



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 Economics in International Trade (BIT)

Vision

To be widely recognized as China's premier provider of English medium Business programs producing highly competent, well-rounded graduates.

Mission

As Shanghai's center for Business education with English as the medium of instruction, the programs aim to provide practical, innovative learning in a family-like atmosphere; to immerse students in China's culture and language; and to transform learners into proactive entrepreneurs and socially responsible leaders of organizations worldwide.

THE UNIQUENESS

OF OUR

PROGRAMS

Experiential Learning Education Philosophy

By adapting 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.

The Vice minister 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 on 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.



Vice Minister of Economic Affairs, Agriculture and Innovation of the Netherlands Mr. Chris Buijink speaking in ICES International Forum

Core Values

Education Excellence

Adhering to higher education standards of integrity and honesty; evolving Center of International Programs' educational goals to maintain practicality and relevance.

Business Excellence

Respecting the rich diversity of qualified faculty and learners from different parts of the world; fostering individuality and teamwork with diligence and innovation across varied business programs.

Service Excellence

Incorporating civic-mindedness, honesty and integrity in the programs' services.

Insights on China & Emerging Market

China has become one of the most attractive study destinations for international students in the recent years. Many students choose China because of its rich Chinese culture and language, booming economy, and potential business opportunities which for us here, we call as Chinese dream. We designed our program to help you get insights of 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 Chinese dream.

Global Learning Environment

Donghua University 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 academe 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 South 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.

"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 their studies."

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



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 adapted in CIP for you to gain insights of 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. Some of the on-going learning projects are Cool Hunting in cooperation with Science of the Time Trend Watching Institute (sienceoftime.com) integrated in Entrepreneurship and Innovation Course, online business simulations in Strategic Management Course and the newly launched Case Integration Course where actual business planning and application as the core focus. Students like you are also encouraged to be involved in event organizing to increase your competitive advantage in the job market.



DEGREE

PROGRAMS

CIP offers four-year rigorous and practical education through lectures, expert seminars, and team-based student projects in eight semesters. There are two majors offered: Bachelor of Management in Business Administration (BBA) and Bachelor of Economics in International Trade (BIT).

- Students can finish the program in minimum 3 years with good study planning. The maximum study length is 6 years.
- Students with good Chinese language skills before the start of the program are qualified to apply for the exemption of Chinese language courses up to 28 credits.
- Qualified students will have opportunities to study as an exchange student in our partner universities in another country for a semester (except for the first year and last semester in the program).
- Students with valid HSK level 4 certificate and GPA above 3 are qualified to apply for minor in Chinese language in the first year of study.

Program Requirements

Students are required to meet the following requirements to graduate:

- Complete about 160 credits, including required courses, elective courses, thesis, community service, graduate internship and other practicum in 3-6 years.
 - Pass all the required courses with at least 1.7 GPA
 - Submit graduation thesis and pass the thesis defense
 - Attend minimum 15 seminars and 15 immersion week activities
 - Have minimum 90 hours of community service
 - Have minimum 80 hours of social practice
 - Have minimum 1 month of full-time graduation internship in an organization in the last academic year, and the evaluation is above average
 - Other practicum requirements
- No undue payment to the university
- No violation of Chinese law and regulation and no disciplinary action on file

Chinese Related Courses

- **Chinese Language Courses**
 - Comprehensive Chinese I, II, III, & IV
 - Intermediate Oral Chinese
 - HSK Preparation Course
 - Learning Chinese through Chinese Songs
 - And more
- **Courses to Introduce China**
 - General Outline of China
 - Chinese Calligraphy & Painting
 - Chinese Tradition Philosophy and Its Influence on Contemporary China
 - Understand China through Chinese Literature
 - Comparison among China, Korea and Japan
- **Courses related to Chinese Business**
 - Chinese Business Culture & Etiquette
 - Chinese Economy and Society
 - Doing Business with China and Europe
 - And more

Basic Business Subjects

- Introduction to Business
- Microeconomics
- Macroeconomics
- Management Essential
- Marketing Essential
- Cross-Cultural Communication
- Applied Statistics & Marketing Research
- Basic Statistics
- Business Ethics and Social Responsibilities
- Principle of Accounting I
- Principle of Finance
- Business Law
- Research Methodology
- Entrepreneurship and Innovation

Core Courses for BBA

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

Practicum

- Seminars (International forum)
- Community Services
- Immersion Week
- Social Practice
- Graduate Internship
- Integrative project and thesis

General Knowledge

- **Skill related Courses**
 - Road to College Success
 - Fundamental Math
 - Math for Commerce I & II
 - Advanced Application of MS Office (Office 2013)
 - Physical Education Courses (Yoga, Ballroom Dancing, Rock Climbing, Rocky, Floor Ball, and etc.)
 - And more
- **Academic English Courses**
 - Preparatory Academic Language
 - Academic Writing
 - Presentation Skills
 - Business & Technical Writing
 - And more

Elective Business Courses

- Principle of Accounting II
- Consumer Behavior
- International Marketing and Sales
- Brand Management
- Marketing Communication
- Knowledge Management
- Fashion Marketing
- Project Management
- Psychology in Business
- Global Perspectives
- Service Marketing and Management
- Retail Management
- Case Integration

Core Courses for BIT

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

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.

