Sichuan University 2019 Summer Program
Program A: Intercultural Communication and Global Social Responsibility
July 1 –10, 2019

The Service Learning Program at Sichuan University is designed to provide international students the opportunity to gain campus experience in Sichuan University and explore the unique West China Culture. The Program offers intensive Chinese cultural experiences and a wide range of courses to meet the academic needs of the participating students.

Chinese language ability is not required. All courses will be conducted in English.

Program Highlights
• Service Learning Workshop on “Intercultural Communication and Global Social Responsibility”
• Study with Sichuan University full-time students
• Opportunities to interact with students worldwide
• Broad and diverse range of courses available
• Field trips to the world’s historical, cultural and natural heritages e.g. Dujiangyan Dam, the Buddhist and Taoist temples, and the panda breeding center
• Opportunities to take part in local cultural and academic events

Program Fees
Scholarship from Sichuan University will be granted to international students from the USRN member institutions.
Application Fee: Waived
Tuition Fee: Waived
Accommodation: Free
Local Cultural Visits: Free
International Travel: Self-finance

How to Apply
Each student must submit a resume, letter of interest, and a completed application form.
Submit at https://www.sfu.ca/wil/usr-network.html
[Application Deadline: April 3, 2019]

Qualification
The student should:

• Have good command of English
• Come from USRN member universities or Sichuan University’s partner universities
• Be willing to learn and experience different cultures
1. Course Description

**Intercultural Communication and Global Social Responsibility**
This Summer Program examines the concepts associated with culture and communication, and how this relates to global leadership within local communities. The course will use case studies and problem-based learning to analyze intercultural communication situations; and integrates conceptual understanding with “real life” intercultural experiences and observations in leadership – from both the Eastern and Western perspectives. After taking this course, students will have a deeper self-awareness of who they are as a global citizen, as well as be able to identify intercultural issues relating to global social responsibility in business and professions.

We encourage international students as well as Chinese students to participate in this Program from July 1 to 10 in the western region of Sichuan province with the Yang ethnic minority people.

Students will engage with the community through a service learning project that aims to create cultural understanding among people from different cultural perspectives.

**Learning Objectives**
- Develop understanding of cultural differences and different worldviews
- Improve self-awareness and communication behavior in intercultural settings
- Explore individual cultural identity
- Develop emotional intelligence (EQ) that helps communicate better in difficult situations and develop cultural intelligence (CQ) when interacting with people with different worldviews
- Understand the ethical issues related to intercultural communication and global social responsibility

**Assignments for the Program**
- Images of Culture 20%
- Project analysis/presentation based upon service learning on-site 40%
- Personal Action Plan 20%
- Attendance & Professionalism; Individual and Group Participation 20%
1. Introduction of the Professor

Dr. Elizabeth A. Tuleja, Associate Professor of Management, Mendoza College of Business, University of Notre Dame, USA.

Dr. Tuleja is a Fulbright Scholar in China during the 2017-2018 academic year at Sichuan University in Chengdu.

She teaches courses in intercultural communication and global leadership and is mindful of the necessity to adapt Western educational approaches to those in China. In the summer of 2018, she once again participated in the Summer UIP program and taught a course on Intercultural Communication and Global Social Responsibility.

She will also work on an ongoing research project that enables students to grasp the often elusive nature of culture: Exploring Cultural Identity through Metaphor Analysis: Building Trust via Cultural Dialogue with Chinese University Students. This is an activity where students use visual images to represent their culture and then write about what culture means to them. The basis for this creative learning tool is best represented by the saying - “Hearing a hundred times is not as good as seeing once.”, or in Mandarin, 百闻不如一见.

For many years, Dr. Tuleja has led the MBA Interterm programs to China and used this activity as a starting place for helping students identify aspects of the Chinese culture and its impact on doing business. A publication of her research with Mendoza MBAs (using this cultural metaphor approach) will appear this year in the Journal of Teaching in International Business. Taking this teaching and research project to a transnational context is the next logical step, and she looks forward to learning how Chinese students view their culture via metaphors – as well as how they perceive the U.S. culture.

Obtaining a Fulbright grant has been a lifelong dream as an educator, and Dr. Tuleja is both honored to receive the award and excited to represent Notre Dame in China. She looks forward to learning from her students in this cultural exchange, as well as continuing to study Mandarin in order to engage fully into the culture.

The Fulbright Program operates in more than 160 countries worldwide and is a competitive, merit-based grant for international education exchange that allows participants to act as citizen diplomats while teaching and/or researching in another country. The goal is to foster better understanding along with increased respect, trust, and mutual admiration for each other as faculty work side-by-side with their host country’s counterparts.