



2023 Master of Business Administration (MBA)

Emerging Markets Institute (EMI)

Beijing Normal University

February, 2023

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Emerging Markets Institute

Along with China's rapid economic growth and its fast integration into the global economic system, the rise of emerging market countries as a group, and the increasingly deepened South-South cooperation, Beijing Normal University established Emerging Markets Institute in 2011.

Emerging Markets Institute adheres to the motto of "walking with the times", taking into account of the overall situation of national development, actively responds to the needs of constructing the Belt and Road, and vigorously trains economic and management elites for the Belt and Road countries. The Institute aims to promote the cooperation between China and other developing countries, and the long-term and sustainable development. It shall make its own contribution to promoting a more prosperous global economy and a more secure world, and shed new light on the development theory and development policy in a new era of innovation.

Degree Programs Sponsored by Ministry of Commerce PRC

Degree Programs sponsored by the Ministry of Commerce of People's Republic of China has been established in 2008, with the financial support of China's international human resource cooperation with developing countries, are designed to train high-level business officials and management elites for the cooperating countries. The Degree Programs offering one-year and two-year master programs as well as three-year doctoral programs for the purpose of educating high-end and inter-disciplinary talent working in the applied fields of government, trade, foreign affairs, agriculture, technology, education, culture and health, building intellectual capacity and facilitating the economic and social development of the cooperating countries. These programs provide assistance to governmental officials, research fellows, and senior managerial personnel on their master and doctor education in China, which are fully conducted in English. Admission requirements include a bachelor's degree, relevant working experiences, and decent physical conditions, essential for the high-compact curriculum needed for the degrees.

As for the positive effects and good results brought by these programs in strengthening economic ties and friendship between China and the cooperating countries, the Ministry of Commerce of People's Republic of China will continuously intensify its efforts in enlarging the enrollment scale and improving the quality of education. We believe that by attending the programs and achieving the degrees, you will embrace a successful career and brighter future.

The Master of Business Administration (MBA) program is a one-year, all-English-taught program organized by the Emerging Markets Institute of Beijing Normal University. It is also a special program for China's international human resource cooperation degree program by the Ministry of Commerce. This program is designed for economic management talents from developing countries. The aim is to enhance students' ability to apply economic management theory and economic research methods, and to deepen the students' understandings of the models of economic development and the practices of economic policy in the international

economic system, especially in emerging market countries and the Belt and Road countries. The program also aims at strengthening economic exchanges and cooperation between developing countries and China, and promoting the joint construction of Belt and Road.

The Master of Business Administration (MBA) program plans to select 45 students from developing countries in 2023. In order to ensure the teaching quality, Emerging Markets Institute has selected professors with a wealth of experience in teaching and researching. Each professor has a deep understanding of emerging markets countries and is familiar with China's development experience. Most of the professors have educational background and teaching experience in world-class universities such as Harvard University, University of Chicago, University of Cambridge, University of Essex, University of Cologne, Frankfurt School of Finance and Management, University of Erfurt, and Radboud University.

Beijing Normal University

Beijing Normal University (BNU), directly subordinate to the administration of Ministry of Education, is a comprehensive and research-oriented key university renowned for teacher education. As the founder of Chinese modern higher education, BNU has a more than 110 years history and profound cultural heritage. BNU ranks at the top of Chinese Colleges and Universities in terms of its disciplinary superiority.

BNU promotes broad international cooperation and exchange, having signed cooperative agreements with nearly five hundred universities and research institutes from more than thirty nations and regions. BNU also exchange students through cooperative programs with over one hundred universities from various countries and regions, including the United States, the UK, Germany, Japan, South Korea, Swiss, Spain, Canada, Hong Kong and Macao. Moreover, BNU has co-founded 5 Confucius Institutes, with the University of Manchester (UK), the Tufts University (US), Dawson University (Canada), University of Macerata (Italy) and the College of William and Mary (US).

Living Environment Introduction

Beijing Normal University is located in Beijing. Beijing belongs to the warm temperate zone continental monsoon climate, four seasons, dry and windy spring, hot summer and rainy, cool quickly in the fall, winter cold and less snow.

