



浙江外國語學院
ZHEJIANG INTERNATIONAL STUDIES UNIVERSITY



浙江外国语学院 国际学生招生简章

ZHEJIANG INTERNATIONAL STUDIES UNIVERSITY
INTERNATIONAL STUDENTS RECRUITMENT HANDBOOK



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关于浙外 ABOUT ZISU

01

浙江外国语学院成立于1955年，是一所公立省属普通本科高校，学校位于浙江省省会杭州市。

2010年以来，浙外致力于发展国际教育，面向来自世界各国的留学生开设本科学历项目、非学历语言项目、交换生项目、实习项目等。针对学生多元发展需要，大力推广本科生项目全英教学、小班化教学、分层分类教学等，开展留学生课外实践与体验课程，培养掌握学科知识与专业技能、了解中国文化与现状的国际化人才。

ZHEJIANG INTERNATIONAL STUDIES UNIVERSITY (ZISU FOR SHORT) WAS FOUNDED IN 1955, IS A PUBLIC UNIVERSITY LOCATED IN HANGZHOU, THE CAPITAL CITY OF ZHEJIANG PROVINCE.

EVER SINCE 2010, ZISU IS MAKING EFFORT TO DEVELOP INTERNATIONAL EDUCATION, OFFERING BACHELOR PROGRAMS, NON-DEGREE PROGRAMS, EXCHANGE PROGRAMS AND INTERNSHIP PROGRAMS TO INTERNATIONAL STUDENTS FROM ALL OVER THE WORLD. TO MEET DIFFERENT NEEDS OF STUDENTS, ZISU IS NOW DEVELOPING MORE DEGREE PROGRAMS IN ENGLISH, STRATIFICATION AND MINI-CLASS TEACHING AS WELL. MEANWHILE, ZISU EMPHASIZES EXTRACURRICULAR ACTIVITIES AND CULTURE COURSES SO AS TO DEVELOP THE INTERNATIONAL STUDENTS INTO TALENTS WITH PROFOUND KNOWLEDGE, SOLID SKILLS AS WELL AS DEEP UNDERSTANDING OF CHINESE CULTURE AND CURRENT SITUATION.

魅力城市 — 杭州

浙江外国语学院地处于浙江省杭州市。杭州市是中国最具有发展潜力的城市之一，因风景秀丽，历史悠久，经济发达而闻名。

- 杭州人文古迹众多，其中主要代表性的独特文化有西湖文化、大运河文化。
- 杭州民营企业和跨境电商GDP处于全国10强之列。
- 杭州注重发展公共服务，涉及公共自行车服务、政府服务、电子支付等。
- 杭州发展国际学生创新创业和实习签证政策优惠。
- 杭州主办2016年G20杭州峰会和2022年亚运会。
- 杭州距上海180公里（高铁一小时），距小商品之城义乌130公里。

选择浙外

02 WHY ZISU

ATTRACTIVE CITY -- HANGZHOU

ZISU IS LOCATED IN HANGZHOU, CAPITAL OF ZHEJIANG PROVINCE, ONE OF THE MOST DEVELOPED AREA OF CHINA. HANGZHOU IS KNOWN FOR ITS HEAVEN-LIKE SCENERY, HISTORIC RELICS AND DEVELOPED ECONOMY.

- RENOWNED FOR ITS HISTORIC RELICS AND NATURAL BEAUTY WITH TWO WORLD HERITAGE SITES — WEST LAKE AND THE GRAND CANAL.
- TOP 10 CITIES IN GDP LEADING IN PRIVATE ENTERPRISE AND CROSS-BORDER E-COMMERCE.
- DEVELOPED PUBLIC SERVICE INCLUDING PUBLIC BICYCLE SYSTEM, GOVERNMENT SERVICE, AND E-PAY.
- WITH FAVORABLE VISA POLICIES IN INNOVATION ENTREPRENEURSHIP AND INTERNSHIP FOR INTERNATIONAL STUDENTS
- HOST OF G20 HANGZHOU SUMMIT IN 2016 AND ASIAN GAMES IN 2022
- 180 KM FROM SHANGHAI (ONE HOUR BY FAST TRAIN) AND 130 KM FROM YIWU, THE CITY OF SMALL COMMODITIES.



校园环境 FACILITIES ON CAMPUS

浙江外国语学院坐落于杭州市西侧的小和山高教园区，环境清幽，学习氛围浓郁。校内配备有体育馆、足球场、图书馆、超市等，食堂提供包括清真餐在内的各色中外美食，满足同学们学习和生活的各类需要。

ZISU IS LOCATED IN XIAOHESHAN HIGHER EDUCATION PARK WHERE STUDENTS CAN ENJOY A QUIET ENVIRONMENT AND STUDY ATMOSPHERE. GYMNASIUM, FOOTBALL FIELD, LIBRARY, SUPERMARKET ARE AVAILABLE ON CAMPUS WHICH MAKE YOUR LIFE AND STUDY MORE CONVENIENT. CANTEENS OFFER DIFFERENT KIND OF CHINESE AND FOREIGN STYLE FOOD INCLUDING HALAL FOOD AS WELL TO MEET THE NEEDS OF ALL STUDENTS.







国际化校园 INTERNATIONAL ENVIRONMENT

作为一所外语类特色院校，浙江外国语学院共有15个小语种本科项目，包括英、西、意、葡、俄、德、法、阿、捷、波、日、韩、土……丰富的语言项目使得校园更加国际化。在浙外，你能碰到更了解你的语言与文化的小伙伴，帮助你更快适应校园生活，加深对中国的认识。



AS AN UNIVERSITY SPECIALIZED IN FOREIGN STUDIES, ZISU IS OFFERING 15 LANGUAGE PROGRAMS TO CHINESE STUDIES ON CAMPUS, WHICH INCLUDES ENGLISH, SPANISH, GERMAN, RUSSIAN, ARABIC, FRENCH, TURKISH, KOREAN, JAPANESE AND SO ON. DIFFERENT PROGRAMS AND ACTIVITIES WITH DIFFERENT LANGUAGES AND CULTURES INVOLVED HAVE MADE THE CAMPUS MORE INTERNATIONALIZED, WHEREVER YOU COME FROM, IT'S EASY FOR YOU TO FIND SOMEONE WHO KNOWS ABOUT YOUR LANGUAGE AND CULTURE, AND IS WILLING TO HELP YOU WITH YOUR ADJUSTMENT TO NEW ENVIRONMENT AND STUDY.



