会责任领导协会及其年度研讨会的中国主会场。杭州国际学术中心还是 ACP 国际出版驻中国办公室（总部位于英国利兹）。

Program Eligibility

申请资格

- Middle and senior managers in all sectors (private, public and volunteer), all business functions and all locations.

各行业的中高层管理人员，无论是私营企业、公共部门或志愿机构，各个地方的各类职能部门管理人员。

- Participants must have a bachelor's degree or strong recommendation from their employers on how this program will enhance their skills.

须具备本科学历，或由雇主强烈推荐且认为通过本课程可以提高被推荐人的技能。

- **Participants must be fluent in English.**

熟练使用英语

Program Benefits

个人受益

- Enhance your knowledge of the sustainable development agenda.

提高您对可持续发展议程的了解。

- Develop innovative ideas to help your organization define or redefine, and ultimately meet, its sustainable development goals.

开拓新思路，协助您定义，或重新定义您的组织，并最终实现其可持续发展目标。

- Learn more about national and international trends in sustainable development.

了解更多关于可持续发展中的国家及国际趋势。

- Learn more about the relevance of sustainable development to your own area of responsibility and expertise, whether in finance, human resource management, marketing, supply chain management, law or any other business discipline.

了解更多关于可持续发展与您自身所在领域的责任，无论是在金融、人力资源管理、市场营销、供应链管理、法律或任何其他商业学科等专业知识领域的相关性。

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- Contribute your own ideas, based on your own expertise and experience, for the benefit of others.

根据自身的专业知识及经验，为他人的利益提供个人建议。

- Learn from others and give others the opportunity to learn from you.
向他人学习的同时给别人一个向您学习的机会。
- Enhance your personal and interpersonal skills.
提高您的个人技能及人际交往技能。
- Enhance your overall CV to go even further in your chosen career, whether in your current role or a career change.
整体简历背景提升，助您在职业选择，当前的角色活职业转变时更上一层楼。
- Strengthen your international network.
拓宽您的国际人脉。
- Position yourself for further qualifications, including a full MBA.
是您获取更具价值的资格证书，如正式 MBA 学位的基石。

Why should I choose this Mini MBA?

为什么选择本项目

- This one specializes in the most important issue facing the world today – sustainable development – and does so through a specific focus on the importance of leadership.
- 本项目致力于研究当今世界面临的最重要的问题——可持续发展。
- It is offered in a collaboration between a world-renowned business network, AmCham Shanghai, CU Denver and a China-based but internationally networked educational institution, PRME Hangzhou-Hangzhou International Academy.
- 本项目由世界知名的商业网络，即上海美国商会、科罗拉多大学丹佛分校和设立于中国但具有国际网络的教育机构--杭州国际学术中心联合推出。
- Courses are taught by leading academics with extensive experience in several countries.
- 课程由多个国家具有丰富经验的顶尖学者教授。

Benefits for My Organization

机构受益

- Human resource benefits – investing in continuous professional development will have a pay-off in terms of recruitment, retention and organizational performance.
人力资源效益——针对可持续专业发展的投资将在招聘、稳固员工及绩效方面获得回报。
- Reputational benefits – your organization will benefit by demonstrating it is committed to sustainable development.
声誉效益——机构声誉因其致力于可持续发展而受益。

Benefits for Program Graduates

学员受益

- A Certificate from AmCham Shanghai, sponsored by CU Denver and PRME Hangzhou-Hangzhou International Academy.
由上海美国商会、科罗拉多丹佛分校及杭州 PRME 联合颁发证书。
- Invitations to CU Denver events.
科罗拉多大学丹佛分校校友活动邀请。
- Support from CU Denver, including waived application fees to CU Denver programs and priority status for any scholarship application.
科罗拉多大学丹佛分校的支持，可享受免除申请科罗拉多大学丹佛分校的费用并获得奖学金的优先申请权。

Program Structure

课程体系

- Short online program in recognition of candidates' busy schedules.
短期在线课程——充分考虑到学员繁忙的日程安排。
- Platforms — Microsoft Teams for online classes, also enabling learning resources to be shared.
授课平台——微软 Teams 线上授课共享学习资源。
- Based on specific, key, contemporary business topics organized into three modules: Ethical Business Leadership and Corporate Social Responsibility (CSR); Organizational Behavior; Global Economy and Business Development.
基于特定的、核心的当代商业主题，本课程分为三个模块，包含商业道德领导力及社会责任（CSR）；组织行为学；世界经济与商业发展。
- All modules are led by faculty with extensive international experience and subject expertise.
所有课程均由具有丰富国际经验与学科专业知识的师资团队授课。
- Full details for the 2023 program first cohort are given below.
2023 年课程首班详情如下。

Program summary

课程概况

Number of modules	3
Hours per module	12
Total number of hours	36
Total duration (weeks)	11

科目主题	3 门
每科目学时	12 小时
总学时	36 小时
总周期	12 周

Dates: Mini MBA Leadership and Sustainable Development 1st Cohort 2023
(*TO BE CONFIRMED*)
18:30-21:30 every Thursday evening in April, May and June

授课时间: 2023 年第一期 Mini MBA (领导力与可持续发展管理)
(根据具体安排确认) 2023 年四月、五月、六月每周四 19:00 至 22:00

Apr. Ethical Business Leadership & CSR					
Mon	Tue	Wed	Thur	Fri	...
					1, 2
3	4	5	6	7	8, 9
10	11	12	13	14	15, 16
17	18	19	20	21	22, 23
24	25	26	27	28	29, 30

May Organizational Behavior					
Mon	Tue	Wed	Thur	Fri	...
1	2	3	4	5	6, 7
8	9	10	11	12	13, 14
15	16	17	18	19	20, 21
22	23	24	25	26	27, 28
29	30	31			

Jun. Global Economy & Business Development					
Mon	Tue	Wed	Thur	Fri	...
			1	2	3, 4
5	6	7	8	9	10, 11
12	13	14	15	16	17, 18
19	20	21	22	23	24, 25
26	27	28	29	30	

What will I learn in each module?

