



2024

SILC

Summer Program

June 17-June 28, 2024

Shanghai, China





## About Our Program

Welcome to the 2024 SILC Summer School on "**Business Innovations and Opportunities in China**". This Summer school series is designed to provide overseas students with a unique opportunity to feel the pulse of business and innovation in China as observers and participants. Our program features a combination of lectures, case studies, workshops with entrepreneurs, on-site visits to companies, and group work with students from a range of nations.

In this course, you will learn how to successfully commercialize innovations in China. Our interactive delivery approach ensures that you will gain a comprehensive understanding of the entrepreneurial efforts currently taking place in China. You will also have the opportunity to participate in real entrepreneurial activities, explore Chinese market landscape, and Chinese culture under the guidance of our experienced lecturers to gain a more comprehensive understanding of how businesses run in China. This will help you better navigate the business environment and culture in China.

In addition to the business courses, you will also experience some additional sessions, seminars, or workshops of making handicrafts of strong Chinese cultural heritage. We hope that students will appreciate the charm of the Chinese language and culture.

## Diversified teaching approaches

Our teaching approaches are designed to provide students with an immersive learning experience through a combination of lectures, case studies, workshops with entrepreneurs, on-site visits to companies, and group work to deliver business theories and cases. Students will also have the opportunity to communicate with local entrepreneurs face-to-face. Our inspirational lectures will guide you on how to do business in China.

## One-to-one buddy scheme

Each visiting student will be introduced to a student of SILC, who acts as your “buddy”. Your buddy will help to enhance your learning experience and providing support whenever you may need it. Your “buddy” will contact you before your arrival and will be available throughout your time in China.

## Practical experience of our program

Throughout the course, you will learn about the challenges facing Chinese companies and work with your classmates to develop innovative solutions with global wisdom. Through observing the landscape of Chinese market, you will gain insights into the keys to innovation and entrepreneurship. Finally, you will have the opportunity to present your group's business plan, which may develop into a business solution for Chinese companies, or even become a real company in the future. By the end of the course, you will have developed a deep understanding of the logics behind the rapid growth of Chinese economy, the implications of Chinese economic reform on the global economy, and gained practical experience in developing innovative solutions.

## Certificate

On completion of SILC Summer school, you will be awarded a Summer School Certificate from SILC as well as an academic record for your marks, which prove that you have good understanding of Chinese economy innovations and entrepreneurship.



## Other activities

Day tours can be added according to the students’ needs to explore various parts of Shanghai including the Old Town in Jiading, Yu Garden, the Bund, Xintiandi, Tianzifang, and surrounding cities and sites to learn the history of Shanghai while experiencing its economic and cultural charm. The day tours will be arranged during weekends with additional charges.



Prepare yourself  
for the world’s most dynamic market,  
Learn about Shanghai and China,  
and  
Meet new friends!

# 2024 SILC Summer School Schedule

## Week 1

Date	Day	Time		
		9:00am-9:45am	10:00am-10:45am	11:00am-11:45am
17-Jun	Mon.	Orientation & Ice-breaking	Chinese Language Course	Chinese Language Course
		1:15pm-2:00pm	2:15pm-3:00pm	3:15pm-4:00pm
		What is Creativity and Innovation & Teaming Up with other Students	Theories of innovation in China	Article reading & In-class discussion
18-Jun	Tue.	9:00am-9:45am	10:00am-10:45am	11:00am-11:45am
		Seminar on Chinese Culture: Taiji		Break
		1:15pm-2:00pm	2:15pm-3:00pm	3:15pm-4:00pm
		Understand the dynamics of business and economics and the importance of BP	Wicked Problems	Debates & group discussions
19-Jun	Wed.	9:00am-11:45am		
		Tour Study to Local Company		
		1:15pm-2:00pm	2:15pm-3:00pm	3:15pm-4:00pm
		Break		
20-Jun	Thu.	9:00am-9:45am	10:00am-10:45am	11:00am-11:45am
		Chinese Language Course	Chinese Language Course	Break
		1:15pm-2:00pm	2:15pm-3:00pm	3:15pm-4:00pm
		Wicked Problem Pitch	Service Innovation and Co-creation	Decide Marketing Research for the Final Assignment

<b>21-Jun</b>	<b>Fri.</b>	<b>9:00am-9:45am</b>	<b>10:00am-10:45am</b>	<b>11:00am-11:45am</b>
		Seminar on Chinese Culture: Chinese Painting		Break
		<b>1:15pm-2:00pm</b>	<b>2:15pm-3:00pm</b>	<b>3:15pm-4:00pm</b>
		ISIM and Service Architecture Design, Value Chain, Value Network and Value Constellation	Lean Startup, Business Model Innovation	Make Progress on the Assignment & In-class Discussion

