Serve National Strategy and Respond to Demand for Talents

Establish A High-Level Applied University of Finance and Economics with Distinctive Characteristics

- Record of the Initial Layout of Shanghai Lixin University of Accounting and Finance

On September 17, the newly established Shanghai Lixin University of Accounting and Finance received its first freshmen. In the new school and in the new semester, while ensuring the smooth and orderly completion of daily work like new student enrollment and teaching, Shanghai Lixin University of Accounting and Finance has set the objective of establishing a high-level applied university of finance and economics with distinctive characteristics and accelerated the reform and development of top-level design. Focusing on the medium- and long-term development objectives of the university, Lixin has taken an important and solid step in the overall arrangement and layout according to the basic framework established based on “Six Systems” by taking the talent cultivation and student development as the foundation, faculty construction and teacher development as the support, institutional improvement as the guidance, and reform and innovation as the driving force.

 Taking the construction of “Six Systems” as the basic framework

 Talent cultivation system centered on student development

 Faculty construction system centered on teacher development

 Academic research and social service system relying on discipline construction

 School governance system based on modern university system

 University culture construction system founded on integrity

 Service-oriented comprehensive logistics support system

 “The Three Tough Issues” to be resolved in the next three years:

 1. Consolidate the central position of teaching and truly construct the applied talent cultivation mode

 2. Reconstruct teaching and academic research examination, evaluation and incentive mechanism and offer every teacher the opportunity to make outstanding researches.

 3. Promote the downward movement of school construction and management center, make colleges big and strong, and build distinctive and strong specialties

 To better satisfy the major strategic demands, like the construction of Shanghai International Financial Center, that of free trade zone, and that of scientific and technological innovation center with global influence, and to implement the overall arrangement of the structural adjustments of university layout in Shanghai during the “13th Five-Year Plan” period, Shanghai Municipal Party Committee and Municipal Government approved the establishment of Shanghai Lixin University of Accounting and Finance by merging Shanghai Lixin University of Commerce and Shanghai Finance University.

 On September 17, the first 5,100 freshmen were enrolled and started a new chapter together with Lixin.

 Having incorporated nearly 90 years of experience in accounting education of Lixin and over 60 years of cultivating banking talents of Shanghai Finance University, Shanghai Lixin University of Accounting and Finance got ready to set sail again.

 Set sail hand in hand and realize the combined effect bigger than the sum of each part

 In the long history of school operation, Shanghai Lixin University of Commerce and Shanghai Finance University are known as “Birthplace of Modern Chinese Accounting Education” and “Cradle of Future Financiers” respectively in the industry. The brands built by the two universities, i.e. “Accounting” and “Finance” were widely recognized in the society. This year, the merged university recruited students for the first time. The number of recruiting provinces and recruited students was much higher than that of the previous years. The level and quality of the student source was also greatly improved.

 The debut of the new university was widely recognized by students and their parents. Through the merger, the university has reinforced its strength in school operation, thus laying a firm foundation for the resource integration, the improvement of connotation construction, and the leaping development.

 Lixin has not only enlarged the scale, but also improved the school-running conditions. With 3 campuses in Pudong, Songjiang, and Xuhui, Lixin campuses cover 80 hectares in area and have over 20,000 students enrolled, including 18,000 bachelor-degree-seeking students, 2,000 associate degree-seeking students and 200 graduate students. Lixin now has over 1,500 faculty members, including over 1,000 full-time teachers, among whom 400 teachers have senior professional and technical titles and nearly 450 teachers have doctor’s degree. Lixin has 14 experimental teaching zones and 146 stable off-campus practice bases, among which the Economic Management Experimental Teaching Center is listed as *Unit of the Construction of Shanghai Municipal Experimental Teaching Demonstration Center* and Shu Lun Pan CPA LLP management practical education base becomes a National Level Off-Campus University Student Practical Education Base Construction Project. Lixin also has two professional museums, namely China Accounting Museum and Modern Coins Museum.