预期学习收获

Ethical Business Leadership and CSR

- Business ethics and their contemporary relevance
- The nature of ethical leadership
- Organizational benefits and challenges of CSR

Organizational Behavior

- The nature and significance of organizational behavior
- Leadership, organizational culture and change management
- Contemporary issues in organizational behavior and their significance in relation to sustainable development

Global Economy and Business Development

- Key global macroeconomic issues
- Business development and leadership in a world characterized by VUCA (volatility, uncertainty, complexity and ambiguity)
- Sustainable development for competitive advantage

商业道德领导力及社会责任

- 商业道德及其当代意义
- 道德领导力的内涵
- 基于社会责任的组织利益与挑战

组织行为学

- 组织行为学的内涵和意义
- 组织文化及变革管理
- 当代组织行为学议题及其与可持续发展的意义

世界经济与商业发展

- 世界宏观经济核心议题
- 具有波动性、不确定性、复杂性和模糊性（VUCA）的商业发展
- 可持续发展的竞争优势

Instructors

Faculty



Prof. John Wilson

Professor of Public Policy & Management, he has served as a Chief Executive, Vice-President and also as Executive Dean and Dean at a number of universities and has led several successful international accreditation projects.



Prof. John Lennon

Professor of Tourism, he has served as Dean & Assistant Vice President, been involved in more than 500 tourism projects in over 30 countries, published many books and reports and generated £850k+ in travel scholarships for students.

To be confirmed



Dr. Jane Zhang

Specialist in Cross-cultural Management & International Business, Strategic Planning & Management, Culture-based Innovation & Cross-cultural Communication, Comparative Education & Healthcare Studies, and Global China & Interdisciplinary Studies.



Dr. Adrian Monaghan

Leads programs in Strategy & Corporate Social Responsibility, he has been a key contributor to international accreditations e.g., Chartered Institute of Personnel & Development, CEEMAN, EFMD, etc.

To be confirmed



Prof. Richard Foristel

Expert in Global Economy & International Marketing, he has served at AmCham Shanghai on the Board of Governors, Treasurer and Chair of Marketing. He leads a number of well-known joint MBA programs in China.



Prof. Alex de Ruyter

Professor of Economics, leads the Centre for Brexit Studies in the UK, involved in multi-million-pound research projects, published extensively in academic journals and authored book chapters, conference papers and professional articles.



Dr. Lionel Henderson

Active academic, researcher and futurist, a member of the World Futures Studies Federation, specializes in Business and Management, Accounting and Health Management.

师资团队

师资团队



John Wilson 教授

公共政策与管理学教授，曾任英国多所大学商学院院长，副校长，执行院长及院长，并成功领导多个国际认证项目。



John Lennon 教授

旅游学教授，曾担任院长兼助理副校长，曾参与 30 多个国家的 500 多个旅游项目，出版诸多著作，发表系列报告，为旅游专业的学生争取了超 85 万英镑的奖学金。

To be confirmed



Jane Zhang 博士

国际交流专家，专注跨文化管理，国际商业，战略规划和管理，文化创新及跨文化交流，比较研究/健康/教育等专题资讯研究。



Adrian Monaghan 博士

领导战略和企业社会责任项目，长期作为英国特许人事与发展协会、CEEMAN、EFMD 等国际认证机构的主要贡献者。

To be confirmed



Richard Foristel 教授

世界经济及国际市场学科专家，曾任职于上海美国商会理事会，财务总监及市场总监。多所中外合作办学 MBA 项目主导人。



Alex de Ruyter 教授

经济学教授，领导英国脱欧研究中心，参与百万英镑研究项目，多次在学术期刊上发表文章，并撰写书籍、会议论文和专业论文。



Lionel Henderson 教授

积极活跃的学术学者、研究员和未来学家，世界期货研究联合会的成员，致力于研究商业和管理、会计学以及健康管理。

Admission Requirements

申请条件

- Undergraduate degree or equivalent
已取得本科学历或同等学历
- Non-standard entry route e.g., working experience (more information can be given upon request)
非学历标准入学条件的，需具备一定工作经验，申请时可进行详细咨询
- English, IELTS 5.5 or equivalent (more information can be given upon request)
相当于雅思 5.5 分, 申请时可进行详细咨询

Program Fees

课程费用

March 13 – March 31 Early Bird Price

3 月 13 日-3 月 31 日报名可享早鸟价

AmCham Shanghai Members group price (5 people and above) : 3000 RMB/person

美商会会员团体价（5 人及以上报名）：3000 元/人

AmCham Shanghai Members: 3500RMB/person

美商会会员价：3500 元/人

Non-Members: 5500RMB /person

非会员价：5500 元/人

April 1 –April 11 Normal Price

4 月 1 日-4 月 11 日报名正常价格

AmCham Shanghai Members group price (5 people and above) : 4000 RMB/person

美商会会员团体价（5 人及以上报名）：4000 元/人

AmCham Shanghai Members: 5000RMB/person

美商会会员价：5000 元/人

Non-Members: 6500RMB /person

非会员价：6500 元/人

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