Professional Business Chinese Immersion Program
of Fudan University 2015 -2016
(PCI---English Taught Semester 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 BUSINESS CHINESE IMMERSION, PCI PROGRAM OVERVIEW
Professional Business Chinese 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.

PCI PROGRAM HIGHLIGHTS
✦ Study at one of the top 3 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, Recommendation letter for outstanding performance
MAIN COURSES FOR PCI PROGRAM

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<tr>
<th>Courses</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chinese Courses</strong></td>
<td>Providing Chinese courses with all levels from beginners to advanced learners. (Beginner levels are English instructed)</td>
</tr>
<tr>
<td><strong>Culture Courses</strong></td>
<td>Brief Introduction to China. (English instructed)</td>
</tr>
<tr>
<td><strong>Business Courses</strong></td>
<td>International Business including Advanced Lectures on Business Operation Practice. (English instructed)</td>
</tr>
<tr>
<td><strong>Culture Workshops</strong></td>
<td>Cultural lectures on various topics including calligraphy, painting, Kungfu etc.</td>
</tr>
<tr>
<td><strong>Mobile Classroom</strong></td>
<td>Cultural Immersion Activities including cultural site visits and field trips. Company Visits providing insight and mini seminar in various industry fields.</td>
</tr>
<tr>
<td><strong>Business Immersion Practice</strong></td>
<td>Practicing business and Chinese skills in working environment.</td>
</tr>
</tbody>
</table>

★For detailed information, please check program homepage at [http://www.ices.fudan.edu.cn](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. Final schedule will be published after registration.

**Culture Courses**
More and more foreign people begin to know about China nowadays but the understanding of China is far from systematic and comprehensive. Understanding Chinese culture has the same importance with learning the language. Brief Introduction to China will provide comprehensive information about Chinese politics, economy, geography, traditional custom, history and culture through a cross-cultural perspective. The Course will help reducing misunderstanding and cultural conflict in future cross-cultural communication and business practice.

**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 Practice**

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. Business Immersion Practice 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.

**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, HSK & BUSINESS CHINESE TEST, BCT**

Chinese Proficiency Test, HSK and Business Chinese Test, BCT are 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**

PCI students have multiple choices of accommodation. Please find more information on program homepage and contact us for booking assistance.

**APPLYING**

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

The Spring Semester runs from February to July, and the Fall Semester from September to January.

One semester: 2015-9 to 2016-1, 2016-2 to 2016-7

One academic year: 2015-9 to 2016-7, 2016-9 to 2017-7

★ For detailed dates of importance, please check school calendar at [http://www.ices.fudan.edu.cn](http://www.ices.fudan.edu.cn)

Application periods:

2. Fall Semester: Applications begin on March 2. Deadline of submitting application is June 10.

Application Fee: RMB 400
Full Program Fee: RMB 39000
Program fee includes all courses, cultural and business immersion activities. Housing cost is 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. One completed copy of Application Form with signature and photograph.
2. One regular passport photocopy (personal information page – passport validity must be adequate for study).
3. One copy of original graduation certificates or documents proving student status at current university (notarized photocopies accepted). Certificates or documents in languages other than Chinese or English must be translated and notarized.
4. Corresponding transcripts (original or notarized photocopies) – transcripts in languages other than Chinese or English must be translated and notarized.
5. One photocopy of TOEFL iBT (a score of 75 or above)/IELTS (a score of 6.0 or above), or other materials proving a corresponding level of English. Native English-speakers or applicants from countries where English is the official language are exempted from this requirement.
★ 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:
   Submitting application → Paying application fee on Online Application System → Waiting for initial verification → Printing Application Form and mailing application materials → Waiting for application result → Application is completed.
3. How to fill in your ‘Study Plan’ online:
   ★ 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.

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 “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.
APPLICATION FEES AND MATERIALS ARE NON-RETURNABLE.

2015-2016 学年国际商务汉语浸润项目招生简章
（PCI 英文授课项目）

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.