课外拓展

EXTRACURRICULAR ACTIVITIES

浙江外国语学院坐落于杭州市西侧的小和山高教园区，环境清幽，学习氛围浓郁。校内配备有体育馆、足球场、图书馆、超市等，食堂提供包括清真餐在内的各色中外美食，满足同学们学习和生活的各类需要。

TO DEEPEN STUDENTS' UNDERSTANDING OF CHINA AND PRESENT THEIR OWN CULTURE, ZISU IS OFFERING DIFFERENT KINDS OF EXTRACURRICULAR ACTIVITIES, FOR EXAMPLE INTERNATIONAL FESTIVAL, CITY TOUR, MUSEUM VISITING, HOST BUDDIES PROGRAM AND SO ON.

国际志愿者协会

THE INTERNATIONAL VOLUNTEER ASSOCIATION

国际志愿者协会圆满完成世界互联网大会、世界浙商大会、中国质量大会、世界环境日近百余项志愿服务，为亚运志愿服务贡献浙外智慧，共获得各类荣誉四百余项。

THE ASSOCIATION HAS COMPLETED HUNDREDS OF VOLUNTEER SERVICE, SUCH AS THE WORLD INTERNET CONFERENCE, THE WORLD ZHEJIANG ENTREPRENEURS CONVENTION, CHINA QUALITY CONFERENCE, THE WORLD ENVIRONMENT DAY, AND CONTRIBUTED TO THE 19TH ASIAN GAMES HANGZHOU 2022, RECEIVED MORE THAN 400 AWARDS.

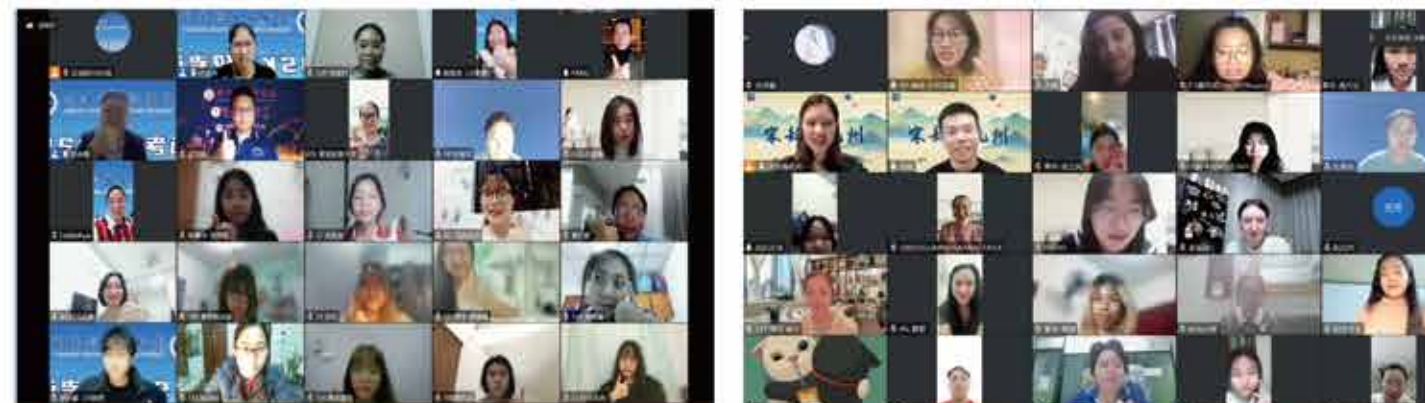


汉语桥项目

THE CHINESE BRIDGE PROGRAM

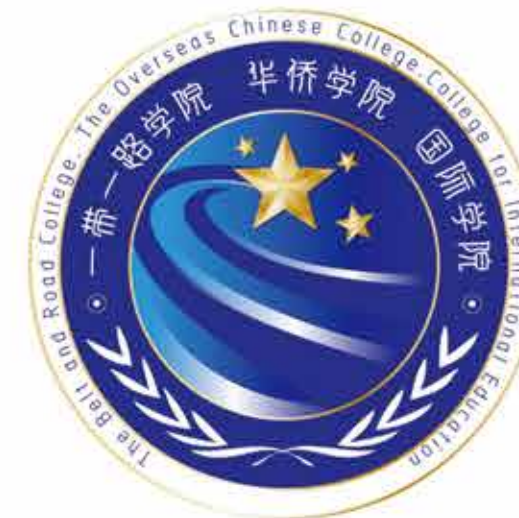
2020-2022年我校连续三年承办教育部中外语言交流合作中心“融通世界”“影音中国”“悦读中国I”“悦读中国II”“知行浙江I”“知行浙江II”“宋韵最杭州”“HSK五级精选精炼”等8个线上汉语桥项目，努力为“一带一路”沿线越南、塞浦路斯、印度、巴基斯坦、俄罗斯、白俄罗斯、格鲁吉亚、亚美尼亚等国家汉语爱好者提供短期线上语言学习，同时展示全面、立体、真实的中国，项目参与人数近1000人。

FROM 2020 TO 2022, ZISU HAS CONSECUTIVELY HOSTED 8 ONLINE “CHINESE BRIDGE” PROGRAMS AUTHORIZED BY THE MINISTRY OF EDUCATION'S CHINESE AND FOREIGN LANGUAGE EXCHANGE AND COOPERATION CENTRE, WHICH ARE "UNITING THE WORLD", "SEE CHINA IN MOVIES", "INSIGHT INTO MODERN CHINA I", "INSIGHT INTO MODERN CHINA II", "THROUGHOUT ZHEJIANG I", "THROUGHOUT ZHEJIANG II", "THE BEST RHYTHM OF SONG DYNASTY IN HANGZHOU", AND "HSK LEVEL 5 SELECTION AND REFINEMENT". ZISU STRIVES TO PROVIDE SHORT-TERM ONLINE LANGUAGE LEARNING FOR CHINESE LANGUAGE ENTHUSIASTS IN VIETNAM, CYPRUS, INDIA, PAKISTAN, RUSSIA, BELARUS, GEORGIA, ARMENIA AND OTHER "BELT AND ROAD" COUNTRIES. THE PROJECT HAS ATTRACTED NEARLY 1,000 PARTICIPANTS.



