

Professional Chinese Business Immersion Program, PCI, of Fudan University, Spring Intake 2019 (PCI PROGRAM)

ABOUT INTERNATIONAL CULTURAL EXCHANGE SCHOOL, ICES, FUDAN UNIV.

International Cultural Exchange School, ICES, is the specialized institution providing Chinese language and culture education for international students in Fudan University and dedicated in promoting multicultural communication. ICES has a proud history of more than 50 years of excellent international education since 1960's. ICES has a remarkable faculty with various academic background ranging from literature, linguistics, culture study, history, philosophy to economy, management and international relations. ICES is home of 7 Confucius Institutes around the world and is appointed to be one of the first four bases of Teaching Chinese to Speakers of Other Languages in China. ICES accepts international students for long term and short term language programs, general advanced and other tailor-made programs. ICES also provides degree programs for undergraduates majoring in Chinese Language & Culture and Business Chinese, and for Master candidates majoring in Teaching Chinese to Speakers of Other Languages. More than 3000 international students from over 100 countries study with ICES's "mini United Union" every year. Join ICES is an opportunity to get to know Chinese language, experience the culture and be part of Shanghai life. ICES programs will help you achieve multicultural understanding, establish a global vision, and get connected with peers from around the world.

I SEE SHANGHAI in ICES.

PROFESSIONAL CHINESE BUSINESS IMMERSION, PCI PROGRAM OVERVIEW

Professional Chinese Business Internship Program is designed for the international students who want to get an insight into the business environment and industries development in China. The program allows students to get an insight into Chinese business culture and custom, policies, commercial law and regulations and how successful local and foreign businesses conduct themselves and prosper through special designed Chinese courses, business courses, mobile classroom, business internship practice. Students will be well equipped with language and business ability for future career development in China.

IMPROVE CHINESE in REAL COMPANIES,

EXPERIENCE REAL COMPANIES in CHINA.

PCI PROGRAM HIGHLIGHTS

- ✧ Study at one of the top universities in China.
- ✧ Well balanced program design.
- ✧ Undertake an internship during weekdays with a local or multinational company.
- ✧ Hands-on business experiences.
- ✧ Diverse opportunities and experienced mentors.
- ✧ Chinese language instruction available for all skill levels.
- ✧ Experience the lifestyle of China's most dynamic city.
- ✧ Proof of the internship for outstanding performance

MAIN COURSES FOR PCI PROGRAM

Chinese Courses:	Providing Chinese courses with all levels from beginners to advanced learners. (Beginner levels are English instructed)
Business Courses:	International Business including Advanced Lectures on China's Industries and Business Operation Practice. (English instructed)
Culture Workshops:	Cultural lectures on various topics including calligraphy, painting, Kungfu etc.
Mobile Classroom:	Cultural Immersion Activities including cultural site visits and field trips. Company Visits providing insight and mini seminar in various industry fields.
Business Immersion:	Practicing business and Chinese skills in working environment.

★For detailed information, please check program homepage at <http://www.ices.fudan.edu.cn>

Chinese Courses

ICES provides courses of levels from beginners to advanced level. Students will always find appropriate level of classes in our language program. Class levels will be determined based on their placement test or interview result. PCI students can join the main stream Chinese language courses (intensive reading course) and are encouraged to join Chinese language courses as more as possible if the program schedule allows. Final schedule will be published after registration and the final schedule may vary based on different level of class.

Business Courses

Without dull theories, PCI International Business Course content will focus on business operation experience in China including business environment analysis, business investment strategies. The purpose of the course is to help students understand the dynamic of business environment, business culture in China, the special points of the Chinese business environment and to help them understand how to formulate entry strategy in China, how to integrate the Chinese business with global strategy. The course will greatly develop the students' potentials for doing business in China. The Course will arrange Advanced Lectures on Business inviting industry insiders of various fields to share their experiences in business operation practice which help the students understand the current opportunities and challenges in business fields and get the students prepared for future career development in China.

Culture Workshop

Student will have opportunity to learn about China's rich history and culture including Chinese traditional culture including paper cutting, martial art, traditional medicine, Acupuncture and moxibustion and tuina, Peking opera, etc.

