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| 封面  巴黎高科路桥大学  DBA（智能制造管理方向）  École des Ponts ParisTech  Doctorate of Business Administration (Intelligent Manufacturing Management) Program  DBA (IMM) | 双LOGO  路桥大学  商学院 |
| P01-02  We are DBA, that  Can Help You Leverage Your Past Experience  To Become a Recognized Expert  And A Thought Leader | 愿景  可用院长肖像为背景 |
| P03-04  放眼全球先进制造发展WHY DBA(IMM)  立足中国智能制造转型  依托大学学术前沿资源About ENPC  探索产业管理实践创新Why us  推动行业管理理论研究DBA(IMM) Program  建立制造产学研生态圈What’s next  提供终身学习交流平台Alumni Resources  成就实践型企业思想家WHY DBA(IMM)  DBA应用型博士启航点Application Process | 目录  （页码对应）  工业游学  智造痛点  大学与优势  全融教育  课程学习  赋能  校友资源  使命愿景  申请流程 |
| 成就工业领域具有全球视野、全融思维以及可持续发展能力的企业思想家。  Achieve the enterprise thinker with global vision, integrated thinking and sustainable development ability in the field of industry.  在日益全球化和移动互联、人工智能技术日趋普及的趋势下，优势企业之间的最高阶段的竞争，不能局限于硬技术的竞争，而是体现在企业软实力的竞争、亦即思想的竞争。面对今天的市场格局及未来趋势，你的企业应该有什么样的价值判断，应该有什么的思想基础、应该发出有什么的声音，这些才是关键。   — 任正非  Under the trend of increasing globalization, mobile interconnection and the increasing popularity of artificial intelligence technology, the highest stage of competition among dominant enterprises can not be limited to the competition of hard technology, but reflected in the competition of soft power, that is, the competition of ideas. In the face of today's market pattern and future trends, your enterprise should have what kind of value judgment, what kind of ideological basis, what voice should be issued, these are the key.  -REN Zhengfei | 使命愿景  Mission and Vision |
| 全融教育模型  Constructional Model of Integrated Thinking  东方文化与西方文化相融合  企业案例与管理研究相融合  国内业务与国际业务相融合  实体经济思维与虚拟经济思维相融合  全球化视野与本地化经营相融合  Integration of Eastern Thought and Western Philosophy  Integration of Enterprise Case and Management Research  Integration of Domestic Business and International Business  Integration of Real Economy Thinking and Virtual Economy Thinking  Integration of Global Vision and Localized Operation  全融式的培养模型将帮助学习者打造  全球化的视野格局  本地化的经营能力  严谨性的科学思维  系统性的研究能力  Fully-integrated cultivation model will help learners to build  Globalized Perspective map  Localized Business Capability  Rigorous Scientific Thinking  Systematic Research Capability |  |
| **巴黎高科路桥大学**（École des Ponts ParisTech 缩写：ENPC），  École des Ponts ParisTech (ENPC)  创立于1747年，是法国第一所公立工程师大学，更是法国最顶尖的工程师院校之一。  作为法国最古老的精英大学校（Grande École），ENPC在法国高等教育体系中占据举足轻重的地位。  ENPC秉承法国精英式高等教育特色，针对工业发展需求，将科技、人文与管理相结合，教学内容具有更新快，目的性强的特点。在学术科研上以项目为主线，拥有强大的企业合作背景与资源。  学校注重全球发展与国际合作，在4大洲共有67个合作伙伴院校，其中包括中国的清华大学。  多年来，ENPC为法国培养了无数优秀的工程师和科学家，在法国乃至世界工业界都具有非常重要的地位。  Founded in 1747, ENPC is the first public engineering university and one of the top engineering institutions in France.  As the oldest elite university in France, ENPC plays an important role in French higher education system.  ENPC, adhering to the characteristics of elite higher education in France, combines science and technology, humanities and management to meet the needs of industrial development. Its teaching content has the characteristics of fast updating and strong purpose. In the academic research, the project is the main line with strong background of enterprise cooperation and resources.  ENPC focuses on global development and international cooperation. It has 67 partner institutions on 4 continents, including Tsinghua University in China.  Over the years, ENPC has cultivated countless outstanding engineers and scientists in France, and has a very important position in the field of industry in France and even the world. | 大学介绍 |
| 权威认证  Authorized Certification  CGE  全法工程师精英院校排名位列前3  \* 法国《费加罗报》、L'étudiant 《学生》  Ranking top 3 among all french Ecoles d’ingénieurs  \* French newspaper *Le Figaro*, *L'Etudiant*  全法工程师精英院校排名位列前4   \* L’Usine nouvelle 《新工业》  Ranking top 4 among all french Ecoles d’ingénieurs  \* *L'Usine Nouvelle*  CEO Magazine2019年DBA项目全球排名位列前10  \* CEO Magazine  Ranking top 10 among the global DBA programs in 2019  \* *CEO Magazine* | 权威认证 |
| 从事科研工作是巴黎高科路桥大学引以为傲的传统。作为一流工程师院校，ENPC在科研领域有着深厚底蕴，并坚持学术与科研并重、理论与实践结合，在拥有诸多科研实验室的同时，与知名企业更是建立紧密的合作关系，其校企合作的工业科研项目几乎涵盖了所有热门研究领域，例如：  **工业科研项目**  **合作企业**  （具体内容见下） | 科研实践 |
| （具体内容见下） | 杰出校友 |
| （具体内容见下） | 路桥商学院介绍 |
| （具体内容见下） | 师资介绍 |
| （具体内容见下） | 课程介绍 |
| （具体内容见下） | 学习安排 |
| （具体内容见下） | 申请条件与流程 |
| （具体内容见下） |  |