Seasonal Temperature and Dressing Index in Beijing

Season	Average Temperature	Dressing Index
Spring	1°C-12°C	L6-L7, Dressing suggestions: shirt, sweater, coat, etc.
Summer	18°C-31°C	L1-L2, Dressing suggestions: shorts, etc.
Autumn	15°C-25°C	L3-L6, Dressing suggestions: wind coat, sweater, coat, etc.

Winter	-5°C-5°C	L7-L8, Dressing suggestions: cotton-padded clothes, down coat, etc.
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Meals in the university will cost about 20-30 Yuan/ per day. City bus ticket price starts at 1 Yuan and subway ticket price starts from 3 Yuan with Beijing Municipal Administration and Communication Card.

Beijing Normal University will provide single-bedroom apartments for MBA students in the G district of BNU Changping Campus. The dormitory provides campus network/ WIFI services (60 Yuan/ per month). Each room is equipped with private bathroom, single bed, beddings, TV, air conditioner, fridge, etc. Halal canteen is offered in the university.

I. Program Description

1. Prospective Students

Officials of the division level and above, senior managers of enterprises, or researchers in relevant fields from universities and research institutes.

2. Program Objective

The main objective of the MBA program is to address the need for economic reform, restructuring and development in developing countries by:

- (1) Training senior officials in business administration and economic policy analysis;
- (2) Promoting economic development and cooperation in trade and investment among developing countries;
- (3) Enhancing the trainees' understanding of China and its economic development, and promoting economic cooperation between China and developing countries.

3. Enrollment Plan

In 2023 we plan to enroll 45 students in our master program with a concentration on national development.

II. Education Plan

1. Teaching methods

All courses are taught in English (except Basic Chinese). Teaching will consist of lectures, group discussions, case studies and field surveys, among other methods.

2. Major areas

- Economic development models, strategies and policies in developing countries
- Finance, trade and investment in developing countries
- Industrial development in developing countries
- Opportunities and challenges of economic development in emerging markets
- Regional economic development and cooperation among developing countries

3. Courses

Courses	Hours	Credits	Semesters
Principles of Management	32	2	Fall
International Trade & Investment	32	2	Fall
Managerial Economics	48	3	Fall
Business Data Analysis	32	2	Fall
Introduction to Development Economics	16	1	Spring
Development Finance	32	2	Fall
Methodology of Thesis Writing	32	2	Fall
Political Economy of the Eurasian Economic Union	16	1	Fall
Basic Chinese I	32	2	Fall
China Social Economic Survey	32	2	Spring/Fall
Leadership	32	2	Spring
China Economy & Transition	32	2	Autumn
Practicum Management	32	2	Spring/ Fall
General Introduction to China	32	2	Spring
Economy of Emerging Markets (Economy and Development of Latin America, Economy of Africa, Economy of Asia)	48	3	Spring/Fall
Basic Chinese II	32	2	Spring

Thesis			Spring
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4. Course Description (Subject to slight changes)

Principles of Management

Teaching Methods: Lectures, enterprise tour

The main purpose of the course is to enable you to think like a manager and to provide you with the basic information you need to be successful as a manager. You will learn the functions of management, the tools that managers use, and key concepts, theories, practices, debates and problems in the study of management.

Learn key concepts and theories in management; Develop skills in applying those concepts and theories to understand various management processes; Get hands-on practice with a number of critical skills such as case discussion and experiential exercises; Learn and improve various skills that may assist you behave effectively in organizations, including critical thinking and interpersonal skills.

International Trade & Investment

Teaching Methods: Lectures, assignments

This course provides an introduction to the global trade and investment liberalisation. The main topics in this course include the basics of international trade and foreign direct investment theories, the principles and functions of the WTO, the WTO Agreements and their effects on world trade, including the General Agreement on Tariffs and Trade (GATT), the General Agreement on Trade in Services (GATS), and the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), the causes of foreign direct investment, cross-border mergers and acquisition, the impacts of foreign direct investment on host country's domestic economy, and national government policies towards foreign direct investment. The course will examine the issues facing the global trade and investment liberalisation with a particular emphasis on China.

Managerial Economics

Teaching Methods: Lectures, presentation, assignments

Understand why managerial economics relies on microeconomics and industrial organization to analyze business practices and design business strategies. Explain the difference between economic and accounting profit and relate economic profit to the value of the firm. Discuss problems arising from separation of ownership and control in businesses and suggest some corporate control mechanisms to address these problems. Explain the difference between price-taking and price-setting firms and discuss the characteristics of the four market structures.

