

# ANTAI GLOBAL SUMMER PROGRAM 2018 SHANGHAI

## CONTACT US

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### MAY SESSION

**MAY 13 - JUNE 1, 2018**

ONE CLASS FOR BOTH UNDERGRADUATE & GRADUATE

### JULY SESSION

**JULY 1 - 20, 2018**

UNDERGRADUATE & GRADUATE TRACKS



# UNDERSTANDING CHINA, COMMUNICATING WITH THE WORLD





## PROGRAM HIGHLIGHTS (5As)

### **A 3-week summer program**

*integrating intense business education in China context with corporate experience.*

### **A diverse student body**

*from top universities across continents, two tracks designed for undergraduate and post-graduate participants.*

### **An exciting global summer program**

*conducted in the business center of China, Shanghai.*

### **A variety of curricular**

*and extra-curricular activities featuring lectures, case study, corporate seminar, company visits, across-city sightseeing, and cultural events.*

### **A certificate from Shanghai Jiao Tong University**

*and 3 SJTU academic credits upon successful completion of the program.*



**PARTICIPANT  
PROFILE**  
*(2017 CLASS)*

**80**

Class size

**21**

Countries and regions represented

**DISTRIBUTION OF  
NATIONALITIES**  
*(CLASS 2017)*

AUSTRALIA	18.75%	ISRAEL	2.50%
CHINA	18.75%	INDIA	2.50%
USA	8.75%	ESTONIA	1.25%
CANADA	7.50%	KAZAKHSTAN	1.25%
FRANCE	7.50%	GREECE	1.25%
UK	6.25%	KOREA	1.25%
GERMANY	3.75%	RUSSIA	1.25%
MALAYSIA	3.75%	BELGIUM	1.25%
MOROCCO	3.75%	PAKISTAN	1.25%
ITALY	3.75%	PORTUGAL	1.25%
JAPAN	2.50%		

\* Notes: The summer program is open to students of all majors, not limited to students from business schools.

## CURRICULUM STRUCTURE

Recognized as one of China's top business schools, the Antai College of Economics & Management is experienced in designing curricula with rich academic components combined with real-world business immersion.

In addition to classroom teaching, the Antai Global Summer Program features company field trips, executive speaker sessions, and unique cultural and social events.

Sessions	Credit Hours	SJTU Credits
Academic Sessions	32	2
Corporate Seminar	4	
Company Visits	6	
Cultural Seminar & Activities	13	1
Chinese Language Course	20	
<b>Total</b>	<b>75</b>	<b>3</b>

### Academic component

- Inspirational academic sessions featuring highly qualified faculty and senior industry practitioners
- Challenging but rewarding team activities to hone your leadership skills and communication abilities
- A solid foundation in business and management thinking
- Integrated Chinese language training

### Corporate experience

- Exclusive visits to leading companies in various industries and across types of companies (MNC, joint - venture, SOE).
- On-site talks by industry executives and leading experts in their fields.
- Corporate seminar and workshops led by industry experts.

### Cultural and social activities

Social events featuring Chinese culture plus excursions to famous landmarks in one of the most exciting cities in the world.

\* Note: A final exam on Chinese language is required, as is a final evaluation team project.

Three SJTU credits are equivalent to 6 to 8 ECTS credits. The student's home institution is the decision-maker on how many credits to transfer to the student. We provide a transcript to either the home institution or the participant.



## CLASS SCHEDULE

We will be running two sessions in 2018.

Students can choose to participate in either May session or July session.

- Deadline for **May Session**: **March 31, 2018**.  
Exchange students must be nominated by home university **before Feb 28, 2018**.
- Deadline for **July Session**: **May 31, 2018**.  
Exchange students must be nominated by home university **before April 30, 2018**.