国际商务汉语浸润项目

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汉语浸润项目。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.
国际商务汉语浸润项目优势

- 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
- 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

国际商务汉语浸润项目主要课程

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<td>中国概况（英文授课）</td>
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<tr>
<td>商务课程</td>
<td>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）</td>
</tr>
<tr>
<td>文化工坊</td>
<td>中华传统才艺讲座：书法、绘画、剪纸、面塑、太极等（英文翻译）</td>
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| 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](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。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。

文化课程：

虽然留学生都对中国已经或多或少有所了解，但是这种了解一般是比较零散、局部、表面的。文化跟语言一样，都是留学生真正融入中国所必备的基本条件。《中国概况》课将从跨文化比较的视角，全面介绍中国政治、经济、文化、地理各方面知识，将中国的情况向留学生们做系统介绍，使他们在原来的基础上对中国有一个比较全面地了解与认识，从而减少文化差异所带来的沟通问题。为商务实务做好文化储备和铺垫。

商务课程：

国际商务汉语浸润项目的《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能力。课程安排前沿讲座板块邀请各领域的业内精英高管通过讲座、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：

国际商务汉语浸润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的现状，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。国际商务汉语浸润项目秉承“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，让学生在一个真实工作环境中中学以致用的机会，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。

汉语水平考试 HSK 及商务汉语水平考试 BCT
复旦大学国际文化交流学院是中国汉语水平考试 HSK 及商务汉语水平考试 BCT 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
国际商务汉语浸润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
项目学生可选择入住学生宿舍、国际学生公寓或入住校内宾馆等。具体选择可与我们联系预订。

学制与申请
学制：一学期至一学年。春季学期自2月至7月，秋季学期自9月至1月。
一学期：2015年9月-2016年1月，2016年2月-2016年7月；
一学年：2015年9月-2016年7月，2016年9月-2017年7月
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。
申请时间：
春季学期：10月8日起提交申请；12月10日前完成申请费支付并提交完整申请材料。
秋季学期：3月2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、从网上申请系统中打印出的带有条码的《入学申请表》1份，贴上照片，签名。
2、学习期间有效的普通护照复印件（个人信息页）1份。
3、大学在读或者毕业的证书原件或经过公证的复印件。中、英文以外文本的证书还需提供经过公证的中文或英文翻译件。
4、与学历证书相对应的成绩单原件或经过公证的复印件。中、英文以外文本的成绩单还需提供经过公证的中文或英文翻译件。
5、具备大学英语水平的证明，如：TOEFL iBT (75分及以上)/IELTS (6.0及以上) 成绩单复印件1份，或能够证明自己同等英文水平的其他材料。母语为英语或官方语言为英语的申请人可豁免提交此材料。
★必要时，我校会要求申请人提交补充材料。★

申请方法：
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：提交申请→网申系统中支付报名费→等待初审→打印《入学申请表》，邮寄申请材料 →等待申请结果 → 申请完成。
3、如何在网上填写留学计划：请选择：自费申请，普通进修生，院系：国际文化交流学院，专业：PCI 项目，预计专业学习开始时间：2015-09-01/2016-02-15/2016-09-01，预计专业学习结束时间：2016-01-31/2016-07-15/2017-01-31。
★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。

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。

联系方式：
复旦大学 国际文化交流学院 招生与合作办公室
地址：中国上海市邯郸路 220 号 光华楼东主楼 909 室
邮编：200433
电话：86-21, 55664859, 65643652
传真：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。
## PCI Semester Sample Weekly Schedule

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<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>Chinese Lesson</td>
<td>Chinese Lesson</td>
<td>Chinese Lesson</td>
<td>Chinese Lesson</td>
<td>Chinese Lesson</td>
<td>Business &amp; Cultural Field Trip</td>
<td>Business &amp; Cultural Field Trip</td>
</tr>
<tr>
<td>8:00—11:35</td>
<td></td>
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<tr>
<td>Lunch Time</td>
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<tr>
<td>12:35—13:20</td>
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<tr>
<td>Afternoon</td>
<td>Business Practice</td>
<td>Business Practice</td>
<td>Business Practice</td>
<td>Business Practice</td>
<td>Culture Workshops Or Mobile Classroom for Company &amp; Site Visits</td>
<td>Free Time</td>
<td>Free Time</td>
</tr>
<tr>
<td>13:30—17:30</td>
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<tr>
<td>Evening</td>
<td>Culture Course</td>
<td>Business Course</td>
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<td>18:00—20:30</td>
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</table>

