

# PROSPECTUS FOR **Doing Business in China(DBIC)**



# 2024

*To Explore China, to Start Your Business*

---

## 上海大学 About Shanghai University

上海大学是上海市属、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。

上海大学学科门类齐全，涵盖哲学、经济学、法学、教育学、文学、历史学、理学、工学、医学、管理学、艺术学、交叉学科等学科门类。

学校现有超过 4 万名学生,其中在校国际学生 2837 名，来自全球 150 多个国家。

Shanghai University (SHU), is a member University of Project 211 and a leading comprehensive university co-sponsored by the Ministry of Education and Shanghai Municipality. It is among Shanghai's first pilot programs of high-level construction of local university.

SHU offers a wide range of disciplines, covering philosophy, economics, law, education, literature, history, natural science, engineering, medical science, management, art, multi-discipline, etc.

There are more than 40,000 full-time students in Shanghai University, including 2,837 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。

该项目为学生专属定制，融合多学科，专注于与在中国经商的特定领域，旨在通过相关理论学习和最新的实践应用，使学生具备系统的商业实践知识和分析影响中国商业运营的政府政策法规的能力。

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 to successfully do business in China. This program is just designed to provide students with a multidimensional comprehension of Chinese Business.

This well-tailored, multidisciplinary program focuses on 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.

## 项目特色 About the Program

- 专业的教授和讲师全英文授课，内容多元，涵盖中国经济、社会、法律、文化等方面。

English-taught courses by professors and lecturers. It covers economic, social, legal, cultural and financial aspects of China.

- 量身定制的公司参访，让学员深入了解上海地区的商业环境和发展趋势。我们的合作伙伴包括世界500强企业和中国最具竞争力的钢铁企业宝钢集团公司，全球快速消费品行业的领导者可口可乐公司以及中国汽车行业最大、最早的最成功的合资大众集团等。

**Customized selection of company visits to help you acquire valuable insights of the region's business environment and practices.** 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 etc.

- 丰富多彩的文化参访和交流体验活动带你感受上海现代化国际大都市的繁华、领略“上有天堂 下有苏杭”的独特魅力。

Varieties of cultural visits & exchange activities to explore the spirits of modern China city represented by Shanghai and feel the charm of “Heaven above, Suzhou and Hangzhou below”.

- 协助申请实习签证

Students from partner institutions could do internship after the study in related field which helps students have a better understanding of China. College of International Education assists in internship visa application.

- 提供学时证明与结业证书（参加项目的学生需确保所选择的课程和学分等能被你的大学接受）

Transcripts with class hours and certificates of completion will be issued to students who successfully complete the course. *(Students participating in the programme need to ensure that the courses, credits chosen can be accepted by your university.)*

**学习期限：13周 Duration (13 weeks)**

➤ 春季学期（每年略有调整）：3月18日—6月14日

Spring Semester (subject to change): March 18- June 14

➤ 秋季学期（每年略有调整）：9月9日—12月6日

Fall Semester (subject to change): September 9- December 6

**可选的英文授课课程 Optional English-taught Courses:**

课程名称 Courses	学时 Class hour <i>*45minutes for 1 class hour</i>
1. 市场营销战略 Marketing Strategy	40 学时/门 40 class hours per course
2. 金融 Finance	
3. 电子商务E-Commerce	
4. 中国企业 Chinese Business & Enterprises	
5. 中国与全球化 China and Globalization	
6. 中国文化 Chinese Culture	
7. 跨文化商务沟通 Intercultural Business Communication	
8. 亚洲经济Asian Economic	
9. 会展管理 Event Management	
10. 基础商务汉语 Chinese Language-Beginner	80 学时 80 class hours

**一、申请信息 Application**



---

## 1. 申请资格 Requirements for Applicants:

- 持有外国有效护照，年龄18周岁或以上-45；高中毕业或以上学历。

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.

- 英语水平须满足以下任一条：

雅思（A）成绩6.0分以上(含)或托福成绩80分以上(含);或其他国际认可的英语水平考试达到相当分数，并提交成绩证明；

英文为母语或官方语言；或在以英语为母语的國家获得过学历证书。

English proficiency:

IELTS (A) 6.0 or TOEFL IBT 80 or above;

Other internationally recognized English proficiency tests with scores of the same level and provide proof of certificates;

The following types of applicants are exempt from taking the TOEFL or IELTS:

Native speakers of English;

The previous degree is fully taught in English.

## 2. 申请截止日期

春季学期：2024年1月12日

秋季学期：2024年7月7日

### Application Deadline

Spring Semester: January 12, 2024

Fall Semester: July 7, 2024

## 3. 申请材料 Application Materials Required:

- 护照复印件 Copy of Passport
- 学习计划 Study Plan

- 
- 语言能力证明 Language Proficiency Certificate
  - 经济担保证明 Statement of Financial Support
  - 最高学历毕业证 Highest degree diploma

#### 4. 申请流程 Application Procedures:

第一步：登录上海大学网上申请系统 (<https://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—英文授课项目-DBIC Program

第三步：上传材料，提交申请。

第四步：在线支付500元报名费。

第五步：请在收到电子offer后点击确认offer，完成申请。录取通知书将在15个工作日内寄出。

**备注：如选择到校支付报名费，您的录取材料将不被邮寄，需来校自取。**

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

Step2: Select the “Non-degree Program” - “English-taught Program” - “DBIC Program.”

Step 3: Upload materials and submit applications.

Step 4: Pay application fee online(recommended)

Step 5: Please confirm your e-admission notice to complete your application. Admission notice will be sent within 15 working days.

