

# ECNU-UVic Dual Degree Program



**Gustavson**  
School of Business  
University of Victoria



你好

*Hello!*

**Elsa Yan**

Associate Director

Gustavson International

Gustavson School of Business





## **My Presentation Agenda**

1. Location – where is the University of Victoria located?
2. Information about the university and campus life.
3. Information about the ECNU-UVic Dual Degree Program



# University of Victoria located in Victoria, British Columbia, Canada

*We acknowledge with respect the **Lekwungen peoples** on whose traditional territory the University of Victoria stands, and the **Songhees, Esquimalt and WSÁNEĆ peoples** whose historical relationships with the land continue to this day.*





# FACTS ABOUT BRITISH COLUMBIA



## Area

3<sup>rd</sup> largest Canadian province



## Weather

Mildest weather in Canada



## Population

5.1 million habitants (1/2 live in the Metropolitan area of Vancouver)

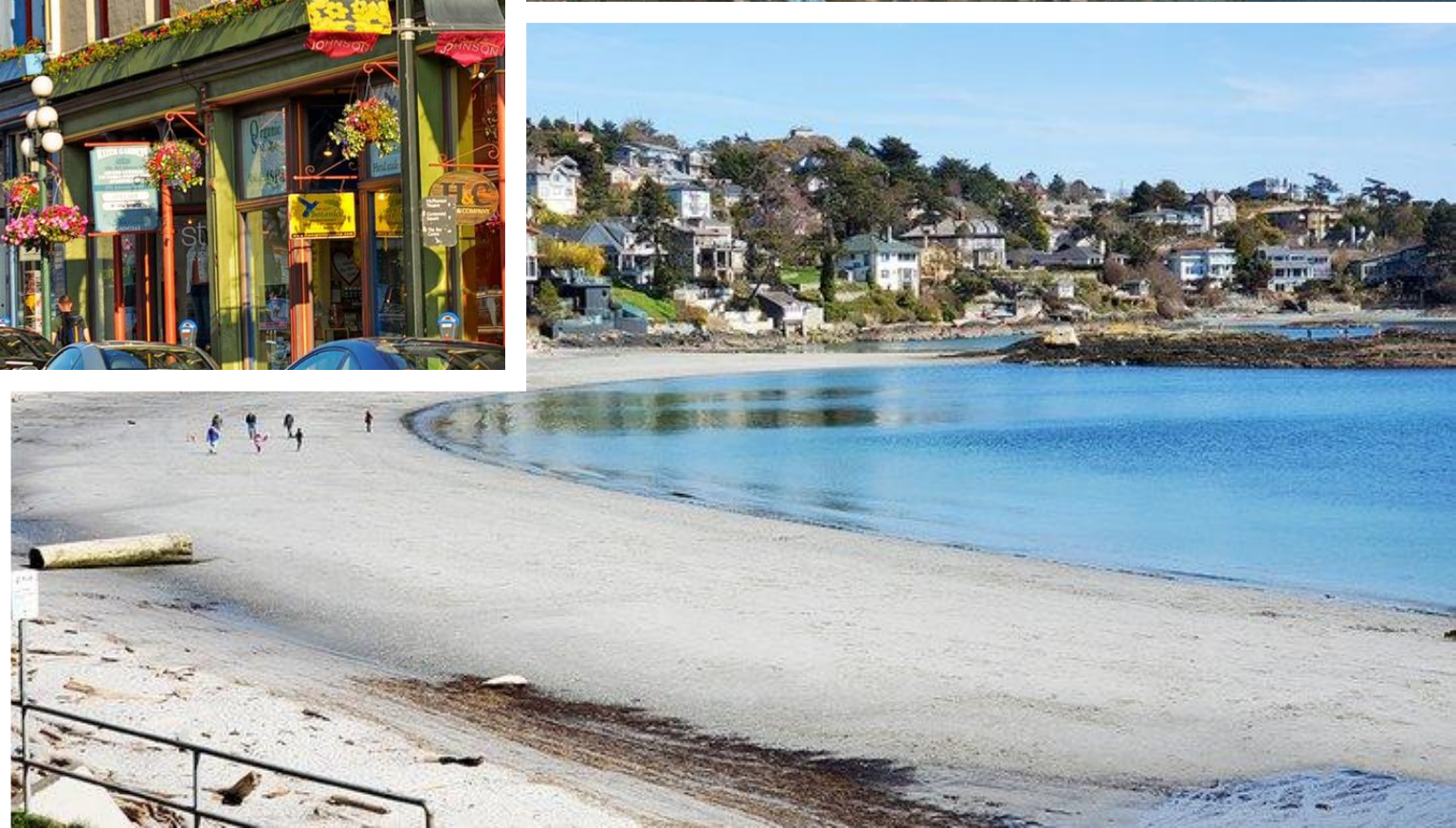
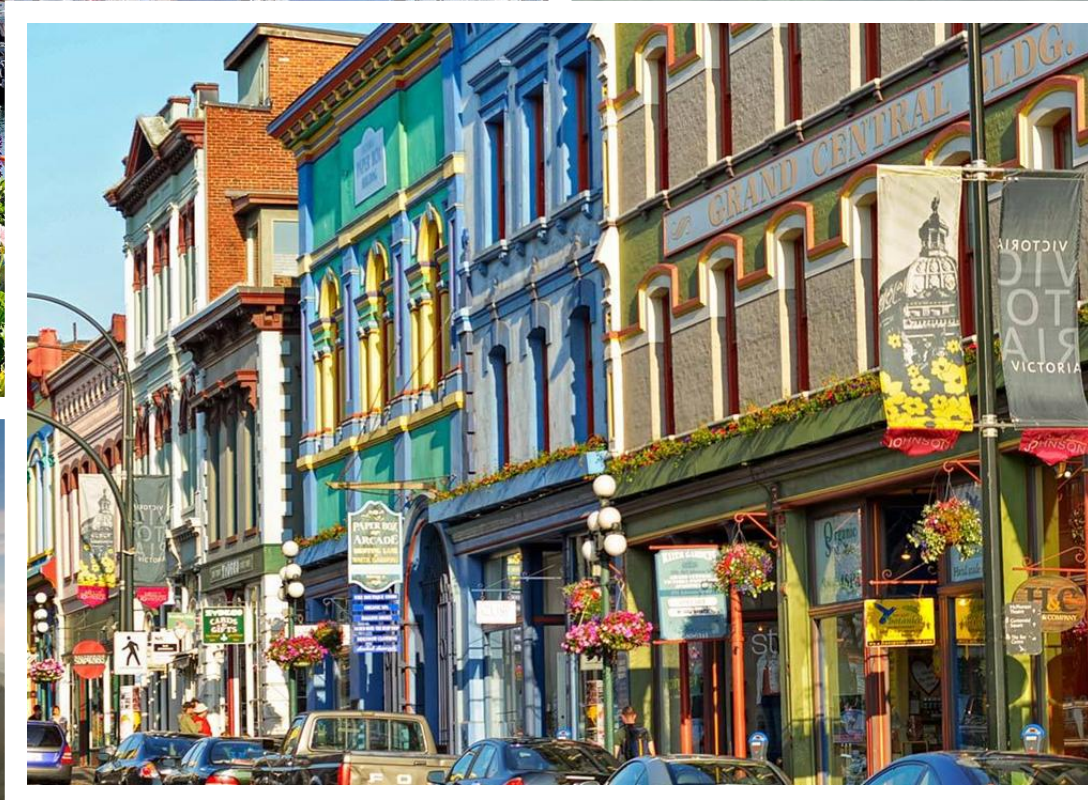




