



INNOVATION & ENTREPRENEURSHIP IN INTERCULTURAL ENVIRONMENTS MASTER-LEVEL UNIVERSITY DIPLOMA PROGRAM



UTSEUS
上海大学中欧工程技术学院
Université de technologie
sino-européenne de Shanghai



上海大学
Shanghai University



universités de technologie
Belfort-Montbéliard Compiègne Troyes



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MESSAGE FROM UTSEUS LEADERSHIP

“ Since its establishment in 2005, the Sino-European School of Technology of Shanghai (UTSEUS) has become, a significant achievement of Sino-French collaboration in science and engineering higher education, thanks to the fruitful mix of Chinese and French advantages in professional training.

UTSEUS aims to enhance the coalition among education, research and industry. This triptych has always played the essential role in trainings for Chinese and international students. The deep involvement of industrial experts into the pedagogy brings many benefits for students and the huge amount of investment from the French partner university makes the continuous improvement, innovation of teaching and research possible. Meanwhile, this complementarity ensures the high employment rate of UTSEUS students. Thus, we sincerely wish you, can join UTSEUS to build a desirable future with us. ”



LIU Wanyu

Dean of UTSEUS



Marc BONDIOU

French Dean of UTSEUS

“ **Bienvenue à tous!**

As the presence of the French universities of technology (UT) in Shanghai, within the framework of Shanghai University, UTSEUS is a wonderful opportunity to develop partnerships and programs designed for both international and Chinese students.

As a program fully dedicated to innovation and entrepreneurship, (IE)² is indeed opened to all kinds of participants, in the course of their studies to sense the real entrepreneurial eco-system or their willing to take opportunity of a short career break - one semester - in order to get benefits from the extraordinary conditions offered in Shanghai economic and technological environment. Mixing such students with different backgrounds - scientific and technological, but not only - is one of the keys to the success of (IE)² program.

We wish that you can be part of the next enrollment and take advantage of this experience to participate yourself to innovation and entrepreneurship wherever you will be, in a near future. ”



The city of Shanghai,



The **largest city** in China by population (24 million) and GDP (384 billion euros in 2017)



The city with the **finest public security index** in China



The **leading post** of **front-line science** and **high-end manufacturing**



The **most international** city in China



The **best commercial city in China** by Forbes



Ranked **5th** in the 2018 edition of the Global Financial Centres Index



Ranked as **Alpha+ city** in 2018 by Globalization and World Cities Research Network



the *Magical Metropolis*



Located on the middle of the coast line of China, right besides the Yang-tze River Delta, being the gateway to the Lower Yang-tze Reaches Plain, Shanghai is the leading post of its vast economic hinter-land, which is the most prosperous area in China.



Shanghai



上海大学
Shanghai University

In the Name of the City

Shanghai University (see also SHU) is a member university of the Project 211 (a project of National Key University and Colleges), co-sponsored by the Ministry of Education and Shanghai Municipality, and it is also a research and comprehensive university. The university has witnessed continuous progress and advancement, having a clear and vibrant educational mission, with far-sighted objective to cultivate talents with all-around development, global perspectives and creative awareness.

Immersed in the distinguished heritage and pioneering track record in a leading, global city, Shanghai University is not just situated in the heart of Shanghai, but also inherited the name of the city. We combined educational achievement with forward-looking courses, attuned to the latest city developments in science, technology and culture.

Vision

SHU is willing to build a highly effective platform for “Developing Talents with Global Vision, Citizenship Consciousness, Humanity Mindset, Innovative Spirit and Practical Ability” to meet future challenges. SHU is pursuing standards set by the first-class universities in the world while realizing the university’s core values.

Strategic Goal

Through contributing with technology and talent to China’s development, SHU aims to become a first-tier world-class comprehensive and research-oriented university along with global status and recognition of Shanghai city.



