

PROSPECTUS FOR  
**Doing Business in China(DBIC)**  
ONLINE CREDIT PROGRAM



2022

*To Explore China, to Start Your Business*

---

## 上海大学 About Shanghai University

上海大学始建于1922年，是上海市属、国家“211工程”重点建设的综合性大学，上海市人民政府与国家教育部共建高校，上海市首批高水平地方高校建设试点，教育部一流学科建设高校。

2021 QS排名位列中国大陆高校第16位。

上海大学学科门类齐全，涵盖哲学、经济学、法学、文学、历史学、理学、工学、管理学、艺术学等学科门类。

学校现有超过4万名学生。其中在校国际学生3301名，来自全球150多个国家。

Shanghai University (SHU) is a member university of Project 211, co-sponsored by the Ministry of Education and Shanghai Municipality and is a research-intensive and comprehensive university. Shanghai University has 26 colleges and 2 independent departments, covering a wide range of disciplines: natural science, engineering, literature, history, philosophy, economics, law, management, art, etc.

In 2021, QS ranked 16th among universities in mainland China.

There are more than 40000 full-time students in Shanghai University, including 3301 international students from more than 150 countries.

## 项目目标 What You Will Gain

中国的快速发展及融入世界经济为国际商务创造了机遇。同时，外企面临着调整在华经营方式的挑战。因此，为了在中国成功经商，更好地了解不断变化且复杂的市场环境、国家政策的制定以及中国语言和文化尤为重要。本项目刚好为学生多维度地了解中国商业提供契机。

鉴于当前全球疫情形势，上海大学推出了DBIC线上学分项目，以满足当前国内外国际学生的不同需求。

China's rapid development and its integration into the world economy have created opportunities for international business. At the same time, foreign companies face the challenge of adjusting their way of business operation in China. Therefore, it is crucial to know better about the

---

changing and complex market, policy making of China as well as Chinese language and culture in order to successfully do business in China. This program is just designed to provide students with a multi-dimensional comprehension of Chinese Business.

Due to the current global epidemic situation, Shanghai University has launched the DBIC Online Credit Program to meet the different situations and needs of international students currently in China and abroad.

### 项目特色 Program Features

- 提供英文授课的商业类课程，全程直播授课，与老师实时互动，课堂生动活泼。

Provide business related courses taught in English. Full live stream class, interaction with the teacher in a dynamic class atmosphere.

- 配套中国文化和汉语课程，帮助更好地了解中国。

Chinese culture and Chinese language courses to help know China better.

- 丰富多彩的线上企业参访活动，带你领略上海的魅力

Varieties of virtual tours of enterprises to show you the charm of Shanghai.

- 提供学分证明与结业证书

Transcripts with credits and certificates of completion will be issued to students who successfully complete the course.

### 学习期限：11周 Duration (11 weeks)

- 春季学期（每年略有调整）：3月7日—5月20日

Spring Semester (subject to change): March 7- May 20

- 秋季学期（每年略有调整）：9月12日—11月25日

---

Fall Semester (subject to change): September 12- November 25

**课程清单 Courses List:**

| 课程名称 Courses                           | 学分 Credits                    |
|--|-------------------------------|
| 1. 市场营销战略Marketing Strategy            | 40 class hours,5 ECTS Credits |
| 2. 金融 Finance                          | 40 class hours,5 ECTS Credits |
| 3. 电子商务E-Commerce                      | 40 class hours,5 ECTS Credits |
| 4. 中国企业 Chinese Business & Enterprises | 40 class hours,5 ECTS Credits |
| 5. 中国与全球化 China and Globalization      | 40 class hours,5 ECTS Credits |
| 6. 中国文化 Chinese Culture                | 40 class hours,5 ECTS Credits |
| 7. 基础商务汉语 Basic Business Chinese       | 80 class hours,5 ECTS credits |

*上课方式: 邮件告知上课平台的网页以及账户名与密码。*

***Class Form: We will e-mail you the web page, account name, and password of the class platform.***

**一、申请信息Application**

**1. 申请资格 Requirements for Applicants:**

➤ 持有外国有效护照，年龄18周岁或以上-45；高中毕业或以上学历。

Students or company staff between 18-45 years old; possess Chinese and English language foundation; foreigners with non-Chinese passports; High school graduated or above.

