



**Antai Global
Summer Program**
Shanghai Jiao Tong University



安泰经管学院
ANTAI COLLEGE
Economics · Management

Shanghai Jiao Tong University Antai Global Summer Program Course Overview

Program Dates

Sessions	Dates
May Session	May 14 (Sun) to June 2 (Fri), 2017
July Session	July 2 (Sun) to July 21 (Fri), 2017

***Organized by the International Office of Antai College of
Economics & Management***



Course Structure

Sessions	Credit Hours	SJTU Credits
Academic sessions	34	2
Executive Speaker Sessions	8	
Company visits	8	
Cultural seminar & activities	10	1
Chinese language course	15	
Total	75	3

Academic Sessions:

1. China's Economy: Dr. Chen Baizhu
2. Corporate Strategies of Chinese firms: Dr. Lu Wei
3. Big Data Analytics for Operations: Dr. Jiang Wei
4. Manufacturing and Supply Chains in China: Dr. Wan Guohua
5. Environmental Economics: Dr. Yin Haitao
6. Social, Cultural, Economic issues and opportunities: John Van Fleet

Executive Speaker Sessions:

7. Cross-cultural Communication: Henry Guo
8. Driving Innovations in China: Martin Daffner
9. Multinationals: Successes and failures in China: Steven Yuan

Academic Evaluation: Team project

Chinese Language Class

Course: China's Economy

Instructor: Dr. Baizhu Chen

**Professor of Finance & Business Economics, Marshall School of Business,
University of Southern California**

**Academic Director, GEMBA, Marshall School of Business and Antai School
of Management**

Research areas: Corporate Finance

This session will present the current economic and political environment in China. We will use two cases to demonstrate how firms react to the policy and environment change. The purpose of this session is not to focus on any particular subject, but rather to integrate all relevant subjects learnt in your own programs, such as economics, strategy, marketing, etc., in a real situation in China.

Course: Corporate Strategies of Chinese Firms

Instructor: Dr. Lu Wei

**Professor of Marketing Department, Antai College of Economics and
Management, Shanghai Jiao Tong University**

Research areas: Marketing, Strategy Management, Precision Marketing

This session intends to introduce the history of Chinese Enterprise Strategy, analyze the current situation of Chinese Enterprise Strategy, discuss the challenges and problems in today's Chinese Enterprise Strategy, and explore the future developing directions and trends of Chinese Enterprise Strategy.

This course tries to develop students' comprehensive sense of enterprise strategy management with a fresh look and vision from a brand new perspective which is different from traditional teaching ways.

Course: Big Data Analytics for Operations

Instructor: Dr. Jiang Wei

**Distinguished Professor of Management Science, Antai College of
Economics and Management, Shanghai Jiao Tong University**

**Research areas: big data and business analytics, data quality and risk
management, logistics and supply chain management.**

This short module will review the emerging trend of big data and analytics. The impacts of big data technologies will be elaborated from operations and supply chain excellence perspectives. Data-driven decision making principles and practices are discussed to highlight insights for business decision makings in the new era of big data.

Course: Manufacturing and Supply Chains in China

Instructor: Dr. Wan Guohua

**Professor of Management Science, Antai College of Economics and
Management, Shanghai Jiao Tong University**

**Research areas: Operations Management and Strategy
Information Systems and Management**

This session intends to introduce China's manufacturing industry development in different sectors, different regions, different times, its impact on China's economy, as well as the challenges and future development.

The course will also introduce the supply chains development over the course of the past decades, with comparisons to other big economies.

Course: Environmental Economics

Instructor: Dr. Yin Haitao

**Associate Professor, Antai College of Economics and Management,
Shanghai Jiao Tong University**

**Research interests: Environmental Economics and Policy; Energy Economics
and Policy**

This lecture is designed to inspire the students to think about the environmental challenges in China and how these challenges could shape the future development of China. Active participation in discussions is expected. Key questions to discuss:

- Environmental Challenges in China
- Policy Responses to Environmental Challenges in China
- Business implications

**Course: When the World Comes to China: Social, Cultural,
Economic Issues and Opportunities 1, 2**
Instructor: Mr. John Van Fleet

**Asst. Dean, Marshall School of Business, University of Southern California;
Exec. Director, Global Executive MBA in Shanghai**

With the world's attention increasingly turning to China, we see more and more of the world's people, particularly business people, coming here—to develop their careers, and their companies. In this component of the Global Summer School Program, we will look at many the social, political, cultural and economic issues and opportunities in today's China, and particularly work to combat some of the erroneous images of China that appear (and reappear) in Western media. We'll frame the discussion around a number of key questions, which we'll attempt to answer with many modern examples and in a multimedia format—plenty of graphics, including video.