Shanghai University

Ranked by 



15th in Top Universities in China in 2018
1st in Top Under 50 Universities in China



Faculty: 2,900

Academicians: 6+7

Professors: 640

Associate Professors: 1062

International Faculty: 157



Students: 39,329

Undergraduates: 20,902

Postgraduates: 14,130

Associate Professors: 1062

International Students: 4,117



Academic Programs: 374

Undergraduate Programs: 71

Graduate Programs: 187

Doctoral Programs: 97

Post-doctoral Programs: 19



Sino-French Engineering



UTSEUS

上海大学中欧工程技术学院
Université de technologie
sino-européenne de Shanghai



Created in 2005, *Université de Technologie Sino-Européenne de l'Université de Shanghai (UTSEUS)*, is a Sino-European joint school of technology based in Shanghai University with partners from France. UTSEUS now trains 1,400 Chinese and European students to world-class engineering in a comprehensive and multicultural environment, always regards the internationalization as one of the key strategies for development.

UTSEUS gathers researchers, professors and experts in cutting-edge. Also, many academic, industrial and media partners have already joined UTSEUS to share projects.

Situated in Shanghai University Baoshan campus east zone, surrounded by three stations of Shanghai Metro Line 7, UTSEUS is just about 30 minutes' drive or subway to downtown Shanghai.

Joint School





INNOVATION & ENTREPRENEURSHIP IN INTERCULTURAL ENVIRONMENTS

The Innovation & Entrepreneurship in Intercultural Environments diploma program is designed for students, young professionals and entrepreneurs from different backgrounds (engineering, human and social sciences, management, arts and design). It caters for open-minded individuals wishing to add an international dimension to their track record and to acquire knowledge, skills and mindset of entrepreneurship and intrapreneurship within the framework of a vivid ecosystem.

During 18 weeks, students enjoy a challenging experience based on the mix between cultures and disciplines. Students devote themselves into understanding and questioning "connected objects and cities" world, using technologies like IoT, and Data science, developing their entrepreneurial spirit by means of classes, hands-on projects, supervised by a dynamic team of teachers, entrepreneurs and researchers.

Created in **2015**

till now **5** semesters
have been on

73 students have
enrolled

with **50** lecturers,
Mentors

from **10** countries



ACADEMIC CURRICULUM & FACULTY

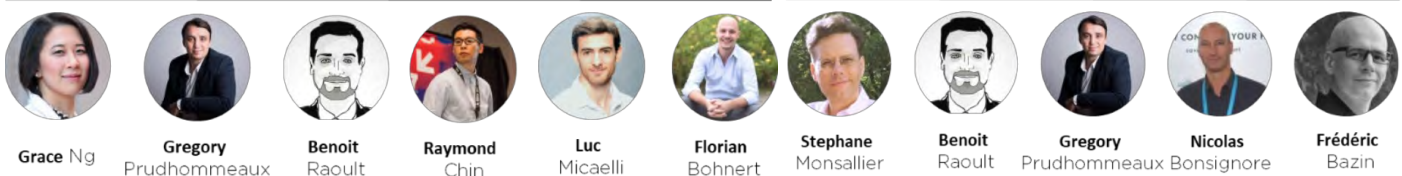
Curriculum for international candidates	
Compulsory Course	ECTS
Chinese Mandarin	6
Intercultural Communication & International Management	4
Entrepreneurship in China	6
IoT Prototyping	4
Data Science for market studies and IoT	4
Optional Course	ECTS
Agile Project Management	4
Understanding Modern China	3
Exploratory Data Analysis and Visualization	4
Machine Learning	4
Leadership and Presentation Skills	3
Technological Benchmarking and Breakthrough Innovations	2



Every candidate needs to attain at least 30 ECTS from the program to get diploma.

