

Academic Education Programs Sponsored by Ministry of Commerce PRC



中国援助  
**CHINA AID**  
FOR SHARED FUTURE



**哈爾濱商業大學**

HARBIN UNIVERSITY OF COMMERCE



# **Master Programs In Tourism & Hotel Management**

Harbin University of Commerce

February 2023

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## **Degree Education Programs Sponsored by Ministry of Commerce PRC**

Starting from the year of 2008, Degree Education Programs sponsored by the Ministry of Commerce of People's Republic of China is designed to foster high-end business officials and managerial personnel for the recipient countries, offering one-year and two-year master programs as well as three-year doctoral programs for the purpose of educating high-end and inter-disciplinary talent working in the applied fields of government, trade, foreign affairs, agriculture, technology, education, culture and health, building intellectual capacity and facilitating the economic and social development of the recipient countries. These programs provide assistance to governmental officials, research fellows, and senior managerial personnel on their master and doctor education in China, which are fully conducted in English. Admission requirements include a bachelor's degree, relevant working experiences, and decent physical conditions, essential for the high-compact curriculum needed for the degrees.

Because the education system is relatively short and we ask the trainees should have gotten the bachelor degree and owned the certain working experiences. All of the requirement needed in order to understand the teaching content, adapt the high level studying and finally smoothly get the master degree.

As for the positive effects and good results brought by these programs in strengthening economic ties and friendship between China and the recipient countries, the Ministry of Commerce of People's Republic of China will continuously intensify its efforts in enlarging the enrollment scale and improving the quality of education. Also the local government attaches great importance to the China Aids Degree Education Program.

### **Harbin University of Commerce**

Harbin is the capital and largest city of Heilongjiang Province in Northeast China, as well as the tenth most populated city in the People's Republic of China. Harbin, which is originally a Manchu word meaning "a place for drying fishing nets", grew from a small rural settlement on the Songhua River to become one of the largest cities in Northeast China. Founded by Russia in 1898 with the coming of the Trans-Manchurian Railway, today known as the Chinese Eastern Railway, the city first prospered as a region inhabited by an overwhelming majority of the Jewish immigrants. It is known for its bitterly cold winters and is often called the "Ice City." Harbin is notable for its beautiful ice sculptures in winter and its Russian legacy, and it still plays an important part in Sino-Russian trade today. In the 1920s, the city was considered China's fashion capital since new designs from Paris and Moscow reached

there first before arriving in Shanghai. In 2010, Harbin was declared a UNESCO "City of Music".

Founded in 1952, Harbin University of Commerce is the first multidisciplinary commerce-oriented university in China. It is one of the key university in Heilongjiang Province. It covers a total area of 1,165,500 m<sup>2</sup>, including an area of 645,100 m<sup>2</sup> for school buildings. The total number of full-time undergraduate students is 25,078, full-time doctor is 178 and post-graduate students is 2261. Covering eight disciplines, Economics, Management, Engineering, Law, Literature, Science, Medicine(Pharmaceutical Science) and Art etc. The university consist of twenty-two schools, Institute of Commercial Economics and Institute of Commercial Engineering. At present, there are sixty-five majors, sixteen authorized center for doctoral degree, sixty-nine for Master's, four postdoctoral flow stations, 20 sub-discipline doctoral programs, 13 first-level discipline master degree programs, 70 sub-discipline master degree programs, 12 specialized master programs and two postdoctoral workstations, one National Engineering Research Center of Innovative Anti-tumor Drug, one Engineering Research Center of Natural Anti-cancer Drugs certified by the Ministry of Education, one National Training Base for Vocational Education Teacher certified by the Ministry of Education, two provincial key laboratories, two provincial engineering centers, three humanities and social key research bases, two provincial engineering centers, three humanities and social science key research bases, one provincial philosophy and social science key research base on Sino-Russian Trade and five provincial key university laboratories.

