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上海  
大学

SHANGHAI  
UNIVERSITY

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2015

# PROSPECTUS FOR DBIC CREDIT PROGRAM

Upon your mind, open your china's business







*top shot of the campus*

# I About SHU

Shanghai University is one of the major universities in Shanghai directly under the jurisdiction of the Municipal Government and one of the 100 key institutions of higher learning the Chinese Central Government gives full support in the 21st century. Founded in October 1922, Shanghai University has developed into a comprehensive university with a variety of disciplines including sciences, engineering, liberal arts, history, law, fine arts, business, economics and management. Shanghai University has 28 schools and 2 independent departments, with 68 undergraduate programs, 131 master programs, 17 engineering master programs, 35 Ph.D programs, 13 post-doctoral programs and 1 MBA program. There are currently more than 2700 full-time faculty members and 43000 students.

# I About 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.



## | What You Will Gain

China's fast growth and its integration into the world economy create opportunities for international business but foreign companies also face the challenge of adjusting their way of doing business in China. To thrive in doing business in China, understanding the changing and complex market environment, the country's policy making as well as Chinese language and culture is crucial. This program is designed to provide students with a multi-dimensional understanding of China Business.

This well-tailored, multi-disciplinary program focuses on all specific areas relevant to doing business in China. With relevant theories and up-to-date practical applications, the program aims to equip students with systematic knowledge of business practices and the ability to analyze changes in government policies and regulations that affect business operations in China.

## | Special Features

The program is offered by the Faculty of Institute of Economics, Institute of Foreign Languages, and College of International Exchange at Shanghai University. It covers the economic, social, legal, cultural, political, management, and financial aspects of China. The curriculum includes Chinese language study for international students and Chinese culture and cross-cultural study for all students.

## | Company Visits

Besides, students will acquire valuable insights of the region's business environment and practices through a customized selection of company visits. Our company partners include such renowned global players as Fortune Global 500 and China's most competitive iron and steel enterprise, Baosteel Group Corporation; Coca Cola, global leader in the fast-moving consumer goods industry; Volkswagen Group China, the largest, earliest, and the most successful joint venture in China's automotive industry and a local company.



# Course Description

## 1. Marketing Strategy (5 Credits)

This course mainly combines the lecture and tutorial of case study to qualify students with the capacity of analysis and application of the marketing theories. This course enable the student to make marketing strategy decision in a professional way. This subject introduces the basic elements of the marketing management process used by modern companies. It incorporates analyzing marketing strategy planning, including how to analyze the market environment, conduct market research, evaluate consumer markets, understand consumer and business buyer behavior, and segment markets. It also provides the basis for developing marketing strategy by analyzing target markets, and issues of pricing, distribution, product planning, and promotion.

## 2. Finance (5 Credits)

This course mainly combines the lecture and tutorial of case study to qualify students with the capacity of analysis and application of the financial issues.

- Understand the role of a CFO in a company
- Understand the concepts of Risk and Rates of Return and Financial Markets
- Understand the process of assets management
- Solve the problems in Financing, Investing, and Operating activities by the financial tools.
- Understand the firm's financing mix.
- Understand the Cost of Capital and Financial Structure and Dividend Policy
- Practice the financial statements analysis





### **3. Communication Skill (5 Credits)**

The course aims to have a basic understanding of the communication process models, understand both theoretically and practically the principles of effective communication, demonstrate the ability to participate productively in group discussions and team projects with a focus on language appropriate for tutorial situations, know why and how to analyses the reader when composing professional documents and demonstrate the ability to deliver effective oral presentations. Accomplishment of the above objectives will equip students with professional communication skills necessary for further tertiary education. This course covers topics in understanding the listening process, effective listening skills, active listening in various formal situations, note-taking strategies, applying note-taking skills to various tasks, transcribing from notes and writing up of listening tasks, reviewing discussion and oral presentation skills, guidelines for working in groups, principles of effective business writing, report writing process, business presentation.

### **4. Asian Economics (5 Credits)**

The objectives of the course are to enable each student to get the basic framework of some Asian countries and area's economics. The simple history, the politic system, the economic environment, and the basic economic systems of 10 main Asia countries and area, such as Japan, South Korea, HK, Singapore, Thailand, India, Taiwan, Mainland of P. R.China, Malaysia, Indonesia are introduced. Some basic economic data are compared among those countries and area. In the Asian economic course, the student will understand the different Asia countries or areas are experiencing different economic increasing models. Different views and points are encouraged in the class discussion.