## **科研实践**

从事科研工作是巴黎高科路桥大学引以为傲的传统。作为一流工程师院校，ENPC在科研领域有着深厚底蕴，并坚持学术与科研并重、理论与实践结合，在拥有诸多科研实验室的同时，与知名企业更是建立紧密的合作关系，其校企合作的工业科研项目几乎涵盖了所有热门研究领域，例如：

**工业科研项目**  **合作企业**

可持续及环保住宅的创新解决方案 圣戈班集团（世界工业集团百强之一）

智能城市和价值创造 毕马威集团

高耐久性建筑材料科学 拉法基集团

服务与可持续发展的前瞻性模型建构 施耐德电气、道达尔、法国环境及能源管理署

能源材料及结构耐久性 欧洲未来能源基金会、法国电力公司、ENGIE

交通基础设施管理 阿伯蒂斯基建公司、城市规划和网络科技研究中心

韧性城市水文学 威立雅（全球首屈一指的水务公司）

金融风险 法国兴业银行

城市集体客运的社会经济学与模型建构 法兰西岛运输联合会

区域出行的经济新视角 法国国营铁路公司

铁道科学 与英法海底隧道集团合作

运筹学与学习 法国航空公司

**Scientific Research Practice**

ENPC has been proud of being engaged in scientific research for a long time. As a first-class engineering institute, ENPC has a deep foundation in the field of scientific research, insists on paying equal attention to both academic and scientific research and combining theory with practice. While having many scientific research laboratories, ENPC has established close cooperation with well-known enterprises. Its industrial scientific research projects of college-enterprise cooperation covers almost all the popular research fields, such as:

**The industrial chairs**

Innovative Solutions for a Sustainable and Responsible Habitat in partnership

Smart Cities and Value Creation

Materials Science for Sustainable Construction

Forward Modeling Sustainable Development

Sustainability of Energy-Related Materials and Structures

Transportation Infrastructure Management

Hydrology for a Resilient City

Financial Risks

Socio-Economics and Modeling of Public Urban Passenger Transit

New Economic Approach to Territorial Mobilities

Sciences for Rail Transportation

Operational Research and Learning

**Cooperative Enterprises**

Saint-Gobain (one of the Top 100 World Industrial Groups)

