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| Sem | Courses | ECTS | Units | Hours | Lecturer |
| S1 / S2  | Chinese culture | 3 | 1 | Living in modern China | 12 | PENG Jianhui  |
| 1 | Chinese religion | 12 | CHEN Shizhang |
| 1 | The arts of China | 12 | WANG Xiaohua |
| Marketing in China | 2 | Marketing in China | 24 | Enrico IARIA |
| Trade and Investment of China | 3 | Trade and Investment of China | 36 | YANG Baohua |
| Chinese Financial Markets and institutions | 3 | Chinese Financial Markets and institutions | 36 | HUANG Guoyan |
| Contemporary Chinese Politics & Economy | 3 | Contemporary Chinese Politics & Economy | 36 | LI Guo |
| Chinese Business Law | 4 | 1 | Corporate Law | 12 | BAO Xiaoye |
| 1 | Chinese Securities Law  | 12 | Daniel EuicheolRoh  |
| 1 | M&A | 12 | Jane Shen  |
| 1 | I.P.Law& Technology Transaction in China | 12 | Philippe Snel |
| Cross Cultural Communication and Leadership | 3 | Cross Cultural Communication and Leadership | 36 | LIN Hua |
| Chinese Economy, Business and Government | 3 | Chinese Economy, Business and Government: A New Perspective to Look at China | 36 | ZHAO Hong Jun |
| Cross-culture On-field Study | 1 | Cross-culture On-field Study | 3visits | CHEN Shizhang/WANG Yichen |
| Industrial Tour | 1 | Industrial Tour | 3visits | WANG Yichen |
| Chinese Language | 10 | Chinese Language | 120 | GU Chunyan/TANG Li/ZONG Lianhua |
| 5 | 60 |

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| Course | Chinese culture(3 units) |
|  | Unit 1:Living in modern China | ECTS | 1 |
| Lecturer | PENG Jianhui, SFBninapjh@shnu.edu.cn | Hours | 12 |
| MODULE AIMSThis course covers several topics closely related to the everyday life of Chinese people, ranging from Chinese Zodiac, Chinese cuisine, Chinese festival celebrations to Chinese literature and education.  |
| MODULE CONTENT1. In Pursuit of Happiness and Good Luck:
2. Numbers
3. Chinese Zodiac& Chinese Festivals
4. Chinese Cuisine
5. 8 Famous Chinese Cuisines
6. Hospitality & Etiquette at Dinner Table
7. Chinese Education: Past and Present
 |
| LEARNING OUTCOMESStudents are expected to familiarize themselves with the real life of ordinary Chinese people through discussions, movie clips, reading, communication with the local people and participation in the colorful cultural activities around. |
| Evaluation method | Attendance, assignments, final exam |

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| Course | Chinese culture(3 units) |
|  | Unit 2: Chinese religion | ECTS | 1 |
| Lecturer | CHEN Shizhang, SFBpoemcsz@shnu.edu.cn | Hours | 12 |
| MODULE AIMSBased on the three major religions in China---Buddhism, Taoism and Confucianism. They played an important role in Chinese history and have huge impacts on Chinese people's culture, clothes, food, festival and leisure life. The course will go through the basic belief of these three religions as well as some other religions such as Christianity and Islam. |
| MODULE CONTENT1. Chinese Ancient Worship:
2. Common Question Quiz
3. Natural worship
4. Ancestor Worship
5. Buddhism
6. Background of the Foundation of Buddhism
7. Basic ideas of Buddhism Belief
8. Buddhism, Confucianism and Taoism
9. Buddhism culture
10. The basic ideas of Confucianism
11. The religious aspect of Taoism and the meaning of Tao
 |
| LEARNING OUTCOMESStudents who take this course will have a basic idea of major religion believe in China. They could better understand how Chinese religions influence the Chinese people's daily life as well as their thoughts. |
| Evaluation method | Attendance, assignments, final exam |