Business Data Analysis

Teaching Methods: Lectures, practical operation, assignments

Business Data Analysis introduces students to basic concepts of statistics, and intermediate to advanced statistical analysis with applications in business and economics. Multiple regression will be emphasized in the course. The objective of the course is for students to learn how to analyze real world data with appropriate statistical methods and relevant computer software. The mathematics of statistical methods will be introduced only as needed and will not be a central focus.

Introduction to Development Economics

Teaching Methods: Lectures, case study, assignments

This course is an introduction to the analysis of core issues in economic development. It is an applied course that tackles major real work problems faced by policy makers in developing countries. The course combines description and analysis with an emphasis on the elaboration of simple and useful theoretical models for an understanding of the issues that comprise the subject of development economics. Its aim is to provide students with some foundational analytic tools for addressing core problems associated with economic development today while drawing on some actual experiences from developing economies.

Development Finance

Teaching Methods: Lectures, assignments

The course “Development finance” covers some important topics in financial economics. These topics include a number of classical issues in financial economics, for example, portfolio selection, the cost of capital, information economics, and derivative markets, etc. This course will try to obtain a balance between theories and empirical works.

Methodology of Thesis Writing

Teaching Methods: Lectures, case study, assignments

To prepare students for the dissertation part of the degree.

To provide students with an in-depth understanding of qualitative and quantitative methods.

To develop students’ research planning skills.

To provide students with knowledge of the types of data available and appropriate data collection methods.

To develop effective research design skills.

Political Economy of the Eurasian Economic Union

Teaching Methods: Lectures, case study, assignments

The lectures under the title “Political Economy of the Eurasian Economic Union” are aiming at informing the students on the development of the Eurasian Economic Union (EAEU), with an emphasis to its linking with the Belt and Road Initiative.

Basic Chinese I、 II

Teaching Methods: Lectures, conversation practice, presentation

This course is suitable for foreign students who studying in China and have no Chinese language background and preliminary vocabulary. This teaching material is compulsory course for all non-native Chinese students to improve their oral Chinese communication ability. It can be used for teaching and also be used for self-studying.

The course introduces the rules of Chinese phonetic symbols and Chinese character strokes. The course will be taught in two semesters. In the first semester, students will learn basic Chinese characters and spellings. Based on the first part of the course, students will learn basic daily dialogue and learn basic Chinese writing in the second semester.

China Social Economic Survey

Teaching Methods: Field trips, case study, assignments

Combined with the courses of China Economy & Transition, International Trade & Investment and Methodology of Thesis Writing, students will visit typical villages, cities and enterprises in China. The course aims to lead students to have a better understanding of the related theories they learnt in class and Chinese development mode by social economic surveys. The course also helps students to compare the development situation in China with their countries' and provide thesis materials.

Leadership

Teaching Methods: Lectures, case study, assignments

Leadership is both a research area and a practical skill encompassing the ability of an individual or organization to "lead" or guide other individuals, teams, or entire organizations. The course introduces the historical views, different faction theories of leadership, leadership emergence and leadership styles.

China Economy & Transition

Teaching Methods: Lectures, case study, assignments

The course combines the historical development and situation of China's economy, systematically introduces the experience of China's economic transformation. In a setting of Chinese economic history and geography, the course mainly introduces the problems and the solutions during the process of China's reform and opening up. The course leads students to research the differences of development process between China and other developing countries which helps students to learn different industries transformation process and gives enlightenments to their own countries' development.

Practicum Management

Teaching Methods: Lectures, case study, assignments

Successful businessmen and researchers who work in the front-line in China will be invited to introduce practicum management of China business and the experience and development opportunities of China business. The lectures focus on the topics such as marketing, promoting, financing, researching and social responsibility.

General Introduction to China

Teaching Methods: Lectures, seminars, assignments

This course will survey the political development in contemporary China. Major themes of the course include China's path to Communism, political institutions and processes, opportunities and challenges to its political development, and China's changing relations with the world. Students will become familiar with the topics widely studied by scholars of Chinese politics such as state-society relations, central-local relations, political participation, nationalism, policymaking, foreign policy, etc. The main objective of the course is for students to obtain in-depth knowledge on Chinese politics and to develop theoretical thinking to explain and analyze the political development in contemporary China.

