



北京師範大學
Beijing Normal University



IBS
INTERNATIONAL
BUSINESS SCHOOL
AMERICAS

International Summer School 2016

Topic on /

Strategy & Marketing for Emerging Countries

Date: July 1st - 16th.2016

Contact Information

International Summer school 2016, Business School of Beijing Normal University
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Background of Beijing and China

China is the second largest economic entity in the world. In recent years, China has contributed 25%-30% to world economic growth on average.

Beijing, the capital and municipality of China, is the political, cultural, science and tech-, educational centre in China. Up to December in 2015, Beijing has a resident population of 21.68 million and its GDP has reached 2.3trillion, increasing by 6.7%. As the headquarter base, Beijing has attracted over 2000 enterprise headquarters at home and abroad to settle here. Beijing is the first city hosting both summer and winter Olympic Games all over the world.

Beijing Normal University (BNU)

BNU is one of the universities with the longest history in China, whose predecessor was the Normal College of the Imperial University of Peking founded in 1902. There are three Nobel Prize Laureates on mainland China in total, two of which are alumni of BNU. As per the 2015/16 World University Rankings released by QS, BNU is ranked 8 among universities in mainland China.

BNU Business School (BNUBS)

BNUBS has formed its mission as "To be a leading business school with deep humanism and global reach". It is one of the Chinese business schools with the highest percentage of international students, most sophisticated international program, and largest number of courses fully in English.



We offer a 2-week program for young students from all over the world who are interested in learning more about Business in China and other Emerging Countries.

Program details

Location :

Beijing Normal University, Beijing, China - Close the heart of Beijing

Period : 1st-16th July 2016

July,1 st	Welcome ceremony 6pm-8pm
July,2 nd	Campus and city tour 9am-5pm
July,3 rd	Day off
July,4 th -7 th	Lectures 9am-11:30am and 2:30pm-5:30pm
July,8 th -9 th	Weekend off
July,10 th -15 th	Company visit and business case study 9am-11:30am and 2:30pm-5:00pm
July,16 th	Graduation ceremony 3pm-4:30pm

Cost :

Tuition fee:US\$ 2,860

Registration fee US\$ 380

There will be Travel Subsidy and the tuition fee discount (up to 70%) according to the applicant's background.

Parts of scholarships are ready for University of San Paulo (USP) students and affiliate universities.

Tuition fee with special discount for BNU students: US\$ 867

Estimates of additional costs covered by students :

1. Accommodation: the program offers accommodation at the university campus or the hotel nearby.
2. Flight Ticket: costs vary depending on the country of origin.
3. Meals: breakfast and lunch served at the university canteen.

Please send the application form to lijingya@bnu.edu.cn (BNUBS) and info@ibs-ameicas.com (IBS) no later than April 30th, 2016. More detail information about the program will be available in May 2016.

The result will be announced by early May 2016 on

<http://bs.bnu.edu.cn/englishversion/>

Interested?