

Wenzhou University Business Administration Bachelor Program English Instruction

Title: Business Administration, Taught in English, 4 years

Degree Awarded: Bachelor of Science in Business Administration

Institute: School of Business

Major Introduction:

Bachelor of Science in Business Administration, concentration marketing is career-oriented and based on strong ties to trade and industry and to the international market place.

Wenzhou University has a commitment to being at the forefront of the current and evolving practice of business and thereby facilitating education programs that reflect the realities of the marketplace.

Major Project:

The purpose of the WZU Bachelor of Science in Business Administration, concentration marketing, is to educate graduates who can understand practice and are able to apply theories and methodologies within international business and marketing and who can independently and professionally perform duties related to international business and marketing in the international market place - in small & medium-sized enterprises as well as in huge international corporations

Core courses:

Finance, Risk Management, Macro Economics, Business Economics, Accounting, Marketing, Organizational Psychology, Independent Study, Cases in Management

Elective courses:

Project Management, International Marketing, Relationship Marketing, Advertising and Promotion, International Business Law, International Communication, Strategic Marketing, Viral Communication

General courses:

Sociology, Philosophy, Computer Science, Statistics, World Economic History, Micro Economics, Cross Cultural Communication

Our Teaching:

100% of courses at WZU are conducted in English.

More than 20 staff recruited from top universities, research institutes and companies from 6 countries worldwide.

Many of our faculty have hands-on business experience as consultants, entrepreneurs, investors, advisors, board members, and executives.

Internship Opportunity:

WZU has formed formal cooperation with many leading companies from different industries to provide internship opportunity for both domestic and international students. It usually happens in the summer vacation with duration no more than 2 months.

Statement:

- Spare no effort to promote cross national communication
- Do utmost to connect China and other countries for better understanding
- Make every endeavor to create favorable educational environment
- Try hard to achieve the enhancement of friendship, knowledge and cooperation

Uni Staff

	Name	Zhenhua Hu
	Title	Prof.
	Educational attainment	Ph.D.
	Research Interests	Macroeconomics & Microeconomics

	Name	Jianli Luo
	Title	Prof.
	Educational attainment	Ph.D.
	Graduate School	Southeast University
	Research Interests	Food Policy

	Name	Min Zhang
	Title	Prof.
	Educational attainment	Ph.D.
	Graduate School	Huazhong University of Science and Technology
	Research Interests	Innovation and Overseas Immigration

Fee Structure:

Tuition Fee: RMB 18000 / Year

Accommodation Fee: Double room: RMB 4000 / Year; Triple room: RMB 2900 / Year.

Duration: 4 years

Teaching Medium: English

Application Deadline: 2018.7.30

Time of Enrollment: 2018.10.8

Entry Requirement:

1. Non-Chinese citizens with a valid passport
2. High school graduate or equivalent to a Chinese high school graduate
3. Be in good health condition and above the age of 18
4. Observe the law and regulations of People's Republic of China and all regulations of the university
5. Have the purchasing power to buy mainstream computer for software development.
6. Possess basic knowledge of engineering like logical reasoning ability and abstract thinking ability

Application Materials:

1. Application form and visa application form
2. Graduation certificate of high school

Graduation certificate should be in Chinese or English. If not, it should be translated into Chinese or English and be notarized.

3. An official transcript from the college you have recently attended

*Official transcript should be in Chinese or English. If not, it should be translated into Chinese or English and be notarized.

4. Certificate of English proficiency test

Applicants who apply for English taught program must provide the Certificate Letters that English is

the learning language during high school study, or have the IELTS score 5.5 above or TOFEL score 75 above;

5. A photocopy of your passport
6. Bank statement (normally the balance is enough for your first year tuition fee and accommodation fee)
7. Health report (within the validation period)
8. No Criminal Certificate (If necessary)
9. Personal Statement (For scholarship and master applicant)
10. Passport-sized photo

A passport-sized photo taken recently of the applicant.

Students who are now studying in China should offer the following documents in addition:

◎An agreement of transferring universities from the Office for International Students in which school or university you are studying now (must with common seal) and a recommendation letter from a teacher in the former school or university. About the resident permission, we will help the students to renew it when they register in the university, and won't do before the refrigeration date.

◎Photocopy of your visa and residence permit in China.

Contact:

SICAS (Study in China Admission System)

Email: service@sicas.cn

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Web: www.sicas.cn

Photo



