Cooperation Agreement
between
University of Macerata (ITALY)
and
Communication University of China (China)

The University of Macerata (ITALY), represented by Francesco ADORNATO, in the qualification of Rector, and the Communication University of China (CHINA), represented by Prof. LIAO Xiangzhong, in the qualification of President, henceforth referred to as our two Universities in order to promote academic exchange and cooperation enter into the following agreement.

I. In a spirit of friendship and mutual understanding our two Universities agree to promote academic exchange and cooperation.

II. Our two Universities agree to exchange academic materials, educational information, and invite each other to take part in academic events.

III. Our two Universities agree to exchange faculty, students and researchers for the purpose of teaching, study and academic research. We also agree to cooperate in organizing academic conferences on issues of mutual interest.

IV. The activities to be initiated in order to realize these objectives shall be determined in each case through particular agreements (Plan of Didactic Activities and/or Plan of Scientific Activities and/or Plan of Mobility activities of Students and/or Plan of Mobility activities of Staff for Teaching), in accordance with the rules and regulations of each Institution, and subject to availability of funds for each part.

V. Representatives of the parties to the agreement shall consult, at regular intervals, to consider the progress of mutual programs and to evaluate future projects.

VI. This agreement shall be valid for five years after which time it may be renewed by the
two parties. Should one of the parties wish to terminate the agreement, notice of this should be given in writing at least six months prior to termination.

VII. The agreement shall take effect after each party has signed the agreement and has exchanged signed copies.

VIII. For the coordination of the Agreement the University of Macerata (Italy) nominates Prof. Benedetta Giovanola, while the Communication University of China (CHINA) nominates Prof. Steven Guanpeng Dong.

**Communication University of China (CHINA)**

中国传媒大学（中国）

By: [Signature]

Prof. LIAO Xiangzhong
President

廖祥忠
校长

Date: 2018 6/6

**University of Macerata (ITALY)**

马切拉塔大学（意大利）

By: [Signature]

Prof. Francesco ADORNATO
Rector

弗朗西斯科·阿多纳托
校长

Date: 13/07/2018
PLAN OF DIDACTIC ACTIVITIES
OF COMMON INTEREST NOT INCLUDING MOBILITY
BETWEEN THE UNIVERSITY OF MACERATA (ITALY)
AND THE COMMUNICATION UNIVERSITY OF CHINA (CHINA)

- Considering the mutual interest of the University of Macerata (Italy) and the
Communication University of China (China) in establishing adequate relationship for the
development of studies in the field of Human, Legal, Political and Economical Sciences and
Language and Culture of respective countries;
- considering the existing agreement signed by the two Universities;
- considering the current regulations in the countries;

IT IS AGREED AND STIPULATED THE FOLLOWING

The parties will benefit of the respective Centers (as detailed in Annex 1) to explore
possibilities to launch double or joint international Masters Programs of Inter-disciplinary
Studies in Euro-Asia Studies (Italy and China).

The Centers will also hold annual conferences every other year in Macerata and then in Beijing.

The activities are subject to availability of funds for each part.

Communication University of China (CHINA) University of Macerata (ITALY)

By:  
Prof. Steven Guanpeng DONG
Provost for the Faculty of Professional Training, Executive and Continuing Education,
Communication University of China

By:  
Prof. Francesco Adornato
Rector

Date: 2018. 6/6 Date: 13/07/2018
PLAN OF SCIENTIFIC ACTIVITIES
OF COMMON INTEREST
BETWEEN THE UNIVERSITY OF MACERATA (ITALY)
AND THE COMMUNICATION UNIVERSITY OF CHINA (CHINA)

- Considering the mutual interest of the University of Macerata (Italy) and the Communication University of China (China) in establishing adequate relationship for the development of studies in the field of Human, Legal, Political and Economical Sciences and Language and Culture of respective countries;
- considering the existing agreement signed by the two Universities;
- considering the current regulations in the countries;

IT IS AGREED AND STIPULATED THE FOLLOWING

This agreement is intended to set out the major points for the parties' collaborative effort on a reciprocal basis, taking into account the academic and administrative constraints of the parties. Intending to contribute to the future development and strengthening of traditional relations of friendship between the countries, as well as recognizing the importance of establishing cooperation between two Universities, the parties agree as follows:

1. The purpose of this Agreement is to establish an Innovative Platform for Inter-departamental Research and Creative Programs.

