

Graduate and Advanced Education

AY 2020-21 was an unprecedented year for graduate and advanced education at NYU Shanghai. Amidst the global pandemic, more than 900 NYU New York graduate students from 50 master's and PhD programs made their home at NYU Shanghai. To support these "go local" students, the university established a second campus at WeWork Fuhui in Pudong, running it from Fall 2020 through Spring 2021. Two master's convocation ceremonies were held in May 2021 and two new master's programs were launched in July 2021.

Meanwhile, NYU Shanghai's 5 existing master's programs and 10 PhD programs continued to expand and thrive. Close to 70 NYU Shanghai faculty taught graduate courses while more than 20 faculty supervised PhD students. In 2021, the school also celebrated its first PhD graduate and IMA master's graduates, and admitted its first Data Science and Sociology doctoral students.

Throughout the year, the Office of Graduate and Advanced Education provided leadership and committed to the following priorities:

- Strengthening NYU Shanghai's collaboration with peer NYU New York schools and departments
- Pursuing world-class excellence in all of its initiatives
- Placing the success of students and faculty first
- Building community across graduate programs and bridges between graduate and undergraduate students at NYU Shanghai
- Fostering a culture of individual responsibility for the health and safety of others and a spirit of resilience in the face of changes necessitated by COVID

Entering Class of 2020

The following infographic provides a snapshot of the 157 students who were admitted to NYU Shanghai master's and PhD programs in Summer and Fall 2020. The entering graduate student class of 2020 was the largest in NYU Shanghai's history. Since 2015, graduate students at NYU Shanghai have hailed from 16 countries and regions around the world.

NYU Shanghai Graduate Students in the Entering Class of 2020



157 students

21-54 age range

32% of students are 25+

11% are former NYU or NYU Shanghai undergraduates

25 Chinese provinces represented



49% / 51%

Male / Female



41%

Bring prior work experience



41% / 59%

Chinese universities / universities outside China



13

Students hold undergraduate degrees from universities in 13 countries/regions.

New Programs

On July 8, NYU Shanghai announced the creation of two new master's programs in **Marketing & Retail Science**, and in **Organization Management & Strategy**, jointly offered with the NYU Stern School of Business. These programs are to be sister programs of the master's degrees in Data Analytics & Business Computing and in Quantitative Finance that were launched in Spring 2018. A ceremony to mark the announcement of the new programs was held on July 15 in the NYU Shanghai Auditorium.



Like the DABC and QF programs, the MRS and OMS are 12-month, 36-credit, full-time programs awarding Master of Science degrees with a Summer start at NYU Stern followed by Fall and Spring semesters at NYU Shanghai. They are designed for high-achieving “pre-experience” students or recent college graduates of any nationality (business and non-business backgrounds welcome) with career ambitions in China, and the Asia region broadly. Cohorts will be up to 60 students at full maturity. Recruitment for the inaugural classes is underway, and the first classes will enroll in Summer 2022.

The Marketing & Retail Science program will address the emerging need for more quantitatively trained marketing and retail professionals with a combined focus on traditional marketing and newer trends such as e-commerce / retail, data-driven marketing, and the digital economy. Courses will include Marketing Management, Advertising Strategy, Research for Customer Insights, Retail Technology and Channel Management: The Chinese Market, Brand Strategy, Pricing, Marketing Analytics, and Digital Marketing, among others.

The Organization Management & Strategy program will prepare students for today’s interconnected, global business context with an in-depth focus on complex management and strategy concepts and practices. Graduates are likely to become future leaders at large and medium-sized private business organizations, consulting firms, family-owned enterprises, or as entrepreneurs. Courses will include Leadership in Organizations, The Strategic Landscape,

Understanding and Managing Money Flows, The Entrepreneurial Mind, Managing Change, Innovation and Design Thinking in a Chinese Context, and Interpersonal Influence in Organizations, among others.

Both programs are also supported by advisory boards consisting of senior industry executives from Shanghai and around China who have committed to contributing in various ways: providing capstone projects and curricular insights, delivering guest lectures and mentoring students, hosting company visits, recommending employment opportunities, etc. Board members include C-suite executives from companies such as AIG, Apple, Beike Financial, Camus, Disney, Estee Lauder, Fedex, Microsoft, PwC, Shiseido, Sinovation, and Visa, among others.

