

WWW.WKU.EDU.CN

EXCHANGE STUDY PROGRAM



WENZHOU-KEAN
UNIVERSITY



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





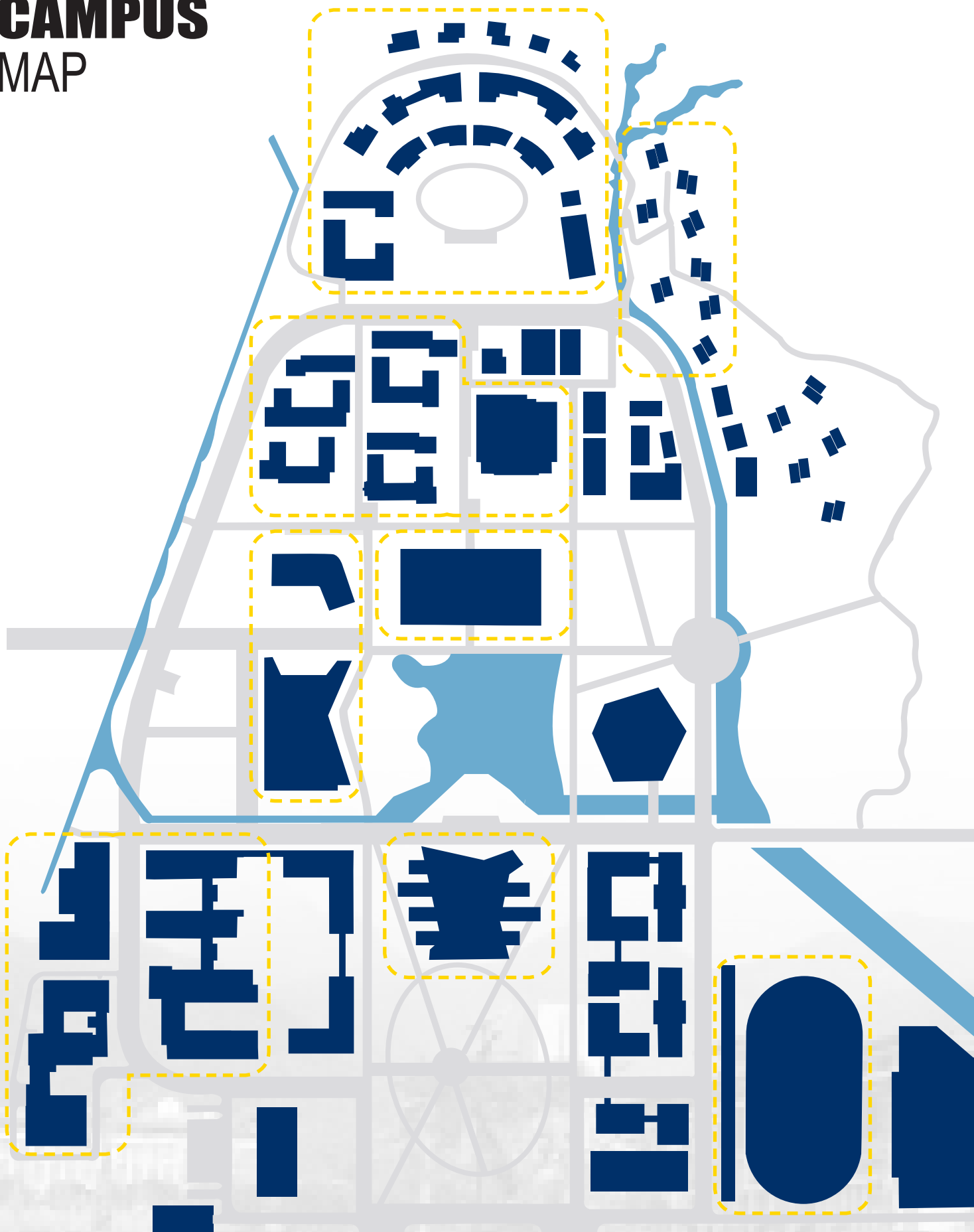
**START HERE
GO ANYWHERE**

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



CAMPUS MAP





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WENZHOU-KEAN
UNIVERSITY



WELCOME LETTER



FROM THE VICE CHANCELLOR FOR STUDENT AFFAIRS

Greetings.

Thank you for your interest in exploring what Wenzhou-Kean University (WKU) has to offer!

With the rapid development of the global economic integration, joint-venture universities have taken the stage and developed in a strong and healthy manner as China further opens its door to the outside and deepens its higher education reform. As a Sino-US jointly established higher education institution, WKU offers an education that leads to a bachelor's, master's or doctoral degree and is dedicated to provide students with different ways of development.