2. Establishment of Centers
   2.1. The Department of Political Science, Communication and International Relations of UNIMC agrees to establish the “Matteo Ricci Center of Global Communications (MRC)” in Macerata, Italy, and the Academy of Media and Public Affairs agrees to establish the “Golden Silk Road Center for Global Communications (GSRC)” in Beijing, China.

   2.2. The Centers will serve as the central hub of inter-departmental studies on political communications, economic cooperation and cultural exchange between Italy and China, between Europe and Asia.

3. Functions and roles of the Centers
   3.1. The Centers possess huge potential to launch joint or international Masters Programs of Inter-disciplinary Studies in Euro-Asia Studies (Italy and China).

   3.2. The Centers are to hold annual conferences every other year in Macerata and then in Beijing.

   3.3. The Centers will invite, encourage, and organize Italian and Chinese artists, writers, novelists, historians, archeologists, film-makers and celebrities to produce popular reading, audio-visual products, drama and movies.

   3.4. The Centers will collaborate with the Confucius Institutes in Italy, Chinese Camber of Commerce in Italy, Italian Embassy in Beijing, Italian Chamber of Commerce in China to produce all kinds of knowledge sharing of doing business in China, doing business in Italy, cross cultural communication and essential guide for China and Italy, etc.
4. Resource Commitment to the Collaboration
Each party agrees to commit resources to the collaboration. The parties will contribute:
- The time and effort required for consistent representation of and participation by the Center on the joint events and activities;
- The resources of international partners in Europe and Asia to participate the Matteo Ricci and the Golden Silk Road Link. (For example, the MGIMO in Russia, Seoul National University in South Korea, Chulalongkun University and Bangkok University in Thailand, Malaya University in Malaysia, Leicester University and Westminster University in the UK).

5. Shared Board of Advisors and Directors
The Centers will have a shared Board of Advisors and Directors with distinguished figures in Italy and China, with tremendous resources in social impact, fund-raising, publicity and creative programs.

6. Financial and other responsibilities
6.1. CUC will provide an office space and a full-time administrative staff for the Center at the charge of the CUC. A number of CUC full-time academic members will also have partial responsibilities in the daily operation of the Center. The Golden Silk Road Center will assign personnel to the Matteo Ricci Center to coordinate with the Italian side to deal with the issues relating with the Chinese side. The Matteo Ricci Center will provide appropriate orientation and assistance to the personnel.

6.2. The Centers will seek and raise funding for collaborative activities, such as to sponsor young and junior scholars to conduct research in Italian-Chinese Studies in Macerata and Beijing for the period of 1-12 months.

7. Implementation, renewal, termination and amendment
7.1. Implementation of this Agreement is subject to sufficient funding being procured as appropriate by each party for its activities, but, at the same time, this Agreement does not entail any financial liabilities between the parties.

7.2. This agreement comes in force upon its signing by the parties for a period of 5 (five) years and should be renewed automatically for the same term upon its expiry. However, it may also be terminated or revised by either party giving six months’ prior notice to the other party in writing.

7.3. This agreement is made in English and Chinese language in duplicate having equal legal force and effect, one for each party.

Communication University of China (CHINA) University of Macerata (ITALY)

By: Prof. Steven Guanpeng DONG
Provost for the Faculty of Professional Training, Executive and Continuing Education, Communication University of China

By: Prof. Francesco Adornato
Rector

Date: 2018. 6/06

Date: 13/07/2018
PLAN OF MOBILITY ACTIVITIES OF STUDENTS

BETWEEN THE UNIVERSITY OF MACERATA (ITALY)
AND THE COMMUNICATION UNIVERSITY OF CHINA (CHINA)

The institutions named below agree to cooperate for the exchange of students in the context of the Bilateral Agreement.

The development of all activities is subject to the budget availability.

