

**STRATEGY OF BUSINESS SUCCESS
IN CHINA
ONLINE PROGRAM**



May 31st – July 9th, 2021

*To start your business and
to learn about Shanghai and China*

About Shanghai University and SILC Business School

Shanghai University (SHU) 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. SHU has 26 colleges and 2 independent departments, covering a wide range of disciplines: natural science, engineering, literature, history, philosophy, economics, law, management, art, and more. There are more than 40000 full-time students in SHU, including 20448 undergraduates, 16954 postgraduates and 3201 international students from more than 150 countries.

Founded in 1994, SILC Business School (SILC) is a cooperative educational venture jointly owned by Shanghai University (SHU) in China and the University of Technology Sydney (UTS) in Australia. By bringing together the best of SHU and UTS, integrating high-quality educational resources from abroad, and adhering to strict quality assurance measures, SILC is one of the earliest Sino-foreign cooperative schools in China. In February 2020, SILC received the AACSB accreditation, placing SILC in the top 5% of business schools in the world.



Introduction of the program

This practical, hands-on program will give participants the chance to explore the development of entrepreneurship in China. Through lectures and various kinds of interactive workshops, participants can develop a better understanding of the market and management features in China. Participants could also test the feasibility of their business ideas through active research in Chinese markets and learn what it takes to turn a business idea into a fundable business. Participants will also have the chance to take internships in well-established local Chinese firms or promising start-ups.

Program Highlights

- Workshops and events with industrial practitioners and successful entrepreneurs.
- Entrepreneurship mentoring program delivered by qualified experts.
- English-delivered courses by SILC professors and senior lecturers.
- Live stream classes and small-group seminars.
- Virtual cultural visits to famous Shanghai places of interest.
- A taste of traditional Chinese culture.
- Transcripts and certificates will be issued to students who successfully complete the course.

Program Duration

6 weeks (May 31st - July 9th, 2021)

Online Courses (96 class hours/12 ECTS credits)

Module 1: Understanding Business Environment in China (36 hours/4.5 credits)

Chinese Economy (12 hours/1.5 credits)

Chinese Marketing (12 hours/1.5 credits)

Finance and Accounting in China (12 hours/1.5 credits)

Module 2: Enhancing Management Skills in China (24 hours/3 credits)

Chinese History and Culture (12 hours/1.5 credits)

Supply Chain Management and Business in China (12 hours/1.5 credits)

Module 3: Approaching Industry and Entrepreneurship (12 hours/1.5 credits)


Approaching Industry and Entrepreneurship: Seminar and Case Study (12 hours/1.5 credits)

Module 4: Chinese Language and Culture (24 hours/3 credits)

Chinese Basic Language (16 hours/2 credits)

Traditional Chinese Culture (Martial Arts & Tea Art) (4 hours/0.5 credit)

Cultural visits (4 hours/0.5 credit)

 **Transcripts and Certificates**

On completion of the program, you will be awarded official transcripts and a program certificate from SILC, SHU. You will also be awarded a certificate from Centre of Entrepreneurial Education (CEE) of SILC, SHU.


 **Application Deadline**

May 15th, 2021.


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

 **Application Requirements**

- ✓ Students or company staff between 18-45 years old;
- ✓ High school graduated or above;
- ✓ Proof of English language proficiency (if your first language is not English or if English is not the language of instruction at your school).

 **How to Apply**

Please fill out the Application Form in Appendix 2 and send it to yaxizhang@shu.edu.cn.

 **Program Fees**

USD 1200



 **Payment Methods**

Once accepted into the program, an offer letter and a fee invoice will be sent to applicants. The program fee is payable once the formal offer has been made.

 **Contact Information**

Ms. Yaxi Zhang

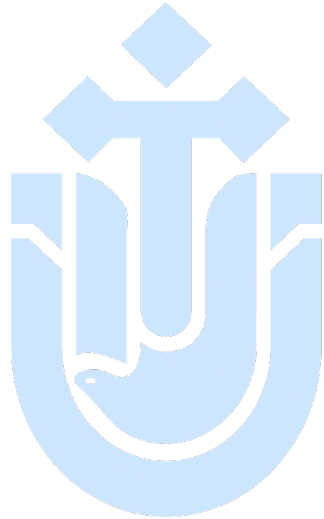
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上海大学 悉尼工商学院
SILC BUSINESS SCHOOL, SHANGHAI UNIVERSITY

Appendix 1: Course Description

1. Chinese Economy

This is a basic course about China's economic development and performance from a historical perspective. Emphasis is placed on underlying historical, political, socio-cultural and economic factors. The aim is to provide students of diverse backgrounds a general and systematic understanding of dynamic transformations in China and to equip students with sufficient theoretical tools and empirical knowledge to take up further specialised courses.