Mobile Classroom

Mobile Classroom includes Cultural Immersion Activities and Company Visits.

Company Visits: The guided visits will give students a chance to get a comprehensive and unique experience of communication with leaders in various business fields. Options include Financial Industry, State-owned Enterprise, Private Enterprise, Joint Venture Enterprise, Service Industry (Hotel or Restaurant). Site visits options include Shanghai Port, Shanghai Stock Exchange Market, Shanghai Free Trade Zone, Yiwu Small commodity market, etc.

Cultural Immersion Activities: Students will get opportunity to travel around to explore the best of Chinese culture and history. Options include Shanghai City, Suzhou, Wuxi, Hangzhou, Beijing, Yellow Mountain, Guilin&Yangshuo, etc.

Business Immersion

Adhering to the concept of LEARNING BY DOING, PCI Students will be divided into small groups and go to real companies and organizations to put their knowledge of Chinese language and business into practice through

working with some leading companies and organizations in various fields. Internship companies may be available in Insurance, Banking, Consulting, Capital management, Publishing, Auto industry, Logistics, NGOs, News and Media, Stocks and securities, Trading companies, Hospitality industry, Manufacturing industry, IT Company, Service industry etc. The internship placement is a free service it will try to match the background and interest of applicants but could not guarantee to satisfy all various needs. Applicants shall follow the final internship placement of program or applicants can do internship with their own internship placement if applicants have already had or can find internship arrangements they prefer better by themselves. The host companies shall be verified by school.

Full Assistance

PCI program encourages students' independent cross-cultural exploration but when students find themselves confused by cultural, academic, and social differences, be it orientation on arrival or choosing the best cell phone package, Program Resident Director is ready to assist and provide support when needed.

ABOUT CHINESE PROFICIENCY TEST

Chinese Proficiency Test, HSK is national examinations held by HANBAN, Confucius Institute Headquarters, which are widely recognized internationally. ICES is official test center for both tests. Students in ICES can apply and take the tests almost every 2-3 months conveniently when they feel ready without leaving the school. ICES holds HSK tests 5 times in a year, for detailed schedule please call +86-21-65642256

EXTRACURRICULUM & ACTIVITIES

In addition to the regular curriculum, Fudan University and ICES have nearly a hundred students' societies and set up numerous events and activities for students to take part in, enriching their experience and allowing them to better understand Chinese culture, the people and the society.

TEACHING ENVIRONMENT

ICES is located in the center of Handan Campus with beautiful environment and convenient transportation. The Campus is located comfortably beside Wujiaochang, the north Shanghai's booming commercial center. All the classrooms are equipped with multimedia system which makes the teaching interactive. The Reading Room is perfect for students' self-study.

HOUSING ARRANGEMENT

International students have multiple choices of accommodation. Please find more information about ACCOMMODATION OPTIONS on <http://www.ices.fudan.edu.cn/6654/list.htm>.

APPLY

Study Period: Ranges from half-year (one semester) to one year (two semesters).

The Program Duration are as follows:

2019 Spring Semester, one semester Program:

Duration of Major Study (From): 2019-02-18, (To): 2019-06-29

2019 Spring & 2019 Fall Semester, one academic year Program:

Duration of Major Study (From): 2019-02-18, (To): 2020-01-31

★ For detailed dates of importance, please check school calendar at <http://www.ices.fudan.edu.cn>

Application periods:

1. Spring Semester Intake: Applications begin on October 8. Deadline of submitting application is December 20.
2. Fall Semester Intake: Applications begin on March 14. Deadline of submitting application is June 10.

Application Fee: RMB 400

Full Program Fee: RMB 39000/semester

Program fee includes all courses, cultural and business immersion activities. Housing cost is NOT included.

Eligibility:

Program is open to university students, postgraduates who are non-Chinese citizens and above 18 years of age with adequate English proficiency at university level. The foreign students' home universities shall have university or college level partnership agreements with Fudan University.

Application Materials:

1. One completed application through the University's Online Application System (including education background, family members, emergency contact person, etc.) with all required documents uploaded.
2. One regular passport photocopy (personal information page – passport validity must be adequate for study).
3. Personal statement (Resume or CV) including education background (major, school names etc.), language ability, internship or working experience, business idea or business plan, etc.

