

# Summer Professional Chinese Business Immersion Program of Fudan University 2017

(Summer SPCI--- July 2 – July 28, 2017)

## 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 backgrounds 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 CHINESE BUSINESS, 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 Nations" 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.*

## SUMMER PROFESSIONAL CHINESE BUSINESS IMMERSION, SPCI PROGRAM OVERVIEW

Summer Professional CHINESE BUSINESS Immersion 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 immersion 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.*

## SPCI PROGRAM HIGHLIGHTS

- ✧ Study at one of the top 3 universities in China.
- ✧ Well balanced program design.
- ✧ Undertake an internship during week days 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, Recommendation letter for outstanding performance

## MAIN COURSES FOR SPCI PROGRAM

Chinese Courses:	Providing Chinese courses with all levels from beginners to advanced learners.(Beginner levels are English instructed)
Culture Workshops:	Cultural lectures on various topics including calligraphy, painting, Kungfu etc.

Business Workshops:	Advanced Lectures on Business Operation Practice.(English instructed)
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 Practice:	Practicing business and Chinese skills in working environment.

### Chinese Courses

ICES provide 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. Final schedule will be published after registration.

### Culture Workshops

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

### Business Workshops

Without dull theories, PCI Summer Program's Advanced Lectures on Business invite industry insider 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.

### Mobile Classroom

Mobile Classroom includes Cultural Immersion Activities and Company Visits.

**Company Visits** will give students a chance to get a comprehensive and unique experience of 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 Practice

Adhering to the concept of LEARNING BY DOING, PCI Summer Program 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. Business Immersion Practice may 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 immersion placement will try to match the background and interest of applicants. Applicants shall follow the final immersion placement of program. Applicants can do business immersion practice with their own placement if applicant has already had business immersion practice arrangement with host company by themselves after the host company been verified by school.

### Full Assistance

SPCI program encourages students' independent cross-cultural exploration but when students find themselves confused by cultural, academic, and social differences, no matter from orientation on arrival or to the best

cellphone package, Program Resident Director is ready to assist and provide support when needed.

## TEACHING ENVIRONMENT

ICES 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 make the teaching interactive. The Reading Room is perfect for students' self-study.

## HOUSING ARRANGMENT

SPCI students are provided with housing around campus. If you need assistance with booking please mark the option in application. All options of accommodation are conveniently located within reasonable walking distance to Fudan campus. All rooms are equipped with Air conditioner, TV, 24 hour hot water, private bathroom and Wifi and cable access to internet. The cost of double room is about USD 26.5/person each day.

## APPLYING

Session Duration: July 2 – July 28, 2017. Registration date: July 2.

Application Deadline: May 28, 2017.

Application Fee: RMB 400.

Full Program Fee: RMB 11000/person

Program fee includes all courses, cultural and business immersion activities.

Housing cost, optional trips are NOT included.

### Eligibility:

Program is open to university students, postgraduates and professionals who are non-Chinese citizens and above 18 years of age with adequate English proficiency at university level.

### Application Materials:

1. Application fee paid by bank transfer, please provide bank transfer receipt with applicant's name, program name applying and term of study;
2. One completed Application Form with signature and photograph;
3. One regular passport photocopy (personal information page – passport validity must be adequate for study).
4. Personal statement including education background (major, school names etc. ), language ability, internship or working experience, business idea or business plan, etc.

The Fudan Univ. Bank Accountant is as follows,

Account Name: Fudan University

Bank Name: Bank of China Guo Ding Road Sub-Branch

Address: 290 Guoding Road, Shanghai, China, 200433

Account Number: 437759252978

Swift Code: BK CH CN BJ 300

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

### How to Apply:

Online application is provided on <http://icesapply.fudan.edu.cn>. All application materials shall be submitted online.

Study Plan: Please choose “Nondegree”, “Language Student”, “ICES”, “Summer Program”, “2017 SPCI Business Program”.

