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 24 km from New York City.

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 cooperative university situated in Wenzhou — a vibrant city known for its world-wide entrepreneurship and pioneering spirit.

A CITY OF THE WORLD
A UNIVERSITY OF THE FUTURE
CAMPUS CONTENTS

PLAN MAP

CONTENTS

05 WELCOME LETTER
07 ABOUT WENZHOU-KEAN UNIVERSITY
09 SCHOLARSHIPS AND GRANTS
11 CAREER PROSPECTS
14 UNDERGRADUATE EDUCATION MAJORS
27 IT’S MY LIFE
29 MESSAGES FROM FACULTY
31 TUITION AND FEES
32 ACCOMMODATION
33 ADMISSIONS DOCUMENTATION
34 APPLICATION FORM FOR INTERNATIONAL STUDENTS
37 THE CITY OF WENZHOU
Dear Wenzhou-Kean Student,

Welcome! Congratulations on being a part of this groundbreaking initiative, which will provide you and your fellow students with a truly global, world-class education.

I am delighted you have selected Wenzhou-Kean and I know you will excel in all you do. Many exciting and challenging opportunities await you; be sure you take advantage of all this unique partnership has to offer.

Together, Kean University and China are creating a comprehensive campus experience for Wenzhou Kean students — one that will distinguish each of you in today’s global economy. Our university is a reflection of all we strive for: a deep commitment to intellectual achievement, excellence in teaching, and profound scholarship and research.

As the next generation of leaders in our society, you will confront a myriad of challenges that are reshaping the planet we share. Technology continues to revolutionize communication; economies grow more international; environmental challenges influence how we live; and, advances in health care extend our lives by decades.

Our Wenzhou-Kean initiative, I believe, will provide all of you with the resources you need to respond to these challenges and others. Our commitment to providing a thoughtful and nurturing learning environment, combined with the diversity of our University community, will no doubt make it possible for each one of you to achieve your goals in higher education.

Once again, I wish you the best as you embark on this transformative journey. We welcome and respect your ideas, your questions and your values; and, we promise you an enriching experience at Wenzhou-Kean. We are excited to welcome you to our community, and we will work hard to ensure you succeed in all you do.

Best Regards,

Dawood Farahi, Ph.D.
President
Kean University
ABOUT WENZHOU-KEAN UNIVERSITY

Wenzhou - Kean University is a jointly established Chinese-American higher education institution. It is located in the beautiful ‘Flower Town’ area of Wenzhou in south Zhejiang. The University is surrounded by mountains presenting a wonderfully scenic view. It has been officially approved by the Ministry of Education of the People’s Republic of China. WKU currently recruits first tier students from Chinese Mainland, Hong Kong, Macao, Taiwan, as well as Overseas Chinese and International students. There are currently 1900 students on a campus of 500 acres.

Wenzhou - Kean University provides a U.S. education utilizing educational resources and learning techniques developed in the U.S. The University works with the city of Wenzhou to allow people to experience Chinese culture. As an international university providing world-class education, we pride ourselves on being student-oriented, innovatively inclusive, diversely developmental and characteristically unique.

The university is dedicated to the principle of providing students with as many ways of development as is possible. The University empowers students with global vision, mastery of international rules and conventions, and minds that are innovative, creative and effective.

THE LEARNING ENVIRONMENT

WKU uses a western teaching model, emphasizing interactive instruction and group work. This is used to improve students’ abilities to identify and solve problems independently and to think critically and creatively.

Classrooms are equipped with advanced interactive electronic whiteboards and an academic video management platform (MediaSite). This allows students to review classes at any time. The virtual private network (VPN) allows students to access international learning resources, as well as the Library resources of Kean University.

--- American Education

The University utilizes a comprehensive and highly resourced U.S. program. The curriculum fully complies with American standards and the curricula are the same as that used in Kean University, U.S.A. More than 90% of the faculty are either from Kean University or globally recruited.

--- Accommodation

The students’ residence halls are designed in standard American style. Each suite has two bedrooms and one living room. Students can choose a private bedroom or a shared bedroom for 2 people. All of the residence halls are air-conditioned with 24-hours hot water supply and are WIFI ready.

--- Extracurricular Activities

Students can participate in a wide variety of Extracurricular Activities, including basketball, baseball, horse-riding, tennis, football, street dance, and tea ceremony amongst many others. These activities are known to help develop leadership skills, creativity, team spirit and social responsibility.

--- Sino-American Exchanges

Direct Post-graduate Program

Students can choose various academic and cultural exchange programs with Kean University (USA). Qualified graduates can take their master’s program in Kean University, U.S. directly.
### SCHOLARSHIPS AND GRANTS

**Grants**

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

**Notes:** International students are eligible for the above scholarships. For details on eligibility and application, please contact Admissions.

**SCHOLARSHIPS**

<table>
<thead>
<tr>
<th>Scholarship Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean’s Scholarship</td>
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<tr>
<td>First Class:</td>
<td>10,000RMB</td>
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<tr>
<td>Second Class:</td>
<td>5,000RMB</td>
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<tr>
<td>Third Class:</td>
<td>2,000RMB</td>
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<tr>
<td>Research and Innovation, Academic Contest</td>
<td>3,000RMB</td>
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<tr>
<td>(Open to individual and group)</td>
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<tr>
<td>Leadership or Public Services Scholarship</td>
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<tr>
<td>Leadership Scholarship:</td>
<td>3,000RMB</td>
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<tr>
<td>Public Services Scholarship</td>
<td>3,000RMB</td>
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<tr>
<td>(Open to individual and group)</td>
<td></td>
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<tr>
<td>Culture, Sports or Arts Scholarship</td>
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<tr>
<td>Culture, Sports or Arts Scholarship</td>
<td>3,000RMB</td>
</tr>
<tr>
<td>(Open to individual and group)</td>
<td></td>
</tr>
</tbody>
</table>

**Freshmen Scholarship**

- Full Freshmen Scholarship: First academic year’s tuition fee reduction.
- Half Freshmen Scholarship: 50% of the first academic year’s tuition fee reduction.

