

SHANGHAI ASIAN BUSINESS SEMESTER

SYLLABUS

<u>CONSUMER BEHAVIOUR IN THE ASIAN MARKET</u>	45 / ECTS credits: 6
<u>CROSS CULTURAL MANAGEMENT & NEGOTIATION</u>	45 + / ECTS credits: 6
<u>ASIAN BUSINESS RESEARCH PROJECT</u>	45 / ECTS credits: 6
<u>ASIAN ECONOMY AND GEOPOLITICS</u>	45 / ECTS credits: 6
<u>CORPORATE STRATEGY AND GLOBAL SOURCING</u>	45 + / ECTS credits: 6

CONSUMER BEHAVIOUR IN THE ASIAN MARKET**Semester: 8 (Spring 2010)****Semester Manager: Professor Wei SHEN, wei.shen@essca.fr****Code: SABS902****Course led by Professor Tao JIANG, ESSCA Asia Fellow, Leeds University Business School, UK****COURSE LANGUAGE: English****Total number of hours: 45 / ECTS credits: 6****PRESENTATION**

Solomon (2004) defines Consumer Behaviour as "...the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (p.7). Consumer behaviour therefore is interested in the consumer's psychological perspective during the marketing exchange process and it is with this emphasis that this course is designed to enhance. The study of consumer behaviour has never been more relevant in an increasingly turbulent global marketplace where it has become more and more difficult to differentiate one's own products or service offerings relative to competitors. Given its rising economic power and potential, a systematic understanding of Asian consumer behaviour in Asia becomes essential to any marketers who would like to gain insight into what drives Asian consumers to engage with various marketing activities.

EDUCATIONAL GOALS

The course aims to provide a theoretical and practical understanding and assessment of Asian consumers in the domain of marketing and advertising. It does so by examining key concepts, principles, and theories from various social sciences in order to describe and explain consumer behaviour. This course also aims to highlight consumer behaviour as a major aspect of human behaviour and to be aware of the way marketers can identify and exploit various sources of influence.

COURSE OUTLINE 42 hours plus Exam

Session 1	Module Introduction
Session 2	Culture and Consumer Behaviour
Session 3	The buying process
Session 4	Motivation and values
Session 5	Perception, learning and memory
Session 6	Consumer attitude formation
Session 7	Consumer Identity
Sessions 8	Family, household and reference groups
Session 9	Consumer behaviour research
Session 10	New times, new consumer
S11-12	Consumer case studies
S12-13	Student Project / Presentations
Session 14	Module revision and wrap-up

SKILLS TO BE ACQUIRED Successful students will be able to:

- Work successfully as part of a team, including (but not limited to): skills as an effective team player; communication and interpersonal skills; negotiation and conflict resolution skills.
- Learn to communicate professionally, to present analysis, recommendations, strategic plans and implementation steps clearly, both in writing and in presentations.
- Undertake utilising online and offline research and data collection
- Use ICT skills to research module topics
- Better interpersonal communication and time management

PEDAGOGICAL METHODS Lectures, seminars, role play, group presentation and discussion**EVALUATION** The module is assessed by 100% assignment (3000 words)**BIBLIOGRAPHY**

Assael, H., Consumer behaviour: A strategic approach, Houghton Mifflin Company

Blythe, J., (2008), Consumer behaviour, Thomson,

Ciarlante, D. and Schutte, H, Consumer behaviour in Asia, NYU

Evans, M.; Jamal, A and Foxall, G., Consumer Behaviour, *John Wiley & Sons Ltd.*Schiffman, L.G.; Kanuk, L. L. and Hansen, H., Consumer Behavior: An European Outlook, FT *Prentice Hall*,

Solomon, M. (2004), Consumer Behaviour, FT Prentice Hall

CROSS CULTURAL MANAGEMENT & NEGOTIATION**Semester: 8 (Spring 2010)****Semester Manager: Professor Wei SHEN, wei.shen@essca.fr****Code: SABS903****Course led by Professor Mark GREEVEN, ESSCA Asia Fellow, Rotterdam School of Management (RSM)/Erasmus Universiteit (NL) & Dr. Jean-Marie CISHAHAYO (China-Africa Business Council/UNDP)****COURSE LANGUAGE: English****Total number of hours: 45 + / ECTS credits: 6****PRESENTATION**

