



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  
Shanghai Jiao Tong University

Monday 01	Tuesday 02	Wednesday 03	Thursday 04	Friday 05
9:00-12:00	9:00-12:00	9:00-12:00	9:00-12:00	9:00-12:00
<b>Orientation Session</b>	<b>Chinese Language 1</b>	<b>Chinese Culture and Economy and challenge</b>	<b>Company Visit</b>	<b>Sightseeing</b>
13:30-16:30	13:30-16:30	13:30-16:30	13:30-16:30	
<b>Campus Tour</b>	<b>Chinese Language 2</b>	<b>Team Activities</b>	<b>Cross-Culture Management in China</b>	
18:30-21:00		18:30-21:00		
<b>Welcome Dinner</b>		<b>Social Event</b>		

# Week 2 Focus: Consumer Behavior and HR in China



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Monday 08	Tuesday 09	Wednesday 10	Thursday 11	Friday 12
9:00-12:00	9:00-12:00	9:00-12:00	9:00-12:00	9:00-12:00
<b>How to understand China better: the western point of view 1</b>	<b>Consumer behavior in China</b>	<b>Corporate Seminar</b>	<b>HR Management in China 1</b>	<b>Chinese Language 4</b>
13:30-16:30	13:30-16:30	13:30-16:30	13:30-16:30	
<b>How to understand China better: the western point of view 2</b>	<b>Chinese Language 3</b>	<b>Company Visit</b>	<b>HR Management in China 2</b>	<b>Team Activities</b>
			<b>18:30-21:00</b>	
			<b>Social Event</b>	

# 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	9:00-12:00	9:00-12:00	9:00-12:00	9:00-12:00
<b>Strategic management and strategy of Chinese companies 1</b>	<b>Corporate Seminar</b>	<b>Company Visit</b>	<b>Chinese Companies' Differentiating Marketing against the Western 2 (Master) Chinese Language 6 (UG)</b>	<b>Evaluation (Final Report)</b>
13:30-16:30	13:30-16:30	13:30-16:30	13:30-16:30	<b>13:30-16:30</b>
<b>Strategic management and strategy of Chinese companies 2</b>	<b>Chinese Language 5</b>	<b>Chinese Companies' Differentiating Marketing against the Western 1 (Master) Leisure (UG)</b>	<b>Team Activities</b>	<b>Certificate Awarding</b>
	18:30-21:00			18:30-21:00
	<b>Social Event</b>			<b>Graduation Dinner</b>



## 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.



## 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 Chinese Culture and Economy and challenge
- 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 Sessions 1

# “Chinese Culture and Economy and challenge”

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 the economy of China**

-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



## Academic Sessions 2

# “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 Sessions 3&4

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

This session will first introduce cultural information which will help participants to better understand China, with introduction to the basic Chinese customs to avoid misunderstandings during communication and live an easy life in Shanghai. It will then review the social, political and cultural environment, and then shift attention to some recent cases of cultural difference from the western point of view.

### Learn how to:

- ① Greet properly and communicate efficiently
- ② Understand Chinese customs
- ③ Have a general idea of Chinese philosophy and way of doing business
- ④ The eastern and western difference in culture
  
- ⑤ Understand the relevant environment affecting Chinese economy and business
- ⑥ Learn from examples how to be more effective in business in China



## Academic Sessions 5

# “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 Sessions 6 & 7

# “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 Sessions 8&9

# “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 Sessions 10&11

# “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.



## Guest executive seminar

We will invite **2 corporate executives** to deliver speeches. They will share with participants their own experience of cross-cultural operations and doing business in China. The lecturers is to be decided, but our past executive speakers include:

Mr. Kenneth YU (President of 3M)

Mr. Li Chun (Vice President of Goodbaby International Hldng Ltd)

Mr. Jun Der Chiang (Ashland Asia Pacific Operations)



## 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. The confirmed visits will be announced very soon, our past company visits include:

- 3M China
- Goodbaby
- Shanghai Stock Exchange
- Bao Steel
- GM Shanghai





## Team activities, social events & Sightseeing

### “Cultural tour in SH and around”

- We will invite SJTU students to join the **team activities & social events** with our participants. It could be a culture-related group project (like Chinese cooking, handcrafting, arts etc), or social parties, or charity activities.
- We will arrange **one-day tour** to attractions in the city of Shanghai or places around, like towns or cities near SH which keeps the ancient architecture style (Hangzhou, Wuzhen, Suzhou) and old street of Shanghai. Participants may also visit very typical shanghai restaurants, to experience the real Chinese culture and history.





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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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