




INSTITUTE OF SWISS 
INTERNATIONAL BRANDING
瑞 士 国 际 品 牌 学 院



占地 66 公顷的上海视觉艺术学院拥有松江大学城最大的校园，
现有教授 180 余人和学生 3800 余人。
Occupying over 66 hectares, SIVA has the largest campus in Songjiang
University Town, with over 180 professors and 3800 students.

ISIB

瑞士国际品牌学院

瑞士国际品牌学院（Institute of Swiss International Branding，简称 ISIB）是由白福瑞教授领衔，旨在为中国提供“执行品牌教育”，传授国外品牌战略与管理的先进理念。鉴于国内品牌教育的空白，ISIB 引入国际教育方法体系，专注于实践上手操作，实际品牌项目教学，为中国培育品牌战略与公司品牌管理方面的专业人才。

ISIB 提供全日制、四年本科学历教育，于 2014 年 9 月首度正式推出，学位证书由国家教育部颁发并认可，培养具备国际视野、聚焦未来、并能立即衔接产业及市场的品牌精英。

ISIB 为企业客户提供高端教育项目，专门为各行业企业高层、品牌经理人、管理与战略人才，提供高专业、高品质、高水准的品牌培训。

基于瑞士的精准、精致和创新，ISIB 携手行业专家，以品牌核心理念工作坊的形式为企业提供量身定制教育培训。

ISIB 有志于成为世界知名品牌企业的交流平台，汇聚全球品牌行业发展最新动态和资讯，也为中国·瑞士（欧洲）在教育领域深入交流奠定基础。

Led by Prof. Florin Baeriswyl, ISIB is a brand education institute whose objective is to provide “Executive Branding Training” as well as to teach advanced concepts of brand strategy and management in China. With brand knowledge largely unknown and brand education practically non-existing in China, ISIB focuses on hands-on, project-based learning and educational methods to develop and support future talents in brand strategy and management.

Starting from September 2014, ISIB offers a four-year full-time undergraduate program. The bachelor qualification is issued and certified by the Chinese Ministry of Education. The program aims at cultivating an elite of brand experts who are future-oriented and will be qualified to immediately join the industry and market.

The ISIB executive branding and training programs are specialized educational projects providing the programs and highest standard of professionalism and quality. They directly beneficial to those working in the brand management and strategy area, as well as senior management professionals in the marketing and consulting arena of various industries.

Based on Swiss precision, innovation and commitment, ISIB along with industry experts will provide tailor-made corporate training through Brand Core Concept Workshops.

ISIB is committed to building a global communication platform for top brand enterprises and professionals which aggregate cutting-edge know-hows and updated information of global branding developments, innovation and trends, and contribute to an in-depth educational exchange between China and Switzerland/Europe.

BRANDING EDUCATION

Degree Program

品牌教育（学位课程）

基于上海视觉艺术学院 SIVA 与德稻教育双方联合的高等教育平台“SIVA•德稻实验班”，ISIB 设计并推出了“SIVA•德稻实验班”文化产业管理专业（品牌战略与设计）的全日制、四年本科学历教育项目，将于 2014 年 9 月开始教学。该项目由德稻品牌战略大师白福瑞教授领衔的国际教学团队，与上海视觉艺术学院联合授课，通过领先的教学方法及品牌案例分析，将全球知名企业的品牌经验带进课堂，学生亲身参与实际品牌项目操作，达到培养行业精英的目的。

目前，国内对品牌的理解普遍混淆不清，品牌教育更是稀缺。ISIB 是为数不多专注于品牌教育的学院，著重于实际案例教学，邀请中外著名品牌走进课堂，与学生面对面交流品牌的故事，创造与国际业界的交流机会，极大弥补了中国在该专业领域的教育空白，培养具备国际视野并能立即衔接产业及市场的品牌精英。

Based on the educational platform – SIVA•Detao Master Advanced Class, which was jointly created by Shanghai Institute of Visual Arts (SIVA) and Detao, ISIB designed and launched a four-year bachelor program, starting Sep 2014. Led by Detao Master of Brand Strategy, Prof. Florin Baeriswyl and his internationally known teaching team, as well as SIVA professors, ISIB combines advanced methodologies and case studies with the experiences of global brands as well as hands-on applicable knowledge in order to cultivate talents in the industry.

