



光华管理学院  
Guanghua School of Management

北京大学光华管理学院 学院建设基金捐赠手册  
CONSTRUCTION FUNDS  
GUANGHUA SCHOOL OF MANAGEMENT  
PEKING UNIVERSITY

[www.gsm.pku.edu.cn](http://www.gsm.pku.edu.cn)



## 光华楼介绍

## Introduction Of Guanghua Buildings



Located on the east side of Peking University Hall, Guanghua Building No. 1 was completed in 1997. It mainly serves for the teaching activities of bachelor's, master's, doctorate, MPAcc, MBA programs. Building No. 1 provides venues for various academic research centers, including a national level experimental center and reference library.



Guanghua Building No.2 was unveiled in 2008 and is another milestone in the development of Guanghua School of Management (Guanghua). The building provides venues for senior management education including EMBA and executive education (ExEd) programs, as well as a supportive environment for faculty.

**1997**年  
一号楼投入使用

1997年学院一号楼在北大百周年纪念讲堂东侧落成并投入使用。主要服务于本、硕、博、MBA、MPACC的教学活动，以及为各研究中心提供场地。光华一号楼三层拥有国家级实验教学示范中心，以及涵盖学院所有专业和学科需要的专业资料室。

随着学院规模扩大，2008年投入使用的光华二号楼是学院发展的新标志。光华二号楼主要为EMBA、EXED等中高级管理人员的培训和系统学习提供服务，并为教授提供良好的办公与交流环境。

**2008**年  
二号楼投入使用







Equipped with modernized facilities, Guanghua hosts seminars and conferences for government officials, business leaders, professors and scholars from all over the world.

Guanghua buildings are maintained and updated according to academic and research demands, thereby providing a first-class teaching facility and environment. In Building No.1,an international auditoriumwill be completed in 2014 with an au- dience capacity of 400. In addition, a reference library has been renovated into a 100 student capacity of classroom.



光华楼拥有现代的人性化设计，艺术的人文环境以及先进的通讯、办公、服务、安保等设施。这里是思想与学术的殿堂。每年都有大量的政府高级官员、企业家及学者莅临学院，参与由学院主办的大型国际学术交流及各类研讨活动。

为满足不同需求的教学、科研活动，每年暑期会根据需要对一号楼、二号楼教室进行维护、改造与设备更新。2014年暑期计划在学院一号楼三层南侧新建两间可容纳300-500人的大型多功能厅，三层北侧图书资料室改建两间可容纳100人的平面教室，为学院发展提供一流的教学设施与环境。





## 捐赠计划

“光华同行”捐赠计划，是北京大学光华管理学院发起的一项面向社会各界与校友的公益捐助项目，目的在于汇集校内外各界的爱心和社会资源，建设一个专业的可持续发展的公益平台，不断推动光华管理学院的进步。

## 学院建设基金

### 项目使命

不断完善软硬件设施，让学生拥有更好的学习环境。

### 项目方案

根据捐赠意向与学院需求，为满足日益增长的教学和科研要求，为北京校区和各地分院建筑物或设施提供资助。

## The campaign of walking forward with guanghai

Launched in (year), The Campaign Of Walking Forward With Guanghai is a fundraising plan for the alumni and public. The goal is to build a sustainable platform to promote the development of Guanghai.

## The Guanghai Construction Fund

### Mission

Continuously improve the study/research environment for Guanghai students, faculty, and scholars.

### Proposal

The Construction Fund will allocate fund to improve facilities for campuses in Beijing and elsewhere, in accordance with donor's inclination.

## 捐赠方式

### 冠名捐赠／实物捐赠

海内外各界朋友、各届校友均可以个人名义或团体名义对光华管理学院一号楼和二号楼教学中心冠名赞助。学院也欢迎校友与各界朋友以实物或服务形式支持学院建设。如：设备、电器、艺术品、软件、服务等。

#### 光华管理学院北京校区教学楼冠名捐赠说明

序号	一号楼 教学中心	面积	数量	冠名情况
1.1	阶梯教室（101）	380	1	正寻求冠名
1.2	阶梯教室（102）	300	1	正寻求冠名
1.3	报告厅（201）	145	1	正寻求冠名
1.4	报告厅（202）	240	1	正寻求冠名
1.5	多功能厅（203）	300	1	正寻求冠名
1.6	三层 多功能厅（2013 年在建）	300	2	正寻求冠名
1.7	三层 平面教室（2013 年在建）	300	2	正寻求冠名

序号	二号楼 教学中心	面积	数量	冠名情况
2.1	国际报告厅（102）	300	1	已由阿里巴巴集团出资冠名
2.2	阶梯教室（109、110、111）	180	3	正寻求冠名
2.3	阶梯教室（213）	180	1	已由宝莱金融集团出资冠名
2.4	平面教室（214）	130	1	正寻求冠名
2.5	平面教室（216、217）	65	2	正寻求冠名
2.6	会议室／研讨室（354，459，477，478）	30	4	正寻求冠名
2.7	平面教室（B34、B35）	85	2	正寻求冠名