Our faculty members are recruited internationally, currently from 35 different countries or regions of which about half of them are from the US. 80% of the faculty members possesses the terminal degrees in the fields they teach and have extensive international teaching experiences. Following the KU curriculum, the mission of WKU is to provide its students with a global and world class education in four aspects: a campus with western style buildings arranged in Chinese layout, excellence in teaching, profound scholarship and research, as well as a modern management system guided by advances philosophies and best practices. For example, the SpF (Students partner with faculty) program has enabled a number of students to pursue research of their interests, in some cases interdisciplinary, and published their work in renowned journals. Additionally, WKU collaborates with more than 30 research institutes, industry, and government agencies to provide research and internship opportunities.

WKU aims to create a liberal arts teaching/research community that encourages diversity, critical thinking, creative learning, leadership and entrepreneurship. In developing the next generation of leaders, WKU prepares you to meet the many challenges in the ever-changing world in technology, economy, environment and health care systems to cope with pandemics such as COVID-19, among many others. You have many opportunities to get involved in the student groups, become a RA, run for hall council and student government leadership positions, start your own organization, learn Chinese and the Chinese culture in a multicultural setting.

This handbook showcases what WKU has to offer to enrich your experience in intellectual and personal development. WKU provides you with the resources you need to meet all the challenges and be successful in your studies, careers, life-long learning at college and in life. 60% of WKU's graduates have chosen to pursue advanced studies in top ranking higher education institutions globally, such as Harvard, Columbia University, University of Pennsylvania, to name a few. We welcome you to join their ranks.

Should you have any questions, please feel free to contact our Admissions Office representatives.

Best Regards,

A handwritten signature in black ink, appearing to read 'Shuli XU', is placed above the printed name.

Shuli XU, Ed.D.
Vice Chancellor
Wenzhou-Kean University



WENZHOU-KEAN UNIVERSITY

RECOGNIZED AMONGST
**HIGHER EDUCATION
REVIEW TOP 10
UNIVERSITY IN CHINA**
FOR INDIAN STUDENTS-2020



DR. SHULI XU
VICE CHANCELLOR



THE CITY OF WENZHOU



A well-developed private business sector.



Wenzhou Model. Market-oriented reform, private sector development, regional industry development.



Wenzhounese-The pride of the City. 'Dare to be first in the world.'



The city of Overseas Chinese. 680,000 Overseas Chinese. In 131 countries or regions around the world. Successful in politics, business and science and technology.



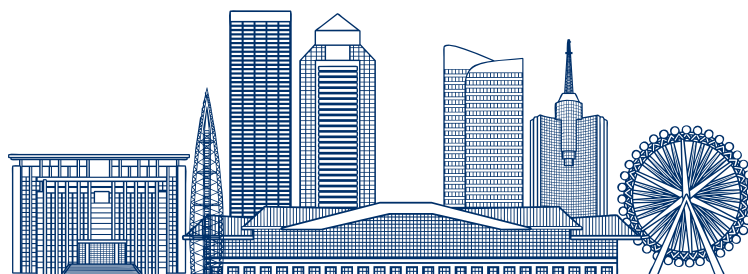
Known as the land of fish and rice. Moderate climate, Rich soil, Numerous rivers and lakes, abundant marine resources.



Located in the southeast part of China.



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



One of the most vibrant cities in the world & one of the 'Top-Ten Business Vibrant Cities' in China. - Innovation on Market mechanism, Enterprise system reform, Financial system reform.



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
- Baizhangji Waterfall-Feiyun Lake

National Nature Reserves //

- Wuyanling Mountain
- Nanji Island

Provincial Scenic Areas //

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

Municipal Scenic Areas //

- Chashan Mountain
- Min Gang Ridge
- Tianzhusi Temple

Distance to Wenzhou //

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



ABOUT WENZHOU-KEAN UNIVERSITY



CHINESE-AMERICAN
Joint University



4 Colleges, 16 Bachelors of
Science or Art Programs,
3 Bachelors of Design Programs,
5 Master's Programs,
1 Ed.D. Program



**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.

CURRENT STUDENTS

3000+

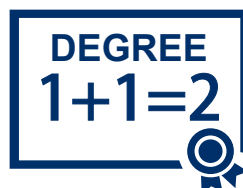


100% courses are from
Kean University, U.S.; 100%
faculty are recruited globally.

90% of the faculty have
terminal degrees.

LANGUAGE

ENGLISH



Bachelor's Degree from
Wenzhou-Kean University,
Bachelor's Degree from
Kean University.



STUDENTS



Countries/Regions



LABORATORIES

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



ACADEMIC SUPPORT

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

Research Fund

- 65 Million RMB+.
- Research Papers Published: 200+.
- Research Programs: 130+.