### A Sample 3-week Class Schedule:

Monday / Week 1	Tuesday / Week 1	Wednesday / Week 1	Thursday / Week 1	Friday / Week 1
09:00-10:00 Welcome and Orientation	09:00-12:00 Academic Session 1: China's Economy and Doing Business in China	09:00-12:00 Culture Seminar: Travel in China	10:00 Company Visit 1: Visit 3M China research center in Shanghai	Sightseeing: Full-day excursion to Wuzhen (an ancient water town near Shanghai).
10:00-11:00 Visit Old Library of Shanghai Jiao Tong University				
11:00-12:00 Campus Tour				
13:30-14:30 Visit Tian Zi Fang	13:30-16:30 Chinese Language Course 1 (Beginner/Intermediate/Advanced levels)	13:30-16:30 Chinese Language Course 2	13:30-16:30 Academic Session 2: Cross-Cultural Management in China	
15:00-16:30 Visit the Site of the First National Congress of the Communist Party of China & Xin Tian Di Area				
18:00-21:30 Welcome Dinner	Leisure Time	Leisure Time	Leisure Time	
Monday / Week 2	Tuesday / Week 2	Wednesday / Week 2	Thursday / Week 2	Friday / Week 2
09:00-12:00 Academic Session 3: When The World Comes to China: Social, Cultural and Economic Issues and Opportunities	09:00-12:00 Academic Session 5: Consumer Behavior in China	09:00 - 11:00 Company Visit 2: Visit Yihaodian, the top online supermarket company in China Talk by President YU Gang	09:00-12:00 Chinese Language Course 4	08:30 - 11:00 Culture Activity: Chinese cooking class
13:30-16:30 Academic Session 4: How to use Big Data in China (precision marketing)	13:30-16:30 Chinese Language Course 3	14:00-18:30 Sightseeing: Visit The Bund & Yu Garden	13:30-16:30 Academic Session 6: Entrepreneurship in China	13:30-16:30 Academic Session 7: Leading People in China
Leisure Time	Leisure Time	19:00-21:00 Huangpu River Cruiser with Dinner	Leisure Time	19:00-21:00 Culture Activity: Join local family dinner with SJTU MBA students
Monday / Week 3	Tuesday / Week 3	Wednesday / Week 3	Thursday / Week 3	Friday / Week 3
09:00-12:00 Academic Session 8: Strategic Management and Strategy of Chinese Companies	09:00-12:00 Chinese Language Course 5	09:00-11:00 Company Visit 3: Visit Boston Consulting Group Shanghai  Team workshop at BCG Shanghai office	09:00-12:00 Team Workshop: Dialogue in the Dark – To explore the unseen	09:00-12:00 Final Evaluation (Project Presentation)
13:30-16:30 Academic Session 9: Real estate development in China	13:30-17:30 Culture Activity: Visit local temple Zen practice class Tour of Classic Chinese garden & tea tasting Clay modeling class	13:30-16:30 Academic Session 10: How companies succeeded/failed in China (real consulting cases)	13:30-15:00 Chinese Language Test  15:00-16:30 Final Present	15:00-16:00 Graduation Ceremony & Certificate Awarding
19:00-21:00 Culture Activity: Acrobatics Show: "ERA – Intersection of Time"	Leisure Time	Leisure Time	Leisure Time	18:00-20:00 Graduation Dinner

\* Note: The actual curriculum is subject to change, at Antai's discretion. Please check program website for future schedule updates.



## PROGRAM COSTS (IN USD)

	Exchange-based	Non-exchange
Application Fee	\$ 80	\$ 80
Tuition	Waived	\$ 2,100
Housing & Dining	\$ 800	\$ 800
Field trips & activity fee (company visits and cultural immersion events)	\$ 700	\$ 700
Total	\$1580	\$3,680

## APPLICATION

### Who should apply?

- Open to undergraduates and post-graduate students from around the world.
- Recent college graduates or professionals who are interested in learning Chinese culture and business dynamics in China are also welcome to apply.
- Participants are required to be adults aged at or above 18 .

Application Rounds	Submit application before
1st round	December 31, 2017
2nd round	March 31, 2018 (deadline for May program)
3rd round (only for July Program)	May 31, 2018 (deadline for July Program)

### How to apply?

\*Online application: <http://application.sjtu.edu.cn/summer/login.html>

### When to apply?

Rolling admission starts in November 1, 2017.

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## TESTIMONIALS



**Lisa Alderson [Australia]**

"I was really impressed with the variety of lectures. We had a lot of lectures on different topics, from different nationalities of lecturers. The lectures were tied in really well with the company visits. The whole program was put together really well."



**Liselotte Van Coillie [Belgium]**

"The balance between different activities we did in the program – cultural activities, company visits – is what makes it interesting, not one specific thing but the fact that we do all these things together gives it added-value. The program selected students from all over the world, so I make friends from all over the world and got to know their cultures."



**Moshe Linfield [USA]**

"It is a very well-rounded program where we are able to be with the masters-level students for a good amount of time, which greatly helped us. The questions they were able to ask based on their experience were enlightening. At the same time, we have our own undergraduate program, which was more tailored to our needs. I think it was a very good combination."



**Carl-Fredrik Eriksson [Sweden]**

"I studied Asian studies in the UK. Before I came, I knew a lot about Japanese culture and Korean culture, but I felt in order to broaden my horizons and grasp East Asia societies, I really had to come to China and learn about Chinese culture, and see what China is like and how it's different from its neighbors."



**Marina Braga [Brazil]**

"Everything exceeded my expectation – the lectures, the professors, people in the program, and China itself. I was not expecting such high-caliber, such important lecturers."



**Diana Beauty [Indonesia]**

"The program is really exciting because you learn a lot about China. I think the most interesting part is when you learn about dumplings and pottery because it's really Chinese."