



2015-2016

Bachelor Program of Business Administration

English Delivered



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About Shanghai University

- **Established in 1922**
- **A member university of the national project 211**
- **A research-intensive and comprehensive university**
- **Faculty and Staff (2014)**
 - 5,300 in total including
 - 11 Academicians, 543 Professors, 924 Associate Professors
- **Students (2014)**
 - 35,217 in total including
 - 23,036 Undergraduates, 12,181 Graduate Students
 - 3,896 International Students
- **Rankings (Among 1129 universities in China)**
 - 20th Research funding
 - 30th Publication
 - 20th Patents
 - 17th International Students
 - 20th Chinese university and 91st Asian university by QS



About CIE

College of International Exchange (CIE)

College of International Exchange (CIE) is an important window showcasing the cooperation and communication between Shanghai University and the international communities. It enrolls, manages and serves all the international students. It is dedicated to the teaching and research of Chinese language and culture as well as the coordination for the affiliated Confucius Institutes abroad.



About the Program

1. Training Objectives

The BA Program of Business Administration (BBA) aims to cultivate students with high moral, good knowledge and innovative spirit. Our students will be suitable for all kinds of enterprises engaged in marketing, marketing management, senior international corporate marketing and global marketing.

2. Requirements

- 1) Mastered the necessary computer skills.
- 2) Have certain analytical ability, creativity and decision-making ability.
- 3) Desired to learn the economic theory of economics, business management, marketing and international business
- 4) Have some basic knowledge about Chinese culture, politics, economy and history would be better.

3. Core Courses

Microeconomics	China Economic Introduction
Macroeconomics	Consumer Behavior
Principles of Management	Distribution Strategy
Principles of Marketing	Sales and Customer Relationship Management
Financial Accounting	Integrated Marketing Communication
Global Marketing	

4. Advantages and Strengths

Our faculty consists of 38 full-time members, including 10 professors and 12 associate-professors. More than 90% of the staff has Ph.D. degrees in the related fields and 50% had the experiences of study or research abroad as Ph.D. candidates or researchers. Furthermore, more than twenty reputable professors from outside Shanghai University work part-time to collaborate with both the teaching and researching staff.

This major is based on Marketing and Management Studies. Graduates should manage at least one foreign language, computer skills, Merchandise sales, market research and forecasting, business negotiation, marketing planning, E-commerce applications, marketing and management skills.

5. Career Plan

The graduates of SHU BBA are recruited into challenging roles, in a broad range of industries. Some of them choose to stay in China and some return to their own countries and work for the companies which have trading business with China. Generally speaking, they can be engaged in the areas like consulting, finance, accounting and marketing.

6. Admission Process

1) Admission Requirements

- English proficiency: TOFEL 80 or IELTS 5.5
- Aged 18 to 40

2) Documents for Application

- Submit an application on the website: www.apply.shu.edu.cn
- High school diploma, grade reports
- English proficiency certificates TOFEL or IELTS

No requirement for applicants:

- English as native language;
- English as official language;
- Graduated from high school in English countries

- A Photocopy of the Passport
- RMB 500 Yuan or USD 80 dollars of application fee

3) Deadline for Application:

Before the end of June

7. Tuition

RMB 29,800 per year (paid yearly and no installments). Payment methods can be found at <http://www.apply.shu.edu.cn/sys/web/Admissions.asp?id=5>

8. Termination of Graduate Study

A student who fails to meet the above requirements may be recommended for termination of graduate study. The termination procedure complies with the University Policies.

9. University Calendar

1) Quarters (Three 10-week long quarters and one 4-week summer quarter)

- 1st quarter, September to November
- 2nd quarter, December to January
- 3rd quarter, March to June
- 4th quarter, June-July

2) Vacations & Holidays:

Winter vacation, January to February for 1 month at most (including Spring Festival, varied according to Chinese Lunar calendar)

Summer vacation, July to August for 2 months at most

National Day, October 1st to 7th

May Day, May 1

New Year Holiday, January 1

Qingming Festival, April 5

Duanwu Festival, 1 day in Mid-June

Mid-Autumn Festival, 1 day in Mid-September