KPMG

Lafarge

Schneider Electric, Total, ADEME

European Foundation for the Energies of Tomorrow, EDF, ENGIE

Abertis, IFSTTAR

Veolia (the world's leading water company)

Société Générale

Île-de-France Mobilités

SNCF

Eurotunnel

Air France

杰出校友

（根据篇幅可删减的杰出校友）

**Jean-Rodolphe Perronet** Jean-Rodolphe Perronet

**巴黎高科路桥大学创始人**

**法国建筑师和结构工程师**

**其著名作品是Pont de la Concorde。**

\* 协和桥（Pont de la Concorde）是法国巴黎一座跨越塞纳河的拱桥，介于协和广场的堤道（quai des Tuileries）（右岸）和奥赛堤道（quai d'Orsay）（左岸）之间。它在过去曾称为路易十六桥（pont Louis XVI）、革命桥（pont de la Révolution）、协和桥，波旁复辟时期（1814年）复称路易十六桥，1830年再度恢复协和桥名称，直至今日。

Founder of ENPC

French architect and structural engineer

His famous work is *Pont de la Concorde*

\* *Pont de la Concorde* is an arch bridge across the Seine River in Paris, France, between the Quai des Tuileries (right bank) and the Quai d'Orsay (left bank). It used to be called Pont Louis XVI, the Pont de la Révolution, and Pont de la Concorde. It was renamed Pont Louis XVI in the Bourbon Restoration Period (1814) and Pont de la Concorde in 1830, until today.

**Jean Tirole**

**经济学家 图卢兹经济学院主席**

**2014年诺贝尔经济学奖获奖者** \* Jean Marcel Tirole，1953年8月9日－，法国经济学教授，主要研究方向是产业组织、博弈论、银行和金融、经济和心理学。1984-1991年任麻省理工经济学教授。2014年获得诺贝尔经济学奖，获奖原因是其分析研究对大型企业在市场力量与监管方面做出的贡献。

Jean Tirole

Economist

President of Toulouse School of Economics

Winner of the Nobel Prize in Economics in 2014

\* Jean Marcel Tirole, born on 9th August in 1953, is a professor of French Economics. His main research areas are industrial organization, game theory, banking and finance, economics and psychology. From1984 to 1991, his is the Professor of Economics of Massachusetts Institute of Technology. In 2014, he won the Nobel Prize in Economics because of the contribution of his analytical research to the market power and regulation of large enterprises.

**Michel Virlogeux**

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**桥梁设计大师，法国科学院院士**

\* 米歇尔·威罗（Michel Virlogeux 1946- ）桥梁设计大师，法国科学院院士。是雷岛大桥、诺曼底大桥、米约大桥设计师。曾担任国际预应力混凝土协会主席，名誉主席，法国交通科学研究院桥梁设计部主任。主持设计大桥20多座，其中获得国际桥梁结构协会杰出结构奖三次，分别为:法国诺曼底桥，法国米约桥，土耳其波斯普鲁士海峡三桥。

Michel Virlogeux

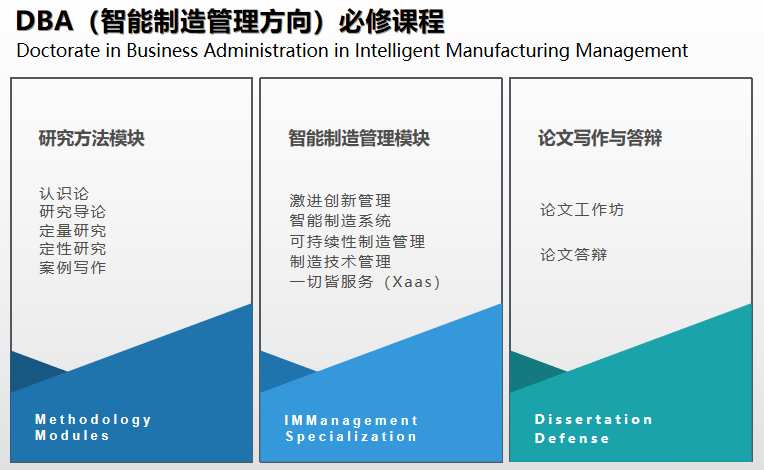
Great master of bridge design, academician of the French Academy of Sciences

