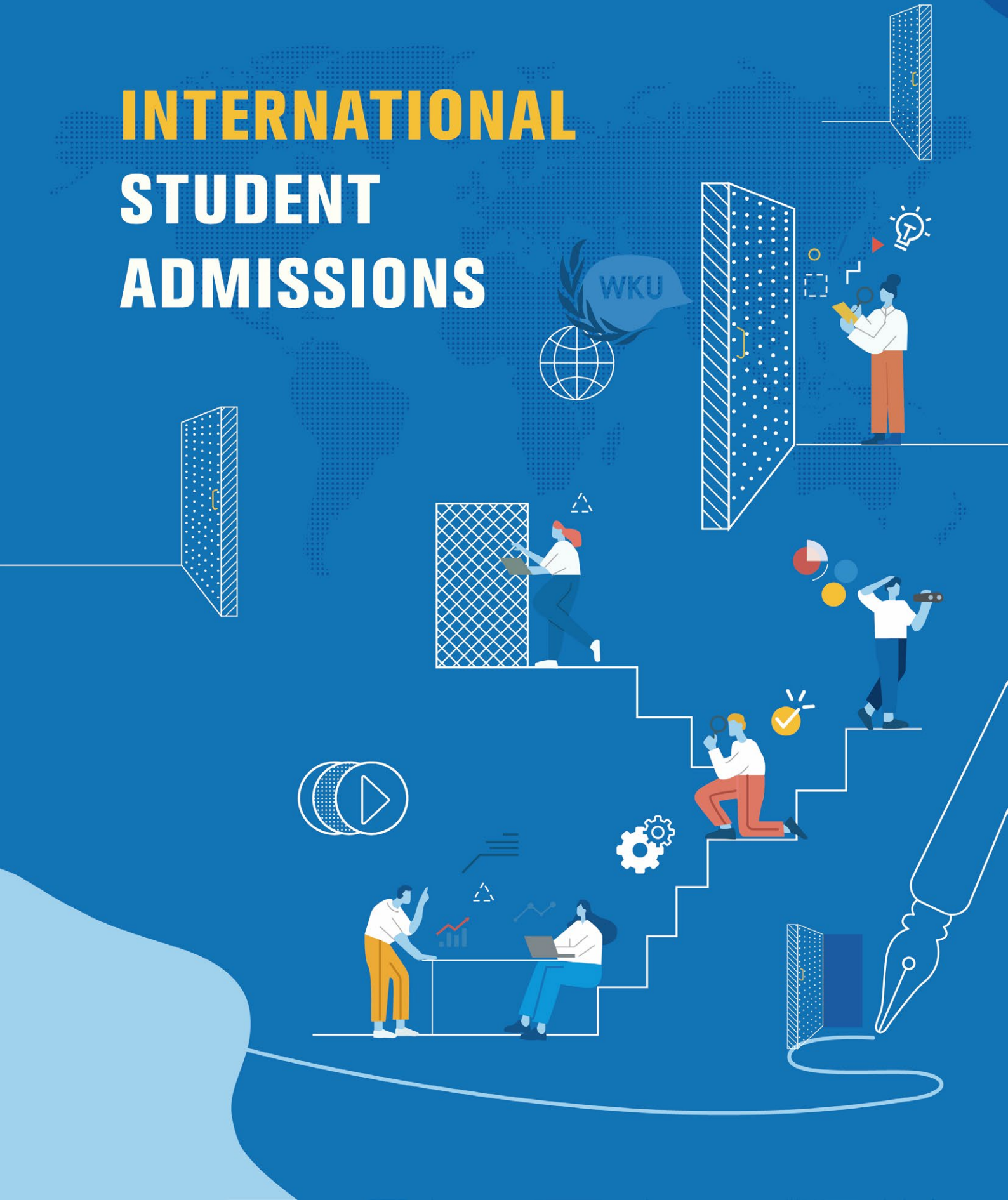




WENZHOU-KEAN  
UNIVERSITY

# INTERNATIONAL STUDENT ADMISSIONS





# KEAN UNIVERSITY, USA

FOUNDED IN 1855, KEAN UNIVERSITY IS ONE OF THE BIGGEST PUBLIC COMPREHENSIVE UNIVERSITIES IN NEW JERSEY WITH A LARGE ARRAY OF PROFESSIONALLY ACCREDITED PROGRAMS. IT IS LOCATED JUST 32 KM FROM NEW YORK CITY.

**A CITY OF THE WORLD**

**A UNIVERSITY OF THE FUTURE**



# WENZHOU-KEAN UNIVERSITY

THE MINISTRY OF EDUCATION OF THE PEOPLE'S  
REPUBLIC OF CHINA OFFICIALLY APPROVED THE  
ESTABLISHMENT OF WENZHOU-KEAN UNIVERSITY ON  
MARCH 31, 2014. IT IS A CHINESE-AMERICAN CO-  
OPERATIVE UNIVERSITY SITUATED IN WENZHOU — A  
VIBRANT CITY KNOWN FOR ITS WORLD-WIDE ENTRE-  
PRENEURSHIP AND PIONEERING SPIRIT.

# CAMPUS MAP

1. Stadium
2. Parking Lot
3. CST Building
4. Farm
5. Laboratories
6. Ge Hekai Hall
7. Wenzhou-Kean Hall
8. Tennis Court
9. No.1 Dining Hall
10. Training Building
11. Basketball Court
- 12-15. General Education Hall A,B,C,D
16. CBPM Building
17. Athletics Center
18. Central Lake
19. Student Learning and Activity Center
20. No.2 Dining Hall
- 21-24. Student Dormitory (Bamboo,Chrysanthemum,Orchid,Plum)
- 25-29. Student Dormitory (Banyan,Maple,Ginkgo,Ougan,Osmanthus)
30. Faculty Housing





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# HISTORIC CITY

## WENZHOU



The history of Wenzhou can be traced back to the Neolithic Age when it became known for its handicraft industry - the delicate blue china.



The birthplace of China's private economy. Wenzhou entrepreneurs excel in the trading of light consumer goods and have taken the initiations in shaping a private sector as China opens up and moves towards a market economy.



Wenzhou People -- "the Jews of the Orient" .



The hometown of 680,000 overseas Chinese.

Most of them live in Europe and the United States, they have made notable contribution to business, mathematics and technology.



WENZHOU



"Wen" in Chinese, means "warm and mild." Due to its southern location the city has a mild climate throughout the year.

Located near the middle of the East China Sea coastline, is the economic, cultural and transportation center of southern Zhejiang Province.



Vibrant and Gritty-A city full of vibrant business activities. When China began economic reforms, Wenzhou taken the lead in carrying out financial system reform and structural reform in townships. Being a pioneer in utilizing marketing mechanism to develop urban constructions, Wenzhou has won a number of firsts in China and set many national records.



A beautiful coastal city, wonderful landscapes with rugged mountains and tranquil waters.



Scenic area-2,279 square kilometers, about 20% of the city's land.

# SCENIC AREAS OF WENZHOU



## The National Park of China //

- Yandang Mountain
- Nanxi River

## Provincial Scenic Areas //

- Xianyan Peak
- Yaoxi Rivulet
- Zeya Scenic Area
- Binhaiyucang Mountain
- Dongtou Islands
- Zhailiao Stream
- Baizhang Waterfall

## National Nature Reserves //

- Wuyanling Mountain
- Nanji Island

## Municipal Scenic Areas //

- Chashan Mountain
- Min Gang Ridge
- Tianzhusi Temple

WELCOME

## Distance to Wenzhou //

- Shanghai — High Speed Train 3.5 hours
- Flight 1 hour
- Hangzhou — High Speed Train 2.5 hours
- Flight 1 hour
- Taiwan — Flight 2 hour
- Hong Kong — Flight 2 hour
- Guangzhou — Flight 2 hour





# ABOUT WENZHOU-KEAN UNIVERSITY



## CHINESE-AMERICAN

Joint University



## CURRENT STUDENTS

**4200+**



4 Colleges, 21 Bachelors of Science or Art Programs,  
3 Bachelors of Design Programs,  
7 Master' s Programs,  
1 Ed.D. Program

**100%** Courses are from Kean University, U.S.; 100% faculty are recruited globally.

**90%** Of the faculty have terminal degrees.



## SMALL CLASS ENGLISH ENVIRONMENT



## UNDERGRADUATE & GRADUATE ESCALATED PROGRAM

Available seats are reserved for WKUers with priority.



## RESEARCH FUND

- 80 Million RMB+.
- Research Papers Published: 650+.
- Research Programs: 220+.



## STUDENTS

From 20 Countries/Regions



## LABORATORIES

Bloomberg Lab, Computer lab, Biology Lab, Chemistry Lab, Physics Lab, Design Lab, English Language Lab... ..



## EXCHANGE PROGRAM TO THE U.S.

Students can apply to study at Kean USA between the 1st semester of the second year and the 1st semester of the last year.

- NO LANGUAGE REQUIREMENT.
- IN-STATE TUITION.



## DEGREE 1+1=2

Dual Degree issued by Wenzhou-Kean University and Kean University.



## ACADEMIC SUPPORT

Pre-University Intensive English Program, English Language Center, Academic Support Service Center.

# SCHOLARSHIPS AND GRANTS



1

## SCHOLARSHIPS



### Freshmen Students Scholarship

**First Class:** Tuition in the first academic year.

**Second Class:** 50% of the tuition in the first academic year.

Deadline: Nov.15th for spring semester ; June 30th for fall semester.

Note: The scholarship is available in continuity upon students' outstanding academic performance of the first academic year at WKU.

### Dean' s Scholarship

**First Class:** 10,000RMB

**Second Class:** 5,000RMB

**Third Class:** 2,000RMB

Research and Innovation, Academic Contest: 3,000RMB (Open to individual and group)

### Leadership or Public Services Scholarship

**Leadership Scholarship:** 3,000RMB

Public Services Scholarship 3,000RMB (Open to individual and group)

### Culture, Sports or Arts Scholarship

Culture, Sports or Arts Scholarship: 3,000RMB (Open to individual and group)

2

## GRANTS

Grants are available to students facing special circumstances such as serious long term illness.