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 65 million yuan in research development. Faculty have published more than 200 papers in international academic journals including SCI, SSCI, AHCI, etc., and carried out or are carrying out more than 130 scientific research projects, including 2 national and 13 provincial projects.

National Natural Science Foundation of China //

- Mechanism of an 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.

Natural Science Foundation of Zhejiang, China //

- Crossing the blood-brain barrier: the mechanism and application of a novel and effective peptide-mediated drug delivery system in central nervous system leukemia.
- Towards a highly tailored indoor horticulture: A functional genomics guided phenotypic approach.
- Computational Behavioral Analysis for Intelligent Early Screening and Personalized Intervention of Autism Spectrum Disorder based on Computational Sensing and Deep Learning Technologies for Tele-Health.

Scientific Research Cooperation Platform //

- Zhejiang-Kean Institute of Innovation, Creativity and Entrepreneurship .
- Wenzhou Industry Research Base.
- Strategic Cooperation Platform between Wenzhou Economic and Technological Development Zone and Wenzhou-Kean University.
- WKU Autism Research Center.
- Wenzhou-Kean University Public Architecture and Design Research Institute.
- Wenzhou-Kean University Center for Social Enterprise and Charity.
- Wenzhou-Kean University Creative City Research Center.
- Institute of Asia Industry Competitiveness.

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 1200 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 2019, nearly 200 students and 30 faculty have participated in the program, and 90 projects have been implemented with the sponsorship of more than 2.1 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.

Global Lecture Series Program //

In order to broaden faculty members' and students' international academic horizons, WKU organizes the Global Lecture Series every year to promote global academic exchange. Thus, faculty members and students can get the latest international academic information on campus. So far, more than 30 lectures have been held.



CAREER PROSPECTS

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

90.32%

• About 90.32% of graduates pursue master's degree or work directly.

60.34%

• About 60.34% of graduates pursue master's degree.

58.77%

• About 58.77% of graduates are enrolled in Top 100 graduate schools globally.

38.87%

• About 38.87% graduates are enrolled in Top 50 graduate schools globally.

GRADUATE STUDIES

UNIVERSITIES / RANKING

• Harvard University	QS-3
• University College London	QS-8
• University of Chicago	QS-10
• Nanyang Technological University	QS-11
• University of Pennsylvania	QS-15
• Columbia University	QS-18
• University of Edinburgh	QS-20
• University of Michigan-Ann Arbor	QS-21
• Peking University	QS-22
• Peking University School of Transnational Law	QS-22
• Johns Hopkins University	QS-24
• Duke University	QS-25
• University of Hong Kong	QS-25
• University of Manchester	QS-27
• Australian National University	QS-29
• University of Toronto	QS-29
• Northwestern University	QS-31
• Hong Kong University of Science and Technology	QS-32
• King's College London	QS-33
• McGill University	QS-35
• University of Melbourne	QS-38

UNIVERSITIES / RANKING

• New York University	QS-39
• Fudan University	QS-40
• University of Sydney	QS-42
• University of New South Wales	QS-43
• London School of Economics and Political Science	QS-44
• University of California-San Diego	QS-45
• Chinese University of Hong Kong	QS-46
• University of Queensland	QS-47
• Carnegie Mellon University	QS-48
• University of Bristol	QS-49
• University of British Columbia	QS-51
• City University of Hong Kong	QS-52
• University of Wisconsin-Madison	QS-56
• Brown University	QS-57
• Monash University	QS-58
• University of Warwick	QS-62
• University of Amsterdam	QS-64

UNIVERSITIES / RANKING

• University of Glasgow	QS-67
• University of Washington	QS-68
• University of Illinois at Urbana-Champaign	QS-75
• Durham University	QS-78
• University of Birmingham	QS-81
• Korea University	QS-83
• Hong Kong Polytechnic University	QS-91
• University of Leeds	QS-93
• Pennsylvania State University	QS-93
• University of Nottingham	QS-96
• University of Southampton	QS-97
• Boston University	QS-98
• University of St Andrews	QS-100
• Ohio State University	QS-101
• University of California-Davis	QS-104
• Washington University in St. Louis	QS-108
• Purdue University	QS-111
• Parsons School of Design at The New School	
• Pratt Institute	

(According to QS World University Rankings 2020)





• 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
- 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
- Mingda Accounting Firm
- Jonten Certified Public Accountants
- Zhejiang Zhicheng Certified Accountants

OTHER ORGANIZATIONS

- HUAWEI TECHNOLOGIES CO., LTD.
- SWAROVSKI
- Infosys
- Unisplendour Digital (Suzhou) Group Co., Ltd
- Nippon Paint
- Heilan Group
- Seduno
- Faurecia Group
- Chailease International Finance Corp.
- Zhejiang Supor Co., Ltd.
- 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)