项目推荐

03 PROGRAMS RECOMMENDED



“一带一路”学院、华侨学院、国际学院

THE BELT AND ROAD COLLEGE, THE OVERSEAS CHINESE COLLEGE
COLLEGE OF INTERNATIONAL EDUCATION

非学历项目：汉语进修 学制：1-4学期；短期体验课程（1-2周） 学分：每学期18

语言：中英文

项目介绍：本项目面向有兴趣提高汉语水平、加深对中国文化的了解或准备在中国继续深造的国际学生。本项目包括不同级别的汉语课程，以满足所有学生的需求。同时还有剪纸、书法等丰富的体验课程，让学生接触到更多的中国传统文化。

主修课程：汉语综合、汉语听说、汉语阅读与写作、中国概论。

NON-DEGREE PROGRAM: CHINESE LANGUAGE

SCHOOLING PERIOD: 1-4 SEMESTERS; SHORT-TERM EXPERIENCE PROGRAMS (1-2 WEEKS)

CREDITS: 18 CREDITS PER SEMESTER

LANGUAGE: CHINESE AND ENGLISH

PROGRAM INTRODUCTION: THE PROGRAMS ARE FOR INTERNATIONAL STUDENTS WHO ARE INTERESTED IN IMPROVING THEIR CHINESE, DEEPENING THEIR UNDERSTANDING OF CHINESE CULTURE OR PREPARING FOR THEIR FURTHER STUDY IN CHINA. THE PROGRAM INCLUDES CHINESE LANGUAGE COURSES AT DIFFERENT LEVELS SO TO MEET THE NEEDS OF ALL STUDENTS. MEANWHILE THERE ARE PLENTY OF EXPERIENCING COURSES LIKE PAPER CUTS, CALLIGRAPHY AND SO ON TO OFFER ACCESS TO MORE TRADITIONAL CHINESE CULTURE.

MAIN COURSES: COMPREHENSIVE CHINESE, CHINESE LISTENING, CHINESE SPEAKING, CHINESE READING AND WRITING, BRIEF INTRODUCTION TO CHINA





非学历项目：艺术进修

学制：1学期 学分：每学期20 语言：中英文

项目介绍：本专业立足弘扬中华优秀传统文化，通过中国传统艺术相关课程和校园文化活动，实现以美育人、以美化人、以美培元，引导留学生在中国传统美育中陶冶高尚情操、塑造美好心灵、增强中华优秀传统文化的传播。培养具有掌握中国传统艺术的基础理论、实践、创作能力和素养，能够在国际交流、艺术创作、艺术教育等相关领域更好传播和应用中国优秀的文化的留学生。

主要课程：书法基础、中国画基础、中国山水临摹、蓝染工艺与制作、中国民族声乐、中国传统器乐。



SCHOOL
OF ART

艺术学院

SCHOOL OF ART



NON-DEGREE PROGRAM: ART

SCHOOLING PERIOD: 1 SEMESTER

CREDITS: 20 CREDITS PER SEMESTER

LANGUAGE: CHINESE AND ENGLISH

PROGRAM INTRODUCTION: PROMOTING THE EXCELLENT CHINESE TRADITIONAL CULTURE, THE MAJOR REALIZES THE CULTIVATION AND BEAUTIFICATION OF PEOPLE WITH BEAUTY THROUGH COURSES RELATED TO TRADITIONAL CHINESE ART AND CULTURAL ACTIVITIES ON CAMPUS, AND GUIDES INTERNATIONAL STUDENTS TO CULTIVATE NOBLE SENTIMENTS, SHAPE BEAUTIFUL HEARTS AND ENHANCE THE DISSEMINATION OF EXCELLENT CHINESE CULTURE IN TRADITIONAL CHINESE AESTHETIC EDUCATION. IT AIMS TO CULTIVATE INTERNATIONAL STUDENTS WHO WILL HAVE MASTERED THE BASIC THEORY, PRACTICE, CREATIVE ABILITY AND LITERACY OF TRADITIONAL CHINESE ART, AND ARE ABLE TO BETTER DISSEMINATE AND APPLY THE EXCELLENT CHINESE CULTURE IN INTERNATIONAL EXCHANGE, ART CREATION, ART EDUCATION AND OTHER RELATED FIELDS.

MAIN COURSE: CALLIGRAPHY, CHINESE PAINTING, CHINESE PAINTING: LANDSCAPE PAINTING, INDIGO DYEING PROCESS AND PRODUCTION, CHINESE NATIONAL VOCAL, CHINESE TRADITIONAL INSTRUMENTAL



本科项目：汉语言文学

学制：4年 学分：130 学位：文学学士 语言：汉语、英语

项目介绍：本专业下设汉语言文化、商贸汉语、汉语国际教育三个方向。培养对象是母语为非汉语的外国留学生或海外华人华侨，致力于将其培养为具有较高汉语水平，了解中国传统文化和当代社会习俗，熟悉中国国情，掌握汉语国际教育、商贸、文化交流工作的基本技能，以汉语为主修、专业方向为辅修的适应现代国际社会需求的应用型高级国际汉语人才。

主要课程：汉语综合、汉语口语、汉语阅读、汉语写作、太极、中华传统才艺、浙江文化概况、“丝茶瓷”文化调研实践、国际商务谈判等。



中国语言文化学院
SCHOOL OF CHINESE STUDIES

DEGREE PROGRAM: CHINESE LANGUAGE AND LITERATURE

SCHOOLING PERIOD: 4 YEARS CREDITS: 130

DIPLOMA: BACHELOR OF CHINESE LANGUAGE AND LITERATURE

LANGUAGE: CHINESE AND ENGLISH

PROGRAM INTRODUCTION: THE PROGRAM HAS THREE DIRECTIONS: CHINESE LANGUAGE AND CULTURE, BUSINESS CHINESE AND CHINESE INTERNATIONAL EDUCATION. IT IS FOR FOREIGN AND OVERSEAS STUDENTS WHOSE NATIVE LANGUAGE IS NOT CHINESE. WE ARE COMMITTED TO CULTIVATING THEM INTO APPLIED SENIOR INTERNATIONAL CHINESE TALENTS WHO HAVE A HIGH LEVEL OF CHINESE, UNDERSTAND CHINESE TRADITIONAL CULTURE AND CONTEMPORARY SOCIAL CUSTOMS, ARE FAMILIAR WITH CHINA'S NATIONAL CONDITIONS, MASTER THE BASIC SKILLS OF CHINESE INTERNATIONAL EDUCATION, BUSINESS AND CULTURAL EXCHANGE, AND TAKE CHINESE AS THEIR MAJOR AND CHOOSE ONE OF THREE DIRECTIONS AS THEIR MINOR TO MEET THE NEEDS OF MODERN INTERNATIONAL SOCIETY.