**Notes:** For details on eligibility and application, please contact Scholarship and **Grant office:** [finaid@wku.edu.cn](mailto:finaid@wku.edu.cn)

**Website:** [www.wku.edu.cn/en/org/student-affairs/scholarship/](http://www.wku.edu.cn/en/org/student-affairs/scholarship/)

3

## WORK-STUDY PROGRAM



WKU has a Work-Study Program designed to encourage students to work part-time on campus. It is an opportunity to gain work experience and can provide you with the cash flow you need to enjoy the college lifestyle.



# SCIENTIFIC RESEARCH



WKU organizes various academic research activities, supports the implementation of various scientific research projects, strengthens research cooperation with government, institutes, enterprises, etc., and promotes commercialization of research findings as well as the service to local economic and social development. Up to now, WKU has invested more than 80 million yuan in research development. Faculty have published more than 650 papers in international academic journals including journals indexed by SCI, SSCI, AHCI, etc., and carried out or are carrying out more than 200 scientific research projects, including 3 national and 25 provincial projects.

## **National Natural Science Foundation of China //**

Mechanism of a novel and efficient in-trans drug carrier K16ApoE across the blood-brain barrier.

Towards a highly tailored indoor horticulture: A functional genomics guided phenotypic approach.

**CryptoSignals:** unraveling the signaling roles of cryptic moonlighting sites in complex proteins.

## **Scientific Research Cooperation Platform //**

- Zhejiang Kean Institution of Innovation, Creativity and Entrepreneurship
- Wenzhou-Kean University (WKU) - Wenzhou Economic and Technological Development Zone (WETDZ) Strategic Cooperation Platform
- Wenzhou-Kean University - Hangzhou Shangcheng District Strategic Cooperation Platform
- Institute of Asia Industry Competitiveness (IAC)
- Wenzhou-Kean University Creative City Research Center
- Wenzhou-Kean University Center for Social Enterprise and Charity
- Wenzhou-Kean University Public Architecture and Design Research Institute
- Wenzhou-Kean University China-U.S. Cultural Exchange Research Center
- Wenzhou-Kean University Branding Research Institute
- Wenzhou-Kean University Interactive Learning Immersive Virtual Reality Institute
- Wenzhou-Kean University Institute of Societal & Contemporary Computing
- Wenzhou-Kean University Chemical Materials Research Center
- Wenzhou-Kean University International Higher Education Research Center
- Wenzhou-Kean University Institute on Innovation and Assistive Technology for Autism & Neurodevelopmental Disorders
- Wenzhou-Kean University Biodiversity and Ecosystem Science Research Institute
- Wenzhou-Kean University Centre for Applied Mathematical Modelling and Computation
- Wenzhou-Kean University Computer Science & Artificial Intelligence Center
- Wenzhou-Kean University Center for Big Data and Decision-Making Technologies
- Wenzhou-Kean University Design Innovation and Sustainability Center
- Wenzhou-Kean University Centre for Educational Research, Innovation and Development
- Wenzhou-Kean University Leadership in Education, Advancement and Diversity Research Institute
- Wenzhou-Kean University Institute for the Research of Picture Book Education
- Wenzhou-Kean University Academy of Interdisciplinary Research for Sustainability
- Wenzhou-Kean University Institute for Sustainability Studies
- Wenzhou-Kean University Center for Digital Humanities
- Wenzhou-Kean University Center for Intercultural Rhetoric & Scientific, Technical, and Professional Communication
- Wenzhou-Kean University Centre for Advanced Studies in Architecture, Culture and Societies
- Wenzhou-Kean University Center for Housing, Urban and Social Conditions

## **Student Research Activities //**

- Student Research Day plays a key role in cultivating students' critical thinking, team-work ability, and social practical skills. So far, more than 2200 students have participated to present the results of their scientific research projects.
- Student Partnering with Faculty (SpF) Research Programs is a competitive program that was developed to support student and faculty/staff research. By the end of 2022, nearly 500 students and 90 faculty members have participated in the program, and 177 projects have been implemented with the sponsorship of more than 4 million RMB.
- Student scientific research innovation funding program. WKU awards and subsidizes students for their outstanding scientific research projects, or participating in various domestic/international academic conferences.

# CAREER PROSPECTS

Most of WKU's graduates choose to further study in Top graduate schools globally.

- About 95% of graduates pursue master's degree or work directly.



- About 67% of graduates pursue master's degree.



## GRADUATE STUDIES

11%

- About 16% of them enrolled in Top 10 graduate schools globally.

50%

- About 50% of them enrolled in Top 50 graduate schools globally.

67%

- About 67% of them enrolled in Top 100 graduate schools globally.

UNIVERSITIES	RANKING	UNIVERSITIES	RANKING
Harvard University	QS-5	Chinese University of Hong Kong	QS-39
University College London	QS-8	University of Queensland	QS-47
University of Chicago	QS-10	Carnegie Mellon University	QS-53
National University of Singapore	QS-11	University of Bristol	QS-62
Nanyang Technological University	QS-12	University of British Columbia	QS-46
University of Pennsylvania	QS-13	City University of Hong Kong	QS-53
Columbia University	QS-19	University of Wisconsin-Madison	QS-75
University of Edinburgh	QS-16	Brown University	QS-60
University of Michigan-Ann Arbor	QS-23	Monash University	QS-58
Peking University	QS-18	University of Warwick	QS-61
Peking University School of Transnational Law	QS-18	University of Amsterdam	QS-55
Cornell University	QS-21	University of Glasgow	QS-73
Johns Hopkins University	QS-25	University of Washington	QS-85
Duke University	QS-52	University of Illinois at Urbana-Champaign	QS-82
University of Hong Kong	QS-22	Durham University	QS-82
University of Manchester	QS-27	The University of Auckland	QS-85
Australian National University	QS-27	University of Birmingham	QS-90
University of Toronto	QS-26	Korea University	QS-74
Northwestern University	QS-30	Hong Kong Polytechnic University	QS-66
University of California, Berkeley	QS-32	University of Leeds	QS-92
Hong Kong University of Science and Technology	QS-34	Pennsylvania State University	QS-96
King's College London	QS-35	University of Nottingham	QS-103
McGill University	QS-27	University of Southampton	QS-77
University of Melbourne	QS-37	Boston University	QS-112
New York University	QS-42	University of Southern California	QS-112
Fudan University	QS-31	University of St Andrews	QS-91
University of Sydney	QS-38	Washington University in St. Louis	QS-85
University of New South Wales	QS-43	Purdue University	QS-116
London School of Economics and Political Science	QS-49	Parsons School of Design at The New School	—
University of California-San Diego	QS-48	Pratt Institute	—

# CAREER PROSPECTS



## EMPLOYMENT

- Graduates are employed by companies listed in Fortune Global 500 or Fortune China 500, outstanding companies globally, government agencies, financial institutes, and other enterprises.



## FINANCE

- Industrial and Commercial Bank of China
- Agricultural Bank of China
- Bank of China
- China Construction Bank
- Bank of Communications
- Bank of Ningbo
- Shanghai Pudong Development Bank
- The Hongkong and Shanghai Banking Corporation Limited
- Postal Savings Bank of China
- Shanghai Securities Co., Ltd.
- China Securities Co., Ltd.
- Huafu Securities
- Ningbo Oriental Financing



## CIVIL SERVANTS & PUBLIC INSTITUTION

- The People's Bank Of China
- Shanghai Municipal Finance Bureau
- Shanghai Municipal Market Supervision Bureau
- Ningbo Municipal office, State Administration of Taxation
- Zhoushan Municipal office, State Administration of Taxation
- Yuyao Municipal bureau of Local Taxation
- Media office of Keqiao District Public Security Bureau
- Wenzhou Municipal Lucheng district office, State Administration of Taxation
- University of Nottingham Ningbo China
- Zhejiang Gongshang University
- Westlake University
- Wenzhou-Kean University



## ACCOUNTING FIRMS

- Ernst & Young
- Deloitte & Touche
- KPMG
- PricewaterhouseCoopers
- HPTJCPA
- Grant Thornton
- ZhongHui Certified Public Accountants Co., Ltd.
- Fanglian Accounting Firm
- Jonten Certified Public Accountants
- Baker Tilly International
- Tianjian Accounting firm



## OTHER ORGANIZATIONS

- HUAWEI TECHNOLOGIES CO., LTD.
- SWAROVSKI
- Infosys
- Tencent
- Nippon Paint
- Heilan Group
- Faurecia Group
- Chailease International Finance Corp.
- State Street Corp.
- YTO Express (Logistics) Co., Ltd.
- Shinyway Education Group
- Goodman Management Consulting
- Tata Group
- Ningbo AUX Air-condition Co., Ltd.
- Deli group
- Hangzhou Communications Investment Group CO., Ltd.
- Sony China
- NetEase (Hangzhou)
- LinkedIn
- ByteDance
- MARS
- Bloomberg (Shanghai)
- New Oriental Education & Technology Group





## ADVANTAGES OF OUR GRADUATES APPLYING FOR GRADUATE SCHOOLS



## ADVANTAGES FOR CAREER DEVELOPMENT

- 1 All year round job fairs and career seminars.
- 2 Entrepreneurial supports service by entrepreneurial consultation.
- 3 Employment cooperation between WKU and industrial partners.
- 4 One-to-one career consultation service.
- 5 WKU recruitment events Cooperative organized by the University and Government.
- 6 Local and global internship or campus recruitment events.