# Victoria, The Capital City of BC









# 398,000

GREATER VICTORIA POPULATION



SUNNIEST MAJOR CITY  
IN THE PROVINCE



50% LESS THAN VANCOUVER  
25% LESS THAN SEATTLE



AVERAGE  
TEMPERATURE



22° C / 72° F  
summer



8° C / 46° F  
winter





# The Campus



# THE UNIVERSITY OF VICTORIA



**22,020**  
**STUDENTS**

18,880

**UNDERGRADUATE**  
STUDENTS

3,140

**GRADUATE**  
STUDENTS

4,580

**INTERNATIONAL**  
STUDENTS

**MID-SIZE**  
UNIVERSITY



COME FROM  
OUTSIDE OF  
GREATER VICTORIA



# RANKINGS



MACLEAN'S CANADIAN UNIVERSITY RANKINGS  
COMPREHENSIVE UNIVERSITIES CATEGORY  
2025



2<sup>nd</sup>

**Comprehensive Universities**  
Overall



1<sup>st</sup>

**Comprehensive Universities**  
Faculty achievement in  
prestigious national awards



TIMES HIGHER EDUCATION (THE)  
United Nations SDG IMPACT RANKINGS  
2024



5<sup>th</sup>

Climate Action

4<sup>th</sup>

Sustainable Cities &  
Communities



TIMES HIGHER EDUCATION (THE)  
United Nations SDG IMPACT RANKINGS  
**2024**

13th Overall Global Impact



# United Nations



"The Sustainable Development Goals (SDG) are a collection of 17 global goals aimed at improving the planet and quality of human life around the world by the year 2030."





