



Shanghai Lixin University of Accounting and Finance  
Notice on Enrollment of the

# 2022 “Chinese Bridge” Online Chinese Business Culture Experience Camp Program



To satisfy the needs of Chinese language learners abroad to study the Chinese language and business culture and to provide more opportunities for fun Chinese learning online, we intend to launch a 2-week 2022 “Chinese Bridge” Online Chinese Business Culture Experience Camp Program.

All teachers of this program are the most popular and excellent teachers for international students in our university. The Business Chinese courses, Business Culture Lectures taught in English, and Extensive Chinese Language courses offered in this program are also excellent professional courses. It is believed that through this learning journey, the learners can effectively improve their ability to use business Chinese and gain a deeper understanding of contemporary Chinese business culture. **The program is free of charge.**

## Eligibility for Application

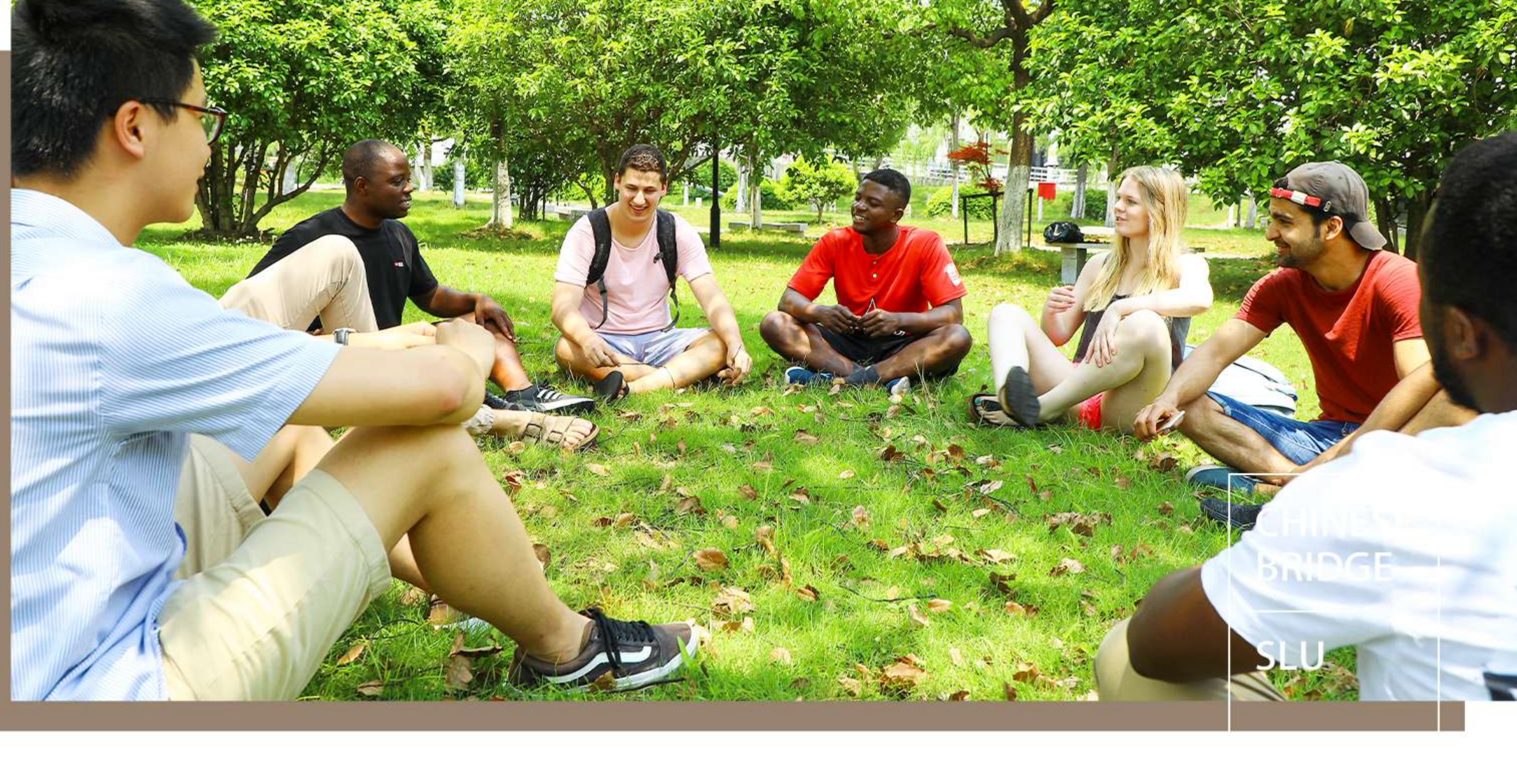
Foreign nationals (beginner to intermediate Chinese proficiency level)