★ **If necessary, university will require applicants to submit extra materials.**

How to Apply:

1. Log on to <http://iso.fudan.edu.cn>, and enter University's Online Application System through E-Application.
2. The online application procedure is as follows:
Registering and activating account→Filling in application information→Submitting application→Paying application fee on Online Application System→Waiting for application result.
3. How to apply online:
 - (1) Please select Self-support, Student Category: General Advanced Student, Enrollment division: International Cultural Exchange School, Teaching Language : English. Please keep "Program Name" blank , click the search button to show the program list.
 - (2) Then click to choose "Professional Chinese Business Immersion PCI Program" in the list. Then click "check major" button on the right.
 - (3) Please click "Apply" to begin your application. Please upload all necessary materials required.

★ **The general state of the applicant's health should be good enough for him/her to pursue the course of study at Fudan.**

★ **Please take extra care in filling in the address online where you would like to receive your Admission Notice. Once you have completed the application process, it will not be possible to change this address.**

★ **Relevant visas and remarks for internship will be subject to the provisions of the Exit-Entry Administration Bureau. Fudan shall not be responsible for losses resulting from the failure to get visas or remarks for internship if the failure is attributable to force majeure, such as change of provisions and regulations of relevant authorities, which beyond the reasonable control of Fudan University.**

What Happens Next

Please pay attention to the status and message in application system after your application is submitted successfully. The application fee payment shall be made immediately after your online application. The application status will be changed to "In Review" then "Accepted" based on the online application procedures process. It will take another 2-4 weeks to prepare paper documents of admission package after the online admission finished. The admission package will be sent via courier express to the requested address in your application. **Please make sure that the receiving address is the one that you can receive the admission package.** If you choose to collect the admission package personally in school please contact us before you come to make sure the admission package is ready. You

will need the documents in admission package to apply for Visa to China. Please pay attention to the validity of your Visa and do not misuse it for early entry. Usually students can arrive several days before registration date. Fudan can provide assistance with Visa only after your registration in school.

Contact Information:

Admission & Cooperation Office,
International Cultural Exchange School, Fudan University
Room 909, East Main, GuangHua Building,
220 Han Dan Road, Shanghai 200433, China
Tel: +86-21-55664859
E-mail: icespci@fudan.edu.cn
<http://pci.fudan.edu.cn>
<http://www.ices.fudan.edu.cn> <http://iso.fudan.edu.cn>

APPLICATION FEES AND MATERIALS ARE NON-RETURNABLE.

2019 年春季国际商务 PCI 项目招生简章

(国际商务 PCI 项目)

国际文化交流学院 ICES

复旦大学国际文化交流学院 (ICES) 是复旦大学对国际学生进行中国语言文化教学的专业院系。学院致力于通过各类国际交流项目促进多元文化交流。自 1960 年代开始接收留学生至今已有超过半个世纪的历史。学院师资力量雄厚, 教师学术背景多样, 涵盖文学、文化、历史、哲学、外语、经济、管理、国际关系等多个领域, 是全国首批四个对外汉语基地之一。承担复旦大学全球七所合作孔子学院的运营工作。学院招收汉语长期进修生、短期进修生、普通进修生 (中国文化与社会及中国经济与商务两个方向)、汉语言 (对外) 本科生 (对外语言文化方向, 对外商务汉语方向), 对外汉语教学方向的硕士研究生以及汉语国际教育专业硕士。每年有来自世界 100 多个国家的超过 3000 人次留学生来院学习交流, 被誉为“小小联合国”。加入 ICES, 留学生不仅可以学习中文、体验中华文化和海派生活, 还将结识来自世界各地的友人, 增进多元文化的相互理解, 建立国际视野。

I SEE SHANGHAI in ICES.