You embark on your first foreign adventure and your HRM manager decides China provides good opportunities for you and the company. China is huge, economically prosperous, dynamic and new. But when you arrive you will only have questions: What is to be expected in China? How will you anticipate unexpected business challenges? China is a huge potential market, but not without economic and political risks. How do you prepare yourself for such a trip? This module helps you to develop skills to analyze economic, organizational, social and cultural differences which you will need to deal with when doing business in or with China. This module aims to show students how to identify and cope with cross-cultural differences both between China and the rest of the world and within China. Major theoretical insights into the new and dynamic body of knowledge and a choice of methodological instruments employed in cross-cultural studies are applied to China. Student will learn how to systematically analyze cultural differences across countries, within China and within organizations and conduct rudimentary research in a Chinese business context.

EDUCATIONAL GOALS

- In depth understanding of the historical foundation of Chinese culture and its development
- Having a deeper understanding of Chinese business culture: what motivates the typical Chinese business person and how he/she prefers to negotiate
- Awareness of the sensitivity of cross-cultural business communications in the Chinese context
- Identify, describe and explain key models used for comparing cultures
- Identify and analyse the role of effective communication in contexts for international and cross-cultural management generally

COURSE OUTLINE 42 hours plus Exam

Session 1	Historical background of Chinese culture
Session 2	Comparing cultures: exploration of models and theories
Session 3	Organizational culture: diversity within organizations
Session 4	Diversity within China: localism and culture
Session 5	Whom are we dealing with? Chinese firms and entrepreneurs
Session 6	Networks or 'Guanxi'?
Session 7	Interaction between Chinese government and business
Sessions 8	People management in China: HRM
Session 9	Negotiating with the Chinese
S10-11	Presentation of research essays
S12	Module reflection and conclusions
Seminars	Guest lectures by local expert, Dr. Jean-Marie CISHAHAYO (UN & China-Africa)

SKILLS TO BE ACQUIRED Successful students will be able to:

- Compare and evaluate the difference of Chinese culture with other countries (students' own country of origin for example) and discuss the relevance of Chinese cultures
- Identify key trends of Chinese business culture and formulate appropriate strategy / vision for business negotiations in China

PEDAGOGICAL METHODS Lectures, seminars, role play, group presentation and discussion**EVALUATION** Skills assignment 30% and research essay 70%**BIBLIOGRAPHY**

Krug, B. and Hendrichske, H. (eds.) 2007. China's Economy in the 21st century: Enterprise and business behaviour. London: Edward Elgar.

Xin, K., & Pearce, J. L. 1996. Guanxi: Connections as substitutes for formal institutional support. *Academy of Management Journal*, 39(6): 1641-1658.

T.H.Cox and D. Blake (1991). "Managing Cultural Diversity: Implications for Organizational Competitiveness." *Academy of Management Executive*, 5 (3), 45-56. "The Chinese Negotiation," *Harvard Business Review*, Vol. 81, No. 10, October 2003. John L. Graham and N. Mark Lam (+other materials)

ASIAN BUSINESS RESEARCH PROJECT**Semester: 8 (Spring 2010)****Semester Manager: Professor Wei SHEN, wei.shen@essca.fr****Code: SABS905****Course led by Professor Wei SHEN, International Business Section, ESSCA, Angers and Shanghai****COURSE LANGUAGE: English****Total number of hours: 45 / ECTS credits: 6****PRESENTATION**

The re-emergence of China and the continuing role of Asia in global economic development are of great interest for business and academic communities. This Module gives the opportunity for students to conduct first-hand opportunity to acquire research skills to conduct high quality research and develop cutting edge knowledge in various areas related to internationalisation in/to Asia, in the spheres of business, politics, cultures and societies. By using techniques of business studies and social sciences, students are given ample time for field visits and work in groups on a specific business topic or project. Living and studying in Shanghai, Asia's premier global city, students will also gain in-depth understanding of the development of Shanghai as China's gateway and practical knowledge of various business sectors in the booming city.

