附件1：

**陕西国际商贸学院国际经济学院**

**愿景、使命、价值观征集活动设计方案**

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|  | 愿景 | | 使命 | | 价值观 | |
|  | 表述 | 诠释 | 表述 | 诠释 | 表述 | 诠释 |
| 国际经济学院 |  |  |  |  |  |  |

附件2：

**相关背景知识**

**1.愿景**

愿景(Vision)的涵义：  
是一种内心的愿望，是一种驱动力，愿意实践、追求，来达到某一个境界，能追求到某一种成就。

（Vision: Defines the desired or intended future state of an organization or enterprise in terms of its fundamental objective and/or strategic direction. Vision is a long term view, sometimes describing how the organization would like the world in which it operates to be. For example a charity working with the poor might have a vision statement which read "A world without poverty"）

Vision statements （愿景的陈述）：

* Describe an ideal future.
* Reflect the essence of an organization’s mission and values.
* Answer the question, what impact do we want to have on society?
* Unite an organization in a common, coherent strategic direction.
* Convey a larger sense of organizational purpose, so that employees see themselves as “building a cathedral” rather than “laying stones”.

例如：

GE的愿景： We bring good things to life

Microsoft的愿景: To enable people and businesses throughout the world to realize their full potential.

**2.使命**

使命(Mission)的涵义：  
简单的说，就是要完成愿景！(为谁而做？要如何做？)  
完成谁的愿景？可能是个人的、家庭的、甚至公司的。  
使命包含了四种面貌：  
个人的定位；个人欲扮演的角色；个人企图心的呈现；个人所欲实现的贡献。  
而为了达成理想的境界(愿景)，需经过多个阶段的目标、拟定策略(Strategy)，决定如何(How-to)行动，并将行动切分成可量化的工作细项(Task List)，逐步克服并完成一个个的工作(Task)，来达成使命。

（Mission: Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its Vision.It is sometimes used to set out a 'picture' of the organization in the future. A vision statement provides inspiration, the basis for all the organization's planning. It could answer the question: "Where do we want to go?"）

Mission statements (使命的陈述)

* Describe the overall purpose of an organization: what we do, who we do it for, and how and why we do it.
* Set the boundaries of the organization’s current activities.
* Are the starting point in developing a strategic vision.

A mission review gets an organization back to basics. The essential activity of determining whom you serve can be a wake-up call for organizations that have started to skew their activities to meet the needs other stakeholders (such as their funders or lobby targets) and not their actual clients.

**3.价值观**

价值观（Value）的涵义：

为何要完成愿景？这就牵涉到 "价值观" 的问题了。也就是个人或企业、组织存在的价值，以及为何要存在。价值观即是指组织内人人共享的信仰，决定企业的文化和优先重点。

（Values: Beliefs that are shared among the [stakeholders](http://en.wikipedia.org/wiki/Stakeholder_(corporate)) of an organization. Values drive an organization's culture and priorities.）

Values statements （价值观的陈述）：

* Reflect the core ideology of an organization, the deeply held values that do not change over time.
* Answer the question, how do we carry out our mission?
* Are the values your organization lives, breathes and reflects in all its activities, not the ones you think you should have.

**案例：**

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| **Coca-Cola公司：**  Our Mission（使命）  Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.  To refresh the world...  To inspire moments of optimism and happiness...  To create value and make a difference. |
| Our Vision （愿景）  Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.  People: Be a great place to work where people are inspired to be the best they can be.  Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.  Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.  Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.  Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.  Productivity: Be a highly effective, lean and fast-moving organization. |
| Our Winning Culture（我们的文化）：Our Winning Culture defines the attitudes and behaviors that will be required of us to make our 2020 Vision a reality. |
| **Live Our Values （价值观）** Our values serve as a compass for our actions and describe how we behave in the world.  Leadership: The courage to shape a better future  Collaboration: Leverage collective genius  Integrity: Be real  Accountability: If it is to be, it's up to me  Passion: Committed in heart and mind  Diversity: As inclusive as our brands  Quality: What we do, we do well |