## Week 2

<b>Date</b>	<b>Day</b>	<b>Time</b>		
		<b>9:00am-9:45am</b>	<b>10:00am-10:45am</b>	<b>11:00am-11:45am</b>
<b>24-Jun</b>	<b>Mon.</b>	Chinese Language Course	Chinese Language Course	Break
		<b>1:15pm-2:00pm</b>	<b>2:15pm-3:00pm</b>	<b>3:15pm-4:00pm</b>
		Business Construct Test Product	Pitch Skills Comparison and Improvement	Polishing Assignment by Professors
<b>25-Jun</b>	<b>Tue.</b>	<b>9:00am-9:45am</b>	<b>10:00am-10:45am</b>	<b>11:00am-11:45am</b>
		Chinese Language Course	Chinese Language Course	Break
		<b>1:15pm-2:00pm</b>	<b>2:15pm-3:00pm</b>	<b>3:15pm-4:00pm</b>
		Contemporary Issues for Entrepreneurs and Innovators	Latest trends and issues affecting entrepreneurs and innovators in China	Group Discussions & Case Study
<b>26-Jun</b>	<b>Wed.</b>	<b>9:00am-9:45am</b>	<b>10:00am-10:45am</b>	<b>11:00am-11:45am</b>
		Break		
		<b>1:15pm-2:00pm</b>	<b>2:15pm-3:00pm</b>	<b>3:15pm-4:00pm</b>
		Chinese Business Culture and Innovation	Group Discussion to Examine Chinese business Practices	Presentation by Guest Speaker

<b>27- Jun</b>	<b>Thu.</b>	<b>9:00am-9:45am</b>	<b>10:00am-10:45am</b>	<b>11:00am-11:45am</b>
		Tour Study to Local Company		
		<b>1:15pm-2:00pm</b>	<b>2:15pm-3:00pm</b>	<b>3:15pm-4:00pm</b>
		Marketing and Sales Strategies	Group exercise to develop a marketing plan	Presentation by Guest Speaker
<b>28- Jun</b>	<b>Fri.</b>	<b>9:00am-9:45am</b>	<b>10:00am-10:45am</b>	<b>11:00am-11:45am</b>
		Final Presentation	Final Presentation	Final Presentation
		<b>1:15pm-2:00pm</b>	<b>2:15pm-3:00pm</b>	<b>3:15pm-4:00pm</b>
		Keynote speech delivered by local entrepreneurs	Q&A with local entrepreneurs	Reception & Farewell Ceremony

The above schedule is subject to change.

## Levels and Prerequisites

- ★ Course levels: All courses offered are equivalent to introductory level university courses. They have no specific pre-requisites.
- ★ Language requirements: English is the primary language of instruction of the courses offered to the students. Students should have reasonably good language proficiency.

## Nomination Deadline

March 31, 2024.

## Application Deadline

April 15, 2024.

Applications received after this date will only be considered if places are still available.

## Application Requirement

- ★ Students who currently enrolled in a degree program (undergraduate or graduate) from their home universities.
- ★ Proof of your English language proficiency (if your first language is not English or if English is not the language of instruction at your school).

## Contact

**Apply for Summer School : [Summer.silc@oa.shu.edu.cn](mailto:Summer.silc@oa.shu.edu.cn)**

Associate Director, International Office: Isa Meng: [isa.mengrq@shu.edu.cn](mailto:isa.mengrq@shu.edu.cn)

Program Manager, International Office: Julia Zhu: [juliaxqzhu@shu.edu.cn](mailto:juliaxqzhu@shu.edu.cn)

Students can write emails to SILC International Office if they have any questions about the program.

## HOW TO APPLY

**The nomination deadline is March 31, 2024 and the application deadline is April 15th, 2024.**

### Step 1: Nomination by International Office

For students from our partner universities, we require students to apply through and be nominated to SILC by the international office of their home university due by March 31, 2024.

For students from non-partner universities, please send an inquiry email to [summer.silc@oa.shu.edu.cn](mailto:summer.silc@oa.shu.edu.cn) due by March 31, 2024.

### Step 2: Completion of the Online Application Form

Once being nominated by their home universities or sending inquiry emails to SILC, all students will receive instructions from SILC international office to complete the Online Application Form for International Students.

You must attach: a copy of your passport; an electronic photo of yourself; a copy of your insurance; a certificate of English language qualification of yourself if your first language is not English or if English is not the language of instruction at your university.

### Step 3: Application Outcome

You will receive an email acknowledging receipt of your application within one week after it has been received by SILC International Office.

### Step 4: Accept Invitation and Invoice

You will receive an invitation letter for visa application and an invoice which informs you how much and when you should pay for the program.

## Travel and Accommodation

Students are responsible for arranging their own travel and visas. A visa is required to enter China. Please contact your local Chinese Embassy for further details. SILC International Office will send an invitation letter to applicants once their applications are accepted. Students will be allocated in a two-person standard room (or single room with additional charges) of the hotel close to Jiading Campus by SILC.

## Insurance

International students are personally responsible for arranging personal and health insurance for themselves and their belongings for the two-week program. The insurance should be obtained before arrival in China, and it should cover costs resulting from illness or an accident.

## Program Fee

USD 1900 (including courses, course materials, accommodation double-room Jun 17<sup>th</sup> to 29<sup>th</sup> 2024, breakfast, and farewell dinner)

Payment Deadline May 31, 2024.

## Application Withdraw and Refund Policy

If you wish to withdraw from the program after you have paid for the program fee, the following refund policy will be applied.

On or before May. 31, 2024	90% refund
Between May. 31, 2024 and Jun. 15, 2024	50% refund
On Jun. 15, 2024 or later	No refund

**In case of withdrawal from the program, applicants should notify the SILC International Office 3 days in advance. And the refund policy will take effect on the day when SILC International Office confirms the withdrawal.**

## Contact Us

**International Office**

**SILC Business School, Shanghai University**

Apply for Summer School : [Summer.silc@oa.shu.edu.cn](mailto:Summer.silc@oa.shu.edu.cn)

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