



復旦大學 管理學院  
SCHOOL OF MANAGEMENT  
FUDAN UNIVERSITY



EFMD  
**EQUIS**  
ACCREDITED



**BEYOND · 逾越**

**International  
Summer School  
July 2019**

As the world relearns its ABC (artificial intelligence, big data, cloud computing), China has taken the lead and emerged as a nation of digitalization: cashless payment, e-commerce, social media marketing, etc. In this rapidly changing time, how do we reteach and reinvent ourselves to be digitally savvy and create an innovative business? The answer is partnership and people, and the place to start is the **financial and cultural hub of Chinese miracle – Shanghai.**

## « Why study with School of Management, Fudan University?

- An AACSB and EQUIS accredited institution
- MBA and EMBA programs continuously ranked **top 50 worldwide** by Financial Times
- International course experience and faculty ranked **No. 1 in business schools** of mainland Chinese universities



## « What distinct BEYOND from other summer programs?

- One **Faculty Chair** throughout the program for consistency of learning and business coaching
- Peer learning with students from global leading business schools
- **Internship** for professional practice
- **3 transferable credits**



### DATES

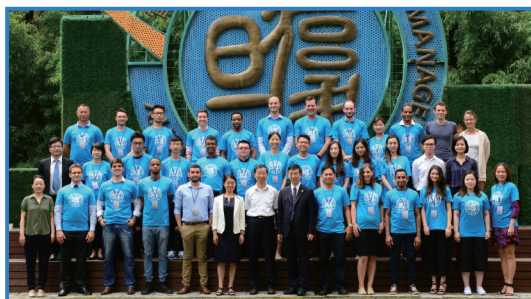
#### Intensive 2-Week Program: July 8 – July 19, 2019

36 contact hours of lectures/seminars and 18 contact hours of company visits.  
Internship track following up the academic program

### FEES

**USD \$1,800 inclusive program fee** covers tuition, accommodation\*, lecture materials, company visits, cultural events, and welcome orientation.

\* On-campus housing limited; first come, first served.



# Innovative China & Digital Entrepreneurship

## Academic Session

July 8, Monday	July 9, Tuesday	July 10, Wednesday	July 11, Thursday	July 12, Friday
Breakfast and Break the Ice	E-Commerce	COMPANY VISIT II	Entrepreneurship	Innovation
Program Overview				
Overview of Business Environment in China				
Lunch Break	Lunch & Campus Tour	Lunch Break	Lunch Break	Lunch Break
E-Commerce Operation in China	COMPANY VISIT I	COMPANY VISIT III	COMPANY VISIT IV	Business Model
July 15, Monday	July 16, Tuesday	July 17, Wednesday	July 18, Thursday	July 19, Friday
Big Data & AI	Customer Decision Journey: Mind Shift in the Mobile Era	New Venture Innovation Guest Speaker	Leadership coaching	Presentation Workshop
Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
Corporate Venture Innovation Guest Speaker	Cultural Experience/Chinese Language	Cross-cultural Communication: Survival Kit for Expats in China	Leadership coaching	Group Case Presentation
				Certificate Award & Program Closing

## Internship Track

Students have the option to conduct a professional training after the 2-week academic program. With the recommendations and assistance from BEYOND faculty and coordinators, students will apply for and be interviewed by companies, and the placement will depend on the company needs and selecting process. Students are strongly encouraged to apply to the following companies:



## Apply Now

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Online application:

<http://www.fdsf.fudan.edu.cn/international/summerprogram.aspx>

## Contact Us

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