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## Registration Time

August 10<sup>th</sup> - September 30<sup>th</sup>, 2022

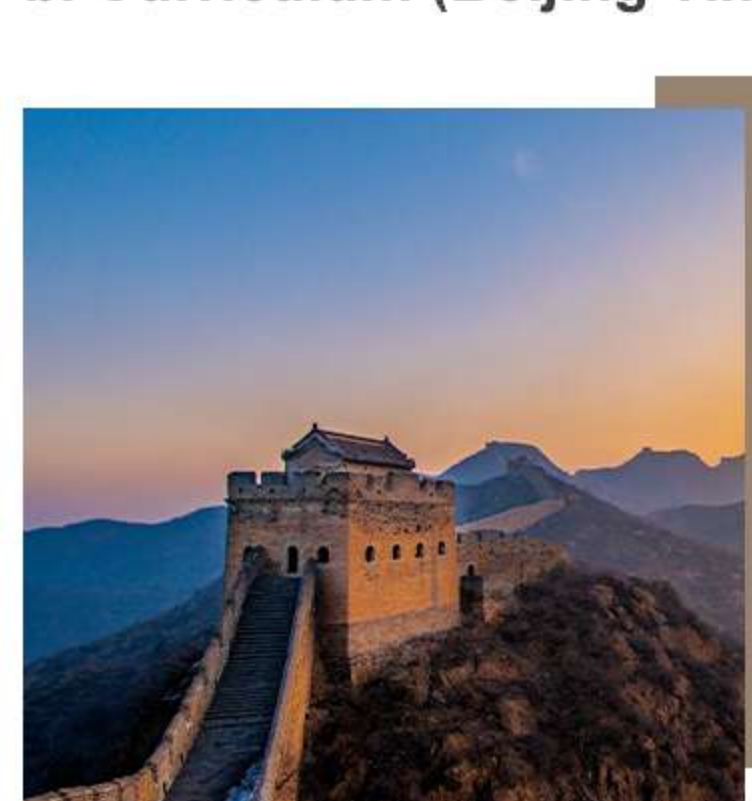


## Introduction of the Program

### a. Schedule of the Program:

From October 17<sup>th</sup> to October 28<sup>th</sup>, 2022, a total of 2 weeks; 3 hours of live-streaming courses per day (business Chinese courses + business culture lectures) + 1.5 hours of extensive Chinese language learning on the WeChat platform per day.

### b. Curriculum (Beijing Time):



**15:30-17:00**  
**WeChat platform class: Extensive Chinese**  
**(Students can interact with lecturers online)**

Extensive courses include topics such as Chinese Culture, Chinese Business, Travelling in China, etc. Students join WeChat group(s) to learn the Chinese language and understand Chinese culture and business developments through online discussions, Q&A, online activities, etc.



**18:00-19:00**  
**Live-streaming class: Business Chinese**

The course mainly covers common terms of business communication, business travel, business negotiation, Chinese business etiquette, etc. The course focuses on teaching students to learn authentic business Chinese terms and understand the real business culture in China.



**19:30-21:30**  
**Live-streaming class: Chinese Business Culture Lectures**

Lectures are selected from the school's full-English teaching specialty courses to help students know about professional courses related to accounting, finance, business administration, and international economics and trade in Chinese universities in advance, including corporate finance, financial management, marketing, management, logistics and supply chain management, strategic management, and business ethics.



**Lecture time**  
**Recorded class: “Chinese Bridge” Intensive Online Learning**

“Chinese Bridge” platform for self-study offers courses including Elementary Business Chinese Conversation, Chinese Calligraphy Art, Chinese Folk Music Appreciation, Accounting and Integrity Culture of China, Historical Tour of the South of the Yangtze River, Urban Cultural Tour of Shanghai, and Modern Financial Tour of Shanghai.

### c. Completion of the Courses:

Students who have completed the online courses of the program will receive a certificate of completion, and outstanding students will receive a “Student Excellence Certificate” based on attendance and class performance.