If you have difficulty in online application there is alternative way of application available. Please fill in application form in Microsoft Word format (downloadable from <http://www.ices.fudan.edu.cn/2e/27/c6658a77351/page.htm> ) together with your normal personal passport photocopy (personal information page), application fee bank transfer receipt, graduation certificate and other application documents, send to [icespci@fudan.edu.cn](mailto:icespci@fudan.edu.cn) to apply.

★Please take extra care in filling in the address 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.

★Class will be canceled if participant number is less than the minimum of 10.

### **What happens Next**

Please pay attention to the status and message in application system after your application is submitted successfully. The application fee payment receipt or proof shall be submitted at the beginning of your online application. The application status will be changed to “Accepted” after the online application is reviewed. It will take another 2-4 weeks to prepare paper documents of admission package. The admission package will be sent by post to the requested address in your application. 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. Fudan can provide assistance with Visa only after your registration in school.

### **Contact Information:**

Admission & International Development (AID) Office,  
Room 909, East Main, GuangHua Building,  
International Cultural Exchange School, Fudan University  
220 Han Dan Road, Shanghai 200433, China  
Tel: +86-21-55664859, 65643652  
E-mail: [icespci@fudan.edu.cn](mailto:icespci@fudan.edu.cn)  
PCI Program Homepage: <http://pci.fudan.edu.cn>  
<http://www.ices.fudan.edu.cn>   <http://iso.fudan.edu.cn>

***APPLICATION FEES AND MATERIALS ARE NON-RETURNABLE.***

## 2017 暑期国际商务 SPCI 项目 SPCI July Term 2017

### Schedule for Summer Chinese Business Immersion Program, SPCI

序号 NO.	日期 Date	星期 Day	上午 Morning	下午 Afternoon	晚上 Evening
1	7/2	日 (Sun)	报到注册		
2	7/3	一 (Mon)	9:00-11:35 汉语课 Chinese Lesson	语言实践定向 Biz Immersion Placement	
3	7/4	二 (Tue)	9:00-11:35 汉语课 Chinese Lesson	自由活动 Free Time	商务工作坊/跨文化课程 Business Workshop/Cross-cultural Course
4	7/5	三 (Wed)	9:00-11:35 汉语课 Chinese Lesson	文化工坊: 功夫 Culture Workshop: Chinese Kungfu	
5	7/6	四 (Thu)	9:00-11:35 汉语课 Chinese Lesson	Biz Immersion Orientation	
6	7/7	五 (Fri)	9:00-11:35 汉语课 Chinese Lesson	参观田子坊 Tianzifang Culture Art Area Visit	
7	7/8	六 (Sat)	自由活动 Free Time		
8	7/9	日 (Sun)	自由活动 Free Time		
9	7/10	一 (Mon)	9:00-11:35 汉语课 Chinese Lesson	移动课堂: 商务语言实践 Mobile Classroom: Business Immersion	
10	7/11	二 (Tue)	9:00-11:35 汉语课 Chinese Lesson	移动课堂: 商务语言实践 Mobile Classroom: Business Immersion	商务工作坊/跨文化课程 Business Workshop/Cross-cultural Course
11	7/12	三 (Wed)	9:00-11:35 汉语课 Chinese Lesson	移动课堂: 商务语言实践 Mobile Classroom: Business Immersion	杂技欣赏 Acrobatics show
12	7/13	四 (Thu)	9:00-11:35 汉语课 Chinese Lesson	移动课堂: 商务语言实践 Mobile Classroom: Business Immersion	
13	7/14	五 (Fri)	自由活动 Free Time	品尝中华传统民间小吃---七宝老街 (消费自理) Try Traditional snacks in Qibao Old Town (Self-Expenses)	
14	7/15	六 (Sat)	自选项目: 苏州一日文化体验 380 元/人 (10 人成团) D2: 苏州文化参观, 苏州博物馆、忠王府、七里山塘、丝绸一厂 <b>Optional Cultural Trip: Suzhou, RMB380/Person, Min 10 participants</b> D1: Culture Visit in Suzhou: Suzhou Museum, Zhong palace, ShanTang Street, No. 1 Silk Factory.		
15	7/16	日 (Sun)	自由活动 Free Time		
16	7/17	一 (Mon)	9:00-11:35 汉语课 Chinese Lesson	移动课堂: 商务语言实践 Mobile Classroom: Business Immersion	
17	7/18	二 (Tue)	9:00-11:35 汉语课 Chinese Lesson	移动课堂: 商务语言实践 Mobile Classroom: Business Immersion	商务工作坊/跨文化课程