\* Michel Virlogeux, born in 1946, is a great master of bridge design, academician of the French Academy of Sciences. His is the designer of le pont de l'île de Ré, le pont de Normandie and le viaduc de Millau. He was the president and honorary chairman of the Fédération Internationale de la Précontrainte and the director of Bridge Design Department of the French Academy of Transportation Sciences. Over 20 bridges were designed by him, among which three were awarded Le Prix d'excellence international en ingénierie structurelle of International Association for Bridge and Structural Engineering: le pont de Normandie in France, le viaduc de Millau in France and le pont Yavuz Sultan Selim（troisième pont du Bosphore）in Turkey.

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| P8 路桥商学院 École des Ponts Business School  创立商学院，使工业的深度与商业的广度相结合，是ENPC提出的具有划时代意义的理念。路桥商学院致力于提高全球互联性，缩小彼此差距，创造协同效应，发挥人们现有的潜力来解决问题，从而创造出美好的商业愿景，实现一个更好的世界。创立以来，路桥大学商学院已为世界各大企业培养了无数优秀的管理者和领导者。  路桥大学商学院设有诸多研究中心，以期在政府与社会层面寻求新的方法和商业理念，如：循环经济研究中心、数字创新加速实验室、政策与竞争力研究中心等。  Establishing a business school to combine the depth of industry with the breadth of business is an epoch-making concept put forward by ENPC. École des Ponts Business School (EPBS) is committed to improving global interconnection, narrowing gaps, creating synergies, and exploiting people's potential to solve problems, thus creating a better business vision and realizing a better world. Since the establishment of EPBS, ENPC has trained numerous excellent managers and leaders for major enterprises in the world.  ENPC has many research centers in order to seek new methods and business ideas at the government and social levels, such as the Center for Recycling Economy Research, Digital Innovation Acceleration Laboratory, Policy and Competitiveness Research Center, etc. | 路桥商学院 |

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| P9 项目师资 Program Faculty  DBA(IMM)项目汇聚了巴黎高科路桥大学与上海交通大学相关领域的教授、专家和学者任教。他们兼具丰富的实践经验和深厚的理论基础，将为智能制造领域的DBA学员提供前沿的学术思想，科学的理论支持，同时结合中国当前之咋也发展，为学员提供理论与实践之间科学转换的视角、方法与工具。  DBA(IMM) brings together professors, experts and scholars in related fields from École des Ponts ParisTech and Shanghai Jiaotong University. They have rich practical experience and profound theoretical foundation, and will provide cutting-edge academic ideas and scientific theoretical support for DBA students in the field of intelligent manufacturing.combined with the current development in China, they will provide students with the perspective, methods and tools of scientific transformation between theory and practice. | 师资介绍 |

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| P10 DBA(IMM)的课程设置  DBA (IMM) Curriculum | DBA(IMM)的培养路径  以下PPT截图仅供设计理解参考 |



DBA（智能制造管理方向）必修课程

DBA(IMM) Compulsory Courses

**Doctorate of Business Administration in Intelligent Manufacturing Management**

研究方法模块 Methodology Module

认识论 Epistemology

研究导论 Introduction to Research

定量研究 Quantitative Research

定性研究 Qualitative Research

案例写作 Case-study Writing

**智能制造管理模块**

* 激进创新管理 - 制造4.0及其影响
* 智能制造系统 - 敏捷制造管理和敏捷系统
* 可持续制造管理 - 循环经济、循环设计、价值链战略
* 制造业技术管理 - 物联网、人工智能、大数据、网络安全
* 一切即服务 - 数字化和制造业服务

**Intelligent Manufacturing Management Module**

* Radical Innovation Management -- Manufacturing 4.0 and its implications
* Intelligent Manufacturing Systems -- Agile manufacturing management and agile systems
* Sustainable Manufacturing Management -- Circular economy, circular-by-design, value chain strategies
* Technology Management in Manufacturing -- IoT, AI, big data, cybersecurity
* Everything as a Service (XaaS) -- Digital transformation and services in manufacturing

