

ESSCA in China



ESSCA Students in front of the Bund

In September 2006, ESSCA opened a centre in the heart of the 21st century new business capital, Shanghai, China. The location of Shanghai, as the 'dragonhead' of China's economic development gives ESSCA students the opportunity to comprehend the dynamics and complexity behind the world's second largest economy.

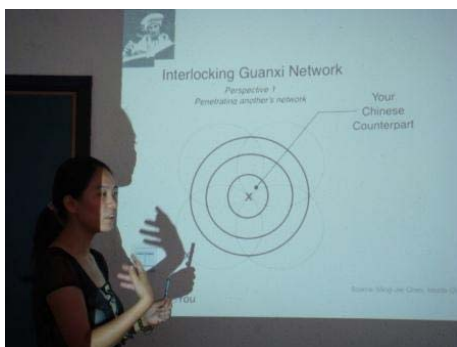
Teaching

Three academic programmes are currently offered in Shanghai the:

- Asian Business Semester (ABS),
- Shanghai Summer Programme (SSP)
- Shanghai Fall Semester (SFS).

ABS is a semester offered in the spring to both ESSCA and partner university students and focuses on marketing and supply chain management.

The SSP is an intensive summer course on 'Doing Business in China', which is also available for ESSCA as well as partner universities.



Guest lecture of Prof FENG Xiang, Shanghai Normal University



Lecture of Wei SHEN, from Le Monde

SFS is targeted at ESSCA students who wish to work in China during or after their studies and has a strong emphasis on the learning of Chinese language in addition to classes on China's economy and business/legal environment.

These programmes are designed exclusively by ESSCA faculty members and programme directors in order to ensure the integrity of ESSCA's degree programme. They are taught by ESSCA faculty as well as professors and practitioners from China and abroad including Shanghai Maritime University, Shanghai Normal University and China-Africa Business Council..

From 2009, ESSCA introduced the Asia Fellow programme which is aimed to enhance the teaching / research quality and international dimension of our programmes in Shanghai.

The first four fellows come from California State University (East Bay), Rotterdam School of Management (RSM), University of Leeds Business School and University of California Berkeley.

Furthermore, ESSCA's students also benefit from guest seminars from the business community such as InterauditAsia and Le Monde newspaper and at the same time interact with managers and staff during company visits. In the past few years, our students have visited General Motors (Buick), Coca-Cola, Port of Shanghai, Bao Steel.

In March 2009, ESSCA organised a study trip to Chinese companies and Yiwu Market in Zhejiang Province, which gave first-hand knowledge to the students on the impact of the financial crisis on the Chinese economy. This trip has received generous sponsorship from local companies such as Zhejiang Ai Le Group, Zhao Tong Real Estate Company, and SinoFrance.org.



Visit of Shanghai harbour

Research

ESSCA's Shanghai base serves as a platform for conducting research on contemporary China, its political, economic and social issues, as well as China's relations with France, Europe and the wider world. Past and current research includes China's talents mobility, international migration between China and Europe, Sino-France and Sino-Europe relations and Chinese companies' 'Go Global'.

The findings of our research have appeared in international (refereed) academic journals, chapters in edited volumes, and some were also featured in international newspapers and online channels (please refer to annex for details). ESSCA is actively seeking external funding for research to understand the emergence of China, for instance, ESSCA has jointly applied for the CO-REACH Pilot call in social science research in partnership with the University of Oxford and the Chinese Academy of Social Sciences (CASS) on a project entitled 'Immigrant China'. This September, ESSCA together with the support and co-sponsorship of the Asia-Europe Foundation (ASEF) will organise 'Asia Research Streams' at the 39th UACES (University Association of Contemporary European Studies) in Angers.

The newly developed Asia Fellows will also join forces with ESSCA faculty for joint research and publications. Meanwhile Professor Yi Jiang (California State University at East Bay, Asia Fellow 2009) and Professor Wei Shen are currently writing up a case study on the global strategy of a Chinese cashmere firm in France. Other research collaborators include Fudan University (Centre for European Studies), French Institute of International Relations (IFRI Centre Asie), Shanghai Normal University (Sino-Europe Centre for Comparative Urban Research), Loughborough University (GaWC - Globalization and World Cities Study Group & Network) and Fudan University (Centre for European Studies) in Shanghai.