 Lixin has set up more disciplines and established more brand specialties. By far, Lixin has 33 undergraduate programs and the qualification to grant masters of auditing. Taking economics and management as main disciplines and supplemented with other disciplines of law, art, science, and engineering, Lixin has initially formed a multidisciplinary structure with cross-bracing and coordinated development. Among others, the Business Management has been selected as First-Rate Discipline in Shanghai (Category B) and Category I “Highland” Discipline in Shanghai; the Applied Economics has been included in Shanghai University First-Rate Discipline (Category B) Incubation Program; the Open Economy and Trade has been listed as one of Shanghai Key Disciplines; the Accounting, International Trade, and Finance has been listed as Key Disciplines of Shanghai Municipal Education Commission. Lixin now has two National Level Characteristic Specialties (Accounting and Finance), one National Level Talent Training Mode Innovative Experiment Zone of Accounting, three Shanghai Comprehensive Specialty Reform Pilot Undergraduate Programs (Finance, Taxation and Public Finance), and three Shanghai Municipal University Pilot Applied Undergraduate Programs (Accounting, Finance and Marketing). The long-term development of the two universities have created conditions favorable for the academics and reasonable discipline layout of Lixin based on three first-level disciplines, namely Applied Economics, Business Administration and Statistics.

 Lixin has high quality source of students and complementary talent advantages. For years, the two universities have maintained high-quality source of students and high employment rate. The employment rate of undergraduates is above 98% and that of master graduates is as high as 100%. It has been evaluated by the Ministry of Education as “National Graduate Student Employment Model Universities”. The fencing team of Lixin has long enjoyed a good reputation. Lixin is a pilot reform university of the sports & education combination of Shanghai Municipal Professional Fencing Team. Lixin has always actively explored the way to build a “high-level, applied and international” teacher’s team. By implementing the personnel system innovation, such as “Tenure Track”, “Teaching Staff Researchers”, “Core Teacher Incentive Program” and outstanding talent project, Lixin has gathered a number of domestic and foreign experts and scholars with important academic status and abundant practical management experiences, including distinguished professors, Eastern Scholar chair professors and visiting professors.

 Lixin has increased its academic research platforms and strengthened its characteristic applicability. By conducting researches on regional and social demands, Lixin has initially formed the applied research advantages of “solving practical problems”. By far, it has set up several scientific research institutions, including Sci-Tech Finance Institute of Shanghai (International Financial Research Institute), Free Trade Zone Research Institute, Pudong Research Institute, Modern Payment and Internet Finance Research Center, Open Economy and Trade Research Center, China Risk Management Research Institute, Lixin Accounting Research Institute and “One Belt One Road” Accounting Culture Research Center. Among others, Sci-Tech Finance Institute of Shanghai and Pudong Research Institute have already been included in the construction plan of Shanghai Collaborative Innovation Center and “University Think Tank of Shanghai”.

 Lixin has enlarged its stage of cooperation and is expected to improve its level of internationalized school operation. Lixin insists on internationalized operation and has established cooperative relationships with nearly 70 universities and research institutes abroad. In cooperation with professional institutions like Association of Charted Certified Accountants (ACCA), Association of International Accountants (AIA) and Australian Institute of Certified Public Accountants, Lixin offers international accountant qualification trainings. At present, Lixin has 40 Sino-foreign cooperation and exchange programs and over 600 international students, including nearly 300 degree-seeking students. Besides, Lixin has officially set up Confucius Classroom program in Denmark International Business Academy and actively stimulated the establishment of “Confucius School” in cooperation with Pakistan Institute of Information Technology.

 The merger of the two universities is not just a simple superposition of quantity or expansion of extension. It is the optimization and integration of school-running resources to achieve a higher objective and a “1+1>2” leap. How to exert the original brand values of the two universities, explore the new method of cultivating applied financial talents, and realize the effect of the reform are new tasks to be undertaken by the new leadership and faculty. Behind rebirth, there is throe, but also hope.

 Keep in mind the initial determination, write a new chapter and resolve the “Three Tough Issues”

 After the new leadership was built, Lixin has conducted special researches on its school-running orientation, philosophy and objectives and put forward ideas and strategic measures for its development. While grasping the “high level” orientation, Lixin aims to build a high-level applied university of finance and economics with distinctive characteristics and makes great efforts to construct “Six Systems”, namely talent cultivation system centered on student development, faculty construction system centered on teacher development, academic research and social service system relying on discipline construction, school governance system based on modern university system, university culture construction system founded on integrity and service-oriented comprehensive logistics support system.

