



復旦大學

PROFESSIONAL BUSINESS CHINESE IMMERSION PROGRAM OF FUDAN UNIVERSITY 2015 -2016

(PCI/SPCI---English Taught Semester and Summer Program)





PROFESSIONAL BUSINESS CHINESE IMMERSION, PCI/SPCI 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.

◆ PCI Program is also available in summer for a 6-week short term program, SPCI.

PCI/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 PCI PROGRAM

Chinese Courses	Providing Chinese courses with all levels from beginners to advanced learners.
Culture Courses	Brief Introduction to China. (English instructed)
Business Courses	International Business including Advanced Lectures on 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.
Business Immersion	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 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, no matter from orientation on arrival or to the best cellphone package, Program Resident Director is ready to assist and provide support when needed.

★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

联系方式：

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<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

DAY CLASS SESSION	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Morning 8:00---11:35	Chinese Lesson	Chinese Lesson	Chinese Lesson	Chinese Lesson	Chinese Lesson	Business & Cultural Field Trip	Business & Cultural Field Trip
Lunch Time 12:35---13:20						or	or
Afternoon 13:30---17:30	Business Practice	Business Practice	Business Practice	Business Practice	Culture Workshops Or Company & Site Visits	Free Time	Free Time
Evening 18:00---20:30		(Culture Course)		Business Course			

Final schedule please visit program website

optional

just a few

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

Time	Date	Activities
0 week		Registration, Orientation, Business Immersion Practice Placement
1st week		Business Immersion Practice Placement Cultural Workshops Mobile Classroom: City tour on Saturday
2nd week		Business Immersion Practice 4 afternoons Mobile Classroom: Shanghai Museum or Shanghai Urban Planning Exhibition Center visit on Friday afternoon
3rd week		Business Immersion Practice 4 afternoons Mobile Classroom: Suzhou Business and Cultural Visit on Friday & Saturday
4th week		Business Immersion Practice 4 afternoons Company Visit on Friday afternoon: Financial Industry (Shanghai Stock Exchange Market or others)
5th week		Business Immersion Practice 4 afternoons Mobile Classroom: Beijing 4-day Business and Cultural Visit from Fri to Mon (Round-trip Train Tickets Included)
6th week		Business Immersion Practice 4 afternoons Cultural Workshops
7th week		Business Immersion Practice 4 afternoons Company Visit on Friday afternoon: State-owned Enterprise (Baosteel or others)
8th week		Business Immersion Practice 4 afternoons Cultural Workshops
9th week		Business Immersion Practice 4 afternoon May have Mid-term Exams
10th week		Business Immersion Practice 4 afternoons Mobile Classroom: Yiwu & Hangzhou Business and Cultural Visit from Friday to Saturday
11th week		Business Immersion Practice 4 afternoons Company Visit on Friday afternoon: Private Enterprise (Everstar Logistics or others)
12th week		Business Immersion Practice 4 afternoons Cultural Workshops
13th week		Business Immersion Practice 4 afternoons Company Visit on Friday afternoon: Joint Venture Enterprise (LG Shanghai or Alcatel-Lucent or others)
14th week		Business Immersion Practice 4 afternoons Mobile Classroom: Visit to Shanghai Free Trade Zone & Shanghai Port
15th week		Business Immersion Practice 4 afternoons
16th week		Business Immersion Practice 4 afternoons
17th week		Business Immersion Practice Evaluation & Presentation
18th week		Business Immersion Practice Evaluation & Presentation

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.



EXTRACURRICULUM & ACTIVITIES

In addition to the regular curriculum, Fudan University and ICES has nearly 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.

The students' societies' activities may not avail-



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

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



ABOUT SHANGHAI AND FUDAN UNIVERSITY

Located where the Yangtze River Delta and the Pacific meet, Shanghai is China's most cosmopolitan city and one of the important global financial, shipping and trading centers. Shanghai is home of the historic Bund, traditional temples, and the proud pioneer of futuristic architecture. Study abroad in Shanghai and experience the excitement of China's most dynamic city.

Fudan University (Handan Campus) is located comfortably beside Wujiaochang, the north Shanghai's center. Fudan was founded in 1905 with more than a century of quality education. It is one of China's most prestigious universities. Fudan immerses you into a different way of life while allowing you to greatly enhance your education.

ABOUT INTERNATIONAL CULTURAL EXCHANGE SCHOOL, ICES, FUDAN UNIVERSITY

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 pride 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 provide 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.



CHINA

Shanghai

ICES

FUDAN
UNIVERSITY

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