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## Method of Application

Please click the link below or scan the QR code to submit your registration information.

<https://www.wjx.top/vm/PXykSrH.aspx>



## Contact Information

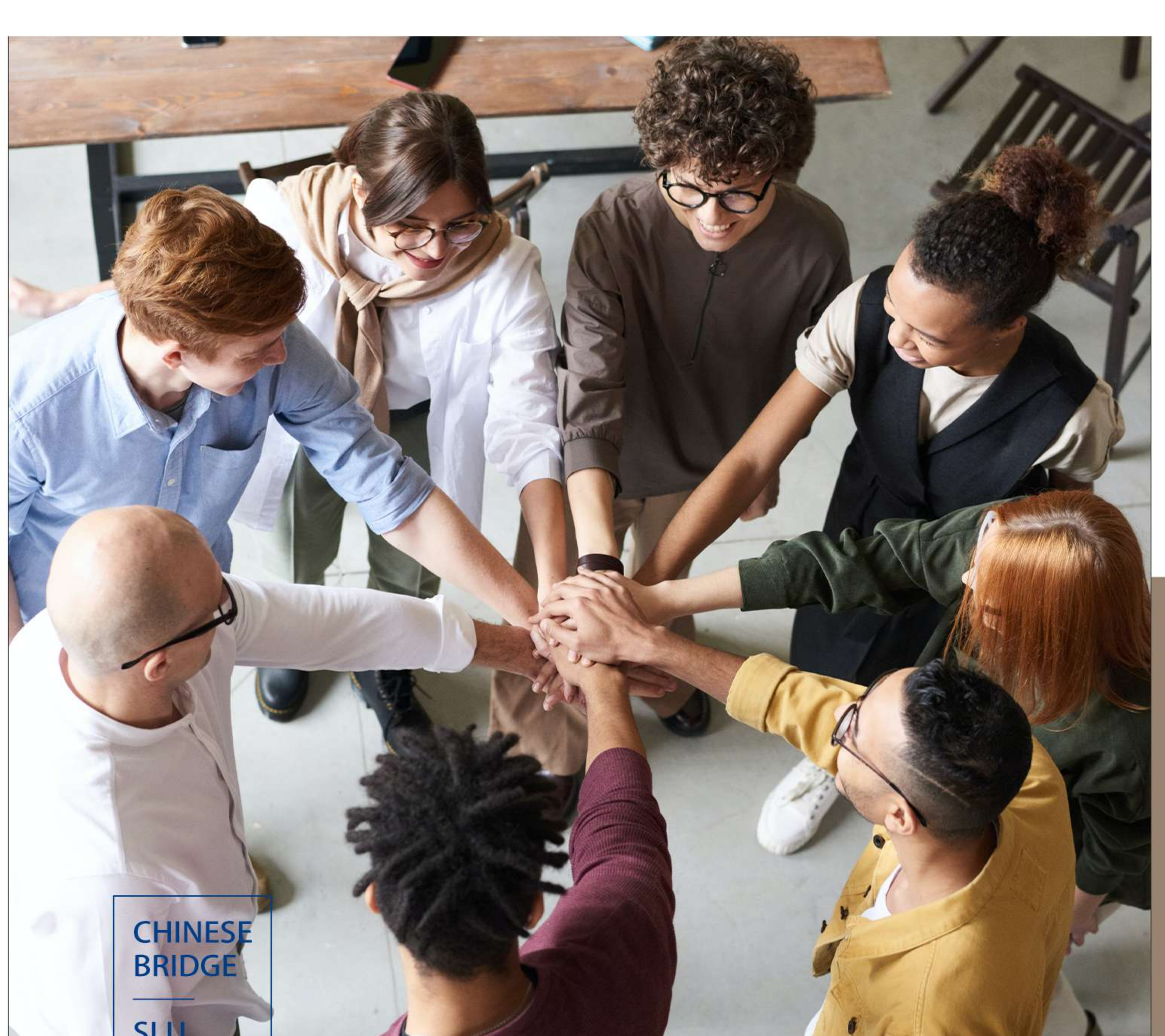
Contact: Feida Luo (Andy)

WeChat: akzra\_wechat\_andy

Email: luofeida@hotmail.com

Skype: skype-akzra

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The notice regarding the specifics of the program will be sent to  
**your Email used for registration!**

Shanghai Lixin University of Accounting and Finance  
August 10<sup>th</sup>, 2022