**ECNU Global China Program**

ECNU Global China Program  
Fall 2017 Sept. 7 - Dec. 15

**Introduction**

**East China Normal University**

East China Normal University, a national renowned university under the direct auspices of the Ministry of Education of the People’s Republic of China, is one of the most prestigious universities in the country. Founded in 1951, it is nationally accredited by the Ministry of Education of the PRC and a member of the prestigious 211 and 985 projects. Boasting one of the most beautiful university campuses in China, the university is reputed as the “garden university.”  
ECNU is a research university with an extensive range of disciplines including education, social sciences, humanities, natural sciences & technologies and administrative sciences. ECNU currently enrolls more than 30,000 students from all parts of China and abroad, of which more than 5,000 are international students.  
The Global China Program will be hosted in ECNU North Zhongshan Road Campus (Downtown Campus).

**ECNU Global China Program**

The Global China Program provides an excellent opportunity for students to learn about China through academic and cultural immersion during one semester. This program is open to current college students who wish to study in China for one semester (15 weeks). The program consists of two parts—Chinese Language course and Content courses on China Studies and other fields which will be conducted in English.  
The Global China Program offers a credit structure which is identical to the majority of North American universities and colleges. Course contents are carefully designed to meet the requirements of North American universities and colleges.

**Courses**

**Course Registration**

Students can access to the [on-line application system](http://lxs.ecnu.edu.cn/application.php) to apply and register for courses or fill out the [Application Form for Global China Program](http://lxs.ecnu.edu.cn/EN/dfile.php?id=268) which can be downloaded from our website.  
We will offer English taught content courses on China Studies and several levels of Chinese language course. Students may take up to four courses (including one Chinese language course). Please note that a course might be cancelled if the minimum enrollment is not reached.   
Classes are held from Monday to Friday.

**Course Information**

***Business/Economics***

**Course Name: China's Macroeconomic Impact**  
Course Description:  
Since 1978 when China initiated economic reforms and opening up policies, the Chinese economy has been one of the fastest growing economies. China is now the world's second biggest economy and second biggest exporter. What are the impacts of China's rise on the global economy? What will other countries react to China's economic emerge? This course is designed to provide students with the knowledge of what has happened to China and its impact on global economy in the last three decades. The course will offer in-depth discussion of Chinese macroeconomic development, industrial structure, trade pattern, economic imbalance, and its impact on the rest of the world economy, particularly on Asia, the US, and Africa.

**Course Name: International Marketing (China Focus)**  
Course Description:

The course assesses the parameters of marketing strategy and success in the context of prevailing Chinese cultural norms and expectations in a rapidly developing consumer culture wherein social mobility, rapid change, technological sophistication and the growing incursion of foreign mass media and popular culture are the conditions of the day. The course lays out the underlying cultural logic that informs management and considers how these matters impact product development strategies, market research, and approaches to customer and public relations. Likewise, the course examines marketing questions with reference to common product, price, place, and promotion strategies in China. This course will include case studies from successful Western firms in China such as Apple and KFC and Asian firms like Toyota, Haier andAlibaba.  
  
***Sociology***  
**Course Name: Issues in Contemporary Chinese Society**  
Course Description:  
China's transition to a market economy and return to the global community have huge impacts over the lives of its people, as well as the rest of the world. While covering other fields such as anthropology, political science, gender studies and urban studies, this course mostly employs a sociological perspective to examine issues in contemporary Chinese society. Topics examined include not only these well-known aspects of Chinese society such as guanxi and face, collectivism and family-centered culture, but also the emerging civil society, onging sexual revolution, and increasing social polarization that are more likely associated with the enormous social change over the past three decades. Students will be asked to critically and creatively think about change and continuity in contemporary China in relation to the dynamic and complex interaction of local factors and global forces.  
  
**Course Name: Globalization and Urbanization: China's Urban Transformation and What It Means for the World**   
Course Description:  
This course introduces students to the recent literature on China's immense urban transformation process, spatial restructuring and urban problems it causes. Much of the course focuses on the post-1978 period, which fundamentally differs from the preceding 30 years of state socialism. The topics are mainly divided into three parts. Part 1 is on the process and the uniqueness of urbanization in China. Issues such as the socialist ideology, the household registration (hukou) system, rural-urban migration and globalization will be discussed. We will also pay special attention to the process of urban development in Shanghai. Part 2 is on the spatial restructuring of Chinese cities. We will study the dominant work unit (danwei) compounds in pre-reform era, urban renewal and expansion and the diversified urban landscapes in post-reform era, urban renewal and expansion and the diversified urban landscapes in post-reform era. Part 3 will examine various urban issues emerging with the rapid urbanization, such as the massive migration and assimilation, housing problems, urban inequality and discontent.  
  
***History & Culture***  
**Course Name: Chinese Civilization: An Introduction**  
Course Description:  
This course introduces to students the general Chinese civilization from the neolithic era down to the present. It emphasizes the late imperial period to the contemporary world. The course covers as wide topics as history, philosophy, politics, women’s studies, local society, economy, environment, etc. The goal of the course is to provide students with general knowledge of China’s past and present, but at the same time encourage them to deeply investigate one or two fields that mostly attract them. By exploring such fields, the course anticipates students to understand China’s glory and predicament, which will greatly improve the mutual understandings between Chinese people and foreigners. Students are required to read assigned readings every week and finish writing two papers centered on the topics they choose during the semester. They are expected to participate actively in the course by raising questions, leading discussions, or giving presentations.

