



国际青年创新实习计划  
Global Innovation Internship Project

# PwC - China Trek 普华永道企业实训计划

2024

**HSK**

Chinese Proficiency Test

A group of people are gathered around a table in a meeting. In the foreground, a woman with glasses and a blue shirt is looking at a laptop. Behind her, a man in a green shirt is standing with his arms crossed. To the right, a woman in a white shirt is smiling and looking towards the laptop. In the background, another woman is holding a mug. The scene is set in a casual office or meeting room with a framed picture on the wall.

# 01

## 项目概况

## Project Overview

# 主办单位：

PART 0

## 汉考国际

# HSK

Chinese Proficiency Test

汉考国际自21世纪初设立伊始，其宗旨是增进世界人民对中国语言和文化的了解，发展中国与外国的友好关系，促进世界多元文化发展，为构建和谐世界贡献力量。

汉考国际作为汉语考试服务公司，一直以来始终致力于汉语考试在全球范围内的推广运营，以至诚之心为世界各国（地区）人民提供涵盖考试研发、考务组织实施、市场宣传推广和国际交流合作等多方面的专业化、信息化、高效化服务。目前已在全球120多个国家设立近1200个考点。

# Organizer:

PART 0

## Chinese Testing International

# HSK

Chinese Proficiency Test

Since its establishment in the early 21st century, the Chinese Testing International aims to improve the understanding of Chinese language and culture among people all over the world; to develop friendly relations between China and foreign countries; to promote multiculturalism and to contribute to the creation of a harmonious world.

Chinese Testing International, as a service company for Chinese language examination, has always been committed to the promotion of HSK on a global scale. With sincerity, it provides professional, informative and efficient services covering examination research, development, organization, implementation, market promotion as well as international exchanges and cooperation for people all over the world. Nearly 1,200 Test Centers have been established in more than 120 countries around the world.

# 课程承办单位：

## 复旦大学



### 复旦大学

复旦大学地处中国经济中心的上海，创建于1905年，是中国顶尖的综合性大学之一，2021年QS世界大学综合排名位列第34位，US NEWS世界大学排名第34位，THE泰晤士世界高等教育排名第70位。

### 复旦大学国际文化交流学院（ICES）

是复旦大学对国际学生进行中国语言文化教学的专业院系，学院致力于通过各类国际交流项目促进多元文化交流，自19世纪60年代开始接收留学生至今已有超过半个世纪的历史。学院同时承担复旦大学全球合作的中国文化推广工作，每年有来自100多个国家的超过3000人次留学生来院学习交流，被誉为“小小联合国”。



# Program Courses Host

PART 0

## Fudan University



### FUDAN UNIVERSITY

Located in Shanghai, the economic and financial center of China, Fudan University was founded in 1905 with more than a century of quality education. It is one of China's most prestigious universities with QS world universities ranking top 34, US NEWS ranking 34 and THE higher education ranking top 70 in the world.

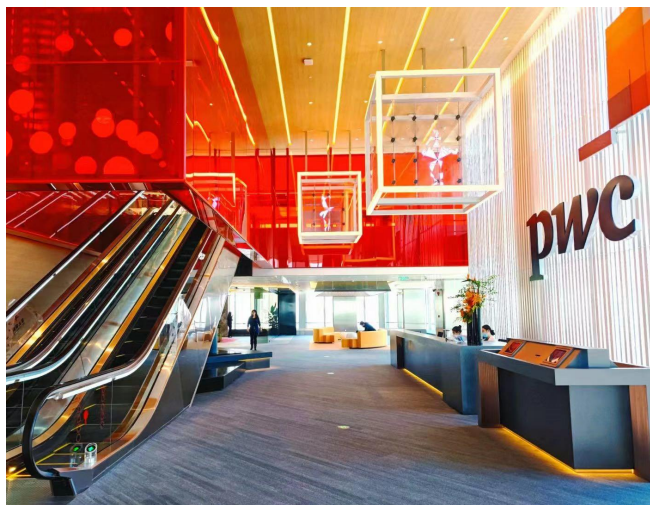
### International Cultural Exchange School, ICES

is the specialized institution providing Chinese language and culture education for international students in Fudan University and dedicated in promoting multicultural communication. ICES has a pride history of more than 50 years of excellent international education since 1960's. ICES is home of several Confucius Institutes around the world. More than 3000 international students from over 100 countries study with ICES' "mini United Union" every year.

