



Antai College of Economics & Management,
Shanghai Jiao Tong University

2016 Antai Global Summer School Course Description





Course Structure (two tracks)

3 Week Program:

- **5** academic sessions,
 - **3** corporate executive speaker sessions
 - **5** Chinese language classes
 - **3** company visits
 - **7 - 8** cultural exploration activities and **1 full day** out-of-city tour
 - Evaluation:
 - Final project presentation
 - Chinese language test
- 3 SJTU credits** upon successful graduation

Company visits and some academic sessions differ between undergrad and graduate tracks.



Program Components



Antai College of Economics & Management
Shanghai Jiao Tong University

ACADEMIC SESSIONS

CORPORATE IMMERSION

CULTURAL ACTIVITIES

CHINESE LANGUAGE

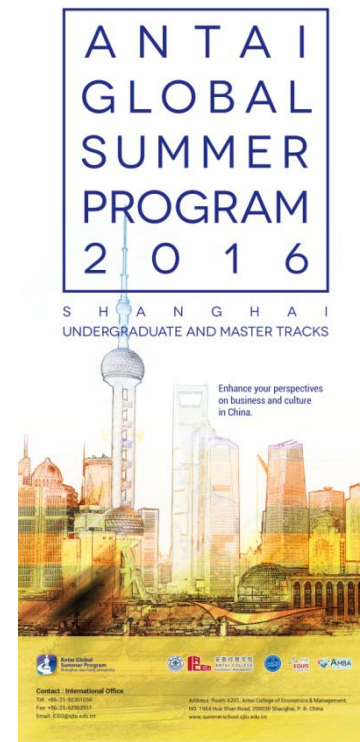




4 Academic Sessions and 6 Executive sessions

“Sample sessions of 2016”

- *Taught by Antai Faculty:*
 - ① Big Data (for both track)
 - ② When The World Comes to China: Social, Cultural and Economic Issues and Opportunities 1 & 2 (for both track)
 - ③ Supply China Management in China (for undergraduate track)
 - ④ Environmental Challenges and Policy Responses in China (for undergraduate track)
- *Delivered by Executive Speakers:*
 - ① Travel in China (for both track)
 - ② Cross-cultural Communication (for both track)
 - ③ How MNCs succeeded and failed in China (for both track)
 - ④ China's Economy (for both track)
 - ⑤ Innovation in China and Case Study Intro (for graduate track)
 - ⑥ Supply Chain Management in China (for graduate track)





Corporate Immersion

Company Visits in 2016 program

- Participants will spend 3 half-days visiting **3 leading companies** in various industries. This is aimed at helping students to get a “flavor” of the business environment in the Chinese market and a basic understanding of Chinese entrepreneurship.

- Undergraduates will visit:*

BBDO

3M

IBM®

- Graduates will visit:*

SHANGHAI
CIRCUIT



Coca-Cola
可口可乐®



Cultural activities

- We designed plenty of cultural activities and experience-sharing, which will help you to have a deeper understanding about China, which is beyond that you know at your home countries by TV and Magazines.

- ***Travelling in China experience-sharing***
- ***China Tea-tasting***
- ***Pottery Making***
- ***Chinese cooking class***
- ***Chinese calligraphy practices (for undergraduates)***
- ***Acrobatics show***
- ***City exploration and Old-town tour***





5 Chinese language sessions

“Language training”

- This course is intended to train the communication skills of foreign students by focusing on topics closely related to their life, study and work in China. The course is scheduled for 5 half-day sessions in 3 weeks with total 12 credit hours.

Three levels:

- Level 1: Elementary (3 classes)
- Level 2: Intermediate
- Level 3: Advanced

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Undergraduate Assignment

“You are the Embassy Leaders!”



Assignment Overview (Undergraduate)

- A chance to integrate your learning
- Pretend that you are the ambassador and top embassy staff, from your country
- Present observations and recommendations to guide your country's interaction with China in the coming decade



Graduate Assignment



Project Case: A Risky Decision for a New CEO

Ms. Price, the recently appointed CEO of “Maxximum” a large discount clothing retail chain, is chairing an important Board meeting that will decide the future of the business.....