2. Chinese Marketing

This course is designed to help foreign students to understand the characteristics of local Chinese markets, consumers, marketing strategies, advertising and promotion. To achieve this goal, the course will use evidence-based research in psychology, economics, legal studies and marketing to help students understand the historical, economic and legal contexts of doing business in China as well as the behavioral characteristics of Chinese consumers. The course will cover topics in Chinese and global marketing, Chinese consumers, institutional and cultural influence on consumer motivation and behaviors in Chinese markets, and brand management in China.

3. Finance and Accounting in China 上海大学悉尼工商学院

This is a basic course exploring China's finance market and accounting environment. With a set of lectures on accounting, auditing and financing related heat topics, students will understand the historical and current situation of China's development on finance and accounting system.

The aim of this course is to provide students a general and diverse introduction on China's dynamic transformations and to equip students with a stepping stone to take up further specialized business courses in China.

4. Chinese History and Culture

This course aims to provide students with a basic understanding of Chinese history and culture in Mainland China and an appreciation of some of the implications for firms seeking to undertake business there. By the end of this course students should be able to:

- Have a basic understanding of the history and culture in Mainland China

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- Provide evidence and examples of how foreign firms can respond to the cultural differences in China
 - Initiate the development of specific skills that class members can use if and when they undertake business in China

5. Supply Chain Management and Business in China

This course introduces students to some key fields of supply chain management. The goal of this course is to provide a basis for sound management intuition in the context of operations and supply chain management in China and to provide a framework for evaluating and enhancing practices. In this course, case studies will be used to facilitate students further understanding basic and key concepts of supply chain management (SCM) and will also allow students to keep up to date with what is happening in China in the field of supply chain and operations.

6. Approaching Industry and Entrepreneurship: Seminar and Case Study

The aim of this course is to help students understand the challenges that Chinese companies are currently facing and gather inspiration for innovation and entrepreneurship through workshops with entrepreneurs. After fully learning the theory of service innovation and its business model construct via case studies, students will observe the whole process of how intangible cultural heritage products are modernized and commodified, further helping students to understand the key to innovation and entrepreneurship that has taken hold in the creative cultural art industry of China. At the end of the course, students will present a business plan, which may become a solution for the case company, or the group project may become a case company in the future.

Appendix 2: Application Form

上海大学 悉尼工商学院

Strategy of Business Success in China Online Program

中国上海市嘉定区城中路 20 号 邮编 201800
20 Chengzhong Road, Jiading District, Shanghai 201800, P. R. China
shusilc.shu.edu.cn

TEL: +86-21-69980028-92011
E-MAIL: yaxizhang@shu.edu.cn

Application Form for International Students

姓名 Name	英文 In English	Family Name		Given Name		照片 3 2-inch Photos
	中文 In Chinese	姓		名		
	国籍 Nationality				性别 Gender	
出生日期 Date of Birth	Year 年	Month 月	Day 日	出生地点 Place of Birth		
职业 Occupation		文化程度 Education		大学 University	专业 Major	
护照号码 Passport No.				护照有效期 Valid until		
通讯地址 Home Address				电话 Tel/传真 Fax		
				电子信箱 E-mail		
紧急联系人 Urgent Contact	姓名: Name:		电话: Tel:			
英语 语言能力 English Proficiency	Native <input type="checkbox"/>			如果您的母语不是英语, 请填写: If you are not a English Native Speaker, Please indicate: TOFEL(Score):_____ IELTS:_____ Other:		
<p>申请人保证: I hereby affirm that:</p> <p>1. 上述各项中所提供的情况是真实无误的。All the information given above is complete and accurate.</p> <p>2. 项目学习期间遵守中国政府的法律和学校的规章制度。</p> <p>I shall abide by the laws of the Chinese Government and the regulations of Shanghai University.</p>						
申请人签名 Signature:				日期 Date:		