# ACADEMIC PROGRAMS

## COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT

- 12** B.S. GLOBAL BUSINESS
- 13** B.S. FINANCE
- 14** B.S. ACCOUNTING
- 15** B.S. MARKETING
- 16** B.A. ECONOMICS
- 17** B.S. MANAGEMENT (Supply Chain and Information Management Option)
- 18** B.S. MANAGEMENT (Business Analytics Option)

## COLLEGE OF SCIENCE AND TECHNOLOGY

- 19** B.S. COMPUTER SCIENCE
- 20** B.S. BIOLOGY CELL AND MOLECULAR
- 21** B.A. MATHEMATICAL SCIENCES(Data Analytics Option)
- 22** B.S. ENVIRONMENTAL SCIENCE
- 23** B.A. CHEMISTRY



## COLLEGE OF LIBERAL ARTS

- 24** B.A. ENGLISH(Global Settings Option)
- 25** B.A. ENGLISH (Standard Option)
- 26** B.A. PSYCHOLOGY
- 27** B.A. PSYCHOLOGY (Forensic Psychology Option)
- 28** B.A. COMMUNICATION(Public Relations Option)

## COLLEGE OF ARCHITECTURE AND DESIGN

- 29** B.A.Architectural Studies
- 30** B.F.A. GRAPHIC DESIGN
- 31** B.F.A. INTERIOR DESIGN
- 32** B.I.D. INDUSTRIAL DESIGN



# B.S.GLOBAL BUSINESS

The mission of B.S. Global Business is to provide a world-class education to demographically, economically, and culturally diverse students who are motivated to become the next generation of successful, socially-responsible global leaders, innovators, and entrepreneurs. We offer students a demanding and dynamic program of excellence taught by expert and caring faculty with exposure to best global business practices. In 2017, B.S. Global Business Program was included in the "13th Five-Year "characteristic academic program of Zhejiang colleges and universities. Meanwhile, Global Business is an advantage major at Kean university US.

B.S. Global Business contributes to a prosperous, diverse and dynamic world. Students earning a global business degree are prepared to tackle the complex international marketplace, working for global and international companies, mid-size companies and entrepreneurial enterprises with global reach. We provide a real-world,

high-impact education that gives students the tools they will need in the workforce of today, and tomorrow. Global business students benefit from prestigious multinational business connections, overseas internships and an accessible and exceptional faculty. Students graduate with the real-world professional skills and an understanding of international trade that employers around the globe demand.

Global Practicum provides student consulting teams with uniquely immersive professional opportunities as they put their business skills to the test against real world challenges. Students will also be trained by the simulation team before participating in the practical project, it not only provides students with the most professional training programs in the future international business direction, but also establish science and environmental concept to cultivate students' awareness of the sustainable development strategy of the environment.

## Knowledge and Skills //

B.S. in Global Business major involves the study of foreign exchange management, international capital markets, the international treasury functions, the European monetary systems, Development Banks and the Emerging Capital markets. Successfully managing such global interdependence depends on cultural sensitivity as well as, competence in formulating and implementing global strategy within the multi-faceted interplay among the home-country and host-countries' management values and practices. Global Business Practicum offers students hands-on business experience in an international setting. Emphasis is upon learning while working in a cross-cultural team to solve and develop actionable recommendations for a business problem posed by a client firm. Students may begin work as virtual teams before traveling to the host country complete the project.



## Major (Core) Required Courses //

- International Management
- International Business and Trade
- International Marketing
- Global Business Practicum
- Sustainable Global Business & Technology
- Innovation and Entrepreneurship
- Organizational Behavior

## Career Prospects //

Studying Global Business not only helps you understand business on a global scale but develops your skills of flexibility, problem-solving ability, commercial awareness and communication, all highly valued by employers. Our graduates advance their careers in Fortune Global 500 companies. Over half of our graduate continue to graduate schools around the world.



# B.S. FINANCE

B.S. in Finance aims to develop experts and leaders in the field of international finance. The program will familiarize students with the financial system, international financial market structure and its operation mechanism. With our guidance, students will study the fundamentals of economics and international finance, master relevant policies and regulations applicable to domestic and international trade, and will be able to flexibly use modern financial theories as well as qualitative and quantitative methods to solve real-world financial problems. In the meanwhile, our program places emphasis on the training of students' insight, analytical ability, critical thinking, and innovative consciousness. Professionally trained students will gain an in-depth understanding of the globalization

## Knowledge and Skills //

B.S. in Finance program contains areas of international finance, applied finance, mathematical finance, etc. The major has a reasonable knowledge structure, as it not only emphasizes the foundation in mathematical finance and econometrics, but also has core features of the financial field, such as investment analysis, securities management, finance derivatives, international financial products/markets, etc. It also covers disciplines closely related to finance, such as financial management, information technology, project management, etc. This program develops students' ability to analyze, process, plan and forecast modern financial problems.

This program focuses on the combination of theory with practice - CBPM is equipped with Bloomberg Labs, and part of the finance core curriculum includes laboratory teaching. With access to Bloomberg terminals, students can keep up-to-date with international financial information, fully grasp the operations skills of Bloomberg terminals, and accumulate practical experience in data collection and tool analysis. Thus our graduates possess competitive advantage over other students who have not yet had access to Bloomberg terminal.

## Major (Core) Required Courses //

- International Business Finance
- Derivatives
- Investments and Portfolio Management
- Financial Institutions & Markets
- Financial Statement Analysis
- Intermediate Macroeconomics
- Intermediate Microeconomics
- Quantitative Methods in Economics
- Corporate Finance

process of economic, technological, legal, social and other aspects associated with contemporary economic trends. Graduates will become high-level financial professionals with strong competence who are working on positions related to research and development, application, and evaluation of financial products in financial institutions and non-financial institutions such as banks, securities, insurance, funds and trust leasing. B.S. in Finance is listed as the First-Class Discipline construction project of Zhejiang province in 2015. In 2019, the program was elected as the Provincial First-Class undergraduate program development project. The program integrates Bloomberg into core courses.

## Career Prospects //

The financial industry is a high-growth industry domestically and internationally. Currently, there still exists a huge gap for financial professionals, especially those who have global vision and international experience. Students of WKU can apply for exchange study to Kean University in the United States, which is conducive to developing the international vision and fostering global mindset. With its unique geographical advantage (30 minutes' drive from Manhattan Financial Center), Kean University builds good cooperative relationships with many financial institutions on Wall Street in New York, making full use of all the advantages of resources to strengthen the practical training in the teaching practice, and providing WKU students with abroad internship opportunities of well-known financial institutions. Students can obtain a Kean USA degree in finance upon graduation, which is recognized internationally by all universities and provides strong support for applying postgraduate studies abroad, especially the well-known colleges and universities in the United States.

Employment directions: financial firms (banks/funds/securities firm/futures companies/ financial lease companies/assets management companies), government agencies, institutions, and self-employment.

Further education: More than 60% of Finance graduates choose to pursue further studies abroad; most of them enter the top 50 universities in the world. Some of the students choose to take Chinese postgraduate entrance exams who have now been admitted to prestigious domestic universities, such as the Peking University and Shanghai University of Finance and Economics.

# B.S.ACCOUNTING

B.S. Accounting is the systematic study of how an organization records financial transactions and communicates the results of such transactions. It studies the standard accounting financial statements and seeks to analyze the entity's operating results and discusses ways in which various users can utilize accounting information. The major provides students with international accounting knowledge and experience in strict accordance with international accounting standards, and develop students' international accounting literacy studies, enabling them to be qualified for various roles in accounting profession. Furthermore, in response to the emerging complex financial instruments traded in the capital market and an increasing demand for accounting professionals in investment analysis, our program provides students with an advanced training, which includes the utilization of accounting software packages that can be used for analyzing enterprises' financial accounting information

and as a reference for selecting investment targets in the capital markets. The program also integrates Bloomberg terminals fully and partially into relevant courses. The program looks to both the business and non-profit sectors of the community. The B.S. in Accounting Program will prepare students for various positions in accounting. Graduates of this program who have earned 150 college credit hours are eligible to sit in for the American CPA examination. The program is CPA Australia accredited as well. In May 2019, the Collaboration Memorandum for practicum and internship was signed between WKU and Grant Thornton International Ltd, which offer students more hands-on experience in accounting area. Additionally, students have access to books, journals and other types of resources in both WKU and KUSA. Database such as CEIC China Database, CSMAR, Global Business insight are all available for student's academic study.

## Knowledge and Skills //

The program involves research on management accounting systems and management functions, providing financial accounting for governments, schools, hospitals, and other non-profit organizations. Students are expected to be familiar with all types of commercial fraud cases, including occupational fraud and non-professional fraud. Meanwhile, in our program, the digital information technology is introduced to the design and operation of the accounting system, and students are instructed to apply it to accounting and other related business processes. The program also develops students' skills in preparing financial statements, including analysis of liability reports, shareholder equity and investments, and the training of analyzing company's accounting/financial data enables students to perform stock selection in the capital markets.

## Career Prospects //

B.S. in Accounting is one of the most welcomed business programs in our university that offers professional knowledge and skills training for students. Graduated with the accounting qualification certificate, our students are highly recognized in business community and government entities. Students who equip themselves with professional skills during the undergraduate studies are qualified for various roles in the accounting profession. In addition, CPA Australia certification also helps students to stand out during job hunting, and gain promotion and more career opportunities.

Our graduates are employed in various fields in accounting and finance. Over half of our graduates continue to pursue graduate degrees overseas.

## Major (Core) Required Courses //

Auditing	Principles of Accounting
Business Law	Intermediate Accounting
Cost Accounting	International Accounting
Federal Income Taxes	Advanced Accounting
Computerized Accounting Systems	
Accounting or Finance Electives	





# B.S. MARKETING

Marketing is the study of understanding, targeting, and satisfying consumer markets on a global scale by offering superior value, innovation, and relationships. Students will learn how to benefit from local, national and global market opportunities and trends through the conceptualization and implementation of well-differentiated marketing tactics and strategies. The marketing major emphasizes the knowledge, skills, and concepts necessary for effective performance in the various functional areas of marketing, such as advertising, product development, marketing research, and distribution channel. The field integrates economics, sociology, psychology, and statistics to facilitate marketing systems and processes. The marketing electives offer an opportunity for students to dig into more specialized areas based on their interests and career goals. In 2019, the program was elected as

the Provincial First-Class undergraduate program development project.

