Business and Innovation in China
Nordic Centre Summer Course 2019
Shanghai, China, 12. – 25. July, 2019
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.

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.

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Course Instructor
Business and Innovation in China

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**2018 Students’ Comments**

“Perhaps the best and most interesting course I have ever had. The articles were extremely well curated, the atmosphere very good and open, the approach towards the topic well-balanced, and lectures very interesting. Definitely took away a lot of useful perceptions from this experience.”

*Juho, University of Turku*

“I think the whole level of digitalization in China is surprising. The translation of technology into services is very inspiring. It has been a great ride. I have learned a lot, content wise and real-life wise. I will definitely recommend this course to students in my home university.”

*Martyna, University of Southern Denmark*
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.
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
- a project report (app. 5,000 words, to be handed in after the course)
- supervision offered by instructors
- required readings of app. 300 pages (details will be distributed well before the beginning of the course)
Guest Lectures

Guest lecturer **Benjamin Cavender** from China Market Research Group talks about Chinese consumer culture.

**Nicolai Prytz**, Consul General of Denmark in Shanghai, gave a lecture on how diplomatic representations help boost Danish business in China.
FinChi Innovation Center offers Finnish companies easy access to the Chinese market.

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.

Beibei
Beibei group owns the biggest online platform for mother and baby products in China.
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.
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:
- Unijia International Student Village
- Holiday Inn Wujiaochang
- Blue Mountain Bund Youth Hostel (subway: East Nanjing Road)

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 2019
- Admission is confirmed by: 15 April 2019
- Distribution of reading list: Mid-May 2019
- **The course dates:** 12-25 July 2019
- Deadline for submitting essays: 1 October 2019
- Evaluation and approval of essays by: 31 October 2019
- Sending out course diplomas: November 2019
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/
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

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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