# Campus Life



# CARSA: Center for Athletic, Recreation, & Special Abilities











## Teams and Clubs at UVic (over 100!):

- Minecraft Club
- Uvic Fashion Society
- Cuban Salsa Dance Club
- Film Club
- Pokemon Club
- Culture clubs (Philippine Community, HK)
- Photography Club
- UVic Formula Hybrid (F1)
- Yu-Gi-Oh Trading Card Game Club



# Student Support

## The Student Wellness Centre

- Mental & physical health support

## Centre for Accessible Learning (CAL)

- Support for learning and/or physical disabilities

## The Centre for Academic Communication

- Support for academic writing, reading, and speaking



Photo: Reykjavik, Iceland  
Kat Craats – @katcraats



# HOUSING OPTIONS AT UVIC



## ON CAMPUS HOUSING

On-campus housing is not guaranteed, and it is by lottery system. There are options for dormitories (with meal plans) to cluster or pod housing (with no meal plans). The range can be as high as \$2,046 CAD or ¥10,456/month for a dorm with meal plan to as low as \$1,207 CAD or ¥6,168/month for cluster/pod housing.

\*Residence rates for 2025-26

## OFF CAMPUS HOUSING

Renting an apartment, basement suite or condo can range from \$950 CAD or ¥4,855 to \$2,000 CAD or ¥10,221/month.

Price varies with location, type of housing, etc.