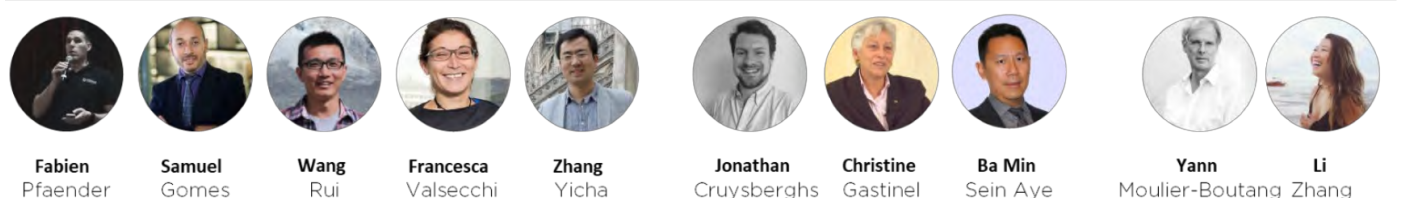


Entrepreneur Lecturers



Entrepreneur mentors

Researchers/Lecturers



COURSE SUMMARY



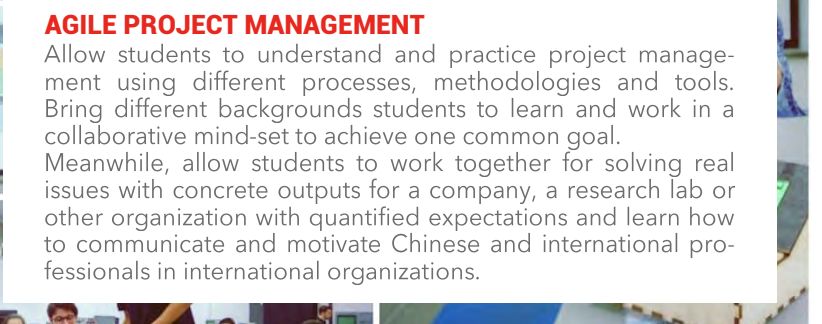
CHINESE MANDARIN

Chinese Mandarin course for international candidates enables students to master language syntax and structure, related cultural knowledge, reading and writing comprehension, gradually develop the ability to use the language flexibly and effectively for social and professional purpose.



AGILE PROJECT MANAGEMENT

Allow students to understand and practice project management using different processes, methodologies and tools. Bring different backgrounds students to learn and work in a collaborative mind-set to achieve one common goal. Meanwhile, allow students to work together for solving real issues with concrete outputs for a company, a research lab or other organization with quantified expectations and learn how to communicate and motivate Chinese and international professionals in international organizations.



INTERCULTURAL COMMUNICATION AND INTERNATIONAL MANAGEMENT

Allow students to understand the origins and reasons of cultural differences, the value judgments, the stereotypes and their functions. Learn to decipher the signs to be adequate and operational.

Build a toolbox and the systems of thinking that are essential in the so-called "intercultural comfort zone" and understand the principles of international management applied in all the transnational corporations and institutes.



DATA SCIENCE FOR MARKET STUDIES & IoT

This course is aimed at students with little or no prior programming experience. Since Data Science involves its own modes of thinking, a logical aptitude and a desire to understand computational approaches to problem solving will be necessary to succeed.



LEADERSHIP AND PRESENTATION SKILLS

This course is divided in two modules of 15 hours for each. It includes coaching and thematic seminars to help future engineers, managers and entrepreneurs get more confidence when addressing a public, or when performing job interviews.



UNDERSTANDING MODERN CHINA

This course aims to provide the key concepts for international candidates to understand modern China with an emphasis on the history, economic, anthropology contexts. Candidates will get deeper and broader insights into the roles of China in reshaping the world.

IoT PROTOTYPING

This course aims to provide the fundamentals, methodologies and tools for IoT prototyping, engaging students in practical experiences. Students get to explore engineering and design processes and put their scientific, technical and business skills to the test.



Practical module 1: Design & Innovation Bootcamp

Students will learn innovation methods such as design thinking, field research techniques, user-oriented design process, to identify problems and imagine innovative solutions for cities, government, citizens, companies or industries associated with in-situ data captured on the explored field.