**Deadline:** June 15th.

**Note:** Please submit the required application documents before the deadline. It takes 1 month after the deadline to process your application for the scholarship.

**GRANTS**

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

**Notes:** International students are eligible for the above scholarships. For details on eligibility and application, please contact Admissions.

**WORK-STUDY PROGRAM**

WKU has a Work-Study Program designed to encourage students to participate in university work. It is an opportunity to gain working experience and if selected, to receive a small payment.
Most of WKU’s Graduates choose to take master’s programs at one of the top 100 global Universities. Some of the graduates chose to work. They are employed by government agencies, financial institutions and other enterprises, e.g. Bureau of finance, the State Administration of Taxation, accounting firms, and banks.

**GRADUATE SCHOOLS: Student Progression**

**NORTHERN AMERICA**
- University of Chicago
- Columbia University
- Brown University
- University of Pennsylvania
- Johns Hopkins University
- University of Illinois at Urbana-Champaign
- George Washington University
- University of Southern California
- Purdue University
- Northwestern University
- Northeastern University
- North Carolina State University
- University of Florida
- University of Rochester
- University of Toronto
- Kean University
- Wake Forest University
- Case Western Reserve University
- University of California, Davis
- Boston University
- Southern Methodist University
- State University of New York at Binghamton
- University of Maryland
- Fordham University
- Pepperdine University
- University of North Carolina
- University of Delaware
- University of Connecticut
- Brandeis University
- College of William & Mary
- McMaster University

**U.K.**
- London School of Economics and Political Science
- University College London
- University of Durham
- King’s College London
- University of Edinburgh
- University of Bristol
- University of Leeds
- University of York
- University of Birmingham
- University of Exeter
- University of Glasgow
- University of Nottingham
- Lancaster University
- Australian National University
- University of Sydney
- University of Queensland
- University of New South Wales
- University of Melbourne

**AUSTRALIA**
- Peking University School of Transnational Law
- Fudan University
- Shanghai University of Finance and Economics
- Donghua University
- Chinese University of Hong Kong
- Hong Kong Baptist University
- City University of Hong Kong
- Hong Kong Polytechnic University
- Hong Kong University of Science and Technology
- University of Nottingham Ningbo China

**CHINA**
- 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
- Postal Savings Bank of China
- Shanghai Securities Co., Ltd.
- China Securities Co., Ltd.
- Shenzhou Rural Commercial Bank
- China Securities Co., Ltd.
- Shanghai Lyun Tech. Co., Ltd.
- Shanghai Kean University

**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
- College students village official
- Wenzhou Municipal Lucheng district office, State Administration of Taxation
- Wenzhou-Kean University

**ACCOUNTING FIRMS**
- Grant Thornton
- ZhongHui Certified Public Accountants Co., Ltd.
- Fanglian Accounting Firm
- Mingda Accounting Firm
- Jonten Certified Public Accountants
- Zhejiang Zhicheng Certified Accountants

**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
- Postal Savings Bank of China
- Shanghai Securities Co., Ltd.
- China Securities Co., Ltd.
- Shenzhou Rural Commercial Bank
- Chailease International Finance Corporation
- WinLand Financial Leasing Co., Ltd.
- Huatai Securities
- Shanghai Hongxin Fortune Investment Management Co., Ltd.
- Ningbo Oriental Financing
- Belun Rural Credit Cooperatives

**OTHER ORGANIZATIONS**
- Faurecia Group
- Chailease International Finance Corp.
- Zhejiang Supor Co., Ltd.
- State Street Corp.
- YTO Express (Logistics) Co., Ltd.
- Zongyi (Ningbo) Ecological Garden HOLDINGS
- Zhejiang Changjiang Machinery Co.
- Shenyiway Education Group
- Zhejiang Zhongshan Chemical Industry Group Co., Ltd.
- Teach For China
- Goodman Management Consulting
- Disney English
- Tata Group
- Ningbo AUX Air-condition Co., Ltd.
- Deli group
- Hangzhou Communications investment Group CO.,Ltd.
- Hangzhou New Oriental school
- Hangzhou Lulu stereo equipment Co., Ltd.
- Yee Tung Garment Co., Ltd.
- Shanghai Kean University
ADVANTAGING OUR GRADUATES IN THEIR FUTURE PROSPECTS

--- Advantage for postgraduate program overseas
WKU graduates are highly successful when applying for master’s program at World-Class Universities. The Bachelor’s degrees they receive are certificated by the U.S. Middle States Commission on Higher Education. The WKU diploma is exactly the same as that of the Kean University U.S., and the transcripts are issued by the Registration office of Kean University U.S. WKU professors will also provide recommendation letters.

--- Global faculty
WKU is an English-only teaching University. The school recruit faculty from the U.S. and globally. Our graduates benefit from having fewer English language barriers when working or studying abroad. English capability is an important skill in the current employment market, which is to the advantage of our WKU graduates.

--- Employment Cooperation between WKU and External Enterprises
WKU cooperate with external Enterprises to gain work or internship opportunities for our students. We have established strategic cooperative relationships with associations of industry and commerce in different provinces and municipal cities including: Shanghai American Chamber of Commerce, CPA Australia of Shanghai, and the Wenzhou’s chamber of commerce. WKU has signed internship agreements with financial institutions such as the Bank of Ningbo, China Everbright Bank, and China Merchants Bank. The SCDC holds recruitment sessions twice a year in spring and fall, in which senior executives from various enterprises or institutions are invited onto the campus with the intention of interviewing students.

