

DBIC 线上学分项目 DBIC ONLINE CREDIT PROGRAM

--- To Explore China, to Start Your Business

上海大学 About Shanghai University

上海大学始建于1922年，是上海市属、国家“211工程”重点建设的综合性大学，上海市人民政府与国家教育部共建高校，上海市首批高水平地方高校建设试点，教育部一流学科建设高校。

2019 QS排名位列中国大陆高校第16位。

上海大学学科门类齐全，涵盖哲学、经济学、法学、文学、历史学、理学、工学、管理学、艺术学等学科门类。

学校现有超过4万名学生。其中在校国际学生4530名，来自全球150多个国家。不同语言、不同肤色的学生，在这里愉快地学习。

Shanghai University is a member university of Project 211, co-sponsored by the Ministry of Education and Shanghai Municipality and is a research-intensive and comprehensive university. Shanghai University has 26 colleges and 2 independent departments, covering a wide range of disciplines: natural science, engineering, literature, history, philosophy, economics, law, management, art, etc.

There are more than 40000 full-time students in Shanghai University, including 20448 undergraduates, 16954 postgraduates and 4530 international students from more than 150 countries.

项目目标 What You Will Gain

中国的快速发展及融入世界经济为国际商务创造了机遇。同时，外企面临着调整在华经营方式的挑战。因此，为了在中国成功经商，更好地了解不断变化且复杂的市场环境、国家政策的制定以及中国语言和文化尤为重要。本项目刚好为学生多维度地了解中国商业提供契机。

鉴于当前全球疫情形势，上海大学推出了DBIC线上学分项目，以满足当前国内外国际学生的不同需求。

China's rapid development and its integration into the world economy have created opportunities for international business. At the same time, foreign companies face the challenge of adjusting their way of business operation in China. Therefore, it is crucial to know better about the changing and complex market, policy making of China as well as Chinese language and culture in order to successfully do business in China. This program is just designed to provide students with a multi-dimensional comprehension of Chinese Business.

Online Credit Program to meet the different situations and needs of international students currently in China and abroad.

项目特色 Program Features

- 线上教学：在线上直播课程中，教师及时追踪掌握学生学习进度并提供反馈和指导意见。

Distance Teaching: Teachers track each students' progress and provide feedback and guidance in live stream class.

- 专业的教授和讲师全英文授课

English-delivered courses by professors and lecturers.

- 学分证明与结业证书

Transcripts and certificates of completion will be issued to students who successfully complete the course.

学习期限：11周 Duration (11 weeks)

- 秋季学期（每年略有调整）9月21日-12月4日

Fall Semester (subject to change): September 21- December 4

线上英文授课课程 Online English-delivered Courses:

课程名称 Courses	学分 Credits
1. 市场营销战略 Marketing Strategy	40 class hours, 5 ECTS Credits
2. 金融 Finance	
3. 电子商务 E-Commerce	
4. 中国企业 Chinese Business & Enterprises	
5. 跨文化商务沟通 Intercultural Business Communication	
6. 中国文化 Chinese Culture	
7. 基础商务汉语 Basic Business Chinese	80 class hours, 5 ECTS credits

Class Form: We will e-mail you the webpage, account name, and password of the class platform.

一、申请信息Application

1. 申请截止日期

秋季学期：8月21日

Application Deadline

Fall Semester: August 21

2. 申请材料 Application Materials Required:

➤ 护照复印件 Passport Copy

3. 申请资格 Requirements for Applicants:

年龄在18-45岁之间的学生或公司工作人员；有中英文语言基础；外籍非中国护照；高中以上学历。

Students or company staff between 18-45 years old; possess Chinese and English language foundation; foreigners with non-Chinese passports; High school graduated or above.

4. 申请流程Application Procedures:

第一步：登录上海大学网上申请系统(www.apply.shu.edu.cn)；

点击Apply now，用邮箱注册账号登录。

第二步：选择非学历项目-英文授课学分项目-DBIC Online Credit Program

第三步：上传材料，提交申请。

第四步：支付报名时，选择到校支付。

第五步：电子offer将在五个工作日内发送完毕。请在收到电子offer后点击确认offer，完成申请。

Step 1: Apply via www.apply.shu.edu.cn. Click “Apply Now” and sign up with your email address.

Online Credit Program.

Step 3: Upload materials and submit applications.

Step 4: Select “Pay at school” when choosing “Pay application fee” in the system.

Step 5: Admission notice will be sent via Email within 5 working days. Please confirm your admission notice to complete your application.

二、线上项目费用 Online Program Fees

基本费用（计价单位：人民币，按每人计算）

Basic Package (Prices are quoted in CNY per person)

项目总费用 Program Fees	明细 Details
学费 12500 元 Tuition (CNY 12500)	<ul style="list-style-type: none">● 7 门英文授课课程 7 English-delivered Courses● 其他相关讲座与研讨会 Related Lectures or Seminars

备注：所有学生需在8月28日前支付学费，并将转账凭证发至 huangxin29@shu.edu.cn

Note: All the students should finish the payment before August 28, 2020, and send your receipt to huangxin29@shu.edu.cn

三、汇款信息 Bank Account Information

外币汇款

收款人名称：上海大学

收款人帐号：98211454800000228

收款人开户银行名称：上海浦发银行静安支行

(SWIFT NO.SPBCNSHXXX)

人民币汇款

帐号：033584-00801000968

开户行：农行闸北支行共和所

For Foreign Currency such as USD, JPY

Beneficiary's Name: Shanghai University

Beneficiary's Account No.: 98211454800000228

Beneficiary's Bank Name:

Shanghai Pudong Development Bank, Jingan Sub-branch, Shanghai, P.R.China

(SWIFT NO.SPDBCNSHXXX)

For CNY

Gonghe Sub-Branch, Zhabei District,

Agricultural Bank of China, P.R.China

Account No.: 033584-00801000968

Beneficiary: Shanghai University

- **请注意，以上银行信息永久有效。任何邮件要求您更改付款银行可能为虚假邮件。如有发生，请立即停止付款并联系项目负责人。**
- **Please note that the banks above are the permanent accounts and safe. Any emails asking you to switch to other payment accounts can be fake messages. Please DO NOT transfer and contact the coordinator as soon as possible.**

四、联系信息 Contacts

地 址Address: 上海市静安区延长路149号

No.149 Yanchang Road, Jing'an District, Shanghai, China

电 话TEL: 0086-21-56337514

邮 件E-mail: huangxin29@shu.edu.cn

主 页Homepage: <http://www.apply.shu.edu.cn>