Final schedule please visit program website

## Sample Plan for Chinese Culture Lectures & Company Visits & Field Trips

<table>
<thead>
<tr>
<th>Time</th>
<th>Date</th>
<th>Activities</th>
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</thead>
<tbody>
<tr>
<td>0 week</td>
<td></td>
<td>Registration, Orientation, Business Immersion Practice Placement</td>
</tr>
<tr>
<td>1st week</td>
<td>Business Immersion Practice Placement</td>
<td>Cultural Workshops</td>
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<td></td>
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<td>Mobile Classroom: City Tour on Saturday</td>
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<tr>
<td>2nd week</td>
<td>Business Immersion Practice 4 afternoons</td>
<td>Mobile Classroom: Shanghai Museum or Shanghai Urban Planning Exhibition Center Visit on Friday afternoon</td>
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<tr>
<td>3rd week</td>
<td>Business Immersion Practice 4 afternoons</td>
<td>Mobile Classroom: Suzhou Business and Cultural Visit on Friday &amp; Saturday</td>
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<tr>
<td>4th week</td>
<td>Business Immersion Practice 4 afternoons</td>
<td>Company Visit on Friday afternoon: Financial Industry (Shanghai Stock Exchange Market or others)</td>
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<tr>
<td>5th week</td>
<td>Business Immersion Practice 4 afternoons</td>
<td>Mobile Classroom: Beijing 4-day Business and Cultural Visit from Fri to Mon (Round-trip Train Tickets Included)</td>
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<tr>
<td>6th week</td>
<td>Business Immersion Practice 4 afternoons</td>
<td>Cultural Workshops</td>
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<tr>
<td>Week</td>
<td>Activities</td>
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<tr>
<td>7th week</td>
<td>Business Immersion Practice 4 afternoons&lt;br&gt;Company Visit on Friday afternoon: State-owned Enterprise (Baosteel or others)</td>
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<tr>
<td>8th week</td>
<td>Business Immersion Practice 4 afternoons&lt;br&gt;Cultural Workshops</td>
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<tr>
<td>9th week</td>
<td>Business Immersion Practice 4 afternoon&lt;br&gt;May have Mid-term Exams</td>
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<tr>
<td>10th week</td>
<td>Business Immersion Practice 4 afternoons&lt;br&gt;Mobile Classroom: Yiwu &amp; Hangzhou Business and Cultural Visit from Friday to Saturday</td>
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<tr>
<td>11th week</td>
<td>Business Immersion Practice 4 afternoons&lt;br&gt;Company Visit on Friday afternoon: Private Enterprise (Everstar Logistics or others)</td>
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<tr>
<td>12th week</td>
<td>Business Immersion Practice 4 afternoons&lt;br&gt;Cultural Workshops</td>
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<tr>
<td>13th week</td>
<td>Business Immersion Practice 4 afternoons&lt;br&gt;Company Visit on Friday afternoon: Joint Venture Enterprise (LG Shanghai or Alcatel-Lucent or others)</td>
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<tr>
<td>14th week</td>
<td>Business Immersion Practice 4 afternoons&lt;br&gt;Mobile Classroom: Visit to Shanghai Free Trade Zone &amp; Shanghai Port</td>
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<td>15th week</td>
<td>Business Immersion Practice 4 afternoons</td>
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<tr>
<td>16th week</td>
<td>Business Immersion Practice 4 afternoons</td>
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<tr>
<td>17th week</td>
<td>Business Immersion Practice Evaluation &amp; Presentation</td>
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</tr>
<tr>
<td>18th week</td>
<td>Business Immersion Practice Evaluation &amp; Presentation</td>
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Optional Cultural Tours: HuangShan 3-day tour during or at the end of the semester
Optional Cultural Tours: Guilin, Yangshuo 5-day tour at the end of semester
Chinese National Holidays arrangements TBA by university.