MAIN COURSE: COMPREHENSIVE CHINESE, CHINESE SPEAKING, CHINESE READING, CHINESE WRITING, TAICHI, TRADITIONAL CHINESE TALENTS, GENERAL INTRODUCTION OF ZHEJIANG LOCAL CULTURE, PRACTICE OF 'SILK, TEA, AND CHINA' CULTURE, INTERNATIONAL BUSINESS NEGOTIATION.





DDEGREE PROGRAM: CROSS BORDER E-COMMERCE

SCHOOLING PERIOD: 4 YEARS CREDITS: 130

DEGREE: BACHELOR OF MANAGEMENT LANGUAGE: ENGLISH AND CHINESE

PROGRAM INTRODUCTION: THE PROGRAM IS ONE OF THE VERY FIRST CROSS BORDER E-COMMERCE BACHELOR PROGRAMS IN CHINA. WITH THE RAPIDLY DEVELOPING E-BUSINESS IN HANGZHOU, THE PROGRAM OFFERS COMPREHENSIVE EXPERIENCE TO STUDENTS. THROUGH THE FOUR-YEAR PROGRAM, STUDENTS WILL LEARN ABOUT THE BASIC METHODS AND KNOWLEDGE REGARDING TO CROSS BORDER E-COMMERCE, BE SKILLED IN CROSS BORDER E-COMMERCE PLATFORM OPERATION, AFTER-SALE SERVICE MANAGEMENT AND MARKETING, SO AS TO MEET THE NEEDS OF BUSINESS START-UP OR WORK IN BOTH LOCAL AND INTERNATIONAL ENTERPRISES.

MAIN COURSES: MANAGEMENT, INTRODUCTION TO CROSS-BORDER E-COMMERCE (IN ENGLISH), E-COMMERCE LAWS AND REGULATIONS, INTERNET MARKETING), ELECTRONIC DEFRAUD, CROSS-BORDER LOGISTICS AND SUPPLY CHAIN MANAGEMENT, CROSS-BORDER E-COMMERCE VISUAL MARKETING AND ART DESIGN, INDEPENDENT STATION OPERATION AND MANAGEMENT, OPERATIONS OF B2C MULTI-PLATFORM CROSS-BORDER E-COMMERCE.



国际商学院、创业学院（合署）

SCHOOL OF INTERNATIONAL BUSINESS,
SCHOOL OF INNOVATION AND ENTREPRENEURSHIP



本科项目：跨境电子商务

学制：4年 学分：130 学位：管理学学士 语言：中英文

项目介绍：跨境电子商务专业旨在培养“德、智、体、美、劳”全面发展，系统掌握跨境电子商务基本理论与基本方法，具备较强的跨境电商平台运营能力、跨境电商客服能力、跨境网络营销能力及多语种外语应用能力，具有国际视野、家国情怀及互联网思维的，能够满足跨境电商企业及相关经济与管理相关部门所需要的复合型应用人才。

主要课程：管理学、跨境电子商务概论（全英）、电子商务法律与法规、网络营销、电子支付、跨境物流与供应链管理、跨境电商视觉营销与美工、独立站运营与管理、跨境电商B2C多平台运营。







本科项目：国际经济与贸易

学制：4年 学分：130 学位：经济学学士 语言：英语

项目介绍：本专业以地方经济发展和市场需求为导向，立足我校应用型高校办学定位，培养具有良好思想品质、道德修养和家国情怀，掌握国际经济与贸易专业基础知识、基本理论和研究方法，熟悉国际通行的经贸规则，胜任跨国经营企业、贸易促进组织、政府商务管理部门和其他企事业单位的专业工作，善于商务沟通，具有较强学习能力，能适应全球化市场经济竞争要求的应用管理型、创新创业型国际经济与贸易专业人才。

主要课程：市场营销学、宏观经济学、会计学原理、国际贸易理论与政策、国际贸易实务、国际金融、国际商务、国际结算、国际财务管理、客户关系管理、外贸函电、财政与税收、跨境电子商务、浙江经济概况。



DEGREE PROGRAM: INTERNATIONAL ECONOMY AND TRADE

SCHOOLING PERIOD: 4 YEARS CREDITS: 130 DEGREE:
BACHELOR OF ECONOMY
LANGUAGE: ENGLISH

PROGRAM INTRODUCTION: THE PROGRAM IS A LOCAL ECONOMY DEVELOPMENT AND TALENT MARKET ORIENTED DEGREE PROGRAM, WHICH IS TO DEVELOP INTERNATIONAL STUDENTS INTO TALENTS WITH KNOWLEDGE IN INTERNATIONAL ECONOMY AND TRADE, BASIC METHODS AND RESEARCH SKILLS, INTERNATIONAL ECONOMY AND TRADE RULES, AND ARE QUALIFIED TO WORK IN INTERNATIONAL COMPANIES, INSTITUTIONS, GOVERNMENT AND OTHER RELATED FIELDS. THE PROGRAM INCLUDES BOTH IN CLASS STUDY AND INTERNSHIP, WHICH WILL MAKE STUDENTS MORE COMPETITIVE.

MAIN COURSES: PRINCIPLES OF MANAGEMENT, MICROECONOMICS, MARKETING, MACROECONOMICS, PRINCIPLES OF ACCOUNTING, INTERNATIONAL TRADE: THEORIES AND POLICIES, PRACTICE OF INTERNATIONAL TRADE, INTERNATIONAL FINANCE, INTERNATIONAL BUSINESS, INTERNATIONAL SETTLEMENT, INTERNATIONAL FINANCIAL MANAGEMENT, CUSTOMER RELATIONSHIP MANAGEMENT, FOREIGN BUSINESS CORRESPONDENCE, PUBLIC FINANCE AND TAXATION, CROSS-BORDER E-COMMERCE, SURVEY OF ZHEJIANG ECONOMY.





