

SHANGHAI SUMMER PROGRAMME



5 weeks in June and July to discover and understand China.

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SHANGHAI SUMMER PROGRAMME

SYLLABUS

<u>CHINESE ECONOMY</u>	2 ECTS/20hrs
<u>CHINESE HISTORY AND LITERATURE</u>	2 ECTS/20hrs
<u>DOING BUSINESS IN CHINA - Commercial Environment and Legal Systems</u>	4 ECTS/40hrs
<u>SHANGHAI INTERDISCIPLINARY FIELD RESEARCH</u>	4 ECTS/40hrs

CHINESE ECONOMY

Course Code:	SSP801
Type of Course:	Intensive Summer Course
Level of Course:	Postgraduate and undergraduate students
Number of ECTS:	2 ECTS
Course Language:	English
Course Format:	Seminars
Prerequisites:	Basic knowledge on China
Course Hours:	20 hours
Instructor Info:	SHI Xue-Yan (Sunny) BA Email: ssunnyshi@hotmail.com

Introduction & Module Aims:

Since the economic reform in 1978, China has developed rapidly into an important global economic power. The double digit economic growth in the past three decades has been reported as a miracle in world economy. This module aims to provide insight of the economic development in China to analyse various factors behind China's success story. It also gives students updated knowledge of Chinese current economy and future prospect.

Intended Learning Outcomes:

a) Knowledge and Understanding

On successful completion of the module, you should be able to demonstrate knowledge of the following:

- 1) A broad understanding of China's macro-economy, underline the various reform strategies of the so-called 'Open-Door' policy
- 2) First-hand knowledge of main industries in China and their historical development
- 3) Essential comprehension of financial markets in China (e.g. stock market) and taxation system

b) Skills and Attributes

Successful students will acquire intellectual and practical / transferable skills upon the completion of the module. You should be able to:

- 1) Intellectual Skills (application, analysis, synthesis and evaluation)
 - Analyse the economic develop path in China and examine the positive as well as negative effects of rapid economic growth on China and other countries
 - Engage in current academic and policy debates on Chinese economy and explain the weakness and strengthen of major industries and service sectors in China
 - Collect and interpret statistical data and forecast the future prospects of Chinese economy in contemporary globalization
- 2) Key Practical and Transferable Skills
 - Literature review and data collection
 - Individual time management
 - Self-study planning and implementation

Assessment:

This Module will be assessed 100% by final written examination

Course Agenda:

Enclosed is a tentative schedule of this Module:

- Session One: Economic Reform and Privatisation of Chinese Economy
- Session Two: Urbanisation and Social Development
- Session Three: Chinese Labour Market
- Session Four: Industry Analysis: Manufacturing, Internet, Textile and Service
- Session Five: Taxation and Welfare System
- Session Six: Stock Market Analysis
- Session Seven: Role of Government and Market – Outlook of Chinese economy in the future
- Session Eight: Final Examination

Recommended Reading Materials & Web Resources:

TO BE CONFIRMED

CHINESE HISTORY AND LITERATURE

Course Code:	SSP802
Type of Course:	Intensive Summer Course
Level of Course:	Postgraduate and undergraduate students
Number of ECTS:	2 ECTS
Course Language:	English
Course Format:	Seminars
Prerequisites:	Preliminary knowledge of Chinese language (not an absolute requirement)
Course Hours:	20 hours
Instructor Info:	WANG Hai-Ping (Catherine) MA BA Email: cathyping.wang@gmail.com

Introduction & Module Aims:

China has a long history of civilisation and rich cultural heritage. The course is intended to introduce Chinese history and literature of different layers and perspectives that are necessary for the students to become successful communicators in Chinese environment. The major aim of the subject is not only to teach the relevant literature, historical background, but to practice how they can be applied in organizations, in real life situations. Hence the frame of reference covers not only classic literature but also applicable practices in international business environment with its complexities and varieties of individuals and subsystems.

Intended Learning Outcomes:

c) Knowledge and Understanding

On successful completion of the module, you should be able to demonstrate knowledge of the following:

- 4) A general understanding of major parts of Chinese history, and corresponding classics in Chinese literature
- 5) Awareness of major time lines of Chinese history, its conspicuous features in different periods, important themes of classic literature, cultural differences and stereotypes, intercultural practices, etc.

d) Skills and Attributes

Successful students will acquire intellectual and practical / transferable skills upon the completion of the module. You should be able to:

3) Intellectual Skills (application, analysis, synthesis and evaluation)

- Develop a solid background of how basic Chinese character is formed throughout the history and hence how it influences Chinese daily words and deeds
- Make out a holistic view on Chinese cultural values, beliefs, practices reflected in Chinese literature
- judge intercultural misunderstandings while communicating with native Chinese, their causing factors and possible ways to solve them in a multicultural organization

4) Key Practical and Transferable Skills

- Significant emphasis on experiential learning processes including small group discussions, inventories and tests, communication exercises, games, case studies, negotiation exercises and problem solving activities
- Presentation skills

Assessment:

This Module will be assessed by 40 % of Oral Presentation and 60% of written assessment

Course Agenda:

Enclosed is a tentative schedule of this Module:

- Session One: Basic Introduction to Chinese History
- Session Two: Sun Tzu on the 'Art of War' & Early Philosophical / religious essays
- Session Three: Classical Chinese Fictions
- Session Four: Chinese cultural history and diversity
- Session Five: Introduction to Chinese Legal System and Business Laws
- Session Six: Modern and Contemporary Chinese History
- Session Seven: Oral Examination & Wrap Up
- Session Eight: Final Written Examination

Recommended Reading Materials & Web Resources:

A concise history of China. Miami: University Press of the Pacific, 2001.

