SUPPLEMENTARY SOCIAL ACTIVITIES AND BENEFITS

School of Management, Fudan University is one of China’s leading faculties in the area of business and management. As an FDSM Summer School student, you get to enjoy a wide range of supplementary social activities and benefits. You will benefit from the exclusive business company trips and student life events, etc. The following events and activities are included in the program fee.

- Summer School welcome reception and cultural orientation;
- Company trips led by faculty dialoguing with company leadership;
- Networking opportunities with Fudan students and alumni;
- Design Thinking experience;
- Guided city tour and cultural experience.

SUMMER PROGRAM
School of Management, Fudan University
Beyond • 远越
Summer 2017

CONTACT
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International Exchange and Cooperation Office
School of Management, Fudan University
670 Guoshun Rd.
Shanghai, P.R.China 200433
Get ahead and make the most of your summer with FDSM’s Summer Program! Whether you’re a Fudan student, a visiting student from another institution, or a current corporate employee in China or overseas, whether you are only at the beginning, on your smooth way, or stuck in your explanatory path into China, FDSM Summer Program helps you move BEYOND!

**Why study with FDSM?**

**Reputation & Ranking**
- One of China’s top three universities with MBA programs ranked in the top 50 globally by Financial Times
- An AACSB and EQUIS accredited institution with international reputation
- A pioneer in business education worldwide

**Leading Faculty**
- 3000+ full-time faculty members at Fudan University
- 150+ faculty with extensive business and management expertise

**Alumni Connection**
- An extensive network comprised of over 30,000 alumni
- Numerous alumni in Forbes 500
- Outstanding alumni contribution in the Mentorship Program

**Corporate Links**
- Over 500 strategic partnerships among the total links with more than 2,000 companies
- Full range of collaboration including internship, employment program, mentorship program, forums, company immersive programs, etc.

**What Distincts “Beyond” from other summer programs?**

- Company immersive experience led by FDSM faculty aligning with academic seminars and case studies
- One Faculty Chair throughout the program for consistency of learning and thoughtful reflection
- Design Thinking experience to advance your business strategy and innovation-driven solution

**DATES**

**FEES**

**DATES**
- Session 1: June 5-June 16
- Session 2: August 14-August 25

**FEES**
- $1,600 (Early Bird $1,400)
- $80 Application Fee
- Early bird: registration by March 15

**FDSM CREDIT**

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**APPLICATION**

Online Application: [www.fdsf.fudan.edu.cn/international/summerprogram.aspx](http://www.fdsf.fudan.edu.cn/international/summerprogram.aspx)
Rolling admission starts on Jan. 1, 2017

**SIGNATURE COURSES**

**Theme 1: Doing Business in Chinese Context**
1. Challenges and Opportunities in Current China’s Business Environment
2. International Relations and Geopolitics of China
3. China’s Legal Environment and IPR Protection

**Theme 2: Competing with Global Brands – Domestic Corporates**
1. Marketing in China: The complexity of China market
3. Social Media and Transformation & Case study

**Theme 3: Chinese Market Entry and Expansion – International Corporates in China**
1. China Market Entry Strategy & Case study
2. Chinese Leadership Style and Talent Management
3. Chinese Labor Market and Challenges to Manage Chinese Employees

(Program schedule will be available by March 1, 2017)