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| Course | Chinese culture(3 units)  |
|  | Unit 3:The art of China | ECTS | 1 |
| Lecturer | WANG Xiaohua,SFBxiaohuaw@shnu.edu.cn | Hours | 12 |
| MODULE AIMSMainly focuses on the arts of China. It discusses major issues including Chinese bronzeware in Shang and Zhou Dynasty, Chinese porcelain and jade ware, Chinese calligraphy and paintings, Chinese traditional music and opera and Chinese architecture.  |
| MODULE CONTENT1. Chinese Bronzeware, Porcelain and Jade ware:
2. Chinese Calligraphy and Paintings
3. Chinese traditional music and opera
4. Traditional music instruments
5. Musicians and masterpieces
6. Chinese architectural styles:
7. Palaces
8. Gardenings
9. Traditional residence
 |
| LEARNING OUTCOMESThrough readings, research, slides, videos and cultural visits, students will have a good understanding of Chinese arts and learn to appreciate Chinese artworks. It offers students the opportunity to explore in depth the Chinese arts from Ancient times to the present. |
| Evaluation method | Attendance, assignments, final exam |

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| Course | Marketing in China |
|  | Unit : Marketing in China | ECTS | 2 |
| Lecturer | Enrico IARIA | Hours | 24 |
| MODULE AIMSThe Course aims to provide students with an understanding of the most relevant Marketing theories and practices including, strategies, tools and activities, and how these are applied within the fast paced and changing Chinese Market, with a focus on its working environment. Some Case Studies will be analyzed and with a combined mixture of principles and practical phenomenon which have been distinguishing China's Market in the last decade, at the end of the course, as Marketing experts, students will be able to: (a) explain how marketing decisions for a specific company or organization are influenced within Chinese Market; (b) explain how a company or organization can segment its market, identify a specific target market and develop an appropriate branding and positioning strategy; (c) develop a marketing plan that includes the various marketing mix elements of product/service planning, pricing, distribution and promotion. |
| MODULE CONTENT1. Introduction to Marketing in China 2. External Environment Analysis: Macro & Micro Environment3. Market Research and Customer Behavior 4. Mid-Term Exam - Case Study Analysis 5. Strategic Approach, Segmentation and Targeting 6. Product and Price 7. Place and Advertising - PR 8. Exam  |
| LEARNING OUTCOMESStudents are able to design are marketing campaign based on Chinese situation |
| Evaluation method | Report  |

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| Course | Trade and Investment of China |
|  | Unit: Trade and Investment of China | ECTS | 3 |
| Lecturer | YANG Baohua, SFBlisayang@shnu.edu.cn | Hours | 36 |
| MODULE AIMSTo provide students with an understanding of China as an emerging economic power in the global market, the course describes the history, current situation, and the trend of foreign trade and investment in China. The problems with and solution to the trade-oriented Chinese economy, and opportunities and challenges of investing in auto and logistics sectors etc. in China will be studied specifically. Meanwhile, the outbound investment of some representative Chinese enterprises will also be analyzed as cases study. An international comparison of economic growth pattern will be conducted at the end of the course. |
| MODULE CONTENT1.Economic transition in China’s trade and investment2. Major Reasons For Economic transitiona. Internal reasons:1. Increasing labor cost (Foxconn story)
2. Low value-added in China’s export
3. Regional disparity
4. Environment problems
5. External reasons:
6. Anti-dumping (China-Eu trade dispute)
7. Trade protection against China (China-US trade relation)

3.Promising sectors in economic transition1. Auto
2. Logistics
3. E-business and mobile payment in China

4.Challenges of trading with and investing in China5.Successful European & American business in China6.China’s outward investment |
| LEARNING OUTCOMES1. Better understanding of China’s trade and investment policies.
2. Improved skills of trading with china or investing in China
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| Evaluation method | Attendance, assignments, final exam |

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| Course | Chinese Financial Markets and institutions |
|  | Chinese Financial Markets and institutions | ECTS | 3 |
| Lecturer | Huang Guoyan, SFBhuanggy@shnu.edu.cn | Hours | 36 |
| MODULE AIMSThis course provides an overview and a basic understanding of the current issues related to the development of China’s financial markets and institutions. It is designed to serve as a practical introduction to the theory and practice in order to help students understand today’s changing landscape of financial markets and institutions in China. The course discusses financial institutions as well as the bond, equity, and real estate markets, focusing on the ways in which governmental policies are affecting their performance.Significant attention is also paid to the important role that globalization is having on China’s exchange rate and monetary policies. |
| MODULE CONTENT1. Course Introduction and overview of the financial environment : What’s going on in China’s economy: challenges and opportunities
2. Fund flow and overview of the financial system in China