The Institution of Asia Industry Competitiveness (IAIC), which aims to advance Asia industry research linkages, makes full use of its business practice in China to enhance research abilities of young researchers, build Asian business network, and promote regional industry competitiveness. The institute is committed to actively cooperating with major enterprises in Asia. Taking the advantage of resources provided by IAIC, the students could effectively participate in the research projects of the institute and have more opportunities to connect with world-class enterprises. The Business Skills Committee within CBPM, which is composed of professional business instructors, also uses their own network resources to find the practical practice and internship opportunities for students.

## Career Prospects //

B.S. in Marketing provides students with a wide range of employment opportunities in a wide range of business areas, such as brand management, advertising, public relations, marketing communications, media, market research, retail and logistics, international trade and marketing, sales management, customer relations, e-commerce, social media, sports and entertainment, leisure, hospitality and tourism, project planning, consulting, corporate investment and non-profit organizations. The curriculum is designed to develop students' ability to apply professional skills, problem-solving skills, business awareness and communication skills. The graduates are qualified for a variety of roles in marketing, such as advertising, brand management, marketing and public

relations, business intelligence, online marketing, sales and project planning, and product management. Graduates are also qualified for senior positions in other business sectors, such as business consultants, operations managers, and management trainees, procurement specialists, etc.

Graduates can also go further studies in corporate management major. More than 60 percent of the graduates choose to go abroad for postgraduate studies, more than half of whom receive offers from top 50 graduate schools in the world, such as New York University in the United States. Graduates who choose to work usually enter leading multinational companies and take manager positions, such as Sephora and Coach.

## Knowledge and Skills //

Students will study marketing concepts and strategies required by various marketing operations and gain insight into the concepts, principles and activities of contemporary marketing management. The professional courses in our business school will help students identify and define information needs, manage big data, design and implement research projects, and learn how to interpret assessment results.

## Major (Core) Required Courses //

- Consumer Behavior
- Marketing Research
- International Marketing
- Seminar in Marketing Strategy

# B.A.ECONOMICS

Economics major is well-positioned in an ever-changing world. Students of economics major are introduced to basic structure, theories, processes and policy of the field of study, to help them learn how to make sound financial decisions and manage their personal finances, or better implement monetary policy to benefit everyone in society. Students also will be able to understand complex and important issues, such as nature resources, tax rates, inflation, labour, etc., and to build a sound investment portfolio. Graduates of the program may apply to continue their education at the master level or embark upon careers at international financial centers.

## Career Prospects //

The study of economics can lead to many fulfilling and interesting career choices. Graduates of economics can pursue careers in research agencies, consultancy firms, economic advisory services of governments, banks, international agencies, or in higher education and research.

## Major (Core) Required Courses //

International Economics  
Python Programming for Business  
Challenges of Global Poverty (or Money and Banking)  
Foundations of Business Analytics (or MGS Data Mining in Business / Statistical Data Mining)  
Bus Ethics & Corp Responsibility  
Introduction to Quantitative Methods in Economics  
Intermediate Microeconomics

B.S. Economics program introduces students to economics theories and applications, and a comprehensive understanding of market mechanism and newest economics studies. The Economics curriculum we offer follows best practices in the U.S. universities. Students are particularly provided with business analytics courses such as Python Programming and Data Mining in business, which complies with the economics research development in the era of big data. Students will develop skill to analyze practical business problems, and are given a good position for graduate school.

## Knowledge and Skills //

- Applying gained knowledge to analyze global economy challenges
- Understanding of economic policies at the macro and micro level
- Know how the wealth is created and distributed
- Know how to apply economic reasoning to policy issues in a critical manner
- Understanding of economics theories, concepts and principles.
- Proficiency in quantitative and qualitative methods
- Gain the real-world experience through practical training and internship.



# B.S. MANAGEMENT

## (Supply Chain and Information Management Option)

Supply chain management-related majors have been so popular that always highly recommended by American graduates. In recent years, due to the fast growth of China's e-commerce, international trade, logistics and transportation industries, an increasing number of Chinese companies have entered the global markets. However, supply chain has gradually become a bottleneck for many enterprises, meanwhile, the labor shortage in the supply chain workforce is affecting business worldwide. To meet the needs of rapidly growing market for high-level talents, Wenzhou Kean University introduced the training program of Management - Supply Chain and Information Management Option from Kean University US in 2017.

B.S. in Management develops students' technical, interpersonal, conceptual, and strategic skills and is committed to empowering students to manage local, national, and international programs, companies, and non-profit organizations.

This management of resources and logistics can be found within and among companies, as these processes are demanded both internally and externally for many businesses. Supply chain professionals need to be able to efficiently integrate the flow of these materials and information through a wide range of sources globally, as businesses are increasingly aiming to improve their customer service experience while reducing overall supply chain costs.

It also involves integration with marketing, product and process engineering, accounting and finance, human resources, environmental, health, safety and quality, facilities management, and information technology. The program integrates Bloomberg terminals fully and partially

into relevant courses. The curriculum emphasizes a global perspective not only in terms of the internal operations of manufacturing and service businesses, but also with partnerships among suppliers, customers, and third-party logistic providers worldwide. Therefore, a supply chain management degree provides the knowledge, skills, and tools required to be a supply chain professional and incorporates them into an engaging program and prepares it in a way that can help students stand out among the competition.

In order to cultivate the Management students' skills such as innovation and communication, WKU carries out a series of promotion measures, and establishes cooperative relationships with many institutions and enterprises. WKU is a member of China Industry-University-Research Cooperation Promotion Association and Wenzhou China-Africa Chamber of Commerce, participating in various school-enterprise cooperation activities. WKU maintains regular interaction with the Shanghai American Chamber of Commerce, and keeps in touch with foreign and joint ventures in Shanghai and other regions. A number of high-tech and innovative companies in Zhejiang have established cooperative relationships with WKU, and WKU invited their business leaders to be our entrepreneurial tutors. In 2019, the Business Research & Innovation Center was established in the CBPM building with a clear mission to integrate the professional theoretical knowledge, business technology and social resources, realize effective configuration and effective integration, and enhance the combination of theory with practice in teaching.



### Career Prospects //

Supply Chain & Information Management Option focuses on international supply chain management, global logistics and transportation. The program empower students to pursue career opportunities in a broad range of fields including human resource management, international trade and business, information systems, purchasing, supply chain management and logistics, production management, business analysis and consulting, entrepreneurial ventures, small business management and non-profit/institutional administration. Graduates can also apply for further study at the graduate level.

### Major (Core) Required Courses //

- Organizational Behavior
- Advanced MIS
- Introduction to Supply Chain Management
- Logistics & Transportation
- Marketing Channels
- Business to Business (B2B) Marketing
- Supply Chain Sourcing & Procurement Management
- Human Resources Management
- Introduction to Total Quality Management

# B.S. MANAGEMENT

## (Business Analytics Option)



The rapid development of information technology has changed the way people do business and make corporate strategy decisions. As a growing number of companies have started using data in their business operations, Business Analytics program arises among many universities around the world in order to meet strong demand for business analytics professionals. It is an emerging subject that uses statistical and quantitative methods for analyzing large volumes of data to promote data-driven decision making and increase profits. Wenzhou-Kean University is so far the first and the only institute that offers

### Career Prospects //

In the era of information explosion, an increasing number of companies have started to emphasize the importance of big data, as it apparently becomes the most competitive advantage and resources for those who want to win the market. Young professionals in business analytics who can help firms to solve business problems and improve decision makings are urgently needed across every sector of the industry. The business analytics program provides students with a wide range of career opportunities after graduation. They can take leading roles related to economic analysis, marketing research, customer analysis, network security and supply chain in companies such as Big Four, investment bank, consulting, finance, IT, FMCG firms, to name but a few.

### Major (Core) Required Courses //

Business Statistics  
Data Mining in Business  
Cost Accounting  
Marketing Research

Python Programming for Business  
Integrative Business Strategy  
Database Management in Business  
Integrative Applications of Business Analytics

B.S. in Management (Business Analytics Option) undergraduate program in China, which provides students with data-driven approach to solve real-world business challenges in the era of big data. Throughout four-year rigorous training, students will learn interdisciplinary courses in business, statistics and computer science and master excellent analytics skills, and finally become leading professionals who process excellent management skills, sharp business insights, international vision, and creative thinking and hands-on experience.

### Knowledge and Skills //

WKU's Business Analytics program not only focuses on teaching students the knowledge of finance, business and management, but also provides our students with data analytic methods, and computer programing training. It develops students' business analytics competency, and hands-on experience in solving real business problems, and enables them to understand the cutting-edge development of data analytics and current industrial trends in China. Our students are expected to grow into business analytics professionals with strong research skills and innovation talents who will enter future career confidently.





# B.S.COMPUTER SCIENCE

Computer Science Program is to prepare students to think critically and creatively to succeed in implementation of computer-based solutions to adapt to the changing technological and social environments in a global economy.

This program, which emphasizes English as the medium of instruction and the cross-disciplinary study, provides students with both theoretical and practical knowledge and skills, in preparation for their future career.

With an emphasis on research experience and industry internships, we offer small class sizes and an ideal faculty-student ratio for focused education. Students enjoy dedicated faculty and an immersive learning environ-

ment for knowledge building and research. The program at Wenzhou is indispensable from the Kean Union campus. Huge possible opportunities of learning, researching, practicing and working are bridged between here and New Jersey.

For students who want to pursue higher degrees, we provide opportunities for multidisciplinary research projects, including computational emotions and neuro-marketing, gamification in business and education, privacy and security in social media, artificial intelligence, human computer interaction, sentiment analysis and data mining, etc.

## Career Prospects //

The Computer Science program prepares technically oriented professionals for leadership and management positions in business, education, and government or graduate studies. With your participation in technology and research related opportunities within this program, you will fulfill your goal of entering and advancing in technical and managerial positions at all levels in the computing and information technology fields.

## Major (Core) Required Courses //

- Data Structures
- Analysis of Algorithms
- Principles of Networking
- Computer Architecture
- Computer Operating Systems
- Object Oriented Analysis & Design
- Computer Organization & Programming



# B.S.BIOLOGY CELL AND MOLECULAR

The WKU biological sciences program will prepare students to become scientists with a global perspective, and international quality research capabilities. The biology program is committed to developing students with a solid theoretical knowledge of biological sciences; cultivating students' biological research and analytical thinking abilities; providing advanced scientific instrument skills; and experimental design and implementation abilities.