**Course Name: Modern Chinese History**  
Course Description:

This course is designed to give an introduction to the history of modern China from the Qing dynasty to the present, and to understand the continuities and the changes that help to shape Chinese society and the Chinese nation today. The course is divided into three segments. The first segment focuses on the Qing dynasty (1644-1912), the last flowering of the traditional Chinese world order, and moves from there through the long years of disintegration and the final collapse of the old empire. The second segment analyzes the great Chinese revolution (1912-1949)--in both the Nationalist and Communist phases--that has been one of the most significant episodes in the history of the 20th-century world. The third segment discusses the legacies of the Chinese revolution in the post-1949 period, which profoundly influenced and will continue to influence the political, economic, cultural, and social developments of contemporary China.

***Philosophy***  
**Course Name: Chinese Philosophy**  
Course Description:  
This module introduces several schools of philosophy that were developed in ancient China and that have been of outstanding relevance within its entire intellectual history. We will look mainly at the Pre-Qin thinkers, beginning with at the great Confucian masters Confucius (Kongzi), Mencius (Mengzi), Xunzi (Hsun Tzu), and the response given by Mozi. We will then examine the Daoist masterpieces the Daodejing (Tao-Te-Ching) also known as the Laozi(Lao-Tzu) and the Zhuangzi (Chuang Tzu). Finally we will read passages from the Legalist “classic” Hanfeizi (Han Fei Tzu).

***Chinese Language*Beginners’ Class:**  
Chinese language is regarded as one of the most difficult languages to learn due to its distinct pronunciation and pictographic characters. However, learning Chinese is never a mission impossible. The beginners are expected to acquire the elementary vocabulary and patterns, which may seem to be hard at the outset. It is the indispensable step for the Chinese language learning though. This entry-level Chinese language course will offer students a genuine vision of what and how the Chinese people are thinking and talking, thus helping them to pave the way for a more real and pleasant experience of the Chinese culture.  
  
**Intermediate Class**:  
This instruction is designed to improve your overall ability to understand and use Chinese language. The course consists of pronunciation practice, explanations and practice of new linguistic items, and practice of listening, speaking, reading and writing. The course aims at improving students’ overall language proficiency through a variety of learning activities and tasks.  
  
**Advanced Class:**  
Advanced Chinese class focuses more on analyzing the reading material or social phenomenon then presenting your opinions on it as well as writing reports. Students are expected to be familiar with the new words and new text before they come to the lessons thus in the class, the main focus will be discussions, reports, and presentations.

Credit Transfer

Students who wish to have the ECNU credits transferred to other colleges and universities are advised to consult with the appropriate academic authorities at their home institution in advance. Home institutions’ academic advisors make the final decision whether a particular course may be applied towards the major or elective requirement at the home institution.

**Tuition & Fees**

Application Fee (Non-Refundable) 400 RMB  
Tuition                                       18000 RMB  
  
Accommodation Cost  
[list.php?id=12](http://lxs.ecnu.edu.cn/EN/list.php?id=12)   
\* Please be aware that Global China Program is a short-term program. The accommodation fee shown on the above webpage is paid by fixed semester dates according to school calendar (which is longer than the dates for GCP). Students may also choose to pay for accommodation by actual staying dates but the price per night will be higher depending on the stay period. For more details please consult International Students Office.

**ECNU Benefits**

**Cultural Activities**  
You will have opportunity to become fully immersed in Chinese culture and to better get to know your Chinese and international fellow students by taking part in all kinds of students’ activities such as sports meeting, international cultural festival, day trips, etc.  
  
**Extra-Curricular Courses**  
ECNU offers non-credit elective extra-curricular courses for personal enrichment such as Chinese Martial Arts, Calligraphy, Chinese songs, Chinese painting to international students every semester. Some of the courses are free and others only charge you a small amount of money. You may register for the elective extra-curricular courses in the International Students Office.

**Admissions**

**Eligibility**You must be at least a high school graduate and you must be qualified for at least one of the following conditions to pass our English language proficiency requirement.  
\*English native speaker  
\*Studying or Graduated from an institution where English is the main language of instruction  
\*Have a valid TOEFL (Test of English as a Foreign Language) score which is higher than 80 (iBT) or a valid IELTS (International English Language Testing System) score which is higher than 6.0 or equivalent score in other forms of English language tests.  
  
**Required Documents**

1. [Application Form for Global China Program](http://lxs.ecnu.edu.cn/EN/dfile.php?id=426) [http://lxs.ecnu.edu.cn/EN/images/download.png](http://lxs.ecnu.edu.cn/EN/dfile.php?id=426)
2. Copy of High School Graduation Certificate and transcript
3. Proof of your English proficiency

**Application Procedure**

1. You may come to the International Student Office to apply if you are in Shanghai or mail all the above application documents to the ISO if you cannot come in person. You may also [apply online](http://lxs.ecnu.edu.cn/application.php).（http://lxs.ecnu.edu.cn）
2. Pay the application fee.
3. The International Students Office will notify you via email and send you the Admission Notice and Visa Application Form if you are accepted.
4. Come to ECNU on registration days and pay the tuition and housing fee.
5. Enjoy your fantastic new semester in Shanghai.

**Application Deadline**

For Spring Semesters, please apply before Dec. 31.  
For Fall Semesters, please apply before Jul. 31.  
  
**Mailing Address**  
Room 253 International Students Office, Physics Building, East China Normal University  
Zip code: 200062  
Tel: +86-21-62232013 +86-21-62238353  
Fax: +86-21-62238352  
E-mail: lxs@ecnu.edu.cn

**Contact Person**

Chrissie WANG

Email: [qcwang@gec.ecnu.edu.cn](mailto:qcwang@gec.ecnu.edu.cn)

Tel: +86-21-62235672