					Business Workshop/Cross-cultural Course
18	7/19	三 (Wed)	9:00-11:35 汉语课 Chinese Lesson	移动课堂：商务语言实践 Mobile Classroom: Business Immersion	
19	7/20	四 (Thu)	9:00-11:35 汉语课 Chinese Lesson	移动课堂：商务语言实践 Mobile Classroom: Business Immersion	
20	7/21	五 (Fri)	9:00-11:35 汉语课 Chinese Lesson	企业商务参访 Company Visit	
21	7/22	六 (Sat)	<b>自选项目：杭州二日文化体验 750 元/人（10 人成团）</b> D1、花港观鱼，【西湖游船】，游览【六和塔景区】，【河坊街】自由活动，晚餐后入住酒店。 D2、早餐后车赴【杭州手工艺活态展示馆】，学做杭州民间工艺。午餐后结束旅程返回上海。		
22	7/23	日 (Sun)	<b>Optional Cultural Trip: Hangzhou, RMB750/Person, Min 10 participants</b> D1: Visit famous West Lake, Liuhe Pagoda park, ancient street D2: Experience Hangzhou Arts&Crafts		
23	7/24	一 (Mon)	9:00-11:35 汉语课 Chinese Lesson	移动课堂：商务语言实践 Mobile Classroom: Business Immersion	
24	7/25	二 (Tue)	9:00-11:35 汉语课 Chinese Lesson	移动课堂：商务语言实践 Mobile Classroom: Business Immersion	商务工作坊/跨文化课程 Business Workshop/Cross-cultural Course
25	7/26	三 (Wed)	9:00-11:35 汉语课 Chinese Lesson	移动课堂：商务语言实践 Mobile Classroom: Business Immersion	
26	7/27	四 (Thu)	考试 Test	商务语言实践总结 Business Immersion Evaluation Presentation Prepare	
27	7/28	五 (Fri)	结业典礼 Closing Ceremony		
28	7/29	六 (Sat)	<b>自选项目：A. 黄山三日文化体验（大巴往返 3 日）2180 元/人（10 人成团）</b> <b>自选项目：B. 北京（火车往返 4 日）2980 元/人（10 人成团）</b> <b>Optional Cultural Trip: A. 3 days to Yellow Mountain &amp; old villages, by buses, RMB 2180/Person Min 10 participants</b> <b>Optional Cultural Trip: B. 4 days to Beijing Great Wall, Forbidden City, Summer Palace, etc. by train, RMB 2980/Person Min 10 participants</b>		

以上日程仅供参考，以实际安排为准。

**For reference only. The actual arrangement shall prevail.**

# 2017 年暑期国际商务 SPCI 项目招生简章

(SPCI 暑期英文授课项目 7 月 2 日-7 月 28 日)

## 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,涵盖包括文学、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.*

## 暑期国际商务 SPCI 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暑期国际商务 SPCI 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、政策和风俗习惯环境下的国际商务运作,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。

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## 暑期国际商务 SPCI 项目优势

- ◇ 中国顶尖的一流大学
- ◇ 优化平衡的项目设置
- ◇ 国际商务汉语实践的机会
- ◇ 实用的商务经验
- ◇ 实践证明及优秀表现推荐信
- ◇ 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