国际商务 PCI 项目

为满足国际学生亲身了解中国经济、商务文化环境的需求, 国际文化交流学院专门为国际学生开设国际商务浸润 PCI 项目。项目旨在通过汉语课程、文化课程、商务课程、商务浸润、移动课堂, 在短时间内使留学生了解中国经济法规、政策和风俗习惯下的国际商务运作, 适应中国市场环境, 提高学生在中文工作环境下进行经贸活动的实际能力。

IMPROVE CHINESE in REAL COMPANIES.

EXPERIENCE REAL COMPANIES in CHINA.

国际商务 PCI 项目优势

- ◇ 中国顶尖的一流大学
- ◇ 优化平衡的项目设置
- ◇ 优质企业商务实践的机会
- ◇ 实用的商务经验
- ◇ 优秀实践表现证明
- ◇ 配备经验丰富的实践导师
- ◇ 从零起点到高级水平的全面语言课程
- ◇ 体验中国最国际化的都市生活

国际商务 PCI 项目主要课程

汉语课程:	提供从零起点到高级水平的全面语言课程 (初级阶段为英文授课)
商务课程:	国际商务, 包括前沿讲座: 业内导师带来第一手的商务实践经验指导 (英文授课)
文化工坊:	中华传统才艺讲座: 书法、绘画、剪纸、面塑、太极等 (英文翻译)
移动课堂:	文化探访: 历史古迹, 城市访问等 (英文翻译)

	商务访问：根据产业类型和领域，公司企业深入实地学习交流（英文翻译）
商务浸润：	公司实践：分组在导师的指导下实际运用语言和商务知识

课程详细情况敬请查阅项目主页<http://www.ices.fudan.edu.cn>

汉语课程：

项目提供科学分级的细分为十个层次的中文课程，学习者不必担心自己以前是否学习过中文，在这里都可以找到适合自己水平的班级。PCI 项目学生必修所在级别的汉语主干课程（精读课程），同时鼓励学有余力的学生在实习及项目日程允许的前提下修读尽可能多的中文课程。学生来自世界各国，能够真正体验国际化的课堂和多元文化的碰撞和交流。学院凭借近半个世纪的国际中文教学经验，确保语言学习的科学高效。

商务课程：

国际商务 PCI 项目的《国际商务课程》区别于传统商务课程，淡化枯燥的经济理论，而突出实用的中国经验。通过国际商务的背景环境分析、投资战略框架等展示学习，让学生了解中国商务环境的特殊性，理解动态变化中的中国商务环境，中国商务文化，了解进入和拓展中国市场的策略，了解整合中国本土与全球市场战略，培养学生在中国商务环境下展开商务活动的的能力。课程安排前沿讲座板块邀请各领域的业内精英高管将通过讲座、工作坊等多种形式与你分享最实用的中国商务经验。

文化工坊：

中华传统文化才艺对留学生来说也是非常独特的体验。在文化专题中将为国际学生全方位展示书法、绘画、剪纸、面塑、中医中药、太极功夫等的魅力。

移动课堂：

国际商务 PCI 项目的移动课堂包含文化体验和商务访问。

文化探访：活动与汉语课程、文化专题和商务课程内容紧密联系，让留学生实地体验中国文化传统，领略中国不同城市的魅力。

商务访问：甄选各产业领域内具有代表性的优秀企业和公司，让国际学生有机会走进公司企业，深入了解中国经济，近距离体验中国经济转型期各领域公司企业发展现状，为留学生争取与中国各产业，各类公司企业管理者之间进行面对面相互交流的宝贵机会。

商务浸润：

语言能力与商务知识最终要在实际的运用中体现价值。国际商务 PCI 项目秉承“LEARNING BY DOING”的理念，精心安排优秀公司企业作为留学生的实践基地，安排专门的导师带领指导学生，了解第一手商务经验，让学生有一个在真实工作环境中学以致用机会，留学生将从中获得珍贵的工作实践经验。公司实践合作伙伴包括中资企业、合资企业、媒体、非政府组织等。实习安排是完全免费的，会尽可能考虑学生的专业背景也意愿，但无法保证满足所有学员的不同要求。学员应服从项目的安排，或学员可自行寻求合适并同意接受其实习的单位，可向学校提出，经学校核准后学员方可实习。