A. Information about higher education institutions

<table>
<thead>
<tr>
<th>Name of the institution (and department, where relevant)</th>
<th>Abbreviation</th>
<th>Contact details (email, phone)</th>
<th>Website (eg. of the course catalogue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universitàdegli Studi di Macerata</td>
<td>UNIMC</td>
<td>Ufficio Rapporti Internazionali Via pescheria vecchia n. 8 62100 Macerata – Italia Head of the International Relations Office: Antonella TIBERI <a href="mailto:cri@unimc.it">cri@unimc.it</a> Tel. +39 0733 2586040 Fax +39 0733 2586039</td>
<td>University website <a href="http://www.unimc.it/it">http://www.unimc.it/it</a> Department home page <a href="http://www.unimc.it/it/didattica/dipartimenti">http://www.unimc.it/it/didattica/dipartimenti</a> Incoming students home page <a href="http://iro.unimc.it/en/students/incoming-students/coming-within-international-agreements">http://iro.unimc.it/en/students/incoming-students/coming-within-international-agreements</a></td>
</tr>
<tr>
<td>Communication University of China</td>
<td>CUC</td>
<td>Centre of International Education No.7 Dingfuzhuang East Street Chaoyang District, Beijing, P.R. China 100024 Executive Director of the Centre of International Education: Pengyi Shu <a href="mailto:cie_info@cuc.edu.cn">cie_info@cuc.edu.cn</a></td>
<td>University website <a href="http://en.cuc.edu.cn/">http://en.cuc.edu.cn/</a></td>
</tr>
</tbody>
</table>

B. Mobility numbers per academic year
<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
<th>Subject area code [ISCED]</th>
<th>Subject area name</th>
<th>Study cycle short cycle, 1st, 2nd or 3rd</th>
<th>Total number of Students [please specify also the cycles: e.g. 1 student of 1st cycle, 2 students of 2nd cycle]</th>
<th>Total number of Months for each student</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIMC</td>
<td>CUC</td>
<td>02</td>
<td>Chinese Studies</td>
<td>All</td>
<td></td>
<td>5-6 months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>02,03</td>
<td>Media and Communication Studies (Theory and Practice)</td>
<td>All</td>
<td></td>
<td>5-6 months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>03</td>
<td>International Relations (The Belt and Road Studies; Cross-cultural Studies)</td>
<td>All</td>
<td></td>
<td>5-6 months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>03,04</td>
<td>Economics and Management (Cultural Industry, Public Relations and Marketing Communications, Entrepreneurship in the New Economy)</td>
<td>All</td>
<td></td>
<td>5-6 months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>02</td>
<td>Digital Arts (Animation)</td>
<td>All</td>
<td></td>
<td>5-6 months</td>
</tr>
<tr>
<td>CUC</td>
<td>UNIMC</td>
<td>02</td>
<td>Italian Language and Culture</td>
<td>1st and 2nd</td>
<td></td>
<td>5 months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>03</td>
<td>European Studies (Politics, Economics, Foreign Policy and Society)</td>
<td>All</td>
<td></td>
<td>5 months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>02</td>
<td>Art History</td>
<td>1st and 2nd</td>
<td></td>
<td>5 months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>03, 04</td>
<td>Globalization and International Development</td>
<td>All</td>
<td></td>
<td>5 months</td>
</tr>
</tbody>
</table>

C. Recommended language skills

The sending institution, following agreement with the receiving institution, is responsible for providing support to its nominated candidates so that they can have the recommended language skills at the start of the study or teaching period:

<table>
<thead>
<tr>
<th>Receiving institution</th>
<th>Language of instruction 1</th>
<th>Language if instruction 2</th>
<th>Recommended language of instruction level(^2)</th>
<th>Student Mobility for Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIMC</td>
<td>Italian</td>
<td>English (where indicated)</td>
<td>B2 Italian</td>
<td>B2 Italian</td>
</tr>
<tr>
<td>PARTNER UNIVERSITY</td>
<td>Chinese</td>
<td>English (where indicated)</td>
<td>B2 Chinese</td>
<td>B2 English</td>
</tr>
</tbody>
</table>

D. Additional requirements

To be completed if necessary, other requirements may be added on academic or organisational aspects, e.g. the selection criteria for students and staff; measures for preparing, receiving and integrating mobile students and/or staff.

