



DONGHUA UNIVERSITY

THE STATE-KEY UNIVERSITY DIRECTLY UNDER THE MINISTRY OF EDUCATION OF CHINA



INTERNATIONAL PROGRAMS

English-taught Business Programs for International Students

- Bachelor of Management in Business Administration (BBA)
- Bachelor of Management in Marketing (BMK)
- Bachelor of Economics in International Trade (BIT)

Competence

Innovation

Passion



東華大學
DONGHUA University
INTERNATIONAL CULTURAL EXCHANGE SCHOOL
CENTER OF INTERNATIONAL PROGRAMS

THE UNIQUENESS

OF OUR

PROGRAMS

Experiential Learning Education Philosophy

By adopting a teaching philosophy of experiential learning, we at Center of International Programs (hereinafter referred to as CIP), incorporate practical learning activities with theoretical foundation to support and solidify your knowledge. We strive to ensure that you will have the opportunities to become one of the most valuable players in the business world by teaching you skills and knowledge of an exceptional standard.

International Forum

Almost every month, we invite external speakers from academic and practical world to share their expertise and experiences in the contemporary global business environment with you; and we also provide you opportunities to interact with some of the most successful and influential people in the business world.

Secretary General of the Ministry of Economic Affairs, Agriculture and Innovation of the Netherlands, French economist Dr. Michael Aglietta, Austrian Sinologist and Vice President of University of Vienna Dr. Susanne Weigelin-Schwiedrzik, managers from different industries, such as General Motor, Fedex, Coca-Cola, and Schindler, and consul general of Shanghai from Canada, Spain, Brazil, and Israel were some of invited International Forum Speakers.

Immersion Week

Field trips to companies in different industries, workshops on academic skills, personal skills and job hunting skills, conducting real research projects, participating in competitions, culture visits, and other formats of activities are offered during immersion week of every semester, aiming to let you have the opportunities to prepare yourself for the challenging business world in the future.



2009-2017
62 Seminars
66 Speakers

INTERNATIONAL FORUM

A stylized icon representing a group of people, consisting of several green silhouettes of heads and shoulders, with two speech bubbles above them.

TILL SPRING
2018

Field Trips
Workshops
Competitions
Small Projects
and Others

266 IMMERSION WEEK
ACTIVITIES



Till **2018**
SPRING
CIP HAS RECEIVED **773** STUDENTS
FROM
101 COUNTRIES

PROGRAMS

Bachelor of Management in Business Administration (BBA)

This major is ideal for students who aim to develop their own business or become leaders in any organization. By studying core business subjects such as human resource management, accounting and finance, operations management, strategic management and marketing, students can understand how companies of all sizes run and thrive. The program emphasizes the international dimension of business and is supported by the real-world experience of practitioners through workshops offered by the school. With knowledge on Chinese business and society, our graduates are promoted to managerial positions soon after graduation.

Bachelor of Management in Marketing (BMK)

In an Internet-connected world where brands, consumers, and markets intermingle together, marketing has become a crucial managerial function. By studying courses such as marketing principles, consumer behavior, brand management, digital marketing, and others, students will gain the necessary skills to launch their career as marketers. In addition, students will work in teams to conduct marketing plans to launch new products in China, the world's second largest consumer market. The program includes company visits and guest lectures by senior marketing managers to ensure that the education is applicable to real-world business situations. Graduates go on to work in advertising, public relations, brand management, and digital marketing.

Bachelor of Economics in International Trade (BIT)

With the globalization of business, countries are more closely linked through trade in goods, services and capital than ever before. Through this major, students will become international trade experts by understanding the economic principles of international trade and the macroeconomic policies that regulate trade among countries. Students will learn how advances in technology and transportation, multinational corporations and outsourcing are having a major impact on the international trade system. In addition, students will gain knowledge about China, which is one of the largest trading nations in the world. Graduates have found jobs in international trading companies or opened their own trading company.

Some Highlights

- Student can finish the 4-year program in minimum 3 years with good study planning and efforts.
- Student with good Chinese language skills is qualified to apply for the exemption of Chinese language courses up to 28 credits.
- Qualified student will have opportunities to study as an exchange student in our oversea partner universities for a semester (except for the first year and last semester in the program).
- Student with valid HSK level 4 certificate and GPA above 3 is qualified to apply for minor in Chinese language in the first year of study.