**NOTE:** Costs are subject to change. Currency Exchange is subject to change.



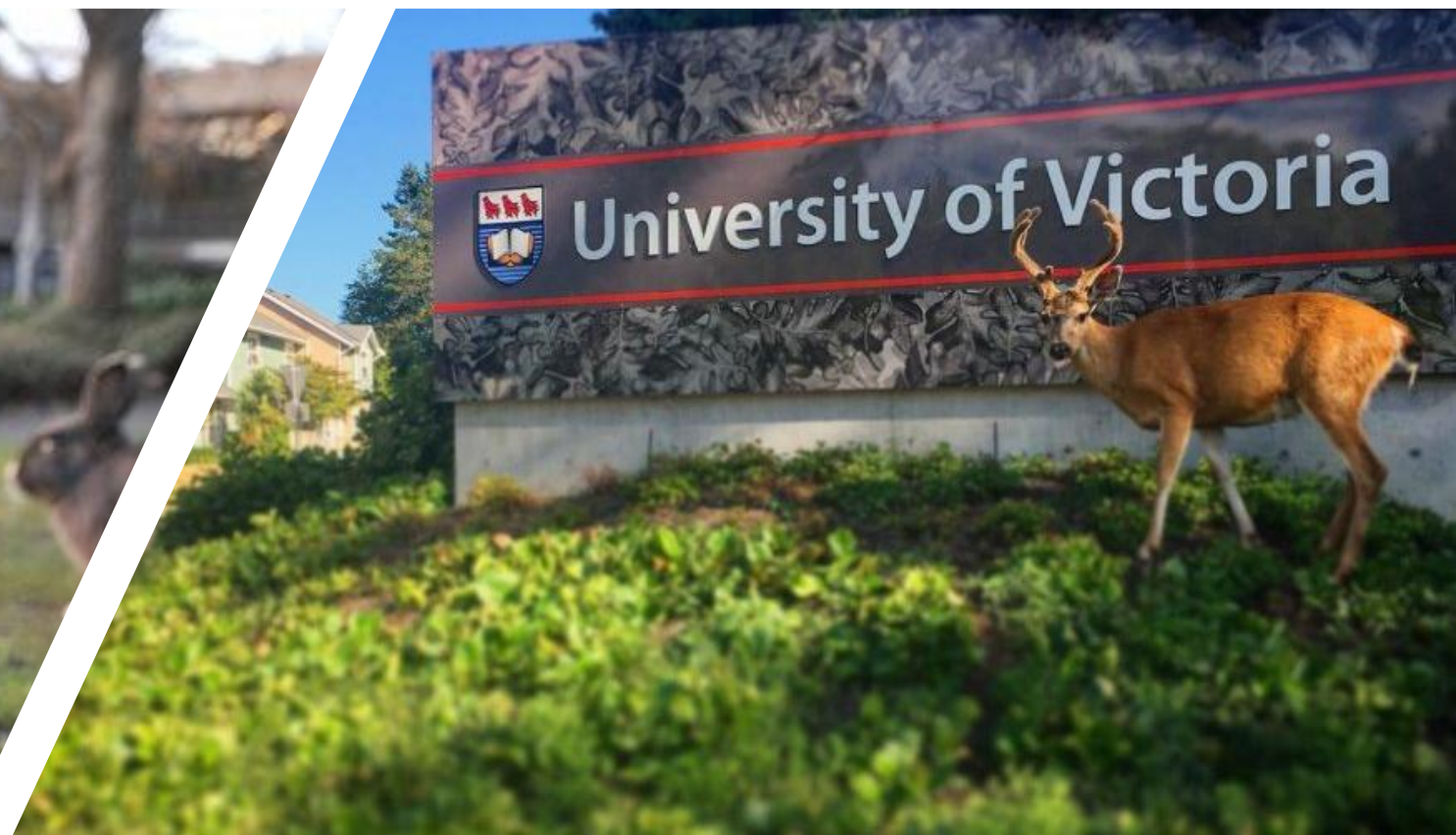


University  
of Victoria



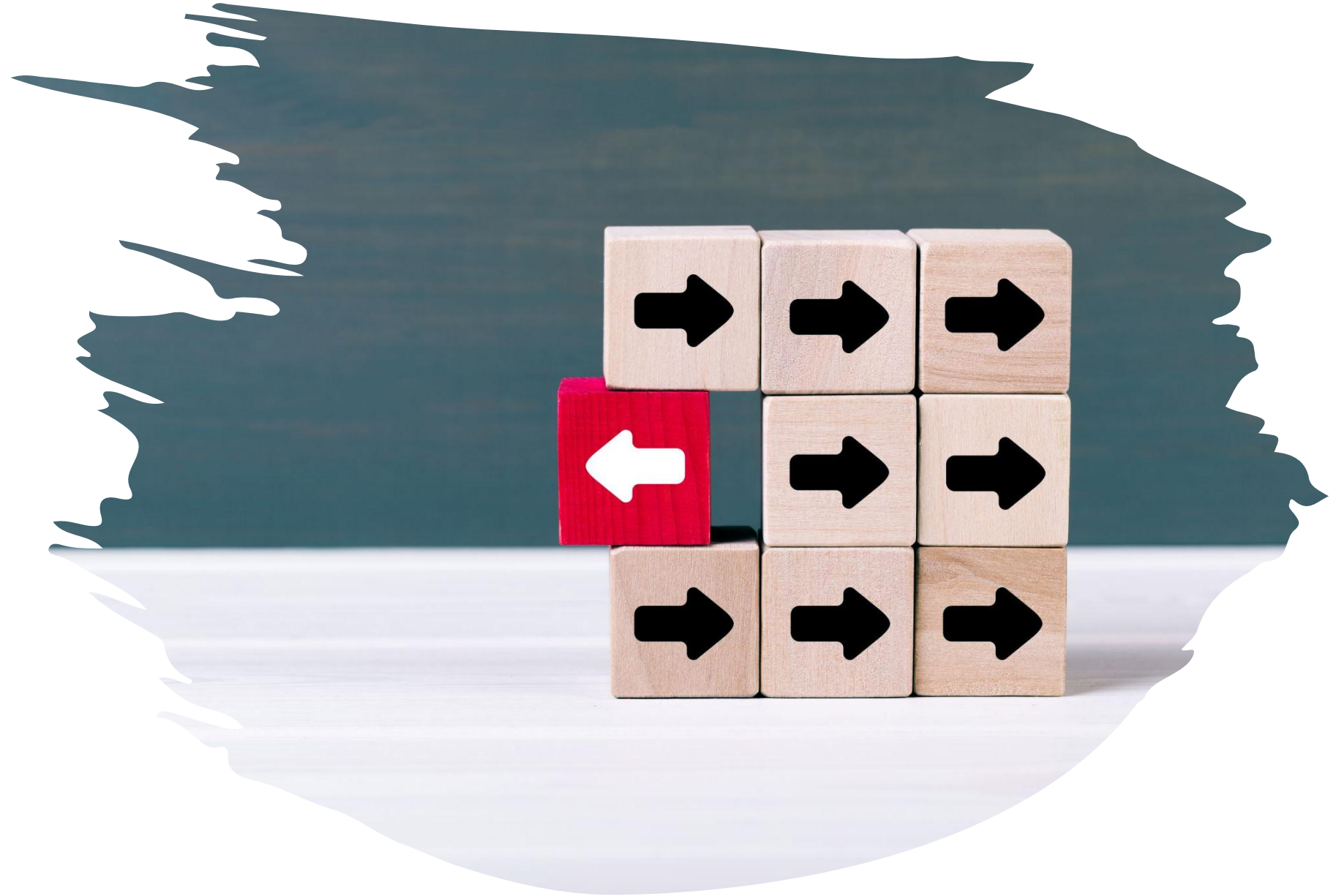








# UVic – ECNU Dual Degree Program







## **What is the UVic-ECNU Dual Degree Program?**

- First 2 years of your studies will be with ECNU
- Second half of your studies will be at the University of Victoria, Gustavson School of Business
- Graduate with 2 degrees:
  - Bachelor of Commerce (UVic)
  - Bachelor degree (ECNU)



# Why join the Dual Degree Program?

- **Experience 2 different academic journeys:** First 2 years in China and last 2 years in Canada – experience 2 different styles of teaching.
- **Grow as a person:** Learn to adapt to a new culture, customs and language
- **Gain work experience in Canada:** opportunity to stay and work in Canada after you graduate
- **Enrich your personal network:** opportunity to meet and collaborate with people from diverse backgrounds





The Dual Degree  
Program is a  
**GREAT START** to an  
international career!