Practical module 2: MVP Design & fast-prototyping bootcamp

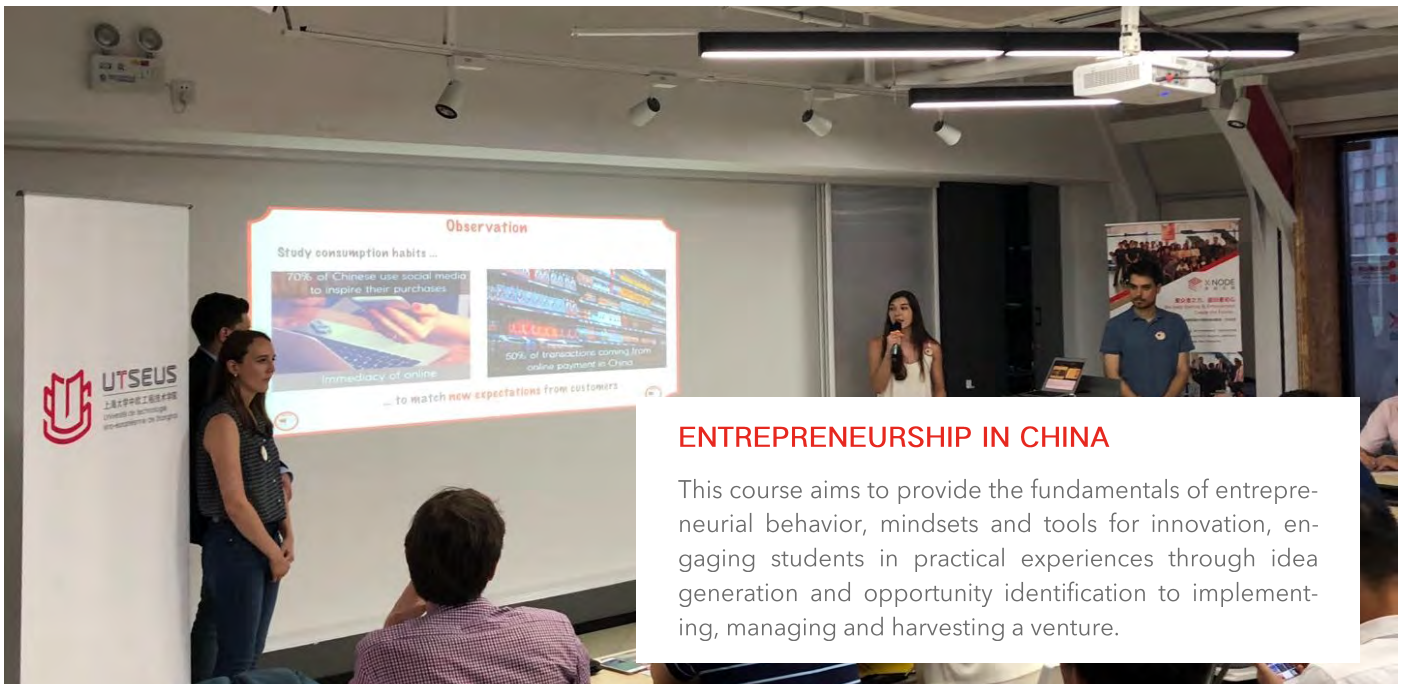
Student will learn how to build and use an minimum viable product (MVP) to validate/invalidate assumptions, how to build a prototype to iterate and refine the solution developed (product or product-service) using fast-prototyping tools such as 3D modeling, 3D printing, laser-cutting, CNC, etc, and how to experiment interdisciplinary design and engineering workshops



