

**Location:** Shantou, Guangdong **City Population** 5,391,028

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Term Dates		Deadlines	
Fall Term	September – February*	Fall Term	
Spring Term	February – June*	Spring Term	

\*Dates vary and are adjusted based on the Chinese Lunar Calendar

### School Profile

“Shantou University, with a beautiful campus located under the Sangpu Mountain, is an emerging and uniquely featured university. Shantou University Business School is a key unit of the University. It has been developing quickly to become an important platform of management education around the economic regions of the western coast of the Taiwan Strait and the Pearl River Delta.”

“In line with the education value advanced by Mr. Li Ka-Shing, the Chinese business leader, Shantou University Business School aims at training a new generation of business elites with Aspiration, Knowledge, Persistence, and Achievement. The School envisions the frontier of China’s economic development in a context of globalization, and devotes to develop an internationally-recognized management education system with Chinese characteristics.”

“Beginning 2007, Shantou University Business School has implemented an internationalization strategy and increased its international presence, gaining memberships in the Association of Asia Pacific Business Schools (AAPBS), the European Foundation for Management Development (EFMD), the Principles for Responsible Management Education (PRME), and the Association to Advance Collegiate Schools of Business (AACSB). The School is also a founding member of the Association of BRICS Business Schools (ABBS), an association of business schools from the emerging economies of Brazil, Russia, India, China and South Africa. With such memberships in international associations of management education come attendant international standards and requirements for the School, an increased awareness of the opportunities and challenges of internationalization, and an increased presence of the School among its international peers.”

“Currently, the Business School offers a Programme of Bachelor of Business Administration which includes the three modules of general management, accounting and marketing, a Programme of Bachelor of Economics which includes the two modules of international trade and finance, a Programme of Master of Business Administration, a Programme of Master of General Management, and a Programme of Master of Economics. The Programme of Bachelor of Business Administration was awarded as a Provincial Branded Program in 2006 and a National Featured Program in 2007.”

“In recent years, Shantou University Business School has implemented a student-centered reform initiative to transform education model, to position teaching programs properly in the context of economic globalization and meet the demand of China’s transitional economy. In so doing the school has been able to attract a large number of high-performing students, as reflected by the 8-year record of full first-choice in student recruitment, with average entrance score significantly higher than the baseline for key universities. Meanwhile, graduates from the school have been warmly welcomed by the business community and governmental departments, resulting in a full employment record continuously. About 30% of the graduates are working in world class firms, such as the Cheung Kong (Holdings) Limited, Hutchison Whampoa Limited (HWL), General Electric (GE), Hongkong and Shanghai Banking Corporation Limited (HSBC), Dell Inc., PricewaterhouseCoopers (PwC), Ernst & Young (EY), KPMG, etc.”

(Source: Shantou University website, *Dean's Message*, <http://www.biz.stu.edu.cn/en-us/summarize/> [Nov 27<sup>th</sup> 2011], Shantou University website, *Brief Introduction*, <http://www.biz.stu.edu.cn/en-us/summarize/Introduction.aspx> [Nov 27<sup>th</sup> 2011])

## City

### Description of City

“Shantou City is situated in the southeast of Guangdong Province, adjacent to South China Sea, at the sea access of Han River, Rong River and Lian River. Reputed as "Gateway of East Mountains and Communications Hub of South China", it is one of the five special economic zones of China and an important harbor city. Its total area is 2064 km<sup>2</sup>, and its total population is 506 people; now it controls six districts and one county, namely, Jinping, Longhu, Chenghai, Haojiang, Chaoyang and Chaonan districts, and Nan'ao County. ”

“Shantou's natural conditions are superior. Situated at the junction between the Tropic of Cancer and South China Sea, it is in a marine climate of subtropics, with neither severe cold in winter nor intense heat in summer, with an average annual temperature of 21.3° C, a sunlight time of 2000-3000 hours, a rainfall of 1672.25mm, and a humidity of 82%, so, it is one of the regions most suitable for human habitation. The coastline of the city is 289km, with many natural good harbors. Shantou is 187 sea miles to Hong Kong, and 160 sea miles to Kaohsiung of Taiwan, being a central city in the south of Haixi Economic Area, and also a junction between the Surrounding Zhujiang River Delta Region and Haixi Economic Area.”