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# Gustavson School of Business





# GUSTAVSON SCHOOL OF BUSINESS ACCREDITATIONS



跻身世界前1%的商学院之一，同时获得了欧洲教育质量认证（EQUIS）和国际商学院协会（AACSB）的双认证商学院

## TOP 1%

Of Business Schools in the world with  
EQUIS accreditation in Management



## TOP 5%

Of Business Schools in the world with  
AACSB accreditation in Management





# GUSTAVSON BCOM PROGRAM



COHORT CLASS  
STRUCTURE



SPECIALIZATIONS



PAID INTERNSHIP  
(CO-OP) WORK  
TERMS



INTERNATIONAL  
EXCHANGE

**FUN FACT:** We are one of the 1st business schools in the WORLD to be carbon neutral.



# COHORT CLASS STRUCTURE

- 3<sup>rd</sup> year classes are structured into cohorts (sections) and is known as “Core Year”
- Academic Advisor registers you for all your classes in 3<sup>rd</sup> year
- Put into consistent teams in 3<sup>rd</sup> year Fall term and 3<sup>rd</sup> year Spring term classes, to help build team skills and have a more personalized and close-knit experience
- Team-based assignments and presentations
- Gives you experience on how it is like working in a workplace







## 3<sup>rd</sup> Year CORE Courses

1. COM 315: Financial Accounting
  2. COM 321: Leading People and Organizations I
  3. COM 341: Operations Management
  4. COM 351: Marketing Principles and Management
  5. COM 361: International Business
  6. COM 316: Management Accounting
  7. COM 322: Leading People and Organizations II
  8. COM 331: Introduction to Management Information Systems
  9. COM 362: Business and Sustainability
  10. COM 371: Management Finance
- COM 204: Introduction to Professional Practice
  - COM 205: Professional Skills Development
  - ATWP 135: Introduction to Academic Reading and Writing



# ENGAGED TEACHING STYLE

- Less lecture-based teaching
- Students are encouraged to speak up and contribute to discussion
- Good practice for speaking in large groups and how to contribute to discussion in workplace meetings





# OUR SPECIALIZATIONS





# ENTREPRENEURSHIP

## 创业专业

Learn to harness and utilize your creativity to create new value!

Identify business opportunities  
捕捉商业机会

Incorporate strategy  
将创业策略具体化

Market, plan and finance your  
business  
市场营销，企划及融资

Manage your people, organization  
and practice  
人力资源管理及企业组织管理



Sierra Milroy, BCom '20  
BENT Swim



# INTERNATIONAL BUSINESS 国际商务

Develop skills that can open doors to amazing cultures and experiences!

Succeed in cross-cultural business settings  
在跨文化背景环境中取得成功

Apply strategies for competing internationally  
在国际化竞争舞台上应用策略

Assess international market opportunities  
评估国际市场中的机会

Build global connections  
建立国际关系网



Liam, BCom '19  
Marketing and Sales



# SERVICE MANAGEMENT

## 服务管理

**Build a business that customers love!**

Effectively manage people + processes

高效的流程和人力资源管理

Design an optimal physical environment

职场环境优化

Build a workforce that exceeds customer expectations

培养金牌团队

Learn project management skills

学习项目管理技巧

Meet customers' needs so they become customers for life

建立持久客户关系



Hannah, BCom '22  
Banking Advisor



# GENERAL MANAGEMENT

## 自选课程专业

This option gives you flexibility to be a generalist or specialist!

Select fourth year courses which interest you most  
选择感兴趣的大四课程

Common specialization for CPA students  
注册会计师学生常见专业方向

Common specialization for students interested in the finance industry  
金融行业学生常见专业方向