The biology program is designed to develop a deep understanding of how the application of biological sciences is critical to the long-term economic, cultural and social development of global communities through

## Knowledge and Skills //

- The students will have an excellent command of technical and social English. They will also develop strong interpersonal and group communication skills. With their existing capabilities in Mandarin, they will be positioned to work or study in any international environment.
- Graduates will have the ability to take theoretical concepts and apply them to the real world. The Biology program will provide a solid theoretical knowledge of biology, chemistry and physics coupled with applied research and analytical capabilities. With this background, graduates of this program will be expected to be able to employ theoretical concepts and develop applied methodologies for research and practical applications. We expect our graduates to be able to utilize these abilities to work at the frontiers of the biological sciences.
- Students will have developed excellent biological experimental skills, including developing and conducting innovative research.
- WKU Biology Program graduates are expected to have the skills necessary to be able to work in a wide array of professional biology related fields including education, research and development, management and applied biotechnology, molecular biology, biomedical research and microbiology.

## Major (Core) Required Courses //

Genetics	General Chemistry
Microbiology	Molecular Genetics
General Physics	Anatomy And Physiology
General Biology	Organic Chemistry And Experiments
Cell Physiology	

advanced research and management experience. This program will use cutting edge educational techniques to develop future leaders of global science and technology programs who have a unique understanding of biological sciences coupled with the ability to develop innovative solutions in biology, medicine, pharmacology and technology.

Graduates of this program will be well prepared to pursue advanced degrees at top universities around the world, join research and technology firms that are developing state of the art technologies and products or to enter governmental agencies to develop technical solutions to our most challenging problems.

## Career Prospects //

Graduates from the WKU biology program will develop a deep core knowledge base in biology, chemistry and physics. By preparing our students with the skills necessary for advanced degrees or biology related careers, combined with excellent English speaking skills and an international perspective, our graduates will be well prepared for a variety of educational and career paths. Fields such as genetic engineering, pharmacology/drug development, biomedical engineering are rapidly developing nationally and internationally. These fields offer qualified applicants high paying and challenging positions. With the background developed in the WKU Biology program, our graduates can establish careers in international biotechnology, biomedical or microbiological research and technology companies, higher education and government organizations as well as many other biology related enterprises.



# B.A. MATHEMATICAL SCIENCES

## (Data Analytics Option)



The WKU Mathematical Sciences program with emphasis on Data Analytics provides a sufficient background in Mathematics, Statistics and Data Analytics. Mathematics is essential for Data Analytics. Data Analytics, and its associated field, is one of the fastest growing employment opportunities in the world. The degree is structured to allow additional and elective courses in mathematics, business and computer science that enable the student to focus on a variety of further areas of interest. Students are strongly encouraged to take a minor in their applied field of interest such as Computer Science, Finance, Economics etc.

The Mathematical Sciences program is committed to

developing students with a solid theoretical knowledge of Mathematical and Statistics concepts and nurturing them to work with a variety of more practical methods including predictive/prescriptive analytics, Big Data Computing, Applied Machine Learning, Statistical Data Mining and Data Visualization using programming environments such as R, MATLAB and Python. Many courses of the specialization end with a project that provides an opportunity to see how the material of the course is used in Data Analytics. In these projects, students will analyze the complex real-world problems arising in Data Science and learn to solve them through analysis of data with statistical software.

### Career Prospects //

The Data Analytics skills are in high demand (The Sexiest Job of the 21st Century) as the huge amount of data are generated by scientific, social activity and business from sensors, internet and other sources. Data Analytics experts are needed in virtually every job sector.

Graduates from the WKU Mathematical Sciences program prepare students for the emerging and high-growth fields of digital information and big data. This program will help prepare future Data Scientists to meet the demands of data-driven industries, governmental agencies and labor market in financial sectors, health industry, social media and education. It provides a foundation for further graduate study and research.

### Knowledge and Skills //

- Mastering the fundamentals of data analytics and the data science connections.
- Developing competency in R programming.
- Learning how to collect the resources required for a data science project.
- Applying predictive analytics techniques to use unstructured enterprise information and data to drive a better client experience and to leverage new data types: sentiment data, clickstream data, video, images and text data.
- Using data mining practices and machine learning technology tools on data sets from a variety of domains, including the Web, social networks, media, and smart cities.
- Applying visualization principles to clarify ideas, enhance understanding and help decision making.

### Major (Core) Required Courses //

Applied Statistics  
Regression Analysis  
Big Data Visualization  
Big Data Computing  
Big Data Techniques

Statistical Data Mining  
Big Data Statistical Analysis  
Foundations of Data Analysis  
Probability and Math Statistics



# B.S. ENVIRONMENTAL SCIENCE



The environmental science program will develop innovative, practical, global ecological and environmental perspectives with a solid foundation in English language. By studying Biology, Sustainability Science, Geology, Chemistry, Meteorology and Oceanography, this comprehensive program will help us better understand and improve the world in which we live. The future of the biosphere depends on our ability to wisely manage and enhance

the complex world around us. Protecting natural resources for future generations requires an interdisciplinary program to develop a deep understanding of the ecosystems in which we live, the physical composition of the earth, weather patterns and climate, oceanic systems and to explore the broader space of the biosphere.

## Knowledge and Skills //

- A solid grasp of English language and cultural knowledge, strong listening, speaking, reading, writing, and comprehensive application skills, with a global perspective.
- Develop research skills including the ability design research programs, to collect and analyze samples, conduct ecological assessments and analyze/interpret complex datasets.
- Study the natural phenomena of the world: geology, climate, oceans, biodiversity and meteorology.
- Develop critical thinking, analytical, problem solving and communication skills needed to succeed in a highly challenging environment.
- Build a professional network and benefit from expert guidance and collaborations .
- Work with faculty to publish scientific research and give presentations at professional scientific conferences.

## Career Prospects //

The Environmental Science program is designed to train professionals in environmental science with a global perspective, focusing on a combination of professional knowledge and practical education. This program is designed to develop the skills necessary to enter elite international graduate programs or to move directly into organizations focused on environmental engineering, protection and sustainability. This professional program introduces international advanced teaching content and teaching methods, conducted in a full English teaching environment. The program is designed to train students to become engaged in a wide variety of environmental disciplines such as scientific researchers of environmental/ecological issues, innovators in designing and conducting environmental evaluation programs or provide students the skills necessary to move into management and planning of environmental engineering projects such as water supply and drainage engineering systems. Careers include opportunities with international engineering firms, research institutions, government policy and oversight agencies, educational institutions and international non-governmental organizations.

## Major (Core) Required Courses //

Chemistry  
Meteorology  
Geo-Hydro System  
Ecosystem Science  
Sustainability Science  
Environmental Science

General Biology  
Methods in Geoscience  
Introduction Oceanography  
Field Biology: Terrestrial Systems  
Intro to Earth and Geographical Systems  
Geographical Information Systems (GIS) in Geoscience

# B.A.CHEMISTRY



The WKU chemistry program prepares students to become professional chemists with a global perspective, and international quality research capabilities. It provides a foundation for careers in other fields such as medicine and biological science. The program provides a thorough fundamental knowledge of the major fields of chemistry such as inorganic, organic and physical chemistry, cultivates students' research and analytical thinking abilities. Students gain advanced laboratory

## Knowledge and Skills //

- The students will have an excellent command of technical and social English. They will also develop strong interpersonal and group communication skills. With their existing capabilities in Mandarin, they will be positioned to work or study in any international environment.
- Graduates will have the ability to take theoretical concepts and apply them to the real world. The Chemistry program will provide a solid theoretical knowledge of chemistry, physics, math and biology coupled with applied research and analytical capabilities. With this background, graduates of this program will be expected to be able to employ theoretical concepts and develop applied methodologies for research and practical appli-

skills and knowledge to take full advantage of the scientific research opportunities available in the department. Graduates of this program will be well prepared to pursue advanced degrees at top universities around the world, join research and technology firms that are developing state of the art technologies and products or to enter governmental agencies to develop technical solutions to our most challenging problems.

cations. We expect our graduates to be able to utilize these abilities to work at the frontiers of the chemistry sciences.

- Students will have developed excellent experimental skills, including developing and conducting innovative research.
- WKU Chemistry Program graduates are expected to have the skills necessary to be able to work in a wide array of professional chemistry related fields including education, research and development, management, biochemistry, medicine, forensic chemistry, chemical engineering, healthcare, pharmaceuticals, environmental chemistry, electrochemistry or nanotechnology.



## Major (Core) Required Courses //

Chemistry  
Biochemistry  
Organic Chemistry  
Physical Chemistry  
Inorganic Chemistry  
Quantitative Analysis  
Advanced Organic Preparations  
Instrumental Method of Analysis

## Career Prospects //

The many applications of chemistry have created a broad range of opportunities for employment. Graduates may find research and technical opportunities in a variety of industries such as oil, chemical, food processing, agriculture, photography, pharmaceuticals, biotechnology, mining, and others. These fields offer qualified applicants high paying and challenging positions.



# B.A. ENGLISH

## (Global Settings Option)



The B.A. in English: English in Global Settings is a highly flexible program of study that allows the student to use the generous number of electives to prepare for a variety of future directions, which could include graduate study (in linguistics, literature, communication, journalism, law, etc.), teaching foreign language, publishing, or any variety of positions in corporations and international organizations requiring advanced communication skills. All English majors complete six courses that form the Foundation Core, but then are able to begin customizing their program.

The School of English Studies at Wenzhou-Kean University is actively preparing students to join the ranks of teach-

ers, writers, scholars and influencers who shape how people interpret ideas and actions in the world. The students of English at WKU are developing advanced English skills preparing them for success in a wide variety of professional careers. They are developing in-depth knowledge about aspects of language learning such as the structure and origin of the English language, genre analysis and its application in various disciplines, and the linguistic features of English. Further, they are building skills in the teaching and learning of English as a second language, translation and interpretation between English and Chinese, and practicing advanced writing skills integral to acquiring a degree as an English major.