CASE QUESTIONS:

1. Should Maxximum move into online sales? Why or why not?
2. If going online, what approach to online sales would your team suggest? How should they enter this new channel and what are their risks?
3. If staying with physical retail, how can Maxximum continue to grow in China?

Week 1

Monday, July 4



Antai College of Economics & Management
Shanghai Jiao Tong University

09:00

Opening Ceremony

10:00

Orientation by Phil Wang



10:30 – 11:30

Campus Walk and Group Photo (Xuhui Campus)

Xuhui campus is the place where Shanghai Jiao Tong University was established in 1896 as Nan Yang Public School.



15:00

Visit Lujiazui (the hot visiting place to merge the fashion to classic)

18:00

Welcome Dinner in (颐和四季) at Xin Tian Di



Week 1

Tuesday, July 5



Antai College of Economics & Management
Shanghai Jiao Tong University



09:00-12:00

Guest speech: Travelling in China

Speaker: Graham Earnshaw

CEO of SinoMedia Ltd and Publisher of China Economic Review and Earnshaw Books. He has lived and worked in Hong Kong, Beijing and Shanghai for two decades.

He speaks fluent Mandarin and Cantonese.



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汉语

13:30-16:30

Chinese Language Course 1

(elementary/intermediate/advanced)





09:00-12:00

Executive Session: Cross-cultural Communication

Instructor: GUO, Haicheng (Henry)

10 year CEO for German F500 company China subsidiary, 18 years multi-cultural related work, 5 year EMBA teaching experience.

14:30-16:00

Company Visit1: Shanghai International Circuit Co. Ltd. (Undergraduate Track)



14:30-16:00

Company Visit 1: BBDO (Graduate Track)



BBDO is a worldwide [advertising agency](#) network, with its headquarters in [New York City](#). Today, BBDO Worldwide is 15,000 people in 289 agencies across 81 countries.





13:30-16:30

Academic Session:
How MNCs succeeded and failed in China

Instructor: Francis Bassolino

Francis Bassolino is Founder and Managing Partner of Alaris, a management consultancy based in Shanghai.

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13:30-16:30

Chinese Language Course 2
(elementary/intermediate/advanced)



Week 1

Friday, July 8



Antai College of Economics & Management
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9:00-11:00

**Sightseeing:
Visit the Yu Garden & the Bund**



14:00-17:00

**Culture Activity 1:
Pottery Making**



19:00-21:00

Huangpu River Cruiser with dinner on boat

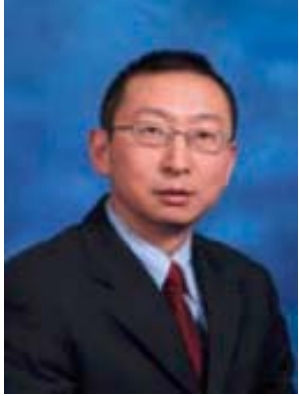


Week 2

Monday, July 11



Antai College of Economics & Management
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09:00-12:00

Academic Session: Big Data

Instructor: Jiang, Wei

Professor and Head of Operations Management
Antai College of Economics and Management

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13:30-16:30

Chinese Language Course 3

(elementary/intermediate/advanced)





09:00-12:00
Academic Session:
China's Economy



Instructor: Chen, Baizhu
Professor of Clinical Finance and Business Economics at
Marshall School of Business at University of Southern California

13:00-16:00
Company Visit 2: GE (Undergraduate Track)
General Electric (GE) is an American [multinational conglomerate](#)
corporation incorporated in [New York](#), and headquartered in [Fairfield,](#)
[Connecticut](#).



13:00-16:00
Company Visit 2: 3M (Graduate Track)
The **3M Company**, formerly known as the **Minnesota Mining and
Manufacturing Company** (1902–2002), is an American [multinational
conglomerate](#) corporation based in [Maplewood,](#) [Minnesota](#), a suburb of [St.
Paul](#).