Nowadays, there is wide-spread confusion about branding, and branding education is practically unknown in China. ISIB is one of the few institutes specialized in brand education. Students will have the opportunity to benefit and learn from visiting international or domestic branding experts. Our graduates will be brand professionals qualified to immediately join industries with an international vision and outlook.



DEGREE EDUCATION FEATURES

本科教育特点

- 瑞士二元制教育体系：企业与学校配合，实践与理论密切联系的教育制度，提升毕业生市场竞争力
- 本科硕士课程精华：深度提炼本科和硕士课程，汇集符合行业市场需求的知识模块
- 多行业的案例教学：手把手教授品牌运作全过程，学习成功与失败的经验
- 与业界的密切联系：邀请大量中外企业家走进课堂讲述企业品牌商战
- 实习与职场的零距离：有机会远赴欧洲进入知名品牌企业实习，学以致用
- 世界各行业大师智慧：与其他世界级大师所创立的教育平台深入合作，全面塑造品牌精英

- Swiss Dual Education System: An educational system integrating enterprises and institutes as well as practice and theory, with the goal of enhancing the graduates' competitiveness.
- Combination of basic and advanced knowledge: Combining the courses at bachelor and master degree levels with cutting edge knowledge.
- Multi-industrial Case Studies: Building practical know-how through complete brand-building process studies as well as gaining hands-on experience of trials and errors.
- Close relationship with the industry: Inviting top domestic and international brand representatives to share first-hand business insights on branding.
- No gap between internship and workplace: Great opportunities for students to practice their branding knowledge by working with top European brand enterprises.
- Experience through expertise of global masters in other industries: Cooperation with institutes founded by other industrial masters in the world, enabling our graduates to become comprehensive brand elites.

品牌战略与管理学士学位 4 年课程概要示意图

4-Year Overview Diagram of the BSC in Brand Management

基础 Foundation	管理 Management	战略 Strategy	应用 Application
第一学年 Year one	第二学年 Year two	第三学年 Year three	第四学年 Year four
<div>第 1 学期: 市场营销和品牌战略概论 会计概论 微观经济学 商务英语 1 统计学 1 社会学 基础设计 体育 思想道德修养与基础法律</div> <div>第 2 学期: 符号学 新产品研发 财务概论 宏观经济学 调研方法 商务英语 2 统计学 2 心理学 毛泽东思想</div> <div>Semester 1: Marketing & Branding Accounting Principles Microeconomics Business English 1 Statistics 1 Sociology Design Principle Physical Education Ethical thinking</div> <div>Semester 2: Semiotics New Product Development Basic Finance Macroeconomics Research Methodology Business English 2 Statistics 2 Psychology Mao Zedong's Thoughts</div>	<div>第 1 学期: 品牌沟通和公共关系 品牌设计历史 广告学 客户行为学 市场调研与实地调查 供应链与质量管理 商务英语 3 创意和革新流程 马克思主义基本原理 中国历史与文化</div> <div>第 2 学期: 品牌五感体验 定价与销售渠道 人员综合管理 商务英语 4 数据解析 趋势观察与分析 行业案例：快消品</div> <div>Semester 1: Brand Communication & PR Brand Design History Advertising Consumer Behavior Marketing Research & Field Study Supply Chain & Quality Management Business English 3 Creative & Innovation process Basic Principles of Marxism Chinese History & Culture</div> <div>Semester 2: Experiential Brand Communication Pricing & Distribution People management. Business English 4 Data mining Trend Prediction Industry project: FMCG</div>	<div>第 1 学期: 品牌战略 国际品牌管理 电子营销 营销战略 项目管理 商业道德 行业案例：酒店观光</div> <div>第 2 学期: 品牌资产管理 品牌设计优化 可持续品牌管理 零售业环境 客户关系管理 品牌管理法律框架 商业谈判 行业案例：奢侈品</div> <div>Semester 1: Brand Strategy International Branding Digital Marketing Marketing Strategy Project Management Business Ethics Industry project: Hospitality & Tourism</div> <div>Semester 2: Brand Equity Management Optimizing Brand Design Sustainable brand Management Retail Environments CRM Legal Framework of Brand Management Negotiation Industry project: Luxury</div>	<div>第 1 学期: 领导力 危机管理 行业案例：金融 实习</div> <div>第 2 学期: 学位论文</div> <div>学生服务: 演讲和沟通技巧 职业管理 软件技能 履历和简历写作 面试准备</div> <div>Semester 1: Leadership Crisis mgt Industry project: Finance Internship</div> <div>Semester 2: Bachelor Thesis</div> <div>Student Services Presentation & Communications Skills Career Management Software Skills Resume & CV Writing Interview preparation</div>