--- Exchange study experience at Kean University
WKU students can chose to take an exchange study program in Kean University U.S. The program provides a high quality study environment and work opportunities in school offices or students associations. The experience equips students with skills that give an advantage over their non WKU peers. Feed back in different organizations suggests that WKU graduates engage in work faster, and respond to work challenges more readily than their peer group.

--- Providing entrepreneurial support
The SCDC has signed an agreement with Wenzhou Oneheht entrepreneurial service co., Ltd. to provide a ‘Group Innovation Space’ – a one-stop entrepreneurial service platform. The entrepreneurship coaches provide one to one entrepreneurial consulting to our students, as well as facilitating entrepreneurial competitions.
B.F.A. 
GRAPHIC DESIGN

The B.F.A. 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 the Graphic Design industry.

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, and 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.

Career Prospects //
Successful completion of B.F.A in Graphic Design enables graduates to become versatile practitioners working with many sectors of business as well as with institutions, and government. Graduates are equipped for careers in 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.

Academic Support //
The Graphic Design program at WKU provides a range of resources and services to help you make the most of your studies. There are extensive lecture, studio and technology courses led and taught by full-time faculty and visiting instructors who are all practicing professional designers. The faculty and staff are dedicated to providing an exceptional educational experience while fostering the knowledge, skills, creativity and professionalism necessary to prepare graduates for careers as professional designers.

Global Practicum Opportunities //
The Michael Graves College at Union campus of Kean University USA is the base of our program and is only 45 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’s study is available to you. Students in the program are encouraged to pursue internships and part-time employment in the field, to participate in events sponsored by professional organizations, and to meet design professionals during seminars, portfolio reviews, and other special events, including the world-class ‘Thinking Creatively Design Conference’ hosted by the Design Center at Kean. This program also concludes with a course in which students create professional portfolios enabling them to competently and confidently enter the job market.

MAJOR (CORE) REQUIRED COURSES

INTERACTIVE, PRINT, & SCREEN OPTION

STUDIO SKILL
TYPOGRAPHY
UNDERSTANDING IMAGES
CONCEPT TO PRINT
VISUAL STORYTELLING
MOTION GRAPHIC DESIGN
EXPRESSIVE IMAGING
BRANDING STRATEGIES
CARTOONING
MOBILE DESIGN
CRITICAL PERSPECTIVES IN DESIGN

INTERACTIVE ADVERTISING OPTION

TYPOGRAPHY
ADVERTISING
WEB AND INTERACTIVE DESIGN
MOTION GRAPHIC DESIGN
IDENTITY & INFORMATION DESIGN
DESIGN OF ADVERTISING
PROMOTIONAL DESIGN
PORTFOLIO

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 on this design aspect 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.

Career Prospects //
Successful completion of the B.A. in Architectural Studies enables graduates to become problem solvers that can work with clients and government in managing the relationship between humans and space. Graduates are competent in the career of architecture design, landscape design, and environment design. Additionally, some graduates are also using their highly transferable skills in other design related disciplines such as industrial design and costume design.

Our Mission //
The Program aims to inform the public about the critical contribution that architecture designers make in changing the world and to this end we are also dedicated to reaching out to the wider community through programs that show the relationship between human and space.

With a broad foundation in liberal arts, a core foundation in the basics of design elements and principles, a thorough grounding in design concepts, artistry, craft, and technologies, followed by a concentration in selected area of design, the programs of study offer students intensive theory and practice and an integrated curriculum to provide them with the tools they need to help shape the future of human lives.

The Architectural Studies Program has a focus on critical and creative thinking, aesthetic awareness, effective use of technology, awareness of sustainability relative to the profession, diversity and social sensitivity, ethical professional practices, career opportunity, and global perspectives.

MAJOR (CORE) REQUIRED COURSES

INTRODUCTION TO ARCHITECTURE
STUDIO INDIVIDUAL TOPICS
REPRESENTATION: HAND AND DIGITAL SKILLS
STRUCTURES
BUILDINGS SYSTEMS
ECOLOGY, THE ENVIRONMENT AND THE ETHICS OF ARCHITECTURE

WENZHOU-KEAN UNIVERSITY
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. For instance, those interested in teaching might take Theory and Practice of English as a Second Language to satisfy one of the six required “major electives” chosen from a variety of English courses, whereas a student hoping to work in publishing or law may choose to take the Translation course. Students are able to further individualize their program with the six “free electives” that English majors enjoy. For example, a student planning to work in the corporate world could take up to eight courses in business, or a student going into advertising or human resources could add a combination of business and psychology to their English major and graduate with a very unique background, attractive to both employers and graduate schools.

English-Strengthening Opportunities
Aside from the formal curriculum, Wenzhou-Kean English majors have a host of student organizations and activities to enjoy and work in, gaining practical experience in debate, student publications, broadcasting, and community service. A partial list includes: Sigma Tau Delta, WKU Toastmasters Club, English Debate Society, Literature Translation Society, Radio Station, Kiwi News, etc.

Knowledge and Skills Students will Grasp during the Study
The B.A. in Psychology major involves the study of the mind and behavior. 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, personnel administrator, statistical assistant, and graduate student in psychology or other professional areas. The skills and knowledge acquired from 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.