3-4. How Fintech and mobile payment change Chinese business and financial world5. Investment basics - interest rate and china ' s market - oriented reform of interest rate6. China government policy-central banking and monetary policy, virtual currency and impact. Bitcoin, currency or not? 7. Investment in China’s stock market8. understanding China’s property market9. how to invest in Chinese financial markets for foreigners10. foreign exchange market , the value of Yuan and RMB Internationalization 11. the management and performance of traditional and modern financial institutions in China 12. Household asset allocation and portfolio investment in Chinaa. household saving, investment and consumption in China b. Chinese save, but should spend |
| LEARNING OUTCOMESThis course is designed to provide students with a thorough understanding of the importance of financial markets and institutions in China. This course offers a comprehensive exploration of the revolutionary developments occurring in Chinese financial markets and institutions —i.e., innovation, globalization, and deregulation. This course will allow students to examine how Chinese financial markets (such as those for bonds and stocks) and financial institutions (banks, mutual funds, trusts and other institutions) work. Students will understand today’s changing landscape of financial markets and institutions in China. It provides specific, useful knowledge about investment in China, such as, market sense, to identify the investment opportunities in various asset classes.  |
| Evaluation method | Attendance, Participation and contribution ,assignments, final exam  |

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| Course | Contemporary Chinese Politics & Economy |
|  | Contemporary Chinese Politics & Economy | ECTS | 3 |
| Lecturer | Li Guogli@shnu.edu.cn | Hours | 36 |
| MODULE AIMSThis course aims to prepare students for an understanding and independent thinking about contemporary China by introducing the country's fundamental system and up-to-date policy orientations. The course will cover developments under the regimes of Mao Zedong, Deng Xiaoping, Jiang Zemin, Hu Jintao and Xi Jinping. The focus is on the political and economic institutions, political movements and economic developments, and the external economic relations, especially under the current leadership of Xi Jinping. Basic theories, interpretations and data related to the development of contemporary China will be discussed. |
| MODULE CONTENT1. Chinese Economic Development from a Political Perspective.2. Shaping Forces of Chinese Political Culture and Tradition.3.Chinese Party System and Economic Development, How Did They Move Together?4. Chinese Government: How to Manage a Country of Diversity within Unity?5. Chinese Integration into the World Economy, a Policy Perspective.6. Anti-corruption Movement & the Reforms of Chinese Monopolies7. Family Planning & Poverty Alleviation, Chinese Social Policies8. Economic "New Normal" & "Made in China" 20259. Grassroots Democracy &Chinese Dream10. Chinese Foreign Policy & International Relations |
| LEARNING OUTCOMESStudents are expected to know the major political movements and political ideology during the five generations of Chinese leadership. They are also expected to understand the major Chinese social and economic policies after 1978. After completion of this course, the students should have a better understanding of Chinese political and economic system and its implications for Chinese development.  |
| Evaluation method | Attendance, Participation, Final Presentation |

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| Course | Chinese Business Law( 4 units)  |
|  | Unit 1:Corporate Law | ECTS | 1 |
| Lecturer | BAO Xiaoye, SFBxbao@shnu.edu.cn | Hours | 12 |
| MODULE AIMSThis course is an introductory course of the current Chinese corporate laws and practices for undergraduate students in year four or master students. Both law majors and non-law majors can take this course; however, for non-law major students, some basic knowledge of civil law and contract law is required. The course will cover the following areas: history of Chinese corporate law, choosing the business vehicles, incorporation, limited liabilities & corporate personality and corporate governance. |
| MODULE CONTENT1. History of Chinese Corporate Law
2. Choosing the Business Vehicle
3. Incorporation
4. Limited Liabilities and Corporate Personalities
5. Corporate Governance
 |
| LEARNING OUTCOMESList the stages of Chinese corporate legislation, the forms of business entities, partnership; and corporations;Describe the main characteristics of sole proprietorship, partnership and corporation; Apply the laws of the legal liabilities of sole proprietorship, partnership and corporations to specific case analysis.List the requirements of incorporation; Describe the process of incorporation; describe and the liabilities of promoters;Apply the laws to analyze the legal result and liabilities of pre-incorporation transactions.List the legal basis (theory) of PCV; list the forms of civil liability of corporation;Describe the principle of separate personality of a corporation and the problems of it; describe the criminal and civil liabilities of corporations;Apply the principle of limited liability of shareholders and separate personality of a corporation to case analysis; apply the principle of PCV to case analysis. |
| Evaluation method | Attendance, assignments, final exam |