### **School of Tourism & Cuisine**

Derived from the Tourism and Cuisine Department of Business School in Heilongjiang Province, Tourism and Cuisine School of Harbin University of Commerce was established in 1959 and renamed after consolidation. At present, the majors of tourism management and cuisine science management are offered in the school. Among these faculties, tourism management is the key major of Heilongjiang Province and approved to offer Master Degree in Heilongjiang Province. The School is qualified for provision of Master degree both in research and study. It was approved as the Training Base for Vocational Education of Tourism and Cuisine, the Training Base for Master Degree of Tourism and Cuisine and Principal Test Center of Self-taught Examination of Tourism and Cuisine and the Principal Test Center of Self-taught Examination of Tourism Management. Shangda Hotel, with 18 thousand square meters, which is managed by the School has been the demonstration internship center awarded by the Education Department of Heilongjiang Province and the base of involving teaching, research, and production. The School is furnished with

multi-layer, multi-category and full function structure in high education of tourism management and cuisine.

The School is blessed with excellent faculties, Tourism Research Institute, the Chinese Fast Food Research Center, Chinese Food Culture Institute, prominent experts, and leaders of provincial disciplines. Most young lecturers hold Master or Doctor degrees. The School adheres to the principal of people oriented education, international education and lifetime education. By provision of scientific curriculum and integration of quality, knowledge and capability, bilingual education is also paid great attention, which has received compliments by both employers and other universities. At present, the School is known as the cradle for inter-disciplinary talents in tourism and cuisine.

## **The Brief Introduction and the Picture of Comprehensive Building for Foreign Students**

In the year of 2016, HUC paid a large amount of money to build one new comprehensive building especially for the China Aids degree education program students. This building stands by the side of good scenic Baoyan Mountain. When you stand by the window side of classroom or dormitory, you will have an overlooking of the whole campus. In this building, all the students will have their livings and studying but not need to go outside. Each classroom fills with sunshine and dormitory is designed the high-level hotel as follow that there is independent bathroom inside. Each floor, there is one public washing room, kitchen and classroom. HUC want each of the student who will come, has the home-like feeling. Here are the picture of the comprehensive building,

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## I Program Description

### Prospective Students:

Our prospective students are mid-to-senior level officials or managers from the tourism administration government, the tourism enterprise, hotel industry, and other public sectors, who have demonstrated superior performance, both academically and in their work and good English level. By the time of matriculation, each must have obtained an undergraduate bachelor's degree in the case of our master program.

### Program Objective:

The program aims to strengthen the ability of management and research of the manager in tourism and hotel management in the developing countries, and foster their professional knowledge, professionalism, industry analysis and innovation capacity.

### Enrollment Plan:

Totally 20 students for Master of Tourism and Hotel Management program, teaching in English, two-year length of schooling

## II Education Plan

Our master degree program is a two-year full-time program. Students enrolled in this program are expected to complete the coursework, conduct research, and write a thesis within two year.

Language of instruction: While all non-Chinese speaking students are required to take one course on the Chinese language, the language of instruction of the program is English.

A more schematic layout is listed as follows,

Type	Course Number	Course Name	Credit	Period	Semester	Note
Public Compulsory Course	YWM2A00501	Chinese Language I	2	30	1	
	YWM2A00502	Chinese Language II	2	30	2	
Compulsory Major Compulsory Course	YWM2A10501	Tourism Industry Economical Analys	3	30	2	
	YWM2A10502	Tourism Marketing	3	30	3	
	YWM2A10503	Tourism Information System	2	20	1	
	YWM2A10504	Service Management	3	30	1	
	YWM2A10505	Tourism Investment& Finance Management	3	30	2	

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选修课 (19 学分)		YWM2A10506	Understanding China	3	30	2	
		YWM2B10501	Human Resource Management	2	20	2	
		YWM2B10502	Hotel Business and Management Research	3	30	2	
		YWM2B10503	Tourism Industry Management	3	30	1	
		YWM2B10504	Trip Reception Service Management	2	20	2	
		YWM2B10505	Chinese History & Culture	3	30	3	
		YWM2B10506	International Tourism Industry & Dynamic State Research	2	20	1	
	Optional Course	YWM2B10507	Tourism Policy & Regulation	2	20	3	
		YWM2B10508	Seminar on Tourism	2	20	3	
		YWM2B10509	Chinese Hotel Industry Theory	2	20	3	
		YWM2B10510	Thesis Design & Writing	2	20	1	
		YWM2B10511	Tourism Project & Strategic Management	2	20	3	
	YWM2B10512	Tourist Destination Development & Management	2	20	3		
	YWM2D00501	Tourism & Hotel Entrepreneur Research	3		2		
综合环节	YWM2D00502	Tourism & Hotel Industry Development Research	3		3		

Requirement for total credits is 46.