### **5. E-Commerce (5 Credits)**

Through the study, students can understand the principles, development process an characteristics of E-commerce, and the new competition brought by E-commerce. The 21st century will be an era of e-commerce development. How to face e-commerce manners and learn adapting demand of numerical information economy, participating in the international competition of the e-commerce era are the requirements of this course. Its concrete contents include: the development of e-commerce, the social environment and technology environment of e-commerce, the move manners of e-commerce, e-commerce marketing, the applications, the law system, the standards, the practice and the example of e-commerce.



## **6. Tourism Management-Principles and practices of tourism in China (5 Credits)**

This course provides an introduction to the study of tourism, where tourism is examined from the perspectives of a phenomenon, an industry and as a field of study or research. As a phenomenon, the major factors that contribute to its development, growth and decline both in the world and in China are analyzed. As an industry, the course looks at the various sectors (tour operators, hotels, tourist attractions, transportation companies) that comprise the tourism system and how they interact with each other. As a field of research, major tourism theories are introduced. Basic definitions and concepts relating to tourism's political, environmental, economic and cultural impacts are also discussed. The course will spend much time to discuss cases in China in order to make international students have better understanding about tourism practices in China from the above three perspectives.

## **7.Event Management (5 Credits)**

The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with a special focus on case studies of the events in P.R. China in recently years.

## **8. Chinese Business & Enterprises (5 Credits)**

This course introduces Chinese business background, business model and business operation to students so that they could have a basic overview and understanding of Chinese business and enterprises. Topics mainly focus on Chinese business background, Chinese-enterprise history, Chinese enterprise business model, the introduction of Chinese well-known enterprise-case study, how to start a business in China etc.

## **9. Culture in Contemporary China (5 Credits)**

This course is intended to provide an overview of business in contemporary China, addressing topics in economic reform in China, joint venture and wholly owned foreign investment law and practices, an overview of Shanghai as a financial banking, and manufacturing and commercial center, international trade, and economic law in China. In addition, this course will examine Chinese history, contemporary society, and the role of philosophy, religion, and education in Chinese life in order to put business in China in a cultural and historical perspective. This overview introduction to Chinese culture, history and society provides vital background information to put the current dynamic socioeconomic change and rapid business development in modern China in context.



## 10. Chinese Language (5 Credits)

This course is designed to improve the students' abilities in listening, speaking, reading, writing and translating according to the students' Chinese levels. For the beginning level, it acquaints students with basic phonetics, minimum vocabulary for everyday conversation, and elementary knowledge of Chinese grammar. The students also practice Chinese character writing. The course stresses listening and speaking practice while providing an overall grounding in elementary Chinese including reading and writing. It aims at laying a preliminary foundation for the learner to make further studies of Chinese language. For the advanced level, it enables students with comprehensive Chinese language listening, speaking, reading and translating abilities.

### | Tuition

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- 10 optional English-taught courses
- Accidental insurance (which will cover their stay in China for 3 months)
- 1 day Shanghai city tour
- 2-day field trip to Suzhou & Hangzhou city
- 1-2 Company visits
- 1-2 related lectures or seminars per month
- Various social & cultural activities

### | Duration

- 11 weeks (10 weeks taught courses, 1 week for exam)
- Timetable for 2015 Spring session:  
March 25, 2015, 9:30am for orientation and registration  
March 26 — June 5, 2015 for study and from June 8 to June 12, 2015 is for exam
- Timetable for 2015 Autumn session:  
September 11, 2015, 9:30am for orientation and registration  
September 14 — November 27, 2015 for study and from Nov 30 to Dec 4, 2015 is for exam (To be determined)







*apply online*

## Two ways to apply:

1. Submit online application (Recommended):  
<http://www.apply.shu.edu.cn/sys/Student.aspx/StuRegister.aspx>
2. E-mail the PDF format application documents to  
[apply3@oa.shu.edu.cn](mailto:apply3@oa.shu.edu.cn)

\*Please avoid using G-mail as your contact E-mail because it's unstable in China.

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