I am grateful for the opportunity to study in CIP, I have learned a lot here and made many new friends. There is a close relationship between students and teachers, they are dedicated to our education.

-----Mr. Tang, Jesse Janitra Suhendro (Indonesia)

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

For your application, you will need to follow steps outlined below. Please note that the following materials 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



Step 2: Submit the following application materials

- **Printed and signed application form**
- **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 educational institute. If they are not in Chinese or English, notarized translated copies must be submitted together with the copies in original language.

* If you apply before the completion of high school, an official letter issued by the institute indicating the date that 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 adequate 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 of 5.5. Minimum score for TOEFL (IBT) is 72. Applicants who have received 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 International Admission is 4422.

■ **Personal statement in English**

It should be in an essay format (more than 400 words), which may describe yourself, your interests, your future career plan and the reasons 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 CASH directly at International Cultural Exchange School.

Where to send the documents:

Please scan the application materials and email them to ices@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 IELTS below 5.5 or equivalent may be admitted conditionally and will be required to study in the Bridging Program until the English proficiency level passed the entry requirement.

Transfer Students:

Only students who have been studying in a university in the similar major 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.

SCHOLARSHIP

We offer scholarship to outstanding CIP students to continuously encourage them to preserve and achieve their potentials.

Who can apply :

- Have studied in CIP for at least one semester
- Showed good motivation of study, working hard and perform well in academic study with good GPA
- Actively participated in various kinds of community services and extracurricular activities
- No failing courses; No behavior and academic warning.

Awards: Instead of paying in cash, a tuition waiver coupon and scholarship certificate will be issued.

- 1st class award winner receives CNY 6000 tuition waiver of the tuition of the following semester
- 2nd class award winner receives CNY 4000 tuition waiver of the tuition of the following semester
- 3rd class award winner receives CNY 2000 tuition waiver for the tuition of the following semester

How to apply: This scholarship is given annually. Students who want to apply for the scholarship need to apply in September. The performance will be evaluated by the scholarship committee of International Cultural Exchange School.

STUDY & LIVING EXPENSES

Apart from tuition, other expenses will be incurred during your study in DHU. We estimated the possible expenses as followings. The estimation is made based on the assumption that a student is NOT conditionally admitted and has NO course to be exempted or transferred. The actual expenses may vary according to the personal spending habits and the changes of the market prices. We provide the costs in USD only for your reference, which is calculated based on the following rates: USD 1 = CNY 6.25. The actual cost is calculated based on the exchange rate of the date.

Program Costs

Application Fee (one-time fee).....	CNY 800 (USD 128)
Tuition Fees (per semester).....	CNY 25,000 (USD 4000)
Textbook & Supplies (per semester).....	CNY 1,200 (USD 192)
Insurance* (per semester).....	CNY 400 (USD 64)
Chinese Visa Costs	
Entrance Visa Application Fee.....	vary from country to country
Medical Examination Fee in Shanghai*.....	approx. CNY 500 (USD 80)
4-year Study Visa Application Fee*.....	CNY 1,000 (USD 160)

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

Living Expense

Living on Campus (per semester) (1 semester = 140 days): Online application is required. The expense does not include meal plan. For more information, please visit english.dhu.edu.cn

A. Single Room.....	CNY 13,300 (USD 2128)
B. Double Room.....	CNY 7,000 (USD 1,120)
C. Multiple Room (shared by 3-4 students).....	CNY 4,900 (USD 784)
Internet Access (per month).....	CNY 60 (USD 9.6)

Living off Campus (per month): The actual rent varies depending on the area.

One-bedroom Apartment.....	approx. CNY 3,500 (USD 560)
Two-bedroom Apartment.....	approx. CNY 5,000 (USD 800)
Utilities.....	approx. CNY 500 (USD 80)

Other Living Costs (per month): This expense includes meals, laundry, local transportation, personal items, etc. This will vary from person to person.

Meals on campus.....	approx. CNY 1,200 (USD 192)
Personal Expenses.....	approx. CNY 2,000 (USD 320)

There is not experience like studying in Donghua. Top quality education with a touch of kindness and comprehension, having the opportunity to meet people from all over the world, the challenge and the experience of learning a wonderful language such as the Chinese, and the opportunity to live in one of the greatest cities in the world, are only a few reasons of why you should come to Donghua, you will feel it like your home.

-----Mr. Salazar, Everett (Venezuela)

I came to CIP for one semester as an exchange student, and I really enjoyed this semester here. Studying in Shanghai not only allows you to learn from "the books", but it goes beyond that. You will learn a lot from the experience as a whole. I think that studying in CIP is a great opportunity for everyone who is open-minded, and interested in exploring the unknown. Since all classes in CIP are taught in English, it is a great choice for those who are totally new to China.

-----Ms. Dunker, Tiffany Kirby (the Netherlands)

I love being part of this community. Besides classroom learning, the school organizes many voluntary extracurricular trips that bring you closer to your classmates and teachers.

-----Ms. Madrigal Ramirez, Maria Nathalia (Costa Rica)

I wanted to do something totally different so I came here. And of course China is the place for business in the future.

-----Mr. Levermann, Rene (Germany)