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| P11  学习安排  **Study arrangements**  授课语言：中/英文授课，英文授课将配备专业口译。  Language of instruction: Teaching in both Chinese and English (English class is equipped with professional interpretation)  授课方式：精英小班制授课形式，期间将安排主题研讨、工作坊和沙龙等活动。  Teaching method: Small class teaching, during which topics such as seminars, visits, forums, lectures will be arranged.    授课地点：  国内—上海及智能制造企业国内移动课堂  国外—巴黎高科路桥大学及海外移动课堂  Course location:  China-Shanghai and mobile classroom in Chinese bench-marking intelligent manufacturing Enterprise  France - ENPC and mobile classroom in France  授课时间：  国内课程平均每2个月集中授课一次，每次2-3天。  同时，每年赴法游学一次，每次10天左右。  Course time:  The domestic courses will be taught once every 2 months, 2-3 days each time. Study tour to France will be arranged once a year for about 10 days each time. |  |

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| **申请条件**  项目申请者必须具备以下资质：  获得相关专业领域的硕士学位，拥有至少5年的管理工作经验；  拥有一定的英文表达能力，以确保能够使用英文展示毕业答辩。  **Applicant qualification**  To apply for the DBA program, the applicant shall meet all of the following requirements:  1、Master's degree in any field and a minimum of 5 years of work experience, preferably with some experience in management.  2、Full English proficiency is required by the end of the program as the doctoral defense will take place in English without a translator.  **申请材料**  **基础材料**  1、推荐信  2、学历/学位证书复印件与翻译件  3、护照复印件  4、身份证复印件  5、标准两寸蓝底证件照电子版照片  6、**核心材料**  1、报名申请表与动机信  2、个人完整中/英文简历  **Basic Materials:**  1.Recommendation Letter  2.Photocopy and translation of academic / degree certificate  3.Photocopy of passport  4.Photocopy of ID card  5. Electronic photo of standard two-inch blue background document  **Core materials**   1. Application form and Motivation letter 2. Personal resume both in Chinese / English | 申请指南  Enrollment Guide |
| ENPC 报名二维码  **电话：021-62820128**  **邮箱：[dba\_imm@enpc-china.com](mailto:dba_imm@enpc-china.com)**  **官网：<http://www.enpc.fr/>**  Telephone：021-62820128  E-mail address：**[dba\_imm@enpc-china.com](mailto:dba_imm@enpc-china.com)**  Official website：**<http://www.enpc.fr/>** | 联系我们 Contact US |

P14

**工业游学**

**工业游学**作为项目的特色模块，旨在帮助学习者提升全球化能力，将访学过程中收获的全球化资源和信息与本土实践经验结合， 实现真正意义上的“Glocal”融合，即Global（全球性思维和视野）与Local（本地化经营能力）的融合。在**工业游学**过程中，通过跨文化交流与学习开拓新思维，并在反复学习与实践的过程中形成个人知识体系。校方**鼓励**学员积极参与各类活动。除了安排课程和企业参访，同时还将结合参访地当期的国际活动，为学员提供与参访地企业家和学者沟通交流的机会。

**Industrial Study Tour**

As the characteristic module of this program, Industrial Study Tour aims to help learners enhance their ability of globalization, integrating the global resources and information gained in the process of visiting schools with local practical experience to realize the real "Glocal", that is, the integration of Global (global thinking and vision) and Local (localized management ability). In the process of industrial study tour, new ideas will be developed through cross-cultural communication and learning, meanwhile personal knowledge system will be formed in the process of repeated learning and practice. The university encourages students to actively participate in various activities. In addition to arranging courses and business visits, students will also be provided with opportunities to communicate with entrepreneurs and scholars in the visiting areas in conjunction with current international activities.