## 暑期国际商务 SPCI 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)
商务工作坊:	业内高管导师带来第一手的商务实践经验指导 (英文讲授)
文化工坊:	中华传统才艺讲座:包括书法、绘画、剪纸、面塑、太极等
移动课堂:	文化探访:包括历史古迹,城市访问等 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

### 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。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。

### 商务工作坊:

暑期国际商务 SPCI 项目的商务工作坊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。邀请各领域的业内精英高管将通过工作坊与留学生分享最实用的中国商务经验。在了解第一手商务经验的基础上,通过国际商务的背景、基础、战略等的展示和探讨,让学生在短时间内迅速了解各不同商业领域的机遇和面临的挑战,使学生具备在国际商务实践中有效决策、做出正确判断的基本能力,为今后下一步的职业发展奠定方向。

### 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:

暑期国际商务 SPCI 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。暑期国际商务 SPCI 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,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。商务实践安排尽可能考虑学生的专业背景也意愿,但学员应服从项目的安排。如学员有合适并同意接受其商务实践的单位,也可向学校提出,经学校核准后学员方可进行商务实践。

## 教学环境

复旦大学邯郸路校区毗邻上海城市副中心五角场,生活、交通便利。学院暑期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

暑期项目入住校内复旦燕园宾馆。距教学楼、地铁、五角场商圈均在五分钟步行范围内。周边生活便利。燕园环境优雅,双人间配备空调,电视,独立卫生间,24小时热水等,并提供免费无线和有线网络。双人间费用约每人美元26.5/天。

## 学制与申请

**学 制:** 2017年7月2日-7月28日。报到日期2017年7月2日。



**申请截止：**2017年5月28日。

**报名费：**400元人民币

**项目费用：**11000 元人民币/人

项目费用包含学习及文化商务活动费用。不包含住宿费及自选项目费用。

**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，具备高级英文水平的外国籍公民。

**申请材料：**

- 1、通过银行汇款支付报名费，需提供汇款回执并注明申请人姓名，项目名称，学习时间。
- 2、如实完整填写的《入学申请表》，带有照片并签名。
- 3、学习期间有效的普通护照复印件（个人信息页）1份。
- 4、个人陈述，内容包括：教育背景（就读学校及专业等），语言能力，实习或工作经验，创业计划或商业计划书等相关内容。

帐户名：复旦大学 FUDAN UNIVERSITY

中国银行 上海国定路支行

地址：中国上海市国定路 290 号，200433

账号：437759252978

Swift Code: BK CH CN BJ 300

**★必要时，我校会要求申请人提交补充材料。**

**申请方法：**

可登陆 <http://icesapply.fudan.edu.cn> 网上提交所有申请材料。

学习计划：请选择“非学历”，“语言生”，“国际文化交流学院”，“暑期项目”，“2017 暑期商务 SPCI 项目”。

如您网上申请遇到困难，也可尝试替代报名方式。您可以在 Microsoft Word 格式的申请表中输入所有信息（下载地址 <http://www.ices.fudan.edu.cn/2e/27/c6658a77351/page.htm>），与个人普通护照扫描件（个人信息页），报名费汇款回执，毕业证书扫描件以及其他申请材料扫描件，发送到 [icespci@fudan.edu.cn](mailto:icespci@fudan.edu.cn) 报名。

**★请认真填写《录取通知书》接收地址，申请完成后，不得更改地址。**

**★最低开班人数 10 人。如不足 10 人，班级可能会被取消。**

## 成功申请后续

请先向复旦大学账户支付报名费，网上提交申请前需先提交上传报名费支付凭证。网上成功提交申请后，请继续在网上申请系统中关注申请状态及反馈。申请通过审核后，你的申请状态会显示“录取”。此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，不要过早入境，以免签证过期，影响学习。

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