



Antai College of Economics & Management
Shanghai Jiao Tong University

2013 Antai Global Summer School Schedule & Course descriptions

- Shanghai Jiao Tong University, China
- July 01-19, 2013



Week 1 Focus: China's Culture and Economy



Antai College of Economics & Management
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Monday 01	Tuesday 02	Wednesday 03	Thursday 04	Friday 05
9:00-12:00 Welcome and Orientation A guided tour of SJTU Xuhui Campus, with its historic buildings and colleges	9:00-12:00 Chinese Language 1	9:00-12:00 Chinese Language 2	10:00-12:00 Company Visit 1: Visit 3M China and its research center in Shanghai	9:00-12:00 Sightseeing: Full-day excursion to Wuzhen (an old town near Shanghai, featuring ancient Chinese architectures), with tea drinking, and local food tasting.
LUNCH BREAK 12:00-13:00				
14:00-15:30 Visit SJTU Minhang Campus (Main Campus)	13:30-16:30 Academic Session 1: China's Economy and the Challenges to Doing Business Here	13:30-16:30 Culture Seminar: Exploring China, Experience Sharing: Speech by a professional traveler, who made great journeys around China	13:30-16:30 Academic Session 2: Cross-Culture Management in China	
18:30-21:00 WELCOME DINNER				

Week 2 Focus: Consumer Behavior and HR in China



Monday 08	Tuesday 09	Wednesday 10	Thursday 11	Friday 12
9:00-12:00 Academic Session 3: How to Understand China Better: the Western Point of View 1	9:00-12:00 Academic Session 5: Consumer Behavior in China	9:00-12:00 Company Visit 2: Visit Good baby Factory in Kunshan	9:00-12:00 Academic Session 6: HR Management in China 1	9:00-12:00 Chinese Language 4
LUNCH BREAK 12:00-13:00				
13:30-16:30 Academic Session 4: How to Understand China Better: the Western Point of View 2	13:30-16:30 Chinese Language 3	13:30-16:30 Sightseeing: Visit the Bund and tour around downtown area, to experience Shanghai-style buildings and local people's lifestyle	13:30-16:30 Academic Session 7: HR Management in China 2	13:30-16:30 Culture Activity: Theme: Chinese food, cooking class
				19:00-21:00 Culture Activity: Join local family for dinner

Week 3 Focus: Marketing and Strategy in China



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Monday 15	Tuesday 16	Wednesday 17	Thursday 18	Friday 19
9:00-12:00 Academic Session 8: Strategic Management and Strategy of Chinese Companies 1	9:00-12:00 Chinese Language 5	9:00-12:00 Company Visit 3: GM Shanghai	9:00-12:00 Academic Session 11 Chinese Companies' Differentiating Marketing against the Western 2 (Master) Chinese Language 6 (UG)	9:00-12:00 Final Evaluation (Final Presentation)
LUNCH BREAK 12:00-13:00				
13:30-16:30 Academic Session 9: Strategic Management and Strategy of Chinese Companies 2	13:30-16:30 Culture Activity: Visit to Classic Chinese Garden Theme: Zen class, pottery class, Chinese massage.	13:30-16:30 Academic Session 10: Chinese Companies' Differentiating Marketing against the Western 1 (Master) Leisure (UG)	13:30-16:30 Final Presentation Preparation Time	14:00-15:30 Certificate Awarding
19:30-21:30 Culture Activity: Acrobatics Show				18:00-20:00 GRADUATION DINNER



6 Chinese language Courses

“Language training”

This course is intended to train the communication skills of foreign students by focusing on topics closely related to their life, study and work in China. The course is scheduled for 2.5 days in 3 weeks with totally 16 credit hours(1 credit hours = 45 minutes).

Pre-experience: no previous experience

Course content:

Chinese language 1&2 (6 credit hours): Phonetic training, survival vocabulary and simple sentence patterns.

Chinese language 3&4 (6 credit hours): Frequently-used vocabulary and sentence patterns, basic communication skills in daily life.

Chinese language 5 (4 credit hours): Special sentence patterns, clauses and communication skills in daily life and on other social occasions.

Chinese language 6 (4 credit hours, only for undergraduate track): introduction of essential Chinese grammar and communication skills in daily life and on other social occasions.