MACHINE LEARNING

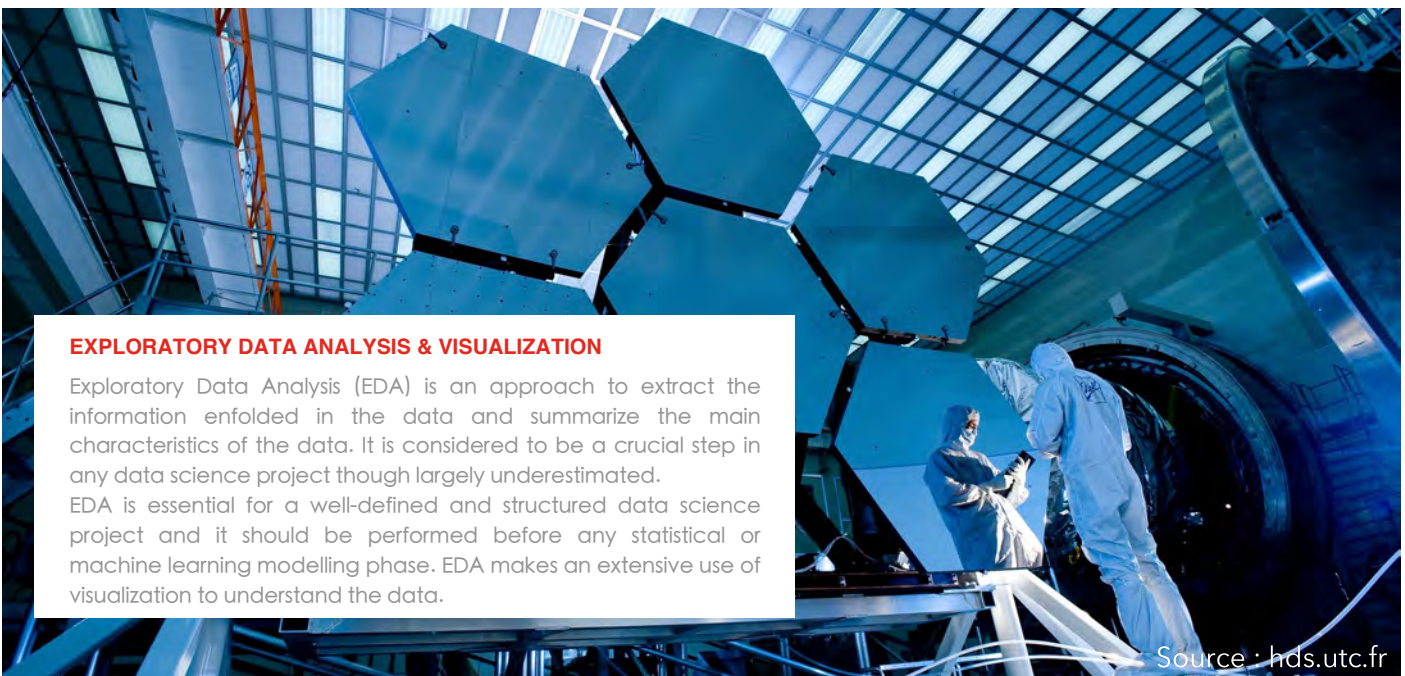
This course will allow students to understand the basic principles and elementary theory of Machine Learning, a domain at the interface of artificial intelligence and statistics, which aims at automatically extracting knowledge and making predictions from data. Know the main techniques and know how to apply them to real data using the R language.

Source : hds.utc.fr



ENTREPRENEURSHIP IN CHINA

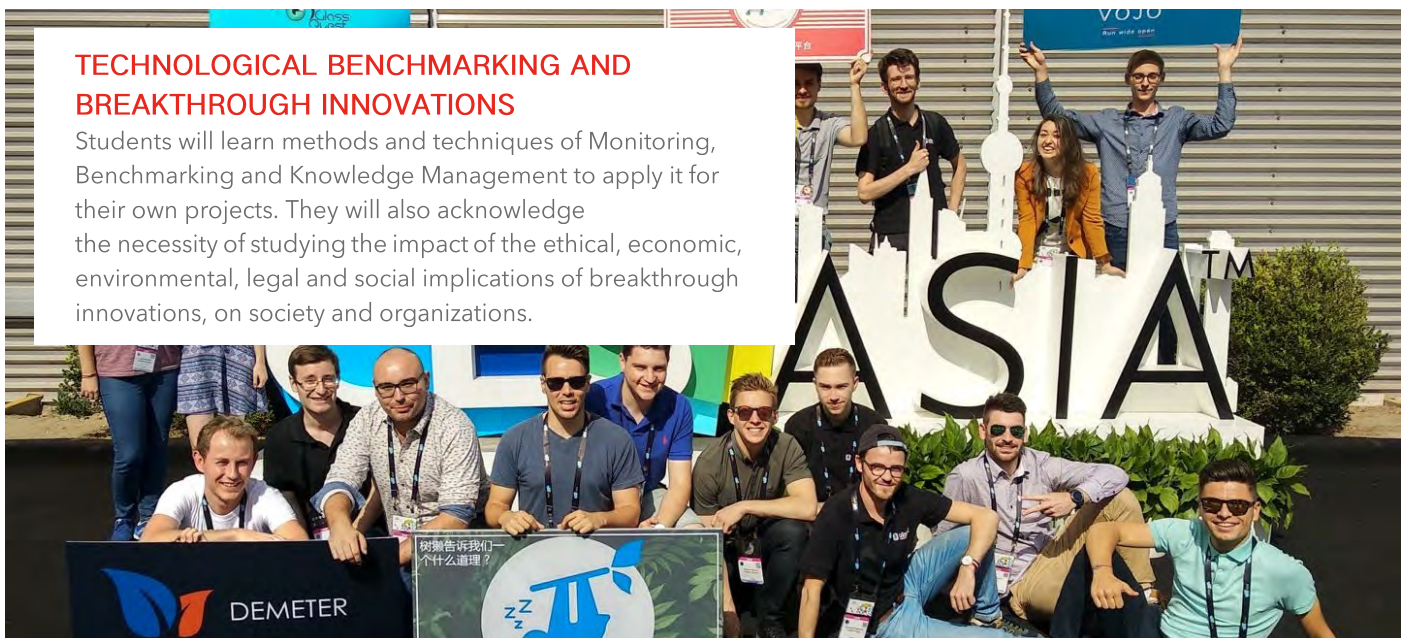
This course aims to provide the fundamentals of entrepreneurial behavior, mindsets and tools for innovation, engaging students in practical experiences through idea generation and opportunity identification to implementing, managing and harvesting a venture.



