



Call for applications

DOING BUSINESS IN CHINA – EXPO EDITION!

18-24 June 2010

This one-week course is designed to give the participating students (master-level) a general introduction to 'doing business in China'. Focus will be a mixture of hand-on experiences and academic presentations all related to setting-up and running a foreign company in China.



Course content

The aim is to introduce the students to basic principles related to doing business in China featuring lectures on: China's financial system, Chinese business culture, the link between government and business, human resource management, foreign trade legislation; differences between Eastern and Western thinking as well as Chinese consumer behavior.

On 25 June, the students can participate in the Nordic Climate Day at the 2010 EXPO in Shanghai. The day will feature academic and company presentations as well as the Chinese government views on how Nordic countries can play a role in relation to China's aim to become a 'green economy'. (*To be confirmed*)

Students and assignments

The course is designed for Master-level students, but graduating Bachelor students can also be enrolled. Students from all academic fields can participate.

Admitted students are required to deliver a half-page (max 500 words) preliminary project proposal (for the final project report) within a month after admission. Comments and Individual guidance will be provided in class according to the proposals. Reading list will be distributed well in advance of the course start (app. 400 pages).

The course includes app. 30 hours of lectures/presentations/visits; group work; project reports (app. 10-15 pages, 1½ line space, individual or in groups); and guidance offered by instructors.

The course is taught in English by Chinese and Nordic instructors and feature several company presentations/visits. Students are expected to participate actively. The class can seat app. 30 Nordic participants.

The students can extend their stay in Shanghai to do fieldwork if needed.

The course is only open for students from Nordic Centre member universities (see www.nordiccentre.org for details).



Nordic instructors

- Can-Seng Ooi, Associate Professor, Asia Research Centre, Copenhagen Business School (CBS), Copenhagen (www.cbs.dk/staff/canseng_ooi)
- Pia Polsa, Assistant Professor, Department of Marketing, HANKEN School of Economics, Helsinki and Visiting Lecturer, Department of Marketing, Fudan University, School of Management (<http://www.hanken.fi/staff/polsa/>)

ECTS and grading

The course is estimated to 4 ECTS which will be achieved upon getting a passed grade for the project report.

Cost and accommodation

The tuition fee is 500 RMB/CNY (approx. 50 Euro).

Students cover travel and accommodation themselves. The Nordic Centre can assist with hotel bookings close to the campus. The prices are app.:

- 166 RMB/CNY for 1 night in a double room with two beds and bathroom
- 158 RMB/CNY for 1 night in a single room with bathroom.

Additional activities

In addition to the activities mentioned above, the Nordic Centre can also arrange sightseeing trips to Shanghai and nearby cities either during the first (19-20 June) or second (26-27 June) weekend.

Application date and details

- Application form is filled out online [HERE](#). A CV should be also sent to doingbusiness10@nordiccentre.org
- Deadline for submitting applications is: **28 February 2010**
- Final participation notification will be sent by **15 March 2010**
- Deadline for submitting preliminary project proposal is: **1 June 2010**
- Deadline for submitting final project report is: **31 August 2010**
- Evaluation of project reports and approval of ECTS: **30 September 2010**

THE NORDIC CENTRE – WWW.NORDICCENRE.ORG

The Nordic Centre is a joint venture between Fudan University and 26 Nordic universities and research institutions to facilitate research cooperation, students exchange and collaboration with Shanghai based Nordic companies and national representations. The Nordic Centre is located at Fudan University in Shanghai. Current members:

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