

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



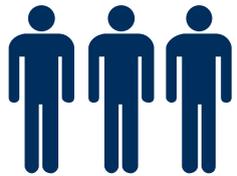
Area

3rd largest Canadian province



Weather

Mildest weather in Canada



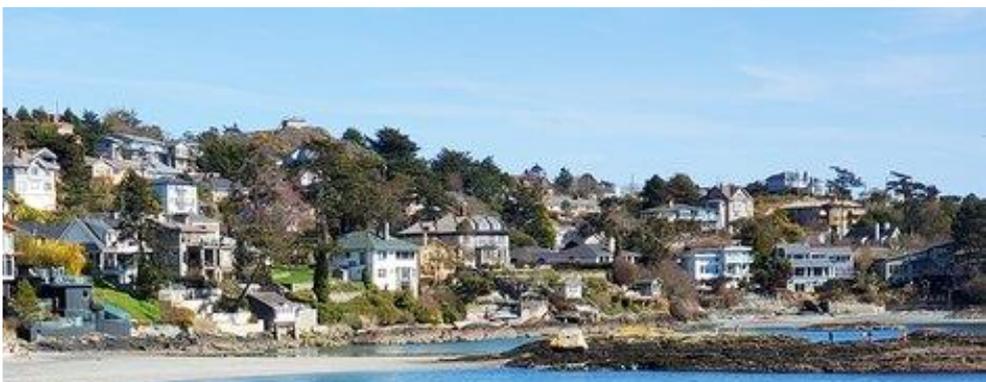
Population

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



2nd

Comprehensive Universities
Overall



1st

Comprehensive Universities
Faculty achievement in
prestigious national awards



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



5th

Climate Action

4th

Sustainable Cities &
Communities



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

13th Overall Global
Impact



**United
Nations**

SUSTAINABLE DEVELOPMENT GOALS



“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 \$1,912 CAD or ¥9,789/month for a dorm with meal plan to as low as \$1,128 CAD or ¥5,775/month for cluster/pod housing.

*Residence rates for 2024-25

OFF CAMPUS HOUSING

Renting an apartment, basement suite or condo can range from \$800 CAD or ¥4,096 to \$2,000 CAD or ¥10,239/month.