### Knowledge and Skills //

- Develop the art of clear and persuasive writing.
- Study great works of literature and explore new cultures.
- Understand how to think critically about societal issues.

### Faculty Team //

All faculty in the School of English Studies at WKU are highly qualified professionals in the fields of Applied Linguistics, Rhetoric, TESOL, Literature, Translation, and other related fields. Most professors have received their educational qualifications from institutions of good repute in the USA, the UK and other countries. Our faculty have been selected based on having acquired several years of teaching experience in the USA and abroad as well as their being cognizant of the cultural and social implications of higher learning in the China context. The School of English Studies operates on the premise that all students receive a similar learning experience, develop an appreciation for a wide variety of thought and experience, and develop a broad worldview. As such, we prepare our students to be global thinkers and influencers.

### Major (Core) Required Courses //

Structure and Origins of English Language  
Writing Process  
Introduction to Linguistics  
Cultural Rhetorics and Writing  
Research in Language and Literature  
Writing for Cyberspace

### Internship Basement //

Peking University New Century School - Wenzhou.

### Career Prospects //

The English in Global Settings B.A. is designed to provide a pathway to a number of career areas:

- Graduate study in English, law, journalism, international studies, business and related fields.
- Secondary school teaching.
- Communications-oriented employment in business, the arts, and the community.
- Translation and interpretation.



# B.A. ENGLISH

(English in Standard Option)



The B.A. in English in Standard Option is an exciting program of study that invites students to engage in global cultural studies through the imaginative lens of literary analysis. Our program provides a foundation in critical interpretive strategies and offers an historical foundation in English, American, and world literatures. Students can choose from a variety of engaging literature and writing elective courses and can pursue undergraduate research by partnering with professors on research projects through our digital humanities and world literature research centers. Moreover, we offer opportunities to collaborate with literature students and faculty from

other universities in China and around the world. Through an intensive study of literature, students develop skills in critical thinking, interpretation, oral and written communication, and analysis that develop the life of the mind while also preparing students to excel in graduate studies in English, education, law, or medicine. Graduates can also pursue careers in a variety of professional fields including education, journalism, professional and technical writing, social media, publishing, editing and content management, public relations, grant writing, marketing, human resources, and fundraising.



## Faculty Team //

All faculty in the School of English Studies at WKU are highly qualified professionals in the fields of Applied Linguistics, Rhetoric, TESOL, Literature, Translation, and other related fields. Most professors have received their educational qualifications from institutions of good repute in the USA, the UK and other countries. Our faculty have been selected based on having acquired several years of teaching experience in the USA and abroad as well as their being cognizant of the cultural and social implications of higher learning in the China context. The School of English Studies operates on the premise that all students receive a similar learning experience, develop an appreciation for a wide variety of thought and experience, and develop a broad worldview. As such, we prepare our students to be global thinkers and influencers.

## Knowledge and Skills //

- Read literature in a global context to explore a variety of cultures.
- Think critically about complex topics from multiple perspectives.
- Enhance creative thinking and aesthetic understanding.
- Develop transferable skills such as critical thinking and interpretation, research and persuasive writing, and oral and written communication.

## Career Prospects //

- Graduate study in English, medicine, law, journalism, international studies, and business management
- Secondary school teaching
- Publishing, journalism, and media
- Technical and professional writing
- Public relations, advertising, and marketing
- Communications-oriented employment in business, corporations, the arts, the community, non-governmental organizations, and government

## Major (Core) Required Courses //

Analytical Writing About Literature  
 British Literature I  
 British Literature II  
 Diverse Tradition Voices American Literature I  
 Diverse Tradition Voices American Literature II  
 Shakespeare Survey  
 Critical Approaches to Literature

# B.A.PSYCHOLOGY ▲

Psychology is the study of the mind and behavior. This discipline embraces all aspects of the human experience - from the functions of the brain to the actions of nations, from child development to care for the aged. In every conceivable setting, from scientific research centers to mental health care services, "the understanding of

behavior" is the enterprise of psychologists. At Wenzhou-Kean University we offer the B.A. in Psychology, intended to initiate students into the scientific field of human and animal behavior and the research methods by which such behavior is investigated.



## Knowledge and Skills //

In pursuing the B.A. in Psychology, students will develop research and measurement skills, knowledge of ethics, interpersonal skills and communication skills, in addition to an understanding of the developmental, and other processes that explain human behavior. Studying psychology will build on the skills developed for the preparation of organizational behavior, professionalism, consciousness, perception, understanding self and others, marriage and family. It will also afford students the opportunity to learn about their personality, what motivates them, and how people develop over the lifespan.

## Career Prospects //

The person who majors in Psychology is generally prepared for a wide variety of roles, including mental health technician, research assistant, parent, teacher, human services provider, human resources administrator, statistical assistant, and graduate student in psychology or other professional areas. The skills and knowledge developed in the Psychology program are highly versatile. A degree in Psychology can help students stand out when applying for a competitive position, as well as help students get promoted into a management position.

## Field Placement (Internship) //

In addition to a plethora of classes, the Psychology major also provides field placement (Internship). Currently, we offer internships at Suntree Counseling Center, located on WKU campus. We also teamed up with the Wenzhou Psychiatric Hospital to offer an internship to Psychology majors. The hospital provides students with the opportunity to work in a different department every week. For instance, one week the students may be working in the clinical department and then the forensic psychology department. We are in the process of looking to secure more field placements for Psychology majors. Our goal is to provide Psychology students with a well rounded education including internships in various forms.

## Major (Core) Required Courses //

Professional Psychology  
Psychological Statistics  
Tests and Measurements  
Experimental Psychology  
Seminar: Issues in Contemporary Psychology

# B.A. PSYCHOLOGY

## (Forensic Psychology Option)

The Forensic Psychology track is offered to the students who are interested in learning how theories and principles of psychology, criminal justice, and legal systems work together to understand human criminal behavior. The specialized courses offered in this track would help students better understand the criminal mind, the motives that trigger antisocial and criminal behavior.

Students in this track, other than statistics, research methods, and other core courses, will also familiarize themselves with the philosophy of law, philosophy of punishment, forensic assessment in the justice system, psychological constructs of particular importance to forensic psychology, ethics, correctional psychology, and issues in working in the juvenile justice system.

### Knowledge and Skills //

Students enrolled in a forensic psychology track develop skills to understand criminal behaviors and the motives and determinants of that behavior. They gain knowledge about criminal justice, legal, and law enforcement, and social services agencies. Students would also learn deductive and problem-solving skills and develop an analytical mindset. This track will help them hone their communication and networking skills required for liaising with different agencies.

### Major (Core) Required Courses //

Social Psychology  
Abnormal Psychology  
Forensic Psychology  
Physiological Psychology  
Lifespan Developmental Psychology



### Career Prospects //

- Criminal justice expert.
- Social worker – Ability to work with Juvenile offenders, sex offenders, and individual involved in family violence.
- Court liaison personnel —working with criminal offenders and assessment of eyewitness testimony.
- Counselor for officers as well as victims.
- Social psychology researcher.
- Crime analyst—analyze crimes to help law enforcement offices identify patterns, trends.
- Public policy research (e.g., helping to design prisons and other correctional facilities).
- Psychometrician – Developing better tests to determine mental capacity of individuals to stand trial.



# B.A.COMMUNICATION

## (Public Relations Option)

The Communication Studies prepares you to understand the ever-increasing power of media, media technologies, and communication processes in everyday life. You will learn how to develop and deliver messages across a variety of contexts and cultures. Developing the art of effective visual, oral and written communication is key to professional success. At Wenzhou-Kean University, our communication majors learn from the best — established and award-winning scholars, journalists, filmmakers, writ-

ers and public relations professionals. Students prepare for the real world by writing and reporting for WKU's student magazine and producing content for our radio station. In an age of global communication, creating effective messages with a variety of technologies is taught, and the Communication Department helps secure meaningful internships to prepare students to succeed in next steps in their careers.

### Knowledge and Skills //

- Sharpen your skills in team and organization building, leadership, listening, public speaking, multicultural communication, and conflict resolution.
- Create, produce and edit new content for print, television, radio and social media.
- Understand best practices for communicating through a variety of channels.
- Study communication theory and media ethics.
- Examine emerging media markets and trends.
- Acquire business relationships acumen and advocacy skills.
- Develop meaningful connections in various industries and establish your professional network.

### Career Prospects //

A student who graduates with a Communication degree can work in party and governmental organizations, small enterprises and large business institutions, as well as nonprofit organizations and other public services. Communication majors are professionals engaged in international, cross-cultural and cross-professional public relations coordination and public information dissemination. A Communication professional is a desirable employee, as they can solve problems and promote any type of organization effectively.

### Major (Core) Required Courses //

Speech Communication  
Mass Media  
Adv. Public Speaking  
Digital Video Production  
Public Relations  
Persuasion  
Intro to Journalism  
Public Relations Writing  
Comm & Media Theory  
Public Relations Cases  
Public Relations Campaigns





# B.A. ARCHITECTURAL STUDIES

The B.A. degree in Architectural Studies is a studio-oriented design program. Students focusing on Architecture will develop expertise in the creation of built structures and environments for public audiences. The curriculum includes a concentration in this design discipline and a broad foundation in the liberal arts, studio arts, and art

history. Emphasis is placed upon creative problem-solving, design competence and technical skills. The program of study also develops skills in critical thinking, and oral and written communications. The design of meaningful buildings and places in major metropolitan areas will be a focus of the program.

## Knowledge and Skills //

- High English proficiency with strong skills in listening, speaking, reading, writing, and solid cultural knowledge.
- Deep understanding of architectural expertise and a comprehensive understanding of the professional knowledge and basic principles that constitute design, construction skills, structural mechanics, and architectural history.
- Familiar with international architectural cases and architecture regulations, and understand the design techniques of composite buildings and small independent buildings.
- Proficiency in the basic planning methods and devel-

opment plans of cities and communities; can use different methods of research, analysis, and proposals to deal with different architectural design businesses.