MAJORS FOR EXCHANGE STUDY PROGRAM



**WENZHOU-KEAN
UNIVERSITY**

COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT

B.S. GLOBAL BUSINESS
B.S. FINANCE
B.S. ACCOUNTING
B.S. MARKETING
B.A. ECONOMICS
B.S. MANAGEMENT (Supply Chain and
Information Management Option)
B.S. MANAGEMENT
(Business Analytics Option)

COLLEGE OF LIBERAL ARTS

B.A. ENGLISH
(Global Settings Option)
B.A. PSYCHOLOGY
B.A. COMMUNICATION
(Public Relations Option)

COLLEGE OF SCIENCE AND TECHNOLOGY

B.S. COMPUTER SCIENCE
B.S. BIOLOGY CELL AND MOLECULAR
B.A. MATHEMATICAL SCIENCES
(Data Analytics Option)
B.A. EARTH SCIENCE
(Environmental Science Option)
B.A. CHEMISTRY

COLLEGE OF ARCHITECTURE AND DESIGN

B.A. ARCHITECTURAL STUDIES
B.F.A. GRAPHIC DESIGN
B.F.A. INTERIOR DESIGN
B.I.D. INDUSTRIAL DESIGN

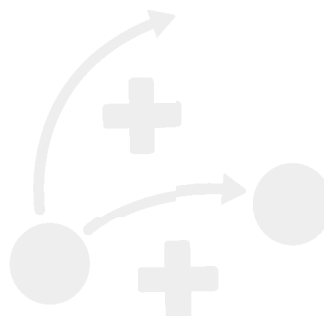


B.S. GLOBAL BUSINESS

The mission for the B.S. Global Business major is to provide a world-class education to demographically, economically, and culturally diversify 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 experts and caring faculties with exposure to our best global business practices. In 2017, the B.S. Global Business Program was included in the "13th Five- Year" characteristic academic program of Zhejiang colleges and universities while being an advantaged major at Kean University located in the United States.

B.S. Global Business contributes to a prosperous, diverse and dynamic world. Students earning a global business degree will be 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 real-world professional skills and an understanding of international trade that employers around the world 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, where it not only provides students with the most professional training programs in the future international business direction, but also establish science and environmental concepts 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 recommendations based on actions for a business problem posed by a client firm. Students may begin work as virtual teams before traveling to their home countries to complete the project.

Career Prospects //

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

Major (Core) Required Courses //

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

B.S. FINANCE

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

Knowledge and Skills //

B.S. in Finance program contains areas of international finance, applied finance, mathematical finance, etc. This 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 the students' ability to analyze, process, plan and forecast modern financial problems.

This program focuses on the combination of Finance-CBPM 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 cumulate 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 terminals.

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 the foreign exchange program at Kean University in the United States, which is also conducive to developing the international vision and fostering global mindset. With its unique geographical advantage such as a thirty minute drive from Manhattan Financial Center, Kean University builds great 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 phase, 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 experience, especially the well-known colleges and universities in the United States.

Paths for employment of finance: 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 study abroad programs; 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.

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



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 such knowledge and experience in strict accordance with the international accounting standards, and develop students' literacy studies in this subject, enabling them to be qualified for various roles in this 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 none-profit sectors of the community which will prepare students in this given field.

Graduates of this program who have earned 150 college credit hours are eligible to sit in for the American CPA examination, which also includes the Australian CPA 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 experiences in the 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 our 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 the accounting/financial data of companies that enables students to perform stock selection in the capital markets.

Career Prospects //

The accounting major is one of the most popular business majors in our university. It provides students with professional learning and skills training. With the accounting qualification certificate, our graduates are highly recognized in business community and government entities. Students acquire the professional and comprehensive abilities to qualify for various roles in the accounting profession. In addition, CPA Australia certification also helps students to stand out during job explorations, and gain promotion and more opportunities for job selection.

Our graduates are employed in various fields in accounting and finance. The majority of our graduates continues to pursue graduate degrees overseas and excels tremendously in this field.

Major (Core) Required Courses //

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

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 performances in the various functional areas of marketing, such as advertising, product development, marketing research, and distribution channels. The field integrates the combination of 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 experience and internship opportunities for students.

Knowledge and Skills //

Students will learn the concepts and strategies required for various marketing operations and gain insight into the concepts, principles and activities of contemporary marketing management. The professional courses will not only help students identify and define information needs, but also manage complex data, design and implement research projects, and learn how to interpret assessment results.

B.S. MARKETING

Career Prospects //

B.S. in Marketing provides students with a wide range of employment opportunities in 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.

This program is designed to develop students' ability to apply professional skills, problem-solving, business perception 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, operation managers, management trainee, purchaser, etc.

