



## The "Future AI Leadership" Young Leaders Summer Camp Program at the Asia Europe Business School of East China Normal University Officially Launched!

Join the Asia Europe Business School

Explore the business opportunities and cultural heritage of this magical land with outstanding students from around the world

Master the influence of the AI era Step into the future with AI!

The Asia Europe Business School of East China Normal University, jointly established in June 2015 with EMLYON Business School in France, is a new international business school with a "Technology and Business" focus. The school aims to foster students' innovation and international management skills in a global business context. It offers programs in Business Administration and Marketing, International Business. As of April 2025, students from 76 countries across six continents study here, with international students making up 64% of the total. The upcoming "Future AI Leadership" Young Leaders Summer Camp Program will offer a unique exploration combining business, AI, and Chinese culture.

### • Program Highlights: Business + AI + Chinese Culture

In these 10 days of the summer camp, we will combine classroom learning with practical activities to help you understand the Chinese business environment, explore how artificial intelligence empowers future business, and experience the unique charm of Chinese culture. Through this program, you will learn:

1. **Integration of Business and AI:** From how AI drives business innovation to digital marketing, we will guide you in mastering the core skills for future business operations.
2. **Chinese Culture Experience:** Not only will we offer Chinese language courses, but we will also take you on a tour of Shanghai's historic districts to experience the charm of traditional culture!

- **Here you will gain:**

**Core Course Schedule:** In this summer camp, we have specially invited several professors and associate professors to teach and lead students in research projects. Through a combination of classroom learning and practical activities, you will gain an in-depth understanding of the integration of AI and business, and experience firsthand how to apply the knowledge learned in real-world projects. Our courses are led by professors from the school. In addition to classroom teaching, students will also participate in project-based research. Under the careful guidance of mentors, group members will work together to complete research and presentations, ensuring a close integration of theory and practice.

• **Summer Camp Duration: From July 2, 2025 to July 11, 2025.**

Date	Morning Session Course Content (9:00–12:00)	Afternoon Activity Schedule (14:00–17:00)
July 2, 2025 (Wednesday)	Opening Ceremony, Course Introduction, Team Icebreaker	Campus Tour + Project Task Announcement
July 3, 2025 (Thursday)	Lecture: The Chinese Business Environment	Mandarin Language Class
July 4, 2025 (Friday)	Lecture: Innovation in Chinese Business Models	Company Visit: Jingteng Technology (TBC)
July 5, 2025 (Saturday)	Lecture: Artificial Intelligence and Economics	City Exploration
July 6, 2025 (Sunday)	Independent Learning / Activities	Independent Learning / Activities
July 7, 2025 (Monday)	Lecture: Digital Marketing in Chinese Enterprises	Mandarin Language Class + Traditional Craft Activity
July 8, 2025 (Tuesday)	Lecture: Emerging Technologies and Operations Management	Student Group Project Topic Submission
July 9, 2025 (Wednesday)	Research Task Launch + Mentor Guidance Session	Group Analysis Discussion + Data Collection
July 10, 2025 (Thursday)	Optimize Group Project Content (Group Independent)	Project Presentation + Mentor Feedback
July 11, 2025 (Friday)	Closing Ceremony, Certificate/Recommendation Letter Distribution	/

## Project Practice and Results Showcase

During the summer camp, you will work on a cross-disciplinary project related to "AI + Business" through group collaboration and present your research findings. In addition to classroom learning, we have arranged visits to AI-related companies, where you will explore local tech innovation enterprises in Shanghai and experience firsthand how artificial intelligence is making an impact in business.

**You will have a chance to get**

**Closing Ceremony Certificate  
and Recommendation Letter**

**Outstanding Participant  
Scholarship**

### ☐ Closing Ceremony Certificate and Recommendation Letter

Students who complete all courses and projects will receive a completion certificate and recommendation letter from the Asia Europe Business School of East China Normal University, supporting your future academic pursuits and career development.

### ☐ Outstanding Participant Scholarship

Based on actual performance, the top 20%-30% of outstanding participants will be selected, and scholarships will be awarded to those exceptional participants who are interested in pursuing further studies at Asia Europe Business School of East China Normal University.



## Program Application Information

### ☐ Fees

Registration Fee: 400 CNY per person

Tuition Fee: 8000 CNY per person (excluding accommodation and meals)

### ☐ Application Requirements

① International Students aged 16-25 (Students under the age of 18 should provide a letter of authorization from their parents and a guarantee from their guardians);

② Courses taught in English, no Chinese language proficiency required;

### ☐ Application Deadline: May 15, 2025 (Thursday)

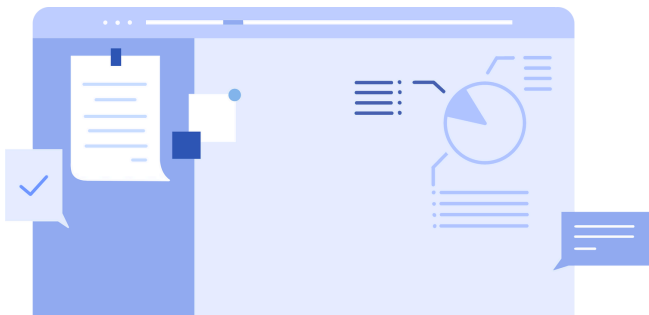
### ☐ Application Materials:

① Recent personal photo

② Scanned copy of the valid passport's first page

③ Proof of Enrollment (current school/university)

④ Proof of English proficiency



Scan the QR code to sign up ↓



**□ Contact Information:**

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Note: After the initial review of your application materials, we will notify you via email if approved and provide the subsequent steps and arrangements.