BS. ENGLISH

The BS. 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. For instance, those interested in teaching might take Theory and Practice of English as a Second Language to satisfy one of the six required “major electives” chosen from a variety of English courses, whereas a student hoping to work in publishing or law may choose to take the Translation course. Students are able to further individualize their program with the six “free electives” that English majors enjoy. For example, a student planning to work in the corporate world could take up to eight courses in business, or a student going into advertising or human resources could add a combination of business and psychology to their English major and graduate with a very unique background, attractive to both employers and graduate schools.

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BS. 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 BS. in Psychology. The major in Psychology is intended to acquaint students with the scientific field of knowledge of human and animal behavior and the research methods by which such knowledge is acquired.

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, personnel administrator, statistical assistant, and graduate student in psychology or other professional areas. The skills and knowledge acquired from 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.

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

MAJOR (CORE) REQUIRED COURSES

PROFESSIONAL PSYCHOLOGY
PSYCHOLOGICAL STATISTICS
TESTS AND MEASUREMENTS
EXPERIMENTAL PSYCHOLOGY
SEMINAR: ISSUES IN CONTEMPORARY PSYCHOLOGY

World-Class Education

WENZHOU-KEAN UNIVERSITY

17

18
The Computer Science Program prepares students to think critically and creatively and to succeed in implementation of computer based solutions. Students will learn how to adapt to the changing technological and social environments of a global economy.

This program, which emphasizes English as the medium of instruction, 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 have the benefit of dedicated faculty and an immersive learning environment for knowledge building and research. The program at Wenzhou is identical to that of the Kean Union campus. The emphasis on learning, researching, practicing and working permit students to seek work experience in both China and the U.S.A.

Students have the opportunities to participate in 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 to go on to graduate studies. With the provision of technology and research related opportunities in this program. Here is the opportunity to enter and advance in technical and managerial positions, at all levels, in the computing and information technology fields.

The Math Sciences program is designed to fulfill several objectives: to develop mathematical reasoning through problem solving; to investigate the mathematical theory which facilitates an understanding of mathematical applications; to provide background for careers in applied mathematics and computer science or teaching of secondary school mathematics; to prepare for graduate studies in the mathematical sciences. These are achieved, with departmental advisement, through the appropriate selection of electives.

Knowledge and Skills Students will Grasp during the Study

- Learning the fundamentals of data analytics and the data science connections.
- Developing competency in the 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.

Career Prospects

The Data Analytics option in Mathematical Sciences 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 Students will Grasp during the Study

- Learning the fundamentals of data analytics and the data science connections.
- Developing competency in the 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.

Big Data Computing

Applied Statistics

Foundations of Data Analysis

Big Data Visualization

Statistical Data Mining

Big Data Statistical Analysis

Big Data Techniques

Regression Analysis

Probability and Math Statistics
**B.S. MANAGEMENT**

The essence of Management is how to best utilize the various resources (human, physical, financial, and intangible) in order to implement effective strategies that capitalize on opportunities and internal strengths while defending against threats.

The Management program at Wenzhou-Kean University seeks to provide a student-centered learning environment, designed to support the intellectual, cultural, and personal growth of our students. Our primary objective is to prepare students for leadership roles in local, national, and global organizations by applying technical, human, conceptual, and strategic skills.

Our programs prepare students to be capable of managing people and resources in environments characterized by rapid changes in technologies, increasing global competition, shifts in demographics, and changing social, economic, and political contexts. It also emphasizes students’ social responsibilities and the need to serve as active and contributing leaders of their communities. Students acquire core competencies in innovation, dealing with change, probing for global opportunities, and developing creative solutions to operational challenges.

**Career Prospects //**

The management programs empower students to pursue career opportunities in a broad range of fields including administration, human resource management, international trade and business, information systems, financial management, purchasing, supply chain management and logistics, labor relations, production management, hospitality industry, medical and health services managers, property and construction management, real estate management, business analysis and consulting, entrepreneurial ventures, small business management, health-care management, educational leadership, and non-profit/institutional administration.

**Knowledge and skills students will grasp during the study //**

The management program focuses on developing skills required to manage the operations of a business or not-for-profit organizations in local, national, and global organizations by applying technical, human, conceptual, and strategic skills. It emphasizes the development of problem-solving, critical thinking, communication and information technology skills essential for effective decisions making in a diverse global business environment. These encompass strategic decisions as well as operational decisions.

#### MAJOR (CORE) REQUIRED COURSES

<table>
<thead>
<tr>
<th>General Biology</th>
<th>Genetics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microbiology</td>
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<tr>
<td>Essentials of Biochemistry</td>
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<tr>
<td>Immunology</td>
<td>General Chemistry</td>
</tr>
<tr>
<td>Organic Chemistry</td>
<td>General Physics</td>
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**SUPPLY CHAIN & INFORMATION MANAGEMENT OPTION**

<table>
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<tr>
<th>ORGANIZATIONAL BEHAVIOR</th>
<th>ADVANCED MIS</th>
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</thead>
<tbody>
<tr>
<td>LOGISTICS &amp; TRANSPORTATION</td>
<td></td>
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</tbody>
</table>

Select one of the following:

- COMMERCIAL DEVELOPMENT OF THE INTERNET
- INTERNET MARKETING
- MARKETING CHANNELS
- BUSINESS TO BUSINESS (B2B) MARKETING
- INTRODUCTION TO TOTAL QUALITY MANAGEMENT
- SUPPLY CHAIN SOURCING & PROCUREMENT MANAGEMENT
- WAREHOUSING AND MATERIAL MANAGEMENT

MGS 3000/4000 LEVEL (With permission of academic advisor)