Chinese Related Courses

■ Chinese Language Courses

- Comprehensive Chinese I, II, III, & IV
- Intermediate Oral Chinese
- Chinese Character Learning
- And more

■ Courses to Introduce China

- General Outline of China
- Chinese Calligraphy & Painting
- Spoken Shanghai Dialect
- The Culture of Chinese Characters
- Comparison among China, Korea and Japan

■ Courses related to Chinese Business

- Chinese Legal System
- Chinese Economy and Society
- Doing Business with China and Europe
- And more

Basic Business Subjects

- Introduction to Business
- Microeconomics
- Macroeconomics
- Management Essential
- Marketing Basics
- Cross-Cultural Communication
- Basic Statistics
- Business Ethics and Social Responsibilities
- Principle of Accounting
- Management Information System
- Research Methodology
- Entrepreneurship and Innovation

Elective Business Courses

(Followings are sample elective courses, which are subject to change)

- Fashion Marketing
- Project Management
- Psychology in Business
- Global Perspectives
- Case Integration
- Sales Management
- Entrepreneurial Finance
- Merger and Acquisition
- Cloud Computing

Practicum

- Seminars (International Forum)
- Community Services
- Immersion Week
- Social Practice
- Graduate Internship
- Graduating Thesis

Note: Above is not the complete course list and not all courses listed are offered in a given year. For an up-to-date statement of course offerings, please consult CIP directly.

Liberal Education

■ Skill related Courses

- Road to College Success
- Fundamental Math
- Math for Commerce I
- Advanced Application of MS Office (Office 2013)
- And more

■ Academic English Courses

- Preparatory Academic Language
- Academic Writing
- Presentation Skills
- And more

Core Courses for BBA

- Organizational Behavior
- Logistics and Supply Chain Management
- E-Commence
- Quality Management
- International Business
- Human Resource Management
- Strategic Management
- Managerial Accounting
- Operations Management

Core Courses for BIT

- International Trade
- Logistics and Supply Chain Management
- Business in Emerging Markets
- E-Commence
- International Business
- Customer and Supplier Relationship Management
- Strategic Management
- International Finance

Core Courses for BMK

- Consumer Behavior
- International Marketing & Sales
- Service Market & Management
- Brand Management
- Customer & Supplier Relationship Management
- Marketing Communication
- Strategic Management
- E-Commence
- Retail Management

"I work with colleagues who completed their master's degree from big universities in Europe or USA, but I always feel like the knowledge I acquired in CIP matched up with theirs, and sometimes my understanding has far exceeded theirs, so I am very glad I was in CIP"

- Mr. GUILLAUME, SOIZEAU-SAINT-MARTIN (France, Graduated in 2017. Now working for a Swedish consulting corporation with direct competitors like SAP, Oracle and Microsoft)

HOW TO APPLY

	For Fall Intake	For Spring Intake
Application Deadline	June 30th of current year	December 30th of previous year
Start of the Semester	End of August or Beginning of September	End of February or Beginning of March

Applicant who is non-Chinese citizen, in good health, and aged between 16-35, is eligible to apply.

Please follow the steps outlined below to finish your application. Please note that all required application materials, including application fee, must be submitted for an application to be considered complete. Interview may be required as the supplement.

Step 1: Apply online

Fill out the online application form at admissions.dhu.edu.cn, upload your ID photo and a photocopy of your valid passport. If you are not in your home country during the application, your currently valid visa in that country is also required.

Step 2: Submit the following application materials

■ **Copy of official secondary or post-secondary educational credentials and full transcripts**

The documents must be in English or Chinese with official stamps of the high school or authorized education institute. Notarized translated copies must be submitted if the document is not in Chinese or English.

* If you apply before the completion of high school, an official letter issued by the institute indicating the time when you will receive the certificate is required. Copy of certificate and final version of the transcripts are still required once you receive them.

Proof of English proficiency:

- An applicant whose native language is not English must submit a score of IELTS, TOEFL, or equivalent. Minimum overall band of IELTS score is 6. Minimum score for TOEFL (IBT) is 80. An applicant who receives a high school certificate from an English-speaking country may be exempted from this language requirement.

* For more information on IELTS, please visit www.ielts.org. And visit www.toefl.org for more information on TOEFL. The TOEFL Institution Code of Donghua University is 4422.

■ **Personal statement in English**

It should be in an essay format (at least 400 words) and mainly introduce yourself, your interests, your future career plan and the reason to choose DHU.

■ **Supplement:**

Merit, testimonials, or other documents that you wish to be considered.

Step 3: Pay Application Fee: CNY 800 (non-refundable)

- Make payment online (Recommended)
- Pay RMB in CASH or with UnionPay card directly at International Cultural Exchange School.

Where to send the documents:

Please scan the application materials and email them to cip@dhu.edu.cn. However, original documents need to be verified during enrollment. If the scan copy and original documents are inconsistent, the enrollment qualification will be cancelled. All the application materials will not be returned.