Classes will incorporate a mix of lectures, seminars, case discussions, tutorials, and presentations.

### III Dissertation Format

The dissertation should be written in English and whose format does not accorded with the requirement can not take part in the oral defense.

#### 1. Topic Selection Report Requirement and Composition

- A. The selected topic reasons, purposes and significance
- B. Major courses
- C. Theories, methods and significance
- D. References at home and abroad
- E. Frames
- F. Writing plan
- G. Report in 2000 words

#### 2. Basic Requirements



- A. It should be contained a clear theoretical or practical problem.
- B. You should use the relevant theory or method to analyze, synthesize and conclude.
- C. You should also use a certain amount of information and data.
- D. The structure should be rigorous, the logic should be clear, the language should be ease and grace, the written, chart, note should be standard.
- E. No less than 10000 words that includes notes but not the abstract
- F. Written in English except the special format

### **3. Format Requirement**

- A. In 12 word size, Times New Roman, double-sized
- B. The cover should be the standard format.
- C. The topic should be written in both Chinese and English.
- D. The abstract is written in 500 words.
- E. No more than 5 key words

### **4. Dissertation Program**

- A. A student shall choose a professor as his/her supervisor.
- B. After the supervisor accept, the student shall determine the subject matter, hold the proposal and hand in the written materials.
- C. With the guidance of the supervisor, the student write the dissertation.
- D. After the draft is pass, submit to review it.
- E. Pass the Oral Defense.
- F. The student should find out the functioning mechanism that drives a country's growth, and search for appropriate development strategies that are suitable for the real situations of his/her own country.

### **5. Degrees**

A master degree of Tourism and Hotel Management will be conferred upon a candidate in the master program after his/her successful completion of required credits and thesis.

## **IV Profiles of Instructors**

Harbin University of Commerce (HUC) boasts of first-class faculty composed of distinguished scholars and accomplished practitioners, who have been actively engaged in study of practices and policy issues, and widely acknowledged as experts in their own field. Core faculty of HUC is listed below.

**1. Shi Changbo**, Dean of the Tourism and Cuisine School HUC, Professor, PhD. Post-doctor in Management Science and Technology, State Council Expert for Special Allowance, The Leader of Key Discipline of Heilongjiang Province—Tourism Management. The Registered Judge of National Hotel Rating Association, National Green Hotel Rating Association, Member of China Hotel Association, Vice Director of MICE Association of Heilongjiang Province, Vice Director of Harbin Tourism Association and Director of Education Branch, Standing Director of Heilongjiang Marketing Organization. Published more than 100 research papers and over 10 textbooks, hosted 30 research projects of ministry and department

level and received awards. With abundant experiences, Professor Shi was invited to engage in hotel appraisal projects and participate in the pr-opening for large-scale hotels and catering enterprises. He also attended and hosted international academic conferences and delivered keynote speeches. In 2003, Professor Shi was awarded the title of the “ Ten Distinguished Youths” of Heilongjiang Province because of his great contribution on scientific creation. In 2005, he was the winner of Youth Medal of Heilongjiang Province. In 2008, Professor Shi attended the 3rd Training for High Economic Management of Heilongjiang Province, which was held in University of York, Canada.

**2. Li Xiaoyang**, graduated from the Heilongjiang University in 1991, an administration major. Dr.( In reading), associate professor, MA student supervisor, vice secretary of the party branch. Teaching three courses of" Tourism Public Relations "," Policy & Legalization for Tourism Industry "," Tourism Etiquette". Professor Li committed to a number of social training missions. She edited a school tourism planning textbook as a textbook associate editor. She published 28 papers, hosted two department or bureau level research projects, and participated in a number of provincial research projects.

**3. Sun Jing**, Post-doctoral, Professor, M.A. student supervisor, and reserved leader of tourism management discipline. She has engaged in research and education of tourism management for more than two decades and main research interest is hospitality management. She mainly teaches Comparison on Chinese and Overseas Hotel Management, Service Theory, Hospitality Management and Travel Service Management. With strong research background, she has published over 20 academic papers and three of which were indexed by ISTP. Professor SUN also hosted 3 provincial research projects, 1 national project and 2 departmental projects and won the second prize of Social Sciences and Humanities Projects of Heilongjiang Province.