Go Local Program

In Fall 2020 and Spring 2021, NYU Shanghai hosted more than 900 graduate students from 50 NYU New York master's and PhD programs through the **Go Local program**. The graduate students represented the following schools:

- Center for Data Science
- Courant Institute of Mathematical Sciences
- Center for Urban Science & Progress
- Graduate School of Arts & Science
- School of Global Public Health
- School of Professional Studies
- Silver School of Social Work
- Steinhardt School of Culture, Education, and Human Development
- Stern School of Business
- Tandon School of Engineering
- Tisch School of the Arts
- Wagner Graduate School of Public Service

More than 40 professors taught nearly 80 course-sections in the go local program, including NYU Shanghai faculty, NYU New York faculty who relocated to Shanghai, and new adjuncts.

To create campus space for the Go Local program, NYU Shanghai renovated two floors of the WeWork Fuhui building at 16 Qixia Road in Pudong, creating classrooms, a library, lounge and study spaces, faculty and administrative offices, and a health and wellness station. The Go Local campus was also equipped with networked Internet, printing, and Public Safety services.

In a remarkable display of ingenuity, 17 Tisch ITP go local master's students organized the first-ever Interactive Telecommunications Spring Show in Shanghai at the Anomaly OPEN Gallery from March 26 to May 9. The show, titled *Etude*, featured interactive, video, and graphic art, with projects including a virtual reality light sanctuary, to an interactive music sheet with

dancing notes, to a coded flower that blooms as a response to human voices, among many others.

On May 21, 88 Class of 2021 graduates who participated in the Go Local program were honored at the Go Local Master's Convocation. The in-person event featured messages from NYU Shanghai Vice Chancellor Jeffrey Lehman and Provost Joanna Waley-Cohen. The following Deans and Directors from NYU New York also participated via pre-recorded video:

- Director Arthur Spirling, Center for Data Science
- Dean Susan Greenbaum and Associate Dean Martin Ihrig, School of Professional Studies
- Director Qingwen Xu, Silver School of Social Work
- Associate Dean Lisa Sasson, Steinhardt School of Culture, Education and Human Development
- Dean Jelena Kovacevic, Tandon School of Engineering
- Associate Dean Dan O'Sullivan, Tisch School of the Arts
- Dean Sherry Glied, Wagner Graduate School of Public Service

Each graduate's name was read aloud by Associate Dean of Graduate and Advanced Education Eric Mao and students were able to walk across the NYU Shanghai Colloquium and exchange greetings with Vice Chancellor Lehman and Provost Waley-Cohen.

Student speakers Zhao Zhi, MS '21, from the Tandon Management of Technology program, and Luo Hao, MS '21, from the SPS Integrated Marketing program, delivered moving messages of congratulations and remembrance of their go local experience. Finally, the Chamber Singers of the NYU Shanghai Chorale closed the event by performing the alma mater.



Master's Programs

In Summer 2021, NYU Shanghai celebrated the graduation of 30 students making up the first cohort of the joint, low-residency **Master of Arts program in Interactive Media Arts** with the Tisch School of the Arts. As part of their graduation, IMA students organized an in-person Thesis Show from June 29 to July 3 at the NYU Shanghai Institute of Contemporary Arts. The

exhibition included digital projects and installations by students in China, as well as the virtual display of work from students who were located outside China. Five NYU Shanghai IMA faculty taught courses in the Low Res program.



Earlier in the year, during April 2021, three IMA students - Lu Yiru, Enrique Garcia Alcala, and Shu Li - showcased their work in the program at the Digital Arts Festival hosted by the Yuz Museum in Shanghai.

In July 2021, 33 students enrolled in the second cohort, the Class of 2022. Due to COVID, the second cohort will begin coursework with a module digitally taught from NYU New York in Summer 2021 and graduate following an in-person module at NYU Shanghai in Summer 2022.

Over their 12 months in the program, they will study the production, application, and understanding of interactive media for creative expression and critical engagement.



