



上海大学 悉尼工商学院
SILC BUSINESS SCHOOL, SHANGHAI UNIVERSITY

**Letter of Renewal
Between SILC Business School, Shanghai University
and Faculty of Commerce and Management, Prince of Songkla University**

Given the successful relationship between SILC Business School (previously named as Sydney Institute of Language and Commerce), Shanghai University and Faculty of Commerce and Management, Prince of Songkla University, and with the hope of continued mutually beneficial collaboration, this letter serves to renew our Memorandum signed in March 1, 2012 for an additional four (4) years.

The two parties agree that Faculty of Commerce and Management, Prince of Songkla University is going to send about **30 students in their third year** to study at SILC Business School, Shanghai University for one year from the new cohort in 2014-2015 academic year. The two parties agree to collaborate on this program for additional four batches of students from the cohort at Prince of Songkla University in 2017-2018 academic year, 2018-2019 academic year, 2019-2020 academic year and 2020-2021 academic year. The students are going to study at SILC in 2017, 2018, 2019 and 2020 in their third year from the cohorts. Either party may express its desire to renew this agreement by mutual consent of both parties.

The course arrangement, registration fee, tuition fee and accommodation follows the same arrangement as the Memorandum signed in March 1, 2012 by both parties.

The renewal of the agreement will be effective Aug 2016 and end Aug 2020.

Party A

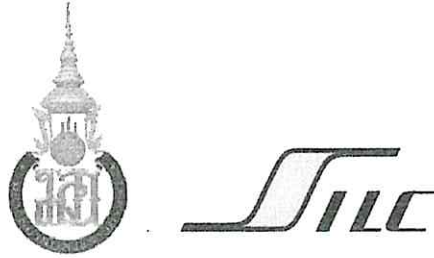
Party B

Lyu Kangjuan
Deputy Dean
SILC Business School
Shanghai University

Nipat Powijit
Dean
Faculty of Commerce and Management
Prince of Songkla University

Date. 14 Dec. 2015.

Date...14 Dec 2015



Memorandum

Between Sydney Institute of Language and Commerce, Shanghai University and Faculty of Commerce and Management, Prince of Songkla University, Trang Campus

Based on the discussions on March 18th, 2011 and the correspondences later on between Sydney Institute of Language and Commerce, Shanghai University and Faculty of Commerce and Management, Prince of Songkla University, Trang campus the following Business English program has been reached by both parties:

The two parties agree that Faculty of Commerce and Management, Prince of Songkla University, Trang campus is going to send about **30 students in their third year** to study at Sydney Institute of Language and Commerce, Shanghai University for one year from the new cohort in 2011-2012 academic year. The two parties agree to collaborate on this program for three batches of students from the cohort at Prince of Songkla University in 2011-2012 academic year, 2012-2013 academic year, and 2013-2014 academic year. The students are going to study at SILC in 2014, 2015 and 2016 in their third year from the cohorts. Either party may express its desire to renew this agreement by mutual consent of both parties.

Course Arrangement:

The detailed course arrangement will be listed as Appendix 1.

Registration Fee:

410 RMB per student

Tuition Fee:

24,000 RMB each student for the first two terms;

During the third term, students will be arranged to take internships. SILC will award internship opportunities to the top 50 percent of the students. The other half of the students need to pay 4,800 RMB each for their internship in the third term.

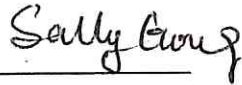
Accommodation:

If students choose to live in the dormitory on Jiading campus, each student needs to pay 2,400 RMB per year. In addition, each student needs to pay another 500 RMB for the quilts and other necessities in the dormitory.

If students choose to live in the dormitory for international students at Shanghai University, the price will range from 1200RMB to 1800RMB per month.

Both sides understand that the two parties are under the broad framework of cooperation between Shanghai University and Prince of Songkla University, and therefore no formal agreements need to be signed between the two sides for the reached points above.