**国内外知名大学范例**

**1.美国十大商学院**

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| Name of School | Vision | Mission | Value | websites |
| Harvard Business School(哈佛商学院) | A leadership education unlike any others | MBA: We educate leaders who make a difference in the world.  EMBA: Developing leaders to drive organizational performance.  Management across any function;  Learning in practice;  An engaging community;  The world’s business school;  A network of success; | For 2 years, and a lifetime leadership | <http://www.hbs.edu> |
| The Wharton School, University of Pennsylvania  (宾州大学沃顿商学院) | Innovation and leadership | Knowledge, leadership, Global influence  preparing leaders for business and public service, advancing knowledge across disciplines and industries, and promoting economic progress throughout the world. | "Laws without morals are useless." | <http://www.wharton.upenn.edu/> |
| Stanford Graduate School of Business (斯坦福大学商学院) | Change lives.  Change organizations. Change the world. | Our mission is to create ideas that deepen and advance our understanding of management and with those ideas to develop innovative, principled, and insightful leaders who change the world. | humanity and civilization. | <http://www.stanford.edu/> |
| MIT Sloan School of Management,（麻省理工学院斯隆商学院） | In the world,  f or the world. | The mission of the MIT Sloan School of Management is to develop principled, innovative leaders who improve the world and to generate ideas that advance management practice. (The mission of MIT is to advance knowledge and educate students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century.) |  | <http://mitsloan.mit.edu> |
| Kellogg Business School, Northwest University(西北大学凯洛格商学院) | Developing global leaders who make contributions of lasting significance for the world. | As we move forward, our collaborative culture will remain central, as will the school’s constant reinvention of itself to meet contemporary demands. These qualities are hallmarks at Kellogg, where innovation is continuous, a fact that encourages creativity, quick adaptation to market needs, and refinement of ideas to align theory with practice. | Collaboration and reinvention | <http://www.kellogg.northwestern.edu/> |
| Chicago Booth School of Business, Chicago University(芝加哥大学) | A business force | produce ideas and leaders that shape the world of business  Let knowledge grew from more to more; and so be human life enriched. |  | <http://www.chicagobooth.edu/> |
| Columbia Business School, Columbia University（哥伦比亚大学商学院） | Cross-Disciplinary Areas & Innovation | unite academic divisions and encourage the cross-pollination of ideas in order to better train students to recognize and capture opportunity in a world where disciplines intersect and industries change rapidly |  | <http://www.columbia.edu/>  http://www4.gsb.columbia.edu/ |
| Hass Business School, UC Berkeley（加州大学伯克利分校哈斯商学院） | Leading through innovation | To develop leaders who redefine how we do business:  The school’s mission is to develop innovative business leaders — individuals who redefine how we do business by putting new ideas into action in all areas of their organizations, and who do so responsibly. | question the status quo; confidence without attitude; students always; and, beyond yourself. | <http://www.haas.berkeley.edu> |
| Tuck Business School, Dartmouth University（达特茅斯大学塔克商学院） | combining human scale with global reach, thought leadership with great teaching, rigorous coursework with experiences requiring teamwork, and valued traditions with innovation." | （Tuck is a graduate business school at Dartmouth College with primary activities in two closely related and complementary areas.）  Tuck has two overarching goals:  to provide the world's best educational preparation for a career of business leadership and to have a faculty of acknowledged thought leaders who are outstanding teachers. | integrity, excellence, community, individuality, diversity, and inclusiveness | <http://www.tuck.dartmouth.edu/> |
| Fuqua Business School, Duke University（杜克大学富卡商学院） | Prepare students to be the change agents and informed leaders business needs in this interdependent, interdisciplinary world. | Sustained excellence in terms of management education, research, and the advancement of management practice has been the school’s mission with the end product (our graduates) being leaders of consequence. | Connecting disciplines  Leaders of consequence  Partnerships that matters  What will you change | <http://www.fuqua.duke.edu> |

