



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

# Start Up China Online Summer Program 2022

Neusoft

# Dalian Neusoft University of Information (DNUI)



## About DNUI

- Founded by Neusoft in 2000
  - Flagship of **four Neusoft universities** in Dalian, Chengdu, Guangdong and Fujian
  - **34 undergraduate programs, 4 programs** (Computer Science and Technology, Software Engineering, Digital Media Technology and Electronic Information Engineering) approved by MOE as the National First-Class Undergraduate Construction Program (2020)
  - **Ranked 3rd** in the “2021 Shanghai Ranking’s Best Chinese Universities Ranking” among 700+ private HEIs in China
  - **Best Private Universities** in China Awards ( Sina, Tencent, Sohu and etc. for consecutive years)
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- **Programs:** undergrad, international, continued education
  - **Disciplines:** Computer Software and Big Data, Information and Business Management, Intelligence and Electronic Engineering, Digital Art and Design and Healthcare Technology
  - **Enrolment:**16000+
  - **Faculty:**900+
  - **Cooperator:** 102+ universities in USA, UK, Australia, Japan, Korea and etc.
  - **International Students:** 400+ annually
  - **Graduates:** nearly 50,000
  - **Annual Employment Rate:** Over 95%

# Online Summer Program Overview

Duration: 7 days

Language: English

Fee: 2200 RMB

Content:

M1

## Entrepreneurial Mindset and Practice



Innovation Observation

Innovative Thinking Tools & Methods



Innovative Projects

# Online Summer Program Overview

M2

## Internet Product Design and Operation



### Cutting edge Lectures

- Live Streaming E-Commerce
- Online-Payment
- O2O Application
- Blockchain Technology

- SETP Analysis
- SWOT Analysis
- Market Research



### Business Analysis



### APP Design

- User-Centered Design
- User Experience Design
- Axure Development

- 4P Strategy
- Maslow's Hierarchy of Needs
- AARRR Model
- Viral Marketing



### Product Operation

# Online Summer Program Schedule-2022

Date	Week	Morning		Afternoon
3/7 9/5	Monday	9:00-10:40 Opening Ceremony & Introduction	10:50-11:30 Lecture: The Internet Economy Development of China	13: 30-15: 00 Lecture: Blockchain Technology and Application
3/8 9/6	Tuesday	9:00-10:40 Training: Business strategies	10:50-11:30 Training: Business strategies	13: 30-15: 00 Teamwork Practice: Market Research
3/9 9/7	Wednesday	9:00-10:40 Training: Market Research Report	Break Time	13: 30-15: 00 Training: Product Design for Mobile App
3/10 9/8	Thursday	9:00-10:40 Training: UC Design Fundamentals	10:50-11:30 Training and Practice: The Elements of User Experience	13: 30-15: 00 Training and Practice: App Design: Wireframes to Prototypes
3/11 9/9	Friday	9:00-10:40 Training and Practice: Promotion Channel Operation	10:50-11:30 Training and Practice: Promotion Channel Operation	13: 30-15: 00 Product Operation—Content, Activity, User
3/12 9/10	Saturday	Break Time		
3/12 9/11	Sunday	Break Time		
3/14 9/12	Monday	9:00-10:40 Product Operation—Content, Activity, User	10:50-11:30 Training and Practice: Product Value Added Operation	
3/15 9/13	Tuesday	9:00-10:40 Achievement Demonstration and Presentation Preparation	10:50-11:30 Achievement Presentation	

# About payment

## ■ Remittance by USD:

Beneficiary name : DALIAN NEUSOFT UNIVERSITY OF  
INFORMATION

Beneficiary address : NO 8 SOFTWARE PARK  
ROAD,DALIAN,PRC

Beneficiary A/C No : 21250185005000000080

In favor of : China Construction Bank Corporation, Dalian branch,  
International division

Bank address : NO 537 HUANGPU ROAD HI-TECH ZONE  
DALIAN CHINA

SWIFT : PCBCCNBJDLX

CN: 105222085501

## ■ Remittance by CNY:

Beneficiary name : DALIAN NEUSOFT UNIVERSITY OF  
INFORMATION

Beneficiary address : NO 8 SOFTWARE PARK  
ROAD,DALIAN,PRC

Beneficiary A/C No : 21201501900050008892

In favor of : CHINA CONSTRUCTION BANK DALIAN  
BRANCH

Bank address : NO 537 HUANGPU ROAD HI-TECH ZONE  
DALIAN CHINA

SWIFT : PCBCCNBJDLX

CN: 105222085501

At the end of the course, participants can obtain a certificate of graduation of Dalian Neusoft University of Information online program.

Those who have completed the course can receive preferential treatment of 10% tuition and 10% accommodation fee exemption when studying abroad at Dalian Neusoft University of Information.



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## Registration Contact:

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## Registration Deadline:

1. Feb.21th 2022
2. July 15th 2022