Conditional Admission:

Applicants with English Proficiency level below the requirement may be admitted conditionally and will be required to study in the University Foundation Program (UFP) until the English proficiency level passes the entry requirement within 1 year after enrollment.

Transfer Students:

Only student who has been studying in a university in the similar major in English for more than one semester can apply for credit transfer. The official transcript, the syllabus of the courses or other associated documents are required. CIP reserves the right to make final decision on credit transfer. Maximum of 30 credits can be transferred.

STUDY & LIVING EXPENSES

Apart from tuition, we estimated the possible expenses as followings, based on the assumption that a student is NOT conditionally admitted and has NO course to be exempted or transferred. For your reference, the costs are calculated in USD based on the rate USD1: CNY6.35. The actual expenses may vary according to the personal spending habits, the changes of the market prices and the fluctuation of the exchange rate.

Program Costs

Application Fee (one-time fee): CNY 800 (USD 126)

Tuition Fees (per semester): CNY 25,000(USD 3,937)

Textbook (per semester): CNY 1,500 (USD 236)

Insurance* (8 semesters): CNY 3,200 (USD 504)

Chinese Visa Costs*

Entrance Visa Application Fee: vary from country to country

Medical Examination Fee in Shanghai: approx. CNY 500 (USD 77)

4-year Study Visa Application Fee: CNY 1,200 (USD 189)

**The insurance, medical exam fee and visa application fee are charged by PingAn Insurance Company, designated hospital and Shanghai Entry-Exit Administration Bureau respectively.*

Living Expense

On-campus Dorm (per semester, approx. 140 days):

Double Room: CNY 7,000 (USD 1,103)

Multiple Bedded Room: CNY 5,000 (USD 788)

Internet Access (per month): CNY 70 (USD 11)

Living off Campus (per month): *The actual rent vary depends on the area.*

One-bedroom Apartment: approx. CNY 3,500 (USD 538)

Two-bedroom Apartment: approx. CNY 5,000 (USD 769)

Basic Living Costs* (per month): approx. CNY 3,500 (USD 538)

**This expense includes meals on campus, laundry, local transportation, personal items, etc.*

MERIT-BASED SCHOLARSHIPS

A variety of scholarships are offered to encourage outstanding students who have studied in CIP for at least one semester to persevere and achieve their potentials.

Outstanding International Students Scholarship

offered by Donghua University



Awarded in every **fall** semester

Self-sponsored Outstanding International Students Scholarship

offered by Chinese Scholarship Council

CNY18000 tuition waiver

Awarded in every **spring** semester

NZSpring Donghua Excellent International Students Prize

offered by NZSpring (Shanghai) International Trading Ltd.

CNY10000 cash award

Awarded in every **fall** semester

Note: Up-to-date scholarship policy, awards, application requirements and methods will be announced in May and October of every semester.

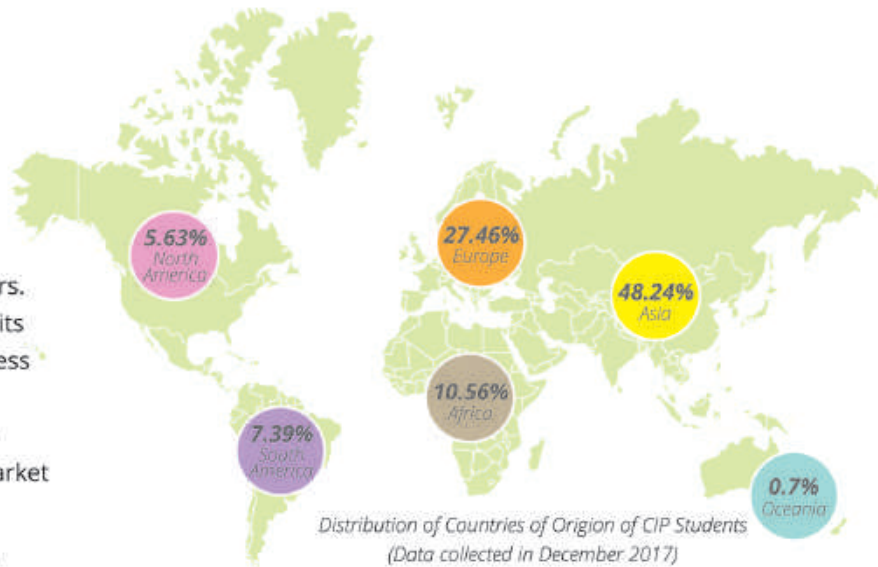


Insights on China & Emerging Market

China has become one of the most attractive study destinations for international students in recent years. Many students choose to study in China because of its rich culture, booming economy, and potential business opportunities, which is called Chinese Dream. We designed our program to help you gain insights into Chinese emerging market, increase your Chinese market sensitivity, and grasp the opportunities in China by offering subjects, such as Chinese language, culture, philosophy, society, business codes, and business etiquette, all of which are crucial to increase your competitive advantages and fulfill your own dream.

