

2024 Global SUFE Summer School *

Week 1: Understanding Modern China: Language, Characters, Cultures

Weekdays	July 1 (MON)	July 2 (TUE)	July 3 (WED)	July 4 (THU)	July 5 (FRI)	July 6 (SAT)	July 7 (SUN)
8:55-10:50	Lecture 1: Understanding the fundamentals of the Chinese language	Lecture 2: Chinese characters: History and evolution of the Chinese writing system	Lecture 3: Defining modern Chinese Culture: Its facts and characteristics	Lecture 4: Language, Society, and Power	Lecture 5: Global communication of Chinese culture in the digital era	Weekend Trip TBC	Free Day Summer school participants can have their own plans for sightseeing or general visits nearby
13:20-15:20	Tutorial 1: The phonetic system used in Chinese pronunciation	Tutorial 2: Chinese characters and their symbolic meanings	Tutorial 3: Intercultural communication: Language, culture, and identity in study abroad	Tutorial 4: Living in another country: Who considers what as impolite	Tutorial 5: China and the world: Cultural differences, transmissions and transitions		
Venue	TBC						
Social Programme	Welcome Session	Campus Tour	Chinese Calligraphy & Painting	Chinese Dialects	Free Time		

Week 2: Doing Business in China

Weekdays	July 8 (MON)	July 9 (TUE)	July 10 (WED)	July 11 (THU)	July 12 (FRI)	July 13 (SAT)	July 14 (SUN)
9:00-12:00	Lectures: Marketing Management			Lectures: Leadership and Cross-Culture Management		Weekend Trip TBC	Free Day Summer school participants can have their own plans for sightseeing or general visits nearby
13:30-16:30	Lecture: Marketing Management	Case Study: Brand Name Types and Consumer Demand: Evidence from China's Automobile Marketing	Case Study: Consumer Boycotts, Country of Origin, and Product Competition: Evidence from China's Automobile Market	Lectures: Leadership and Cross-Culture Management			
Venue	TBC						
Social Programme	City Sigtseeing	River Cruise	You're the Chef: Making Dumplings	Cultural Talk: Tell & Show	Free Time		

Week 3: ESG and Sustainable Finance

Weekdays	July 15 (MON)	July 16 (TUE)	July 17 (WED)	July 18 (THU)	July 19 (FRI)	July 20 (SAT)	July 21 (SUN)
8:55-10:50	Lecture 1: Environmental, Social, and Governance (ESG) Investing	Lecture 2: ESG criteria and their impacts on corporate sustainability performance	Lecture 3: ESG: How can we improve sustainable finance?	Lecture 4: Past, present, and future of sustainable finance: Insights from big data analytics	Lecture 5: Fintech and Sustainability	Weekend Trip TBC	Closing Ceremony Wrap up summer school experience and receive program awards, check out from accommodation sites
13:20-15:20	Company Visit: Shanghai Volkswagen Automobile	Guided Tour: Real Estate and Homes for Sale	Field Trip: China (Shanghai) Pilot Free Trade Zone	Company Visit: Xiao-I: A global pioneer company in the field of Cognitive Intelligence	Excursion: Dishui Lake Advanced Finance Institute		
Venue	TBC						
Notes *	<ol style="list-style-type: none"> 1. Program schedule is provisional and may be subject to change as the summer school is on progress. 2. Full-time attendance is expected, attendance counts towards overall assessment of participants' performance upon program completion. 3. More details on pre-arrival practicalities shall be updated by email upon confirmation of acceptance into the program. 						