序号	二号楼 企业家研修院	面积	数量	冠名情况
2.8	VIP 包间	65	3	正寻求冠名
2.9	平面教室（K01，K02，K03）		3	正寻求冠名

## Endowment Method

### Naming rights endowment/ Non-monetary endowment

Donors who make donations to Guanghai Construction Fund have the rights to name classrooms / amphitheatres under their individual names or group/company names. Non-monetary donations are also appreciated such as materials, technical equipment, software, art pieces, and professional services.

#### Naming Rights Sponsorship

##### Guanghai School of Management–Peking University Campus (Beijing)

Sequence No.	Guanghai Bldg No. 2	Area (m2)	Quantity	Sponsorship
1.1	Amphitheatre (101)	380	1	Naming rights available
1.2	Amphitheatre (102)	300	1	Naming rights available
1.3	Lecture Hall (201)	145	1	Naming rights available
1.4	Lecture Hall (202)	240	1	Naming rights available
1.5	Multi-purpose Room (203)	300	1	Naming rights available
1.6	Third Floor, Multi-purpose Room (Under construction)	300	2	Naming rights available
1.7	Third Floor, Classroom (Under construction)	300	2	Naming rights available

Sequence No.	Guanghai Bldg No. 1	Area (m2)	Quantity	Sponsorship Condition
2.1	International Lecture Hall (102)	300	1	Alibaba Group sponsored
2.2	Amphitheatre (109, 110, 111)	180	3	Naming rights available
2.3	Amphitheatre (213)	180	1	Bora Financial Group sponsored
2.4	Classroom (214)	130	1	Naming rights available
2.5	Classroom (216, 217)	65	2	Naming rights available
2.6	Conference room / seminar room (354, 459, 477, 478)	30	4	Naming rights available
2.7	Classroom (B34, B35)	85	2	Naming rights available

Sequence No.	Guanghai Bldg No. 1/ Comprehensive Building	Area (m2)	Quantity	Sponsorship Condition
2.8	VIP room		3	Naming rights available
2.9	Classroom (K01, K02, K03)	65	3	Naming rights available

捐赠受益

命名权利：

捐赠达到一定额度，可以根据捐赠者意愿，为定向基金或基础设施命名。  
 如，阿里巴巴报告厅，宝莱金融讲堂等

宣传机会：

在征得捐资企业和个人的意见后，捐赠者的姓名和捐助行为将出现北京大学光华管理学院的以下媒介中，展示捐赠者对管理教育的支持与寄望

- 在学院网站上开辟专栏
- 对其进行专访，并在学院官方刊物《光华校友通讯》上进行登载，表彰捐资的善举，激励更多的人参与学院共同发展
- 将在北京校区及上海、西安、深圳等分院捐赠墙上永久镌刻捐赠企业标识或个人姓名。

其他权益：

- 优先享用学校、学院的教学、科研等优质资源，优先享有开展相关合作的权利
- 获邀出席学院行业论坛和活动
- 获邀为光华 MBA、EMBA、EXED 校友进行客座演讲
- 获得校友杂志《光华校友通讯》的宣传及优惠广告机会
- 获得光华各类宣传资料、互联网站以及各类杂志的推广机会
- 获邀出席光华 EMBA、EXED、MBA 公开课
- 优先招聘本硕博、MBA 毕业生
- 优先开展项目、著作、案例等合作研究
- 优先优价租用学院校园设施
- 其他校友服务

Donor Privilege

Naming Rights:

Donors assume the naming rights of the construction fund and other facilities when donations reach the respective amount, in accordance with donor's inclination.

Publicity Opportunities:

**Donor Name Publication Donor's name and donation details will be recorded in the following platforms:**

- Guanghai publications: interview/special column in Guanghai Alumni magazine and so forth.
- Permanently engrave your company's logo and/or donor's name on the donation wall of the Beijing, Shanghai, Shenzhen and Xi'an campuses.
- Donor named classrooms will be indicated on each floor of Guanghai building.

Other Rights:

- Privilege of Guanghai Resources
- Access to Guanghai's teaching and research resources
- Access to top industry forums and conferences
- Access to Guanghai's MBA, EMBA and ExEd public courses
- Guest speaker invitation for MBA, EMBA, and ExEd events
- Advertising/promotion privilege on Guanghai publications/ website
- Priority services in recruiting Guanghai's students, including undergraduate, master, PhD and MBA students.
- Priority in company case study, research and publication cooperation
- Privilege in campus facility rentals
- Alumni services

因思想 而光华



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