*Note: If you pay application fee by cash, your admission materials will not be mailed and you need to pick up them by yourself.*

#### 二、项目费用 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 Fee	费用Contents	明细Details
16500元 CNY 16500	报名费500元 Application Fee (CNY500)	签证材料，校园参观，学生卡制作等 Visa documents; Campus tour; Student ID card making.
	学费13200元（4门课程） Tuition (CNY13200) for 4 courses <i>Note: CNY 3300 per extra course</i>	<ul style="list-style-type: none"> <li>● 10门可选修的英文授课课程</li> <li>10 Optional English-taught Courses</li> </ul>
	活动费 2800元 Activities(CNY2800)	<ul style="list-style-type: none"> <li>● 2家全球500强公司参访</li> <li>2 Global 500 Company Visits</li> <li>● 1次企业家座谈会</li> <li>1 Entrepreneur Symposium</li> <li>● 上海市内游</li> <li>Shanghai City Day Tour</li> <li>● 苏杭二日游</li> <li>2 Day Field Trip to Suzhou &amp; Hangzhou City</li> </ul>
- 住宿（可选）：上海大学提供校内单人间住宿，140元/天。 Accommodation (Optional): Shanghai University provides single rooms in campus dormitory (CNY 140 p.p.) for students.		
- 保险（可选）：400元/学期 Insurance (Optional): CNY 400 per semester		
所有的海外学生在中国期间都必须投保。一学期的学生可以在你的国家购买海外保险，并到校时递交复印件。或者您可以选择购买“来华人员综合医疗保险保障计划”（ <a href="http://en.lxbx.net/article/baoxian-61.html">http://en.lxbx.net/article/baoxian-61.html</a> ），该计划将为您在华停留提供保障。		
<i>All the international students are required to have insurance during their stay in China. You can buy overseas insurance in your country and bring it to us when you come. Or you can choose to buy “Comprehensive Insurance &amp; Protection Scheme for Foreigners Staying in China”( <a href="http://en.lxbx.net/article/baoxian-61.html">http://en.lxbx.net/article/baoxian-61.html</a> ),</i>		

---

*which will cover your stay in China.*

**备注 Notes:**

所有学生需在2024年1月19日前（春季学期）/2024年7月14日（秋季学期）支付学费，并将转账凭证发至[huangxin29@shu.edu.cn](mailto:huangxin29@shu.edu.cn)

***All the students should finish the payment before January 19, 2024 for 2024 Spring Semester/July 14, 2024 for 2024 Fall Semester, and send your receipt to [huangxin29@shu.edu.cn](mailto: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.SPDBCNSHXXX)

**人民币汇款**

帐户名：上海大学

帐号：033584-00801000968

开户行：农行闸北支行共和所

\* 请不要在境外向此账户汇款人民币.

**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

\*Please do not remit RMB to this account overseas.

**四、联系信息 Contacts**

联系人Contact person: Ms. HUANG Xin

地址Address: 上海大学延长校区，上海市静安区延长路149号。

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

电话TEL: 0086-021-56331888

邮件E-mail:huangxin29@shu.edu.cn

网站Website: <https://apply.shu.edu.cn>

**Course Description**

**1. Marketing Strategy**

---

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 enables the student to make marketing strategy decision in an 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**

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. E-Commerce**

Through the study, students can understand the principles, development process and 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 examples of e-commerce.

---

#### **4.Chinese Business & Enterprises**

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.

#### **5.China and Globalization**

This course, based on the cases, special events and experiences, from the historical and synchronic perspectives, interprets China's politics, economy, society and culture in the global context, and presents the contributions China has made to the world economy as well as the challenges China is facing in the global age. Through lectures, readings, videos, presentations and discussions, students will learn the fundamental knowledge about China. Taking a global perspective on the China issues, the course helps them form an objective perception about China, thus enhancing the intercultural communication. This course may benefit other international courses such as international trade, business, laws, and Chinese language and culture.

#### **6.Culture in Contemporary China (Chinese Culture)**

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.

#### **7. Intercultural Business Communication**

The course is designed to help students understand the main cultural issues that must be taken into account when doing business in a multicultural setting. To this end, the course provides students with a basic understanding of the invisible cultural differences in values and norms, communication patterns, way of thinking, negotiation strategies and management styles. Besides this, this course prepares students to be ready for cultural differences or cultural conflicts they will encounter when working with people from different cultures in their future so that students will learn how to communicate with people from different countries, how to adapt to different cultural

---

environments, how to do business in a new culture, how to avoid, diagnose and resolve cultural conflicts in the workplace. Therefore, the major objective of this course is to develop students' intercultural communication competence, which is a required skill for all professionals in the 21st century.

This is a case and interaction - oriented course with examples and cases primarily from the instructor's hands-on experience as an intercultural researcher, trainer and consultant for global companies, like Media Market failure in China, Best Buy failure in China, Geely- Volvo acquisition, Shanghai Auto acquisition of Korea Sangyong motors, Lenovo- IBMPC acquisition, TCL acquisition failure, Daimler Chrysler acquisition, etc.

### **8. Asian Economic**

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 10main 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.

### **9. Event Management**

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.

### **10.Chinese language- Beginner**

This course is designed to improve students' abilities in listening, speaking, reading, writing and translating while gaining essential cultural understanding. Emphasis is placed on the contemporary usage of business language and related business culture. For the beginning level, it acquaints students with basic phonetics, minimum vocabulary for everyday conversation, and elementary knowledge of Chinese grammar. Students will also develop the following business language skills that are applicable to commercial activities or interest. The ability to understand the basics of the Chinese economic environment, as well as, rules for business performance, trade, investment, cooperation and management of enterprises