

NEW DECADE of CHINA IMPACT

*Custom Immersion Programs
School of Management
Fudan University*

IN THIS 2019 EDITION:

- China business updates
- How we study China Impact with visiting students
- 2020: create business opportunities and cultural understanding with China.



2019 Program Recap:

- 47 programs with 16 countries and regions
- 2,000+ students, faculty/staff, and corporate employees upgraded their management thinking and skills
- **BEYOND Summer & Winter** changed almost 100 participants' mindset on doing business in/with China.

CHINA 2019

2019 is the year livestreaming transformed e-commerce in China, the year that China went to war on garbage, and the year Chinese tech ambitions faced challenges, changes, and even charges.

In just the automobile industry, we have witnessed so many new developments such as rapid growth of green vehicles, Tesla's new factory in Shanghai, and that self-driving cars are steering

China's automotive industry into the fast lane.

Let alone retail. One of our alumni speakers remarked, "in a big supermarket, 80% of the sales are made up by long-tail products, like big bottles of water or pet food. But nowadays you can so easily buy this online in China, so this is now a waste of very expensive retail space; it cannot even pay for the rent. So the future is very small unmanned convenience stores".



Immersive Study in Shanghai

Chinese business environment is complex and Chinese economy is "hybrid" with emerging market and industrialized economy.

We study the complexity of Chinese business from immersive perspectives and collaborate with leading faculty and experts in the field, so that we could deliver the right program with the right instructor with the most updated content.

In 2019, we developed new topics and partnered with

companies in the industries. Some of the highlights are:

- Healthcare system and reform in China with a visit to leading hospitals;
- AI application and unmanned convenience store visit;
- JD.com Asia No.1 and digital supply chain management;
- Alibaba HQ and experience the Smart City of Hangzhou
- Green industry and how China incentivizes e-car

How do we study the current China?

In-class Courses and Discussions with most updated content to frame the learning with theories and a refreshed mindset to study China.

Faculty-led Visits make up the most valuable component for students to dialogue with practitioners and hear about entrepreneurs' lived experience.

Peer Learning is a HUGE part of our program. We leverage each student's knowledge and experience within the group (i.e. Panel of Peers) and we organize networking events with Fudan students and alumni for local insights.

Cultural Immersion incorporated in the entire experience with local meals, intercultural business etiquettes, traditional arts, and cultural tours.





“It was a great adventure of learning about business and about each other, with kindness and tolerance in spite of our diversity and different backgrounds.”

–BEYOND 2019 Winter participant

BEYOND Summer & Winter 2019

54 students from 22 countries added to **BEYOND Summer** storylines. *Innovative China & Digital Entrepreneurship* looked into the cutting-edge businesses and their innovative approaches that most effectively connect with human consumers. We took a day-trip to Alibaba Headquarter in Hangzhou, visited Hupan University in how enterprises educate the next generation of unicorns, Tencent WeStart on tech eco-system, and Anlaiye on-campus platform

on how an actual startup can now globalize itself.

Glocalization in China - Visits to Google, Huawei, XNode, Le Wagon, AdvanTech, AstraZeneca, and sessions covering e-commerce, foreign investment, legal, and artificial intelligence: this is what 13 selected participants from 9 countries representing 10 industries went through in 7 intense days in **BEYOND Winter**, first edition of FDSM International Winter School.

THE YEAR AHEAD: 2020

CUSTOM PROGRAMS

Want to organize an academic and cultural trip to Shanghai for your students, researchers, or faculty/staff members? **Doing**

Business in China is an immersive experience with tailor-made schedule of one-day, one-week, or several months of understanding the most current China and Chinese businesses.

Signature topics include digital transformation, e-commerce supply chain management, Chinese leadership style and talent management, innovation and entrepreneurship in China.

Along with **visits to global leading companies**, such as Huawei, Alibaba, Tencent and dialogues with the most vibrant startup communities, over 20,000 participants from all over the world have upgraded their management thinking and skills with us.

BEYOND Open for Registration!

Take advantage of your summer and make a trip to China! We welcome individual students from partner schools and young professionals to join for an intensive and themed topic that will move you beyond.

BEYOND offers a local learning and global connection with transferrable credits.

JULY 2020 Summer Program

THEME:
Innovative China & Digital Entrepreneurship

TIME:
July 7-17 (10 working days)

FEE:
1,800 USD

CREDIT:
3 transferable credits with transcripts

“I came to China knowing little, but now I know that I know even less. There’s the idea that Chinese don’t innovate but this week has certainly taught me otherwise.”

- Brendan, 2019 participant from Canada





CONTACT US

Mr. Roger Chen

Or

Ms. Joy Pan

*Rm 803, Li Dasan Building
670 Guoshun Rd.
Shanghai, China*

PHONE:

0086 (21) 2501 1032

E-MAIL:

shortcourse@fudan.edu.cn

We're on the Web!

See us at:

<https://www.fdsm.fudan.edu.cn/En/>