



2020

**SILC Online
Winter School**

November 23rd to December 4th





**Prepare yourself
for the world's most dynamic market,**

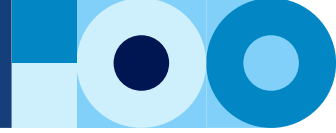
**Learn about Shanghai and China,
and
Have a great time!**



About Our Programme

The aim of the SILC online winter school is to provide you with the first-hand economic, cultural and social experience of Shanghai, China. The topic of 2020 SILC Winter School is Doing Business in China - Creative Cultural Art Industry. The business lectures and case studies, visits to art schools, and workshops with entrepreneurs will ensure you have a good understanding of the whole value chain of the creative cultural art industry in China. Also, the Chinese traditional cultural activities and the basic Chinese language learning will help you understand what the real China is.

The program will start from Nov 23rd to Dec 4th. Lectures and workshops are scheduled at convenient times based on wherever your location is.



Diversified online teaching approaches

Chinese language and Chinese culture classes: live streaming

City tour: recording

Business courses: live streaming and recording

Chinese language and Chinese culture classes will be conducted through live streaming, and you will interact with the teacher in real time through the Zoom platform. In the city tour, you will follow the footsteps of the SILC anchor, go deep into the streets of Shanghai, and experience the unique charm of Shanghai culture. In the DBIC course, you will learn business theories and cases through our carefully recorded videos. In addition, you will have face-to-face communication with the inheritors of intangible cultural heritage, professors of the Shanghai Academy of Art and Design, and entrepreneurs through live streaming.

Mentor and one-to-one buddy scheme

A member of SILC International Office acts as your mentor and assists you throughout this winter school. Each visiting student is also allocated with an individual Chinese student of SILC, who acts as your “buddy”. Your buddy will help to enhance your understanding of the language and culture, providing support whenever you may need it.

A vibrant cultural blend of East and West

China is immensely proud of its traditional culture as well as its dynamic economy. In this two-week programme, we will offer a range of experiences including: paper cutting, Sichuan Opera and martial arts. There will be a variety of virtual tours to scenic spots to show you the city of Shanghai with its vibrant cultural blend of East and West.



Immersed experience for Doing Business in China

Through workshops with entrepreneurs, you will discover the challenges that Chinese companies are currently facing, and get inspiration for innovation and entrepreneurship from the perspective of blending Chinese and Western cultures. After fully learning the DBIC theory of service innovation and its business model construct with case studies taught by SILC professors, you will team up with Chinese students to visit the representative spots of Shanghai Style culture to explore the charm and modernization which traps in the intangible heritage. Besides, you will observe the whole process of how the intangible cultural heritage products are modernized and commodified, which help you understand the key to innovation and entrepreneurship that has taken hold in the creative cultural art industry of China. Finally, you will present the group’s business plan, which may become a solution for the case company, or your group project may become a case company in the future.

Certificate and transcript

On completion of SILC online winter school, you will be awarded a Winter School Certificate and an official transcript from SILC, Shanghai University.

Application Deadline

October 31st, 2020.

Applications received after this date will only be considered if places are still available.

Levels and Prerequisites

All courses offered are equivalent to introductory level university courses. They have no specific pre-requisites.

What do we need from you?

- ★ Completed application form
- ★ Proof of your English language proficiency
(if your first language is not English or if English is not the language of instruction at your school)
- ★ A copy of your passport photo page

Program Fees

USD 200 for students from partner universities

Payment Methods

Once accepted into the programme, an offer letter and a fee invoice will be sent to applicants. The programme fee is payable once the formal offer has been made. The deadline for payment is Nov. 9th, 2020.

Contact Us

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