

THE BRIC & SUFE CHINA BUSINESS IMMERSION & INTERNSHIP PROGRAM



上海财经大学
SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS





OVERVIEW

Created in 2017, the BRIC Language Systems & Shanghai University of Finance and Economics (SUFU) China Business Immersion & Internship Program (CBIIP) is a multi-dimensional program that focuses on experiential training. At its core are cultural and linguistic training in the corporate setting along with a full 3-month internship, corporate visits, guest speaker lectures and networking events. This cutting-edge program combines the talents of a top tier Chinese university and an award-winning language and cultural training company for a truly unique experience-based learning environment. With this program, you will enjoy the experience of a lifetime combined with a career building opportunity unlike anything currently available.



While the CBIIP is a University quality program, it is NOT just for college students. Participation is open to everyone!

PLACEMENT REQUIREMENTS

- Complete the application form specifying your desired industry
- Send 2 letters of recommendation with your CV
- Arrive on schedule for the Skype interview
- Have a valid passport & visa (if necessary)
- Be at least 18 years old
- Make all payments on time

ADDITIONAL DETAILS

Application Deadline: May 30th, 2018
Fall Term: Sep 2nd – Dec 15th, 2018
Recommended Credit Hours: 12 – 15 semester hours; 18—22.5 quarter hours
Academic Eligibility: 2.0 Overall GPA and not on probation or suspension
Cost: \$10,000



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Meet Shanghai University of Finance and Economics (SUFU)

Founded in 1917, Shanghai University of Finance and Economics (SUFU) is a multi-dimensional university focusing on applied economics and management with theoretical economics as its basis. Since our inception we have been an incubator for innovative international programs. As the first Chinese university to offer a Business Chinese program for international students in Shanghai, we remain the only one offering multi-level programs. In addition, SUFU was among the first to offer MBA and EMBA programs.

The International Cultural Exchange School (ICES), devoted to the education of foreign students, was founded in 2001 and offers unique and engaging programs for students studying abroad in China. In 2010 the Office of the Chinese Language Council International (Hanban) set up a research center at SUFU in order to be a center for "International Business Chinese Teaching, Training and Resources." It is this tradition of innovation, cooperation and commitment to excellence that has put SUFU at the forefront of international business education in China.

STATISTICS

- 14,695 Full-Time Students
- 7,044 Masters and PhD Students
- More Than 1,000 International Students from Over 100 Different Countries
- 46 First-Level and 47 Second-Level Doctoral Programs
- 6 First-Level and 79 Second-Level Masters Programs
- 37 Undergraduate Programs
- 20 Research Institutes

MAJORS

- Business
- Accounting
- Finance
- Humanities
- International Business Administration
- Public Economics and Administration
- Information Management and Engineering
- Law
- Statistics
- Economics
- Foreign Languages
- Applied Mathematics
- International Cultural Exchange School (ICES)



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MEET BRIC

BRIC is an online language learning system dedicated to giving people the tools they need for success in a globally competitive age. The name BRIC refers to the rapidly growing and dynamic, emerging markets of Brazil, Russia, India, and China. It illustrates the value we place on knowing the languages of the emerging world. Despite the name, we do not restrict ourselves to BRIC languages. Instead, we offer the languages that we consider to be the most valuable languages for both today and tomorrow. These include Mandarin Chinese, Spanish, and Brazilian Portuguese, with Russian and Hindi coming soon. BRIC fuses its premiere, modernized language learning technique with the most sophisticated, interactive technology in the world. This powerful combination allows us to provide both versatility and flexibility to aspiring business professionals, leisure travelers, and everyone in between.

BRIC IN THE MEDIA

The founder and CEO of BRIC Language Systems Ryan McMunn has 11 years of experience doing business in China. Ryan has been interviewed by Fox Business, CCTV-America and several other well-known and respected publications. He has also been invited to speak at various conferences in Europe and across the U.S. on global entrepreneurship.



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WHAT MAKES US UNIQUE?

Based on years of teaching experience, we recognize that you want, and need, more than just classroom learning. That is the basis of both our partnership and our unique program. In order to be successful in the future, you need practical training in business, also known as “experiential learning.” Based on both the needs and feedback of current and former students, we have meticulously designed a Business Chinese Program – **China Business Immersion & Internship Program (CBIIP)**. In addition to our various in-class learning activities, we have scheduled several site visits to local and multinational companies based in Shanghai and will have guest lectures given by both Chinese and international scholars and business leaders.

THE FOUR CORNERSTONES OF OUR PROGRAM

1. PRIME LOCATION. We are located in Shanghai, the financial center of China. Home to more than 600 multinational corporate headquarters, Shanghai has the largest GDP of any city in China and boasts an economy larger than those of 155 entire countries. This energetic city offers an abundance of opportunity, both local and international. It is a global financial center and a world city unlike any other in China. Being in Shanghai places you directly in the heart of the Chinese business world.

2. EXTENSIVE TEACHING EXPERIENCE. As the first university to launch a Business Chinese Program, we have a rich tradition of educational excellence. Our customized courses allow you to obtain a more robust vocabulary and specialized knowledge of business practices. We also focus on international, and more specifically, Chinese business culture.