 President Tang Haiyan of Shanghai Lixin University of Accounting and Finance points out that the next three years will be a run-in period to stabilize the operation, a starting period to promote development, and a problem-solving period to deepen the reform. Lixin will devote itself to achieving reform and breakthroughs and resolving the “Three Tough Issues”.

 - Construct a talent cultivation system centered on student development

 “Consolidate the central position of academics and truly construct the applied talent training mode”. This is the first “tough issue” to be resolved by Lixin in the next three years. How to construct a talent cultivation system centered on student development? How to enable every student to have the opportunity to fulfill himself/herself?　Lixin has developed a specific schedule. For example, the tasks to be completed by the end of this year include: to make investigations and develop *Some Opinions on Further Consolidating the Central Position of Teaching*, to develop a three-year plan of curricula construction, to develop a comprehensive scheme of the application of modern educational technologies, to develop “University-Enterprise Strategic Cooperation Alliance Supporting Plan”, to develop an overall work program to promote the internationalization of education, to develop a “Students’ Innovation and Entrepreneurship Incentive and Support Program”, etc.

 In the future, Lixin will deepen its reform of talent cultivation mode, continuously optimize curriculum design and strengthen the cooperation with famous and large enterprises home and abroad according to the development objectives and orientation of the school. Lixin will implement Credit Bank system, promote students’ self-motivated learning and strengthen students’ selectivity of learning. Lixin will offer internationalized courses, introduce internationally recognized business courses, further strengthen the practical teaching and invite the frontline professionals as “teachers” to teach students practical and useful knowledge. Lixin will focus on the linkage between knowledge points, compress the credits at the undergraduate level, increase students’ self-motivation and cultivate students’ ability of self-directed learning.

 - Construct a scientific research and social service system relying on discipline construction

 Guided by the discipline construction planning and driven by the objective to obtain the qualification as a master’s degree awarding unit, Lixin will construct the basic institutional framework and policy support system for a scientific research and social service system relying on discipline construction. Lixin will create three first-level disciplines, including “Applied Economics, Business Management, and Statistics”, accelerate the construction of “Business Management (Accounting)” as a first-rate discipline, develop and implement “Shanghai University First-Rate Discipline Incubation Program” and “University-Level Key Discipline Construction Plan” and offer substantial support for the construction of the discipline teams of applied economics and statistics. Lixin will develop the implementation methods of innovation team, rely on “first-rate disciplines”, “knowledge service platform”, “key bases of humanities & social sciences” and “university think tank”, attach importance to the development of emerging disciplines, inter-disciplines, frontier disciplines and characteristic disciplines, foster new growth points of disciplines, and lay a firm foundation for the application for maser degree point. Lixin will stimulate the transition of academic researches and social services from being quantity-oriented to being quality-orientated, strengthen scientific researches, offer good social services, and do well in the industry-university-research cooperation.

 - Construct a faculty construction system centered on teacher development

 Taking the category management of teachers as a sally port, Lixin will reconstruct the evaluation, assessment and incentive mechanism of teaching and academic researches, establish the basic institutional framework and policy support system for a faculty construction system centered on teacher development, and make great efforts to offer every teacher the opportunity to live a splendid life. This is the second “Tough Issue” to be resolved in the next three years.

 Lixin will attach great importance to talent cultivation and discipline construction, make great efforts to introduce and cultivate high-level talents and improve young teachers’ quality, focus on the development of teachers, continuously innovate human resource work system and mechanism, build the characteristics of the faculty team, and stimulate the overall improvement of the faculty. Lixin will implement “Double T Plan” (i.e. Tenure Tack System for outstanding talents overseas and Teaching Researcher System for outstanding oversea talents) to introduce high-level talents, implement young teacher ability and quality improvement plan, establish the management mode for the category management and examination of teachers, and enable teachers to choose appropriate position types oriented to teaching, teaching-researching, researching or social service.

