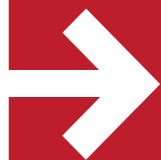


Welcome to the School of Finance and Business of Shanghai Normal University.



The School of Finance and Business (SFB) was freshly founded in May 2012. It grows out of the College of Business and the College of Finance (formally the Institute of European Culture and Commerce of Chinese-French cooperation in education merged with Sino-American Utah Institute of Science and Technology in November 2006).

Among the nearly 4,000 students in SFB, over 400 students are in the postgraduate programs, and over 3,000 students are in the undergraduate program, and over 100 international students. Up to 2018, School of Finance and Business has received 1,300 international students, coming from 10 different countries and over 20 partner universities.

The faculty and staff of SFB is comprised of over 130 full-time employees. Among the 86 professional teachers, 62 have doctoral degrees. 13 of them are professors and 46 associate professors. In addition, the school has invited over 40 scholars, experts and the company senior management personnel from home and abroad to teach as honorary professors or guest professors. Over 70 scholars and experts from Europe and America come to teach or conduct research at School of Finance and Business every year.

Chinese Business Program (long-term) 6 months -1 year

Term

- Fall Semester: From September to December
- Spring Semester: From March to June

Applicants

- Senior undergraduate students / Graduate students
- Fluent English listening, speaking and writing capability
- Positive study attitude
- Preferred majors of student: Business, Economics, Marketing, Finance, Management

Application Due-date

- For Fall Semester: May 31
- For Spring Semester: December 20

Application Documents

- Application Form with picture (original)
- The copy of passport
- The copy of your highest academic degree
- The transcripts
- The confirm letter from your institute
- Mail to following address:
Room 304, the 6th Building, No.100 Guilin Road, 200234, Shanghai, PRC

Certificate

- Certificate can be got upon completion of their study

Class Size

- Start: 10 students
- Max: 30 students

Course Design

■ First Semester:

1.Chinese Language (HSK 1-3)	120 hours, 10 credits, 15 weeks
2.Marketing in China	24 hours, 2 credits, 12 weeks
3.Chinese Trading & Investment	36 hours, 3 credits, 15 weeks
4.Chinese Financial Markets & Institutions	36 hours, 3 credits, 15 weeks
5.Chinese Politics and Economy	36 hours, 3 credits, 15 weeks
6.China Business Law	48 hours, 4 credits, 15 weeks
7.Cross Cultural Communication and Leadership	36 hours, 3 credits, 15 weeks
8.Chinese Economy, Business and Government	36 hours, 3 credits, 15 weeks
9.Strategic Managements in China	36 hours, 3 credits, 15 weeks
10.China Financial Law and Regulation	24 hours, 2 credits, 12 weeks
11.Chinese E-Commerce and M-Commerce	24 hours, 2 credits, 12 weeks
12.Cross-culture on-field Study	1.5 credits, 3 times
13.Industry Tour	1.5 credits, 3 times

International Student Program

School of Finance and Business welcomes students from all over the world, and offers international high grade undergraduate and graduate students a great opportunity to explore the Chinese culture and business environment, experience the enthusiasm and diversification of city of Shanghai. It will provide all the conveniences for their life, study, work and social communication. With the program giving an excellent chance for international students to gain valuable, first-hand experiences, it prepares each international student for a better career development.



14. Other Courses: Business Environment in China, Chinese Industry Economy, Corporate Culture Comparison, Shanghai History and Culture, Chinese Insurance Market, and others. (Opening of these class depend on faculty availability and class size)

Note: Recommend students to choose 18 to 24 credits, Which request 216 to 288 hours in total, equal to 14.4 to 19.2 hours per week.

■ Second Semester:

1. Thesis 10 credits

Advisor can be assigned to tutor student's thesis, if student require

2. Internship 10 credits

Internship period: 3 to 4 months

3. Select courses

Note: Students are encouraged to find internship by themselves, SFB has responsibility in guiding and assisting students during the process, but not guarantee for any internship position.

Internship Report is a need if student need certificate to be issued.

Tuition and Fees

- Registration fee: 450 RMB
- Tuition: 800 RMB/credit
- Thesis advisor fee: 2000 RMB/student

The textbooks are bought by students according to actual needs
Resident permit and visa extension fee need to be paid by students who need.

