



UIBE News

UIBE November 2, 2009 - by Alex Goldsbrough

UIBE hosts the PMI2 Delegation from the University of Salford and the British Council.

Following the signing of a cooperation agreement between UIBE's President Shi Jianjun and Salford University's Vice-Chancellor Martin Bell on October 26, 2009, UIBE has now joined the network of 7 of China's Universities working with the United Kingdom's Salford University and the British Council sponsored Prime Minister's Initiative 2, or PMI2. The signing was followed by two days of conferences and workshops introducing PMI2. Prior to the signing Vice-Chancellor Martin Bell had the opportunity of meeting UIBE's Vice-President Lin Guijun.



The UK's Prime Minister's Initiative 2 is the second phase of an "internationalization" program between the UK's Salford University and 7 of China's Universities. The major themes of the program aim to develop for students and researchers better opportunities for employability, entrepreneurship, and global citizenship.

More specifically, the universities will conduct workshop modules with such themes as: Strategic Management, Professional Placement, Entrepreneurship,

International business Operations, Design Management, and Career Service and Training.

According to Kathleen Zhong, representing the British Council, the PMI2 program is funded by the British Council to the tune of £30,000 over two years, with matching funds coming from China's partner Universities.



Three years ago Salford University, with the assistance of the British Council began the process of contacting Universities in China. The first phase of the PMI project included: Harbin Institute of Technology, East China Normal University, and Shanghai Jiao Tong University. Following the success of the program four new universities were added: Zhejiang University, Wuhan University, the University of International Business & Economics (UIBE), and Zhengzhou University.

Attending the signing were the University of Salford delegation, headed by its Vice-Chancellor Martin Bell, and Pro-Vice-Chancellor Professor Ghassan, Aouad, Professor John Wilson the head of the Salford business School, and Professor Christos Kalantaridis Associate Head Academic Enterprise, as well as Dr. Richard Li-Hua, Xiang Li, respectively Salford University's MPI2 Project leader and Project manager. For UIBE members President Shi Jianjun,



UIBE News

Vice-President Lin Guijun, the Director of UIBE's International Exchange programs Mr. Xia, and Director of International Marketing and Communications Mr. Alex Goldsborough.



Clearly the PMI2 program will be a tremendous opportunity for UIBE's students and researchers. UIBE has its own internationalization policies which in 2009 attracted over 2600 international students from 109 countries. UIBE has worked assiduously to "internationalize" its University, offering courses to international students which combine learning Chinese with exposure to different subjects on China taught by Professors, both Chinese and foreign, who are experienced in China's business/trade/legal/economic environment. Salford University students will surely integrate easily.

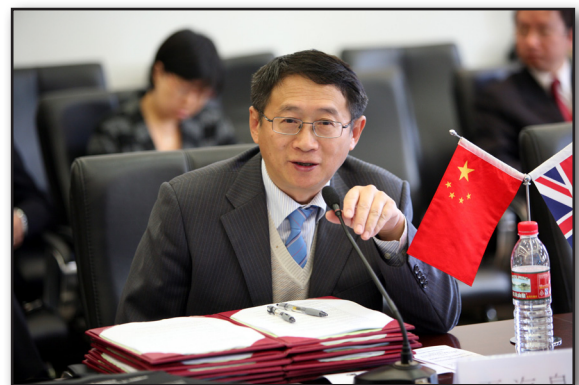
UIBE embraces programmes such as PMI2 projects which joins other similar types of exchange programmes UIBE has with Universities in France, the USA, Germany, Spain, Korea and Japan.

Following the signing ceremony, the rest of the day was dedicated to presentations discussing three aspects of the PMI2 collaboration: establishing of UK-China collaborative partnerships in higher education, employability, entrepreneurship, and global citizenship; and innovation and internationalization.

The importance of University "internationalization"

policy was a key issue placed under the microscope. Professor Ghassan Aouad, Salford's Pro-Vice-Chancellor in charge of the PMI2 project, presented his vision for Salford Universities internationalization program. His powerpoint presentation gave the impression of an ambitious, innovative, creative, inspiring and modern University campus, surely an exciting place for UIBE's students to go and study.

He continued by saying that internationalization is more than just a word, "internationalization is a key strategy, our university has a strong embedded culture of internationalization, we want to learn from best practise, benchmarking; internationalization is vital for building reputation and confidence, and bringing about changes within the organization."



Salford University's delegation is living proof of their vision of "internationalization." Out of eight members of their negotiating team, one was from Greece, another Lebanese, and then two from China. "15% of our staff is non-UK born or with dual nationality, and 24% of our student population is international," added the Pro-Vice-Chancellor. And together they came up with PMI2, what inspiring benefits of international collaboration!

UIBE's Head of the International Exchange program, Mr Xia, then delivered his presentation on UIBE's internationalization program, he stated that in 2009, 98% of UIBE students found placements following



UIBE News

their graduation: jobs, overseas education, internships.

Presentations were also made by the PMI2 China partner Universities, including Mr. Lu Hongzhen from Harbin Institute of Technology, Professor Sun Mingpo from Zhengzhou University, and Cheng Zhen PMI2 Project Manager from Wuhan University, and again UIBE with Professor Zhao Zhongxiu dean



of the School of International Trade and Economics.

The following day sessions were reserved to module development offering opportunities for specific questions regarding the running of the PMI2 modules.

Together they went over some of the finer issues of module development and implementation. The module leaders further presented the modules and discussed how best to approach the insertion of PMI2 modules into UIBE's course programmes and offer students both from the UK and China the opportunity of experiencing each others cultures.

In closing, UIBE's Vice President Lin Guijun offered some closing remarks about the importance of internationalization.

Article provided by UIBE's Director of International Marketing and Communications: Alex Goldsborough