Economy of Emerging Markets (Economy of Latin America, Economy of Asia, Economy of Africa;)

Teaching Methods: Lectures, case study, presentation, assignments

The course consists of three parts: Economy of Asia, Economy of Africa, Economy of Latin America. The course introduces the economic development, industrial structure Intra regional integration in emerging markets including Asia, Africa and Latin America. The course also leads the students to research experience of economy development and what they can learn from the successful or failed experience.

5. Faculty Members

The program is equipped with a world-class faculty, with a core team of internationally renowned university professors, experts and academics, former dignitaries from many governments, international financial leaders and global business executives. Each professor has a deep understanding of emerging market countries and is familiar with China's development experience. Most of the professors have educational background and teaching experience in world-class universities such as Harvard University, University of Chicago, University of Cambridge, University of Essex, University of Cologne, Frankfurt School of Finance and Management, University of Erfurt, and Radboud University, etc. Some faculty members used to work in senior positions in the World Bank, Asian Development Bank, International Monetary Fund, Development Bank of Latin America, and other important international organizations. They all have rich experience with cross-national studies, teaching in English, and international practice. The Institute also invites former political leaders from countries along the Belt and Road as distinguished professors, such as the former Prime Minister of the Kyrgyz Republic, Djoomart Otorbaev, former Prime Minister of Bosnia and Herzegovina Zlatko Lagumdžija, and former Deputy Prime Minister of Poland Grzegorz W. Kolodko.

6. Graduation Application

When a student has completed all of the credits with passing grades and passes the thesis defense, he/she can apply to graduate with the approval of the student's advisory committee.

7. Master's Thesis

A master's thesis should be completed independently with the topic which should make some contributions to theory or practical application. A thesis should present the original arguments on the selected research topic with sound theoretical base and reliable data, and should be well-organized. A student is permitted to have the thesis defense after the thesis passes the plagiarism check and is submitted to the committee.

A student will be awarded a master's degree after one's thesis passes the thesis defense committee and a series of reviews by the University.

(Graduation thesis, degree awards, and other issues are detailed in the Part I Degree and Education Management of the Beijing Normal University Graduate Handbook)

8. Academic Year Schedule Plan

Registration: September 2023;

Graduation: Late June, 2024.

III. Scholarship

Scholarship Coverage

- 1) Tuition, textbooks, travel trips, English teaching fee, guidance of thesis writing;
- 2) On-campus accommodation;
- 3) Monthly Stipend (3000RMB/Month);
- 4) Medical insurance;
- 5) One-time round-trip international air tickets.

The Chinese Ministry of Commerce will provide "Chinese Government Scholarships" to admitted students from developing countries. These scholarships cover both tuition and living expenses. They also include a round-trip international airfare for all the students, and a maximum of 2 round-trip international airfares for home visits applicable only to doctoral students (one time per year set at the end of an academic year). In terms of living expenses, it is 3000RMB/month for the master program. There is also a settlement allowance of 3000RMB/person. The Chinese Ministry of Commerce will only provide scholarship during one academic year. Students who delay the graduation would not get continued scholarship.

Note: The method of granting scholarships is subject to the notice of the Ministry of Commerce.

IV. Application

1. Requirements

(1) Applicants should be recommended by the Chinese Embassy in your country and get the official recommendation letter.

(2) Applicants should be in compliance with the laws and regulations of the People's Republic of China (PRC) and the rules of Beijing Normal University, and show proper respect for Chinese customs;

(3) Applicants should be of non-Chinese nationality from any developing country, holding a regular valid foreign passport (at least valid until September 30, 2024); and be under the age of 45; Service passport/Diplomatic passport is not acceptable.

(4) Be healthy, capable of studying, and not carrying diseases which are classified as "prohibited entry into China" under Chinese laws and regulations. Applicants with infectious disease and severe disability, in major operation recovery period are not suggested to apply the program. Pregnant applicants will not be admitted by this program. Students who get pregnant during their studies will be dropped out of the program.

(5) Hold a Bachelor's degree or above, and have at least three years of work experience.

(6) Priority will be given to applicants with educational background or work experience in relevant fields of this program.