文化和旅游学院

SCHOOL OF CULTURE AND TOURISM

本科项目：旅游管理

学制：4年 学分：130 学位：管理学学士 语言：英语

项目介绍：本专业面向留学生培养具有扎实的中文语言综合能力，了解当代中国的政治、经济、文化和社会，熟悉国际文旅产业的基本规律，具备较强的国际文旅项目策划与管理、跨文化交流、市场营销能力，了解国际文旅企业运作，能满足涉外文旅事业单位以及相关经济管理部门所需要的复合型、应用型、国际化的文旅专业人才。

项目特色：本专业以“课堂理论教学+实践基地教学+实验平台教学”相结合的教学模式，积极发挥国家一流专业的优势，利用多平台、多渠道丰富教学内容，提升学生学习和实践的综合能力。

主修课程：管理学原理、经济学原理、旅游学概论、国际旅游业、旅游地理学、文化遗产与旅游、旅游规划与开发、旅游目的地管理、智慧景区管理、住宿业管理、餐饮业管理、旅游消费者行为学、旅游与接待业营销、研学旅行设计与运营、文旅数字营销。



DEGREE PROGRAM: TOURISM MANAGEMENT

SCHOOLING PERIOD: 4 YEARS CREDITS: 130 DEGREE: BACHELOR OF MANAGEMENT
LANGUAGE: ENGLISH

PROGRAM INTRODUCTION: TOURISM MANAGEMENT DEGREE PROGRAM AIMS TO CULTIVATE INTERNATIONAL STUDENTS TO BE INTERDISCIPLINARY, APPLICATION-ORIENTED AND INTERNATIONAL CULTURAL TOURISM PROFESSIONALS, WHO ARE CAPABLE TO WORK IN FOREIGN-RELATED CULTURAL TOURISM BUSINESS AND RELATED ECONOMIC MANAGEMENT SECTORS. THE PROGRAM OBJECTIVE IS TO TRAIN INTERNATIONAL STUDENTS' VARIOUS ABILITIES IN CHINESE LANGUAGE, CONTEMPORARY CHINESE POLITICS, ECONOMY, CULTURE AND SOCIETY, AND TO BE FAMILIAR WITH THE BASIC RULES OF INTERNATIONAL CULTURAL TOURISM INDUSTRY. THE GRADUATES WILL BE CAPABLE OF UNDERSTANDING INTERNATIONAL CULTURAL TOURISM ENTERPRISE OPERATION, INTERNATIONAL CULTURAL TOURISM PROJECT PLANNING AND MANAGEMENT, AS WELL AS CROSS-CULTURAL COMMUNICATION AND MARKETING.

PROGRAM FEATURES: THE PROGRAM IS BASED ON THE TEACHING MODE OF "CLASSROOM THEORY TEACHING + PRACTICAL BASE TEACHING + EXPERIMENTAL PLATFORM TEACHING". BY ACTIVELY TAKING ADVANTAGE OF THE NATIONAL FIRST-CLASS MAJOR, AND UTILIZING MULTIPLE PLATFORMS AND CHANNELS TO ENRICH THE TEACHING CONTENTS, IT AIMS TO ENHANCE THE STUDENTS' COMPREHENSIVE ABILITY OF LEARNING AND PRACTICE.

MAIN COURSES: PRINCIPLES OF MANAGEMENT, PRINCIPLES OF ECONOMICS, INTRODUCTION TO TOURISM, INTERNATIONAL TOURISM, TOURISM GEOGRAPHY, CULTURAL HERITAGE AND TOURISM, TOURISM PLANNING AND DEVELOPMENT, TOURISM DESTINATION MANAGEMENT, SMART TOURIST ATTRACTION MANAGEMENT, LODGING MANAGEMENT, F & B MANAGEMENT, CONSUMER BEHAVIOR IN TOURISM, HOSPITALITY AND TOURISM MARKETING, STUDY TRIP DESIGN AND OPERATIONS, CULTURAL TOURISM DIGITAL MARKETING.



DEGREE PROGRAM: BUSINESS ENGLISH (BUSINESS ENVIRONMENT IN CHINA)

SCHOOLING PERIOD: 4 YEARS CREDITS: 130 DEGREE: BACHELOR OF ARTS
LANGUAGE: ENGLISH

PROGRAM INTRODUCTION: IN ORDER TO MEET THE DEMAND OF PEOPLE FROM COUNTRIES AND REGIONS ALONG "THE BELT AND ROAD INITIATIVE" ROUTES TO INVEST AND DEVELOP IN CHINA, THIS MAJOR AIMS TO CULTIVATE INTERNATIONAL APPLICATION-ORIENTED TALENTS WITH INTERNATIONAL VISION, UNDERSTANDING OF CONTEMPORARY ECONOMIC AND TRADE DEVELOPMENT, FAMILIARITY WITH CHINA'S BUSINESS ENVIRONMENT, MASTERY OF THEORIES, KNOWLEDGE AND SKILLS IN INTERNATIONAL ECONOMY AND TRADE, PRACTICAL ABILITY TO RUN INTERNATIONAL BUSINESS, AND CROSS-CULTURAL COMMUNICATION COMPETENCE. THEY ARE SUPPOSED TO BE ABLE TO USE CHINESE AND ENGLISH TO OPERATE INTERNATIONAL BUSINESS IN CHINA.

MAIN COURSES: COMPREHENSIVE BUSINESS ENGLISH, BUSINESS PRESENTATION, CHINESE ECONOMY, INTERCULTURAL BUSINESS COMMUNICATION, INTRODUCTION TO MANAGEMENT, INTRODUCTION TO BUSINESS, INTRODUCTION TO ECONOMICS, RESEARCH METHODS FOR BUSINESS & GRADUATION DESIGN, BUSINESS NEGOTIATION IN CHINA, HUMAN RESOURCES MANAGEMENT, INTERNATIONAL MARKETING, INTRODUCTION TO INTERNATIONAL BUSINESS, CHINESE BUSINESS LAW, INTERNATIONAL BUSINESS LAW, INTERNATIONAL TRADE THEORY & PRACTICE, BUSINESS STATISTICS, FINANCIAL MANAGEMENT, PRINCIPLES OF ACCOUNTING, ANALYSIS OF THE BUSINESS ENVIRONMENT ALONG THE "ONE BELT AND ONE ROAD" AREA, SME MANAGEMENT IN CHINA

本科项目：商务英语（中国营商环境）

学制：4年 学分：130 学位：文学学士 语言：英语

项目介绍：本专业立足服务“一带一路”沿线国家和地区在中国投资发展的需要，旨在培养具备国际视野，了解当代经贸发展，熟悉中国营商环境，系统掌握国际经贸基本理论、知识与技能，具备扎实跨国经商实践能力和较强跨文化沟通能力，能熟练运用中英文从事外国企业在中国经营的国际化应用型人才。

