Welcome to CUFE

About CUFE

Located close to the heart of Beijing, Central University of Finance and Economics(CUFE) is one of the most prestigious and selective universities in China. Today it is a hallmark of excellence in business education in China renowned for outstanding faculty and its open and diverse atmosphere.

- Over 1,100 academic staff members from 12 countries and regions
- Ranked top 2 in Applied Economics discipline in Mainland China
- Accredited by the Association of MBAs(AMBA)
- Accredited by CPA Australia(since 2012)
- Accredited by CFA
- A member of AACSB (since 2011)

About the Program

2018 CUFE China Business Program will run from June 30th to July 29th, 2018. This program offers a wide variety of English-taught courses about Economics and Business in China. Chinese language courses, company visits and cultural tours will also be covered in this 4-week program. Students will receive an official transcript from CUFE and they can transfer credits back to their home institution upon completion of the program.

In the past few years, students from Durham University, EDHEC Business School, Birmingham University, Victoria University, La Trobe University, Soka University, University of Delhi and many other universities have joined CUFE China Business Program. In 2018, this program will continue to be open to International students all around the world.

Course Module

Module I Business Environment and Public Policy

- Managing in China
- Chinese Macro-economy: From 1978 To 2049
- Chinese Agriculture and Rural Development: Experience and Future Challenges
- China's One Belt and One Road Initiative: New Opportunities for Inter-continental Growth
- Chinese Real Estate Investment and Marketing in Current China
- Introduction to Taxation in China

Module II Market Opportunities and Perspectives

- Current Development of China's Capital Markets
- Internet Financing in China
- Strategic Management in Chinese Context
- Chinese Firms Listing Overseas
- Social Media Marketing
- Insurance Development in China

Module III Chinese Language and Culture

- Immersion Learning of Chinese Language
- Company Visits and Cultural Tours to Beijing, Shanghai and Hangzhou
- Interaction with Chinese Students and Students from Other Countries and Regions
- Learn about Chinese Practices and Culture

Company Visits

Participants will visit both Chinese and foreign companies in Beijing, Shanghai and Hangzhou, including JD, Alibaba, Weber Shandwick and BAO Steel, to learn about the challenges and opportunities in China directly from their executive managers. Please come with your questions.

Cultural Tours

During the program, participants will engage in all aspects of China's past, present and future during tours such as the Forbidden City, Beijing's famous Hutongs (traditional community areas), the Great Wall and Kungfu Performance. Besides, study tours to Shanghai and Hangzhou will also be covered in this program, which enables the participants to see the diversity of Chinese development and culture.

Program Details

Dates: June 30th to July 29th, 2018

June 30th to July 1st Arrival and Registration
July 2nd -20th Lectures 9:00-11:30am, 2:00-4:30pm
July 22nd -26th Study tours to Shanghai and Hangzhou
July 27th Deadline for Final Essays
July 28th-29th Leaving Beijing

Program Fee: US$2600, including transportation fees to Shanghai and Hangzhou

Accommodation:

Twin-share, RMB 200 (app $US35) per person, per day, including breakfast

Single room, RMB 400 (app $US70), including breakfast

Living expenses: approximately RMB 100 (US$15) per day.

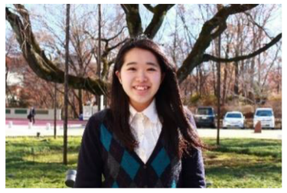
How to Apply

Please send the application form to ghc@cufe.edu.cn before **April 15th,2018.**
Application Form can be downloaded from Http://int.cufe.edu.cn/info/1101/2568.htm

What Students Say

Ahmed HARBAOUI, Durham University, UK

Outstanding experience at the heart of Beijing, great insights about the Chinese economy and very helpful Chinese language course. A dedicated team of volunteers makes your stay enjoyable and the company visits are very interesting.



Miki Yamane, Soka University, JPN

This one-month program in Beijing is my treasured memory. In the lectures, we have learned the knowledge comprehensively about economics and business in China. Company visits inspired us to feel the real Chinese economic progress. Not only that, we had tremendous opportunities to explore Chinese cultures. As a whole, this program will give you a lot of new discoveries with full of joy.