Publications:

TAYLOR P J, NI P, SHEN W. et al (2009), "The way we were: command-and-control centres in the global space-economy on the eve of the 2008 geo-economic transition" *Environment and Planning A*

LE BAIL H., SHEN W. (2008), *Le retour des "cerveaux" en Chine : quel impact socio-politique ?*, *Asie. Visions n°11*, Institut français des relations internationales : Paris

LE BAIL H., SHEN W. (2008), *The Return of the "Brains" to China: What are the Social, Economic, and Political Impacts?* *Asie. Visions n°11*, French Institute of International Relations : Paris

SHEN W. (2008), *Made in France? Chinese Student Return Migration from French Business Schools*, Robert Schuman Centre for Advanced Studies Working Papers, MIREM-AR 2008/06, European University Institute: Florence

SHEN W. (2008), *In the Mood for Multilateralism? China's Evolving Global View*, Institut Français des Relations Internationales (IFRI), Working Paper, July
http://www.ifri.org/files/centre_asie/Chinamultilateralism.pdf

SHEN W. (2008), *Chinese Student Migration in Europe : A Migration That Nobody Objects To?*, in *Migrants and Markets – Perspectives from Economics and the Other Social Sciences*, ed. H. Kolb and H. Egbert, Amsterdam University Press, chapitre 8, pp. 147-167.

SHEN, W. (2008), « Auberge d'Europe » - Academic Mobility in the eyes of a foreign researcher, *Européenne Jeunes chercheurs en Europe conference de la Présidence Française à l'Union, Ministère de l'Enseignement supérieur et de la recherche, 20-21 Novembre 2008, Rennes, France*

Media

SHEN W. (2008), *Matière grise, la nouvelle révolution chinoise: collective beliefs engender their own realisation (interview)*, *Le Monde* 2, 28 septembre 2008.



Prof Yi JIANG, Asia Fellow, teaching in Asia

Link with the Corporate World

As a member of the French Chamber of Commerce in Shanghai, ESSCA has strong partnerships with French and other multinational corporations in China. Business executives from foreign and local companies give regular guest lectures for ESSCA programmes in Shanghai.

These guest lectures also serve as a platform for networking, which facilitates students' search for internship or employment opportunities in China.

Throughout the years, ESSCA students have successfully managed to transfer their academic



Visit to Coca Cola factory



Visit to Shanghai G.M.

knowledge to the real-life business practices during their employment in various sectors in China. Some of the current and past employers include:

- Andros
- Carrefour
- Cartier
- Dragonsourcing
- Etam
- French Touch
- Grapheos
- Publicis Events
- Sephora
- Societe Generale
- Sodexo

Student Facilities and Support

ESSCA and its partner ESAI, offer personalised and attentive support for students in Shanghai. The trilingual (Chinese, English and French) staff members assist students in from finding accommodation to booking a domestic train ticket. All classrooms are air- conditioned and equipped with advanced presentation and lecturing tools. There are also computing facilities and a faculty room onsite and wireless internet access are available in every classroom. Students will also find all compulsory reading materials and other reference publications which are needed for their study modules in the ESSCA library at ESAI. Further students, students will benefit from the extensive collection of Alliance Française and French Chamber of Commerce.



Group of Summer Programme students in Shanghai

Students' welfare is of great importance for us. Welcome and farewell dinners are arranged for each semester as well as other regular cultural events such as alumni dinner, excursions and museum visits. Students also have access to a 24hr hotline for any emergency or advices. ESAI also has a network of professional counsellors and medical personnel who are able to speak to the students in English, French and Chinese. Last not least, the city of Shanghai, as Asia's gateway city, offers students a safe and cosmopolitan living environment with ample opportunities for learning Chinese history and cultures, tasting Chinese cuisine, and other recreational activities.