last year...
45,000 Students
3,300 Teaching & Research Faculty and Staff
250,000 Alumni

9 Disciplines
Science, engineering, medicine, economics, management, liberal arts, law, philosophy, education

481 Degree Programs
74 Bachelor’s programs, 263 Master degree programs, 144 PhD programs, 16 postdoctoral stations

More than 30 Organizations
More than 20 Colleges, 6 Uni. Hospitals
Tongji-SEM is one of the best business schools in China and has built prestigious reputation worldwide. SEM is strongly research-led and internationally oriented, with a total of more than 3000 publications recorded over the past five years and more than 25 Double Degree programs and over 70 student exchange programs built over the past decades.

SEM currently boasts 210 faculty members, among whom 60 are professors and 74 are associate professors. At present, there are more than 1500 registered undergraduates, over 4000 postgraduates (including academic postgraduates and postgraduates in professional degrees, such as MBA, Master of Public Administration, Master of Engineering Management, EMBA) and doctoral candidates. After about 30-year of development, SEM has cultivated thousands of professional managers, who are now playing important roles in the development of the national economy.
WU WIEN (Vienna University of Economics and Business)

With more than 24,000 students, WU is one of the largest economics and business universities in the European Union. It is known for its broad range of fields and disciplines and numerous specializations in teaching and research. The organizational structure of its academic units is made up of 11 departments and 16 interdisciplinary research institutes. Outstanding academic quality standards, the practical relevance of the programs, and excellent job prospects for WU graduates make WU an attractive choice for students from all over the world, more than 26% of WU’s students are international. WU is known for its unique entrepreneurial and collaborative culture and its international spirit, and WU professors play key roles as innovators and highly regarded peers in a variety of scientific communities. With its prestigious triple international accreditation of EQUIS, AACSB and AMBA, WU has achieved the goal of excellent quality in higher education.

Rankings:
2016 FT European Business Schools Ranked 43rd
2017 FT Global Masters in Management Ranked 13th
**An intensive Summer Programme**

**Lectures and Seminars**
All lectures and seminars, concern the topics on Chinese management, economy and culture.

**Company Visits**
The visits could be organized in the state-owned, private, joint ventures or foreign companies and hi-tech parks.

**Intercultural Event**
Various cultural and interaction events could be hosted by the institutes and students.
**ABOUT THE PROGRAMME**

<table>
<thead>
<tr>
<th>DURATION</th>
<th>LOCATION</th>
<th>LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1-19, 2019</td>
<td>Shanghai, China</td>
<td>English</td>
</tr>
</tbody>
</table>

**WEEK 1**
- Taught by Tongji Faculty

**WEEK 2 & 3**
- Taught by WU Faculty

- **WEEK 1**
  - July 1-5
  - 25 lecturing hours
  - Cultural activities

- **WEEK 2**
  - July 8-12
  - 45 lecturing hours
  - 2 Company visits
  - Cultural activities

- **WEEK 3**
  - July 15-19

**DURATION**

**LOCATION**

**LANGUAGE**
Curriculum Plan Overview

**WEEK 1**

- Confucianism and Chinese Business Culture
- Human Resource Management in China
- Entrepreneurship in China
- China Economy: reform and development
- Consumer Behavior and Marketing in China

**WEEK 2-3**

- International Strategies in Emerging Markets
- Company Visits & Project Work

*Course Syllabi are available.*
### Program Agenda

#### International Summer University in Shanghai
**July 1 to July 19, 2019**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>Welcome and Orientation</td>
<td>6 Human Resource Management in China Prof. WU Min</td>
<td>11 Entrepreneurship in China Prof. Claudio Feihjoo</td>
<td>16 China Economy: reform and development Prof. Wu Jianwei</td>
<td>21 Consumer Behavior and Marketing in China Prof. Wu Jianwei</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>Intercultural events</td>
<td>Lunch break</td>
<td>Cultural Activities(Half-day)</td>
<td>Make Chinese Dumplings</td>
<td></td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td>MON</td>
<td>TUE</td>
<td>WED</td>
<td>THU</td>
<td>FRI</td>
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<tr>
<td></td>
<td>8-Jul</td>
<td>9-Jul</td>
<td>10-Jul</td>
<td>11-Jul</td>
<td>12-Jul</td>
</tr>
<tr>
<td><strong>Morning</strong></td>
<td>1 Introduction to International Business in Emerging Markets</td>
<td>6 Internationalization strategy: theory and application</td>
<td>11 Market selection, market entry - theory and concepts</td>
<td>16 Market selection, market entry - case study</td>
<td>21 Project coaching: feedback and Q&amp;A</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>Group Lunch</td>
<td>Lunch break</td>
<td>Project Work</td>
<td>Project Work</td>
<td>Intercultural Event</td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td>MON</td>
<td>TUE</td>
<td>WED</td>
<td>THU</td>
<td>FRI</td>
</tr>
<tr>
<td></td>
<td>15-Jul</td>
<td>16-Jul</td>
<td>17-Jul</td>
<td>18-Jul</td>
<td>19-Jul</td>
</tr>
<tr>
<td><strong>Morning</strong></td>
<td>26 International marketing and positioning</td>
<td>31 Project coaching: feedback and Q&amp;A</td>
<td>36 International capital budgeting and project valuation</td>
<td>41 Final presentations, Q&amp;A and final feedback (with faculty and students)</td>
<td></td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>Lunch break</td>
<td>Project Work</td>
<td>Project Work</td>
<td>Project Work</td>
<td>Project Work</td>
</tr>
</tbody>
</table>

**Remarks:** Please note that while this is intended to be the final schedule, minor changes due to unforeseen circumstances or program needs are always possible. Updates and changes will be communicated by the program staff and faculty after arrival.
Please complete your registration via the link:

Online Registration

Contact Us:

Aileen PAN
Email: semsummerschool@tongji.edu.cn
Tel: 0086-21-65986991/65983144
Addr: International Cooperation Office of SEM,
Room 1307, Tongji Building A, No. 1500, Siping Rd.
Tongji University, Shanghai, P.R. China, 200092