

## **ENTRANCE ASESMENT and INTERVIEW PROCESS**

### **入学考试与面试流程**

The following are the challenging assignments that should be given to the applicants for the SIVA/DETAO BRAND STRATEGY AND MANAGEMENT PROGRAM.

以下具有挑战性的测试将仅供申请“SIVA·德稻实验班”品牌战略与管理专业的学生进行入学考试使用。

The exercises test a range of the applicant's creativity, critical thinking and problem solving skills, communication skills and people skills as well as their teamwork awareness.

本次考核主要测试学生的创新能力、批判性思维、处理问题的能力、沟通技能、管理能力以及他们的团队意识等方面的考点。

### **DAY 1:**

#### **第一天:**

**Morning (1 HOUR, 10 to 11am)**

**上午 (1 个小时, 10 点至 11 点)**

### **WRITTEN EXAMINATION (SKETCH and ESSAY)**

笔试 (素描与论文)

#### **Examination Tools**

##### **考试工具**

- Pens, pencils and rubbers 笔、铅笔和橡皮
- Every candidate must bring own laptop with full battery 每位考生须携带个人充好电的笔记本电脑

### **SKETCH**

素描

#### **To complete a given un-completed sketch**

完成素描片段

### **ESSAY**

论文

With a given scenario, a short essay need to be delivered within a limited time frame (words no less than 200).

根据命题，在有限时间内完成一篇简短论文（字数不少于 200）

## **SELECTION**

选拔

The best 30 – 35 candidates will be selected。选拔出 30 至 35 位优异的考生

## **DAY 2:**

**第二天:**

**Morning (3 HOURS, 9AM-12PM)**

**上午 (3 个小时, 9 点至 12 点)**

**TEAMWORK (15 MINUTES/GROUP)**

**团队任务 (15 分钟/组)**

**INDIVIDUAL INTERVIEW (3 - 5 MINUTES/CANDIDATE)**

**个人面试 (3 -5 分钟/考生)**

The interview includes 面试内容包含:

- Each candidate needs to present own contribution, responsibility and what problems or conflicts s/he has solved during the teamwork.  
每个组员需阐述在团队任务中自己贡献的部分、担任的角色、具体解决了什么冲突或问题
- Personalized questions will be asked based on the candidate's performance  
根据考生在团队任务中的表现，面试官提出个人化的问题

**SELECTION**

**选拔**

20 – 24 students will be selected finally.

最后选拔出 20 至 24 位学生

**APPROVAL**

**核准公布**