The Cambridge History of China. New York: Cambridge University Press, 1998.

Carducci. Talking about China. Foreign languages Press, 2002.

Cheng, Ann. Etude sur le Confucianisme Han. Paris: College de France, Institut des Hautes Etudes chinoises, 1985.

Chao, Kang. Man and Land in Chinese History: An Economic Analysis. Stanford, CA: Stanford University Press, 1986.

Shaughnessy, Edward. China: Empire and Civilization. New York: Oxford University Press, Incorporated, 2000.

Loewe, Michael, ed., Early Chinese Texts: A Bibliographical Guide. Berkeley: Society for the Study of Early China and the Institute of East Asian Studies, University of California, 1993.

Maspero, Henri, La Chine antique. Nouvelle edition. Paris: Imprimerie Nationale, 1955.

DOING BUSINESS IN CHINA - Commercial Environment and Legal Systems

Course Code:	SSP803
Type of Course:	Intensive Summer Course
Level of Course:	Postgraduate and undergraduate students
Number of ECTS:	4 ECTS
Course Language:	English
Course Format:	Seminars
Prerequisites:	Basic knowledge of China, no legal knowledge required
Course Hours:	40 hours
Instructor Info:	Dr Jean-Marie CISHAHAYO & Professor Dr. TANG Jue Email: / jue.tang@gmail.com

Introduction & Module Aims:

The understanding of commercial cultural and legal system is vital for doing successful business in China. China has its unique political, economic and social environment which has impact on the way business is conducted. Essential understanding of Chinese laws is also important for making international business transactions.

The aim of this module is therefore to enable students familiarise with the Chinese business cultures and legal environment. Students will be able to have a better understanding of how business practices are influenced by Chinese cultures, norms and law and how to gain a competitive advantage in business performance and communicate effectively when dealing with companies and Government in China.

Intended Learning Outcomes:

e) Knowledge and Understanding

On successful completion of the module, you should be able to demonstrate knowledge of the following:

- 6) In depth understanding of the historical foundation of Chinese culture and its development / evolution
- 7) The impact of Chinese cultures in the political, economic and social development in contemporary China and its external dimension with regards to China's relations with the world
- 8) Awareness of the sensitivity of cross-cultural business communications in the Chinese context
- 9) Practical knowledge of several aspects of Chinese legal system, such as human resources management, property rights and ownership/control

f) Skills and Attributes

Successful students will acquire intellectual and practical / transferable skills upon the completion of the module. You should be able to:

- 5) Intellectual Skills (application, analysis, synthesis and evaluation)
 - 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 in doing business for foreigners in China
 - Identify key trends of Chinese business culture and formulate appropriate strategy / vision for business negotiations in China

- Apply different communication tools for effective business handling with the Chinese Government and business community
- Interpret the legal environment and regulatory framework in China and its significance for foreign companies when entering the Chinese market or doing business in China
- Evaluate and summarise some potential legal risks in China, such as intellectual property rights (IPR), ownership and control structure of joint-venture or other business investment and partnership in China.
- Employ appropriate legal tools to critically examine various recent legal examples

6) Key Practical and Transferable Skills

- Undertake desk research by utilising online and offline materials
- Employ appropriate ICT skills to research module topics
- Manage the time and self study in an efficient manner
- Engage in group discussion and ability to express own opinion effectively in front of a group

Assessment: This Module will be assessed 100% by the final written examination

Course Agenda:

Enclosed is a tentative schedule of this Module:

- Session One: Historical Development of Chinese Culture
- Session Two: Impact of Chinese cultures in political, economic and social life in China
- Session Three: Business Strategies for Foreigners (foreign businesses) in China
- Session Four: Cross Cultural Communications and Business Negotiations - Dealing with Chinese Government and Businesses
- Session Five: Session Six: Introduction to Chinese Legal System and Business Laws
- Session Six: Overview of Chinese laws on Ownership, Control and Human Resources Management / labour
- Session Seven: Property Laws and Regulatory environment in China
- Session Eight: Legal Tips on Conducting International Business
- Session Nine: Revisions and Round-up
- Session Ten: Written Examination

Recommended Reading Materials & Web Resources:

CHEN, M. J., *Doing Business in China*, Havard business school.

CHEARY, T., *The art of war by Sun Tsu*, Washington Post

KAPP, R., *Chinese Business Etiquette - a guide for manners and culture in China*

BRAHM, L. J., *When YES means NO*

BEATSON J. *Anson's Law of Contract*. Oxford University Press. 27th ed., 1998.