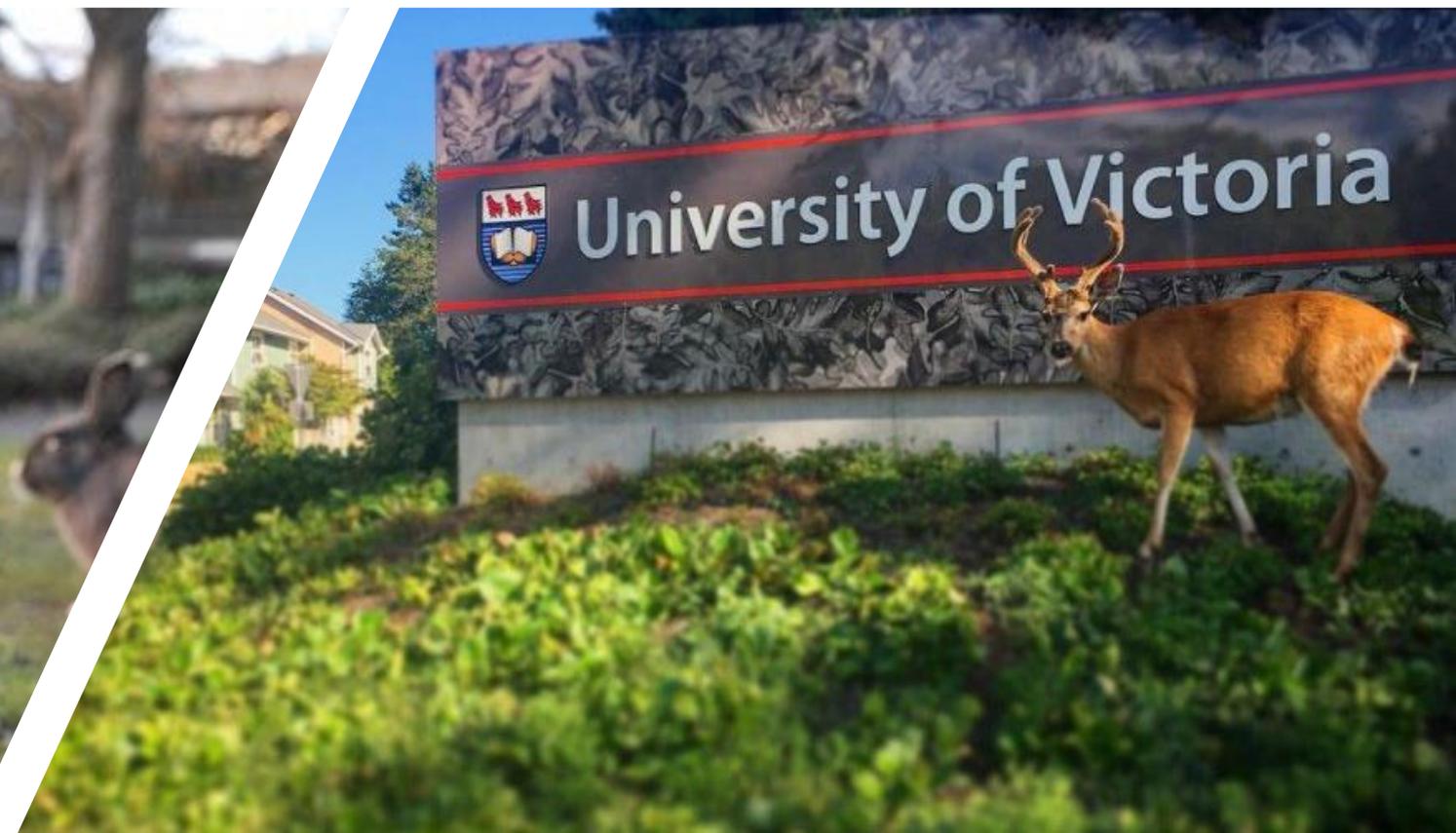
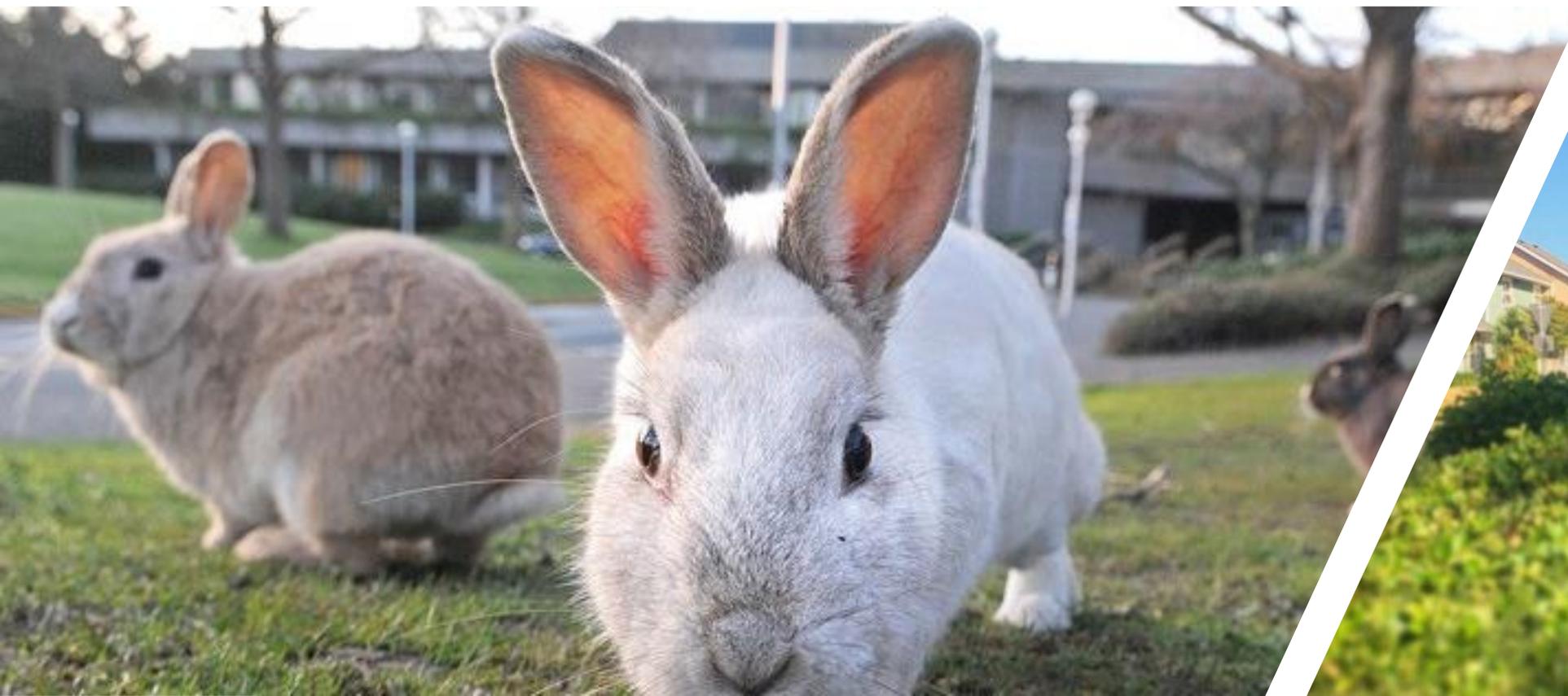
Price varies with location, type of housing, etc.