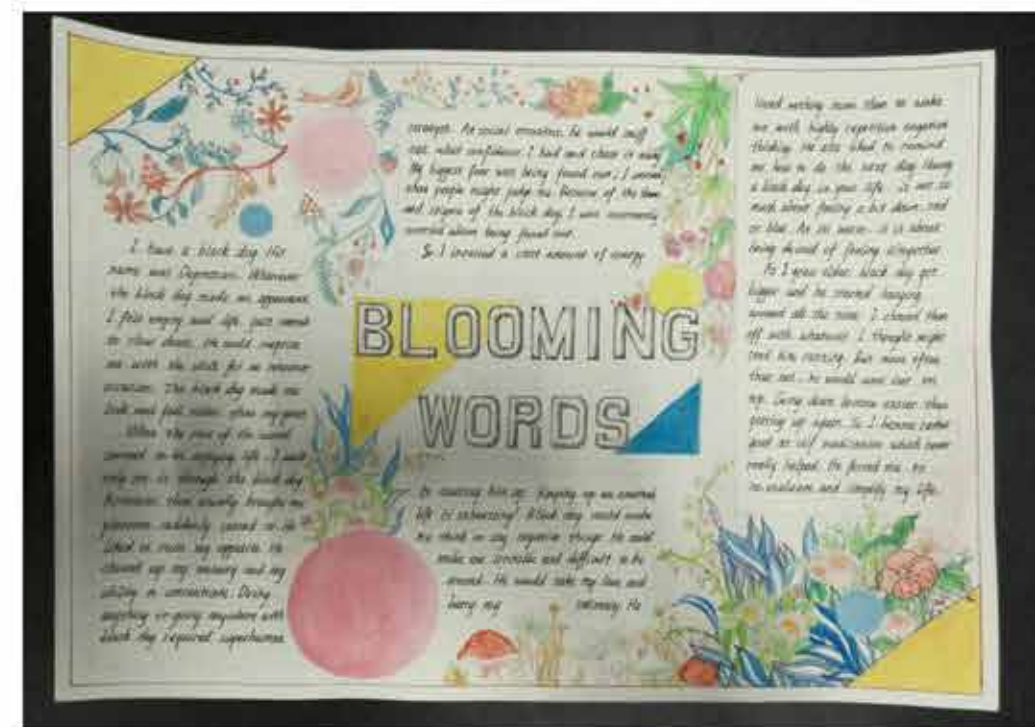
主修课程：商务英语、商务演讲、中国经济、跨文化商务交际、管理学导论、商学导论、经济学导论、商务调研方法与毕业设计、在华商务谈判、人力资源管理、国际市场营销、国际商务导论、中国商法、国际商法、国际贸易理论与实务、商务统计学、财务管理、会计学原理、“一带一路”沿线国家营商环境分析、在华小企业管理



英语语言文化学院

SCHOOL OF ENGLISH STUDIES





04 费用
FEES

费用 FEES	金额 (人民币) AMOUNT (RMB)
申请费 APPLICATION FEE	500元 / 500 RMB
学费 TUITION FEE	14000元/年 (非学历项目) 14000 RMB/YEAR (NON-DEGREE CHINESE LANGUAGE PROGRAM)
	18000元/年 (本科项目) 18000 RMB/YEAR (OTHER PROGRAMS)
保险费 INSURANCE FEE	800元/年 800 RMB/YEAR

浙江省政府奖学金 B类 HEJIANG PROVINCE GOVERNMENT SCHOLARSHIP-B
面向学生: 本科生 STUDENT CATEGORY OF STUDENTS: DEGREE STUDENTS
金额: 20000元 AMOUNT: 20000 RMB

浙江省政府奖学金 C类 ZHEJIANG PROVINCE GOVERNMENT SCHOLARSHIP-C
面向学生: 一年制及以上非学历生 CATEGORY OF STUDENTS: ONE-YEAR OR
TWO-YEAR NON-DEGREE PROGRAM STUDENTS
金额: 6000元 AMOUNT: 6000 RMB

新生学费减免奖学金 NEW STUDENTS TUITION WAIVER SCHOLARSHIP
一等: 第一年学费全免 1ST CLASS: 1ST YEAR TUITION FEE 100% WAIVED
二等: 第一年学费半免 2ND CLASS: 1ST YEAR TUITION FEE 50% WAIVED
三等: 第一年学费减免25% 3RD CLASS: 1ST YEAR TUITION FEE 25% WAIVED
面向学生: 本科生、一年制及以上非学历生 CATEGORY OF STUDENTS: DEGREE
STUDENTS, ONE-YEAR OR TWO-YEAR NON-DEGREE PROGRAM STUDENTS

新生全额奖学金 NEW STUDENTS FULL SCHOLARSHIP
第一年学费全免, 由学校支付8000元以内的中国往返学生本国机票一次。
面向学生: 本科生
1ST YEAR TUITION FEE 100% WAIVED, ZISU WILL COVER THE FLIGHT
TICKETS BETWEEN CHINA AND STUDENT' S HOME COUNTRY
WITHIN 8000RMB.
CATEGORY OF STUDENTS: DEGREE STUDENTS

05 奖学金
SCHOLARSHIP

06 APPLICATION GUIDANCE

报名指南

录取标准:

- 学生非中国公民，需年满18周岁。
- 学生应保持良好的精神和身体状况。
- 学生应自觉遵守中国法律和学校规章制度，尊重中国社会文化习俗。
- 中文授课的学位课程，学生应具有HSK4或同等水平的证明。
- 以英语授课的学位课程，托福（IBT）不低于80，雅思不低于6.0。

申请材料:

- 护照
- 无犯罪记录证明
- 最新成绩单
- 最高学历
- 中英文能力证明（可豁免）雅思：6.0/托福：80（英语授课项目）； HSK 4（汉语授课项目）
- 2寸数码证件照
- 推荐信 *
- 简历 *
- 学习计划 *

备注：如果学生申请奖学金，带*的项目必须具备。

申请入口:

- 申请网址: [HTTP://ZISU.AT0086.CN/STUAPPLICATION/LOGIN.ASPX](http://ZISU.AT0086.CN/STUAPPLICATION/LOGIN.ASPX)
链接可能会更改，如失效，请查看 STUDY@ZISU.EDU.CN 获取最新信息。

截止日期:

- 5月31日（秋季学期入学）

REQUIREMENTS:

- NON-CHINESE CITIZENS, NORMALLY AGED 18 AND ABOVE.
- STUDENTS SHOULD BE IN GOOD MENTAL AND PHYSICAL CONDITION.
- STUDENTS SHOULD BE WILLING TO ABIDE BY CHINA' S LAWS AND THE UNIVERSITY' S RULES AND REGULATIONS AND SHOW DUE RESPECT TO CHINA' S SOCIAL AND CULTURAL CUSTOMS.
- FOR DEGREE PROGRAMS TAUGHT IN CHINESE, STUDENTS SHOULD HAVE HSK4 OR EQUIVALENT LEVEL OF PROOF.
- FOR DEGREE PROGRAMS TAUGHT IN ENGLISH, STUDENTS SHOULD HAVE TOEFL (IBT) NO LESS THAN 80 AND WITH IELTS NO LESS THAN 6.0.

