



# Business and Innovation in China

## Nordic Centre Summer Course 2024

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July 1 – July 12, 2024  
Shanghai, China  
[www.nordiccentre.net](http://www.nordiccentre.net)

# 欢迎 Welcome to the Nordic Centre Summer Course!

The Nordic Centre Summer Course *Business and Innovation in China* is an intensive course for MA-level students at member universities of Nordic Centre.

The course is designed to provide Nordic students with an opportunity to gain insight into the exciting and ever-changing business world in China. The course is intended for students with little or no previous knowledge about China, but those familiar with China are also very welcome to take part. Whether you are interested in China for work, further studies or simply because of a general interest in a country of immense global importance, the course has something to offer you.

The course includes academic lectures, practitioners' guest talks, company visits, teamwork exercises as well as individual assignments through which the course takes its participants on an exciting journey full of discoveries about China and what doing business and innovation here involves. This journey will lead through theory and practice of various organizational levels, business processes and complex contexts surrounding them.

Due to the Covid-19 pandemic, in 2020 and 2021 the course was held entirely online, and in 2022 it was hosted by the University of Gothenburg in Sweden. In 2023, for the first time since 2019, the course returned to Shanghai.

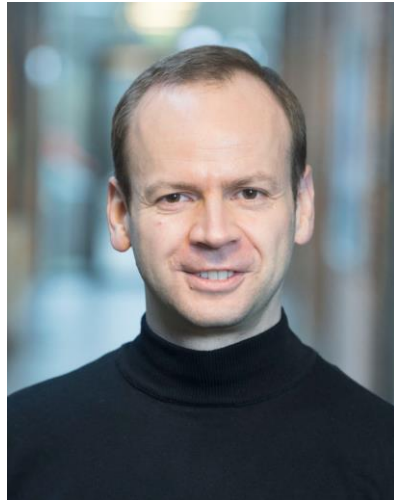
**In 2024, we are thrilled to organize the course again on-site in Shanghai!**



# Organizing Team



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Nordic Centre



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Nordic Centre

# Course Profile

- **Period:** July 1 – July 12, 2024
- **Level:** Graduate\*
- **ECTS:** 5 (depending on each university's policies)
- **Participation fee:** 1000 RMB (app. 140 EUR)

The course includes academic lectures, practitioners' guest talks, company visits, teamwork as well as individual assignments

\* - The course is designed for Master level students, but graduating Bachelor students may also be enrolled



# Course Aim, Context and Learning Objectives

The aim of the course is to introduce the students to the basic principles of business and innovation in China.

Over the past few decades, China has experienced a tremendous economic growth and transformation. Initially, these developments were driven by manufacturing, establishing China as the 'factory of the world' as well as the largest exporter of manufactured goods. More recently, the Chinese policies have shifted the focus towards a knowledge economy and innovation-based growth. While maintaining its leadership in supply chain excellence, China has attracted innovation-related investment on a large scale, and the country is clearly emerging as a promising hub of innovation. The growing domestic market also has a great potential for Chinese and international companies, with innovation being a vital key to success in this extremely competitive and dynamic environment.

Following the successful completion of the module, the students will:

- Develop an understanding of the evolution of business and economy in China after 1980,
- Understand innovation as a core business process and will gain insights into its routines, measures and models,
- Be able to position core business processes (including innovation) in the dynamic context of modern China,
- Gain insights into the local business culture and the Chinese consumer needs,
- Develop the ability and confidence in evaluating and implementing solutions relevant for the Chinese market.

# Course Activities and Materials

Learning activities of the course balance a theoretical foundation with engaging students in supervised practice. This balance between theory and practice in the course is sought through a variety of interactive activities of the course, including:

- Approx. 45 hours of lectures/presentations/ company visits
- Work on course assignments in cross-cultural and cross-disciplinary groups
- Pitching of business idea by groups
- Supervision offered by instructors
- Social activities
- Study trips to neighbouring cities (e.g. Hangzhou and/or Suzhou)

The sessions of the course are designed around numerous reflection rounds and exercises that help the student to connect theoretical insights to action. All activities of the course are based on the real-life cases of companies (including both Western companies operating China as well Chinese companies seeking to establish their activities outside China).

The course materials comprise a compendium of articles, cases and book chapters (app. 300-400 pages). Details will be distributed to the participants in advance before the beginning of the course.



# Study Trip

In addition to the course activities in Shanghai, an overnight study trip is planned to another city, with strong contenders being Hangzhou and Suzhou\*. Both of these iconic destinations have been featured in previous editions of the course, providing numerous enriching academic and cultural experiences.

The capital of China's Zhejiang province, Hangzhou boasts its rich history and scenic spots including the ancient Grand Canal waterway, which originates in Beijing, its West Lake, celebrated by poets and artists since the 9th century, temples, pavilions, gardens and arched bridges. But most importantly Hangzhou is also a hometown of many prominent innovative Chinese brands, including Alibaba, Hikvision, Geely.

Suzhou, renowned for its classical gardens, ancient canals, and traditional architecture, offers a glimpse into China's historical elegance. The city, often referred to as the "Venice of the East," boasts a tranquil ambiance, showcasing its UNESCO-listed gardens, historic water towns, and silk industry heritage. Exploring Suzhou provides a unique opportunity to witness the harmony between tradition and innovation, making it a compelling destination for our study trip.