Accommodation

- Yitel (Guilin Park)
approximately 400 RMB/night/twin room
- Rent Off campus on one's own will.

Contact Information

International Affairs Department
School of Finance and Business
Shanghai Normal University

Address:
Rm. 304, Bld. No. 6
100 Guilin Road
Shanghai PRC
Post code: 200234
Tel: +86-21-6432 2100
Fax: +86-21-6432 2100

Students in SFB will take courses taught in English by our experienced faculty team covering various Chinese business subjects. Students will have one of the most professional and efficient training of Chinese language. In addition to classroom instruction, the School of Finance and Business arranges also visits to historic scenic spots and industrial parks or corporations in Shanghai during the semesters.

Students will establish new friendship and gain valuable experience that will benefit them personally and later in their professional lives. Upon the successful completion of the program study, students will be awarded education certificates from Shanghai Normal University.

Summer School Short-term Program

Term

- From April to June (one week to 2 weeks)

Group Size

- Start 10 students, maximum 20 students

Program Design and Fees

■ Fees:

- Registration fee: 450RMB/student
- Lecture: 2500 RMB/hour
- A. 8 hours (4 lecture topics, 4 times of courses), 20,000 RMB
- B. 16 hours (4 lecture topics, 8 times of courses), 40,000 RMB
- C. 20 hours (5 lecture topics, 10 times of courses), 50,000 RMB
- Industry Tour: 150 RMB/student/time (without Transportation)
- Administrative cost: 15,000 RMB/Group (maximum 20 students)

■ Other fees:

- Transportation Fees
- Travel Fees (On one's own will)
- Guest House on Xuhui Campus or Yitel (Guilin Park):
300-400 RMB/night/twin room

Chinese Business Program

School of Finance and Business at SHNU

Course Selection Form for 2023-2024 academic year (None-degree Programme)

	Courses	Credit	Hours	Teacher
2023 Fall	Chinese Trading & Investment	3	36	<i>YANG Baohua</i>
	Chinese Financial Markets & Institutions	3	36	<i>HUANG Guoyan</i>
	Chinese Politics and Economy	3	36	<i>LI Guo</i>
	Strategic Management in China	3	36	<i>WANG QI</i>
	Chinese Corporate and Business Law	2	24	<i>BAO Xiaoye</i>
	Chinese E-Commerce and M-Commerce	2	24	<i>WEN Yanping</i>
	Cross-culture On-field Study	1	3 visits	<i>CHEN Shizhang /WANG Yichen</i>
	Industrial Tour	1	3 visits	<i>WANG Yichen</i>
	Chinese Language (10 or 5 credits)	10	120	<i>GU Chunyan/TANG Li/ZONG Lianhua</i>
		5	60	
2024 Spring	Internship	10	3-6months	

Course	Chinese Trading & Investment		
Unit	Chinese Trading & Investment	Credit	3
Teacher	YANG Baohua, SFB lisayang@shnu.edu.cn	Hours	36
MODULE AIMS To provide students with an understanding of China as an emerging economic power in the global market, the course describes the history, current situation, and the trend of foreign trade and investment in China. The problems with and solution to the trade-oriented Chinese economy, and opportunities and challenges of investing in auto and logistics sectors etc. in China will be studied specifically. Meanwhile, the outbound investment of some representative Chinese enterprises will also be analyzed as cases study. An international comparison of economic growth pattern will be conducted at the end of the course.			
MODULE CONTENT 1. Economic transition in China's trade and investment 2. Major Reasons For Economic transition a. Internal reasons: 1) Increasing labor cost (Foxconn story) 2) Low value-added in China's export 3) Regional disparity 4) Environment problems b. External reasons: 1) Anti-dumping 2) Pressure on appreciation of RMB 3. Promising sectors in economic transition a. Auto b. Logistics 4. Challenges of trading with and investing in China 5. Successful European & American business in China 6. China's outward investment			
LEARNING OUTCOMES 1. Better understanding of China's trade and investment policies. 2. Improved skills of trading with china or investing in China			
Evaluation method	Attendance, assignments, final exam		