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

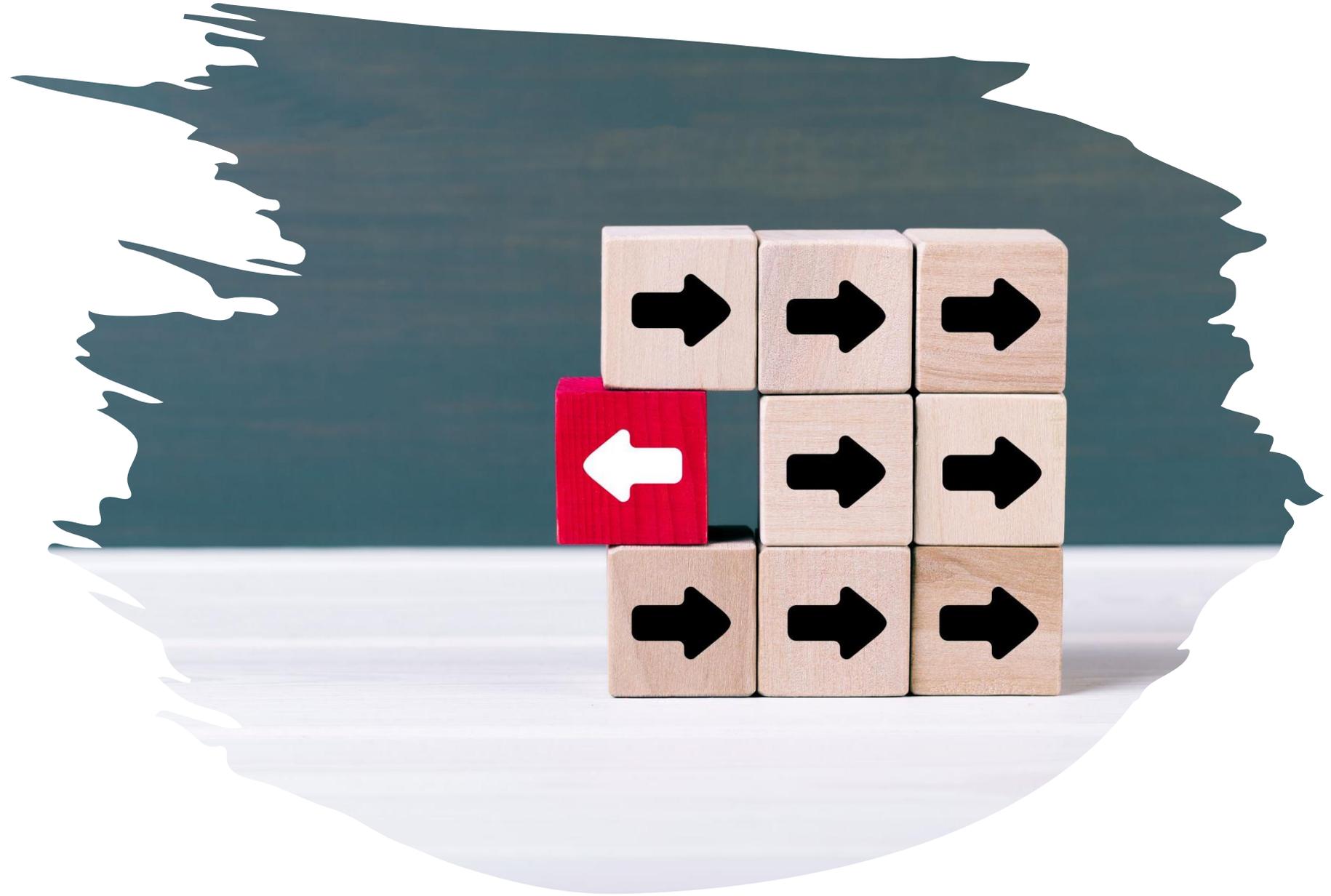


University
of Victoria





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!