**2.欧洲十大商学院**

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| Name of School | Vision | Mission | Value | websites |
| 伦敦商学院(London Business School) | to be the pre-eminent global business schoo | lLondon experience, world impact | "We aim to operate to the highest standards in all we do" | [www.london.edu](http://www.london.edu) |
| 欧洲工商管理学院(INSEAD) |  | As an educational institution, our mission is to promote a non-dogmatic learning environment that brings together people, cultures and ideas from around the world, changing lives, and helping transform organizations through management education.  Through teaching, we develop responsible, thoughtful leaders and entrepreneurs who create value for their organizations and their communities. Through research, we expand the frontiers of academic thought and influence business practice. |  | [www.insead.edu](http://www.insead.edu) |
| 瑞士管理发展学院(IMD) | Real world, real learning | **Focus on leadership development:** combines innovation, relevance to business, and a unique blend of intensity and dedication to the individual |  | [www.imd.ch](http://www.imd.ch) |
| 西班牙企业学院(Instituto de Empresa) |  | IE Business School trains leaders that promote innovation and change in business organizations, entrepreneurial styles of management that generate employment, collective wealth and social well-being. |  | [www.ie.edu](http://www.ie.edu) |
| 西班牙Esade商学院(Esade Business School) |  | ESADE's key mission is to train individuals to become highly-competent professionals fully aware of their social responsibility. |  | [www.esade.es](http://www.esade.es) |
| 英国剑桥大学Judge商学院(Judge Business School) | Inspire. Innovate. Impact | Advancing knowledge and leadership through people who leave a mark on the world. |  | [www.jbs.cam.ac.uk](http://www.jbs.cam.ac.uk) |
| 鹿特丹管理学院(Rotterdam School of Management, Erasmus University) | Leadership, diversity  Collaboration | RSM offers a distinctive intellectual culture. We believe that leadership can be taught through a combination of intellectual and practical challenge. We believe that the difficulties encountered working in diverse teams fosters creative new approaches in business. We enjoy a reciprocal, supportive relationship with multinational companies. And we encourage a flexible, broad and sometimes iconoclastic mindset in matters of business practice and research. | diversity  Collaboration | [www.rsm.nl](http://www.rsm.nl) |
| 米兰博可尼商学院(SDA Bocconi) | Empowering lives through Knowledge & Imagination | **To contribute to the development of individuals, companies, institutions and economic systems by researching and disseminating knowledge and skills in the field of management.** |  | [www.mba.sdabocconi.it](http://www.mba.sdabocconi.it) |
| 巴黎HEC商学院 |  | Motto: the more you know, the more you dare. |  | [www.mba.hec.edu](http://www.mba.hec.edu) |
| 西班牙IESE商学院 |  | IESE Business School is committed to the development of leaders who aspire to have a positive, deep and lasting impact on people, firms and society through their professionalism, integrity and spirit of service. |  | www.iese.edu |