UNIMC:
In case of additional requirements in regard to academic, organisational or other aspects (e.g. students with special needs) please contact the International Relations Office: cri@unime.it.

PARTNER UNIVERSITY:
In case of additional requirements in regard to academic, organisational or other aspects (e.g. students with special needs) please contact the Centre of International Education: cie_info@cuc.edu.cn

E. Calendar
Academic Calendar

| Receiving institution | 1\(^{\text{st}}\) semester (fall semester) | Exams of the 1\(^{\text{st}}\) semester | 2\(^{\text{nd}}\) semester (spring semester) | Exams of the 2\(^{\text{nd}}\) semester |

\(^2\) For an easier and consistent understanding of language requirements, use of the Common European Framework of Reference for Languages (CEFR) is recommended, see [http://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr](http://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr)
<table>
<thead>
<tr>
<th>UNIMC³</th>
<th>(fall semester)</th>
<th>(spring semester)</th>
</tr>
</thead>
<tbody>
<tr>
<td>end of September – middle of January</td>
<td>beginning of January – end of February</td>
<td>beginning of February – end of May</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARTNER UNIVERSITY</th>
<th></th>
<th>beginning of May – end of July</th>
</tr>
</thead>
<tbody>
<tr>
<td>middle of September – middle of January</td>
<td>January</td>
<td>March – July</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Receiving institution</th>
<th>Autumn term* [month]</th>
<th>Spring term* [month]</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIMC</td>
<td>June 30</td>
<td>October 30</td>
</tr>
<tr>
<td>PARTNER UNIVERSITY</td>
<td>June 30</td>
<td>October 30</td>
</tr>
</tbody>
</table>

* to be adapted in case of a trimester system.

UNIMC
Partner institutions should send their nominations by email (pls. give student’s first and family name, e-mail, area of studies and semester of Erasmus scholarship).
The students accepted will receive a Welcome e-mail and useful information for their future stay at the University of Macerata. Then the students should apply according to the procedure given on:
http://www2.unimc.it/cri/studenti-stranieri/foreign-students-coming-within-international-agreements/enrolment-process.

Communication University of China (CHINA) University of Macerata (ITALY)

By: Prof. Steven Guanpeng DONG
Provost for the Faculty of Professional Training, Executive and Continuing Education, Communication University of China

By: Prof. Francesco Addonizio
Rector

Date: 2018. 06/06 Date: 13/07/2018

³ Please check the specific calendar of each Department on this page
http://rio.unimc.it/en/students/incoming-students/erasmus-incoming-students/erasmus-incoming-students/didactics/academic-calendar
PLAN OF MOBILITY ACTIVITIES OF STAFF FOR TEACHING

BETWEEN THE UNIVERSITY OF MACERATA (ITALY)
AND THE COMMUNICATION UNIVERSITY OF CHINA (CHINA)

The institutions named below agree to cooperate for the exchange of staff for teaching in the context of the Bilateral Agreement.

The development of all activities is subject to the budget availability.

A. Mobility numbers per academic year

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
<th>Subject area code [ISCED]¹</th>
<th>Subject area name</th>
<th>Number of staff and mobility periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIMC</td>
<td>CUC</td>
<td>02, 03, 04</td>
<td>Arts and Humanities; Social sciences; journalism and information; Business, administration and law</td>
<td>2 people, max 1 month</td>
</tr>
<tr>
<td>CUC</td>
<td>UNIMC</td>
<td>02, 03, 04</td>
<td>Arts and Humanities; Social sciences; journalism and information; Business, administration and law</td>
<td>2 people, max 1 month</td>
</tr>
</tbody>
</table>

Communication University of China (CHINA) University of Macerata (ITALY)

By: [Signature]
Prof. Steven Guanpeng DONG
Provost for the Faculty of Professional Training, Executive and Continuing Education, Communication University of China

Date: 2018. 6/6

By: [Signature]
Prof. Francesco Adornato
Rector

Date: 13/07/2018