(7) Applicants from non-English speaking countries should submit proof of English language proficiency (Have new TOEFL score no less than 80, or IELTS no less than 6.0). Please refer to the specific English proficiency requirements of each major taught in English:

There is no need to submit proof of English proficiency such as IELTS or TOEFL in the following two cases:

- a. Received their last degree from English-speaking countries, and the language of instruction and assessment was in English;
- b. The last degree program was fully taught in English, and a certificate of completion issued by the university needs to be submitted.

(8) Be government officials with rank of division chief, department directors or above, or senior level-managers or equivalent or above in various institutes and enterprises, or professionals from research institutes and universities. Priority will be given to applicants with leadership experience; and priority will be given to applicants with leadership experience.

(9) Applicants should demonstrate the potential of career development in this field with a will of promoting exchanges and cooperation between their home countries and China.

(10) Applicants who have already studied in China or have been awarded other Chinese government scholarships may not apply.

2. Procedures

Step 1 BNU MBA Program Application: Applicants are required to send an email to emiad@bnu.edu.cn as soon as possible to get instruction of personal information collection.

Step 2 Scholarship Application: Visit <http://studyinchina.csc.edu.cn/#/login>, create an account and choose **Type B** to apply for our program (MOFCOM Scholarship).

Program Category: **Type B**

Institute No. of Beijing Normal University: **10027**

Major: **“Management” & “Business Administration”**

Program duration: **1 year**

Finally, the application form for the Chinese Government Scholarship is formed, please print it out then paste your photo of profile, your name should be hand-signed on it. The generated CSC serial number will be used for filling 201 Visa form.

3. Materials

Please carefully read the following information and prepare the application materials as required. If the application materials are incomplete, the application will not be processed.

Application materials		Requirements
1	Beijing Normal University Application Form for International Students (Application for BNU MBA Program)	Applicants are required to send an email to emiad@bnu.edu.cn as soon as possible to get instruction of personal information collection. Print and sign BNU Application form with your name and clear date. Please be sure to fill accurate full name, passport number, date of birth and effective contact information. The applicant is responsible for the inability of admission, visa problems, etc. due to the applicant's own errors in filling in information.
2	Application form for MOFCOM Scholarship (Application for scholarship)	Fill in all information online, print out a paper version of the form, then sign and date it. Attach a clear passport photo to the form. Please be sure to fill accurate full name, passport number, date of birth and effective contact information. The applicant is responsible for the inability of admission, visa problems, etc. due to the applicant's own errors in filling in information.
3	Transcript and Highest Academic Certificate	Must provide official transcripts, graduation certificate or degree certificate of your undergraduate program. The documents must be original or authenticated/notarized copies, either in Chinese or English (Chinese or English notarized translations are required for other languages). Diploma will not be accepted. Transcripts should fully cover the study period of study certificates.

4	Personal Statement	The applicant's signature must be consistent with the signature of the passport. Personal Statement Form Link: https://admission-is.bnu.edu.cn/docs/20221120145958057389.doc
5	CV /Resume	
6	Academic Recommendation Letters	Two recommendation letters in Chinese or English from two associate professors or scholars with higher academic titles, or a senior expert in a related field. (There is no specified format for the recommendation letters, please specify the name of the referee and contact information, all letters must be signed by the referee). Recommendation letters should be organized in one PDF document.
7	English Proficiency Certificate	Applicants from non-English speaking countries should submit proof of English language proficiency (Have new TOEFL score no less than 80, or IELTS no less than 6.0). Please refer to the specific English proficiency requirements of each major taught in English: There is no need to submit proof of English proficiency such as IELTS or TOEFL in the following two cases: Received their last degree from English-speaking countries, and the language of instruction and assessment was in English; The last degree program was fully taught in English, and a certificate of completion issued by the university needs to be submitted.
8	Copies of valid regular passport	Must be valid till September 30, 2024. The passport you hold at the time of entry to China and matriculation must be the same as these photocopies. Service passport/Diplomatic passport is not acceptable. The applicant is responsible for the inability of admission, visa programs, etc. due to the invalid passport provided by the applicant.
9	Photos	Recent digital clear full-face bust bareheaded photo with white/blue background should be prepared and at least 2 hard copies should be with applicants when they come to China in case of needs.
10	Foreigner Physical Examination Form	This form is uniformly printed by the Chinese health and quarantine department. Please download it from the CSC website (http://www.campuschina.org) and fill it in English. The medical examination must cover all the items listed in the Foreigner Physical Examination Form; Incomplete records or those without the signature of the attending physician, the official stamp of the hospital or a sealed photograph of the applicants are invalid; Please choose the appropriate time to take medical examination as it is valid for only 6 months; The form should be qualified for China X1 visa application.
11	Original Statement of Guarantee.	This form must be signed by the guarantor, and the signature must be consistent with the signature of the passport. Statement of Guarantee Form Link: https://admission-is.bnu.edu.cn/docs/20201112170559943190.doc
12	Non-criminal	It should be issued by the public security agency where the applicant is