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**ENTREPRENEURSHIP OPTION**

<table>
<thead>
<tr>
<th>HUMAN RESOURCES MANAGEMENT</th>
<th>INTERNATIONAL MANAGEMENT</th>
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<tbody>
<tr>
<td>SOCIAL ENTREPRENEURSHIP</td>
<td>NEW PRODUCT DEVELOPMENT</td>
</tr>
<tr>
<td>ENTREPRENEURIAL FINANCE</td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following:

- INNOVATION & ENTREPRENEURSHIP
- SUSTAINABLE GLOBAL BUSINESS & TECHNOLOGY
- ENTREPRENEURSHIP PRACTICUM

---

**MAJOR (CORE) REQUIRED COURSES**

**ENTREPRENEURSHIP OPTION**

- HUMAN RESOURCES MANAGEMENT
- INTERNATIONAL MANAGEMENT
- SOCIAL ENTREPRENEURSHIP
- NEW PRODUCT DEVELOPMENT
- ENTREPRENEURIAL FINANCE

Select one of the following:

- INNOVATION & ENTREPRENEURSHIP
- SUSTAINABLE GLOBAL BUSINESS & TECHNOLOGY
- ENTREPRENEURSHIP PRACTICUM

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**SUPPLY CHAIN & INFORMATION MANAGEMENT OPTION**

<table>
<thead>
<tr>
<th>ORGANIZATIONAL BEHAVIOR</th>
<th>ADVANCED MIS</th>
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</thead>
<tbody>
<tr>
<td>LOGISTICS &amp; TRANSPORTATION</td>
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</tr>
</tbody>
</table>

Select one of the following:

- COMMERCIAL DEVELOPMENT OF THE INTERNET
- INTERNET MARKETING
- MARKETING CHANNELS
- BUSINESS TO BUSINESS (B2B) MARKETING
- INTRODUCTION TO TOTAL QUALITY MANAGEMENT
- SUPPLY CHAIN SOURCING & PROCUREMENT MANAGEMENT
- WAREHOUSING AND MATERIAL MANAGEMENT

MGS 3000/4000 LEVEL (With permission of academic advisor)

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**MAJOR (CORE) REQUIRED COURSES**

<table>
<thead>
<tr>
<th>General Biology</th>
<th>Genetics</th>
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<tbody>
<tr>
<td>Microbiology</td>
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MGS 3000/4000 LEVEL (With permission of academic advisor)

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MGS 3000/4000 LEVEL (With permission of academic advisor)
**B.S. ACCOUNTING**

Knowledge and skills students will grasp during the study //

B.S. IN ACCOUNTING major involves the study of management accounting systems and the controllership function, fund accounting for government, schools, hospitals and other not-for-profit organizations, provides and understanding of the various types of fraud applications, including occupational fraud and non-occupational fraud. Meanwhile, it also applies computerized methods to the design and operation of accounting systems, instructs the student on other computerized aspects of accounting and related business procedures. It builds on the skills developed for the preparation of financial statements including reporting and analysis of liabilities, stockholder’s equity, and investments.

**MAJOR (CORE) REQUIRED COURSES**

- COMPUTERIZED ACC SYSTEMS
- INTERMEDIATE ACCOUNTING I
- INTERMEDIATE ACCOUNTING II
- FEDERAL INCOME TAXES I
- FEDERAL INCOME TAXES II
- COST ACCOUNTING
- ADVANCED ACCOUNTING
- INTERNATIONAL ACCOUNTING
- AUDITING
- BUSINESS LAW

**Career Prospects //**

The B.S. in Accounting Program will prepare students for various positions in accounting. Graduates of this program are eligible to sit for the American CPA examination; however 150 credit hours are required to apply to be licensed as a CPA. The program is CPA Australia accredited as well.

**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.

**Advantages //**

The flagship business program provides students with a uniquely global, comprehensive, and personalized learning experience which prepares them to contribute and prosper in a diverse and dynamic world. Located in a new, state-of-the-art facility, this program will prepare students for careers in the new global economy by offering them the opportunity to engage in a digitally-infused global business practicum, leadership activities, networking, internships, plus interact with world-class faculty and engage in global consulting projects through Global Practica course. The program is under review for Characteristic Program designation in China.

**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. Students can facilitate the entry or the advancement of careers in areas such as accounting, finance, HR and marketing. Possible professions include: accounting or finance executive, corporate investment banker, human resources officer, management consultant, marketing executive, purchasing or supply chain manager.

**MAJOR (CORE) REQUIRED COURSES**

- ORG BEHAVIOR
- INTERN. MGT.
- INTERN. BUS/TRADE
- INTERN. MKT
- GLOBAL BUSINESS PRACTICUM
- SUSTAINABLE GLOBAL BUSINESS & TECHNOLOGY
- INNOVATION
Finance is a field that considers how businesses raise, spend and invest capital; how firms and individuals allocate their resources among investment alternatives; and how financial markets function. The Finance major is introduced to the basic structure, processes, institutional framework and theories of finance. Courses in finance prepare the student for corporate and public sector employment as well as graduate work in economics, finance, management, and law. The program has an Advantage Program designation in China.

**Career Prospects**

The chances that can come with the Bachelor of Finance degree span many fields, such as corporate and international financial management, personal financial planning, and investment services. Brokerage firms, commercial banks, investment and insurance companies, and other financial intermediary companies all employ finance graduates. Common jobs for those with a degree in finance include: Financial Analysts, Financial Managers, Personal Financial Advisors, Securities, Commodities, and Financial Services Sales Agents.

**Knowledge and skills students will grasp during the study**

Students will: 1) Study the basic principles of investments suitable for individuals and for business organizations. 2) Get the understandings of entrepreneurial finance which consists of funding companies from start-up to early stage and growth phases. 3) Learn the management, finance and investment problems peculiar to foreign operations. Interrelationships between theory and practice will be emphasized.