**德国工业行：工业4.0策源地之旅**

* 走进德国顶尖工业大学，聆听世界智能制造前沿权威之声
* 深入德国企业，探究发达制造业背后深层的工业哲学与逻辑路径
* 学习并讨论行业创新价值链的构成
* 思考中国企业智能制造的升级变革之路

**A trip to Germany: Industry 4.0 Industrial Philosophy Tour**

* Enter the top industrial university in Germany and listen to the voice of the world's frontier intelligent manufacturing industry
* In-depth study of German companies to explore the logic and path of their manufacturing industry
* In-depth communication with the German manufacturing company's managers
* Learn and discuss the composition of the industry's innovation value chain
* Explore the path of the upgrading and of intelligent manufacturing in Chinese enterprises

**日本工业行：精益管理之旅**

* 日本制造企业的经营哲学
* 日本制造企业降本增效的改善理念与经验
* 日本制造企业的系统化生产方式
* 当前日本最新生产工艺与流程改善技术

**A trip to Japan: Lean Manufacturing Tour**

* The Management philosophy of Japanese Manufacturing Enterprises
* the improvement concept and experience of reducing costs and increasing efficiency of Japanese Manufacturing Enterprises;
* the systematic production Mode of Japanese Manufacturing Enterprises;
* the latest production process and process improvement Technology in Japan

**法国工业行：工业制造复兴之旅**

* 寻找法国“未来工业计划”的战略制定思路；
* 企业参访，探寻法国世界500强制造企业的长盛之道；
* 对话高层，了解法国振兴制造业的顶层设计；
* 母校游学，体会欧洲顶级工程师院校的学术氛围；

**A trip to France: a journey to the renaissance of industrial manufacturing**

A trip to France: to seek for the strategic formulation of France's "Future Industrial Plan";

Enterprises Visit: to explore the way of long-term prosperity of French top 500 manufacturing enterprises;

High-level Dialogue: to understand the top-level design of French revitalization of manufacturing industry;

Alma Mater Travel: to experience the academic atmosphere of the top European engineering academic institutes.

**美国工业行：人工智能与高科技创新探秘之旅**

* 深入美国创新高地，全面探寻美国科技创新动力
* 全方位解构美国人工智能科技创新创业背后的逻辑
* 对话创新中心及高科技孵化器，把握高科技产业化路径
* 参访人工智能巨头及初创企业，洞悉AI赋能世界的宏伟战略

**A trip to the United States: a journey of artificial intelligence exploration**

* Go deep into the US innovation highland and explore the US science and technology innovation
* Deconstructing the logic behind the innovation and entrepreneurship of American artificial intelligence technology
* Dialogue with Innovation Center and high-tech incubator to grasp the path of high-tech industrialization
* Visiting artificial intelligence giants and start-ups to gain insight into the grand strategy of AI empowering the world
* Deep dialogue on the artificial intelligence industry, grasping the innovation and development direction of artificial intelligence technology

**北欧工业行：瑞士与瑞典工业技术创新文化之旅**

* 探访领先的创新力与企业文化的孕育之土
* 感受北欧独立、批判和创造性思维培养的教育理念
* 学习环境可持续发展与绿色科技的应用
* 体验最前沿的信息化技术提升制造水平的工业实践

**A trip to Switzerland and Northern Europe: a cultural journey of industrial technology innovation**

* Independent, critical and creative thinking training, feeling the soul of the Swedish education system
* Leading innovation and corporate culture, visits to the world-famous brands
* Learning the environment sustainable development and green technology application
* Experiencing how knowledge-based economies use cutting-edge information and communication technologies to improve manufacturing levels

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**赋能未来**

**Empower the future**

**“1+X”赋能计划**打造智能制造学、产、研生态圈

Creating an Ecological Circle of Intelligent Manufacturing, production, Learning and Research