CURRICULUM

课程设置

案例分析与项目

行业案例：快速消费品

行业案例：酒店观光

行业案例：奢侈品

行业案例：金融

Case Studies & Projects

Industry Case Project: FMCG

Industry Case Project: Hospitality & Tourism

Industry Case Project: Luxury

Industry Case Project: Finance

行业案例项目是必修课程，也是整个专业重中之重，它集中体现了白福瑞教授的教学理念来源 – 瑞士著名的二元教育体制，即在课堂上所学得的每一项技能、理念和理论，均会在真实条件下进行实践和检验。学生将就不同行业的品牌建设进行深入探讨并亲身体验，也可藉此更好地了解不同行业是如何实施品牌战略的。同时，学生还可通过真实案例的研究获得宝贵的相关实践经验。

Industry Case Projects are the most valuable required modules of the whole curriculum, which reflects Prof. Florin Baeriswyl's core teaching philosophy - Swiss dual system of education where each technique, concept, and theory learned in class is trained and tested in a real-world setting. The project will then be further discussed and developed by students in depth. These courses are organized as a sequence of seminars and immersions in the respective domains. Students will obtain a better understanding of how branding is implemented in different industries. Simultaneously, students will gain practical experience through real Case Studies.

FOUNDATION & CORE

基础与核心课程

基础技能

商务英语

重点为口语演讲、讨论和书面技能，学生将提升自己表达营销理念相关知识以及从容、自信地展示其观点的能力。

调研方法

将介绍营销和品牌中所使用的调研和各种研究方法的概念，学生将学会对研究论文和设计研究方案进行批判性分析，以为其自身的项目做好相关知识储备(包括前言、文献综述、方法和预计结果)。

创新与革新流程

旨在通过对创意过程、创新理念开发工具和技巧等当代方法进行实践，课程中将突出品牌创意设计的形成、广告活动、包装、新产品和商务应用领域的商业模式等内容。

数据解析

该课程是关于如何从数据中挖掘知识，以获得关于消费行为和市场趋势的有用洞察和预测。学生将从理论和实践角度研究从数据理解、处理、探索性分析、预测到解读等知识发掘过程的所有阶段。

项目管理

帮助学生开发项目规划和项目控制方面的工具、行动能力和技能，同时也让学生了解推动项目成功实施的人际关系问题。

核心知识

社会学概论

讨论中国向市场经济的转型以及完全融入全球经济的进程，这种变化对其本国以及全球其他国家和地区人民的生活产生的重大影响。该课程将从社会学角度审视当今中国社会的有关问题。

心理学概论

本课程着重于决策，其作为认知心理学专业范畴的发展史及其对消费者日常生活的影响，同时着重探讨了社会心理学，并就感知、沟通、学习、记忆、决策和说服等常规品牌和营销活动中十分重要的议题展开探索。

趋势观察与分析

学生们主要学习有关预测未来趋势、预告、趋势预测、营销、经济学、时尚与生活方式、经济学及生活方式运动等之间的关系，是品牌战略中不可缺少的一部分。

Foundation Skills

Business English

Business English teacher will support students in developing the essential skills to successfully communicate for brand management positions, with emphasis on oral presentations, discussions as well as writing skills. Students will improve their ability to express their knowledge of marketing concepts, and to put forward their point of view with confidence and assertiveness.