- The ability to analyse and reconstruct by employing techniques such as manual models, digital technology, icon design, three-dimensional composition, which provide foundation for the international architectural design.
- The ability to effectively communicate in English in the international architectural design business, strong verbal and written communication skills, interpersonal skills, organizational and managerial skills, critical thinking ability and teamwork spirit.

## Teaching Process //

### 1 Project-based design teaching mode

Ensuring the interaction and communication between each student and faculty the number of students per class is controlled at about 15. Therefore, it is better to develop students' ability to work in teams and to independently discover problems. Carrying out teaching activities around the individual development of students, so that teaching activities will be reorganized in time and space, and to a certain extent, enhance the density, intensity and validity of faculty and students in classroom teaching. WKU offers Project-based design teaching mode, the classroom combined with the theory and practice of the inquiry teaching mode.

### 2 Exchange learning

In the second academic year, students will have the opportunity to travel to the US to participate in practical activities; during summer of the third academic year, students will have the opportunity to travel to the US for internships. Faculty will conduct field visits all over the China and are invited to give seminars at art institute during each semester.

In addition, according to the requirements of Michael Graves College of the Kean University, the architecture program will host a "Thinking Creatively Conference" in spring semesters. Many national and global designers are invited to our school to provide lectures and workshops to engage student's academic exchanges activities.

## Major (Core) Required Courses //

Studio  
Structures  
Buildings Systems  
Introduction to Architecture

Representation :Hand and Digital Skills  
Ecology the Environment and the Ethics of Architecture  
History: Urban and Landscape Forms



# B.F.A. GRAPHIC DESIGN

The BFA in Graphic Design is a professional degree that gives students the knowledge, skills, resources and support in concept, strategy, techniques, practices, and methods to insure their successful entry into and continuing success in these exciting fields.

The curriculum is designed to give undergraduates a competitive edge and a sound basis for professional achievement. After taking a foundation of visual arts courses in drawing, typography, art history, the fundamentals of design and technologies, students then pursue an area of specialization by taking courses in

identity, branding, advertising design, web design, motion graphics, among other choices.

The program includes extensive studio and computer lab experience, presentations and reviews by professional designers and practical work experience for real clients through in-house internships in print and screen-based design.

Graphic Design is Zhejiang Provincial 13th Five-year Plan Distinctive Program. In addition, Graphic Design Program is fully accredited by the National Association of Schools of Art and Design (NASAD).

## Career Prospects //

Successful completion of B.F.A. in Graphic Design enables graduates become versatile practitioners working with many sectors of business as well as with institutions, and government. Graduates are competent in the career of advertising design, website design, motion graphic design and package design. Additionally, some graduates are also using their highly transferable skills in other design related disciplines, such as industrial design and environment design.

## Major (Core) Required Courses //

Studio Skill  
Typography  
Mobile Design  
Concept to Print  
Motion Graphic

Expressive Imaging  
Branding Strategies  
Understanding Images  
Critical Perspectives in Design



# B.F.A. INTERIOR DESIGN



A multi-faceted profession, interior design shapes and creates the spaces and places where people live, work, gather, play and learn.

For the BFA Interior Design program, students develop creative and technical solutions to achieve a built interior environment that enhances quality of life, contributes to culture and brings artful living into everyday life. In a rapidly changing, highly technological world, interior design students will learn to protect the health, safety and well-being of society by solving modern, complex problems with innovative and cutting-edge lifestyle approaches and applications.

Students will create designs that adhere to code and regulatory requirements and conform to the principles of

environmental sustainability as well as explore creative solutions. The interior design process includes research, analysis, and integration of knowledge to reflect a client's taste and sensibility while fulfilling project goals.

The curriculum includes a liberal arts and visual design foundation, art and design history, and design theory. It builds on major courses in the broad fundamentals of interior design with advanced courses in studio that explore many sectors of design for the built environment.

Students in the BFA Interior Design program get practical experience through internships, extracurricular research projects, and collaborations with public and nonprofit partners so they can then confidently begin their careers as professional designers.



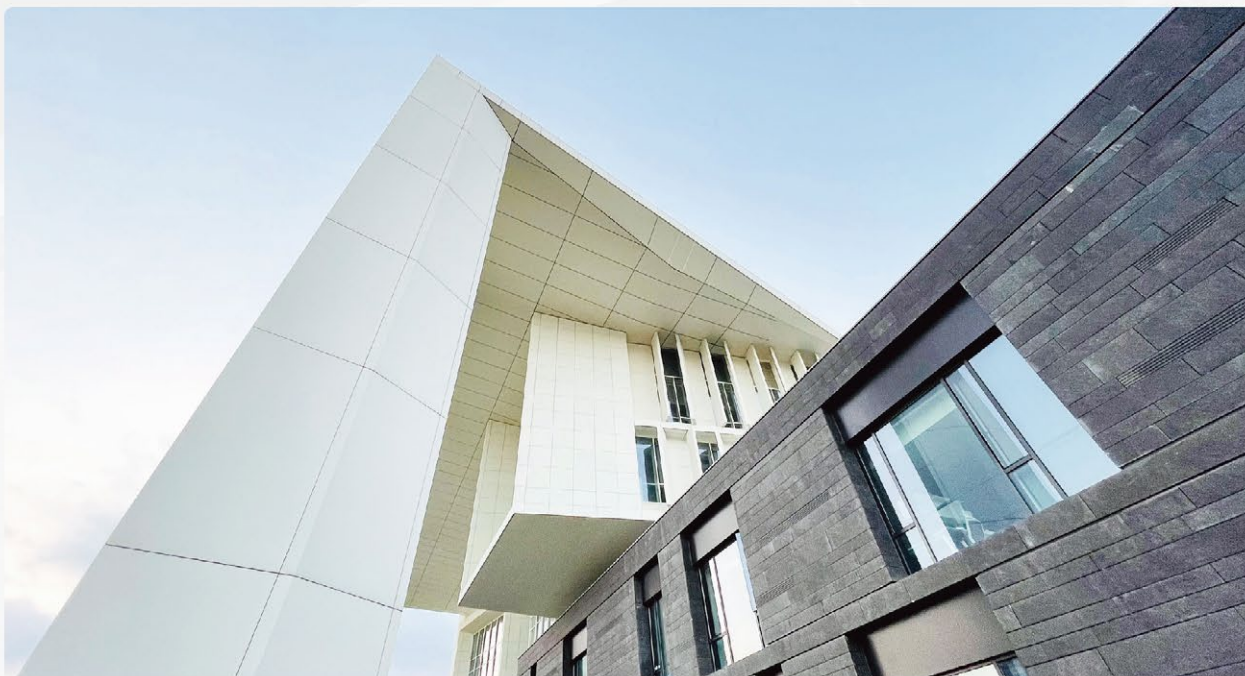
## Career Prospects //

Successful completion of B.F.A. Interior Design enables graduates become versatile practitioners working with many sectors of business as well as with design institutions, and government. Graduates are competent in the career of environment designer, landscape designer, interior designer, space planner, etc. Additionally, some graduates are also using their highly transferable skills in other design related disciplines, such as graphic design and product design.

## Major (Core) Required Courses //

- Intro to Interior Design
- Drafting for Interiors
- Architectural Drawing & Rendering
- Architectural Lighting Design
- Building Const. & Methods
- Interior Design Studio
- Design + Built Environment
- Business Practices

# B.I.D. INDUSTRIAL DESIGN



Industrial designers combine form, function and aesthetics to develop objects and experiences used every day by people around the world.

The B.I.D. Industrial Design program provides a solid foundation in general design, visual arts and design history as well as extensive hands-on design experience to prepare students with the knowledge and skills needed to confidently shape the world through design. With a focus on sustainable and social design as well as form development and functionality of the design

concept, the program approaches Industrial design from a human-centered, environmentally conscious perspective.

Industrial design students benefit from an active studio-based program that combines knowledge and skills with practical experience through networking opportunities, internships, part-time employment, and exciting professional events so they can confidently begin their careers as professional designers.

## Career Prospects //

Successful completion of B.I.D. in Industrial Design enables graduates become versatile practitioners working with many sectors of business as well as with design institutions, and government. Graduates are competent in the career of Industrial designer, product innovation engineer and design manager, etc. Additionally, some graduates are also using their highly transferable skills in other design related disciplines, such as graphic design and environment design.

## Major (Core) Required Courses //

- Industrial Design Fundamentals
- Furniture Making
- History of Industrial Design
- Industrial Design Fundamentals
- Model Design
- Design Delineation
- Industrial Design Studio
- Portfolio for Industrial Design





# GLOBAL PRACTICUM OPPORTUNITIES FOR THE SCHOOL OF DESIGN



The Michael Graves College on the Union campus of Kean University USA is the great base of our program that is literally only 30 minutes from one of the world's leading design centers-New York City. A wealth of educational experiences both in and out of the classroom at Wenzhou and Union campus during your four-year study bridge the experience.

Students in the program are encouraged to pursue internships and part-time employment in the field, to participate in events and to meet design professionals during seminars, portfolio reviews, and other special events, including the world-class Thinking Creatively Conference, Let's Charrette, Field trips, Travel learn to Europe, etc. This program also concludes with a course in which students create professional portfolios enabling them to competently and confidently enter the job market.

# CAMPUS FACILITIES



▲ Building of CBPM



▲ General Education Hall



▲ Wenzhou-Kean Hall



▲ Building of the Architecture & Design



▲ iMac Lab



▲ Bloomberg Lab



▲ Physics Laboratory



▲ GRE & TOEFL-iBT Test Center



▲ Auditorium



▲ Study Lounge



▲ Gift Shop



▲ Dining Hall



▲ Athletics Center



▲ Stadium



▲ Gym



# CHINESE CURRICULA CENTER

## Chinese National Conditions & Culture Curriculum



▲ Speech

- Survey of China\*
- Mandarin Chinese\*
- Approaching History
- The Inheritance and Internationalization of Chinese Culture
- Arguing and Thinking
- Social Concerns



▲ Workshop



▲ Seminar



▲ Field Trip

\*Required courses for all international students.