11 Academic Sessions

11 academic sessions delivered by ACEM faculty members which introduces Chinese social, political and cultural environment, general management topics and related discussion of their focused areas.

- ① China's Economy and the Challenges to Doing Business Here
- ② Cross-cultural management in China
- ③ How to understand China better: the western point of view 1 & 2
- ④ Consumer behavior in China
- ⑤ Human Resource management in China 1 & 2
- ⑥ Strategic management and strategy of Chinese companies 1 & 2
- ⑦ Chinese companies' Differentiating Marketing against the Western 1 & 2
(Master track only)



Academic Session 1

Yiwen Fei, Asso. Professor of
ACEM, SJTU

“China’s Economy and the Challenges to Doing Business Here”

This session will focus on China’s economic development in past decades and the business environment changes in the recent years. The course is going to discuss following topics, which aims to give participants the basic understanding of Chinese culture and business development and challenges ahead when doing business in China:

1. China's Economy in Post-crisis Period

-The real relative sizes of China and other economies ; China’s Economic situation after the Crisis; The Changes of Composition of GDP

2. The Forecast of China’s Economy

-The global economy is not so positive; China’s advantage of its economic structure

3. The Challenges

-The efficiency of inputs; The appreciation of RMB; China’s companies; The globalization of the economy; Innovation and R&D; Labor

4. Doing Business in China

-General Situation of FDI in China; Comparison with other major economies in Asia and the World; China's Investment Environment Analysis; Emerging Market Opportunities



Academic Session 2

Dai Fang, Asso. Professor of
ACEM, SJTU

“Cross-Culture Management in China”

This session is designed to provide a three-hour lecture with active participation from the learners. Up-to-date cases, team-based discussion and role-playing exercise will be used in parallel with a lecture from the instructor.

Objectives:

- ① To help participants understand the status quo as well as the historical evolution of business management in China
- ② To reveal the major concerns and effects of Chinese culture in modern business
- ③ To expand and sharpen participants' knowledge and understanding of cross-cultural management in China
- ④ To discuss the coping strategy and managerial tactics of cross-cultural management in the foreign-invested companies China



Academic Session 3&4

John Van Fleet, Assistant
Dean, USC Marshall

“How to understand China better: the western point of view 1&2”

In this component of the Global Summer School Program, we will look at many the social, political, cultural and economic issues and opportunities in today's China, and particularly work to combat some of the erroneous images of China that appear (and reappear) in Western media. We'll frame the discussion around a number of key questions, which we'll attempt to answer with many modern examples and in a multimedia format—plenty of graphics, including video.

Learning Goals:

- ① Understand the relevant environment affecting success when dealing with China, whether business or personal.
- ② Learn from examples how to be more effective in dealing with China.

Course Outline (The Key Questions):

- ① What don't I know about the China context that could hurt me?
- ② Is the real estate sector a bubble? If it pops, what will happen?
- ③ Is social unrest serious? Is broader social upheaval, or even revolution, likely?
- ④ Labor costs are low compared to the Developing economies, but increasing rapidly. Does that mean that jobs will come back to the Developing economies? Does that mean that China will cease to be a manufacturing powerhouse?
- ⑤ China's still a poor country, but getting richer fast. Will Chinese consumers keep consuming more and more? What will happen if/when they do?
- ⑥ We hear a lot of talk about China's currency, the RMB, being undervalued. Is that true? What should we expect in terms of currency valuation and the economies of both China and the developed economies?
- ⑦ How do successful foreign entities thrive in China? Best/worst practices?



Academic Session 5

LU Lin, Asso. Professor of
ACEM, SJTU

“Consumer behavior in China”

This course is 3 hour lecture. It will focus on the understanding of consumer behavior in China, how and why Chinese consumers make purchase decisions, how they think, feel and act before, during and after the purchase. Understanding the consumption with Chinese characteristics and localization of the concept of consumer behavior in China will help foreign companies more effectively meet the needs of Chinese buyers in the market, and be more successful in the market.

The course will address the following issues:

- ① Are there any critical differences between CB in China & CB in other countries?
- ② Why do these differences exist?
- ③ What are the deciding factors that influence Chinese consumer purchase decisions?



Academic Session

6 & 7

Ningyu Tang, Professor
of ACEM, SJTU

“HR Management in China 1&2”

This session will talk about the HR related challenges for Chinese firms when going global. By discussing the case, it will talk about the Chinese firms' motive to go global and the challenges they are facing with after they launch their global business.