Course	Chinese Financial Markets and Institutions		
Unit	Chinese Financial Markets and institutions	Credit	3
Teacher	Huang Guoyan, SFB huanggy@shnu.edu.cn	Hours	36
MODULE AIMS <p>This course provides an overview and a basic understanding of the current issues related to the development of China's financial markets and institutions. It is designed to serve as a practical introduction to the theory and practice in order to help students understand today's changing landscape of financial markets and institutions in China. The course discusses financial institutions as well as the bond, equity, and real estate markets, focusing on the ways in which governmental policies are affecting their performance. Significant attention is also paid to the important role that globalization is having on China's exchange rate and monetary policies.</p>			
MODULE CONTENT <ol style="list-style-type: none"> 1. Course Introduction and overview of the financial environment: What's going on in China's economy: challenges and opportunities 2. Fundamentals of financial markets <ol style="list-style-type: none"> a. Overview of the financial markets in China b. china ' s market - oriented reform of interest rate 3. Central banking and monetary policy: the PBC and China 's monetary policy 4. Financial markets: the money markets and bond markets 5. Financial markets: the stock markets in China 6. The mortgage markets and property markets in China 7. The foreign exchange market in China and Internationalization of RMB 8. Fundamentals of financial institutions <ol style="list-style-type: none"> a. Overview of the financial institutions in China b. the management of financial institutions c. financial regulation in China 9. Banking industry: structure and competition 10. Other financial institutions in China <ol style="list-style-type: none"> a. Investment banks and China's securities companies b. other financial institutions in China 11. Household asset allocation in China <ol style="list-style-type: none"> a. household saving, investment and consumption in China b. Chinese save, but should spend 12. final exam 			
LEARNING OUTCOMES <p>This course is designed to provide students with a thorough understanding of the importance of financial markets and institutions in China. This course offers a comprehensive exploration of the revolutionary developments occurring in Chinese financial markets and institutions —i.e., innovation, globalization, and deregulation. This course will allow students to examine how Chinese financial markets (such as those for bonds and stocks) and financial institutions (banks, mutual funds, trusts and other institutions) work. students will understand today's changing landscape of financial markets and institutions in China. It provides specific, useful knowledge about investment in China, such as, market sense, to identify the investment opportunities in various asset classes.</p>			
Evaluation method	Attendance, Participation and contribution ,assignments, final exam		

Course	Chinese Politics & Economy		
Unit	Contemporary Chinese Politics & Economy	Credit	3
Teacher	Li Guo gli@shnu.edu.cn	Hours	36
MODULE AIMS This course aims to prepare students for an understanding and independent thinking about contemporary China by introducing the country's fundamental system and up-to-date policy orientations. The course will cover developments under the regimes of Mao Zedong, Deng Xiaoping, Jiang Zemin, Hu Jintao and Xi Jinping. The focus is on the political and economic institutions, political movements and economic developments, and the external economic relations, especially under the current leadership of Xi Jinping. Basic theories, interpretations and data related to the development of contemporary China will be discussed.			
MODULE CONTENT 1. Chinese Economic Development from a Political Perspective. 2. Shaping Forces of Chinese Political Culture and Tradition. 3. Chinese Party System and Economic Development, How Did They Move Together? 4. Chinese Government: How to Manage a Country of Diversity within Unity? 5. Chinese Integration into the World Economy, a Policy Perspective. 6. Anti-corruption Movement & the Reforms of Chinese Monopolies 7. Family Planning & Poverty Alleviation, Chinese Social Policies 8. Economic "New Normal" & "Made in China" 2025 9. Grassroots Democracy & Chinese Dream 10. Chinese Foreign Policy & International Relations			
LEARNING OUTCOMES Students are expected to know the major political movements and political ideology during the five generations of Chinese leadership. They are also expected to understand the major Chinese social and economic policies after 1978. After completion of this course, the students should have a better understanding of Chinese political and economic system and its implications for Chinese development.			
Evaluation method	Attendance: 10%; Participation: 30%; Final Presentation: 60%		

