



2021

**SILC Online
Winter School**

December 6th to December 17th





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

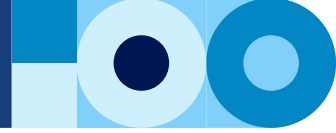
**Learn about Shanghai and China,
and
Have a great time!**



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 2021 SILC Winter School is **Doing Business in China - Creative Cultural 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 Dec 6th to Dec 17th. 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

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 virtual 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 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 arts and Taichi- 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 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

On completion of SILC online Winter School, you will be awarded a Winter School Certificate from SILC, Shanghai University. We will also select and award Outstanding Students Certificate according to your performance in the process

2021 SILC Online Winter School

Week 1

Date	Day	Time	
Dec.6	Mon.	2:00pm-2:30pm	3:30pm-4:30pm
		Ice-breaking Orientation	DBIC 1: Workshop with Entrepreneurs
Dec.7	Tue.	2:00pm-3:00pm	3:30pm-4:30pm
		Basic Chinese 1	DBIC 2: Theories and Case Studies
Dec.8	Wed.	2:00pm-3:00pm	3:30pm-4:30pm
		Basic Chinese 2	DBIC 3: The Intangible Cultural Heritage in China- History and Stories
Dec.9	Thu.	2:00pm-3:00pm	3:30pm-4:30pm
		Basic Chinese 3	DBIC 4: The Cultural and Creative Products in China
Dec.10	Fri.	2:00pm-3:00pm	3:30pm-4:30pm
		Traditional Chinese Culture 1: Tai Chi Quan - Ancient Wisdom for Modern Times	DBIC 5: Marketing Innovation: Value Co-creation with Internet celebrities

Week 2

Date	Day	Time	
Dec.13	Mon.	2:00pm-3:00pm	3:30pm-4:30pm
		Basic Chinese 4	DBIC 6: Polishing your Project by Professor and Entrepreneurs 1
Dec.14	Tue.	2:00pm-3:00pm	3:30pm-4:30pm
		Basic Chinese 5	DBIC 7: Polishing your Project by Professor and Entrepreneurs 2
Dec.15	Wed.	2:00pm-3:00pm	3:30pm-4:30pm
		Basic Chinese 6	DBIC 8: Polishing your Project by Professor and Entrepreneurs 3
Dec.16	Thu.	2:00pm-3:00pm	3:30pm-4:30pm
		Basic Chinese 7	DBIC 9: Presentation of Business Plans & Seminar with Entrepreneurs
Dec.17	Fri.	2:00pm-3:00pm	3:30pm
		Traditional Chinese Culture 2: Tea Arts	Farewell

Schedule and activities are subject to change.

Application Form for International Students (2021 SILC Online Winter School)

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	<input type="checkbox"/> 男 Male <input type="checkbox"/> 女 Female		健康状况 Health Status		
		出生日期 Date of Birth	年 Year	月 Month	日 Day	
文化程度 Education	职业 Occupation					
专业 Major	学校 University/School					
护照号码 Passport No.	护照有效期 Valid until					
通讯地址 Home Address	姓名: Name:		电话 Tel			
紧急联系人 Urgent Contact	Name:		Tel:			
英语语言能力 English Proficiency	Native <input type="checkbox"/>		如果您母语不是英语, 请填写: If you are not a English Native Speaker, Please indicate: TOFEL(Score): _____ IELTS: _____ Other:			
申请人保证: I hereby affirm that: 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. 2. 项目学习期间遵守中国政府的法律和学校的规章制度。 I shall abide by the laws of the Chinese Government and the regulations of Shanghai University.						
申请人签名 Signature:			日期 Date:			

Application Deadline

November 15th, 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 Requirement

- ★ Non- Chinese citizens with a valid passport
- ★ 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)
- ★ Sending completed application form and a copy of your passport photo page to our email

Application Fee

USD 50

Program Fee

USD 500

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. 22th, 2021.

Contact Us

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