NYU Shanghai's **MS in Data Analytics & Business Computing** and **MS in Quantitative Finance** programs, jointly offered with the NYU Stern School of Business, continued their upward trajectory. In May 2021, 86 students in the second cohort graduated, 45 from the MS DABC and 41 from the MS QF. Among the graduating students were eight alumni of NYU Shanghai's undergraduate program. Many have already embarked on careers of distinction, having accepted offers from Bytedance, CICC, CITIC Bank, CTrip, Deloitte, Discover, EY, Huatai Securities, Huawei, JD Finance, Meituan, Orient Securities, and Zhong Ou Fund, among others.

Twelve NYU Shanghai business faculty taught courses for the Class of 2021. The programs also featured corporate engagement with partners such as Accenture, Bain, Beike Financial, BNP Paribas, Danone, Disney, Lian Lian, LVMH, Maersk, Xin Tian Fund Management, and XY Investments, among others. These companies sponsored capstone projects and guest seminars to enrich the students' academic experience.

In June 2021, 107 students enrolled in the programs as the third cohort. These included 43 in the MS DABC and 64 in the MS QF. Due to COVID, the Class of 2022 is beginning their study at NYU Shanghai and will study here through January before transitioning to and graduating at NYU Stern during Spring 2022. For the Class of 2022, Ming Liao and Han Shen Lin have been appointed as full-time professors of practice and capstone directors for the MS DABC and MS QF respectively.

In the past three years, more than 1600 applications have been submitted for admission to the MS DABC and MS QF programs.



NYU Shanghai's **MA in TESOL**, jointly offered with the NYU Steinhardt School of Culture, Education and Human Development, continues to achieve new heights into its fourth year. In Spring and Summer 2021, 19 students in the second cohort graduated. The third cohort, made

up of 12 students, is expected to graduate in May 2022. The fourth cohort, admitted in Summer 2021, consists of 30 students and represents the largest class ever. For the first time, the program will divide into two sections to accommodate the increased population.

TESOL students make up a diversity of backgrounds, hailing from a wide range of local schools, both domestic and international; educational institutions, both public and private; and all levels of English instruction, from kindergarten to high school, adult learners to online platforms. Some notable achievements of NYU Shanghai TESOL graduates are:

- Shi Weihua, MA '20, presented research conducted while a student in the program at the 9th International Conference on English Language Teaching in October 2020. He was also promoted to Deputy Principal of Shanghai East Foreign Language School following his graduation.
- Ling Mei, MA '21, accepted a position as a Chinese language teacher at an international school in Saudi Arabia and has led the establishment of the school's Chinese language curriculum.
- Million So, MA '22, presented lessons learned from the program at the American Chamber of Commerce Shanghai Education Fair in April 2021.

In addition to the accomplishments of its students, the TESOL program co-sponsored for the second consecutive year the National Foreign Language Teaching Competition organized by the Shanghai Foreign Language Press. The program also established internship programs with the Living Word Shanghai Bilingual School and Xuber Education. In addition, TESOL Program Director Kentei Takaya was awarded funding through the Shanghai Eastern Scholar Program to support research, and he was invited by Fudan International School to observe classes and provide feedback throughout the year.



NYU Shanghai's **Master of Social Work** program, jointly offered with the NYU Silver School of Social Work, completed its sixth academic year. In Spring and Summer 2021, 12 students from the program's fifth class graduated.

The program's sixth cohort consisted of 18 students who were based at NYU Shanghai from August 2020 to May 2021. In addition to their on-campus coursework, MSW students completed

thousands of hours of off-campus fieldwork at local agencies and social organizations. These included: Shanghai Real Home Social Service Center, Essential Learning Group, Shanghai Mental Health Center, Shanghai Children’s Medical Center, Shanghai United Foundation, and Shanghai No. 6 People’s Hospital, among many others. Their service exemplifies the university’s steadfast commitment to making a contribution to the social development of Shanghai.

The MSW program is continuing its planning for a one-day conference on healthy aging with NYU Silver, NYU Steinhardt, and the NYU Aging Incubator. Originally scheduled for 2020, the conference is now expected to take place in Spring 2022. The conference is being supported by a grant from the NYU Shanghai Conference Fund. Clinical Associate Professor of Social Work Minchao Jin was awarded two grants from the Narada Foundation and Be Better Education Center to support research. Professor Jin also gave invited presentations at the China Foundation Forum and Zhi Pu Foundation.

Enrollment for the seventh cohort, the Class of 2023, is still in progress at the time of this writing.



