Business and Innovation in China
Nordic Centre Summer Course 2020
Shanghai, China, 10. – 23. July, 2020
www.nordiccentre.net
Welcome to the Nordic Centre Summer Courses in Shanghai!

The Nordic Centre Summer Course *Business and Innovation in China* is an intensive two-week course for MA-level students at member universities of Nordic Centre. 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 includes both an academic and a practical hands-on approach to business life in China. It is intended for students with little or no previous knowledge about China, but those familiar with China are also welcome to take part. The course is completed with group work, resulting in the pitching of a business idea and project report. The following is based on last year’s program, but the 2020 course will be very similar.

This presentation includes:

- Course content and credits
- Application procedure
- Accommodation in Shanghai
- Nordic Centre
- Fudan University
Whether you are interested in China for work, further studies or simply because of a general interest in a country of growing global importance, Business and Innovation 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.

Lu Lian  
Executive Director

Magnus Jorem  
Programme Manager

Dmitrij Slepniov  
Course Instructor
The course is taught in English by both Chinese and Nordic teachers, featuring lectures by business people and visits to Chinese and Nordic companies based in the Shanghai region.
Course Content

- The aim of the course is to introduce the students to the basic principles of business and innovation 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
  - Pitching of business idea by groups
  - A project report by groups
  - supervision offered by instructors
  - required readings of app. **300-500** pages (details will be distributed well before the beginning of the course)
Guest Lectures in 2019 (among others)

Guest lecturer Benzamin Cavender from China Market Research Group talked about Chinese consumer culture.

Søren Boutrup, Executive Director at Innovation Center Denmark In Shanghai, introduced the latest innovation trends in China.
Social Event in 2019

Social dinner at the famous Peace Hotel on the Bund, hosted by the General Consulate of Norway, with Chinese students
Shanghai Yangpu Science and Technology Business Incubator Center, i.e. Yangpu Venture, has provided a strong support for the growth and development of enterprises.

**Tencent**
With the support of Tencent, the most influential IT giant in China, Tencent Maker Space is one of the biggest incubators in China for start-ups and creative industry.

**Supcon**
Founded in March 1993, SUPCON is one of China's leading providers of automation and information technology, products and solutions.

**Yangpu Venture**
Shanghai Yangpu Science and Technology Business Incubator Center, i.e. Yangpu Venture, has provided a strong support for the growth and development of enterprises.
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 group-work presentation and project report (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, last year Hangzhou. The cost including hotel is covered by the participation fee.
The participation fee for this course is only RMB 1200 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.

We recommend finding a hotel/hostel/airbnb that is located close to the Nordic Centre, Fudan University (220 Handan Road, Yangpu district, Shanghai, China 中國上海市楊浦區邯郸路220号复旦大学). It is also possible to live downtown and commute by subway to Fudan campus by Line 10, e.g. on South Shaanxi Rd Station or Xintiandi. This may take you around 45 minutes door to door. We will send out suggestions for accommodation when students have been confirmed.

It is highly advised to plan a few more days before and after the course, so that you could have more time to explore Shanghai, as well as other parts of China.
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 to submit nominations: 31 March 2020
Admission is confirmed by: 15 April 2020
Distribution of reading list: Mid-May 2020
The course dates: 10-23 July 2020
Deadline for submitting essays: 1 October 2020
Evaluation and approval of essays by: 31 October 2020
Sending out course diplomas: November 2020
**Nordic Centre**

The Nordic Centre, established in 1995, functions as a hub connecting its 27 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.

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**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/](http://www.fudan.edu.cn/englishnew/)
QUESTIONS?

WWW.NORDICCENTRE.NET
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