

# 2021

## SILC Online Summer School

June 28th to July 9th





**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 summer school is to provide you with the first-hand economic, cultural and social experience of Shanghai, China. The topic of 2021 SILC Summer School is **Doing Business in China - Creative Culture Art Industry**. The business lectures and case studies, 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 June 28th to July 9th. Lectures and workshops are scheduled at convenient times based on wherever your location is.

# Programme Attractions

## Diversified online teaching approaches

Chinese language and Chinese culture classes: live streaming  
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 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 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 summer 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 taste of traditional Chinese culture

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: tea art and martial arts.



## 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 of 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 commoditized, 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

On completion of SILC online summer school, you will be awarded a Summer School Certificate from SILC, Shanghai University.

# 2021 SILC Online Summer School Timetable

## Week 1

Date	Day	Time	
Jun. 28	Mon.	<b>2:00pm-2:30pm</b>	<b>3:30pm-4:30pm</b>
		Ice-breaking Orientation	DBIC 1: Workshop with Entrepreneurs
Jun. 29	Tue.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Basic Chinese 1	DBIC 2: Theories and Case Studies
Jun. 30	Wed.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Basic Chinese 2	DBIC 3: The Intangible Cultural Heritage in China- History and Stories
Jul. 1	Thu.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Basic Chinese 3	DBIC 4: The Cultural and Creative Products in China
Jul. 2	Fri.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Basic Chinese 4	DBIC 5: Teaming Up with Local Students

## Week 2

Date	Day	Time	
Jul. 5	Mon.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Basic Chinese 5	DBIC 6: Polishing your Project 1
Jul. 6	Tue.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Basic Chinese 6	DBIC 7: Polishing your Project 2
Jul. 7	Wed.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Basic Chinese 7	DBIC 8: Polishing your Project 3
Jul. 8	Thu.	<b>2:00pm-3:00pm</b>	<b>3:30pm-4:30pm</b>
		Traditional Chinese Culture 1: Martial Arts	DBIC 9: Presentation of Business Plans & Seminar with Entrepreneurs
Jul. 9	Fri.	<b>2:00pm-3:00pm</b>	<b>3:30pm</b>
		Traditional Chinese Culture 2: Tea Art	Farewell

Schedule and activities are subject to change.

## Application Deadline

May 31st, 2021.

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.

## Application Requirements

- ★ Non-Chinese citizens with a valid passport
- ★ Sending completed application form to our email
- ★ 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)

## Application Fee

USD 50

## Program Fee

USD 500

## Payment Methods

Once accepted onto the programme, an offer letter and a fee invoice will be sent to applicants. The application fee and programme fee is payable once the formal offer has been made. The deadline for payment is June 15th, 2021.

## Contact Us

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