Research Methodology

This course will introduce the concept of inquiry and various research methods used in marketing and branding. Students will be able to critically analyze research papers and design research proposals in in preparation of their own projects (comprising introduction, review of literature, method and expected results).

Creative and Innovation Process

This course aims at practicing contemporary approaches to the creative process, and provides tools and techniques for developing innovative ideas. The generation of logos and guidelines, advertising campaigns, packaging, new products and business models with commercial applications is emphasized.

Data Mining

This course teaches the purpose and application of data mining in order to gain useful insights and predictions on consumer behavior and market trends. From theory to practice, students will investigate all stages of the data discovery process, from data understanding, pre-processing, exploratory analysis to prediction and interpretation.

Project Management

This course develops the tools, behavioral competencies and skills for planning and controlling projects. It also aims at understanding interpersonal issues that drive successful project outcomes.

Core Knowledge

Basics in Sociology

China's transition to a market economy and its integration into a global economy is discussed. These changes will impact the lives of the Chinese people, as well as the rest of the world. This class applies a sociological perspective to examine issues in contemporary Chinese society.

Basics in Psychology

This course focuses in particular on the decision making process and its development as a specialty within cognitive psychology as well as its impacts on the everyday lives of consumers. The class also emphasizes social psychology and explores topics such as perception, communication, learning, memory, decision-making, and persuasion which are essential in the field of branding and marketing.

Trend Analysis

Students learn the science or art of predicting future trends, the relationship between forecasting, trend prediction, marketing, economics, fads and lifestyle, economics and style movements. Trend analysis is a vital part of brand strategy.

BRANDING

品牌专业课程

背景课程

市场营销与品牌战略概论

该课程旨在向学生提供成功品牌战略所需的相关品牌工具和方法，以及将其有效应的途径，还会向学生传递有关品牌和品牌管理的最新理念、现实战略和理论。

符号学

符号学如同对品牌加以理解和描述的语言。学生可通过案例研究，对公司向客户传递的主要信息进行“解码”。

品牌沟通

品牌沟通与公共关系

该课程将向学生引入品牌化进程中的基本模型、原理、理论，以及传播和公共关系模型。企业传播中的这两大领域息息相关，会在同一模块中进行探讨，向学生们提供最新的进展、工具以及最佳范例。

品牌五感体验

本课程中，学生们将学会通过与消费者间建立关联、差异化以及强有力的情感纽带，让消费者建立品牌忠诚度和“钟爱品牌”所需的工具、理念和理论。

品牌战略

学生们不但需要了解什么是品牌以及如何管理品牌，还需要理解一名品牌经理的职责所在，具备将所学知识和工具应用于品牌管理的能力，并对不同品牌进行分析，以确定消费者接收过程成功或失败的节点在哪。

品牌设计优化

学生们将学习跨国公司的品牌组合处置策略以及如何构建和优化品牌。此外，学生还需完成一项作业，即就“品牌架构”的某一案例研究展开成本效益分析。

管理课程

国际品牌管理

该课程旨在探讨塑造全球性品牌的相关议题、驱动力、挑战及战略。不仅如此，我们还将研究如何将全球性品牌与总体营销战略进行匹配。

品牌资产管理

学生们必须学习有关品牌资产的驱动力和结果，特别需要了解如何对品牌进行估值，如何强化品牌价值，如何将某一品牌与其竞争品牌进行分化以及如何塑造百年品牌。

可持续品牌管理

可持续品牌管理涉及创建和维持环境和社会效益，彰显其价值的强势品牌所需的战略和方法。

Background

Introduction to Marketing & Branding

This course provides students with branding tools and methods to create a successful brand strategy and apply it effectively. Students are introduced to the most up-to-date concepts and real-life strategies and theories on brands and brand management.

