



浙江外國語學院  
ZHEJIANG INTERNATIONAL STUDIES UNIVERSITY

# “DOING BUSINESS IN CHINA”

## One-Year Certificate Program

### “在华经商”一年制证书项目

ADMISSION GUIDE

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## ABOUT ZHEJIANG INTERNATIONAL STUDIES UNIVERSITY

Zhejiang International Studies University, situated near the picturesque West Lake and Xixi National Wetland Park in Hangzhou, is a prestigious academic institution authorized by the State Ministry of Education and run by Zhejiang Provincial Government. Founded in 1955, it now has a total enrollment of 5,800 full-time students.

It has 12 schools and 2 departments that provide quality academic programs, including English, French, Japanese, Spanish, Arabic, Portuguese and Italian, Accounting, Business Administration, Chinese Language and Culture, Designing, and Musicology.

Its strength lies in the following disciplines: foreign linguistics and applied linguistics, international trade and tourism, overseas transmission of Chinese language and culture, curriculum and pedagogics, and applied chemistry.

Its libraries have a total collection of 730,000 books, 480,000 electronic documents, 1161 periodicals in Chinese and other languages. Its well-known journals and periodicals include *Journal of ZISU*, *Teaching Monthly*, *Writing in a New Perspective*, *Children's World*.



## One-Year Certificate Program in “Doing Business in China”

### ◆ Overview

This English-instructed one-year program is aimed at international students with an interest in doing business in China. As the Chinese economy grows and is on the track of becoming the world's largest, so do the opportunities for businessmen and entrepreneurs. More and more companies and individuals prefer to do business and have an investment in China. This strong growth in business has especially taken place in the province of Zhejiang, where this University is located, because it is the leader of economy development in China,. For example, Yiwu Small Commodities Market and Alibaba's Taobao, the largest small commodities market and e-commerce platform in China, have provided ample opportunities for numerous businesses all over the world. The ability to function and work in this environment thus becomes vital. For prospective students, understanding the business environment of contemporary China, plus Chinese language and culture, is a must. The purpose of this program is to meet these targets and to promote students' interest and ability in doing business in China.

### ◆ General Information

The program focuses on practical skills of doing business in Chinese environment. Its concentrated curriculum includes Chinese business language and culture, knowledge of cross-cultural management, practical skills of doing business in China for international students. With relevant theories and up-to-date practical applications, the program aims to equip students with preliminary knowledge of business practices and the ability to understand and analyze government policies and regulations that affect business operations in China. To deepen their immersions in Chinese business, the program offers students a two-month paid internship in local enterprises, with joint instruction from a highly-experienced faculty and a local businessman.





### ◆ Learning Outcomes

Graduates of the program should be able to

- 1) demonstrate a basic understanding of Chinese business language and culture;
- 2) be familiar with China's current business policies and regulations;
- 3) be able to start their own business, invest in China, or work in China on the basis of their knowledge of Zhejiang or China's business environment;
- 4) be a capable communicator on Sino-foreign business activities.

### ◆ Program Structure

The program lasts one year and contains 4 modules with 9 courses plus an internship, totaling 40 credits.

### ◆ Modules of Business and Management (12 credits)

Courses	Credits
Starting Business and Procedures in China	3
Market Development in China	3
Practice of E-Commerce in China	3
Customs Clearance Procedures ( in International Trade Tariff Zones in <u>Zhejiang</u> Province )	3

### Modules of Cross-Cultures (6 credits)

Courses	Credits
Chinese Business Cultures and Etiquettes	3
Business Negotiations in China	3

### Modules of Language Proficiency (18 credits)

Courses	Credits
Business Chinese Listening and Speaking I	6
Business Chinese Listening and Speaking II	6
Business Chinese Listening and Speaking III	6

### Modules of Practice (4 credits)

Internship	Credits
2-month Internship	4



### ◆ Electives Courses

Students can choose other courses of their interest available in the University Curriculum.

Students should strictly comply with the prescriptions of the program curriculum when performing subject registration. Those who fail to meet the program requirements will NOT be allowed to graduate.

### ◆ Awards

Students having completed the required 40 credits will be awarded Certificate in Doing Business in China by Zhejiang International Studies University.

### ◆ Estimated Fees for 2014/2015 academic year

Estimated costs for the 2014/2015 academic year (two semesters of full-time enrollment)

Expense	Cost
1. Registration	500RMB (non-refundable)
2. Tuition	18000 RMB
3. Housing (double occupation)	15000 RMB per year on Downtown campus; or 2800 RMB per year on Xiaoheshan Campus (about 10 km from Downtown)
4. Food and living expenses (estimated)	12000 RMB
5. Books, supplies	500 RMB
6. Health insurance	500 RMB
<b>Total</b>	<b>46500 or 34300 RMB</b>

### ◆ Scholarships

Merit-based tuition waiver scholarship is available (6,000 RMB a year).





### Duration

The normal duration of the program is two semesters in one academic year, with an internship during summer vacation.



### Entrance Requirements

1. A BA, BBA, BSc or equivalent professional qualifications, and those who have some knowledge of relevant fields of business are preferable. Preference will be given to applicants with some work experience.

2. Applicants who are native speakers of English or those who have earned a degree under English environment are eligible for this program.

3. Applicants who are not native speakers of English should fulfill the following minimum English language requirement: Test of English as a Foreign Language (TOEFL) score of 80 or above for the Internet-based test, 550 or above for the paper-based test, or 213 or above for the computer-based test; OR an overall band score of at least 6 in the International English Language Testing System (IELTS); OR Chinese mainland's College English Test (CET) Band 4; OR any others proof which may indicate your English is eligible for the program.

Applicants whose English is not eligible for the program may be admitted but will be asked to study a pre-session English course in addition to the modules listed above.







### Application

All application materials include

- a. application form downloadable at [www.gjxy.zisu.edu.cn](http://www.gjxy.zisu.edu.cn)
- b. passport copy
- c. last degree copy
- d. transcripts
- e. language proficiency certificate
- f. financial documents verifying that financial support is available for the student while attending the Program in ZISU.

All the materials should be emailed to the program manager at [DBCZISU@gmail.com](mailto:DBCZISU@gmail.com) by:

- July 15 for fall (September) enrollment
- Dec 15 for spring (February) enrollment



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