

Joint Appointment at Peking University

From September 2001 through August 2004 Dr. Mitchell holds a joint appointment as a Professor in both the Faculty of Business at the University of Victoria and in the Department of Strategy and Public Policy in the Guanghua School of Management at Peking University, in Beijing PRC.

The University of Victoria Faculty of Business is one of the most active international business schools. One of the keys to its success is the variety of close collaborations with top business schools around the world, but especially in Greater China.

Due to the major economic changes, and the pace of these changes, the desire for both UVic and Peking U. to collaborate in ways that will be beneficial is strong. The award-winning teaching and research produced within the UVic entrepreneurship program has resulted in this joint appointment. The primary mission of this joint appointment is collaborative research and teaching, primarily in the area of strategy and public policy. The Global Entrepreneurship class that is taught by Dr. Mitchell at both universities is evidence of the strong commitment of both universities to education that begins at the root of value creation.



The University of Victoria, one of Canada's leading universities, provides a unique and inspiring learning environment. UVic has earned a reputation for commitment to research, scholarship and work-integrated learning. The university is widely recognized for its innovative and responsive programs and its interdisciplinary and international initiatives. Here, more than 18,000 students find outstanding social, cultural, artistic, environmental and athletic opportunities. The stunning UVic campus is located on Canada's spectacular west coast, in British Columbia's capital city.

In the Faculty of Business at UVic we strive to provide the best business undergraduate and graduate experience in Canada and to be among the best undergraduate and MBA degree programs in the world. We do this by focusing on the total student experience: in and out of the classroom, paying close attention not only to top-flight academic programs grounded in the latest research, but also to the wide variety of extra-curricular activities, relationships, and opportunities that make the program fun, and help prepare students for successful careers.

We also expand horizons. We offer one of the largest international business exchange programs in Canada giving students the chance to experience different cultures and business practices. Domestic and foreign classmates and our international faculty bring their international experiences into the classroom for truly global discussions. Our graduates work all over the world.



Business and Economics Building

We balance theory and practice. With two mandatory co-operative education work terms we augment classroom experiences with real world experience - helping students decide on careers and better preparing them for the workplace.

Further, the UVic Faculty of Business focuses on and motivates the individual with a dedicated and enthusiastic faculty and staff who truly care about students, their educational experience, and their personal development. Our people make a difference.

Each of the three specialty areas in the Faculty of Business is award winning. Dr. Mitchell works in the entrepreneurship program, which won the USASBE Model Undergraduate Entrepreneurship Program Award, presented at the US Association for Small Business and Entrepreneurship Annual Meeting, San Antonio, TX, February 19, 2000 and the 1999 Academy of Management Entrepreneurship Division "Innovation in Entrepreneurship Pedagogy Award," presented on August 9th, at the 1999 Annual Meeting held in Chicago. The UVic MBA concentration in entrepreneurship was ranked # 1 by *Canadian Business* magazine in 2001.

Peking University



Peking University opened in December 1898. The University consists of 6 colleges and 29 departments, with 85 specialties for undergraduates, 3 specialties for the second Bachelor's degree, 146 specialties for Master candidates and 97 specialties for Doctoral candidates. While still laying stress on basic sciences, the university has paid special attention to the development of applied sciences.

Guanghua School of Management at Peking University is a leading business school in China. The School offers undergraduate, MBA, M.S. and Ph.D. programs, with enrollment of 2,000 students of which 1,200 are in the MBA program. The School is partially endowed with US\$10 million by the Guanghua Education Foundation (Hong Kong). The School is housed in a modern state-of-art building opened in 1997.

The School's central mission is to provide students interested in business, current business management, and future business leaders with a world-class management and executive training. Its strategic goals are to facilitate nurturing of business leaders in China's emerging private sector, successful transformation of the country's large, state-owned enterprises, and training of Chinese local executives for multi-national corporations operating in China.



The Department of Strategy and Public Policy was established in September 2001. As one of the youngest departments of Guanghua School of Management, the Department devotes its efforts to knowledge creation, dissemination and to serving the needs of the business community by offering comprehensive teaching and research programs in strategic management, international business and public policy. The elective course in Global Entrepreneurship taught by Dr. Mitchell integrates all three of these elements.

At this stage, the Department does not offer its own undergraduate program; instead it contributes to both undergraduate program and MBA program of the School. In

addition, the Department offers PhD program in strategic management, international management, and public policy.

The Department aims for a proactive approach in stimulating, coordinating, and supporting explorations into a few carefully selected research areas. The research falls into three broad areas of departmental focus noted above. The area of strategic management covers: competitive strategy, business policy, and strategic alliances. The area of international business covers: international management, multinational enterprises, and internationalization of Chinese enterprises. The public policy area covers: competition policy, regulation, government-business relations, among other topics.

As a young and innovative department, the Department of Strategy and Public Policy was the first GSM department to create joint appointments, one of which is filled by Dr. Mitchell. Additional such appointments are possible for leading scholars who desire to make a significant contribution to the key research and teaching areas of the department, and whose universities are interested and committed to creating strong positive links to this top-ranked business school in one of China's leading universities.