APPLICATION MATERIALS:

- PASSPORT
- NON-CRIMINAL RECORD
- LATEST OFFICIAL TRANSCRIPT
- HIGHEST ACADEMIC CERTIFICATE
- EVIDENCE OF ENGLISH/ CHINESE LANGUAGE PROFICIENCY (MAY BE WAIVED)
IELTS: 6.0/ TOEFL: 80 (FOR ENGLISH-TAUGHT PROGRAMS); HSK 4 (FOR CHINESE-TAUGHT PROGRAMS)
- 2-INCH DIGITAL ID PHOTO
- RECOMMENDATION LETTERS *
- RESUME *
- STUDY PLAN *
- ITEMS WITH * ARE NECESSARY IF THE STUDENT IS APPLYING FOR A SCHOLARSHIP.

APPLICATION:

- PLEASE APPLY THROUGH [HTTP://ZISU.AT0086.CN/STUAPPLICATION/LOGIN.ASPX](http://ZISU.AT0086.CN/STUAPPLICATION/LOGIN.ASPX).
THE LINK MIGHT BE CHANGED, IF IT DOESN' T WORK, PLEASE CHECK STUDY@ZISU.EDU.CN FOR LATEST INFORMATION.

APPLICATION DEADLINE:

- MAY 31ST (FALL SEMESTER INTAKE)





校友风采

ALUMNI 07

NELI AKHOBADZE
GEORGIAN

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学习经历：2015年9月-2016年7月作为交换生参与浙江外国语学院非学历汉语项目。在校期间参与了G20峰会宣传片拍摄、顺利通过了汉语水平五级考试。其后供职于格鲁吉亚翻译局从事中文翻译工作。2017年和2019年先后两次获得中国政府奖学金，再次来华深造，目前就读于浙江大学中国史专业硕士研究生项目。

感想：对我来说，浙江外国语学院不仅是一个学校，而是一个大的家庭。2015年我第一次离开家庭、国家，但是一年之间我一次也没感受到我在陌生的地方。我遇到了很好的老师，即使在毕业之后他们也总在帮助我，在浙外期间我还参加了“结对家庭”项目，认识了我的“中国爸爸”，他们让我更加了解中国人民和中国文化。2015年来浙江外国语学院学习汉语，就是我最正确的决定。虽然学院不大，但却很完美。我想感谢浙江外国语学院，不仅因为她给我的知识、给我留下难忘的回忆，而且还帮我创造我的未来。

STUDIED AT ZISU DURING SEPT. 2015 TO JUL. 2016. NELI JOINED THE G20 SUMMIT PROMOTION VIDEO SHOOTING, DREAM OF ZHEJIANG AND PLENTY OF ACTIVITIES, PASSED HSK 5. AFTER GOING BACK TO GEORGIA, NELI WORKED IN THE DEPARTMENT OF TRANSLATION AS A CHINESE-GEORGIAN TRANSLATOR. FROM 2017 TO 2019, SHE WAS OFFERED WITH CHINESE GOVERNMENT SCHOLARSHIP TWICE AND IS NOW IN THE MASTER PROGRAM OF CHINESE HISTORY IN ZHEJIANG UNIVERSITY.

FOR ME, ZISU IS NOT ONLY A SCHOOL, BUT A FAMILY. WHEN I CAME TO ZISU IN 2015, THAT WAS MY FIRST TIME LEAVING MY FAMILY. BUT I NEVER FELT LONELY AT ZISU, I MET WONDERFUL TEACHERS WHO EVEN KEPT HELPING ME AFTER MY GRADUATION. THROUGH THE "HOST FAMILY" PROGRAM, I MET MY "CHINESE DAD", THEY HAVE MADE ME FEEL CLOSER TO CHINA.

COMING TO ZISU IS ONE OF THE SMARTEST CHOICE I'VE EVER MADE, THOUGH ZISU IS NOT A BIG SCHOOL, IT'S A PERFECT ONE. I AM MORE THAN GRATEFUL TO ZISU FOR THE KNOWLEDGE AND MEMORY IT HAS BROUGHT TO ME.

ALUMNI



EVGENY MOSKALENKO RUSSIAN

学习经历：2015年3月-7月作为交换生参与浙江外国语学院非学历汉语项目。返回俄罗斯后，先后在莫斯科中国文化中心、华为、莫斯科国立语言大学工作，目前供职于俄罗斯外交部，从事俄中翻译工作。

感想：在浙外学习特别舒服，老师们非常热情，我们上课的时候不仅讨论课本上的内容而且也可以自由地谈感兴趣的话题，而我觉得那时候的学习对我的汉语口语水平的进步起了很大的作用。此外，在浙外学习时，与中国大学生的交流机会也挺多。所以我一直想念在浙外留学的时光。

STUDIED AT ZISU DURING MAR. - JUL. 2015. AFTER GRADUATION, EVGENY WORKED IN CHINESE STUDIES CENTER IN MOSCOW, HUAWEI, MOSCOW STATE LINGUISTICS UNIVERSITY, NOW HE IS WORKING IN THE MINISTRY OF FOREIGN AFFAIRS OF RUSSIA FEDERATION AS A TRANSLATOR.

TEACHERS I MET AT ZISU WERE VERY HELPFUL AND WARMHEARTED, WE TALKED NOT ONLY ABOUT WHAT'S WRITTEN ON TEXTBOOKS BUT ANYTHING WE ARE INTERESTED IN. MY CHINESE WERE RAPIDLY DEVELOPED DURING MY STUDY AT ZISU, ALSO I MADE A LOT OF CHINESE FRIENDS WHO HELPED ME TO KNOW MORE ABOUT CHINA. I WILL ALWAYS MISS MY DAYS AT ZISU.