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| Course | Chinese Business Law (4 units) |
|  | Unit 2: Chinese Securities Law | ECTS | 1 |
| Lecturer | Daniel Euicheol Roh [roheui@hotmail.com](file:///H%3A%5CSyllubus%202%5CChinese%20Finance%20Market%5Croheui%40hotmail.com) | Hours | 12 |
| MODULE AIMSIn this course, we provide a comprehensive review of China's financial system and the legal system associated with it. The course will mainly focus on stock markets.The stock exchanges, in fact, have not been effective in allocating resources in the economy of China because these stock exchanges remain speculative and driven by insider trading. However, in recent years, the stock market has witnessed significant development; therefore, financial markets are expected to play an increasingly significant role in the economy. Based on this perspective, we will discuss several issues and potential problems related to improving the efficiency of the stock and other financial markets. Specifically, we will deal with stock exchange markets, Initial Public Offering, securities violations and litigation, minority shareholder protection, and insider trading etc.  |
| MODULE CONTENT1. Introduction to Chinese stock market

a) Overview of stock marketb) Definition of securitiesc) Types of securities1. Securities market and Supervision System
2. Securities legal framework for securities market
3. Efficient Capital Market Hypothesis
4. Securities fraud and market manipulation
5. Issuance and transfer of securities
6. Initial public offering
7. IPO process
8. Pros and cons of being public
9. Underwriter, Broker and Dealer
10. Mandatory disclosure system
11. Disclosure requirements
12. Tender offer
13. Mandatory bid rule
14. Williams Act
15. Securities liability and litigation
16. Minority shareholder protection
17. Derivative suits
18. Rights of shareholder
19. Corporate fiduciary duties
20. Insider trading
21. Disclose or Abstain rule
22. Theories and Arguments
23. Case analysis
 |
| LEARNING OUTCOMESThrough this course, students will have insight to the legal foundation supporting the China’s finance market. |
| Evaluation method | Attendance, Class performance, final exam |

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| Course | Chinese Business Law(4 units) |
|  | Unit 3 : M&A | ECTS | 1 |
| Lecturer | Jane Shenshenjing@everbrightlaw.com | Hours | 12 |
| MODULE AIMSUnderstand the legal framework relating to M&A and how to practice about M&A project as a lawyer.  |
| MODULE CONTENT1. Understand how to conduct M&A project in China practically;
2. Process of a M&A project;
3. Letter of Intent (binding and non-binding);
4. Confidentiality contract;
5. Due Dilegence;
6. Negotiation;
7. Pricing basis;
8. Implementation;
9. Introduction of 3 M&A cases and discussion;

Evaluate the legal risk in the case and try to provide legal opinion;(Essay as assignment) 1. Understand the laws and regulations relating to M&A in China;
2. Overview of the laws and regulation relating to M&A

1)Chinese Company Law( combined with case )2)Wholly Foreign-Owned Enterprise Law (combined with case)3)Chinese-Foreign Equity Joint Ventures Law (combined with case)4)Chinese-Foreign Contractual Joint Ventures Law (combined with case)5)Provisions on the Merger and Acquisition of Domestic Enterprises by Foreign Investors (combined with case)1. Introduction cases relating to special M&A cases (involving Chinese stated-owned enterprises)
2. Understand the control of legal risk during conducting M&A in China;
3. Dispute Resolution ;
4. Arbitration or litigation;
5. Applicable law;
6. Introduction of the litigation process in China;
7. Typical M&A litigation and arbitration cases analysis. (essay as assignment)
 |
| LEARNING OUTCOMES1. The students will have the ability to make research about the laws and regulations relating to M&A and understand better about the law and regulation. 2. The students will be able to provide a preliminary legal opinion about M&A project under the Chinese law structure.  |
| Evaluation method | Attendance (50%), assignments (50%) |