Teaching Faculty

**4. Huo Li**, Associate Professor, graduated from Mudanjiang Normal University in 1983 and completed postgraduate study in Harbin University of Commerce in 1998. His key research interests are Tourist Behavior and Cooking Material His major work is Diners’ Psychology. He mainly teaches Tourism Psychology, Food Microbiology and Cooking Material. His research project “ Best Cooking Art Study” won the second prize granted by the Bureau of Domestic Commerce.

**5. Wang Xiaomei**, PhD, Professor, director of Foreign Trade Association and Border Economy Association. She mainly engages in the teaching and research work of tourism management. She published over twenty papers, 2 treatises, and two textbooks, hosted two research programs at provincial level, and two sponsored by the Bureau of Education . She also participated two research programs at national level, three at provincial level.

**6. Zhao Yang**, Ph.D candidate, Associate professor. Her field of study is tourism management. She teaches Management of Travel Agency, Guiding Knowledge, and English in Tourism for undergraduates and Comparison on Management of Travel Agency both in China and abroad for graduates. Management of Travel Agency and Guiding Knowledge are bilingual courses. She published over 20 academic papers, 2 books, and hosted a research program sponsored by the Education Department of Heilongjiang Province. She participated in 4 research programs at provincial level and one at national level.

**7. Sun Qi**, Associate Professor. graduated from Nankai University in 1997. She was a visiting scholar at Thames Valley University in England in 2003. She earned a master's degree in management in HUC in 2006. She was promoted as Associate Professor in 2007. She became Master Tutor of Tourism Management in HUC in 2010. She was appointed expert of the Science and Technology Advisory Board in Heilongjiang Province in 2011. She teaches tourism management Her main research interests are: tourism economy, tourism planning and development.

**8. Du Xianfeng**, Master, lecturer, senior technician of Chinese cooking, the national judges of Catering industry, Deputy Secretary-general of Catering and Culinary Industry Association of Heilongjiang Province, Deputy Secretary-general of Tourism and Secretary Committee of Heilongjiang Institution Society, Secondary Vocational Education Expert of Heilongjiang Provincial Institute of Education, Vice Chairman of the Executive Chef Alliance of Heilongjiang Province, part-time tutor of Harbin Education Institute, member of China Cuisine Association of Young Famous Chefs Committee. He has engaged in cuisine education in the Second Vocational School in Harbin from 1996 to 2010. He supervised students to participate in national, provincial and municipal cooking skills competition since 1998, and was awarded as the best culinary professional guidance teacher of national, provincial and municipal level. He joined the School of Tourism and Hospitality at Harbin University of Commerce and mainly teaches Cooking Technology, Cooking Theory, Introduction to Local Flavor. He engaged in the editing of the textbook "the Chinese Cooking Technology" for the undergraduates under the "Eleventh Five-Year Plan" and participated in two key national training programs: Cooking Technology and Teaching Method of cooking.

**9. Li Rixin**, Master, Associate Professor. She graduated from Harbin University of Commerce in 2001 and obtained Master's degree in Management from Heilongjiang University in 2008. She teaches "Tourism Marketing", "Hotel Marketing and Advertising Case", "Tourism Economics". She published and co-edited two textbooks. She hosted a research project for young teachers at Harbin University of Commerce. She participated in four teaching and research projects of the Education Department of Heilongjiang Province. She published over 20 academic papers, one retrieved by EI. She was awarded as Model Representative by the National higher education

self-study examination, Model worker in SARS prevention and treatment by the Bureau of Education of Heilongjiang Province.

**10. Ma Chao**, Associate Professor, received her Master Degree in Tourism Management from University of Strathclyde, Glasgow U.K. in 2002. She mainly teaches Professional English in Tourism, Front Office Management (Bilingual), Introduction to Tourism (Bilingual) for undergraduates and Professional English Reading for post-graduates. She also hosted 1 provincial research project and 1 departmental project and published several academic papers on tourism management and education, three of which were retrieved by ISTP and EI respectively. She focuses on bilingual teaching by involving her overseas experiences and is well-received by the students.