EDUCATIONAL GOALS

- Appropriate business fieldwork techniques for researching and understanding the business environment and social transformation in China and Asia region
- The economic, political and economic processes have shaped Shanghai's position as China's economic hub and Asia's global city
- Major service sectors in Shanghai, urban infrastructure and social conditions as well as insights of contemporary Chinese/Asian consumers

COURSE OUTLINE 42 hours plus Exam

Session 1	Module Introduction: Global Cities and Global Business
Session 2	Asia's Metropolis: Visit to Urban Planning Museum
Session 3	Research Methods in Business Studies and Social Sciences
Session 4	Shanghai as a Logistic Centre - Visit to the Port of Shanghai
Session 5	Capturing the Chinese Consumers – Retailing in Shanghai
S6-7	Face2face with Chinese consumers: Visit to Local business/commercial centre
Session 8	Research and Analysis on specific industries/sectors in Shanghai
S9-11	Develop a business project: the IMD's DeepDive™ model
Session 12	The Creative Economy in China
Session 13	Company Visits
Session 14	Student Presentations

SKILLS TO BE ACQUIRED Successful students will be able to:

- Select and employ relevant field research methods in business studies and social sciences
- Plan and execute fieldwork to collect primary and secondary data on either Shanghai's development or one business sector in Shanghai, preparing a feasible business project on China/Asia by using observational and interview techniques
- Interpret and assess a range of data and information to construct verbal presentation and a written structured report of the fieldwork
- Effective use of ICT tools for data collection and strong team work spirits
- Manage the time and study in an efficient manner during the field research in a foreign country and improve interpersonal communication skills

PEDAGOGICAL METHODS Lectures, guest seminars and group project/presentation**EVALUATION** Class participation, group project and essay**BIBLIOGRAPHY**

- Neil Brenner & Roger Keil, The Global Cities Reader, Routledge, 2005
 Stella Dong, Shanghai: The Rise and Fall of a Decadent City 1842-1949, HarperCollins, 2001
 Deborah Davis, The Consumer Revolution in Urban China, University of California Press, 2000
 John Friedmann, China's Urban Transition, University of Minnesota Press, 2005
 Globalization and World Cities Study Group & Network: www.lboro.ac.uk/gawc
 John Logan, Urban China in Transition, Wiley Blackwell, 2007
 Mark Saunders et al, Research Methods for Business Students, Financial Times/ Prentice Hall 2006
 Saskia Sassen, The Global City: New York, London, Tokyo, Princeton University Press, 2001

ASIAN ECONOMY AND GEOPOLITICS**Semester: 8 (Spring 2010)****Semester Manager: Professor Wei SHEN, wei.shen@essca.fr****Code: SABS904****Course led by Ms Seung-Youn OH, ESSCA Asia Fellow, University of California (Berkeley), USA****COURSE LANGUAGE: English****Total number of hours: 45 / ECTS credits: 6****PRESENTATION**

This module will examine the post-war experiences of the East Asian region. Unlike Europe, Asia was long divided by colonialism, the Cold War, and America's Hub-and-Spoke Alliance system. Since the formation of ASEAN in 1967, closer ties have developed across parts of Asia; however, these ties have been driven less by states entering formal alliances and more by corporations through investment, trade and production networks. Regional links have been bolstered as well by state-to-state cooperation on many different issue dimensions. As such, the aim of this module is to equip students to greater understand the evolving structures of East Asian integration and the challenges and opportunities that East Asian countries face.

EDUCATIONAL GOALS

- To facilitate an in-depth understanding of top-down and bottom-up regional integration process in East Asia.
- To conduct a comprehensive examination of political, socio-economic and cultural exchanges among East Asian countries.
- To construct a thorough understanding of challenges and opportunities for East Asian countries in building peace and prosperity in the East Asian region.

COURSE OUTLINE 42 hours plus Exam

Session 1	Introduction: East Asia as a region in comparative perspective
Session 2	The Intra-Regional System in East Asia in modern times
Session 3	Beginnings of the 'East Asian Model' and the 'Economic Miracle'
Session 4	Emerging Regionalization: bottom up process of regional integration
Session 5	Early regionalism: top-down process of regional integration
S6-7	Regionalization in Post-East Asian Economic Crisis
S8-9	Student group presentations
Sessions 10	Northeast Asian countries' perspectives on East Asian Regional Integration: China, Japan and Korea
Session 11	Major plays in Asia-Pacific perspectives on East Asian Regional Integration: USA, Russia and ASEAN
Session 12	New Challenges of Regional Cooperation: Environment, Energy and Migration
Session 13	Soft Power of East Asia: the power of culture in bringing East Asia Closer
Session 14	Creating an Asian Identity

SKILLS TO BE ACQUIRED Successful students will be able to:

- Exhibit keen analytical skills, a firm grasp of the material, and a genuine curiosity in contemporary political issues of East Asian countries
- Analyse the evolving structure of East Asian integration from comparative perspectives.
- Identify new challenges / opportunities that East Asian countries face through regionalization.
- Engage in academic debate on political, socio-economic relations of East Asian countries.
- Employ appropriate research tools to examine the prospects of East Asian regional cooperation's future.