**3.亚太地区十大商学院**

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| Name of School | Vision | Mission | websites |
| 新加坡国立大学 National University of Singapore | To transform the way people think and do things through education, research and service | Towards a Global Knowledge Enterprise A leading global university centred in Asia, influencing the future | http://www.nus.edu.sg/ |
| 墨尔本商学院 Melbourne Business School | Global business leaders |  | <http://www.mbs.edu/> |
| 澳洲管理学院 Australian Graduate School of Management | ASB’s vision is to be recognised globally as a leading research-intensive business school renowned for its students and staff, teaching quality, relevance and innovation. | ASB’s mission is to create and disseminate business knowledge for the benefit of students, organisations and society. ASB develops leaders for business, academia, government and the not-for-profit sector with the capability to succeed globally. | http://www.business.unsw.edu.au/ |
| 亚洲管理学院 Asian Institute of Management, Manila |  | We are committed toward making a difference in sustaining the growth of Asian societies  by developing professional, entrepreneurial and socially responsible leaders and managers. | http://www.aim.edu.ph/ |
| 香港科技大学 Hongkong University of Science and Technology | **To be a leading university with significant international impact and strong local commitment.** | To advance learning and knowledge through teaching and research, particularly:  （i）in science, technology, engineering, management and business studies; and  （ii）at the postgraduate level; and to assist in the economic and social development of Hong Kong. | http://www.ust.hk/ |
| 印度管理学院 (阿美达巴德) Indian Institute of Management, Ahmedabad | A globally respected institute that shapes management practices in India and abroad by creating new frontiers of knowledge and developing ethical, dependable, entrepreneurial and socially sensitive leader-managers committed to excellence | IIMA's mission is to help India and other developing countries improve their managerial practices both in the private and in the public sectors, and adopt superior public policies. It seeks to do this through producing risk-taking leader-managers who will pioneer new managerial practices and set new standards; through producing teachers and researchers who will generate new ideas of International significance; and through purposeful consulting aimed at helping client organizations scale new heights. | http://www.iimahd.ernet.in/ |
| 香港中文大学 Chinese University of Hongkong | To be acknowledged locally, nationally and internationally as a first-class comprehensive research university whose bilingual and multicultural dimensions of student education, scholarly output and contribution to the community consistently meet standards of excellence. | To assist in the preservation, creation, application and dissemination of knowledge by teaching, research and public service in a comprehensive range of disciplines, thereby serving the needs and enhancing the well-being of the citizens of Hong Kong, China as a whole, and the wider world community. | http://www.cuhk.edu.hk/english/index.html |
| 南洋理工大学 Nanyang Technological University | **A great global university founded on science and technology** | Nurturing creative and entrepreneurial leaders through a broad education in diverse disciplines | http://www.ntu.edu.sg/Pages/default.aspx |
| 日本国际大学 International University of Japan, Nigata |  | To train leaders who can contribute to the practical resolution of global problems facing people living in various countries and regions in the world, as well as organizations including governments, companies, and NGOs, and to extend public and social benefits globally. | http://www.iuj.ac.jp/ |
| 墨纳施伊丽山商学院，墨尔本 Monash Mount Eliza Business School, Melbourne |  | Monash University seeks to improve the human condition by advancing knowledge and fostering creativity. | http://www.monash.edu.au/ |