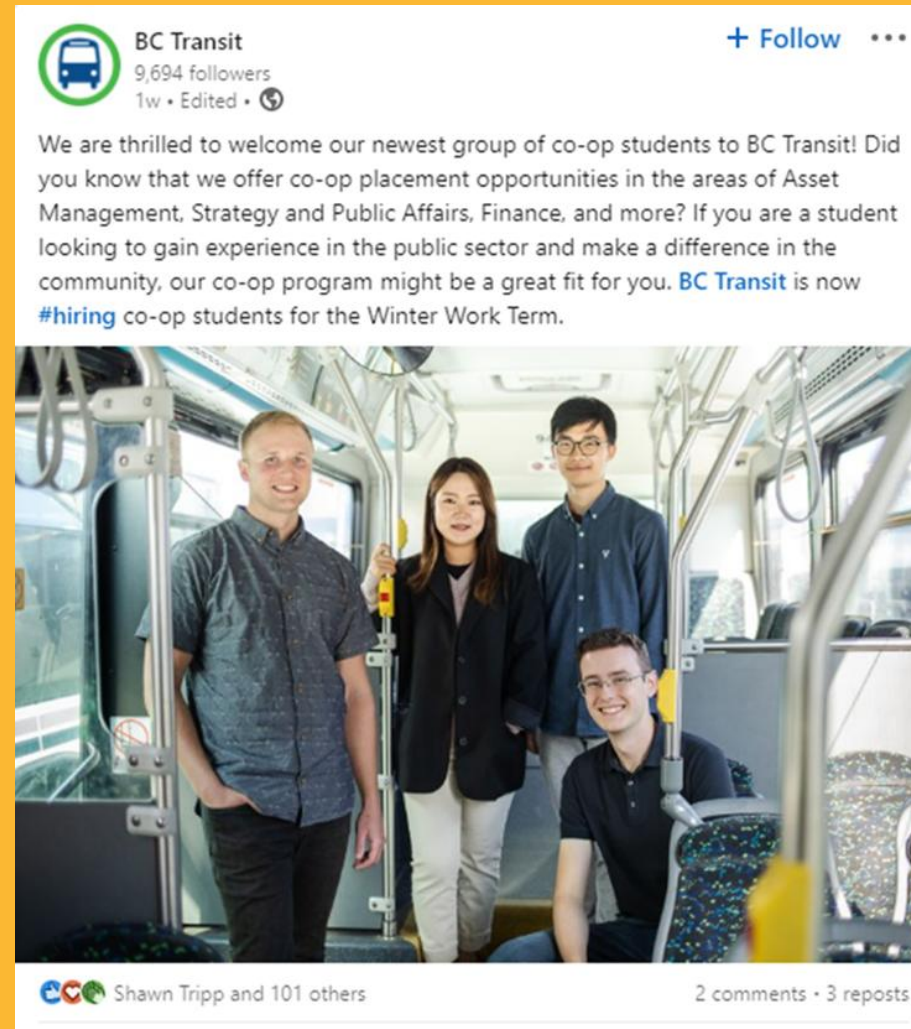
Flexibility to focus on a range of career interests through a variety of upper-level business electives  
自由灵活的选修高级商业课程，拓宽职业兴趣



Liam, BCom '20  
Accountant, KPMG



# CO-OP & CAREERS 带薪实习项目



- ❖ You can gain professional experience while exploring different industries. 行业探索，专业经验积累
- ❖ Support includes: Co-op & career prep course, interview clinic, resume building & writing, employer information sessions, and Co-op Coordinator support. 实习准备课程，模拟面试，简历书写帮助等
- ❖ Required to do 3 co-op terms, can challenge the 1<sup>st</sup> one
  - You can work in Canada or overseas
  - Average monthly salary is \$3,425 CAD or ¥17,499. This does vary depending on type of job and location.
  - First co-op position is typically a junior/entry-level position and will typically increase in level as students gain work experience.
- ❖ Co-op can help set you up for success after graduation!

700+

**BCOM STUDENTS HIRED EACH YEAR!**

每年受聘的商科学生！





Canada Revenue  
Agency



workday®



RBC  
Royal Bank



TESLA

 lululemon

amazon

KPMG

REDBRICK



pepsi

*Fairmont*  
HOTELS & RESORTS



BCi

Deloitte.

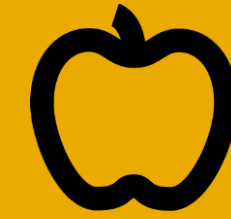
  
pwc

 ABInBev





# EXPERIENTIAL LEARNING



## 体验式教学



### MENTORSHIP PROGRAM 导师计划

- ✓ Build a relationship with a business professional in your field of interest 和专业领域人士建立联系
- ✓ Goal setting, and career forming 设立职业目标, 规划职业发展
- ✓ Personal connection, guidance and advice for post-graduation benefits 毕业后保持个人关系网, 得到指导和建议

### APPLIED PORTFOLIO MANAGEMENT PROGRAM (APMP) 投资组合管理应用项目

- ✓ A finance-focused 12-month experience guided by an Investment Advisory Committee
- ✓ Jointly manage \$1.5 million dollar funds
- ✓ ESG Analysts, Equity Analysts, Fixed Income Analysts, Economists, or Risk Managers