Course	Strategic Management in China		
Unit	Strategic Management in China	Credit	3
Teacher	WANG QI wangqi@shnu.edu.cn	Hours	36
MODULE AIMS <p>The broad aim of the module is to provide an MBA level integrative course in managing strategy and change which develops the students' understanding and skills, as present and prospective future managers, for formulating the organization's overall strategic direction. Its focus is on strategic decision-making and the management of strategic change in organizations. The Unit provides important conceptual frameworks and analytical techniques for the MBA dissertation.</p>			
MODULE CONTENT Unit 1. Strategy 1) Nature of strategy 2) Goals, values, and performance Unit 2. Strategic Position 1) External environment 2) Internal environment Unit 3. Strategic choices 1) Strategic options 2) Strategy Evaluation 3) Strategic Development Method Unit 4. Strategic into action 1) Industry Evolution and Strategic Change 2) Risk 3) E-business			
LEARNING OUTCOMES <p>At the end of this module students should be able to:</p> <ol style="list-style-type: none"> 1. Critical knowledge and understanding in theories and models of strategic analysis, strategic choice and strategy implementation. 2. Approaches to strategy formulation, including issues associated with management of change and the sustainability of competitive advantage 3. Development of a critical understanding of key questions in the management of strategic change including organizational change, cultural and human resource issues. 4. Appreciate the processes and factors determining the business's resources, competencies, performance and success. 5. Ability to integrate a number of functional/managerial concepts and techniques to analyze, evaluate and solve complex multidisciplinary problems. 6. Understanding of strategic management and change processes in a range of contexts. 			
Evaluation method	Attendance, assignments, final exam		

Course	Chinese Corporate and Business Law (2 units)		
Unit	Chinese Corporate and Business Law	Credit	2
Teacher	BAO Xiaoye, SFB xbao@shnu.edu.cn	Hours	24
MODULE AIMS This course will introduce concepts, sources and history of financial laws and regulations in China as well as other major economies. It covers not only regulatory framework and regulators but also regulation on banking, securities and derivatives market in details. The course will discuss the laws and regulations of both developed countries and emerging markets with main focuses on the Chinese mainland market. It is mainly composed of four modules: (1) an overview of financial regulation, (2) banking regulation (incl. online banking), (3) securities regulation, and (4) derivatives regulation.			
MODULE CONTENT 1. Module 1: an overview of financial regulation - History of financial regulation in China 2. Module 1: an overview of financial regulation - Regulatory framework in China 3. Module 1: an overview of financial regulation - Regulatory framework and regulators in different economies 4. Module 1: an overview of financial regulation - Regulatory model and Twin Peak theory 5. Module 2: banking regulation – Banking regulator and regulatory structure 6. Module 2: banking regulation – restrictions and regulation on banking activities 7. Module 2: banking regulation – E-banking and online payment 8. Module 3: securities regulation - Securities regulator and regulatory structure 9. Module 3: securities regulation – IPO 10. Module 3: securities regulation - Securities violations 11. Module 4: derivatives regulation - Deregulation and 2008 financial crisis, regulation of derivatives market 12. Module 4: derivatives regulation - Regulation of derivatives market in China			
LEARNING OUTCOMES The successful learner will have an understanding of the legislative hierarchies and regulatory framework of Chinese financial market as well as the logic and theory behind it through a comparative study of different regulatory models in different countries. The students will also be introduced the dos and don'ts of banking industry, securities and derivatives market. It covers the laws and regulations of both traditional commercial banking business, IPO of a corporation, insider trading, manipulation and fraud, but also most recently innovative business such online payment, e-banking, OTC derivatives, etc.			
Evaluation method	Attendance, assignments, report		

Course	Chinese E-Commerce and M-Commerce		
Unit	Chinese E-Commerce and M-Commerce	Credit	2
Teacher	WEN Yanping, SFB ypwen@shnu.edu.cn	Hours	24
MODULE AIMS To provide students with an understanding of China not only as the largest E-Commerce market in the world but also undoubtedly the most exciting, innovative & unique in the world, the course describes the history, current situation, and the trend of e-commerce in China. Mobile consumer behavior, innovative social commerce models, trusted digital payment systems & innovation in 'new retail' through O2O, Multiple E-Commerce Festivals, cross-border e-commerce, China digital growth & strategy will be studied specifically. Meanwhile, some representative Chinese leading E-Commerce Giants will also be analyzed as cases study.			
MODULE CONTENT 1.Chinese e-commerce overview 2. Chinese unique e-commerce ecosystem <ol style="list-style-type: none"> 1) Internal and external online services 2) E-commerce platforms and competition strategy 3) Mobile consumer behavior 4) innovative social commerce models 5) digital payment 3. Multiple E-Commerce Festivals <ol style="list-style-type: none"> 1) The 618 Carnival 2) Pre Double 11 3) Double 11 4) Double 12 4. cross-border e-commerce <ol style="list-style-type: none"> 1) Cross-Border e-commerce models 2) payment solutions 3) logistic solutions 4) marketing and localization 5 case study <ol style="list-style-type: none"> 1) Tecent 2) Alibaba 3) JD.COM 			
LEARNING OUTCOMES 1. Better understanding of China's e-commerce and m-commerce. 2. To know the differences of the different e-commerce platforms. 3. Improved skills of buying and selling products online			
Evaluation method	Attendance, Participation and contribution, assignments, final exam		