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| Course | Chinese Business Law (4 units) |
|  | Unit 4 : I.P. Law& Technology Transaction in China | ECTS | 1 |
| Lecturer | Philippe Snelphilippe.snel@dwp-axt.cn | Hours | 12 |
| MODULE AIMSThe aim of these classes is to enable students to think critically about the legal environment in China and to give them a head start when it comes to doing business in China. The main focus of the classes however remains intellectual property and technology transfer in China.  |
| MODULE CONTENTIntroduction to intellectual property and technology transfer in China.Introduction to China’s business culture.Uncover future trends in China’s legal, economical and political environment.The teaching materials provided to the students will reflect the importance of intellectual property and technology transfer in China (and the world) today and will consist out of weekly news items (Shanghai Daily, China Daily, etc.) and (very) recent evolutions in (or regarding) China.  |
| LEARNING OUTCOMESBy the end of the classes the students will have to recognize the different intellectual property rights, comprehend the importance of intellectual property and technology transfer in China (and the world) today, identify and analyze possible intellectual property and technology transfer risks and formulate recommendations as to how to protect your intellectual property and technology in China. |
| Evaluation method | Attendance, assignments, final exam or presentation |

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| Course | Cross Cultural Communication and Leadership |
|  | Unit: Cross Cultural Communication and Leadership | ECTS | 3 |
| Lecturer | LIN Hualinhua\_shh@hotmail.com | Hours | 36 |
| MODULE AIMSBridging cultural gap, Enhancing Competence, Boosting Success!!!This course aims to provide a comprehensive understanding of the theories and practical cases in cross-cultural management, with a focus on the impact of cultures at the level of the individual, and the organizations, especially in Chinese business environment. In the light of lecturer’s 30 years professional experiences in multinational companies, this course demonstrates how cultural factors influence behaviours in the workplace and will help students develop skills needed to understand and manage effectively in cross-culture situations. |
| MODULES and CONTENTS1. The concept of cultures and new challenges in a globalised world
2. Basic intercultural theories, different cultural environments and behaviors
3. Tools and skills: how to successfully communicate and negotiate? Internship, first job, career shift
4. Case studies
5. Role playing, simulation, group discussion
 |
| LEARNING OUTCOMESTo acquire in-depth understanding of intercultural management from different approaches during their semester study in China, gain and improve ability to work in, and lead culturally diverse groups and teams.To understand and build up mission, vision and values for a successful career and life. |
| Evaluation method | Attendance, assignments, final exam |

Lin Hua, doctor, professor, business leader

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| Course | Chinese Economy, Business and Government: A Long-Run Development Perspective |
|  | Unit: Chinese Economy, Business and Government | ECTS | 3 |
| Lecturer | Professor Zhao Hong Jun | Hours | 36 |
| MODULE AIMSIn the next 50 years, you have more and more opportunity to meet, talk with Chinese, learn or work, trade or do business with Chinese. Given this global context, this course aims to provide international students a very broad, interesting while deep and unique way to look at Chinese Business, Economy and Government during past, present and future. The course will discuss the relationship among business, economy and government, such as the role of government in economic development, the position of Chinese businessmen, the secret of success of Chinese businessmen, the secret of Chinese economic miracle, the future of Chinese economy, business and Chinese politics and government.  |
| MODULE CONTENT1. Why was Chinese economy successful during the past 40 years?
2. Chinese Geography, how did it affect Chinese development?
3. Chinese Culture, why is it humble?
4. Chinese Government, why is it different from others?
5. Chinese Infrastructure, how did government push economic development?
6. Chinese Business environment, is it bad or good?
7. Chinese New-generation Businessmen, why was they successful?
8. Chinese E-commerce business, a prosperous exploration
9. The New-economic trend and industrial opportunity in China
 |
| LEARNING OUTCOMESYou know Chinese economy, business and government much better. You know many secret of Chinese businessmen, economy and government. And you learn how to think and do business Chinese.  |
| Evaluation method | Final paper accounts for 30%, group presentation in class accounts for 50%, while class participation takes up 20% of the final grades. The final paper can be any topic covered by the course. Group presentation in class should be 10 minutes long and 5 minutes for questions from all the audiences. Any topic covered by the course is welcomed. |
| Office hours | I would be more than happy to discuss the course related issues with the participants. Please send an email to me before you come to my office to avoid futile visit. |