# EXCHANGE

## 国际交换项目



80%

OF BCOM STUDENTS  
COMPLETE AN  
INTERNATIONAL EXCHANGE  
商学院学生选择国际交换项目







**92 exchange  
partners in 41  
countries**

全球41个国家超  
过92个合作院校



**Over 150 exchange  
and study abroad  
students visit us  
every year**

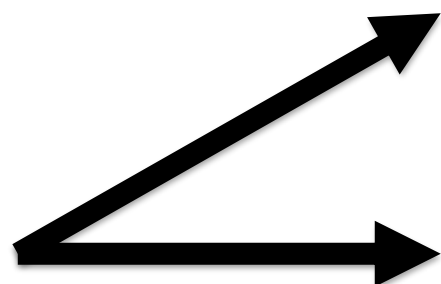
每年超过150名交换  
学生来到商院学习





# PROGRAM SEQUENCING 项目结构

*Sample  
Schedule*



*\*\*If you have previous work  
experience you can challenge  
Co-op 1 and graduate by end of  
Year 4 Summer instead of  
ending in Year 5 Fall!*

## Study at ECNU

YEAR			
1	<b>Required Pre-Requisite Courses + Electives:</b> Please check with your ECNU Advisor for latest list of courses		
2			

## Study at University of Victoria

YEAR 年级	Fall Term 秋季学期	Spring Term 春季学期	Summer Term 夏季学期
3	"CORE" COURSES (cohort-style)	"CORE" COURSES (cohort-style)	CO-OP 1**
4	EXCHANGE or ELECTIVES AT UVIC	CO-OP 2	CO-OP 3
5**	BCOM SPECIALISATION		

\* **NOTE:** This is a sample schedule only, and your individual schedule may be different





**Dual Degree Graduates**

双学位毕业生



# Dual Degree Graduates

## 双学位毕业生

213

Students graduated  
(since 2008)  
自2008年以来，  
双学位毕业生总人数

85%+

Master's degree at  
top 100 universities in  
the world  
毕业后申请世界前  
100学校的硕士学生  
比例





# WORKING IN CANADA AFTER GRADUATION

- After graduation, students are eligible to apply for 3 year PGWP (post graduate work permit). This is an open work permit for Canada so you can gain more Canadian work experience.
- If interested, a PGWP could help graduates qualify for permanent residence in Canada.

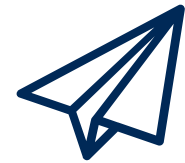




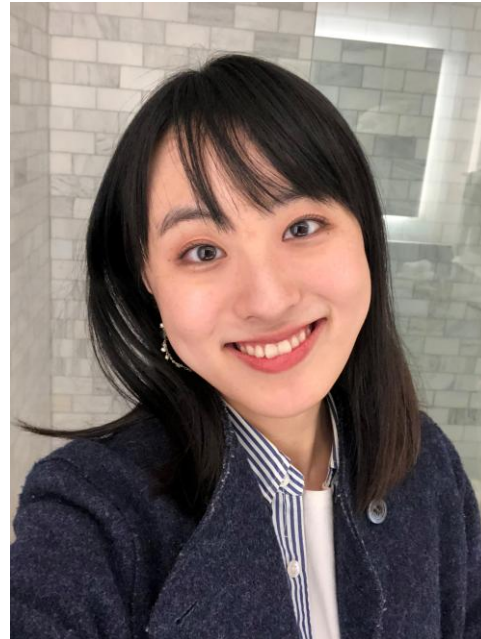


## Past Alumni Journeys





# Xiaoli, East China Normal University



## Exchange

Waseda University (Japan)

## Co-op Work Term

1. One Feather Mobile, Victoria

- Service representative

2. Tencent Holding, China

- Business Development

3. Fudan University, China

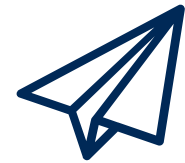
- Centre for China Relations

## Post Graduation

- University of Tokyo – Master's degree
- KPMG Tokyo







# Don, Sun Yat-Sen University



## Co-op Work Term

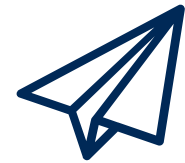
1. Dockside Gifts, Victoria
  - Customer Service Representative
2. Bentley Siu Redmond CPA, Victoria
  - Staff Accountant
3. Financial Institutions Commission, Vancouver
  - Junior Analyst

## Post Graduation

- KPMG Vancouver







# Elaine, Yunnan University

## Co-op Work Term



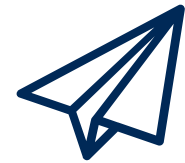
1. Co-op Challenge, China
2. Vancouver Public Education Alliance, Canada
3. ESL Passport Shanghai, China

## Post Graduation

- University College London – Master's Degree







# Xing, SooChow University



## Co-op Work Term

1. Co-op Challenge, China
2. Dongyue Machinery Co., China
3. UVic Accounting Services, Canada
  - Financial Service Analyst

## Post Graduation

- Australia National University – Master's Degree







**What are the  
Requirements?**

**How do I apply?**

**What are the  
program costs?**



# REQUIREMENTS

## 1. ECNU Required courses prior to entry: 商科必修课程

Dual Degree Required Course Subjects	ECNU Course Equivalent	ECNU Credits	Notes
Microeconomics	Microeconomics	3 credits	
Statistics	Probability Theory and Statistics	3 credits	
Mathematics	Advanced Mathematics	3 credits	

**OVERALL GPA:** For students transferring from a university/college the UVic admissions is looking for a minimum “B” GPA

**REQUIRED COURSES:** For the ECNU courses equivalent to UVic Microeconomics, Statistics, Math the GPA of those required courses should be an overall “B” where the lowest letter grade in a required course can be a “C+” but nothing lower.

