

\*This syllabus is subjected to minor changes.

**【COURSE TITLE】**

Lecture Series: Global New Trends in Finance and Economics

**【INSTRUCTORS AND LECTURES】**

1. Name: LI Han  
Title: Professor and Deputy Dean, Research Institute of Economics and Management  
University: Southwestern University of Finance and Economics  
Lecture: Understanding the Belt & Road Initiative, Industrialization of Modern China
2. Name: LIU Xiaoyan  
Title: Professor  
University: Southwestern University of Finance and Economics  
Lecture: E-commerce in China
3. Name: LIANG Ting  
Title: Associate Professor and Dean, College of International Education  
Director, International Office  
University: Southwestern University of Finance and Economics  
Lecture: Intercultural Communication in a Globalization World
4. Name: Jack HOU  
Title: Professor  
University: California State University, Long Beach  
Lecture: China-US Comparison
5. Name: ZHAO Jingmei  
Title: Professor and Dean, School of Finance, Former Diplomat  
University: Southwestern University of Finance and Economics  
Lecture: China Economy and Globalization
6. Name: WANG Xin  
Title: Professor and Vice Dean, College of International Education  
University: Southwestern University of Finance and Economics  
Lecture: The Economy of Sichuan Province
7. Name: DENG Shizhong  
Title: Professor and Former Dean, Confucius Institute in Ss. Cyril and Methodius University  
University: Ss. Cyril and Methodius University  
Lecture: Chinese Calligraphy
8. Names: SUN Yanyang, Messer MA  
Title: Entrepreneur, Lecturer  
University: Berlin School of Economics and Law, Rutgers University  
Lecture: Experience Sharing: How to start a business? How is globalization to entrepreneurship?
9. Names: BAI Qiaoyan, LI Yi, and YAN Wenjing  
Title: Lecturers  
University: Beijing Language and Culture University, Baruch College New York City University, Southwestern University of Finance and Economics  
Lecture: Survival Chinese
10. Name: LAN Ying  
Title: Associate Professor

University: Chengdu Traditional Chinese Medicine University

Lecture: TCM Experience

**【TEACHING LANGUAGE】**

English

**【METHODS OF INSTRUCTING】**

The didactic method repertoire consists of a mix of an internationally renowned lecture series combined with cultural tutorials with a seminar character. In addition to the classical lectures followed by question and discussion sessions, the cultural seminars such as for instance Chinese Language and Traditional Chinese Medicine also offer practical group exercises, excursions and individual work in and out of the classroom.

**【EVALUATION】**

- a) Full attendance to lectures (100% attendance is required). In case of illness please contact fellows and notify them of your condition.
- b) Hand in a written report. You either write an individual report about your experiences during your time at the Discover SWUFE Summer School Program 2018 or you may choose to write an academic report about the content and the combined learning outcome of two academic lectures during the Summer School.
- c) Group presentation: The group presentations should last between 15 and 20 minutes. This assignment will be evaluated by professors and a peer review.

**【CREDITS】**

2 credit points

**【COURSE DESCRIPTION】**

This lecture series, including seminars, constitutes a university course that covers the broad topic diversity of the Chinese economy and its integration into the global economy as well as intercultural communication, Chinese language and an exchange with globally active, young and ambitious innovative entrepreneurs and peers. In addition, participation in the course also represents an intercultural experience in the terrific southwestern Chinese metropolis of Chengdu along with highly motivated and handpicked international students from our partner universities. In particular, the topic of the Chinese economy includes its integration into the global economy from various perspectives. Thus, on the one hand, the course describes the historical development of the Chinese economy since the beginning of the 20th century. How has China's economic development changed in the past one hundred years? On the other hand, it also compares and discusses China's present economy on the basis of economic hard facts and in historical comparison with the US economy. The macroeconomic debate will continue on the One Belt One Road Initiative, focusing on the connectivity and cooperation between the Eurasian countries on the land routes, the Silk Road Economic Belt, on the one hand and on the Maritime Silk Road on the other.

At the business level, the discussion is divided into academic lectures on the one hand and practical exercises and experiences on the other hand. For example, professors, Chinese company founders and entrepreneurs are facing questions from students about the innovation strategies of Chinese companies and their experiences with globalized and innovative start-ups in China. Here it is then very practice-oriented. In addition to practical orientation and excursions, intercultural seminars and language courses are also held.