

School of Management

FUDAN UNIVERSITY



2024 Global Summer Program



復旦大學 管理学院
SCHOOL OF MANAGEMENT
FUDAN UNIVERSITY

EXECUTIVE
EDUCATION
高层管理教育

2024 Global Summer Program

Offered by the School of Management, Fudan University, this program welcomes individuals interested in management-related courses from both domestic and international locations.

Features of the Program include:

A Wide Range of Courses

Our courses cover the fields of philosophy, management, economics, finance, marketing, programming, etc., integrating the global perspective with the local Chinese environment.

An Expansion of Your Career Prospect

We offer field trip and career development guidance for you to understand Chinese enterprises and the latest trends in the job market.

A Recognition of Your Achievement

Each course in the program offers 54 credit hours, amounting to 3 credits in the Fudan credit system. Those who pass the assessments of a course will be issued a Certificate of Completion (including the transcript).

Course List

Course Category	Course Name
Chinese Traditional Culture and Philosophy	Traditional Chinese Political and Legal Philosophy
	Artistic Charms of Chinese Traditional Culture
Business and Marketing	Global Business Strategy
	Platform Economy and Business Analytics
	Industrial Organization and Public Policy
	Marketing - AI Application
	Online Advertising and Price Strategy
Economics and Finance	Economic Development and Financial Markets
	Macroeconomic Perspectives
Logistics and Supply Chain Management	Logistic and Supply Chain Management
Programming	Programming with Python
	C Programming Language
	Programming with Matlab
Communication and Public Speaking	Organizational Communication and Its Social Context
	The Art of Public Speaking

Course Components

Component	Contact Hours	Fudan Credits
Academic Lectures (8 sessions online, 3 sessions in-person)	44	3
Exam/Thesis	4	
Field Trip	3	
Seminar	3	
Total	54	
* 1 Fudan credit is equivalent to 18 contact hours, and 1 contact hour corresponds to 45-minute classroom period.		

Application Timeline (Beijing Time, UTC+8)

Date/Period	Event
As of today	Application begins.
May 21, 2024	Application ends.
May 28, 2024	Payment ends.
June-August 2024	Program courses are in progress. (Please refer to the course schedules for specific online and offline plans.)



Language of Instruction

English



Duration

June 3, 2024 - August 2, 2024

(The dates for different courses may vary. Please refer to the course schedule for details.)



Mode of Instruction

Online + Offline



Course Levels

Senior undergraduate and graduate levels.



Program Fee

One course: **15,000** RMB/person

Two or more courses: **11,000** RMB/person for each course

Groups of 10 or more can receive a 15% discount.

For More Details:

https://www.fdsf.fudan.edu.cn/exeedu/international_course.html