**MAJOR (CORE) REQUIRED COURSES**

- Corporate Finance II
- International Business Finance
- Derivatives
- Investments and Portfolio Mgt
- Financial Institutions & Markets

Marketing focuses on understanding, targeting and satisfying consumer markets on a global scale by offering superior value, innovation, and relationships. Students learn how to benefit from local, national and global market opportunities and trends through the conception 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). The field integrates economics, sociology, psychology, and statistics to develop marketing systems and processes. The marketing electives offer an opportunity for students to choose areas of more specialized knowledge according to their interests and career goals.

**Career Prospects**

B.S. MARKETING major develops student’s skills of flexibility, problem-solving ability, commercial awareness and communication. Students will have a variety of marketing focused roles, including: Advertising, Brand Management, Marketing Communications and Public Relations, Business Intelligence, Online Marketing, Sales and Events Co-coordinator, Product Management. Graduates will also succeed in securing graduate level roles in other business areas as well, such as: Graduate Business Consultant, Operations Manager, Trainee Buyer, and Business Management Graduate.

**Knowledge and skills students will grasp during the study**

Courses are designed focusing on concepts and strategies essential for all types of operations, providing an extensive overview of the concepts, principles and activities that comprise contemporary marketing management, helping students recognize and define information needs, design and implement research projects, and learn to interpret and evaluate results presented.

**MAJOR (CORE) REQUIRED COURSES**

- Consumer Behavior
- Marketing Research
- International Marketing
- Seminar in Marketing Strategy
There are many brilliant and interesting English academic and campus culture activities, such as English Speech Competition, Debate in English, English Drama at Night, Dr. Knowledgeable, Arts Festival of Game, Wenzhou-Kean University Activity Day, Halloween, Thanksgiving, Christmas etc. These activities help students enjoy their life on our American styled campus.

The Youth League Committee is a student league that focuses on non-profit social services and large campus cultural activities. The committee also undertakes communication between student organizations of Wenzhou-Kean University and other Universities. It embraces the best of Chinese and America practices.

WIN is a mixed media speech brand created by our students with the purpose of stimulating more thinking about social innovation through offline collection of multiple ideas and online media communication. WIN speech was established in 2014, in Wenzhou. The program introduces high-quality speech resources with regional, industry, domestic and international influence. WIN has successfully held five speeches, and invited about 40 speakers from various fields, such as the founder of TEDtoChina - Tony Yet; the Voice Character - JIANG Guangtao; a famous designer – WANG Pinzhong; and a talent from Zhihu (a SNS Web) – CAI Tong.

The Student Government speaks for students and protects students’ rights. The student government carefully prepares for large University activities, such as new students’ orientation, recruiting for associations on campus, and the award ceremony for Hall of Fame. The student government also has established friendly relationships with other Sino-Foreign cooperative Universities and Universities in Wenzhou, providing exchange platforms for our students.

Chinese Curricula Center

The Chinese Curricula Center is a key teaching and learning unit to educate people about Chinese culture and tradition, which utilizes characteristics of American education. The center offers education based on the 5Cs: creativity, critical thinking, cooperation, character development, and care. We look at ‘ancient and modern’, ‘society and I’, ‘cultural heritage and internationalization’ amongst many others. The center educates students through entertainment and activities. Some examples are lectures on Chinese society and Chinese literature & culture, seminars, subject practices, Chinese and Western culture, art salons, and art club activities.

RA ( Resident Assistant )

RA (Resident Assistant) manages the apartments for benefit the students on behalf of the students affairs office. It is one of the important links in the student self-management system. The RA provides a variety of advisory services for student residents, collecting students' suggestions and providing feedback. The RA carries out daily management work of the apartments and holds a series of activities designed to create a sense of America. The RA develops their abilities in listening, communicating, empathetic thinking, creativity and management.

Student Ambassadors

The Student Ambassador team is a creative and dynamic group who present a highly positive image of Wenzhou-Kean University students. They provide (What does this expression mean) communication between students and wider society. Through various social activities utilizing the unique perspective of students, the team communicates care, culture, energy and inspiration.

Sun Tree Psychological Counseling Center

This center is founded to provide professional psychological services for students. The Sun Tree represents valuing yourself, valuing others and how to grow as a person. The core concept of the center is to respect themselves, respect the family, and respect life. The purpose is to find yourself, accept yourself, and love yourself. The center supports the psychological health of the students and their personal growth. We strive to create a harmonious and healthy campus as a key characteristics of Wenzhou-Kean University.
MESSAGES FROM FACULTY

Philip Connelly

As I walk around the beautiful mountainous surroundings of Wenzhou Kean University, I can't help but to reflect upon the ironic circumstances that helped contribute to the creation of WKU. In a way, it is a reflection of how the world is flat. The students are being needed for a world that has very few global barriers and is no longer dictated by western ideas. They will be inspired to pick up their heads and be as visionary as they can possibly be in setting goals for their lives and what they want to accomplish in their lives.

Holger Henke

Wenzhou-Kean University (WKU) is a pioneering joint-venture established to equip Wenzhou, Zhejiang, and China with the labor power and entrepreneurial skills required to operate successfully in the global economy of the 21st century. It promotes innovation-driven development, the application of smart technology, strong foundations, sustainable development and builds a workforce whose hallmark is high quality. Here at WKU we educate the leaders of tomorrow, who will give shape and content to the Sino-American relationship that is in many ways really just at its very beginning. Chinese, American and other international students who decide to join this forward-thinking and entirely new model of education, have the opportunity become the drivers and dreamers of tomorrow. At WKU, students will get a deep expertise in their field, but they will also be asked to explore other academic fields of interest, and become the broad and well-rounded person that globally operating companies are looking for. We teach them to creatively, critically, learn the scientific method and become contributors of new knowledge, become true innovators, and we teach them to become lifelong learners. They will learn all of that and more, while also perfecting their English-language skills. And along the way they will come to appreciate that in today’s world it is often more important to develop better questions, than it is to answers.