PEDAGOGICAL METHODS Lectures, seminars, public debate as well as group project/presentation**EVALUATION** Group presentation and final exam (50% each)**BIBLIOGRAPHY**

Ikenberry, G. John and Michael Mastanduno (eds.), International Relations Theory and the Asia Pacific (New York: Columbia University Press, 2003).

Katzenstein, Peter J., A World of Regions (Ithaca: Cornell University Press, 2005)

Katzenstein, Peter J. & T. Shiraishi (eds.), Network Power: Japan and Asia (Cornell University 1997)

Lincoln, Edward, East Asian Economic Regionalism (Brookings Institution Press, 2004)

Pempel, T.J. (ed.), Remapping East Asia (Ithaca: Cornell University Press, 2004)

Rozman, Gilbert Northeast Asia's Stunted Regionalism: Bilateral Distrust in the Shadow of Globalization (Cambridge University Press, 2004)

CORPORATE STRATEGY AND GLOBAL SOURCING**Semester: 8 (Spring 2010)****Semester Manager: Professor Wei SHEN, wei.shen@essca.fr****Code: SABS901****Course led by Professor Yi JIANG, ESSCA Asia Fellow, California State University, East Bay, USA plus workshops with local business manager, Mr Jerome MARIN, General Manager of Prodex Shanghai****COURSE LANGUAGE: English****Total number of hours: 45 + / ECTS credits: 6****PRESENTATION**

Multinational companies are very active players in the business environment in China and the Asia region. This Module aims to address the specific steps in strategy formulation and implementation at the business and corporate level are proposed and allow students to understand and be able to perform the key steps in the development of a strategic plan for global firms and to examine the political, economic, and social forces that shape the global business environment. It will demonstrate how companies set strategic direction and how they use data and analysis to create key strategic and operational performance measures to monitor the effectiveness of the strategy implemented.

EDUCATIONAL GOALS

- Develop the ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics.
- Ability to Evaluate outsourcing decisions by applying the buy-make framework.
- Determine when and how a supplier should be integrated into the new product development process.

COURSE OUTLINE 42 hours plus Exam

Session 1	Introduction: Manage the benefits and risks of outsourcing
Session 2	Managing industry competition
Session 3	Leveraging global resources and capabilities
Session 4	Cultures and institutions
Session 5	Supply chain integration and global competitive dynamics
Session 6	Entering foreign markets
Session 7	International alliances, retailer-supplier partnerships
Sessions 8	Competition and cooperation
Session 9	International acquisition
Session 10	Global structure, centralized and decentralized decision-making
Session 11	Global corporate governance
Session 12	Socially responsible supply-chain management
S13-14	Student group presentations
Workshops	Seminars / dialogues with local business manager

SKILLS TO BE ACQUIRED Successful students will be able to:

- Work successfully as part of a team, including (but not limited to): skills as an effective team player; communication and interpersonal skills; negotiation and conflict resolution skills.
- Learn to communicate professionally, to present analysis, recommendations, strategic plans and implementation steps clearly, both in writing and in presentations.

PEDAGOGICAL METHODS Lectures, seminars, case studies as well as group project/presentation**EVALUATION** The module is assessed in two parts: group presentation and final exam/essay.**BIBLIOGRAPHY**

PENG, M.W. (2006), Global Strategy. Thomson South-Western (ISBN: 9780324288520)
<http://peng.swlearning.com>

Harvard Business School cases:

Euro Disney: The First 100 Days (**Product#:** 693013)

Disney Theme Parks: Mickey Goes to China? (**Product#:** UV0654)

Global Wine Wars: New World Challenges Old (**Product#:** 303056)

Shanghai Volkswagen: Time for a radical shift of gears (**Product#:** HKU373)

Samsung Electronics (**Product#:** 705508)

Lenovo: Building a Global Brand (**Product#:** 507014)

HBS Review: Regional Strategies for Global Leadership (**Product#:** R0512F)

China Netcom: Corporate governance in China (**Product#:** 308027)

Levi Strauss & Co.: Global sourcing (**Product#:** 395127)