

SILC BUSINESS SCHOOL SUMMER SCHOOL

SHANGHAI, JUNE 16th- JUNE 27th, 2025



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ACCREDITED

**SILC
BUSINESS
SCHOOL**

**SUMMER
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SHANGHAI

JUNE 16th- JUNE 27th

2025

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SILC Summer School

**Prepare yourself
for the world's most dynamic market,
Learn about Shanghai and China,
and
Have a great time!**

About Our Program

Welcome to the 2025 SILC Summer School on “Cultural Heritage and Business Innovation in China”. Over the program of two weeks, students will have a unique opportunity to explore the intersection of Chinese cultural heritage and modern innovation and delve into how intangible cultural heritage can inspire creativity in fields like Cultural Creative Industries and Gaming.

Guided by renowned professors and entrepreneurs, students will work in groups on developing and refining their entrepreneurial ideas, with the goal of transforming concepts into real-world projects and practicing how to successfully commercialize innovations in China. Students will also have the opportunity to participate in real entrepreneurial activities, explore Chinese market landscape, and Chinese culture under the guidance of our experienced lecturers to gain a more comprehensive understanding of how businesses run in China. This will help you better navigate the business environment and culture in China.

In addition to the business courses, students will also experience some additional sessions, seminars, Chinese language courses, or workshops of making handicrafts of strong Chinese cultural heritage. We hope that students will appreciate the charm of the Chinese culture. Whether you’re interested in cultural preservation or innovative business models, this program will provide the tools and mentorship to help you succeed.





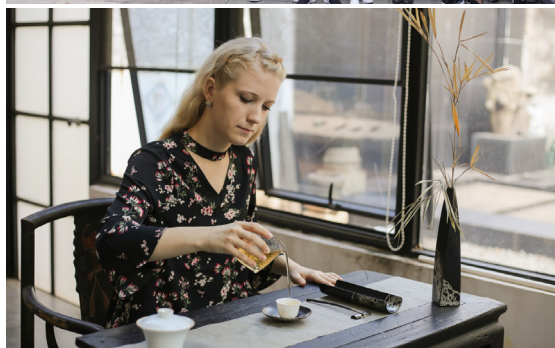
Program Attractions

Diversified Teaching Approaches

Our teaching approaches are designed to provide students with an immersive learning experience through a combination of lectures, case studies, workshops with entrepreneurs, on-site visits to companies, and group work to deliver business theories and cases. Students will also have the opportunity to communicate with local entrepreneurs face-to-face. Our inspirational lectures will guide you on how to do business in China.

One-to-one Buddy Scheme

Each visiting student will be introduced to a student of SILC, who acts as your “buddy”. Your buddy will help to enhance your learning experience and providing support whenever you may need it. Your “buddy” will contact you before your arrival and will be available throughout your time in China.



Practical Experience Of Our Program

Throughout the course, you will learn about the challenges facing Chinese companies and work with your classmates to develop innovative solutions with global wisdom. Through observing the landscape of Chinese market, you will gain insights into the keys to innovation and entrepreneurship. Finally, you will have the opportunity to present your group's business plan, which may develop into a business solution for Chinese companies, or even become a real company in the future. By the end of the course, you will have developed a deep understanding of the logics behind the rapid growth of Chinese economy, the implications of Chinese economic reform on the global economy, and gained practical experience in developing innovative solutions.

Certificate and Transcript

On completion of SILC Summer school, you will be awarded a Summer School Certificate from SILC as well as an academic record for your marks, which prove that you have good understanding of Chinese economy innovations and entrepreneurship.



Admission Criteria

Levels and Prerequisites

All courses offered are equivalent to introductory level university courses. They have no specific pre-requisites.

Language Requirements

English is the primary language of instruction of the courses offered to the students. Students should have reasonably good language proficiency. Proof of your English language proficiency (if your first language is not English or if English is not the language of instruction at your school).

Application Requirements

Students who currently enrolled in a degree program (undergraduate or graduate) from their home universities.

Supporting Documentation

Normally students apply through the international office of their universities. If you apply independently, we require the international office of your university to confirm that you are of academically good standing. A copy of your passport showing that it is valid and an electronic photo of yourself are also required.