Semiotics

Semiotics, the study of signs and symbols and their use and interpretation, will assist students in understanding and describing a brand. Based on case studies, students will learn to “decode” the main messages that are sent by a company to its customers.

Communications

Brand Communications and PR

This course introduces basic models, principles and theories of communication & PR in the context of branding. These two areas of corporate communication are closely related and discussed in the same module to provide students with the latest developments, tools and best-practices.

Experiential Brand Communications

This course will provide the students with tools, concepts and theories about how to create relevant, differentiated and powerful emotional bonds with customers in order to build loyal relationships between customers and “love brands”.

Brand Strategy

Not only students will be required to know what brand is and how to manage brand, but also they need to understand the responsibilities of a brand manager, and be able to apply the knowledge and tools for brand management, and analyze different brands to determine where the consumer adoption process succeeded or failed.

Optimizing Brand Design

Students will learn how multinational companies manage their brand portfolios, for example how they structure and also optimize their brands. As an assignment students will develop a cost benefit analysis related to a case study of “brand architecture”.

Management

International branding

This course explores topics, drivers, challenges and strategies used to build global brands. Moreover, we will study how global brands fit into the overall marketing strategy.

Brand Equity Management

Students will learn the drivers and outcomes of brand equity - in particular, understanding how to value a brand, how to strengthen its value, how to set a brand apart from its competitors and how to sustain a brand over time.

Sustainable Brand Management

Sustainable brand management encompasses strategies and approaches used to create and maintain strong brands that value environmental and social benefits.

MARKETING

市场营销

新产品研发

新产品研发是创新型公司实现业务增长的关键活动。在该课程中，我们将着重研究产品设计的所有层面。

市场调研与实地调查

学生们将学习如何开展市场调研、如何分析数据、如何评价和使用分析结果以及如何就分析结果进行有效的沟通。该课程将通过理论课程和实务操作相结合的方式开展。

市场交流

广告

该课程为广告传播及其组织结构的理论和实践入门课，其目的在于引导学生探索基本广告原理以及广告在推广组合活动中所扮演的角色。

客户行为学

客户行为学是一门建立在心理学、经济学、社会学、市场研究以及人类学等多学科基础上的学科，该学科可帮助公司深刻洞悉消费者需求、预期和市场趋势，展开消费者信息处理和实施决策，了解消费者的消费模式和动机及背景。

定价与销售渠道

该课程旨在探索与研究零售市场中所采用的各种定价策略。

电子营销

本课程主要讲授电子商务和社会媒体在传播组合以及营销战略中的作用。

营销战略

该模块意在将所有其它营销模块知识进行整合，让学生们了解营销是如何与品牌和商业策略交互作用的：如目标客户、报价定位、生成和定义增加值。

零售业环境

该课程旨在向学生提供零售业及其相关挑战的综合视角，特别值得一提的是，学生还将学会在与零售商互动过程中如何进行有效决策。

管理课程

客户关系管理

客户关系管理（CRM）是当今了解公司客户并向其销售正确产品的必要工具，这是一门在管理类学校刚刚兴起的学科，与新兴信息技术息息相关。

New Product Development

New product development is crucial to foster business growth of innovative companies. In this course, we will concentrate on all aspects of product design.

Marketing Research & Field Study

Students will learn how to conduct marketing research, analyze data, evaluate and use the results as well as efficiently communicate the findings. This course will be conducted in a seminar format, and will be based on a real hands-on case.

Marketing Communications

Advertising

This course is a theoretical and practical introduction to the use advertising and its organizational structures. Its purpose is to allow students to explore fundamental advertising principles as well as appreciate the role advertising plays in the promotional mix.

Consumer Behavior

Consumer behavior is based on various disciplines such as psychology, economics, sociology, marketing research and anthropology. It provides the company with crucial insights on customer needs and desires as well as market trends; on consumer information processing and decision-making; on consumer usage patterns and consumers' motivation and profiles.