“Shantou is a famous hometown of overseas Chinese, with very close intercourse with foreign countries. At present, there are 3.35 million overseas Chinese originating from Shantou, covering 40-plus countries and regions in the world. The returned overseas Chinese and family members of the overseas Chinese or Chinese living in HongKong-Macao-Taiwan are more than 2 million. The characteristic advantages in overseas intercourse have offered Shantou superior conditions and great development potentials.”

“Shantou's history of foreign trade is very long, and its outgoing character in economy is quite conspicuous. Shantou opened its port officially in 1861, being one of the earliest ports opening to foreign countries in modern China, reputed as a "Century-Old Commercial Port". Its commercial trade was highly developed long ago, with a prosperous scene of "Merchants Gathering and Ships Coming from All Countries" appearing in history. In 1921, Shantou became a city officially. In the 1930's, Shantou Harbor's throughput ranked No. 3 in the country, and its business prosperity ranked No. 7 in whole China. Shantou's merchants have become a world-wide business group, with a great economic strength and huge influencing power.”

“Shantou is characterized by more people and little land, with a unique cultural tradition. Shantou is one of the regions with the densest population and smallest per-capita cultivated area in China. It is famous for intensive cultivation, just as the saying goes, "Farming is like embroidery". Chaoshan region has always been characterized by a strong cultural atmosphere, noted as a "Kingdom of Culture on Seashore". Chaoshan dialect, Chao opera, Chao music, Chao cuisine and Chao kungfu tea abound with local features, showing a unique style. "Chao Study" taking Chaoshan's history and culture as the targets of research is profound and extensive, with a far-reaching effect in the academic world.”

“Since the reform and opening, Shantou City has called full play to the regional advantages and the advantages of a hometown of overseas Chinese, making its comprehensive economic strength step onto a new level, and upgrading its social civilization greatly. It has entered the ranks of "Top 50 Cities of China in Comprehensive Strength", "China's Excellent Tourism City", "National Model City in Environmental Protection", "National Model City in Hygiene", "China's Brand Economy Cities", "China's 100 Best Cities in Investment Environment", "Top 50 Cities of China in Information-oriented Construction in 2008" and so on. In 2008, its total production value was 97.478 billion Yuan, growing by 10.5%; its total output value of major industries reached 132.066 billion Yuan, growing by 18%, accounting for 64.4% of the total industrial output value of the city, with an increase of 3.1% from the previous year. Its general budget revenue from local finance was 5.122 billion Yuan, with a growing rate of 20.6%.”

(Source: Shantou Municipal Government website, *Investment Environment- About Shantou*, <http://english.shantou.gov.cn/News.aspx?tid=16>, [Nov 27<sup>th</sup> 2011])

Also can refer to: Absolute Astronomy, <http://www.absoluteastronomy.com/topics/Shantou>  
Travel China Guide, <http://www.travelchinaguide.com/cityguides/guangdong/shantou/>  
Wikipedia, <http://en.wikipedia.org/wiki/Shantou>

### Language of Instruction

Chinese (Mandarin) and English

### Language Courses:

Different level Chinese language courses are provided by The Institute of Chinese Language and Culture depending on the students' proficiency.

For details please visit [http://icd.stu.edu.cn/students\\_en.aspx](http://icd.stu.edu.cn/students_en.aspx)

### Courses available:

Business Administration (Business School)

Accounting (Business School)

### Housing

On campus and off campus housing is available. Please visit the website at <http://isic.nbu.edu.cn/english/news-196.html>

### Cost of Living per month

Housing	RMB 1,200 per month with a RMB 800 Deposit
Transportation	RMB 2 per single bus trip to downtown or RMB 50 by taxi
Food	RMB 5-15 per meal at the cafeteria

### Application Form

Students must submit a paper application available at [http://icd.stu.edu.cn/students\\_en.aspx](http://icd.stu.edu.cn/students_en.aspx)

### Additional Information

Please refer to the following websites for further information

STU Business School, <http://biz.stu.edu.cn>

STU International Cooperation Department, [http://icd.stu.edu.cn/students\\_en.aspx](http://icd.stu.edu.cn/students_en.aspx)

STU, <http://english.stu.edu.cn/>