# 项目实训企业：

PART 0

## 普华永道



### 普华永道

普华永道是全球领先的专业服务机构，拥有170余年的辉煌历史。其成员机构遍布152个国家和地区，拥有超过32万人的专业服务团队。普华永道中国于1920年率先在香港成立，迄今已有百年历史。

在中国注册会计师协会近日发布的《2021年度会计师事务所综合评价百家排名信息》中，普华永道中天会计师事务所（特殊普通合伙）（以下简称“普华永道”）再次蝉联榜首。这是自2003年中国注册会计师协会首次发布行业百强排名以来，普华永道连续19年名列第一。

# Project Training Enterprise

PART 0

## PricewaterhouseCoopers



PricewaterhouseCoopers (PwC)



At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 152 countries with over 328,000 people who are committed to delivering quality in assurance, advisory and tax services.

Ranked first in 2021 Top 100 Accounting Firms in China - for the 19th consecutive year, awarded by Chinese Institute of Certified Public Accountants (CICPA)



# 项目背景

## PART 01

随着中国经济社会的日益发展，中国正在以更加积极的姿态、全方位的走向世界。国际社会上尤其是青年一代，对于中国的关注，渐渐从传统的旅游、访学转向了在中国的工作生活。“青年兴则国家兴，青年强则国家强”，从政府到企业的各个层面，也在积极推动，为中国与世界青年群体间的交流学习牵线搭台。

继2015年中法两国启动“千人实习生计划”，促进两国青年交流之后，2018年，中德也在柏林签署《中华人民共和国政府与德意志联邦共和国政府关于青年实习交流计划的联合意向声明》，推动世界各国青年与中国青年的交流，并日益呈蓬勃发展之势。

近年来汉考国际为国内各院校搭建来华留学平台，得到了清华大学、北京大学、复旦大学等国内双一流院校的积极参与和高度评价。经我们调研和整合多方面资源，汉考国际整合在语言、教学、渠道等方面的优势，携手普华永道等企业共同推出HSK国际青年创新实习计划，以此为平台，向世界展示一个多角度、立体化的当代中国，助力培养锻造全球化背景下的跨文化跨区域复合型人才。

# Project Background

PART 01

With its increasing socioeconomic development, China is moving towards the world in a more positive and all-round manner. The international community, especially the younger generation, has gradually shifted the focus from the traditional tourism in China to long term plans involving working and living in China. “A country will prosper only when its youth thrive”, therefore, all levels from governments to enterprises are actively promoting exchanges and learning between China and the world’s youth groups.

Following the launch of the “Millenary Trainee Plan” in China and France in 2015 to promote youth exchanges between the two countries, China and Germany also signed the “Joint Intention Statement of the Government of the People’s Republic of China and the Government of the Federal Republic of Germany on the Youth Internship Exchange Program ” in 2018. Exchanges between youth across the world and Chinese youth are increasingly booming. In recent years, Chinese Testing International have build platforms for expats studying in several universities in China. Top institutions like Tsinghua University, Peking University and Fudan University highly value and have been actively involved in this program. In order to strengthen study and internship opportunities for foreign students in China, through our research and integration of various resources, Chinese Testing International have combined their strengths in language and teaching channels to jointly launch the Global Youth Innovation Internship Program. This program works as a platform to display a multi-angle and three-dimensional contemporary China to the world and to get talented people ready for this cross-cultural, trans-regional and globalized era.

# 项目目标

PART 02

国际青年创新实训计划（GIIP）由汉考国际发起支持和认可。项目旨在通过语言学习、企业实训、文化访问、商务实践等环节，短期内使国际学生能够掌握一定汉语技能；更多了解中国经济、商务文化背景下的国际商务运作；体验中国市场环境，提升中文工作环境下的业务实操能力。同时也将助力国内企业储备能有效感知并服务国际市场的人才团队，增进双方之间多元文化的相互理解，拓展国际视野。