Course: Cross-cultural Communication

Instructor: Mr. Henry Guo

**CEO of a leading German company China branch;
Honored graduate and Dual Degree EMBA, Euromed Marseille Ecole de
Management, Antai College of Economics and Management, Shanghai Jiao
Tong University**

The course is designed for experienced or not experienced Westerners who have the intentions to do business with Chinese or start some business communication in Asia to understand the logics behind Chinese/Eastern behaviors and master a good index for the complexity within 3 hours.

The participants will learn the ways of wielding principle based practical psychologies and effective daily cross culture communication skills as solid basis.

Course: Driving Innovation in China

Instructor: Mr. Martin Daffner

Director of Avery Dennison's Asia Pacific of Engineering and Innovation

In this course, you will learn frameworks, innovation enablers and leadership skills needed to drive innovation in emerging markets and specifically China. Participants in the course will discover the most common strategies of successful innovation programs in China, understand the cultural enablers and disablers to innovation that are specific to some Asian cultures, and learn the five factors that are critical to the success of any innovation capability development program.

You will also learn methods and techniques used by leading innovation management consulting firms to address growth issues

Course: Multinationals – Successes and Failures in China

Instructor: Mr. Steven Yuan

Project Manager and Knowledge Expert of Boston Consulting Group

China's economic advance in the last three decades has been the most important economic phenomenon of our time. Every business seems to be concerned with China – as a market, a supplier, or a competitor. For many multinationals, China has been ‘the billion dollar aspiration’— many have been drawn by its 1.3 billion consumers, untapped market opportunities and sustained GDP growth. Over the past 3 decades, foreign companies invested more in China than in any other market outside the US. Many have lost or written off their investments; but others have also been very successful.

This course is designed to help you understand some important realities about the China market; and via case studies of both successful and failed foreign ventures, prepare you to participate in and manage this tough but potentially lucrative market.

Evaluation: Team Project

Project 1: You Are the Embassy Leaders

- 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

Project 2: A Risky Decision for a New CEO (case study)

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



Evaluation Criteria

	Diagnosis and analysis (30%)	Application of theory/concepts (20%)	Recommendation (10%)	Presentation and structure (40%)
Not good enough	Incomplete analysis and/or lack of rigor	No evidence of application of theory/concepts	Weak recommendation, infeasible or inadequate justification	Logic and rationale is unclear or difficult for audience to follow
Good enough	Accurate analysis. Most aspects covered.	Some relevant application of theory/concepts	Realistic and justified recommendation	Logic and rationale is initially confusing but later more clear
Superior	Rigorous and justified analysis	Relevant and perceptive application of theory/concepts	Creative and powerful recommendation	Excellent report, logically structured, easy for audience to follow and requires no questions to understand your teams position and recommendation

Evaluation Notes

- ✓ Completion of a final evaluation project in form of team work is required to graduate from the program.
- ✓ Three SJTU Credits is generally equivalent of 7-8 ECTS credits, but the student's home institution is the authority to determine how many credits shall be transferred to the student. Transcript is provided to the student or the home institution as requested.

Chinese Language Class

Instructor: Yiming Zhao, Wei Xiao, Yiqi Yu

Course Description:

The Chinese language class is designed to introduce basic knowledge about Chinese language and culture. Participants will not only be exposed to authentic language contexts, but also to situations where their abilities to use the Chinese language to do creative dialogues. All the learning materials chosen reflect the value system, traditions, daily life, social development and business oriented conversations of the current Chinese society.

Course Objective:

By the end of the program, participants will be able to use their Chinese language skills to conduct conversations on daily life, including greetings, buying products, transportations, as well as business topics, such as at a bank, real estate, marketing, advertisement, corporation cultures, etc.

Meanwhile, participants will have the basic knowledge of how to further their Chinese language study by themselves in their future development in China.

Chinese Language Class

Instructor: Yiming Zhao, Wei Xiao, Yiqi Yu

Course Requirements:

Attendance: Attendance and punctuality are required. Up to one third of total teaching hours' absence will be allowed. Up to three class-hours absence will be allowed without taking off points.

Participation: Students are expected to participate in class discussions, make informal presentations to the class, work in small groups, do peer-reviews, and ask questions.

Final Exam: Each student is required to finish a conversation (spoken)-based final exam covering the topics been discussed during class.

Grading Policy

Attendance and participation: 40%

Final examination: 60%



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