1核心 学员与学员企业

X赋能

|  |  |  |
| --- | --- | --- |
| 学  Academic | 人才赋能  Empowerment of talent | 覆盖从基层员工、企业管理者与决策者的全方位教育  Covering all-round education from grass-roots employees, business managers and decision makers |
|
|
| 产  Production | 产业赋能  Empowerment of Industry | 可持续发展规划 Sustainable Development Planning |
| 资本金融规划 Capital Finance Planning |
| 全球发展规划Global Development Planning |
| 研  Reasearch | 研究赋能  Empowerment of research | 行业学术研究Industry academic Research |
| 学术能力培养academic ability training |
| 行业发展引领Leading of the development of the industry |
| 创新智库  Innovation think tank | | 由国内外院士，行业知名专家及国际组织专业人士组成的专家顾问团队  A team of experts composed of academicians, industry experts and professionals from international organizations at home and abroad |

站在更高的全球工业化发展视角，

探索中国智能制造产业变革之路。

Explore the road to the transformation of China's intelligent manufacturing industry from a higher perspective of global industrialization.

**校友资源 Alumni Resources**

* **GDA（全球工商管理博士联合会）**

全球工商管理博士联合会 GLOBAL DBA ASSOCIATION（简称GDA），ENPC-DBA-IMM项目为该委员会主要成员之一。联合会致力于联合全球多所高校，建立与加强成员之间联系，增进校友之间友谊；促进不同国家不同地域的DBA同学之间的学术交流；服务并支持DBA同学的事业发展；推动DBA教学及其他学术标准制定，推广DBA研究成果；凝聚DBA同学践行世界终身教育事业，共同建设全球学产研生态圈。

GLOBAL DBA ASSOCIATION (GDA for short), DBA&IMM Program is one of the main members. GDA is committed to combining a number of universities around the world, establishing and strengthening the links among members, promoting friendship between alumni; promoting the academic communication between DBA students from different countries and different regions; serving and supporting DBA students' career development; promoting the DBA instruction and the formulation of other academic standards and promoting the DBA research results; gathering DBA students and practicing the world of lifelong education, and thus jointly building the ecology circle of the global learning-production-research.

* **EMSS（管理思想践行学会）**

管理思想践行学会(Engaged Management Scholarship Society)， 是注册于英国伦敦的非盈利学术组织，旨在搭建研究平台，凝聚学术力量， 推动交流合作，传播研究成果；从而更深入地在文化多样性的背景下， 研究中欧企业成功的商业模型和内在机制，并推动中国企业管理理论创新， 总结中国管理特色，构建中国管理模式，传播中国文化管理理念，扩大中国企业影响力。该学会的主要成员是以工商管理博士学员为主体的企业家以及从事管理学研究、注重理论与实践相结合的学者。

Engaged Management Scholarship Society(EMSS for short), is a non-profit academic organization registered in London, UK. EMSS aims to build a research platform, gather academic strength, promote exchanges and cooperation, disseminate research results and thus more deeply to study the successful business model and internal mechanism of Sino-European enterprises in the context of cultural diversity, so as to promote the innovation of Chinese enterprise management theory, sum up the characteristics of China's management, build China's management model, disseminate Chinese cultural management philosophy, and expand the influence of Chinese enterprises. The major members of the group are entrepreneurs who are mainly DBA students and scholars who are engaged in management research, focusing on the combination of theory and practice.

* **CMA（世界终身教育委员会）**

世界终身教育委员会（CMA，全称Comité Mondial pour les

Apprentissages tout au long de la vie）,是一个法国非营利性协会，由联合国教科文组织大会主席和包括中国人在内的国际小组共同创建。它是联合国教科文组织的正式合作伙伴。其组织目标是与个人、组织以及公共部门，共同促进终身学习。入会后学生享有关于终身学习的指导建议以及寻找商业伙伴，探求商业合作，参与国际项目的机会。

The World Committee for Lifelong Education(CMA is short for Comité Mondial pour les Apprentissages tout au long de la vie ) is a French non-profit association. It was co-founded by the President of the UNESCO General Assembly and an international group which includes Chinese members. CMA is a formal partner of the United Nations Educational, Scientific and Cultural Organization (UNESCO). Its organizational goals are to promote lifelong learning with individuals and organizations, including the public sector. After joining the program, students have the guidance on lifelong learning and the opportunity to find business partners, explore business cooperation, and participate in international projects.