**11. Diao Zhibo**, lecturer, Ph.D. of Dongbei University of Finance and Economics. His research fields are Hotel Management, Tourism Information Technology. He published 20 academic papers, conducted over 10 research projects, collaborated on four books, and three textbooks.

**12. Yang Xuexin**, Master, lecturer. She graduated from Food Engineering School of Qiqihar University in 2001, and obtained master's degree in Food Science at Harbin University of Commerce in 2004. She is now pursuing PhD study in the Forest Chemical Engineering at Northeast University of Forestry. She teaches and researches on Cooking and Nutrition education. She participated in three research projects at provincial level, published seven academic theses, two of which were published by EI. Research based materials development.

**13. Xuan Fuhua** has got her Master Degree. As a lecturer in Harbin University of Commerce, she engages in the teaching and scientific research of tourism management, and more than 10 academic theses have been published in recent 3 years. She studied first in Shandong Yantai Normal University and then in Sichuan Normal University, where she took her first degree and Master degree. Now she is studying for her Ph.D. degree in Harbin Normal University and teaches Survey of Tourists Come From Abroad and Public Relations of Tourism in Tourism & Cuisine School of Harbin Commercial University.

**14. Tang Zi** has got her Master Degree. As a instructor in Harbin University of Commerce, she has received Bachelor Degree of Science degree from Jilin Normal University in 2002, and Master Degree of Science degree from Liaoning Normal University in 2005. She mainly Teaches the course of Geography of Tourism, and Chinese-foreign Folklore. The main research interests are: planning, evaluation, and development of tourism resources. In recent years, she published 2 academic works, papers. At the same time, she was respectively responsible for research of 3 subjects, obtained scientific research achievement rewards at provincial level twice.

**15. Zhu Zhengjie** works as director of Training Department in Tourism and Cuisine School. Now she is a lecturer. In 2006, she was awarded her M.A. degree from

Business Administration School at Harbin University of Commerce. She mainly engages in teaching and research work of Tourism Regulations, Tourism Resources and Its Development, Management of Travel Agency for tourism management major and tourism and education major. Her research focuses on tourism plan and development, MICE tourism, etc.

**16. Liu Lin** received the M.A. degree from Heilongjiang University. Now she is a lecturer of tourism management. She teaches the following courses: Introduction to Tourism, Hotel English Alive, Tourism English Practical and Specialized English for Tourism. Her research focuses on hotel management.

## **V Financial Aid**

The Chinese Ministry of Commerce will provide "Chinese Government Scholarships" to admitted students from developing countries. These scholarships cover both tuition and living expenses. They also include a round-trip international airfare for all the students, and a maximum of 2 round-trip international airfares for home visits applicable only to doctoral students (one time per year set at the end of an academic year). Students do not need to pay for the tuition fees, teaching material fees, research fees, English teaching supplement fees and graduation thesis guidance fees. On behalf of purchase, we will buy the comprehensive insurance in China and provide accommodation. We will give the student living subsidy on the fixed time and it is 36000RMB/year for the master program, and 42000RMB/year for the doctoral program. There is also a settlement allowance of 3000RMB/person for only once.

Ministry of Commerce of the People's Republic of China will provide free round trip international air tickets, only once for the one-year system, N-1 time for the system more than 2 years.(N here stands for the academic year.) Other expense will be managed and used by the Ministry of Commerce of PRC or the university and never give to the students.

If a student can not finished his study and graduate smoothly during these two academic years, he will not get any support from the Ministry of Commerce of PRC.

And Ministry of Commerce of the People's Republic of China will not cover any fees from the student's spouse or children who come to China for visit.

## **VI Application**

### **1.Requirement**

All applicants must meet the following admission requirements:

- 1) Applicants must be non-Chinese citizens from developing countries, with a valid passport, or any other identification certificate sufficient to verify his/her nationality;

- 2) Applicants for the master program must have attained a Bachelor degree or above;
- 3) Applicants must be proficient in English. Non-native English speakers or candidates whose undergraduate education was not conducted in English are required to submit a test score of TOEFL or IELTS as proof of English proficiency. Applicants with the following scores would be considered competitive:
  - TOEFL 80 or above in iBT (Internet-Based TOEFL);
  - IELTS 6.0 or above in overall band score.
  - HSK Score Level 4 (180) for Chinese Language Teaching
- 4) All applicants shall be in good physical psychological conditions and applicants should get physical certificate before coming to China which includes: No diseases which are prohibited from entering by Chinese laws and regulations or long-term residence in China; No severe hypertension, cardiovascular and cerebrovascular diseases, diabetes, cancers or other severe chronic diseases; No mental diseases; No contagions; Not the surgical patients or at the acute stages; Non-physical disability;
- 5) Pregnant women will not get the enrollment and will be suggested to drop out if she is pregnant during the studying time.
- 6) Only applicants recommended by the Economic and Commercial Counselor Office of Chinese Embassy in the country that accords with the candidate's nationality will be considered.