More than 60 percent of our graduates choose to go abroad for postgraduate studies, that is more than half of whom receive offers from top 50 graduate schools in the world, for instance, New York University in the United States. Graduates who choose to pursue this degree usually enter into leading multinational companies such as Sephora and Coach.

Major (Core) Required Courses //

Consumer Behavior

Marketing Research

International Marketing

Seminar in Marketing Strategy



B.A. ECONOMICS

Degrees focusing on economics learn the theory, history and policies that focuses on how markets work, so they can understand how to achieve financial success for themselves and advance monetary policies that can help the population. WKU students who study economics as a major learn how to anticipate and analyze trends in energy, inflation, interest rates, taxation and employment. They develop economic forecasts and create their own investment portfolios. WKU economic graduates are prepared to pursue further study in graduate schools to launch successful careers in the financial field all around the world.

Knowledge and Skills //

You gain an understanding of economic policy on both the micro and macro levels in the WKU economics program

- Develop knowledge on how wealth is created and distributed.
- Study historical and contemporary trends and translate insights into fiscal policy
- Understand economic theory, how markets work, and quantitative and qualitative research methods
- Gain real-world experience through internships and hands-on research
- You can also choose to minor in economics to advance your studies in your chosen major or pursue certification as an economics teacher.



Career Prospects //

WKU economic graduates have vibrant careers in diverse industries. Popular jobs for economic majors include: Financial advisor, Statistician, Financial analyst, Operations researcher, Actuary, Underwriter, Loan manager, Portfolio manager, Investment broker, Securities trader.

Major (Core) Required Courses //

Principles of Macroeconomics I

Principles of Microeconomics II

Statistics for Business and Economics

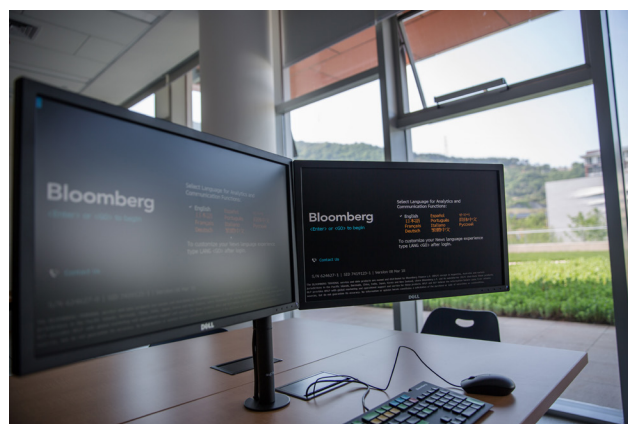
Intermediate Macroeconomics

Intermediate Microeconomics

Money and Banking

Introduction to Econometrics

Selected Topics in Economics



Supply chain management-related majors have been so popular that it's always been 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, as well as the labor shortage in the supply chain workforce affecting businesses 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 (USA) 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 the integration with marketing, product and process engineering, accounting and finance, human resources, environmental, health, safety and quality, facilities management, and information technology. The program specializes 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 professional within that field 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

B.S. MANAGEMENT

Supply Chain and Information Management Option

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 adjoint 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. This also helps realize effective configuration and integration and enhances 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, employment direction for enterprise supply chain, transportation industry, etc. The management programs empower students to pursue career opportunities in a broad range of fields including human resource management, international trade and business, information systems, consumption of goods and services, 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

B.S. MANAGEMENT

Business Analytics Option

The rapid development of information technology has changed the way people develop business and make corporate strategy decisions. As a growing number of companies have started using data in their business operations, Business Analytic programs arise among many universities around the world in order to meet strong demand for business analytic professionals. It is an emerging subject that utilizes statistical and quantitative methods for analyzing large volumes of data to promote data-driven decision making and increase profits. Wenzhou-Kean University is by far the first and only institution that offers B.S. in Management (Business Analytics Option). This undergraduate program in China, provides students with data-driven approach to solve real-world business challenges in the era of compound data. Throughout four, rigorous training years students will learn interdisciplinary courses in business, statistics and computer science, along with master excellent analytic skillsto become leading professionals who process excellent management ability, sharp business insights, international vision, 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 analytic data methods and training on computer programing. It develops students' business analytics competency, 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 develop as business analytic professionals with strong research skills and innovation talents who will enter the real-world business, confidently.

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 resource for those who want to win in 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 the analysis of the economy, marketing research, consumer analysis, network security and supply chain in companies such as Big Four, investment bank, consulting, finance, IT, FMCG firms, etc.

Major (Core) Required Courses //

Python Programming for Business
Business Statistics
Database Management in Business
Data Mining in Business
Integrative Applications of Business Analytics
Cost Accounting
Marketing Research
Integrative Business Strategy





B.S. COMPUTER SCIENCE

The 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 instruction and 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 environment for knowledge building and research. The program at Wenzhou is indispensable from the Kean Union campus. This degree offers huge, possible opportunities of learning, researching, practicing and working between China and the United States.