Students in all of NYU Shanghai’s joint master’s programs are taught by faculty of both NYU Shanghai and our New York partner schools, and receive New York University degrees, issued in New York, with diplomas that feature the names of both NYU Shanghai and our New York partners. Upon graduation, students in these programs have status as alumni of both NYU Shanghai and our New York partners.

NYU Shanghai Second Annual Master’s Convocation

On May 30, NYU Shanghai held its second annual **Master’s Convocation** celebrating 107 graduates of the Class of 2021 from three of NYU Shanghai’s master’s degree programs – the MA in TESOL, MS in Data Analytics & Business Computing, and MS in Quantitative Finance.

The in-person event featured messages from NYU Shanghai Chancellor Tong Shijun, Vice Chancellor Jeffrey Lehman, Provost Joanna Waley-Cohen, NYU Steinhardt Dean Jack Knott,

and NYU Stern Dean Raghu Sundaram. The event was live-streamed to a worldwide audience. Each graduate's name was read aloud by a member of the faculty and students were able to, for the first time ever, walk across the stage in the NYU Shanghai Auditorium and exchange greetings with Chancellor Tong and Vice Chancellor Lehman.

Student speakers Zhang Yijia, MA '21, and Liu Kun, MS '21, represented the TESOL program and the NYU Shanghai - NYU Stern master's programs. The following graduates received program awards for excellence:

- Excellence in Scholarship in TESOL: Li Ping, MA '21
- Excellence in Service in TESOL: Ling Mei, MA '21
- Excellence in Data Analytics & Business Computing: Shi Hongyue, MS '21
- Excellence in Quantitative Finance: Tan Disheng, MS '21

Members of the Class of 2020 were also given the opportunity to attend and were recognized in the audience during the ceremony.





Doctoral Programs

NYU Shanghai now offers opportunities for PhD study and research in 10 disciplines: **Biology, Chemistry, Computer Science, Data Science, Electrical Engineering, Mathematics, Neural Science, Physics, Sociology, and Transportation Planning & Engineering**. In all of the programs, enrolled students are advised by and work directly with NYU Shanghai faculty, conducting their research on campus, and funded by the NYU Shanghai Doctoral Fellowship program. Upon graduation, students earn a PhD degree awarded by New York University.

Since the first cohort of PhDs was admitted in Fall 2015, total enrollment has grown to 43 students, with 1 in Biology, 8 in Chemistry, 8 in Computer Science, 1 in Data Science, 1 in Electrical Engineering, 3 in Mathematics, 12 in Neural Science, 4 in Physics, 1 in Sociology, and 4 in Transportation. These students are supervised by 22 NYU Shanghai faculty advisors, representing 1/3 of our research faculty.

In January 2021, Sean Welleck became the first NYU Shanghai PhD graduate, from the Computer Science program. He is now a post-doctoral fellow at the University of Washington.

In recent years, NYU Shanghai PhD students have published papers and / or participated in the following academic fora, among many others:

- *Journal of Chemical Physics, International Journal of Modern Physics, Journal of Chemical Theory & Computation, Cerebral Cortex, Physics Review Letters*
- Workshop on NLP for Music and Audio, Conference on Neural Information Processing Systems, International Conference on Machine Learning, International Conference on Quantum Technologies, International Conference on Learning Representations, Conference on Information-Theoretic Cryptography, AAAI Conference on Artificial Intelligence

Research Fellowship Programs

NYU Shanghai hosted 5 research fellows through the **NYU Shanghai Graduate Dissertation Fellowship** and **NYU Provost Office Global Research Initiatives Fellowship** programs.

Fellows consisted of graduate students and faculty from the Washington Square campus who visited NYU Shanghai for various lengths of time, from one semester up to one year. Schools in New York represented by the fellows were GSAS, Steinhardt, Stern, and Tandon.

Research fellows participated fully in academic life at NYU Shanghai, working directly with NYU Shanghai faculty, taking part in seminars, and extending the range of scholarship represented on campus.

Projects this year included: a study on the politics of family and domesticity in China in the immediate aftermath of the War of Resistance Against Japan; research into educational inequalities in China; an analysis of Chinese bond market policy; an examination of design algorithms and tools to help users label text data from both machine learning and visualization techniques; and a dissertation on environmental memories in East-Central European film and media.