Charles Greenberg

The University Library is engaged in an innovative partnership as a core accelerator of the educational community, responding to the needs and aspirations of tomorrow’s generations of students and scholars. We explore and implement innovative technologies and services to deliver information and scholarly resources conveniently to users anytime and anywhere. We also provide well-equipped and functional physical spaces where students can happily pursue both group and independent learning and discovery. This is our Library vision.

Cao Jiang

You are here for a reason. Many applied to WKU but few were accepted. You are here because you are better. This is your opportunity. We, the faculty, administrators, and staff, are here to support you and transform your lives. That is the commitment we made for you.

David Purnell

Being able to speak intelligently about a wide variety of subjects and disciplines, and relate them to each other in a creative fashion, is a key skill for the 21st Century. Helping you develop this skill during your time at Wenzhou-Kean University is one of our highest objectives. Come grow with us.

Charles Greenberg

In Computer Science program, we encourage students to explore and create. We nurture their creativity and encourage them to not only work on their own but also share their knowledge with others. We help students gain practical knowledge and skills beyond computer theory and programming. For students who want to pursue higher degrees, we provide inter-disciplinary research projects, such as computational emotions and neuro-marketing, human-computer interaction, emotion analysis in healthcare, wearable assistive devices, mobile games for the visually impaired, computational finance, etc. Finally, it is our hope that students can empower the underprivileged with their knowledge and skills.

Vinita Gaikwad

Dear Students,

Welcome to WKU. The world is like a large room with many little windows. Each window presents a different view, a different perspective. WKU is one little window from where you can peek into the wide world of knowledge. Here you have an opportunity to broaden your own worldview. There is so much out there to admire, absorb, and achieve. Snap into WKU with an open mind and a strong desire to learn and you will see success at your very own doorstep. Enjoy this window of opportunity!
TUITION & FEES

Tuition Fee of the academic YEAR 2019-2020 //
RMB 68,000 Yuan (USD 10,000)/ Year

Accommodation Fee //
RMB 8,200 Yuan (USD 1,300) - RMB 14,100 Yuan (USD 2,200) per Academic Year, 1 Academic Year = 10 Months.

Application Fee //
RMB 400 Yuan (USD 70).

Meal, Living Cost and Text Books //
Depends on the actual purchase expense.

Deposit //
RMB 5,000 Yuan (USD 790)
The Deposit is non-refundable. It will be deducted as the part of the Tuition Fee once students have arrived and registered at Wenzhou – Kean University.

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Application Fee //
RMB 400 Yuan (USD 70).

Insurance //
RMB 800 Yuan (USD 130)/ Year.

Residence Permit //
RMB 800 Yuan (USD 130)/ 2 Years.

Physical Check //
RMB 400 Yuan (USD 65)/ 2 Years.

Note //
USD is approximate and subjects to currency exchange rates.

Wenzhou-Kean University commits to develop a student community with learning, communication, entertainment and rest. The University has four residence halls, which are Plum Hall, Orchid Hall, Bamboo Hall and Chrysanthemum Hall. There are different types of rooms in the residence halls.

<table>
<thead>
<tr>
<th>Type of Suite</th>
<th>Type of Room</th>
<th>Facilities of Rooms</th>
<th>Shared Facilities</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>(2+2)</td>
<td>Two rooms: One room is smaller, the other is larger.</td>
<td>Room with 2 beds.</td>
<td>1 Academic Year = 10 Months.</td>
</tr>
<tr>
<td></td>
<td>(1+1+2)</td>
<td>3 rooms: One single room (Small Size), another single room (Large Size), and one room with two beds.</td>
<td>Room with a bed.</td>
<td>Billiard, gymnasium, table tennis, board game, meeting room, discussion room, laundry, drier, microwave, water dispenser, free WiFi.</td>
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<tr>
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<td>(1+2)</td>
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<td>Room with a bed.</td>
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Relevant Cost //
Hot water RMB 50 Yuan/ton (about 7.5 US Dollar/ton)
Cold water RMB 2.7 Yuan/ton (about 0.5 US Dollar/ton)
Electricity RMB 0.54 Yuan/kilowatt (about 0.08 US Dollar/kilowatt)
Food About RMB 900 Yuan in dining hall/month/Personal (about 134 US Dollar)
(Note: USD is approximate and subjects to the currency exchange rate.)
ADMISSIONS DOCUMENTATION

* Completed Application
* A Photocopy of your current passport (photo page to be included);
* A passport size color photograph;
* Copies of all relevant transcripts;
* Official transcript evaluation by a NACES approved evaluation service. The official copy of the evaluation should be mailed to the Wenzhou Kean Office of Admissions, if required;
* Personal essay (1-2 pages), in English, expressing your educational and professional career goals.

English Language Requirement for non-native English applicants

TOEFL Minimum Score: Internet based: 80.
IELTS Minimum Score: 6.0.
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.

How to apply

Please email scanned copies of the required documents to admissions@wku.edu.cn.

NOTE

All of the materials should be in English.