EXPLORATORY DATA ANALYSIS & VISUALIZATION

Exploratory Data Analysis (EDA) is an approach to extract the information enfolded in the data and summarize the main characteristics of the data. It is considered to be a crucial step in any data science project though largely underestimated. EDA is essential for a well-defined and structured data science project and it should be performed before any statistical or machine learning modelling phase. EDA makes an extensive use of visualization to understand the data.

Source : hds.utc.fr



TECHNOLOGICAL BENCHMARKING AND BREAKTHROUGH INNOVATIONS

Students will learn methods and techniques of Monitoring, Benchmarking and Knowledge Management to apply it for their own projects. They will also acknowledge the necessity of studying the impact of the ethical, economic, environmental, legal and social implications of breakthrough innovations, on society and organizations.

INDUSTRIAL RELATIONS & ALUMNI NETWORK



UTSEUS has developed strong relationships with Chinese and international companies based in Shanghai, Asia and Europe. Internships, conferences, visits, lectures, education and research projects... Companies get involved in many collaborative projects with UTSEUS.

To strengthen the coalition of school and industry, as one of the basic pedagogical creeds of UTSEUS, provides the key benefit to international program participants. The industrial partners offer a great deal of opportunities to the students and let them get in touch with the industry, the real context of company projects and the working environments. Every year, UTSEUS students receive offers of internship, and job opportunities from partners. Some students, being influenced or inspired by partner companies or institutions, have established their own start-ups and become entrepreneurs.

Moreover, the UTs alumni network holds gathering events regularly in Shanghai, alumni from different sectors have the chance to get together and celebrate. The UTs, SHU, and UTSEUS alumni network and the interpersonal relationship can also benefit all the participants for their own careers and expectations.

UTSEUS INDUSTRIAL PARTNERS (SHANGHAI)



UTSEUS INDUSTRIAL PARTNERS (SHENZHEN)



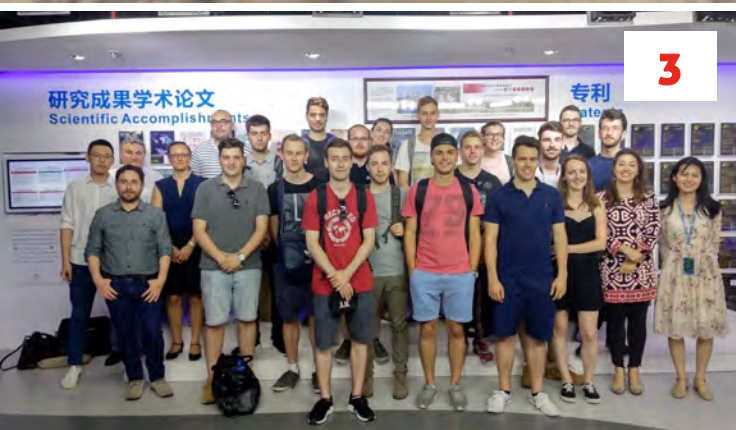
LEARNING EXPEDITION



Learning trip is a special activity designed for the (IE)² program. The students will have the chance to visit the cities in the advancing front of innovation and technology in China with the guidance of UTSEUS staff and industrial partners. The content of the trip includes industrial visits, partner universities visit, and cultural sites exploration.