09:00-12:00, 13:30-16:30

Academic Session 4 & 5: *When The World Comes to China: Social, Political, Cultural and Economic Issues and Opportunities 1 & 2*

Lecturer: Mr. John D. Van Fleet

Assistant Dean, Marshall School of Business, University of Southern California, and Executive Director of the Global Executive MBA in Shanghai (GEMBA). His Asia career spans ten years in Japan (1991-2000) and eleven in China (to present). He has extensive experience throughout the region in education, business development, operations and marketing.

Learning Goals:

- Understand the relevant environment affecting success when dealing with China, whether business or personal.
- Learn from examples how to be more effective in dealing with China.

Wuzhen ([simplified Chinese](#): 乌镇; [traditional Chinese](#): 烏鎮; [pinyin](#): *Wūzhèn*, *Wu*: Whu-tsen lit. "Wu Town") is a historic scenic town, part of [Tongxiang](#), located in northern [Zhejiang Province, China](#). It lies within the triangle formed by [Hangzhou](#), [Suzhou](#) and [Shanghai](#). Covering an area of 71.19 km² (27.49 sq mi), Wuzhen has a total population of 60,000, of which 12,000 are permanent residents. Wuzhen is the permanent host place of the [World Internet Conference](#) since 2014

Week 2

Wednesday, July 14



Antai College of Economics & Management
Shanghai Jiao Tong University

10:30-15:00

Sightseeing with lunch:

Full-day excursion to Wuzhen (an old town, featuring ancient Chinese architectures)

Wuzhen is a historic scenic town, part of [Tongxiang](#), located in northern [Zhejiang Province, China](#). It lies within the triangle formed by [Hangzhou](#), [Suzhou](#) and [Shanghai](#). Wuzhen is the permanent host place of the [World Internet Conference](#) since 2014.





9:00-12:00

Academic session:

Supply China Manage in China (Undergraduate Track)

Instructor: Prof. WAN Guohua

Prof. Wan is Associate Dean of Antai College. His research interest is Operations Strategy and management, Information System Management.

14:00-16:00

Culture Activity 2: Tea Making





9:30-11:30

Company Visit 3:
Coca Cola (Undergraduate Track)



09:00-12:00

Academic Session:
Innovation in China and Case Study Intro (Graduate Track)

Instructor: Marty Daffner

With over 20 years of experience driving innovation and building in organizations with firms. In 2006, Martin relocated to China to start up the Asia Pacific Innovation Center for a Fortune 500 company.



Week 3

Tuesday, July 19



Antai College of Economics & Management
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9:00-12:00

Learn and Practice Chinese Calligraphy

Undergraduate Track



Company visit 3 (Graduate Track)

IBM

13:30-16:30

**Chinese Language Course 4
(elementary/intermediate/advanced)**

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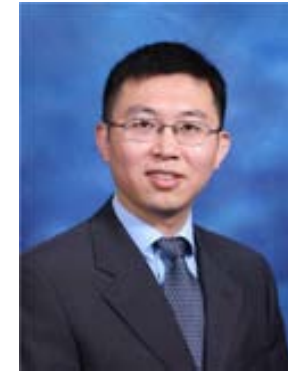




09:00-12:00

Academic Session: Global Enterprises and Sustainable Development (Undergraduate Track)

Instructor: Yin Haitao



Academic Session: Supply Chain Management in China (Graduate Track)

Instructor: Helena Shen

14:00-16:00

Culture Activity 3: Steamed Buns making(小笼包)



19:30-21:00

Culture Activity: Acrobatics Show: "ERA – Intersection of Time"





漢語 汉语

09:00-12:00

Chinese Language Course 5
(elementary/intermediate/advanced)

13:30-14:30

Chinese Language Test

14:30-16:30

Final Presentation Preparation Time





09:00-12:00 (Undergraduate Track)

**Final Evaluation
(Project Presentation)**

Evaluation by: John Van Fleet

9:00-12:00 (Graduate Track)

**Final Evaluation
(Project Presentation)**

Evaluation by: Marty Daffne





14:00-15:00

**Graduation Ceremony
& Certificate Awarding**



18:00-20:00

Graduation Dinner
(Crowne Plaza, buffet, casual dress)