Global Learning Environment

Donghua University (hereinafter referred to as DHU) has students from around 140 countries with a good distribution in continents. Our dedicated faculty members are world citizens with a good mix of the eastern and western academic background, bringing you a wealth of knowledge and perspectives from different nations. Apart from this unique diversity of experts, you can also further gain international exposure by studying in our partner universities in countries such as USA, Spain, the Netherlands and Korea. Our global learning environment will enhance your inter-cultural skills, the skills in-demand by every company today, and help you build up a global network of friends.



Service Learning Nurturing Model

Service Learning is a new education model popular in western countries. It is a method of teaching that combines classroom instruction with meaningful community service. This form of learning emphasizes critical thinking and personal reflection while encouraging a heightened sense of community, civic engagement, and personal responsibility. This education model is adopted in CIP for you to gain insights into Chinese society as well as increase your sense of social responsibility as a future businessman or businesswoman.

Innovation Orientation

Creativity and innovation is integrated in our curriculum. Teachers cooperate with founders of investment companies in Entrepreneurship and Innovation Course. Online business simulations are adopted in Strategic Management Course. Case Integration Course will help you build actual business plan and provide individual guide for the implementation of the plan. DHU Students Innovation and Entrepreneurship Incubator Base will provide necessary service to support you to become a true entrepreneur.

"I especially appreciated being taught by professors with real world experience, ready to equip us to confront real situations in our professional careers. CIP offers a great environment where teamwork is a priority. This helped us to learn, to listen and exchange ideas in different fields. Moreover, the events organized by CIP give us opportunity to meet each other and create contacts that will go beyond our studies."

-----Mr. Choudhry, Usman (Pakistan, Graduated in 2013 and earned master degree in Queensland University afterwards)

Your Gateway to Opportunities in China



"CIP is an international community where you have access to a broad network of students and teachers from different countries as well as business professionals who share their experiences. The academic atmosphere and overall learning experience in Donghua have

significantly benefited my personal development. I developed a business-oriented mindset during the study. The teachers helped me get out of my comfort zone and I was encouraged to start my own company and make innovations."

- Ms. ELSA MEDIN (Sweden, Graduated in 2016, Young Entrepreneur with company awarded for Lifestyle Service of the Year in 2016 by Time Out Love Shanghai.)

"I needed to find a university program where I could learn to speak Chinese, study business and learn more about this new culture. CIP offered me exactly that with excellent teachers and one of the most international networks of students.



During my study, I started to create my own company and put into practice the things I learned in the classroom and this was the best training I could have ever hoped for."

- Mr. Bastien Dumont (Belgium, Graduated in 2014, Young Entrepreneur, Winner of Entrepreneur's Outstanding Achievements of Sino-Swiss Business Awards 2017 by Swiss Chamber of Commerce in China)



"Studying in CIP has been a gratifying choice. I've made great friends amongst classmates, staff and teachers! CIP offers the opportunity to do a lot while enriching our academic and social life. The small classrooms offer a certain rapport between the students and

professors which is very difficult to find elsewhere.....I love the city itself, it's a very busy city, full of life and opportunities. The academic learning offered by CIP is also one I love about, as it pushes student to get involved in more than just studying....."

- Ms. Filippa Bätjer (Sweden, Graduated in 2018, Board Director of Swedish Young Professionals of Swedish Chamber of Commerce in Shanghai)



The International Student Center for Career Development (ISCCD) is aiming at providing career development consultation, counseling, information and services for international students and alumni. A professional consulting team including experts from different fields with career consulting experiences will combine innovative, pragmatic and industry-focused approach to help students determine and achieve career goals. ISCCD also cooperated with Shanghai Free Trade Zones to offer trainings, services, and supports, for student who wants to become an entrepreneurs in Shanghai and student who wants to explore the world of International Trade.

Consulting and Application:

Office 100, Center of International Programs
International Education Center Building, Donghua University

Add: 1882 West Yan'an Road, Shanghai, 200051, P. R. China

Tel: 0086-21-62373362

Fax: 0086-21-62194553

Email: cip@dhu.edu.cn

CIP Website: <http://cip.dhu.edu.cn>

University Website: <http://english.dhu.edu.cn>

<http://dhudegree.ices.cn>



dhu-ices



Donghua University



Donghua university



ices_dhu