**NOTE:** Due to competitiveness of the program, meeting minimum requirements does not guarantee entry.



# REQUIREMENTS

## 2. English language proficiency requirement:

**\*\*NOTE:** Only current exam marks (within 2 years before application) are accepted

- IELTS: 6.5 with no section less than 6.0

**OR**

- TOEFL: 90 (iBT) with no band less than 20

*Conditional Acceptance* is offered to students who have IELTS 6.0 (each section 5.5) or TOEFL 79 (each section 17). During the conditional period, you will have an opportunity to re-submit another test score. If your new test score does not meet the requirement then there is an opportunity to take a 4-week UAP "University Admissions Preparation and Canadian Studies" course in-person at UVic in July/August to fulfill the UVic English Language Requirement.



# APPLICATION MATERIALS

There are **3 parts** to the Dual Degree Application:

**1. Application Form**

- Completed on *Education Planner BC (EPBC)* online platform

**2. Official Transcripts from your Home University**

**3. English Proficiency Scores (IELTS/TOEFL)**

- Have your English Test Centre send it directly to "*University of Victoria – Undergraduate Admissions*"



# HOW TO APPLY

**APPLICATION DEADLINE: January 31<sup>st</sup>**

**1. Application Form:**

Go to the **Education Planner BC (EPBC) Website** (<https://apply.educationplannerbc.ca/>) and fill in the Application Form. Please look at the "EPBC Instruction Guide" to help you fill out the Application Form. After [submission, please notify](#) our office that you have applied to the Dual Degree program [GSBIntlAsctDir@uvic.ca](mailto:GSBIntlAsctDir@uvic.ca).

**2. English Proficiency Score:**

Have your English Test Centre send your TOEFL or IELTS exam results **directly** to UVic. Ask your English Test Centre to send it to "**University of Victoria - Undergraduate Admissions**". After official submission, please send a copy or screenshot to [GSBIntlAsctDir@uvic.ca](mailto:GSBIntlAsctDir@uvic.ca) for our reference.

**3. Official Transcripts:**

Have your digital Official Transcripts sent by your Home University Coordinator directly to: [adms5@uvic.ca](mailto:adms5@uvic.ca) & [bcomad@uvic.ca](mailto:bcomad@uvic.ca) & [GSBIntlAsctDir@uvic.ca](mailto:GSBIntlAsctDir@uvic.ca).

**4. List of Remaining Courses:** If your Spring/Summer courses are not reflected on your transcript, please send a word document with spring/summer course list to [GSBIntlAsctDir@uvic.ca](mailto:GSBIntlAsctDir@uvic.ca).



# PROGRAM COSTS

Year 3 Academic Expenses*	\$46,573 CAD (¥237,943)
Year 4 Academic Expenses*	\$45,007 CAD (¥229,942)
Year 3 Living expenses **	\$20,000 CAD (¥102,180)
Year 4 Living expenses **	\$20,000 CAD (¥102,180)
<b>Potential Total Cost</b>	<b>\$131,580 CAD (¥672,273)</b>
Potential Co-op (work placement) Earnings***	-\$41,100 CAD (¥209,990)
<b>Potential Net Expenses</b>	<b>\$ 90,480 CAD (¥462,283)</b>

\* These expenses include: Business Tuition, Co-op fee, Program fee, Student Society fee, Dental Insurance, Health Insurance, etc.  
The cost quoted is subject to change. Currency Exchange rate is subject to change.

\*\* These are estimated living costs and is based on Government of Canada's general guidance for living expenses.

\*\*\*This number is based on an average salary of 3 Co-op work terms of 4 months each



# WHY JOIN THE DUAL DEGREE PROGRAM?

- Paid internship (Co-op) program
- Opportunity to continue working in Canada after graduation
- Cohort class structure
- Engaged teaching style
- Opportunity to have a business professional as a mentor
- International exchange opportunity

**97%**

**Of BCOM graduates are  
employed within three  
months of graduation**



Photo: Reykjavik, Iceland  
Kat Craats – @katcraats



# THANK YOU! 😊

[www.uvic.ca/Gustavson/international](http://www.uvic.ca/Gustavson/international)

**Facebook:** Peter B. Gustavson School of Business

**Instagram:** gustavsonuvic







THE WORLD  
LOOKS **DIFFERENT**  
FROM HERE