\* - the decision about the destination of the study trip will be made in spring 2024 based on the final programme constellation



# Shanghai



With 25 million people, Shanghai is China's most populous city and one of the largest in the world. Shanghai is one of the world's major centers for finance, business and economics, research, education, science and technology, manufacturing, tourism, culture and art.

Shanghai is a unique combination of the past, present and the future, the East and the West – with a history spanning over thousands of years, unique European heritage and position as a center for finance and innovation, Shanghai is unlike any other city in China – or the world.



# Alumni Comments about the Course

- ” Very interesting course that combines not only insights of Chinese market, but also Chinese culture and global perspective on innovation development.”
- ” If you are interested in China and how they do business and innovation, this course will definitely be useful.”
- ” I will most definitely recommend the course to other students! This is a great way to spend 2 weeks of your holiday and really learn about several aspects of China.”
- ” This is one of the best courses that I've taken. It had a lot of depth and it proved to be very insightful for my desired career as a Business Analyst.”
- ” Thank you for the past two weeks, it's been great! I can honestly say that I have learned more throughout this two-week intensive course than I have for several subjects I have completed. I really enjoyed your presence and you made me feel appreciated. I also very much enjoyed the fact that all the teachers were excited to hear our opinions and were also eager to learn more from the guest lecturers. It made the whole learning experience complete.”

# Fees, Visas, International Travel and Accommodation

- **Participation fee:** 1000 RMB (app. 140 EUR).
- **Visa:** Invitation letter for your visa (type F) to China will be issued by the Nordic Centre.
- **International Travel and Accommodation:** Flights and accommodation in Shanghai should be arranged by each student themselves. After your application has been approved, we will provide some practical tips and suggestions for accommodation, and you can always contact the Nordic Centre staff for more help.



# How to apply?



2019 Sino-Nordic "Internet +" College Students Innovation and Entrepreneurship Forum Business idea pitching competition.

The course is designed for Master level students, but graduating Bachelor students may also be enrolled.

Each Nordic Centre member university (see the list of members on the last page) can nominate 3 students for the course.

You apply through your university's international office. Contact them for YOUR application deadline.

## Timeline *after* applying

Deadline for the universities to submit nominations:

**March 1, 2024**

Admission is confirmed by:

**March 29, 2024**

Distribution of reading list:

**Mid-May 2024**

**The course dates:**

**July 1-July 12, 2024**

Oral presentations of group work assignments of the course:

**July 12, 2024**

Deadline for submitting individual written course assignment:

**September 1, 2024**

Evaluation of assignments and sending out course diplomas:

**Mid-September 2024**

## Nordic Centre

The Nordic Centre, established in 1995, functions as a hub connecting its 26 Nordic member universities and research institutions to Fudan University. Its mission is to facilitate research cooperation and student exchange, and to collaborate with Shanghai-based Nordic companies and national representations. The Nordic Centre is located on the main campus of Fudan University.

FOR MORE INFO:

[www.nordiccentre.net](http://www.nordiccentre.net) , [www.facebook.com/nordiccentre.fudan](https://www.facebook.com/nordiccentre.fudan)

## Fudan University

Fudan University, established in 1905, is one of the leading universities in China. It is a comprehensive university with a very strong tradition, especially in the humanities and social sciences. Fudan was also among the first higher education institutions in China to establish a management school. Today, Fudan also has one of China's best medical schools and is leading in life sciences.

FOR MORE INFO: [www.fudan.edu.cn/en](http://www.fudan.edu.cn/en)



Guanghua Towers at Fudan University



# Members of the Nordic Centre

## DENMARK

Aalborg University  
University of Aarhus  
University of Copenhagen  
University of Southern Denmark

## FINLAND

HANKEN School of Economics  
University of Eastern Finland  
University of Lapland  
University of Helsinki  
University of Tampere  
University of Turku

## ICELAND

University of Iceland

## SWEDEN

University of Gothenburg  
Lund University  
Stockholm University

## NORDIC

NIAS – Nordic Institute  
of Asian Studies



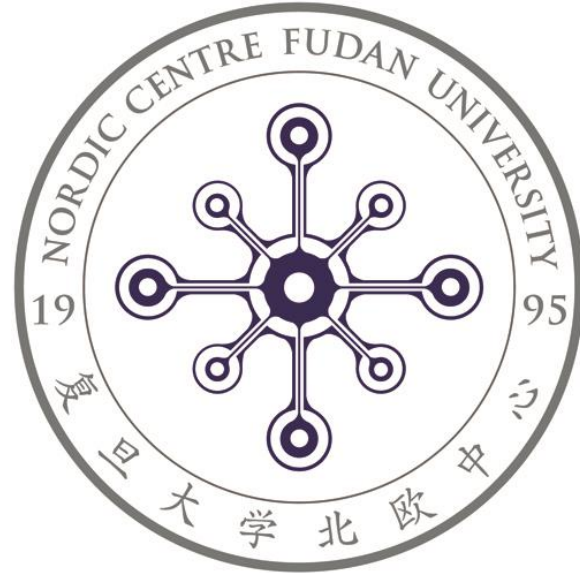
## NORWAY

NHH Norwegian School of Economics  
BI Norwegian Business School  
Norwegian University of Science & Technology  
University of Bergen  
University of Oslo  
Oslo Metropolitan University

## CHINA

Fudan University  
Ocean University of China  
Xi'an Jiaotong-Liverpool University

# QUESTIONS?



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