# Project Objective

PART 02



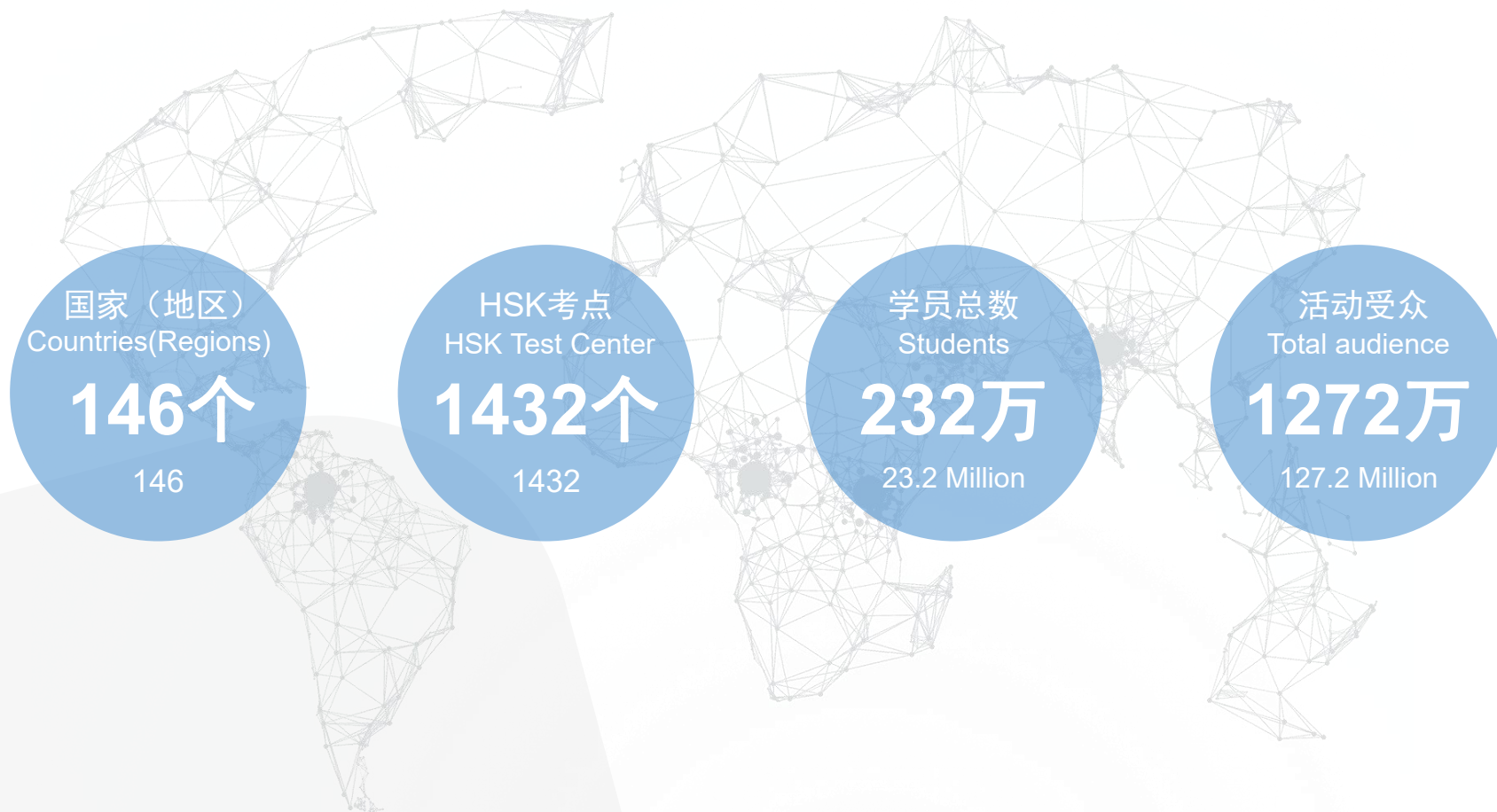
GIIP is initiated and fully supported and recognised by Chinese Testing International, the official state organization for worldwide Chinese language examinations.

It aims to enable international students to master certain Chinese skills in a short period of time through language learning, business practices and cultural visits; to learn more about international business operations in the context of China's economy and business culture; to experience the Chinese market environment as well as to improve their ability in business practices in the Chinese working environment.

At the same time, it will also help Chinese enterprises to effectively perceive and serve the talent team in the international market, enhance the mutual understanding of multiculturalism between the two sides, and expand their international perspective.

