



APPLIES TO ACADEMIC YEAR 2012/2013

ESP 5001 Doing Business in China

Programme

Responsible for the course

Rolv Petter Amdam

Department

Term

According to study plan

ECTS Credits

0

Language of instruction

Norwegian and english

Introduction

The Chinese market is one of the fastest growing markets in the world. This development has a strong influence on the global economy and will eventually have an effect on most companies. To successfully establish business in China has proven to be challenging for many multinational companies as well as for small and medium size enterprises. Knowledge about the Chinese economy and the ability to understand how to navigate in the Chinese business environment is therefore the key to success for any company today. Shanghai is probably one of the best places to experience the tremendous development that China goes through at the moment. This programme take place in Shanghai and is offered in cooperation with Fudan University in Shanghai. All lectures are held in English.

Learning outcome

The programme will give participants a unique opportunity to understand the magnitude of the recent changes in the Chinese society, and how these changes affect the business opportunities in today's China.

Prerequisites

Executive Short Programmes are primarily for executives, managers and specialists in the private and public sectors. The programmes are without formal admission requirements, but it is assumed that participants have a good combination of theoretical background and practical experience.

Compulsory reading

Recommended reading

Course outline

During the 5 days programme participants will meet experts and executives from China and Europe. Professors from the Fudan University will give lectures providing an opportunity to get an in-depth understanding of how to do business in China today.

- Chinese economy after the global financial crisis
- China's political role on the international arena
- The demographic challenges of China
- Chinese investments abroad

Through meetings, presentations and discussions with Chinese academics and managers, as well as with Western leaders with a long work experience in China, participants will get a opportunity to improve their understanding of today's business environment in China as well as the Chinese culture.

- Gain insight to the "Guanxi" (relationship) and networking secrets in China
- Negotiations
- Social meetings and networking with peers sharing your interest in China and with business leaders working in China
- The Chinese business culture
- Visits to industrial parks and companies; foreign-owned, joint-venture and Chinese companies.

Computer-based tools**Learning process and workload**

The course is conducted over 5 days. A total of about 40 hours.

Teaching is carried out with a combination of lectures, discussions and exercises.

Examination**Examination code(s)****Examination support materials****Re-sit examination****Additional information**