**4.中国主要商学院**

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| Name of School | Vision | Mission | Value | websites |
| No.1 中欧商学院 | **立足中国，**  **享誉全球** | 培养立足本土、面向世界，适应全球经济一体化趋势，具有参与国际合作与国际竞争能力的高级经营管理人才，促进中国经济和社会的和谐发展，推动中国经济与世界经济的融合。 |  | <http://www.ceibs.edu/> |
| No.2 北京大学国际MBA  **(北大国家发展研究院)** | “站在把握国家经济发展趋势和商业环境变化的高度”来研究和传授管理学知识 | 一个集MBA和EMBA教育、企业工商管理培训、金融培训等为一体的教育机构，并为其制定了“以我国在发展过程中各类机构和企业所遇到的实际问题为导向，以培养各类综合型的高级管理人才为目标”的长期发展战略。 |  | <http://www.bimba.org/> |
| No.3 清华大学经济管理学院 |  | 跻身世界一流经管学院之列，造就未来中国乃至世界范围的商业领袖，贡献学术新知，以推动民族经济的伟大复兴。  (2008年9月清华经管学院正式推出“新版清华MBA”，在高度重视知识传授和能力培养的同时，把素质培养包括领导者的性格、品德、信仰等放在了核心位置。) |  | <http://www.sem.tsinghua.edu.cn/> |
| No.4 北京大学光华管理学院 | 创造管理知识，培养商界领袖，推动社会进步 | 光华管理学院MBA项目致力于培养具有社会责任感和全球视野的高级管理者与未来商业领袖。光华MBA借助于北大深厚的人文底蕴、系统而创新的课程设置以及丰富的课外活动，使学生了解前沿的商业知识，具备跨文化的敏感性与人际沟通技能，成为具有在复杂环境下分析解决问题能力的、勇于承担未来挑战的创新型人才。 |  | <http://mba.pku.edu.cn/>  <http://www.gsm.pku.edu.cn/> |
| No.5 长江商学院 | 中西贯通 | 为中国企业培养一批具有世界水平的企业家 |  | <http://www.ckgsb.com/> |
| No.6 复旦大学管理学院 | 20年后，我们要全面成为世界一流管理学院 | 以中国目前能够集中的优秀教育资源，来培养能够适应中国经济发展需要和具有国际竞争力的企业领袖和职业经理人；同时，以中国经济发展的客观环境，来总结中国管理经验和思想，做出独创性的研究，分享于中国和世界各地学术界和企业界。 |  | [www.fdsm.fudan.edu.cn/](http://www.fdsm.fudan.edu.cn/) |
| No.7上海交通大学安泰经济与管理学院 | 国内领先，亚洲一流，经过若干年的努力，进而成为世界一流商学院。 | 致力于培养具有全球视野和国际竞争力的经济管理人才。在注重学术研究的同时，还注重社会服务，为国际、国内企业和机构的发展提供智力支持。以其独特的风格，力争成为“亚洲一流，世界知名”的经济与管理教育机构。 |  | <http://www.asom.sjtu.edu.cn/> |
| No.8 中山大学岭南管理学院 | 全球视野，未来领袖 | 中山大学岭南学院MBA教育中心遵循“博学、审问、慎思、明辨、笃行”的校训，秉承岭南学院“作育英才，服务社会”的传统，以“全球视野，未来领袖”为培养目标，以“打造具有全球视野的未来商业领袖”为使命，倡导“理性，高尚，和谐，开拓，致远”的价值观，致力于培养能够适应经济全球化、具有进行国际化经营管理能力的商业精英。 | “理性，高尚，和谐，开拓，致远” | http://www.lnimba.com/ |
| No.9 厦门大学管理学院 | 锻造具有国际视野的职业经理人 | 5Cs+1L”的教育模式，即在课堂教学和论文撰写、答辩过程中始终贯穿培养学生的“竞争能力（Competition）、自信心(Confidence)、合作精神(Cooperation)、创造性(Creation)和诚信(Creditability)” |  | http://sm2.xmu.edu.cn/ |
| No.10 南开大学商学院 | 面向世界，服务中国；  造就工商管理精英。 | 将南开大学MBA中心建设成为中国一流的MBA教育基地继承南开商科教育的丰厚积累；首倡中国MBA教育企学合作；为中国经济发展培养适应全球化竞争的高层次、复合型、应用型管理人才；立足中国实际，不断探索、发展和完善适合于中国国情又具国际竞争力的MBA培养模式；汲取世界先进管理理论和企业实践的营养，建立和发展适合于中国现实经济和文化背景的管理理论体系。 |  | http://ibs.nankai.edu.cn/Site/ |
| 浙江大学管理学院 | 培养引领中国发展的健康力量 | 创造管理学科的新理论、新方法，为人类贡献管理思想与智慧，培养具有国际视野、创新能力、创业精神、社会责任的创新型、领导型人才。 |  | http://www.som.zju.edu.cn/cn/ |
| 中山大学管理学院 | 打造中国商界的黄埔军校 | 融汇中西管理智慧，  培养创新创业精神，  作育商界管理精英 |  | http://www.sysumba.com/ |
| 上海大学经济学院 | 建成国际知名、国内一流、特色鲜明的研究型经济学院。 | 立德树人，经世济民。 |  |  |