# 项目覆盖面 Project Serves

PART 02





# 项目特色

PART 02

## 沉浸式语言环境

全天候中文语言环境，科学分级、逐层进阶的课程设计，使国际学生最大程度身临汉语其境。还有机会拿到HSK考试证书，掌握多一门的语言技能，锻炼灵活的多语言思维与认知方式。

## China Trek

围绕“doing business in China”，让国际学生深入了解中国经济发展、营商环境变化、创新的商业模式，体验跨文化职场交流，企业实践、提升企业管理能力、项目实践经验、职场核心竞争力。

## 多元文化交流体验

在中国最国际化的城市之一上海深度感受当代中国人生活环境，在国际化的课堂、企业中，体会多元文化间的碰撞交流，提升个体跨文化能力。同时充分发挥自身语言优势和教育背景，获取成就感。

## 行业加速器

在真实的职场环境中，全方位立体地了解不同行业不同企业，掌握前沿的行业趋势。通过雇主角度了解企业文化及用人需求，并搭建优质的人脉资源。

# Project Features

## PART 02

### LANGUAGE IMMERSION

A perfect all-round Chinese language environment with scientific placement and step-by-step curriculum design to enable international students to maximise their studies. There is also the opportunity to obtain HSK test certificates, to master more language skills and to exercise flexible multilingual thinking and cognitive style.

### CHINA TREK

Centring on "doing business in China", international students will have an in-depth understanding of China's economic development, changes in the business environment, innovative business models, experience cross-cultural workplace exchange, business practice, sharpen business management ability, project experience, and job core competitiveness.

### MULTICULTURAL EXPERIENCE

Staying in Shanghai, one of the most international cities in China, students will have the opportunity to experience the living style of contemporary Chinese people. In an international classroom, they will also experience the collision and exchange of diverse cultures and improve their cross-cultural competence. At the same time, they can fully use their language advantages and educational background to gain a sense of accomplishment.

### INDUSTRY CONNECT

In the real workplace environment, international students will know variety of industries and enterprises comprehensively and three-dimensionally, and master the cutting-edge industry information and trends. Students will also understand the corporate culture and talent requirement from the perspective of employers, and establish high-quality career interpersonal relationship.

# 02

## 项目内容

### Program Content



# 项目模块

## PART 03

项目模块	
中文课程	提供科学分级的细分为十个层次的中文课程。
	复旦大学为HSK考试中心，有机会在校参加相应级别的HSK考试，检测该阶段学习成果（考试费需自费）。
China Trek	由普华永道提供的企业实训项目。 学生有机会在普华永道办公室实地接受资深咨询顾问的项目制教学。了解中国经济社会的最新变化、商业模式创新以及人才需求。 同时通过真实商业案例实训，掌握现代企业运营所需的各项硬核技能以及软性能力
	将不定期提供参与商务讲座、参访及文化体验等机会，学生可根据兴趣报名申请参与。
行业加速器/文化体验	通过不同企业的参访，深入了解不同行业不同企业的历史、文化、商业运作核心及企业未来战略方向。 通过圆桌论坛、大咖讲座，与知名企业的中高管近距离接触，探讨行业前沿趋势，各行业用人需求。 通过企业案例分析积累行业洞察，将所学运用在真实商业场景。 文化专题：国际学生体验中国文化的魅力。选择举办如书法、绘画、剪纸、中医中药、太极功夫等活动。

# Curriculum

## PART 03

### Curriculum

#### Chinese Course

Scientific placement tests to determine class level (10 Levels)

Fudan Univ. is an authorized HSK Test center. Students can take HSK examinations on campus to evaluate their language level after a certain period of study (Test fee on students own expenses)

#### China Trek

This enterprise training program provided by PricewaterhouseCoopers. Students have the opportunity to receive project-based instruction from senior consultant in the PwC office to understand the latest changes in China's economy, business model innovation and talent needs.

At the same time, through practical training of real business cases, students can master the hard and soft skills required by modern enterprise operation.

The opportunities to participate in workshops, company visits and cultural experiences will be provided from time to time. Students can apply for participation according to their interests.

#### Industry Connection & Cultural Experience

Through the visits of different enterprises, students will have an in-depth understanding of company history, culture, business operation core and future strategy in different industries.

Through roundtable forums and lectures, students will have close talk with executives of renowned enterprises to discuss the talent requirement and cutting-edge information and development trends in various industries.