---

➤ 英语水平须满足以下任一条：

雅思（A）成绩6.0分以上(含)或托福成绩80分以上(含);或其他国际认可的英语水平考试达到相当分数，并提交成绩证明；

英文为母语或官方语言；或在以英语为母语的國家获得过学历证书。

English proficiency:

IELTS (A) 6.0 or TOEFL IBT 80 or above;

Other internationally recognized English proficiency tests with scores of the same level and provide proof of certificates;

The following types of applicants are exempt from taking the TOEFL or IELTS:

Native speakers of English;

The previous degree is fully taught in English.

## 2. 申请截止日期

春季学期：2022年1月16日

秋季学期：2022年8月5日

## Application Deadline

Spring Semester: 16<sup>th</sup> January, 2022

Fall Semester: 5<sup>th</sup> August, 2022

## 3. 申请材料 Application Materials Required:

➤ 护照复印件 Passport Copy

➤ 学习计划 Study Plan

➤ 语言能力证明 Language Proficiency Certificate

- 
- 经济担保证明 Statement of Financial Support
  - 最高学历毕业证 Highest degree diploma

#### 4. 申请流程 Application Procedures:

第一步：登录上海大学网上申请系统（<https://apply.shu.edu.cn/>）;

点击Apply now，用邮箱注册账号登录。

第二步：选择非学历项目—英文授课学分项目-DBIC Online Credit Program

第三步：上传材料，提交申请。

第四步：电子offer将在五个工作日内发送完毕。请在收到电子offer后点击确认offer，完成申请。

Step 1: Apply via <https://apply.shu.edu.cn/>. Click “Apply Now” and sign up with your email address.

Step 2: Select the “Non-degree Program”- “English-delivered Credit Program”- “DBIC Online Credit Program.

Step 3: Upload materials and submit applications.

Step 4: Admission notice will be sent via Email within 5 working days. Please confirm your admission notice to complete your application.

## 二、项目费用 Fees

报名费 Application Fee: 免费 Free

|                |            |
|----------------|------------|
| 学费 Tuition Fee | 明细 Details |
|----------------|------------|

|  |   |
|--|---|
| (计价单位: 人民币, 按每人计算Prices are quoted in CNY per person.) |   |
| 学费12500元<br>Tuition (CNY12500)                         | <ul style="list-style-type: none"> <li>● 7门英文授课课程<br/>7 English-delivered Courses</li> <li>● “云游上海”系列视频<br/>Experience and Visit Online</li> <li>● 其他相关讲座与研讨会<br/>Related Lectures or Seminars</li> </ul> |

**备注: 所有学生需在2022年1月31日前 (春季学期) /2022年8月20日 (秋季学期) 支付学费, 并将转账凭证发至[huangxin29@shu.edu.cn](mailto:huangxin29@shu.edu.cn)**

***Note: All the students should finish the payment before January 31, 2022 for 2022 Spring Semester/August 20,2022 for 2022 Fall Semester, and send your receipt to [huangxin29@shu.edu.cn](mailto:huangxin29@shu.edu.cn)***

### 三、汇款信息 Bank Account Information

#### 外币汇款

收款人名称: 上海大学

收款人帐号: 98211454800000228

收款人开户银行名称: 上海浦发银行静安支行

(SWIFT NO.SPDBCNSHXXX)

#### 人民币汇款

帐户名: 上海大学

帐号: 033584-00801000968

开户行: 农行闸北支行共和所

\* 请不要在境外向此账户汇款人民币.

---

**For Foreign Currency such as USD, JPY**

Beneficiary's Name: Shanghai University

Beneficiary's Account No.: 98211454800000228

Beneficiary's Bank Name:

Shanghai Pudong Development Bank, Jingan Sub-branch, Shanghai,  
P.R.China

(SWIFT NO.SPDBCNSHXXX)

**For CNY**

Gonghe Sub-Branch, Zhabei District,

Agricultural Bank of China, P.R.China

Account No.: 033584-00801000968

Beneficiary: Shanghai University

\*Please do not remit RMB to this account overseas.