Course	Cross-culture On-field Study(3 times)		
Visit	One:Chinese religion	Credit(3 times)	1
Teacher	CHEN Shizhang,SFB poemcsz@shnu.edu.cn	Visit One	
MODULE AIMS To have a very basic idea of major religious belief in China and its evolution. To have a clear timeline of major religions and its founder’s story.			
MODULE CONTENT Chinese ancient worship--- Sun, Moon, Star, Rivers, Ancestor, Totem, etc. Buddhism--- Background, Buddha’s story, Cast system, Four noble truth, Four seals. Confucianism --- Three Golden Rules, The movie. Taoism--- Ying and Yang, Tai-Qi			
LEARNING OUTCOMES Students who take this course will better understand how Chinese religion influence Chinese people’s daily life and culture. It will better for them for realize the history of China and Chinese characters.			
Evaluation method	Thesis and Presentation		

Course	Cross-culture On-field Study(3 times)		
Visit	Two: Chinese Music	Credit(3 times)	1
Teacher	WANG Yichen, SFB wyc.tony@gmail.com	Visit Two	
MODULE AIMS To have a basic idea of the traditional Chinese music To have a brief knowledge about the traditional Chinese instruments			
MODULE CONTENT 1. Chinese Folk Music Introduction 2. Performing: Erhu (two-stringed Chinese fiddle), Chinese lute, koto or dulcimer etc. 3. Interaction: Discussion, Q&A, Trying to play			
LEARNING OUTCOMES The students will have the opportunity to get a basic knowledge about the Chinese traditional music by meeting the musicians and enjoying their performance of the Chinese traditional instruments, so that they could get some ideas about the resemblance and the difference between the Chinese traditional music and western music			
Evaluation method	Attendance		

Course	Cross-culture On-field Study(3 times)		
Visit	three: Chinese Food	Credit(3 times)	1
Teacher	WANG Yichen, SFB wyc.tony@gmail.com	Visit Three	
MODULE AIMS To have a brief knowledge about one kind of the Chinese Food To have a chance of practice to learn how to cook the Chinese food			
MODULE CONTENT 1. Visiting the Campus of Shanghai Institute of Tourism, and the Cuisine Hall of the Campus 2. Introduction of one kind of the Chinese food (Ex. Jiaozi - Chinese dumpling) 3. Lecture while practicing of cooking 4. Eating what the students cook			
LEARNING OUTCOMES The students will have the opportunities to meet the Chinese cook and learn from the cook about how to cook Chinese food, and the visit will end by eating the food they cook. That will be a great way to understand better the Chinese food and Chinese culture.			
Evaluation method	Attendance		

Course	Industry Tour(3 times)		
Visit	Industrial Visits	Credit	1
Teacher	WANG Yichen, SFB wyc.tony@gmail.com	3 visits	
MODULE AIMS To have a brief knowledge about the industrial development and business simulation in China through industrial visits To have a preparation for the internship or have the potential internship opportunities by industry-college interaction			
MODULE CONTENT Industrial visits for students in different companies including government and private sector both: 1. Local company 2. Joint-Adventure company 3. Shanghai Free Trade Zone			
LEARNING OUTCOMES Industrial visits provide the opportunity to students to meet company officials or staff at common place and gather all possible information regarding the functioning of their organization. Industrial visits give them an intuitional instruction of what they have learned during their class room teaching.			
Evaluation method	Attendance and report		