Through business case study, students will accumulate industry insights and apply theoretical knowledge to real business scenarios.

Cultural Topics: International students experience the charm of Chinese culture. Choose to hold such as calligraphy, painting, paper cutting, traditional Chinese medicine, tai chi Kung fu and other activities.



# China Trek 课程模块

## PART 03

### 课程模块

#### 商业初探

- 站在企业经营者的角度，对市场、竞争者、客户等多重维度进行考量
- 了解如何获得投资，不同融资渠道的风险和成本，如何分配资金
- 购买原材料、销售产品、回收款项等经营活动，并反映在财务报告中
- 学习财务管理，从财务报告中分析出企业的商业模式、经营状况和可能的业务风险

#### 商业智慧

- 掌握行业分析技巧以及形成对7大行业的初步判断
- 理解企业的商业价值和商业模式，培养商业思维
- 了解财务舞弊的定义、产生原因及影响，熟悉财务舞弊的手段与信号
- 了解财务战略的基本概念和类型，在商业分析、战略分析中，学会如何融合财务战略
- 掌握一家成功企业制定战略的流程以及背后的底层逻辑
- 了解市场的定义，如何进行市场定位以及掌握市场分析方法

#### 商业领导力

- 掌握不同商务场景中沟通的技巧与艺术
- 自信地使用非语言技巧讲故事
- 使用结构，内容和视觉辅助工具来增加获得所需结果的机会
- 掌握即兴演讲技巧
- 解决职场性格测试以及对自我的定位

#### 实案咨询

- 熟练掌握商业分析和研究方法论
- 掌握如何使用议题树迅速找到解决客户问题的思路和方案
- 掌握运用Storyboard的方式提高报告编制水平与效率，将Storyboard方式应用于实践
- 学员通过小组合作完成一个实案咨询项目并进行经营分析汇报

# China Trek Course Module

## PART 03

### Course Module

#### Business Discovery

- As a enterprise operator, learn multi-dimensional analysis of the market, competitors, customers, etc.
- Know how to get investment, the risks and costs of different channels for investment, how to allocate funds
- Experience business operation process such as purchasing raw materials, selling products, recovering funds, etc. and writing the financial reports
- Learn financial management and how to analysis the business model, state of operation and potential business risks from financial reports

#### Business Intelligence

- Master the industry analysis skills and form the initial judgment for main seven industries
- Understand the business value and business model and develop business thinking
- Know the definition, causes and effects of financial fraud, and be familiar with the means and signals of financial fraud
- Know the basic concepts and types of financial strategy, learn how to integrate financial strategy
- Understand the process and underlying logic behind the strategy of a successful company
- Understand the definition of the market, how to positions in the market and master market analysis methods

#### Business Leadership

- Master the skills and art of communication in different business scenarios
- Tell stories confidently by using non-verbal techniques
- Use structure, content and visual AIDS to increase the chances of getting the results you want
- Master impromptu speech skill
- Complete career personality test and seek the self-orientation

#### Case Study

- Master business analysis and research methodology
- Master how to use issue trees to quickly find solutions to clients' problems
- Master how to use Storyboard to improve the quality and efficiency of report, and apply Storyboard to business case
- Complete a consulting project and business operation analysis report presentation in group

# 申请流程

## 如何申请： PART 03

1. 登录GIIP项目官方网站 <http://giip.chinesetest.cn> 浏览项目介绍→下载项目手册与简历模版→根据模版填写简历后发送至邮箱[giip@fudan.edu.cn](mailto:giip@fudan.edu.cn)提交申请。
2. 申请通过初筛后，GIIP项目组将通过邮箱（[giip@fudan.edu.cn](mailto:giip@fudan.edu.cn)）与申请人联系，引导申请人完成复旦大学网申系统的注册报名流程。（网申系统网址：<http://istudent.fudan.edu.cn/apply>）申请人需将申请编号及报名费付费截图，邮件发送给GIIP项目组。
3. 确认申请人的复旦大学网上申请提交成功后，GIIP项目组向申请人邮件发送《HSK国际青年创新实训计划 (GIIP) 服务协议》，申请人需打印签字后发送给项目组。
4. 申请人完成签订并经GIIP项目组确认后，需按通知将项目费通过银行汇款至指定账户，并将汇款凭证发送至[giip@fudan.edu.cn](mailto:giip@fudan.edu.cn)。
5. 收到付款凭证后，项目组将向申请人邮寄录取通知书纸质材料，申请人收到材料后自行办理来华签证，来华后根据后续录取通知书指定日期至复旦大学报到，开启GIIP项目。