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 technical-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



WORLD-CLASS EDUCATION



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 capability. 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 thorough understanding of how the application of biological sciences is critical to the long-term economic, cultural and social development of global communities through 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. They will be able to join research and firms that are developing state of the art technologies and products, as well as entering governmental agencies to develop technical solutions to our most challenging problems.

Major (Core) Required Courses //

General Biology	Immunology
Genetics	General Chemistry
Microbiology	Organic Chemistry
Genetics	General Physics
Essentials of Biochemistry	

Knowledge and Skills //

- The students will have an excellent vocabulary on technical and social terms in English. They will also develop strong interpersonal and group communication skills. With their existing capabilities in Mandarin Chinese, 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-based knowledge on biology, chemistry and physics coupled with applied research and analytical capabilities. With this background, graduates of this program will be expected to enhance 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.

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 and high paying, 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.



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 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 statistical concepts, while 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 specialization courses 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

Career Prospects //

The Data Analytics skills are in high demand (The Sexiest Job of the 21st Century) as the huge amounts 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 markets in financial sectors, health industry, social media, and education. It provides a foundation for further graduate study and research.

B.A. MATHEMATICAL SCIENCES

Data Analytics Option

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 //

Probability and Math Statistics

Big Data Computing

Applied Statistics

Foundations of Data Analysis

Big Data Visualization

Statistical Data Mining

Big Data Statistical Analysis

Big Data Techniques

Regression Analysis





B.S. Earth Science

Environmental Science Option

The Earth Science (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 to: design research programs, 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, while 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 and 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

Major (Core) Required Courses //

Environmental Science	Chemistry
Ecosystem Science	Meteorology
Sustainability Science	Geo-Hydro System
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; it also cultivates students' research and analytical thinking abilities. Students gain advanced laboratory 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 enter governmental agencies to develop technical solutions to our most challenging problems.

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, etc. These fields offer qualified applicants high paying and challenging positions.



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 applications. 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, and/or nanotechnology.

Major (Core) Required Courses //

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



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, 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 teachers, 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.

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.

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 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





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 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, and interpersonal 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, then the forensic psychology department the next. 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. COMMUNICATION

Public Relations Option

Communication majors learn to create and deliver messages that inform, persuade and mobilize people in the world around them. 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, writers 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.

Major (Core) Required Courses //

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

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.
- The current major offers a specialization in Public Relations.

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.

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.

Career Prospects //

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

knowledge and abilities //

- 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 development plans of cities and communities; can use different methods of research, analysis, and proposals to deal with different architectural design businesses.
- The ability to analyze and reconstruct by employing techniques such as manual models, digital technology, icon design, and 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 a 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 China and are invited to give seminars at art institutes 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 students' academic exchanges activities.

Major (Core) Required Courses //

Studio	Structures
Introduction to Architecture	Buildings Systems
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, and 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, etc.

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 the Zhejiang Provincial 13th Five-year Plan Distinctive Program. In addition, the 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, institutions, and government. Graduates are competent in the career of advertisement 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

Understanding Images

Concept to Print

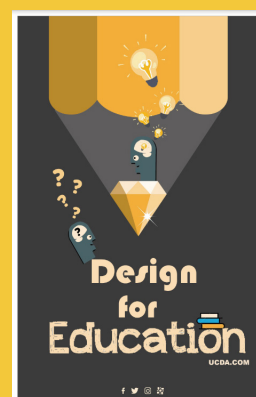
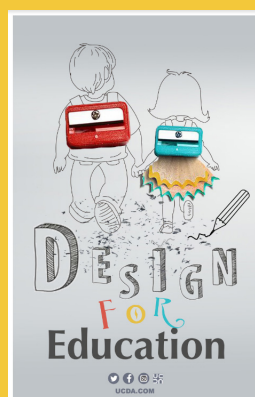
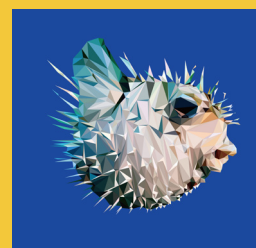
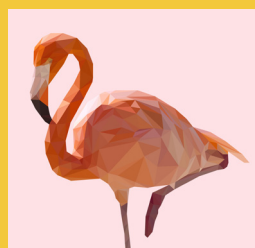
Motion Graphic

Expressive Imaging

Branding Strategies

Mobile Design

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 better 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, conform to the principles of environmental sustainability, and 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, extra curricular 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



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

The BID Product 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 product design from a human-centered, environmentally conscious perspective.