BIANCA C.M. et BONELL M.J. *Commentary on the International Sales Law – the 1980 Vienna Sales Convention*. Giuffrè Editore. Milano 1987.

BICHOLAS B. *The French Law of Contract*. 2e ed. Clarendon Press. Oxford, 1996.

BUTLER W. E. *Russian Law*. 2e ed. Oxford, 2003.

Commission pour le Droit européen du contrat (version française préparée par ROUHETTE Georges, avec le concours de Isabelle de Lamberterie, Denis Tallon et Claude Witz). *Principes du Droit européen du contrat*. Société de législation comparée. Paris 2003.

Commission pour le Droit européen du contrat. *Les principes du Droit européen du contrat – l'exécution, l'inexécution et ses suites*. Documentation Française. Paris 1997.

DAVIDSON Daniel, KNOWLES Brenda, FORSYTHE Lynn. *Business Law: Principles and Cases in the Legal Environment*. 8th ed. West, Thomson Learning, 2004.

DAVID René, JAUFFRET-SPINOSI Camille. *Les grands systèmes de droits contemporains*. 11e édition. Dalloz 2002.

SHANGHAI INTERDISCIPLINARY FIELD RESEARCH

Course Code:	SSP805
Type of Course:	Intensive Summer Course
Level of Course:	Postgraduate or <i>Advanced</i> undergraduate students
Number of ECTS:	4 ECTS
Course Language:	English
Course Format:	Seminars, Guest Speakers and Field Visits
Prerequisites:	Basic knowledge of Shanghai and Chinese economy
Course Hours:	40 hours
Instructor Info:	Mr Wei SHEN, <i>LLM MSc MA BBA</i> Assistant Professor of International Business, ESSCA Email: wei.shen@essca.fr

Introduction & Module Aims:

Shanghai has been long regarded as the ‘dragon head’ of the Chinese economy. Once a small fishing village, Shanghai was already the megapolis of the Far East in the 1920s and 1930s, famed as the ‘Paris of the Orient’. The City has now revitalized its international prestige and has become the commercial, logistic and financial centre of mainland China and is said to become Asia’s premier global city.

The aim of this module is therefore to give students first-hand experience of this Asian global city and familiarize with different field research techniques in business studies and social sciences to acquire in-depth understanding of the development of Shanghai as a global city and practical knowledge of various business sectors in the booming city.

Intended Learning Outcomes:

g) Knowledge and Understanding

On successful completion of the module, you should be able to demonstrate knowledge of the following:

- 10) Appropriate business fieldwork techniques for researching and understanding the business environment of a global cities
- 11) The economic, political and economic processes have shaped Shanghai’s position as China’s economic hub
- 12) Major service sectors in Shanghai, urban infrastructure and social conditions as well as insights of contemporary Chinese consumers

h) Skills and Attributes

Successful students will acquire intellectual and practical / transferable skills upon the completion of the module. You should be able to:

7) Intellectual Skills (application, analysis, synthesis and evaluation)

- Evaluate and utilise global city literature and apply them to illustrate Shanghai’s economic and urban development
- Compare Shanghai with other regional and global cities to differentiate Shanghai’s position as a financial, logistic and cultural centres, outlining its advantages and disadvantages
- 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 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

8) Key Practical and Transferable Skills

- Undertake desk research by utilising online and offline materials
- Employ appropriate ICT skills to present results of fieldwork through PowerPoint Presentation and later in the revised essay in writing
- Work effectively in a small group/team and reflectively evaluate your own learning and planning processes.
- Manage the time and study in an efficient manner during the field research in a foreign country and improve interpersonal communication skills

Assessment:

This Module will be assessed 100% by coursework and participation of the formal and informal learning programmes (there will be no exam):

- 1) Active Class Attendance & Participation: 5% Seminars 5% Field Visits
- 2) A Group Presentation based on the results of fieldwork: 40%
- 3) An individual 1,000 words essay on a selected topic (sector analysis, business proposal, Shanghai etc. agreed with lecturer): 50%

Course Agenda:

Enclosed is a tentative schedule of this Module:

- Session One: Introduction to Shanghai and Global Cities theories
- Session Two: Visit to Shanghai Urban Museum and other heritage sites
- Session Three: Research Methods in Business Studies and Social Sciences
- Session Four: Shanghai as a Logistic Centre & Visit to the Port of Shanghai
- Session Five: Global Financial Centre – Visit to Shanghai Stock Exchange and Pudong Financial District
- Session Six: Capturing the Chinese Consumers – Retailing in Shanghai
- Session Seven: Shanghai Expo 2010 – Business Tourism Event Management
- Session Eight: New Faces of Shanghai – Cultural and Creative Industries (optional)
- Session Night: Group Presentation and Final Wrap-up (guidelines for written report)

Recommended Reading Materials & Web Resources:

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
 Amy Hansner, *Service Encounters: Class, Gender, and the Market for Social Distinction in Urban China*, Stanford University Press, 2008
 Jeffrey Wasserstrom, *Global Shanghai, 1850-2010 A History in Fragments*, Routledge, 2006
 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