APPLICATION FORM FOR WENZHOU-KEAN UNIVERSITY

<table>
<thead>
<tr>
<th>Last/ Family Name/姓</th>
<th>First/Given Name/名</th>
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<tr>
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<tr>
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<tr>
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<tbody>
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<tr>
<td>Self-support/自费</td>
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<tr>
<td>Other/其它</td>
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</tbody>
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Financial support will be provided by/经济担保人或机构:

EDUCATIONAL BACKGROUND (Start with the most recent record)/学习经历 (从最近的开始写)

<table>
<thead>
<tr>
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<table>
<thead>
<tr>
<th>Qualification currently studied/already achieved/ 学历</th>
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<tr>
<th>Date of attendance (from/to)/学习时间（年月-年月）</th>
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REQUIREMENTS FOR GRAPHIC DESIGN

Please register, select your major and provide portfolios on kean.slideroom.com.

MAJOR // WKU - Graphic Design (B.F.A.).

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;
* Visualization: Effective Sketching and Drawing Skills;
* Technical: Effective Use of Traditional Art Media and/or Digital Media;
* Creativity: Unconventional and/or Unique Solutions and Conceptual Strength;
* Presentation: Variety and range in the selection of creative work;
* Professionalism: Maturity and Thoughtfulness of an Essay. You may include items created on your own or while in school.

Images (up to 5MB each), Video (up to 250MB each), Audio (up to 30MB each), PDFs (up to 10MB each), Models (Sketchfab) and Other Types (website) (up to 10MB each). You may also link to media from YouTube, Vimeo and SoundCloud.
**PROGRAM APPLYING FOR**

<table>
<thead>
<tr>
<th>First Choice</th>
<th>Second Choice</th>
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**Major/专业列表**

- B.F.A. Graphic Design 视觉传达设计
- B.A. Psychology 心理学
- B.A. Architectural Studies 建筑学
- B.A. English 英语 (国际应用方向)
- B.S. Accounting 会计学 (国际会计方向)
- B.S. Global Business 国际商务
- B.S. Marketing 市场营销 (国际方向)
- B.S. Finance 金融学 (国际金融方向)
- B.S. Management (Entrepreneurship Option) 管理学 (创业管理方向)
- B.S. Management (Supply Chain & Information Management Option) 管理学 (供应链与信息管理方向)
- B.S. Computer Science 计算机科学与技术
- B.A. Mathematical Sciences(Data Analytics Option) 数学与应用数学 (数据分析方向)
- B.A. Psychology (International Application Direction) 心理学 (国际应用方向)
- B.S. English (International Application Direction) 英语 (国际应用方向)

**SCORE OF SECONDARY SCHOOL**

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<tr>
<td>English</td>
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<td>Science</td>
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**TEST Name**

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**SCORE OF UNIVERSITY ENTRANCE EXAM**

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**HOW DID YOU LEARN ABOUT WENZHOU-KEAN UNIVERSITY?** 如何得知温州肯恩大学?

- [ ] Personal Learning 个人学习
- [ ] Social Media 社交媒体
- [ ] Exhibition/Fair 展会
- [ ] Others 其它

**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. 本人承诺所填写内容与提交信息真实有效，任何错误填写或遗漏将使申请无效。

**Signature** 签名

**Date** 日期

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**CONTACT US**

Tel: +86-(0)577-55870333, Fax: +86-(0)577-55870099
Add: 88 Daxue Rd, Ouhai, Wenzhou, Zhejiang Province, China 325060
Web: www.wku.edu.cn/cn/admission
E-mail: admissions@wku.edu.cn
QQ Consulting Group: 231407342
Wenzhou has a well-developed private business sector. Since the start of the Reform and Opening-Up of China in 1981, the city has been leading in market-oriented reform, private sector development and regional industry development. This way of development is called the "Wenzhou Model". Wenzhou was the first city in China to set up individual and private enterprises as well as shareholder cooperatives. It has also taken the lead in carrying out financial system reform and structural reform in townships. These developments have made Wenzhou one of the most vibrant cities in the world and one of the 'Top-Ten Business Vibrant Cities' in China. Meanwhile, the education of the city has soared along with the economic take-off.

The pride of our city is its people. From their entrepreneurial activities, generations of Wenzhouese tycoons have emerged and achieved economic miracles in the city. Wenzhou, also known as the city of Overseas Chinese, has 680,000 Overseas Chinese in 131 countries or regions around the world. Many of them are very successful in politics, business and science and technology.

Wenzhou is located in the southeast part of China. Located in the southern region of the Yangtze River, its moderate climate, rich soil, numerous rivers and lakes, plus abundant marine resources, has led to the city being known as the land of fish and rice. As a beautiful coastal city, Wenzhou also boasts wonderful landscapes with rugged mountains and tranquil waters, including three state-level scenic spots, namely the Yandang Mountain, the Nanxi River and Baizhang Waterfall–Feiyun lake.

The National Parks of China
Yandang Mountain (雁荡山), Nanxi River (楠溪江), and Baizhang Waterfall–Feiyun lake (百丈漈—飞云湖).

National Nature Reserves
Wuyanling Mountain (乌岩岭), Nanji Island (南麂岛).

Provincial Scenic Areas
Such as Xienyen Peak (仙岩), Yaoxi Rivulet (瑶溪), Zheya Scenic Area (泽雅), BinhaiYucang Mountain (滨海玉苍山), Dongtou Islands (洞头), Zhaliào Stream (寨寮溪), Baizhang Waterfall (百丈漈).

Municipal Scenic Areas
Such as Chashan Moutain (茶山), Min Gang Ridge (岷岗), Tianzhushi Temple (天柱寺).

Distance to Wenzhou
Shanghai—High Speed Train 3 hours
Flight 1 hour
Hangzhou—High Speed Train 2.5 hours
Taiwan—Through Flight 1 hour
Hong Kong—Through Flight 2 hours
Guangzhou—Through Flight 2 hours