Party A



Sally Gong Ph.D Edu.
Assoc. Prof.
Executive Dean
Sydney Institute of
Language and Commerce
Shanghai University

Date March 1st 2012

Party B



Paktra Kooburat
Asst. Prof.
Dean
Faculty of Commerce
and Management
Prince of Songkla University

Date March 1, 2012

Appendix 1

Study Plan Year 3 in China

Academic Calendar

Semester 1: September-November

Semester 2: December-March

Semester 3: April- June

Semester 1

Principles of Marketing	4 Credits
Management and Organizations	4 Credits
English Reading for Academic Purposes	4 Credits
Business English Report Writing	4 Credits
Basic Chinese 1	4 Credits

Semester 2

International Business	4 Credits
Fundamentals of Business Finance	4 Credits
Academic and Business Communication	4 Credits
English Oral Presentation	4 Credits
Basic Chinese 2	4 Credits

Semester 3

Field study

Internship

Course Descriptions

Principles of Marketing (4 Credits)

Objectives:

This course mainly combines the lecture and tutorial of case study to qualify students with the capacity of analysis and application of the theories.

Content:

This subject introduces the basic elements of the marketing management process used by modern companies. It incorporates analyzing marketing strategy planning, including how to analyze the market environment, conduct market research, evaluate consumer markets, understand consumer and business buyer behavior, and segment markets. It also provides the basis for developing marketing strategy by analyzing target markets, and issues of pricing, distribution, product planning, and promotion.

Management and Organizations (4 Credits)

Objectives:

The course aims to give students an idea of how the organizational effectiveness can be improved through the introduction of basic theories of Management. The four fundamental functions of Management including planning, organizing, leading and controlling will be delivered. Such principles will be combined with the three levels of organizational behavior: individual level, group level and structural level.

Content:

The main contents include: individual difference, personality, perception, value and work attitude, motivation and its application, group dynamics, work terms, decision-making, communication, conflict, leadership, power and politics, organizational structure and design, human resource management, and organizational culture, etc. As a practical course, there will be case studies and company research, which aims to enable the students to further their understanding and applying their knowledge.

English Reading for Academic Purposes (4 Credits)

Practice of academic reading skills; skimming and scanning; identifying main ideas and supporting details; identifying text types; distinguishing facts and opinions; critical reading; vocabulary in academic texts

Business English Report Writing (4 Credits)

Components and practice of effective report writing; types of commonly used reports in professional business writing

International Business (4 Credits)

Objectives:

Students should grasp the basic environment of international businesses, strategy and structure, also should learn the specific practices concerning with the business operation

Content:

This course states about the international business environment and its changes for the multinational enterprises, the strategies and the implementation of the strategies for MNEs, and the international business operations in reality, including: importing and exporting, production management, international marketing, international human resources management, international accounting, and international finance

management.

Fundamentals of Business Finance (4 Credits)

Objectives:

Fundamentals of Business Finance provide students with an understanding of the core principles of financial management and their applications to financial decision-making.

Content:

The main contents include:

- Introduction to finance and the objectives of the firm
- Financial markets, financial analysis and time value of money
- Valuation principle, debt and equity securities
- Risk-and-return relationship
- Capital budgeting decisions: evaluation methods, cash flow analysis, incremental cash flows, issues in investment evaluation
- Financing decisions: sources of finances, financing mix, cost of capital, issues in capital structure choices
- Introduction to foreign exchange and derivatives for business finance.

Academic and Business Communication (4 Credits)

Academic and Business Communication provides an understanding of the literacy requirements of academic business environments. It examines the principles and practice of communication in undergraduate and professional business environments through an integrated approach that supports the learning of skills across disciplines.

Students have opportunities to practice and engage with the language and study skills required for undergraduate and further study in business and develop an appreciation of the communication requirements of business professionals.

English Oral Presentation (4 Credits)

Theories and practice of English presentation skills in business; presenting projects, products, marketing plans, business plans; the use of body language, grammar, vocabulary, expressions, and intonation as well as visual aids to make an effective presentation

Field study

Students are requested to take some Extra-curricular practices such as general practice, social survey and volunteer work.

Internship

Top 50% students would be awarded to take the internship offered by institute.