 - Construct a school governance system based on modern university system

 According to the requirements of “party committee takes leadership, president assumes accountability, faculty governs academics, and democracy guides management”, Lixin will construct a school governance system based on modern university system. The party committee of Lixin will implement the accountability of the presidents under the leadership of party committee, fully support the independence of president in exercising his/her official powers, and make great efforts to stimulate the modernization of the school administration system and administration abilities. Lixin will strengthen the power of colleges, promote the downward movement of school construction and management center, make colleges big and strong, build distinctive and strong specialties, and make colleges the school-running entities with autonomous rights in the talent introduction, financial management and professional title promotion. This is the third “Tough Issue” to be resolved by Lixin in the next three years.

 - Construct a university culture construction system founded on integrity

 Relying on cultural inheritance and the cultural integration of two universities and led by the socialist core values, Lixin will make great efforts to construct a university culture construction system founded on integrity. Based on its own historical and cultural background, development orientation and discipline characteristics, Lixin will fully integrate the construction of campus culture, carry on the long tradition of “honest Lixin”, give prominence to the characteristics of the integrity-based campus culture, and offer intellectual impetus and cultural support to the construction of university.

 - Construct a service-oriented comprehensive logistics support system

 Taking team building as the foundation, capacity building as the key point and institutional improvement as guarantee, Lixin will establish a service-oriented comprehensive logistical support system. By creating elegant, comfortable, safe and convenient campus environment, standardizing fundamental guarantee, innovating characteristic services, satisfying the demands of teachers and students, and focusing on institutional construction and team construction, Lixin will improve the logistics service level in an all-round way. Lixin will optimize the operating mechanism, construct information platform, construct digitalized campus, and realize the full sharing of school information. Based on the medium and long-term construction planning, Lixin will take the construction of new campus as an opportunity to comprehensively improve the school-running conditions and to build a civilized, safe and green campus.

 By far, Lixin has initially established the basic framework for the construction of six systems and gradually refined the supporting systems and schemes. When deploying work in the middle-level cadre meeting on September 12, President Tang Haiyan listed in details the specific tasks for the construction of the six systems. On average, each system has about 10 refined tasks, any of which would be a major topic. During the “superposition” of three periods, like run-in period, starting period and problem solving period, all cadres of Lixin will undertake the historical tasks. “Consciously strengthening political consciousness, overall consciousness, core consciousness and aligning consciousness and reflecting on the difficulties, strategies and power of the development”. This is the pressure exerted by the leaders of Lixin on themselves and also the ardent hope placed on all middle-level cadres.

 Doing well in party construction is the biggest achievement. Li Shiping, Secretary of the Party Committee of Shanghai Lixin University of Accounting and Finance, declared in the leadership inaugural meeting that Lixin will undertake the entity responsibility for the ideology construction, the basic level party construction and the construction of honest administration. While selecting new middle-level cadres, Lixin will appoint outstanding talents as the secretaries and a sufficient number of members in the primary party organizations. Combining the “Two Studies, One Action” program implemented by Lixin, the party committee of the school requires all party organizations to firmly grasp the primary party branches as the main educational base, seriously develop plans, refine the specific arrangements, and stimulate the conduct via studying. Before the semester began, Lixin specially organized the centralized training of new middle-level cadres to improve their thoughts and abilities, strengthen the consciousness of responsibility for the construction of honest party administration, make clear the objectives and tasks, continuously improve the scientific level of the party building, and guarantee the development of the university.

 Carry forward the culture of integrity from generation to generation

 It is discovered in the overview of the histories of both universities that the integrity is a common and unique gene of them, so the culture of integrity is the cornerstone for the cultural construction of Shanghai Lixin University of Accounting and Finance.

 In *Analects of Confucius · Yan-Yuan*, it says that “A man who is dishonest will never be welcomed”. Pan Xulun, founder of Lixin University of Commerce, named the school this way because he wanted to carry forward the culture of integrity. “Everyone who sticks to the principle of integrity in everything will surely succeed.” This is Mr. Pan Xulun’s profound understanding of the connotation of integrity.