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



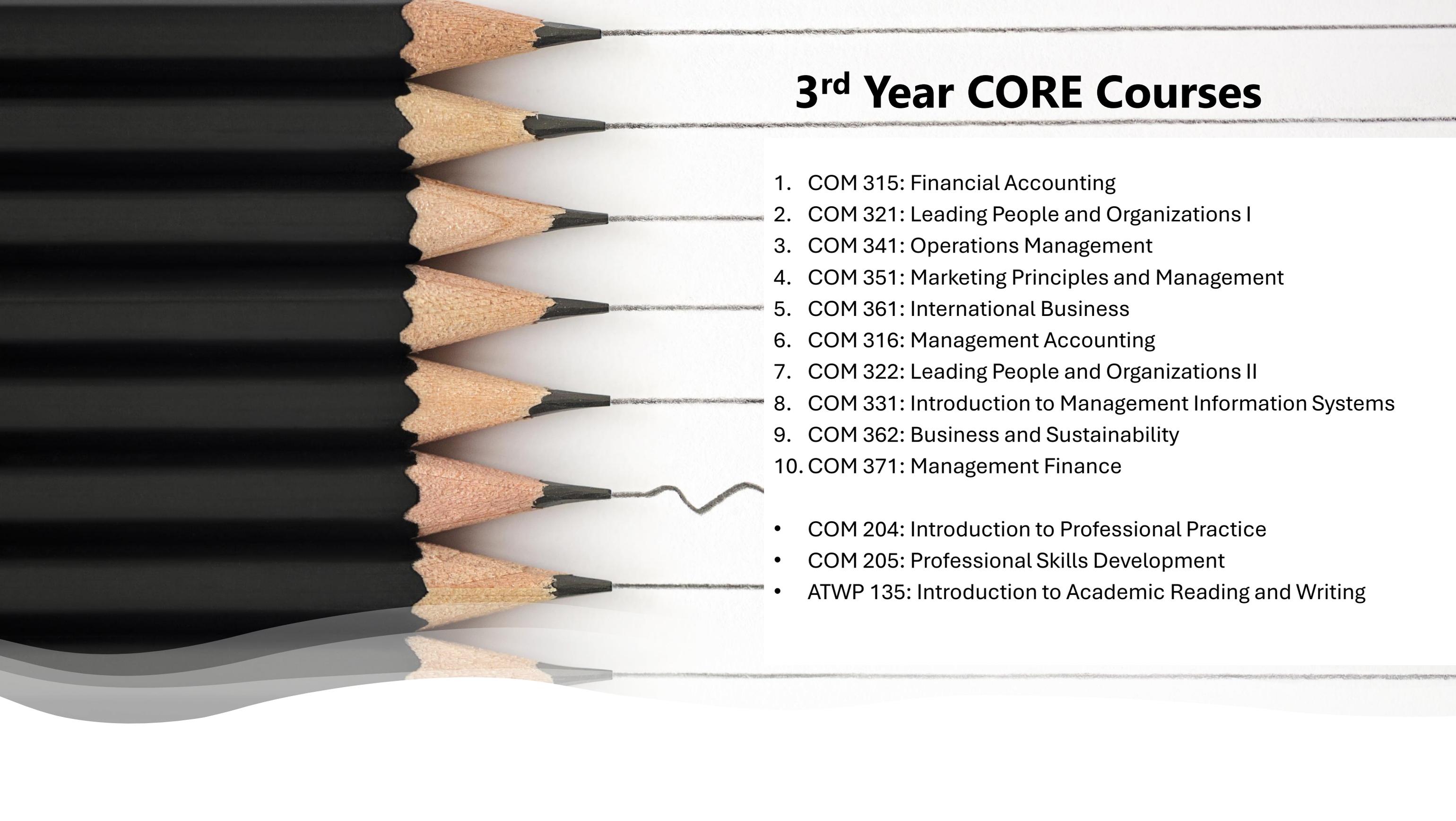
INTERNATIONAL
EXCHANGE

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

COHORT CLASS STRUCTURE

- 3rd year classes are structured into cohorts (sections) and is known as “Core Year”
- Academic Advisor registers you for all your classes in 3rd year
- Put into consistent teams in 3rd year Fall term and 3rd 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





3rd 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 1st one
 - You can work in Canada or overseas
 - Average monthly salary is \$3,100 CAD or ¥15,867.
- ❖ 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



RBC Royal Bank



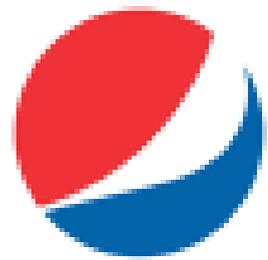
TESLA



REDBRICK



lululemon



pepsi



HOTELS & RESORTS



BRITISH COLUMBIA
BC Public Service

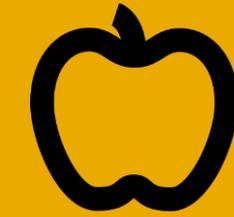


pwc



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
- ✓ 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

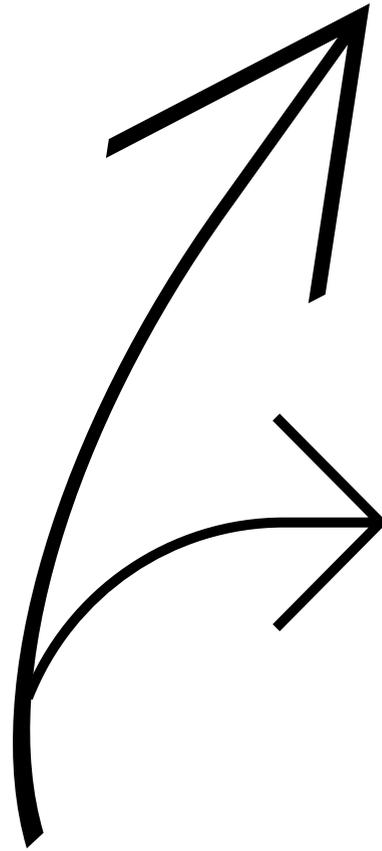
每年超过150名交换学生来到商院学习



PROGRAM SEQUENCING

项目结构

Sample Schedule



Study at ECNU			
YEAR			
1	Required Pre-Requisite Courses + Electives: 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

** There is an opportunity to challenge Co-op 1 if the student has relevant work experience



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)

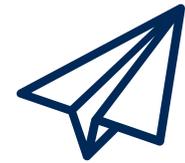
Co-op Work Term

1. One Feather Mobile, Victoria
 - Service representative
2. Tencent Holding, China
 - Business Development
3. Fudan University, China
 - Centre for China Relations

