Doing Business in China
Nordic Centre Summer Course 2017
Shanghai, China, 7. – 20. July, 2017
www.nordiccentre.net
Welcome to the Nordic Centre Summer Courses in Shanghai!

The Nordic Centre Summer Course *Doing Business in China* is an intensive two-week course for MA-level students. The course is designed to provide Nordic students with an opportunity to gain insight into the exciting and ever-changing business world in China. The course design includes both an academic and a practical hands-on approach to business life in China. *Doing Business in China* is intended for students with little or no previous knowledge about China.

This presentation includes:

- Course content and credits
- Application procedure
- Accommodation in Shanghai
- Nordic Centre
- Fudan University
Doing Business in China

Whether you are interested in China for work, further studies or simply because of a general interest in a country of growing global importance, Doing Business in China has much to offer you. You will have an opportunity to gain knowledge from both Nordic and Chinese teachers, exchange ideas with representatives from the Nordic business community in China as well as visit Nordic companies in the Shanghai region.

2015 Students’ Comments

“The course gives a great overview of business in China, presented by guest lecturers from large MNEs, such as IKEA, DNV-GL, Grundfos and so on. You have good interaction possibilities with top managers, who share valuable insights that can be used in many settings, not only in China”
Nicolai M. Vaage, Norwegian School of Economics

“Excellent course to gain understanding doing business in China with many interesting company visits and lectures.”
Elina Pirjetä, Hanken School of Economics

Zhu Chouwen
Executive Director

Magnus Jorem
Programme Manager
Course Content and Student Assignments

| Period: | 7-20 July 2017 |
| Level:   | Graduate student |
| ECTS:    | 5 |
| Participation fee: | RMB 800 |

The course is taught in English by Chinese and Nordic teachers and also features lectures by Nordic business people and visits to Nordic companies based in the Shanghai region.
The aim of the course is to introduce the students to the basic principles of doing business in China. These include a framework for understanding China, the local business culture, business-government relations, legislation, production, as well as China’s macroeconomics.

The course includes:

- app. 50 hours of lectures/presentations/company visits, and an overnight trip
- group work assignments
- a project report (app. 5,000 words, to be handed in after the course)
- supervision offered by instructors
- required readings of app. 250 pages (details will be distributed well before the beginning of the course)
Guest Lectures

Guest lecturer **Cancan Wang** from Copenhagen Business School talks about Chinese social media

**Mette Leger**, Founder of Growth HR in Shanghai shares her experience within “Entrepreneurship and starting a business in China”
Charlotta Bengtsson, Legal counsel Asia Pacific, from IKEA (China) Investment Co., Ltd, answered students’ questions about IKEA’s business operations in China, particularly challenges related to intellectual property rights.
ECTS and Grading
The course is estimated to 5 ECTS which will be achieved upon active participation in the programme and getting a passing grade for the final essay (written in English). Students should apply for the credits at their home university. Ask your International Office for further details.

Excursions
The course includes an overnight trip to a nearby city. The cost is included in the participation fee.
HOW to Apply?

The course is designed for Master-level students, but graduating Bachelor students may also be enrolled. Each Nordic Centre member university (see the list of members on the last page) can nominate 3 students for the course.

You apply through your university’s international office. Contact them for YOUR application deadline.

Timeline after applying
Deadline for the universities submitting nominations is: 31 March 2017
Admission is confirmed by: 15 April 2017
Distribution of reading list: Mid-May 2017
The course dates: 7-20 July 2017
Deadline for submitting essays: 1 October 2017
Evaluation and approval of essays by: 31 October 2017
Sending out course diplomas: November 2017
Company visit at Grundfos

Henrik Kragh,
Concept Store Manager
introduces Grundfos’s products sold in China
Cost and Accommodation

- The participation fee for this course is only RMB 800 to be paid in cash upon arrival in China. The reason for this low cost is that the course is funded by the member universities of Nordic Centre through their annual membership fee.

- Students will cover travel expenses, accommodation, medical insurance, and subsistence costs by themselves (or with help from their home universities). A few meals will be covered by the Nordic Centre, however.

- Some accommodation options:
  - Tohee (www.tohee.com) - approx. RMB 130 per night.
  - Holiday Inn Wujiaochang - approx. RMB 341 per night for a twin room.
  - Blue Mountain Bund Youth Hostel (subway: East Nanjing Road) - approx. RMB 133 per night for a bed in 4 person dorm.
Nordic Centre
The Nordic Centre, established in 1995, functions as a hub connecting its 25 Nordic member universities and research institutions to Fudan University. Its mission is to facilitate research cooperation and student exchange, and to collaborate with Shanghai-based Nordic companies and national representations. The Nordic Centre is located on the main campus of Fudan University.

Fudan University
Fudan University, established in 1905, is one of the leading universities in China. It is a comprehensive university with a very strong tradition, especially in the humanities and social sciences. Fudan was also among the first higher education institutions in China to establish a management school. Today, Fudan also has one of China’s best medical schools and is leading in life sciences.

FOR MORE INFO: http://www.fudan.edu.cn/englishnew/
Members of the Nordic Centre

DENMARK
- Aalborg University
- Copenhagen Business School
- University of Aarhus
- University of Copenhagen
- University of Southern Denmark

FINLAND
- HANKEN School of Economics
- University of Eastern Finland
- University of Lapland
- University of Helsinki
- University of Tampere
- University of Turku

ICELAND
- University of Iceland

SWEDEN
- Linköping University
- Lund University
- Stockholm University
- Umeå University
- University of Gothenburg
- Uppsala University

NORWAY
- NHH Norwegian School of Economics
- BI Norwegian Business School
- Norwegian University of Science & Technology
- University of Bergen
- University of Oslo

NORDIC
- NIAS – Nordic Institute of Asian Studies
QUESTIONS?

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