## 2.Procedure

Please visit online application system at <https://studyinchina.csc.edu.cn/#/login> and register for an account. Select “Degree Programs Application” on the first page that appears, and fill in your personal information, then the system will automatically form the application form. After you print the form, sign your name, write the application date and post your photo. To complete the form successfully, please note the following information:

- 1) The agency number of Harbin University of Commerce is 10240.
- 2) For our master program, Discipline is “Management”, Major is “Tourism Management”.
- 3) The CSC number generated in the table will be required for the Visa Application Form for Study in China(JW201)

## 3. Application Materials

Documents	Requirements	Original copy	Photocopy
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## Academic Education Programs Sponsored by Ministry of Commerce PRC

1	HUC Application Form	Fill in the application form, print it out, sign, date, and post a photo on it.	1	1
2	Chinese Government Scholarship Application Form	Please visit <a href="https://studyinchina.csc.edu.cn/#/login">https://studyinchina.csc.edu.cn/#/login</a> , fill in the application form, print it out, sign, date, and post a photo on it.	1	1
3	Degrees	An original copy and a photocopy need to be prepared for each degree.	1	1
4	Official Transcripts	Transcripts must list all courses taken and all scores obtained.	1	1
5	Personal Statement	Personal statement must be written in English and be some 1000 words in length. It shall cover such essential elements as applicant's academic background, work experience, achievements, and future career plans, including a research plan at Peking University.	1	1
6	CV	In English.	1	1
7	Recommendation Letters	Two recommendation letters are required: one by a superior in the institution where the applicant works; the other by a professor who knows the applicant well.	1	1
8	English Language Proficiency Test Results	Applicants who are not native English speakers or whose undergraduate education was not conducted in English shall provide TOEFL or IELTS test scores.	1	1
9	Physical Examination Form	The health form shall be issued within one month before the submission of application, showing that the applicant carries no infectious diseases which may have a serious impact on public health or fall into any of the health situations prohibited by China's Entry-Exit Inspection and Quarantine Laws and Regulations.	1	1
10	Photocopy of a Valid Passport	The passport must be a personal regular passport. All successful candidates must enter China and register with Peking University using the same passport as used for applying for the program.	0	2

### 4.Submission

- 1) Submit all the application materials listed in the above table in both hard copy and scanned copy to the Economic and Commercial Counselor Office of Chinese Embassy. Hard copy must include both the original copy and the photocopy, as indicated in the table.
- 2) Warm Reminder
  - a) All the documents to be submitted should be in Chinese or English. Otherwise, a notarized copy in Chinese or English is required.
  - b) An original copy of degrees, transcripts and language certificates must be presented for on-site verification.
  - c) Applicants will get back all the hard-copy materials, both original copies and photocopies from the Economic and Commercial Counselor Office. If admitted, they must take the documents to China and submit them to the The

Institute of South-South Cooperation and Development during registration in early September.

- d) None of the materials submitted to HUC will be returned. For important documents such as degrees and transcripts, a stamped copy issued by the institution where the applicant received his/her degrees will be accepted as a replacement of the original copy. In this case, the original copy must be presented for on-site verification.
- e) Spouses and children are not allowed to accompany students during the training period in China.
- f) The expenses of spouses and children visiting in China are not provided.

### **5. Deadlines**

The application deadline for the master program is June 6<sup>th</sup> , 2023

## **VII Registration**

Registration will take place in early September 2023. The exact date will be specified in the admission letter.

## **VIII Contact**

Contact person: Ms. Sherry Yang

E-mail: sherryyang123@126.com

Telephone: (86) 18745003379

Fax: (86-451) 84601086

Website: [www.hrbcu.edu.cn](http://www.hrbcu.edu.cn)

