



Business and Innovation in China

Nordic Centre Summer Course 2020

Shanghai, China, 10. – 23. July, 2020

www.nordiccentre.net



欢迎 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



Business and Innovation 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, *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 Slepnirov
Course Instructor

Course Content and Student Assignments



Period: 10-23 July 2020

Level: Graduate student

ECTS: 5

Participation fee: RMB 1200



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 *Benjamin 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

Company Visits in 2019



Shanghai



Hangzhou



Shanghai

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.

Practical Information

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.



Cost and Accommodation

- 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 中国上海市杨浦区邯郸路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.



2020 Sino-Nordic “Internet +”
College Students Innovation and
Entrepreneurship Forum
Business-idea pitching competition.

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.

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/>



Guanghua Towers in Fudan University



Members of 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
Södertörn University



NORWAY

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

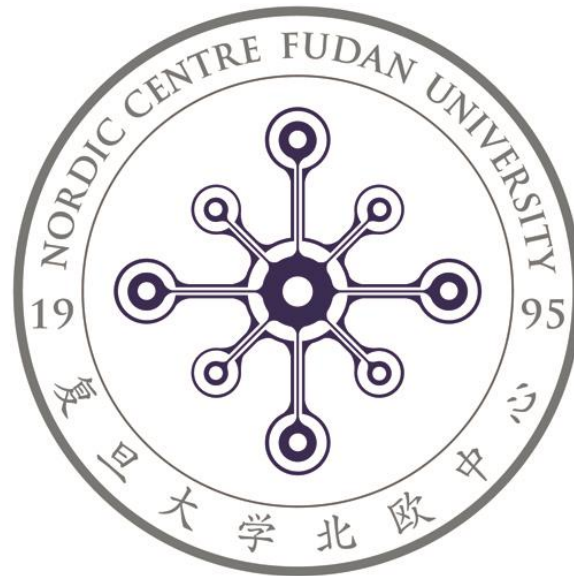
NORDIC

NIAS – Nordic Institute
of Asian Studies

CHINA

Fudan University
Duke Kunshan University

QUESTIONS?



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