The course will discuss following topics:

- ① Chinese firms' motive to go global and its global strategy;
- ② HR management related challenges (HR plan, training management, performance management, compensation system) when Chinese firms launch global business
- ③ Case studies.



Academic Session 8&9

Wei Lu, Professor of ACEM,
SJTU

“Strategic management and strategy of Chinese companies 1&2”

This session of “strategic management” will introduce the current situation of Chinese Enterprise Strategy, discuss the challenges and problems in today’s Chinese Enterprise Strategy, and explore the future developing directions and trends of Chinese Enterprise Strategy. This course tries to develop students’ comprehensive sense of enterprise strategy management with a fresh look and vision from a brand new perspective which is different from traditional teaching ways.

It will address following issues:

- ① Chinese economy and its market expansion.
- ② China’s productivity compared with EU and US, and the systematic unevenness of development of China’s economy and companies by industry.
- ③ The financial strength of China.
- ④ What is the comparative stage of development of China’s companies, markets, R&D etc. compared to international competitors? Their strength and weakness.
- ⑤ China’s companies today remain weak in most sectors of manufacturing and non-financial services – how long is this likely to continue?



Academic Session 10&11

Liangyan WANG, Asso.
Professor of ACEM, SJTU

“Chinese Companies’ Differentiating Marketing against the Western 1&2” (Only for master track)

This course will introduce basic knowledge of marketing, research on cases and solve practical problems. Through reading materials and cases and interactive discussion, students will have more clear and deep thinking on marketing theory and Chinese practice.

The learning goal:

- ① Introduce the main concept and theoretical framework of marketing and the updated practice and ideas of marketing science.
- ② Enhance your problem-solving and decision-making abilities.
- ③ Develop your skills in marketing analysis and planning. Enhance the ability of analysis on market atmosphere.
- ④ Integrating marketing tactics. Help the students integrate the knowledge of marketing science with their own enterprise’s strategy, winning competitive advantages respectively.



3 Company visits

Participants will spend 3 half-days visiting **3 leading companies** in various industries from home and abroad. This eye-opening experience is aimed at helping students to get a “flavor” of the business environment in the Chinese market and a basic understanding of Chinese entrepreneurship. Through deep interact with those company’s top executives, students may learn about the differences in the way corporations function between China and their own places.

- 3M China
- Goodbaby
- GM Shanghai



Culture seminar

Exploring China

Experience Sharing:

A professional traveler will give you a speech about his exciting journeys around China, and will share with you his view about China from his experience working and living here.





Culture activities

“Chinese Culture Exploring”

Chinese food cooking class & local family dinner

Participants will be invited to attend the cooking class and be guided to make some traditional Chinese food by themselves.



A dinner will be hosted in the SJTU students' families and will invite participants to join, where they can enjoy the common Chinese cuisine and experience the hospitable atmosphere of Chinese families.



Culture activities

“Chinese Culture Exploring”

Classic Chinese Garden & Traditional Chinese Medicine

We will take you to a classic Chinese garden, which boasts superior natural environment. You may take a Zen class for meditation there, and appreciate ancient china and take a pottery class for DIY.

After that, we will arrange a Chinese massage for you to have a try at Traditional Chinese Medicine.





Culture activities

“Chinese Culture Exploring”

Acrobatics Show

We will take you to enjoy “ERA – Intersection of Time”, the most popular evening entertainment in Shanghai. As a multimillion-dollar stunning acrobatic extravaganza, the first of its kind in China, ERA is a multimedia odyssey whose inspiration is a direct result of the combination of traditional Chinese acrobatic arts and modern technology.





Sightseeing

City center exploration



- Bund area and downtown

Students will take a half-day visit to the central area of City Shanghai, from the Bund to downtown area where old buildings and new cultures co-exist. You will walk around old streets, markets, book stores, restaurants, to explore the real Shanghai.

Old town culture tour



-Tour of old town Wuzhen

A one-day excursion to Wuzhen, an old town near Shanghai which features the typical China ancient architecture style, with tea tasting and exploring the local culture and lifestyle.



Learn about **China** and
differentiate yourself from the
crowd. Make the **best** of your
summer with the
Antai Global Summer School!

WANT TO KNOW MORE? CONTACT

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