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| Course | Cross-culture On-field Study(3 times) |
|  | Visit One:Chinese religion | ECTS(3 times) | 1 |
| Teacher in responsible | CHEN Shizhang,SFBpoemcsz@shnu.edu.cn | Visit One |
| MODULE AIMSTo have a very basic idea of major religious belief in China and its evolution.To have a clear timeline of major religions and its founder’s story. |
| MODULE CONTENTChinese ancient worship--- Sun, Moon, Star, Rivers, Ancestor, Totem, etc.Buddhism--- Background, Buddha’s story, Cast system, Four noble truth, Four seals.Confucianism --- Three Golden Rules, The movie.Taoism--- Ying and Yang, Tai-Qi |
| LEARNING OUTCOMESStudents who take this course will better understand how Chinese religion influence Chinese people’s daily life and culture. It will better for them for realize the history of China and Chinese characters. |
| Evaluation method | Thesis and Presentation |

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| Course | Cross-culture On-field Study(3 times) |
|  | Visit Two: Chinese Music | ECTS(3 times) | 1 |
| Teacher in responsible | WANG Yichen, SFBwyc.tony@gmail.com | Visit Two |
| MODULE AIMSTo have a basic idea of the traditional Chinese musicTo have a brief knowledge about the traditional Chinese instruments |
| MODULE CONTENT1. Chinese Folk Music Introduction2. Performing: Erhu (two-stringed Chinese fiddle), Chinese lute, koto or dulcimer etc.3. Interaction: Discussion, Q&A, Trying to play |
| LEARNING OUTCOMESThe students will have the opportunity to get a basic knowledge about the Chinese traditional music by meeting the musicians and enjoying their performance of the Chinese traditional instruments, so that they could get some ideas about the resemblance and the difference between the Chinese traditional music and western music |
| Evaluation method | Attendance |

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| Course | Cross-culture On-field Study(3 times) |
|  | Visit three:Chinese Food | ECTS(3 times) | 1 |
| Teacher in responsible | WANG Yichen, SFBwyc.tony@gmail.com | Visit Three |
| MODULE AIMSTo have a brief knowledge about one kind of the Chinese FoodTo have a chance of practice to learn how to cook the Chinese food |
| MODULE CONTENT1. Visiting the Campus of Shanghai Institute of Tourism, and the Cuisine Hall of the Campus2. Introduction of one kind of the Chinese food (Ex. Jiaozi - Chinese dumpling)3. Lecture while practicing of cooking4. Eating what the students cook |
| LEARNING OUTCOMESThe students will have the opportunities to meet the Chinese cook and learn from the cook about how to cook Chinese food, and the visit will end by eating the food they cook. That will be a great way to understand better the Chinese food and Chinese culture. |
| Evaluation method | Attendance |

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| Course | Industry Tour(3 times) |
|  | Industrial Visits | ECTS | 1 |
| Teacher in responsible | WANG Yichen, SFBwyc.tony@gmail.com | 3 visits |
| MODULE AIMSTo have a brief knowledge about the industrial development and business simulation in China through industrial visitsTo have a preparation for the internship or have the potential internship opportunities by industry-college interaction |
| MODULE CONTENTIndustrial visits for students in different companies including government and private sector both:1. Local company2. Joint-Adventure company3. Shanghai Free Trade Zone |
| LEARNING OUTCOMESIndustrial visits provide the opportunity to students to meet company officials or staff at common place and gather all possible information regarding the functioning of their organization. Industrial visits give them an intuitional instruction of what they have learned during their class room teaching. |
| Evaluation method | Attendance and report |