	certificate	located, and there is no fixed template.
13	Other materials	The original or photocopy of published academic papers, patents or other research results are acceptable.

NOTE: The original application materials must be provided in English or Chinese. If you cannot provide the original materials, you must provide notarized copies, translate into English or Chinese. None of the application materials will be returned.

4. Submission

1>How to mail hard copy documents:

All hard copy documents must be posted to the Admissions Office of the Academic Affairs Department of Beijing Normal University for review. Those who fail the review of the paper materials will not be admitted. If the originals of important application materials such as "Graduation Certificate", "Degree Certificate", "Transcript", and "Language Proficiency Certificate" cannot be provided, the original notarized and certified materials of the corresponding documents shall be attached. Regardless of the result of the application, all application materials will not be returned.

Postal address:

Admission Office, Provost's Office and Academic Affairs, Beijing Normal University
A103, Main Building, No. 19 Xijiekouwai Street, Haidian District, Beijing, China
Postcode: 100875
Telephone: 0086-10-58802944

2>Applicants can apply for the scholarship program after obtaining the approval and recommendation from the relevant governmental departments of their home countries, and submit the materials according to the specific requirements of the relevant departments of their home countries;

3>If the applicant's government allows one to submit the materials directly to the Chinese embassy, the student must submit the relevant approval letter or letters of recommendation for studying in China (original and scanned ones) to the corresponding Economic and Commercial Counselor's Office of Chinese Embassy, both original and scanned documents; The contact information of each Chinese Ministry of Commerce can be found via <http://www.china-aibo.cn/>.

4> Above-mentioned materials should be submitted to Chinese Ministry of Commerce in your country to apply for the recommendation letter. Please also remark whether you accept similar major transferring to other universities and other requests.

Notes:

★ Incomplete applications will not be processed.

★ All submitted materials should be written in English or Chinese (printed). If the submitted documents contain non-English or Chinese written (printed), certified English or Chinese translations should be provided.

★ The University keeps the right to require additional materials from the applicants.

★ Application materials are non-refundable and will not be returned, regardless of whether the applicant is admitted by the University.

★ The applicant shall guarantee that the application information and application materials provided are true and accurate. Once the admissions unit verifies that the information is not true, the applicant will be denied admission or the admission qualification will be cancelled. Those who have been enrolled will have their student status cancelled. Original application documents will be re-checked in registration.

5. Deadlines

Application submission: Before June 6, 2023.

Late application will not be processed.

6. Eligibility

Admission Office, Provost's Office and Academic Affairs of BNU, BNU International Students Office and Emerging Markets Institute of BNU will check the eligibility of the applicants according to relevant regulations.

7. Registration/Orientation

Beginning of September 2023.

Admitted students must finish admission and registration procedures in strict accordance with the time specified in the admission notice.

V. Contact

Emerging Markets Institute Students Office (EMISO)

Phone: +86-10-58806568

E-mail: emiad@bnu.edu.cn

Address: Room 207, Jing Shi Xue Tang
Beijing Normal University
No 19, XinJieKouWai Street
Beijing, China 100875

Working Time: Monday-Friday (except public holidays)

Time: 9:00-12:00, 14:00-17:30 (Beijing Standard Time)

Other Instructions

1. All the application materials will not be returned whether the applicant is accepted or not.
2. No explanation from Chinese government and the university whether the applicant is accepted or not.
3. No accompanying family members will be allowed. Chinese government will not afford the expenses caused by students inviting spouse/children /relatives/friends to China.
4. The procedures and other requirements of studying in China will be stated in admission materials.
5. Admitted students should obey all the rules of preventing covid-19 in China.