Product 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 to become versatile practitioners working with many sectors of business, design institutions, and government. Graduates are competent in the career of product designer, product innovation engineer, 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

THI

The Michael Graves College on the Union campus of Kean University USA, is the great base of our program that is 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, participate in events, and 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 ACTIVITIES



ICE BREAK

A quick way to know your mentors.



DINNER WITH CHANCELLOR

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



INNOVATION & ENTREPRENEURSHIP EXPO

8 WKU entrepreneurship and innovation project teams were invited to participate in the Wenzhou Innovation and Entrepreneurship Expo 2019, organized by Wenzhou Municipal People's Government.



VOLUNTEER PROGRAM

WKU student volunteers are selected to participate charity activities.





MID-AUTUMN FESTIVAL CELEBRATION

Celebrations will be arranged for each traditional Chinese festival so that exchange students can experience traditional Chinese culture.



KINDERGARTEN DAYCARE VOLUNTEER PROGRAM

Assisting local teachers with learning and organizing activities for children.



WKU MUSIC FESTIVAL

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



THANKSGIVING CELEBRATION

Provide different culture activities to students.



Excursion in China



TRAVELING IN
BEIJING

EXPERIENCE IN
HANGZHOU



HIKING ON DA LUO MOUNTAIN IN
WENZHOU



TRIP IN
TAI SHUN



What Your Peers Say

My name is Arnaldo Aviles and I spent a semester at WKU (Fall 2019). It seems scary and crazy to travel to the other side of the world but the experience that comes with it is well worth it. I will start by saying that the campus is more friendly and welcoming than any activity I have ever experienced in Union. Moreover, fellow students and faculty are always willing to help, with a warm smile. I for once made many friends that will forever stay in my life.

There is an infinite number of activities you can be a part of on campus, but there is also lots to do outside of it. The village provides a great environment to be with friends and the food is amazing, so if you think that just because you are going to China, you are going to lose weight that is not the case.

Furthermore, the mall in Wenzhou is a monster compared to the American dream mall, and if you go to Kean you know which mall is that, so you can imagine. There's a lot of places to hike, the trains are efficient and will get you anywhere at a high speed. Also, because you are a foreigner you attract a lot of attention, to the point that you feel like a celebrity, might weird you out at first but you will miss it when you do not get it. Every day it is an adventure and you never stop feeling amazed.

If I had the chance, not only would I go for another semester, but I would transfer simply because you feel like a part of something. So, if you have the chance, take it and I promise you, you will not regret it.

Sincerely,
Arnaldo Aviles





Dear Potential Applicants,

My name is Davina Campbell-Washington. I traveled to the WKU Campus in fall of 2017. The journey was amazing and worth the 18-hour flight. From traveling to the Wenzhou-Kean University, To the adventure, back to the airport, there was always a site to see. As an American student, the people there would approach you with enthusiasm and compliment.



To add to the welcoming spirit in Wenzhou, China, the scenery was amazing! Imagine walking up to the alluring mountains of Wenzhou, and seeing the beautiful butterflies flying around campus. Oh how I miss walking out of my dorm toward the general education buildings and staring out at the mountains, watching the leaves on the trees change colors as the season progressed and embracing the beauty of the WKU campus around me. When I wanted to experience a different dynamic of Wenzhou, I would grab a DiDi taxi to go to the MixC Mall to explore the shopping stores, see the latest movie or enjoy some food from a restaurant. Sometimes I just rode a taxi into the village to get fresh fruits or barbeque from the local vendors. You might even make new friends over at the Wenzhou-Kean University because they would also shop in the village. But not only is Wenzhou beautiful, so is Beijing, Shanghai and Hangzhou.

One of the most memorable experiences I had was hiking the Great Wall of China. Not everyone can say that, but I can. I can also say that I've taken pictures in front of the Oriental Pearl TV Tower located in Shanghai, where they shot a scene from the movie, Rush Hour 3. To add to the list, I had the privilege to visit Hangzhou, where they are known for their tealeaves. I even experienced first-hand a traditional Chinese tea ceremony. I can go on and on about all the positive experiences I had in China but nothing compares to experiencing it for yourself. Take a risk and explore the Asian culture!

Sincerely,
Davina Campbell-Washington





Laura Prudencio: The trip to Beijing was just fabulous. I never thought I was going to see those incredible places with my own eyes. Moreover, I experienced the Chinese culture and got to see it from another perspective. I am sure these memories will last forever.

Reuben Hernandez: The trip to Beijing was truly an adventure of a lifetime. I had a great time visiting the many famous spots of China and learning about the Chinese culture.

Sharon Pesantes: I learned a lot about myself during the trip and tried new food like duck and even tried the Chinese cup massage. I'm really happy that I've stepped out of my comfort zone and experienced a new perspective in the world. The best part for me will be the friendships I gained on this trip and knowing the memories will live with me forever.