3. FOCUS ON PRACTICAL USE IN BUSINESS. We provide you with the opportunity to develop a profound knowledge of the Chinese business environment through both our business lectures and corporate visits. This allows you to acquire real life business knowledge in a real-world setting. Here you will see firsthand how factories are run and how businesses of every industry are operated.

4. HIGH QUALITY INTERNSHIP EXPERIENCE. You will work full-time in a 3-month internship at a local entrepreneurial business or a multi-national company operating in Shanghai. The position will be in a functional area of your choosing that corresponds with your home university major. We offer strictly high-quality internship positions. As an intern, you will be given the opportunity to work on projects that you get to see actually come to fruition. The work will be both impactful for the organization AND educational for the intern.



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LIVE & LEARN

Begin your Mandarin Language Training with 24 hours of online classes and 92 class hours of face to face training once you arrive.

NETWORK

Whether it's with students at SUFE or Fortune 500 tycoons, you'll rub shoulders with some of the most interesting people in the world.

RIDE THE DRAGON

Visit cities and towns outside of the metropolis of Shanghai on weekend excursions.

THE PEARL OF THE ORIENT

Your home for 16 weeks will be Shanghai, also known as the "Pearl of the Orient". Set on the banks of the Huangpu River, Shanghai is an exciting mix of Western and Eastern culture and offers both ancient and modern characteristics that create an invigorating energy. With a population of over 24 million people, Shanghai is a massive, sprawling metropolis that rivals any on earth. Shanghai is home to the Chinese financial center, the world's busiest container port, and a major transport hub that allows access to all of China and the world.

EVENTS & ACTIVITIES

- Huangpu River cruise
- Travel to see ancient cities like Suzhou, Hangzhou, and Nanjing
- Visit Beijing and the Forbidden City, Chairman Mao's Mausoleum, walk the hutongs, and climb the Great Wall
- Learn to cook dumplings in the traditional Shanghai style
- Learn Chinese calligraphy and how to play Mahjong
- Day trips to the temple of the city god and traditional water towns like Wuzhen outside of Shanghai
- Teppanyaki and street food night



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THE PROGRAM

This is a full semester long program lasting 16 weeks with 4 weeks of language and business training followed by a 12-week internship.

LEARN MANDARIN

Get a leg up on your post-graduation competition by learning Mandarin. While an internship and semester abroad in China is a great resume enhancer, it's not complete without a knowledge of Mandarin. When it comes to your long-term career, speaking the language is a total game changer. The main reason for the founding of BRIC and the driving force of this partnership was the understanding that speaking Mandarin is essential for young Americans desiring a career in China. This program includes 24 hours of online instruction prior to arrival as well as 92 class hours of additional instruction once you've arrived. Our teachers have undergone extensive training and our approach is needs based training. You learn more quickly when studying subjects that you're interested in. With this proven system, you'll be speaking with your Chinese colleagues in no time.



INTERN

After 4 weeks of intensive training, you'll have 12 weeks of a full-time internship in a local Chinese business or international company in Shanghai – 100% immersion in the real business environment. Don't worry, you don't need to be fluent in Mandarin. All of our placements have English speaking staff and management. Internship placement is based on your educational background, degree, and most importantly your desired career path. We typically pair you with jobs at fast paced "established startups" that are growing and have a track record of success. This enables you to be involved with real world projects and see those projects come to fruition. We work with many multinationals and regardless what type of company you're placed with, there are no "gofers" internships.

INDUSTRIES

- Entrepreneurs
- Engineering
- Health & Medicine
- Journalism
- Law
- Architecture
- NGO
- Hospitality & Tourism
- Marketing & Advertising
- Finance & Accounting



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STUDY

All of our business courses are taught by SUFE faculty, these are some of the best professors in all of China. You will be taking a general Chinese business course where we cover everything you need to know about the Chinese business environment. We give you an overview of the Chinese Economy, Chinese Business Etiquette, Communication Skills, and Chinese business culture. We bring in business professionals with rich experience in China to share their stories, knowledge and experiences with you.

You will also be invited to visit a variety of companies in and around Shanghai to gain more insight into the unique Chinese business environment. These companies will range from Fortune 500's to start-ups and will include both international and local Chinese companies. The companies we visit are in manufacturing, finance, marketing, engineering, and hospitality and tourism to give you an all-encompassing view of the Chinese business landscape.



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PROGRAM CALENDAR

The calendar below gives you an idea of how busy you will be in the program. Under special circumstances, some of the lessons may be changed.

WEEK 1 – WEEK 4

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8:30 - 11:15AM (3-hour class)	Business Chinese	Business Chinese	Business Chinese	Business Chinese	Business Chinese
1:30 - 3:15AM (2-hour class)	Business Lecture	Group Session	Business Lecture	Chinese Culture	Company Visit

Weekend: Culture Tours (3 times in all, optional)

WEEK 5 – WEEK 16

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00 - 18:00PM	Internship	Internship	Internship	Internship	Internship



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CLASS FORMAT

You can expect overall class sizes to range between 5-20 students. The first four weeks of the program consists of an immersion program in Business Mandarin in the mornings accompanied by our Chinese Business Course in the afternoons. The language classes will be split into small groups (maximum 5 students / class) to encourage more interactivity between our world-class professors and each student. Our corporate visits and guest lecture series will also take place within the first month of the program. All students will participate in these together as a full class.