Since Spring semester 2016, the first leg of the journey was in Shenzhen, which has gained a reputation of "Chinese Silicon Valley" in this decade, to get in touch with the innovative eco-system of this area. The second leg of the journey was the cultural exploration in near-by cities or provinces.

The industrial partners in Shenzhen has offered, in recent years, internships and job opportunities to UTSEUS international program candidates.



1. Visit SIAT
2. In front of the Tencent building
3. Visit BGI Shenzhen
4. Explore Zhujiang New Town

CULTURAL INTEGRATION

PICTURES FROM ACTIVITIES



1



3



4



2



6



5



7



8

1. Cultural session *Opera Mask Painting* **2.** Visiting the Shanghai Museum of Traditional Chinese Medicine **3.** Cultural session *Chinese Calligraphy* **4.** Cultural session *Taiji* **5.** Hackathon activity *Crunch Time* **6.** Students participated in the SHU International Student Festival **7.** Visiting Zhongyuan Temple in Suzhou during the week-end trip **8.** Cultural session *Chinese Folk Music*

ACADEMIC CALENDAR

The academic calendar for UTSEUS international programs is different from the SHU regime, it takes the long-term regime which divides the academic year into only two semesters, autumn semester, usually lasting from September to the next January, and spring semester, from end February or early March to July.

The (IE)² program takes place in the spring semester (18 weeks). Spring semester 2019 will last from March 1 to July 7, 2019.

TUITION FEES

1200 EUR (Exclusive for UT and SHU full-time students in their academic curriculum)

2400 EUR (for other candidates)

Additional fee for all international candidates,
-Registration fee at SHU: **250 EUR**
-Insurance fee: **400 RMB**

UTSEUS will guide all candidates on tuition payment process after admission.

EXPECTATION ON CANDIDATES

Candidates applying for the (IE)² program are expected to be full-time students, professional practitioners on-the-job or on-vacancy, majoring or working on the fields of engineering sciences, social sciences, management, arts, design or law.

UTSEUS international programs offer an interdisciplinary environment for all candidates, no matter what their majors or professions are, as long as they have the will to live an intercultural and innovative experience and want to develop an entrepreneurial project they could all find interests in the (IE)² program.

The (IE)² is an English-taught program, the candidates should approve good proficiency in English, to ensure they can understand the lectures, make communications and finally get credits and certificates from the program.

At least 6-month professional experience (internship included) is required for all candidates, plus, the professional practitioners must have received at least bachelor degree diploma from university plus



CANDIDATES TESTIMONIES



Mewen MICHEL

Computer science student
at UTC

I chose the (IE)² program as much for its content as for the possibility it provides to discover China.

I was interested in learning how to manage and present innovative projects. I am very happy about what I learnt in the (IE)² program, which even exceeded my expectations! I am already applying what I have learnt at UTSEUS for academic and students projects. I think this will be very useful for me if I work in the private sector, or as an entrepreneur or an 'intrapreneur'. (IE)² taught me the vital bases for project management, innovation tools, 'do-nots' before launching a startup.

I loved implementing the courses for concrete and fascinating projects. On the other side, I learnt a lot from Chinese culture to better understand different ways of thinking from ours. "Think out of the box", "put yourself in one's shoes", "learn from your mistakes"!

The (IE)² course offered a specialization in innovation and entrepreneurship that was of particular interest to me. Its intensive curriculum was in line with my goals and my personal circumstances.

The quality, the diversity and the reputation of the lecturers on the program were decisive elements. Some of them also teach in renowned French or American Universities. The fact that the course is entirely taught in English played an important part, as did the possibility of being awarded a diploma at the end.

I am satisfied with the content of the course, the quality of the teaching and the human relationships with other students. Although I initially feared the difference in age and priorities with the other students, finally it hardly affected my experience at UTSEUS. I am delighted with the choice I made.



Soraya KADRA

Graduate from UTC in Bio-
engineering





Autumn Semester 2015 Candidates



Spring Semester 2017 Candidates



Spring Semester 2018 Candidates



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IN INTERCULTURAL ENVIRONMENTS**
MASTER-LEVEL UNIVERSITY DIPLOMA PROGRAM

CONTACT US

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