



Dalian Neusoft University of Information
Start-up China Summer Program 2019

Dalian Neusoft University of Information (DNUI)

Founded by Neusoft in 2000

Flagship of **three Neusoft universities** in Dalian, Chengdu, Guangdong

Ranked **5th** in China Private University Rankings (2018, Wushulian China University Rankings)

Best Private Universities in China Awards (Sina, Tencent, Sohu and etc. for consecutive years)

One of 50 model universities of innovation and entrepreneurship education nationwide

(2016, Ministry of Education)

Programs: undergrad, grad, international, continued education

Disciplines: IT Engineering, Business, Language, Digital Arts, Medicine

Enrolment: 14000+

Faculty: 700+

Cooperator: 90+ universities in USA, UK, Australia, Japan, Korea and etc.

International Students: 400+ annually

Student annual employment rate over **93%**

Student entrepreneurship rate **4.5%** in 2017

Start-up China Summer Program 2019

This program of DNUI provides ICT and Business students with training and practical experience of initiating an innovative product, as well as a cross-culture experience that will benefit their career and life in future.

Students receive the training in DNUI's School of Innovation & Entrepreneurship, where they will work in groups to create an innovative product prototype and establish a virtual-company to develop and promote this product. Students will be given guidance from professionals and entrepreneurs on conducting market investigations, designing business model, developing product prototype, and negotiating with angel investors.

In the meantime, our featured Chinese language and culture courses, and local high-tech industry visiting will help students develop a global perspective and get a deeper understanding of modern China, the world's largest growing economy.



Program Outline

Duration: June 24th, 2019 -July 19th, 2019

Fee: ¥ 10,000 (twin room) or ¥ 11,000 (single room)

Language: English

Participants:

ICT & Business program students

How to apply:

Send the application form, passport photocopy and personal photo with white background (pixel 480*360) to zhaowenting@neusoft.edu.cn

Deadline: May 10th, 2019

Week 1	M1: Innovation and Innovation Tools M2: I have a Chinese name M3: Common manners of Chinese people M4: Classic & modern China
Week 2	M1: Product concept development M2: I'd like to try Chinese cuisines/ Time and date M3: Chinese cooking culture M4: High-tech industry & high speed Rail
Week 3	M1: Product prototype M2: How much/ I'd like to go.. M3: China market & economy M4: ICT companies and incubators
Week 4	M1: Commercialization of products & roadshow M2: I like../ Review M3: Education system& young generation of China M4: Meet the investors

Neusoft

IBM

**Hewlett Packard
Enterprise**



HUAWEI



Tencent 腾讯

Baidu 百度

ALPINE

Program Highlight

In 2016, DNUI established a long-term partnership with the **University of Queensland**, one of Australia's top eight leading universities to construct a global innovation center. From the next year, UQ have selected outstanding students to join this program each year.

Start-up China 2017: 20 UQ students + 15 DNUI students

Start-up China 2018: 32 UQ students + 2 ITS(Indonesia) students + 16 DNUI students

Schedule

Week 1	Mon	Tue	Wed	Thu	Fri	Sat/Sun
9:00 10:30	Opening Ceremony	Build innovation team	Analyses innovation	Analyses innovation	Find idea in innovation tool	Free
10:40 12:10	Welcome Lunch	Find innovation field	Analyses innovation field	Analyses innovation field	Develop idea in innovation tool	
12:10 13:30	Lunch					
13:30 15:10	city tour	Free	Chinese Class	Cross-Culture Class	Dalian Modern Museum	
15:20 16:30			Chinese Class	Culture Activity Tea Ceremony		
Week 2	Mon	Tue	Wed	Thu	Fri	Sat/Sun
9:00 10:30	Design Thinking (1)	project overview	product functional and non-functional requirements	Analysis & Design(2)	Retrospective	ShenYang trip on Saturday
10:40 12:10	Design Thinking (2)	Team Facilitation	Analysis & Design(1)	Analysis & Design(3)	Weekly Assessment	
12:10 13:30	Lunch					
13:30 15:10	Design Thinking (3)	Chinese Class	Cross-Culture Class	Free	Visiting to Dalian High Tech Zone	
15:20 16:30	Design Thinking (4)	Chinese Class	Culture Activity Make Dumplings			
Week 3	Mon	Tue	Wed	Thu	Fri	Sat/Sun
9:00 10:30	Demo Product Construction (1)	Demo Product Construction (5)	Demo Product Construction (7)	Demo Product Construction (9)	Demo Product Construction (11)	Dalian Zoo
10:40 12:10	Demo Product Construction (2)	Demo Product Construction (6)	Demo Product Construction (8)	Demo Product Construction (10)	Presentation preparation	
12:10 13:30	Lunch					
13:30 15:10	Demo Product Construction (3)	Chinese Class	Cross-Culture Class	Free	Project retrospective	
15:20 16:30	Demo Product Construction (4)	Chinese Class	Culture Activity Tai Chi Experience		Midterm Assessment	
Week 4	Mon	Tue	Wed	Thu	Fri	Sat/Sun
9:00 10:30	Overview business design	Competitive analysis	marketing design	Business Plan writing	Final Test Prep	Back Home
10:40 12:10	Overview business design	Competitive analysis	Groups and Equity	Business Plan writing	Final Test Demo Day	
12:10 13:30	Lunch					
13:30 15:10	Business model design	Chinese Class	Cross-Culture Class	Free	Closing Ceremony	
15:20 16:30	Business model design	Chinese Class	Culture Activity Chinese Calligraphy			

Various Campus life



Facilities



ADD: No.8 Software Park Road, Dalian 116023, PRC

TEL: +86 411 8483 5249

FAX: +86 411 8483 5042

Mail: zhaowenting@neusoft.edu.cn



大连东软信息学院
Dalian Neusoft University of Information