Jedry Arismendy: Going to Beijing was a great experience. Having the opportunity of learn about Chinese culture is a privilege and I am grateful for this chance. Amazing trip and excellent staff!

Eric Tapia: The trip to Beijing was great! We saw different temples, the Great Wall of China and a lot more. It exceeded my expectations and we were able to visit so many places and do so many things during the holiday.



Yenifer Restituyo: Going to Beijing was the best experience I had here in China. Thanks to Kean University, I learned more about China's culture. The thing that I enjoyed the most in this trip was how the people got excited when they saw us. If I have the opportunity, I will come back again.



Yhulieanna Marquez: The trip to Beijing was a phenomenal experience that will stay in my mind forever. The scenery was beautiful and the places we visited were indescribable. The Temple of Heaven, Forbidden City and the Great Wall were historic sites that provided me with an insight into Chinese culture then and now. It was a lovely experience and I would do it all over again if I could.

Sara Camacho: Taking a trip to Beijing has been one of my biggest goals since I was just a kid watching Big Bird Goes to China on VHS. Seeing the CMG Headquarters building became a huge part of that as I became more interested in design. It's an absolute delight to be able to say that I accomplished both these things so early in my lifetime. Seeing the Great Wall, Tian'an men Square and the other tourist hotspots has been exciting, but nothing compares to the personal goals I was able to accomplish during this trip to Beijing.

Angel Santos: One of the most beautiful experiences of my life was being in China. Being able to travel to Beijing made it even a more fun and extraordinary experience. I could not believe how many people wanted to take pictures with me. It was great. If I had the opportunity to travel to Beijing again, I would definitely do it.



CAMPUS FACILITIES



WORLD-CLASS EDUCATION

Building of CBPM



General Education Hall



Classroom



Classroom for Graphic Design



iMac Lab



Bloomberg Lab



Physics Laboratory



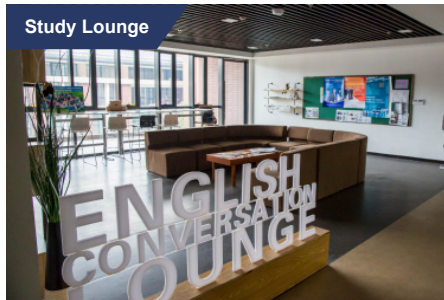
GRE & TOEFL-iBT Test Center



Auditorium



Study Lounge



Gift Shop



Dining Hall



Athletics Center



Athletics Center



Gym



Residence Halls

Facilities //

- 24-hour Security
- 24-hour Hot Water and Electricity
- 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

Double Room with High Beds



Kitchen



Double Room with Low Beds



Living Room



Single Room



Laundry Room



MESSAGES FROM DEANS

Welcome to
Join us



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**Dean, COLLEGE OF BUSINESS AND
PUBLIC MANAGEMENT**

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



Larry Clifford Brown

Dean, COLLEGE OF SCIENCE AND TECHNOLOGY

On behalf of the College of Science and Technology's students, faculty and staff, I would like to welcome you. There are many opportunities for students to become involved in research. Let WKU help you achieve the dream you have always had whether it is becoming a biology research scientist, a game designer, a biostatistician, or theoretical mathematician, let your heart's desire become reality. Together we will work together to achieve your dream. Become a WKU student and succeed in the world of tomorrow. It will be a decision you will never regret.

Welcome to
Join us

Welcome to **Join us**



Welcome to **Join us**



Raquel A Stuart

Dean, COLLEGE OF LIBERAL ARTS

In this quickly changing world, with new academic disciplines, sciences and professional directions constantly coming into creation, it is especially important for young people to keep alert, partly for the field that will bring them most success, but also to find the most exciting and gratifying direction that is appropriate for them as individuals. We at WKU are proud to encourage and support students in this process of self-discovery and learning about the world in all its variation.

Welcome to

Welcome to
Join us



David Mohney

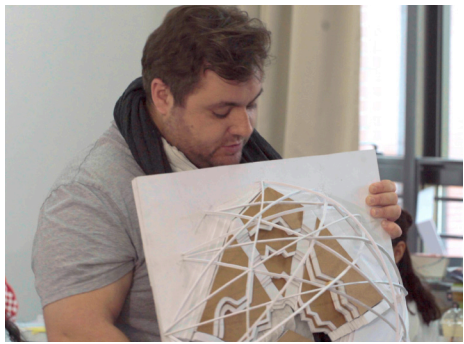
**Dean, COLLEGE OF ARCHITECTURE
AND DESIGN**

We invite you to join us and work to make the designed world around us a better place. We are committed to improving the built environment by making exciting and meaningful buildings and designs. Our campus is already an example of exciting new projects, and our students and faculty are committed to making it even better for more people.

Join us

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