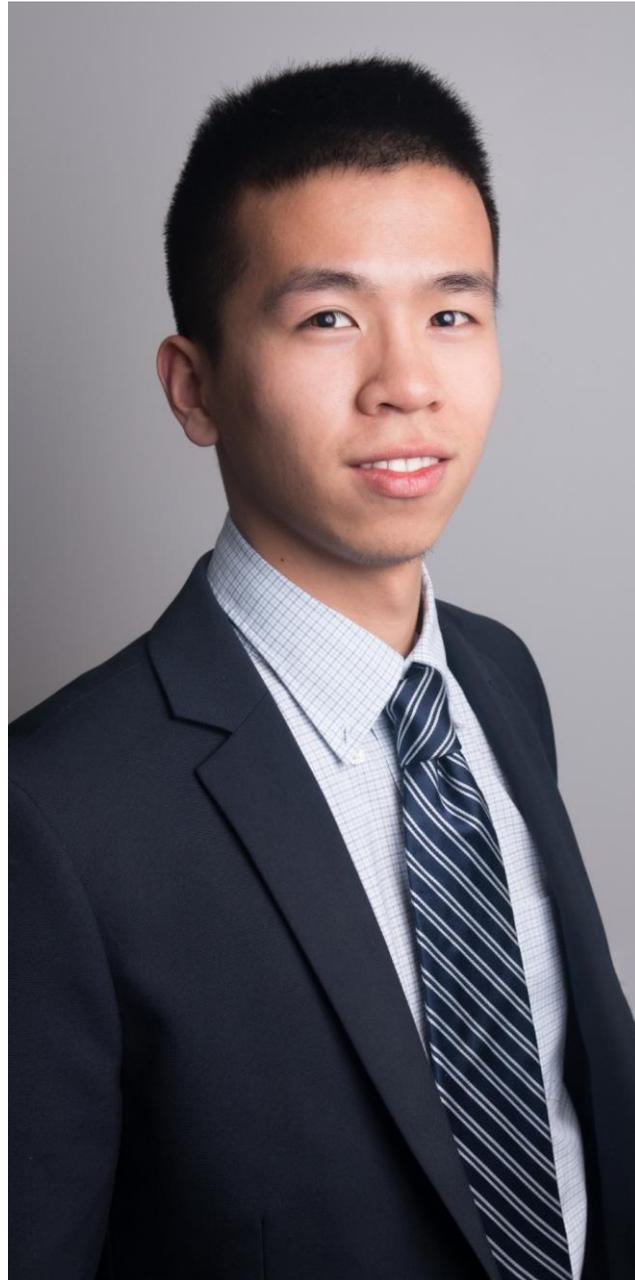
Post Graduation

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





Don, Sun Yat-Sen University



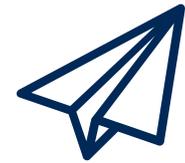
Co-op Work Term

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	
English			Under review

85% Overall GPA

70% minimum for
Required Courses

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" course online or in-person at UVic in August to fulfill the UVic English Language Requirement.

APPLICATION MATERIALS

There are **4 parts** to the Dual Degree Application:

1. Personal Statement Submission

- This is where you introduce yourself and tell the program who you are and why you want to join the Dual Degree program. You can highlight any work, academic, volunteer and/or life experiences.
- Answer the question “How will your experience help make a positive change in the UVic or Victoria community?”
- Minimum 250 words in paragraph format. Save as a PDF to be uploaded to Application Form.

2. Application Form

- Completed on *Education Planner BC* online platform

3. Official Transcripts from your Home University

4. English Proficiency Scores (IELTS/TOEFL)

- Have your Test Centre send it directly to UVic

HOW TO APPLY

APPLICATION DEADLINE: January 31st

1. Personal Statement and Application Form:

Once you have finished preparing your *Personal Statement Submission*, go to the **Education Planner BC Website** (<https://apply.educationplannerbc.ca/>) and fill in the Application Form and upload your *Personal Statement Submission PDF*. After submission, please notify our office that you have applied to the Dual Degree program GSBIntlAsctDir@uvic.ca.

2. English Proficiency Score:

Have your English Test Centre send your TOEFL or IELTS exam results directly to UVic. Please send us a copy or screenshot by email to: GSBIntlAsctDir@uvic.ca.

3. Official Transcripts:

Have your digital Official Transcripts sent by your Home University Coordinator directly to: adms5@uvic.ca & bcomad@uvic.ca & 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.

PROGRAM COSTS

Year 3 Academic Expenses*	\$42,555 CAD (¥217,783)
Year 4 Academic Expenses*	\$37,873 CAD (¥193,801)
Year 3 Living expenses **	\$20,000 CAD (¥102,343)
Year 4 Living expenses **	\$20,000 CAD (¥102,343)
Potential Total Cost	\$120,428 CAD (¥616,244)
Potential Co-op (work placement) Earnings***	<i>-\$37,200 CAD (¥190,357)</i>
Potential Net Expenses	\$ 83,228 CAD (¥425,887)

* 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 will vary

***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

Facebook: Peter B. Gustavson School of Business

Instagram: gustavsonuvic





THE WORLD
LOOKS **DIFFERENT**
FROM HERE