Pricing & Distribution

The goal of this course is to explore the different pricing strategies employed in retail markets.

Digital Marketing

This class focuses on the role of e-commerce and social media in the communication mix and marketing strategy.

Marketing Strategy

The objective of this module is to integrate all the key learnings of the other marketing modules and to understand how marketing relates to the key issues of branding and business strategy. This includes targeting customers, positioning an offer, creating and defining an added value, devising a competitive positioning strategy, creating visuals as well as conducting market research.

Retail Environments

This course aims at providing the students with a comprehensive view of retailing and its associated challenges. In particular, students will learn how to make informed decisions when interacting with retailers.

Management

Customer Relationship Management

Today, Customer Relationship Management (CRM) is the essential tool in order to know the company's customers and to sell them the appropriate products. CRM is a very recent discipline taught in management schools and it is closely related to new information technologies.

BUSINESS

工商管理课程

背景课程

会计概论

会计学课程旨在了解公司交易过程中资产和负债记录及其财务报告的编制情况。

微观经济学和宏观经济学

该两个模块主要向学生介绍现代微观经济学和宏观经济学的概念、思想和工具，及其如何在商务环境和品牌建设中进行应用。

财务概论

财务课程涵盖两大层面：企业财务和市场财务。企业财务主要探讨确保公司长期运转所需利润率过程中的财务周转和原料周转。市场财务则是探讨其功能以及金融市场的运作和交易。

管理课程

供应链与质量管理

该课程旨在让学生理解以实现高产能为目的的供应链活动中工作任务、规划和控制的定义。

人员综合管理

本课程旨在加强学生对组织架构内人力资本的理解，为其成长为有效组织的领导提供支持。你所掌握的对于人员的管理技能将让你脱颖而出，成为职场的宠儿。

品牌管理法律框架

该课程将教会学生如何在广告品牌活动中对法律加以适用。

危机管理

本课程同时从策略和实践层面展开。学生将学会如何应对危机出现时的战略问题，并可同时获取成套的实战工具和技巧，为了应对潜在危机以及在必要时处置事件。

自我发展

商业道德

该课程重点在于教授常规商业领域的应用伦理，尤其是关于营销和品牌的伦理。

商业谈判

谈判课程主要目标为建立对谈判战术、战略、流程以及有效方法的了解。学生尤其需要学会如何对谈判进行筹谋，并加深其对谈判各方之间关系以及互动的了解。

领导力

领导力课程将向学生灌输相关概念、理论、模型和技能。

Background

Accounting Principles

The goal of the accounting course is to understand the asset and liability recording of the company transactions and the preparation of the financial reports.

Microeconomics & Macroeconomics

These two modules will introduce the students to the concepts, ideas and tools of modern microeconomic and macroeconomic analysis and their application in the area of business environment and branding.

Basic Finance

In this finance course two aspects will be covered: Corporate finance and Market finance. Corporate finance is the area of finance dealing with the sources of funding and the capital structure of corporations.

Management

Supply Chain & Quality Management

The goal of this course is to understand the definition of work tasks, planning and control of supply chain activities, in an effort to maximize high productivity levels.

People Management

The purpose of this course is to enhance the students' understanding of human capital in organizations in order to promote their development as effective organizational leaders. People management skills are essential to succeed in the workplace.

Legal Framework of Brand Management

The course will teach the students how to comply with laws in the context of advertising, and branding.

Crisis management

This course deals with the strategic and practical aspects of crisis management. Students will be able to deal with strategic issues when crisis arise. They will also acquire a set of useful and practical tools and techniques in order to prepare for a possible crisis and successfully manage them.

Personal Development

Business Ethics

This course focusses on applied ethics in the context of business in general and marketing and branding in particular.

Negotiation

The negotiation class aims at developing an understanding of the tactics, strategies, processes and efficient approaches of negotiations. In particular, students will learn how to plan a negotiation and to improve their understanding of relations and interactions among the parties involved.