**四、联系信息 Contacts**

联系人Contact person: Ms. HUANG Xin

地址Address: 上海大学延长校区，上海市静安区延长路149号。

No.149 Yanchang Road, Jing'an District, Shanghai, China

电话TEL: 0086-021-56331888

邮件E-mail:huangxin29@shu.edu.cn

网站Website: <https://apply.shu.edu.cn>

---

## **Course Description**

### **1. Marketing Strategy ( 5 ECTS Credits )**

This course mainly combines the lecture and tutorial of case study to qualify students with the capacity of analysis and application of the marketing theories. This course enables the student to make marketing strategy decision in a professional way. This subject introduces the basic elements of the marketing management process used by modern companies. It incorporates analyzing marketing strategy planning, including how to analyze the market environment, conduct market research, evaluate consumer markets, understand consumer and business buyer behavior, and segment markets. It also provides the basis for developing marketing strategy by analyzing target markets, and issues of pricing, distribution, product planning, and promotion.

### **2. Finance ( 5 ECTS Credits )**

This course mainly combines the lecture and tutorial of case study to qualify students with the capacity of analysis and application of the financial issues.

- Understand the role of a CFO in a company.
- Understand the concepts of Risk and Rates of Return and Financial Markets.
- Understand the process of assets management.
- Solve the problems in Financing, Investing and Operating activities by the financial tools.
- Understand the firm's financing mix.
- Understand the Cost of Capital and Financial Structure and Dividend Policy  
Practice the financial statements analysis.

---

### **3.China and Globalization (5 ECTS Credits)**

This course, based on the cases, special events and experiences, from the historical and synchronic perspectives, interprets China's politics, economy, society and culture in the global context, and presents the contributions China has made to the world economy as well as the challenges China is facing in the global age. Through lectures, readings, videos, presentations and discussions, students will learn the fundamental knowledge about China. Taking a global perspective on the China issues, the course helps them form an objective perception about China, thus enhancing the intercultural communication. This course may benefit other international courses such as international trade, business, laws, and Chinese language and culture.

### **4. E-Commerce (5 ECTS Credits)**

Through the study, students can understand the principles, development process and characteristics of E-commerce, and the new competition brought by E-commerce. The 21st century will be an era of e-commerce development. How to face e-commerce manners and learn adapting demand of numerical information economy, participating in the international competition of the e-commerce era are the requirements of this course. Its concrete contents include: the development of e-commerce, the social environment and technology environment of e-commerce, the move manners of e-commerce, e-commerce marketing, the applications, the law system, the standards, the practice and the examples of e-commerce.

### **5.Chinese Business & Enterprises (5 ECTS Credits)**

This course introduces Chinese business background, business model and business operation to students so that they could have a basic overview and understanding of Chinese business and enterprises. Topics mainly focus on Chinese business background, Chinese-enterprise history, Chinese enterprise business model, the introduction of Chinese well-known enterprise-case study, how to start a business in China etc.

---

## **6.Culture in Contemporary China (Chinese Culture) (5 ECTS Credits)**

This course is intended to provide an overview of business in contemporary China, addressing topics in economic reform in China, joint venture and wholly owned foreign investment law and practices, an overview of Shanghai as a financial banking and manufacturing and commercial center, international trade, and economic law in China. In addition, this course will examine Chinese history, contemporary society, and the role of philosophy, religion, and education in Chinese life in order to put business in China in a cultural and historical perspective. This overview introduction to Chinese culture, history and society provides vital background information to put the current dynamic socioeconomic change and rapid business development in modern China in context.

## **7.Basic Business Chinese (5 ECTS Credits)**

This course is designed to improve students' abilities in listening, speaking, reading, writing and translating while gaining essential cultural understanding. Emphasis is placed on the contemporary usage of business language and related business culture. For the beginning level, it acquaints students with basic phonetics, minimum vocabulary for everyday conversation, and elementary knowledge of Chinese grammar. Students will also develop the following business language skills that are applicable to commercial activities or interest. The ability to understand the basics of the Chinese economic environment, as well as, rules for business performance, trade, investment, cooperation and management of enterprises.