Program Timetable

2025 SILC Summer School Schedule			
Week 1			
Date	Day	Time	
		9:00am-9:45am	10:00am-11:45am
16-Jun	Mon.	Orientation & Ice-breaking Wende Building 209	Chinese Language Course 1
		1:00pm-3:30pm	
		Business Course 1 Wende Building 209	
17-Jun	Tue.	10:00am-11:45am	
		Cultural Heritage Workshop 1: Tea Culture Wende Building 209 Dr. GU Haiyue	
		1:00pm-3:30pm	
		Business Course 2 Wende Building 209	
18-Jun	Wed.	10:00am-11:45am	
		Seminar on Chinese Culture 1: Wende Building 209 Dr. NIE Jing	
		1:00pm-3:30pm	
		Business Course 3 Wende Building 209	
19-Jun	Thu.	10:00am-11:45am	
		Chinese Language Course 2	
		1:00pm-3:30pm	
		Business Course 4 Wende Building 209	
20-Jun	Fri.	10:00am-11:45am	
		Tour Study to Local Company 1 Departing from the North Campus Gate	
		1:00pm-3:30pm	
		Break	

2025 SILC Summer School Schedule		
Week 2		
Date	Day	Time
		10:00am-11:45am
23-Jun	Mon.	Cultural Heritage Workshop 2: Taiji Wende Building 209
		1:00pm-3:30pm
		Business Course 5 Wende Building 209
24-Jun	Tue.	10:00am-11:45am
		Chinese Language Course 3
		1:00pm-3:30pm
		Business Course 6 Wende Building 209
25-Jun	Wed.	10:00am-11:45am
		Chinese Language Course 4
		1:00pm-3:30pm
		Seminar on Chinese Culture 3: Wende Building 209 Dr. NIE Zhi
26-Jun	Thu.	10:00am-11:45am
		Tour Study to Local Company 2 Departing from the North Campus Gate
		1:00pm-3:30pm
		Break
27-Jun	Fri.	10:00am-11:45am
		Seminar on Chinese Culture 4 Wende Building 209 Dr. GU Haodong
		1:00pm-3:30pm
		Reception & Farewell Ceremony Wende Building 209

HOW TO APPLY

Nomination Deadline

April 30, 2025.

The nomination deadline is **April 30, 2025** and the application deadline is **May 15th, 2025**. Applications received after this date will only be considered if places are still available.

Application Deadline

May 15, 2025.

Step 1: Nomination by International Office

For students from our partner universities, we require students to apply through and be nominated to SILC by the international office of their home university due by April 30, 2025.

For students from non-partner universities, please send an inquiry email to summer.silc@oa.shu.edu.cn due by March 31, 2025. We require the international office of your university to confirm that you are of academically good standing due by April 30, 2025.



Step 2: Completion of the Online Application Form

Once being nominated by their home universities, all students will receive instructions from SILC international office to complete the Online Application Form for International Students and the deadline for Online Application is May 15, 2025.

Step 3: Application Outcome

You will receive an email acknowledging receipt of your application within one week after you submit the online application.

Step 4: Accept Invitation and Invoice

You will receive an invitation letter for visa application and an invoice which informs you how much and when you should pay for the program



Travel and Accommodation

Students are responsible for arranging their own travel and visas. A visa is required to enter China. Please contact your local Chinese Embassy for further details. SILC International Office will send an invitation letter to applicants once their applications are approved. Students will be allocated in a two-person standard room (or single room with additional charges) of the hotel close to Jiading Campus by SILC.

Insurance

International students are personally responsible for arranging personal and health insurance for themselves and their belongings for the two-week program. The insurance should be obtained before arrival in China, and it should cover costs resulting from illness or an accident.





Program Fee

USD1900 (including courses, course materials, accommodation double-room Jun 15th to 26th 2025, breakfast, and farewell dinner)

Payment Deadline

May 31, 2025.



Application Withdraw and Refund Policy

If you wish to withdraw from the program after you have paid for the program fee, the following refund policy will be applied.

On or before May. 31, 2025	90% refund
Between May. 31, 2025 and Jun. 15, 2025	50% refund
On Jun. 15, 2025 or later	No refund

In case of withdrawal from the program, applicants should notify the SILC International Office 3 days in advance. And the refund policy will take effect on the day when SILC International Office confirms the withdrawal.





CONTACT

Apply for Summer School:

Summer.silc@oa.shu.edu.cn

Associate Director, International Office:

Isa Meng: isa.mengrq@shu.edu.cn

Program Manager, International Office:

Julia Zhu: juliaxqzhu@shu.edu.cn

Students can write emails to SILC International Office if they have any questions about the program.