



VUORIKATU 3
33100 TAMPERE
FINLAND

✉ INFO@ASIAEXCHANGE.ORG
☎ +358 45 322 1230
🕒 MON-FRI, 8AM-4PM (GMT +2)

SHANGHAI UNIVERSITY | ONLINE CREDIT PROGRAM

About Shanghai University

Shanghai University 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.

There are more than 40000 full-time students in Shanghai University, including 20448 undergraduates, 16954 postgraduates and 4530 international students from more than 150 countries.

What You Will Gain

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 China Study Online Credit Program to meet the different situations and needs of international students currently in China and abroad.

Program Features

- ✓ Distance Teaching: Teachers track each students' progress and provide feedback and guidance in live stream class.
- ✓ English-delivered courses by professors and lecturers.
- ✓ Transcripts and certificates



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Duration (11 weeks)

Spring Semester (subject to change): March 8 – May 21

Online English-delivered Courses:

Courses	Credits
1. Marketing Strategy	40 hours class, 5 ECTS credits
2. Finance	
3. E-Commerce	
4. Chinese Business & Enterprises	
5. China and Globalization	
6. Chinese Culture	
7. Basic Business Chinese	80 hours class, 5 ECTS credits

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



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Application

Application Deadline

- Spring Semester: November 30, 2020

Application Materials Required:

- Passport Copy
- Application Form

Requirements for Applicants

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

Online Program Fees

- 1990 EUR or 3500 USD

Payment Deadline

- January 24, 2021



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Course Description

Marketing Strategy (5 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 an 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.

Finance (5 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.



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China and Globalization (5 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.

E-Commerce (5 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.



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Chinese Business & Enterprises (5 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.

Culture in Contemporary China (Chinese Culture) (5 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.



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Basic Business Chinese (5 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.