汉语水平考试 HSK

复旦大学国际文化交流学院是中国汉语水平考试 HSK 的授权考试中心，每年举办五次 HSK 考试，方便学生学习期间报名参加考试，检验和证明自己的汉语水平。**每年具体考试安排请咨询+86-21-65642256。**

课外活动

除学习汉语外，学校拥有上百个学生社团，学生有机会参加学校和各学生社团组织的丰富活动。

教学环境

国际商务 PCI 课程主要在复旦大学的标志性建筑光华楼进行，教学环境舒适优美，所有教室均配备多媒体设备，并有独立图书阅览室供学生查阅资料或自主学习。

住宿环境

留学生可自主选择住宿安排。更多住宿选择信息可参阅 <http://www.ices.fudan.edu.cn/6654/list.htm>

学制与申请

学 制：一学期至一学年。

项目学习期限如下：

2019年春季学期，一学期项目：

预计专业学习开始时间：2019-02-18, 结束时间：2019-06-29

2019年春季&2019年秋季学期，一学年项目：

预计专业学习开始时间：2019-02-18, 结束时间：2020-01-31

最新项目时间安排，请上网查看 <http://www.ices.fudan.edu.cn>

报 名 费：400元人民币

项目费用：39000人民币/学期

项目费用包含学习及文化商务活动费用。不包含住宿费。

申请条件：

年龄18周岁以上，身心健康，具有相当于中国大学在读或以上学历，并具备高级英文水平的外国籍公民。

申请人在学的外方大学须与复旦大学或相关院系有合作交流关系。

申请时间：

春季入学申请：10月8日起提交申请；12月20日前完成申请费支付并提交完整申请材料。

秋季入学申请：3月14日起提交申请；6月10日前完成申请费支付并提交完整申请材料。

申请材料：

- 1、在网上申请系统中完整填写相关信息（包括学习经历，家庭情况，紧急事务联系人等），并按要求上传相关文件资料。
- 2、学习期间有效的普通护照复印件（个人信息页）1份。
- 3、个人陈述（简历），内容包括：教育背景（学校及专业等）、语言能力、实习或工作经验、创业计划或商业计划书等）。

★必要时，我校会要求申请人提交补充材料。

如何申请：

- 1、请登录 <http://iso.fudan.edu.cn>，通过网上申请栏目进入网上申请系统。
- 2、网上申请流程：注册并激活账号→填写申请→提交申请→在网上申请系统中支付报名费→等待申请结果。
- 3、如何在网上填写申请：
 - (1) 请选择“个人自费”，学生类别：普通进修生，招生单位：国际文化交流学院。项目名称、授课语言两项可空白，点击查询，查看项目列表。
 - (2) 在列表中勾选“国际商务PCI项目”并点击右侧的“查看专业”按钮。
 - (3) 点击右侧的“申请”按钮，开始网上申请。请在网上上传所有所需的文件材料。

★申请人须保证身心健康，适合来华留学。

★在网上认真填写《录取通知书》接收地址，申请完成后，不得更改地址。

★相关签证及签注办理以中国出入境管理部门的规定为准。如遇相关规定调整等不可控因素，导致相关签证及签注无法办理，学校不承担责任。

成功申请后续

网上提交申请并支付报名费成功后，请继续在网上申请系统中关注申请状态及反馈。申请后，你的申请状态会显示“审核”及“录取”。网申录取完成后学校会为您准备纸质录取通知书及相关文件，并按您在申请中指定的地址邮寄。如您选择自行到学校领取，请稍后电话联系确认完成后再到校领取。制作录取文件可

能需要 2-4 周，请耐心等待。您将需要学校寄出的录取文件到中国驻外使领馆申请来华签证。请注意签证的有效期，通常可在报到日提前一到两日按入境，不要过早入境，以免签证过期，影响学习。

联系方式：

复旦大学国际文化交流学院

地址：中国上海市邯郸路 220 号 复旦大学光华楼东主楼 909 室

邮编：200433

电话：86-21-55664859

电邮：icespci@fudan.edu.cn

网址：<http://pci.fudan.edu.cn>

<http://www.ices.fudan.edu.cn> <http://iso.fudan.edu.cn>

项目的报名费和申请材料均不退还 敬请谅解。