## Art Education



### Educational Purpose //

Based on the cognitive approach to art, the art course aims to foster students' thinking and practical ability in the arts and improve students' intellectual aesthetic level.

### Featured Courses //

- Color and Aesthetics-Floral Design
- Hawaiian Music-Ukulele
- Physical Beauty-Ballet

## Physical Education

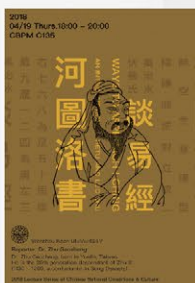
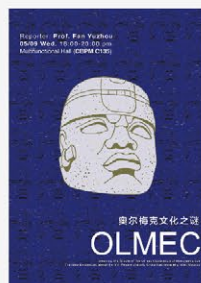


### Educational Purpose //

WKU PE course aims to cultivate students' sports humanistic accomplishment and exercise habits, as well as form a healthy lifestyle. Basketball, Soccer, Volleyball, Tennis, Badminton, Table Tennis, Squash, Baseball, Taekwondo, Aerobic exercise, Orientation movement, Yoga, Taijiquan.



## Activities



▲ WKU Art Troupe



▲ Traveling in Wenzhou



▲ Face Painting



▲ WKU Art Troupe



▲ Extra-curricular P.E. activities



▲ Experience Wenzhou

# CAMPUS ACTIVITIES



◀ **Dinner with chancellor**  
During the dinner with school Chancellors, WKUers interactively shared their campus lives and study.



## ▲ International Conference

8 WKU students were invited to participate in the 10th University Scholars Leadership Symposium 2019, Malaysia organized by the Office for the Coordination of Humanitarian Affairs.



## ▲ WKU Music Festival

Grass, Electronic Music, Formal, and model provide a stage to students.



## ▲ Education Support Program

WKU student volunteers are selected to teach in Primary schools.



#### ◀ Look Who's Speaking

Faculty, staff and outstanding visitors provide speech in Residence Hall.

#### Sharing Session At Night ▶

WKUers share special experiences in the sessions.



#### ◀ Cougar Hunt

Step out of your room and join the games with your roommates.

#### Thanksgiving Celebration ▶

Provide different culture activities to students.



# TUITION & FEES

## Tuition of the academic YEAR 2022-2023 //


**65,000 RMB**

Yuan/Year

**68,000 RMB**

Yuan/Year for Design Programs

## Housing Rates //


**7000 RMB**

Yuan/Year

**14500 RMB**

Yuan per

## Application Fee //


**400 RMB** (USD 70)

## Meals, Text Books, and Other Cost //


**Approximate: 20,000 RMB**

Yuan/Academic year

## Deposit //


**5,000 RMB** (USD 790)

The deposit is non-refundable. It will be deducted from the tuition once students are enrolled at Wenzhou – Kean University.

## Insurance //


**800 RMB**

Yuan/ Year

## Residence Permit //


**800 RMB**

Yuan/ Year

## Physical Check //


**493 RMB**

Yuan / per year.

## 1 RMB≈0.15 USD

Please be noted that Wenzhou-Kean University charges the tuition and fees in Chinese RMB. The currency exchange rate is approximate.



▲ Residence Hall (Plum)



▲ Residence Hall (Banyan)



▲ Study Lounge



▲ Study Lounge

# RESIDENCE HALLS

## Facilities //



▲ Double Room with High Beds



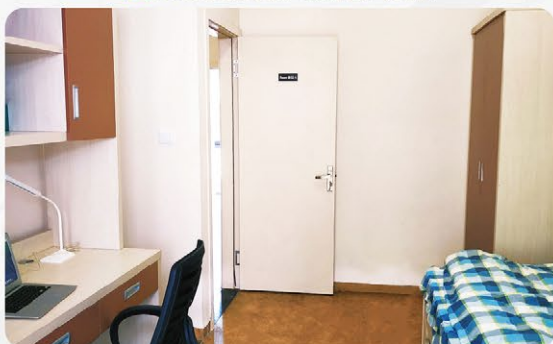
▲ Kitchen



▲ Double Room with Low Beds



▲ Living Room



▲ Single Room



▲ Laundry Room



24-hour Security



24-hour Security



24-hour Free Wired and  
Wireless Internet Access



Community Kitchen



Laundry Room  
Located within the  
Building



Maintenance Free



Gym, Table Tennis  
Room, Billiards Room,  
etc.



Discussion Room  
and Meeting Room

# APPLICATION MATERIALS

- 1 Completed Application;
- 2 A Photocopy of passport;
- 3 A passport size color photograph;
- 4 Copies of all relevant transcripts;
- 5 Official copy of University Entrance Exam report (e.g. SAT or ACT);
- 6 A Copy of High School Diploma, if applicable;
- 7 Official transcript evaluation by a NACES approved evaluation service, e.g. WES (www.wes.org). The official copy of the evaluation should be request for the Admissions Office of Kean University, for transfer students if required;
- 8 Personal essay (1-2 pages), in English, expressing your educational and professional career goals;
- 9 Non-criminal records.

## English Language Requirement for non-native English applicants //

- 1 TOEFL iBT (DI code: C050): 79. (TOEFL Mybest Scores and TOEFL iBT® Special Home Edition are accepted.)
- 2 IELTS: 6.0.
- 3 Duolingo: 100.



• Please note that the TOEFL/IELTS requirement is only waived if you are a native English speaker or have completed a college-level English Composition course in the U.S. with a grade of "C" or better or other similar qualification acceptable to WKU.

• Please contact the Admissions Office if you do not have an equivalent score.

## How to apply //

- Please email scanned copies of the required documents to [admissions@wku.edu.cn](mailto:admissions@wku.edu.cn).

## NOTE //

- All of the materials must be in English.

## REQUIREMENT FOR DESIGN PROGRAMS

- Please submit your portfolio and major application information to the designated email address: [mgc@wku.edu.cn](mailto:mgc@wku.edu.cn), please indicate in the title of the email: WKU+application major name+my name;

## PORTFOLIO //

- Upload a minimum of 10 individual pieces of creative work and no more than 12. The best work should display personal creative thinking and skill in basic design and drawing. Select examples in a variety of media and subject matter.

## The categories and criteria for evaluation are as follows //

- Visual Form: Effective Use of Visual Elements and Principles of Composition;



# APPLICATION FORM

Please complete and send the form to [admissions@wku.edu.cn](mailto:admissions@wku.edu.cn).

Last/ Family Name:		First/Given Name:	
Date of Birth	year	month	day
Place of Birth			
Passport No.			
Nationality			
Occupation		Religion (Optional)	
Semester of Enrollment	<input type="radio"/> Spring 2023 <input type="radio"/> Fall 2023		
Highest Academic Qualification Obtained			
Employer or Institution Affiliated			
Correspondence Address			
Email Address			
Cellphone No.		Telephone No.	
Nationality(Mother)		Nationality(Father)	
Source of Funding:			
<input type="radio"/> Scholar Ship <input type="radio"/> Self-supporting <input type="radio"/> Other _____			
Financial support will be provided by:			
MEDICAL CONDITIONS			
Medicines I am allergic to:			
Any medical conditions in which a physician in another country should be made aware of:			
EDUCATIONAL BACKGROUND (Start with the most recent record)			
Name of Institution	Degree	Date of attendance (from/to)	
WORK EXPERIENCE, if applicable (Start with the most recent record)			
Organization	Position	Date of attendance (from/to)	

# APPLICATION FORM

## PROGRAMS APPLYING

First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

B.S. Global Business

B.S. Accounting

B.S. Finance

B.S. Management (Supply Chain & Information Management Option)

B.S. Management (Business Analytics Option)

B.S. Marketing

B.A. English (Global Settings Option)

B.A. Psychology (Forensic Psychology Option)

B.A. Psychology

B.A. Communication (Public Relations Option)

B.F.A. Interior Design

B.S. Computer Science

B.S. Biology (Cell and Molecular Biology Option)

B.A. Chemistry

B.A. Mathematical Sciences (Data Analytics Option)

B.S. Environmental Science

B.A. Economics

B.A. English (Standard Option)

B.A. Architectural Studies

B.I.D. Industrial Design

B.F.A. Graphic Design

## SCORE in the SECONDARY SCHOOL

### ENGLISH LANGUAGE Score or Qualification

TEST Name	SCORE	DATE OBTAINED

## SCORE OF UNIVERSITY ENTRANCE EXAM e.g. SAT/ACT.

TEST Name	SCORE	DATE OBTAINED

## HOW DID YOU LEARN ABOUT WENZHOU-KEAN UNIVERSITY?

- ☐ Personal Recommendation
 ☐ Exhibition/Fair
- ☐ Social Media-Please Specify
- ☐ Website-Please Specify
- ☐ Others-Please Specify

Declaration: I hereby certify that all information supplied by me in this application is accurate and complete. I understand that any misrepresentation or omission of fact will constitute cause for nullification of my application prior to admission or rescission or dismissal following admission.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# APPENDIX: Supporting Documents

Please send the scanned supporting documents to [admissions@wku.edu.cn](mailto:admissions@wku.edu.cn).

## A. Required application materials.

- A Photocopy of passport;
- A passport size color photograph; (2-inch color bareheaded photo with white background, the aspect ratio should be 4:3, and in JPG format.)
- A Copy of High School Diploma if applicable;
- Copies of all relevant educational transcripts;
- Official copy of University Entrance Exam report;
- NACES Transcript Evaluation; (For transfer students, if required)
- Personal essay (1-2 pages), in English, expressing your educational and professional career goals.

## B. English Language Requirement for non-native English applicants.

- Official copy of TOEFL/IELTS/Duolingo score report, etc.

## CONTACT US


 Tel: +86-(0)577-55870333

 QQ consulting group: 231407342

 Add: 88 daxue rd, ouhai, wenzhou, zhejiang province, china, 325060

 Web: <https://wku.edu.cn/en/>

 E-mail: [admissions@wku.edu.cn](mailto:admissions@wku.edu.cn)

 Fax: +86-(0)577-55870099





WENZHOUCHEAN  
UNIVERSITY

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