Leadership

The Leadership class introduces students to the respective concepts, theories, models and skills.

DIPLOMA

学位授予

除了学完各种不同的知识，学生还必须完成实习和本科论文，才能获得学位授予。

实习

实习旨在强化学生的职业能力，让其所学技能有用武之地，并扩展其业务往来。借助 ISIB 强大的行业社交网络，学生将有机会加入世界知名品牌公司实习 3-6 个月。

本科论文

学生将会把课堂上学习各领域知识及所掌握的各种技巧，应用在实际商业环境中，以独创性的思维独立完成一个品牌商业运作项目，成为进入职场的新起点。论文可在学院指导下完成，或在业界以实习形式共同完成。

To obtain qualification, students are required to complete the internship and thesis as well as all required credits.

Internship

Internships enhance the students' professional competence, allow them to apply their knowledge and skills as well as expand their business contacts with a view to reach employment. Through our expansive network of industries, students are offered the opportunity to join top international brand enterprises for 3 to 6 months.

Bachelor Thesis

The Bachelor thesis will be a well-defined real business branding project: Students are required to apply all knowledge and skills obtained in the courses in order to accomplish it independently and creatively. The thesis can be carried out either within the institute under supervision or in the industry combined with an internship.





CREDENTIALS

证书

ISIB 设计并推出的“SIVA•德稻实验班”文化产业管理专业(品牌战略与管理)为全日制、四年本科学历课程,学生可获得由中国国家教育部颁发并认可的学位证书。

SIVA-DeTao Master Advanced Class, which was jointly created by Shanghai Institute of Visual Arts (SIVA) and De Tao, ISIB designed and launched a four-year bachelor program (Brand Strategy and Management). Students will obtain a bachelor qualification issued and recognized by the Chinese Ministry of Education.

CAREER PLANNING

职业规划

ISIB 本科学历教育不仅仅是培养知识完备的学生，更重要是培养能立即衔接产业及市场的品牌精英，提升自身就业竞争力，因此职业规划尤为重要。

职业规划内容涵盖演讲与沟通技巧，简历准备，面试技巧，职业发展规划等，通过简短课程、企业 HR 面授经验，一对一个人化辅导，以及真实模拟体验，帮助学生完成从校园到职场的顺利转化。

The purpose of the undergraduate education led by ISIB is not solely to educate students with a wide range of knowledge, but also to cultivate brand elites who can immediately enter the work force and are capable of excelling in various industries.

ISIB offers students a career planning program which facilitates the transition from campus to industry. It covers Presentation and Communication Skills, Resume Preparation, Interview Techniques, Career Management and much more in the form of short training, experience sharing from enterprise HR, one-on-one coaching and interview role play.

演讲与沟通技巧

该课程着眼于一整套核心沟通技巧，并安排一系列有助于学生学会此类技巧的作业。学生将熟悉大量沟通技巧，并了解他们对品牌经理开展工作的重要性。

职业发展规划

协助学生实现其个人兴趣到职业目标以及寻找工作过程的转换，课程整合了成套的辅助资源和活动：自我评价、职业管理工具以及技能塑造机会等。

Presentation & Communication skills

This course focuses on a core set of communication skills and includes assignments designed to allow students to practice and apply these skills. Students will be familiar with a wide range of communication skills and will be able to appreciate their importance for the position of a brand manager.

Career management

Career management is designed to support the students in aligning their personal interests and talents with their professional goals and career. It integrates a set of complementary resources and activities such as self-assessment, career management tools and skill building opportunities.

德稻已集结了 500 多位来自各行业的大师，瑞士品牌学院就设立在 15 层楼高的德稻大师楼内。

Over 500 international leaders in various sectors have joined DeTao's ranks. ISIB is settled in the 15-storey high DeTao Master Building.





INSTITUTE OF SWISS 
INTERNATIONAL BRANDING
瑞士国际品牌学院

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