During the internship phase of the CBIIIP you will be working full time in your desired industry. Your internship is overseen by a Host Site Supervisor (HSS). The HSS will work directly with us to develop the projects that you will be working on. The projects are hands on so as an intern you will be able to see the projects that you are working on materialize and how those projects impact the business.

GRADING

Student-Interns are graded on homework, quizzes, tests, and attendance related to the Chinese language course and Chinese Business course. In addition, you will be graded on your attitude, experience, performance and progress towards your internship goals and objectives. These goals and objectives are agreed upon by the intern, the HSS, and BRIC-SUFE prior to and during the internship. They are reported by your HSS on a biweekly basis throughout the internship.

Grades are given as follows: A, A-, B+, B, B-, C+, C, D, F.

PROGRAM CREDIT

Total Credits: 12-15 / semester hours, 18-22.5 quarter hours

- Internship: 6 semester hours / 7 quarter hours
- Chinese Language Course: 116 Contact hours = 6 semester hours / 7 quarter hours
- Chinese business course: 60 Contact hours = 3 semester hours / 4.5 quarter hours



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BEFORE YOU GO

- Pre-departure orientation support
- 24 hours of online language and cultural lessons
- Internship placement in the appropriate industry
- Visa assistance, including providing appropriate documents and advice on the visa process
- Skill assessment, resume and interview assistance, and communication between student and placement host
- We act as liaison throughout the placement for student and internship supervisor; assistance with any on-site placement issues

ONCE YOU'RE THERE

- Airport pick up on arrival
- Comprehensive on-site orientation with location specific safety and security information, and transportation insight
- 24/7 emergency contact and services for students
- 92 class hours of face-to-face training
- We act as internship supervisor and provide assistance with any administrative issues
- On-site staff available for assistance with things like cultural adaptation, networking opportunities, introduction to other interns, etc.
- Final report on intern performance with input from supervisor



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ACCOMODATIONS

During the course of the CBIP program, students have the option to either stay in the SUFE dormitory or seek accommodations in a few international communities we have partnered with. While accommodations are not included in the program package, we will work with you to help determine the best option to fit your needs

OFF SITE HOUSING (Recommended)

Accommodations are not included as part of the program, but we will do our very best to help you find a location that is near the internship. Properties are all centrally located within a 15-45 minute commute from the university and the office. All rooms are fully furnished and include free Wi-Fi, kitchen, washing machine, cable TV, and a work desk. Off-campus housing costs typically range from \$300-\$500 US per month and is highly recommended.



SUFE DORMITORY

The SUFE dormitory building is located on the Zhongshan Beiye Road Campus. It is only 3 minutes' walk from the nearest metro station (Line 3) and 15 minutes' walk from Hongkou Plaza. All rooms are doubles and include A/C, a refrigerator, TV and a balcony. Common area facilities include laundry facilities, a kitchen and microwave oven. SUFE Dormitories generally cost between \$200-300 US per month.



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GO GLOBAL SCHOLARSHIP

We encourage all internship applicants to apply for the BRIC “Go Global Scholarship”. This is a great way for students who may not have the funds available to alleviate some of the cost pressures.

REQUIREMENTS:

- US Citizen
- Minimum of 3.0 GPA
- Currently studying a foreign language
- Experience or a desire to study abroad
- Not on probation or suspension

APPLYING:

To apply for the BRIC Go Global Scholarship, applicants must follow these steps:

1. Create a 500 – 1,000 word essay describing your personal language experience, your desire for international study and why you feel that language learning will be a necessity within the next 10 years
2. Complete the application form at BricLanguage.com/GoGlobal and attach your essay

DEADLINE:

Application deadline is Saturday, June 30, 2018

Winners will be selected within 3 business days from the deadline date and will be contacted via phone or email to notify them of their award. For more information or for additional details, please contact us using the information listed below:

BRIC Language Systems

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(888) 441-6438

[FIND OTHER SCHOLARSHIPS](#)



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PROGRAM DEADLINES & DATES

PROGRAM FEES INCLUDE ALL OF THE FOLLOWING:

- Program tuition
- An advisor will work with you prior to departure to help you set goals and answer any questions
- Online orientation prior to departure date
- On-site airport meet-and-greet (optional)
- Full-time program leadership and support in your host city
- Various off-site field trips and cultural activities

Please note: meals, local transportation and airfare are not included in the above listed fee structure. Be sure to ask your university if they have their own internal fee structure for study abroad programs.

FEE STRUCTURE

Term	Fall 2018: 16 weeks
APPLICATION DUE DATE	May 30th, 2018
PROGRAM START DATE	September 2nd, 2018
PROGRAM END DATE	December 15th, 2018
COSTS	\$10,000

\$\$ NO HIDDEN FEES \$\$



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