AYYAD AMR ALAAELDIN AHMED RAGAB ABDELRAHMAN, EGYPTIAN



学习经历：2019年2-7月就读于浙外，毕业后获得中国政府奖学金，现就读于浙江工商大学硕士研究生项目。

感想：我们的老师非常友好，教会了我很多东西。老师们帮助我在短时间内提高了我的中文水平。在浙外我也结交了很多好朋友，参加了“国庆赛龙舟”等活动。

我喜欢浙外的食堂和美食，在那里我品尝到了很棒很美味的食物。在浙外我有很多美好的回忆和美好的经历。我希望我有机会再次在那里学习。

STUDIED AT ZISU DURING FEB. -- JUL. 2019. AFTER GRADUATION, AMR HAS GOT CHINESE GOVERNMENT SCHOLARSHIP AND IS NOW STUDYING IN MASTER PROGRAM OF ZHEJIANG GONGSHANG UNIVERSITY.

OUR TEACHERS WERE VERY FRIENDLY AND TAUGHT ME A LOT OF THINGS. THEY HELPED ME TO GET MY CHINESE LEVEL WAY BETTER IN A SHORT PERIOD OF TIME. I ALSO MADE A LOT OF GREAT FRIENDS THERE AND JOINED MANY ACTIVITIES SUCH AS "THE NATIONAL DAY AND THE DRAGON BOAT RACE", I LOVED THE CANTEEN AND THE FOOD IN THERE. IT WAS REALLY GOOD AND SO DELICIOUS. I HAD A LOT OF GREAT MEMORIES AND A GREAT EXPERIENCE. I HOPE I COULD HAVE THE CHANCE TO STUDY THERE AGAIN.

ANNA FOMINA RUSSIAN

学习经历：2017年2月-7月和2018年3月-2019年1月在浙外学习。参加省级演讲比赛、浙外国际艺术节等。曾获得上海大学和上海财经大学硕士研究生奖学金和职位。

感想：在浙外的学习带给我的不仅仅是知识。我很幸运在这里遇到了这么多优秀的老师，他们可以找到每个学生的长处和短处，从而找到最好的教学方式。他们尊重不同的文化，总能站在别人的立场上思考问题。更重要的是，学校安排的结对伙伴对学习和生活都很有帮助，在我感到孤独的时候，他们给了我很多陪伴。

我在浙外的经历比我预期的要好得多。我永远不会忘记早上出图书馆的大排长龙，这代表着浙外学生的勤奋。在浙外，我还参加了很多活动，比如演讲比赛，国际艺术节等。在浙外度过的那些日日夜夜都是美好的回忆，因此我决定再次回中国攻读硕士课程。如果我从来没有在浙外学习，我就不会有今天的成就！



STUDIED AT ZISU DURING FEB.- JUL. 2017 AND MAR. 2018 - JAN. 2019. PARTICIPATED IN PROVINCIAL SPEECH CONTEST, ZISU INTERNATIONAL FESTIVAL, ETC., ANNA FOMINA HAS GOT SCHOLARSHIP AND POSITIONS IN MASTER PROGRAM OF SHANGHAI UNIVERSITY AND SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS.

MY STUDY AT ZISU BROUGHT ME MORE THAN KNOWLEDGE. I WAS SO LUCKY TO MEET SO MANY GOOD TEACHERS HERE WHO CAN FIND THE STRENGTH AND WEAKNESS OF EACH STUDENT AND FIND THE BEST WAY TO TEACH. THEY RESPECT DIFFERENT CULTURE AND CAN ALWAYS STAND IN OTHERS' SHOES. WHAT'S MORE, THE HOST BUDDY ARRANGED BY SCHOOL WERE SO HELPFUL IN BOTH STUDY AND LIFE, THEY OFFERED ME MUCH ACCOMPANY WHEN I FELT LONELY.

MY EXPERIENCE AT ZISU WERE MUCH BETTER THAN WHAT I EXPECTED. I WOULD NEVER FORGET THE LONG QUEUE OUT OF LIBRARY IN THE MORNING, WHICH STANDS FOR THE DILIGENCE OF ZISU STUDENTS. AT ZISU I ALSO PARTICIPATED IN A LOT OF ACTIVITIES LIKE SPEECH CONTEST AND EVEN HOSTED THE INTERNATIONAL FESTIVAL. THE DAYS AND NIGHTS I SPENT AT ZISU WERE WONDERFUL MEMORIES, THEREFORE I DECIDED TO COME BACK TO CHINA AGAIN FOR MASTER PROGRAM. IF I NEVER STUDIED AT ZISU, I WOULDN'T HAVE GONE SO FAR.

PAVEL DEMIDOV RUSSIAN



学习经历：2016.03-2016.07在浙外交换学习，之后在俄罗斯新大学获得语言学（中文翻译）学士学位，又获得中国政府奖学金，目前于上海外国语大学攻读国际政治硕士。

感想：我在浙外期间参与汉语沙龙、学校足球比赛、语言文化节等活动，我非常感谢这期间各位老师在学习上的耐心指导以及在生活上给予的关照，特别是老师们一直鼓励我相信我，这给了我非常大的信心。我祝愿各位老师工作顺利，桃李满天下；我祝愿浙外越办越好，有更多优秀的留学生有机会加入浙外的大家庭！

STUDIED AT ZISU DURING MAR. - JUL. 2016, AFTER GRADUATION PAVEL GOT CHINESE GOVERNMENT SCHOLARSHIP AND IS NOW STUDYING IN THE MASTER PROGRAM OF INTERNATIONAL POLITICS IN SHANGHAI INTERNATIONAL STUDIES UNIVERSITY.

WHEN I WAS AT ZISU, I JOINED A LOT OF ACTIVITIES LIKE CHINESE LANGUAGE SALON, SOCCER GAME AND SO ON. I REALLY APPRECIATE ALL THE HELP AND ENCOURAGEMENT TEACHERS HAD GIVEN ME WHICH BROUGHT ME CONFIDENCE AND JOY. I HOPE TO SEE BETTER DEVELOPMENT OF ZISU, AND WOULD LIKE TO RECOMMEND ZISU TO ALL OUTSTANDING INTERNATIONAL STUDENTS!

Erudition Practicality
博雅 通達

Virtue Perseverance
明德 弘毅