 As of its foundation, Lixin has been well known for its integrity, strictness and emphasis on education quality. The “honor-based examination” system advocated by Pan Xulun greatly benefited all his students. Back then, all examinations were organized by the Office of Teaching Affairs. Except for those who distributed and received papers, usually no proctor would invigilate any examination. However, a rule was made clear beforehand: anyone who was caught cheating would be expelled from the school. In the general meeting of faculties and students, Pan Xulun often said that: it is hard to learn knowledge and it is even harder to learn how to behave yourself. Advocating “honor-based examination” aimed to demonstrate the school’s respect for examinees’ personality, cultivate students’ consciousness and self-esteem, and enable students to be excellent in character and learning. Once, a girl cheated in an accounting examination for freshman students in Lixin’s Branch School in Beipei, Chongqing. Then, she was expelled from the school. By punishing her as a warning to others, Lixin has produced the deterrent force of this rule. Afterwards, although some freshmen dropped out of the school, nobody ever cheated in an examination again.

 In the long-term practices, Lixin has achieved initial success in the construction of its characteristic culture of integrity. Former Shanghai Lixin University of Commerce always insisted on the integrity-based school running, carried out the culture of integrity, and constructed “Six Processes - Six Objectives” integrity-based education system. The characteristics of this mode are mainly embodied in “Five Integrations”, i.e. Integration of school-running philosophy, integration of in-class academics, integration of rules and regulations, integration of festival culture, and integration of campus environment. In practices, former Shanghai Finance University closely tied itself to the financial industry, integrated the credit culture of the industry into the school-running philosophy, advocated the school spirit of “preciseness, integrity and self-cultivation”, closely combined the integrity and the industry, and continuously innovated the carrier. The “Student Development Bank” program has made useful explorations of the combination of students’ integrity education and the cultivation of professional quality, and archived significant effect.

 The culture of integrity is the common value basis for the integrated development of the university. After the merger, the university further incorporated and improved the culture of integrity and make it an indispensable part for the construction of a high-level financial university with unique features. Lixin believed that the merger of the two universities is not just simple superposition of cultural elements of the both, but also the organic integration based on the full respect for their histories. Now, Lixin has decided to use the handwriting of former president Pan Xulun as the special characters for the school name, and determined the school motto, logo and anthem with “Lixin” as the theme and the university spirit of “Keeping Honest, Moral and Pragmatic”.

 Lixin takes integrity as its unique school-running feature, continuously improves its system and endows it with the era connotation. *100 Stories about Integrity* and *Classic Cases of University Students’ Integrity Education* compiled by Lixin have already been included in the Key Book Publication Program during the Period of the 13th Five-Year Plan in Shanghai”. Besides setting up common core courses like *University Students Integrity Education*, Lixin will explore the moral education resources, set up courses like *Financial Ethics*, *Fraud Auditing*, and *Financial Fraud Case Analysis*, and include the content of integrity education into the basic professional courses like *Introduction to Finance* and *Accounting Principles* to improve effectiveness and pertinence of integrity education. Lixin will deepen the philosophy of “integration”, take the culture of integration as one of the philosophies to develop the university statutes and other rules and regulations and to promote the revision of the university statutes and other rules and regulations. It will link the integrity evaluation with various reward and punishment mechanism, in-school talent recommendation and graduate recommendation, and establish long-term complete integrity evaluation mechanism. It will build students’ integrity files and promote the operation integrity credit evaluation system, explore the new filed of online integrity education, explore the “four-in-one” teacher integrity education system, which integrates teachers’ integrity education training mechanism, incentive and restrictive mechanism, evaluation and monitoring mechanism and platform constructing mechanism, and continuously improve the level of integrity education.

 For nearly 90 years, the two schools have experienced various hardships and obstacles. In the long history, the two universities went through the turmoil, grew in the reform and opening-up, and rose to fame in the new century. Located in the same city, they changed their names and addresses for several times and were both destroyed and reborn in the history. The two universities which shared the similar historical routes have now united as one and will move forward hand in hand. In the future development, Shanghai Lixin University of Accounting and Finance will actively adapt itself to the new normal of Chinese economic development, and actively serve the construction of Shanghai International Financial Center, Scientific Innovation Center and Free Trade Zone. Keeping a foothold in Shanghai and radiating to the Yangtze River Delta, Lixin will carry out the international and characteristic development, improve its connotation, implement the open strategy of strengthening the university with talents, stimulate the integration between science and education and the integration between industry and education, carry out comprehensive reform in an all-round way, accelerate the ability of Lixin to serve the country and stimulate the economic and social development of Shanghai, and make great efforts to become a domestically and internationally famous high-level applied university of finance and economics.

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