- 申请人须保证身心健康且无犯罪记录，适合来华留学。
- 请务必认真填写《录取通知书》接收地址，申请完成后，不得更改地址。
- 相关签证及签注办理以中国出入境管理部门的规定为准。如遇相关规定调整等不可控因素，导致相关签证及签注无法办理，学校不承担责任。

# Application Procedure

## PART 03

### How to Apply:

1. Visit the GIIP website at <http://giip.chinesetest.cn> to view the project description → download the project brochure and CV template → fill in your CV according to the template and send it to [giip@fudan.edu.cn](mailto:giip@fudan.edu.cn) to submit your application.
  2. For applicants who pass the screening process, the GIIP program team will contact them via email ([giip@fudan.edu.cn](mailto:giip@fudan.edu.cn)) and guide them through the registration process of the Fudan University online application system. (Online application system website: <http://istudent.fudan.edu.cn/apply>) Applicants should send their application number and a screenshot of the application fee payment to the GIIP program team by email.
  3. After confirming the successful submission of the applicant's Fudan University online application, the GIIP program team will send the Service Agreement to the applicant by email, which the applicant must print and sign and send to the program team.
  4. After the applicant has signed and confirmed by the GIIP program team, the applicant should remit the program fee to the designated account via bank transfer as notified and send the remittance voucher to [giip@fudan.edu.cn](mailto:giip@fudan.edu.cn).
  5. Upon receipt of the payment voucher, the project team will mail **the paper copy of the acceptance letter to the applicant**. Upon receipt of the documents, the applicant will apply for a visa to China on his/her own and report to Fudan University on the date specified in the subsequent acceptance letter to start the GIIP programme.
- The general state of the applicant's health should be good enough for him/her to pursue the course of study at Fudan University.
  - Please take extra care in filling in the address where you would like to receive your Admission Notice. Once you have completed the application process, it will not be possible to change this address.
  - Relevant visas and remarks for internship will be subject to the provisions of the Exit-Entry Administration Bureau. Fudan shall not be responsible for losses resulting from the failure to get visas or remarks for internship if the failure is attributable to force majeure, such as change of provisions and regulations of relevant authorities, which are beyond the reasonable control of Fudan University.



# 项目申请

PART 03



## 学制

一学期 每年2月/9月入学。每学期约18周。

2024年春季入学：2024年2月-2024年6月（一学期）

## 申请时间

春季入学申请：10月7号开始申请；12月10日前完成申请费支付并提交完整申请材料。

秋季入学申请：3月开始申请；6月10日前完成申请费支付并提交完整申请材料。

## 申请材料

- 在线填写相关信息表单；
- 学习期间有效的普通护照复印件（个人信息页）1份；
- 个人陈述（简历），内容包括：教育背景（学校及专业等）、语言能力、实习或工作经验等）。

★必要时，学校会要求申请人提交补充材料。



# Application

## PART 03



### Study Period

Ranges from half-year (one semester). Two enrolling opportunities in Feb and Sept each year. About 18 weeks for each semester.

2024 Spring Semester Intake :  
February 2024 - June 2024 (one semester)

### Application Period

Spring semester: application starts Oct.7th, deadline December 10th  
Autumn semester: application starts March, deadline June 10th

### Required Materials

- Fill out the online information form
- One Regular Passport photocopy (personal information page – passport validity must be adequate for study).
- Personal statement (Resume or CV) including education background (major, school names etc. ), language ability, internship or working experience, business idea or business plan, etc.

★ If necessary, University will require applicants to submit additional materials.

The background of the slide is a photograph of a business meeting. On the left, a woman with glasses and curly hair is shaking hands with a man in a suit. In the center, another man in a suit is smiling. On the right, a man in a blue suit and striped tie is leaning over a desk, smiling at a woman in a light blue blazer. The image is partially covered by a blue overlay on the left side where the text is located.

03

合作伙伴

Project Partners

# 合作单位 Project Partners

## PART 04

### 主办单位 Organizer



汉考国际

### 承办单位 Host



复旦大学

国际文化交流学院  
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普华永道

### 合作伙伴 Partners



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