

# Doing Business in the Changing China

(Course for Nordic Students)

The Nordic Centre,  
Fudan University, Shanghai 8-13 April 2007



## “Doing Business in the Changing China”

Teacher: Dr Tony Fang, (PhD in International Business, Linköping University, Sweden), Associate Professor at Stockholm University and Visiting Associate Professor, Copenhagen Business School.

Literature: To be announced

Place: Nordic Centre, Fudan University, Shanghai

**This course is intended for university students registered in a Nordic Centre Member university, irrespective of their areas of specialization. The course is free of charge but the participants will need to cover travel, accommodation and teaching materials.**

Students should have a profound interest in and some knowledge about China prior to taking this course.

Maximum number of participants: 30

**Application deadline: 20 February 2007**

### Wish to attend?

Please send the application form to [info@nordiccentre.org](mailto:info@nordiccentre.org) before 20 February 2007. Participants will be selected based on their motivation, educational background and experience. There will be kept a balance between the Nordic countries and our 23 Nordic member universities.

See also [www.nordiccentre.org](http://www.nordiccentre.org)



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## **Preliminary Programme:**

### **Sunday 8 April**

Afternoon: Welcoming Meeting

Presentation of course objective and participants' background and motivation

Introductory lecture  
18:00- Welcome dinner

### **Monday 9 April**

**Keynote speech:** Chinese politics, economy, and societal development from a regional perspective

#### **The hidden logic of Chinese politics and economy**

Why is the world's largest capitalism taking place in the world's largest communism?

The coming collapse of China?

Foreign direct investment (FDI) in China

Potential risks

China at the crossroads

#### **China: "The Industrial Hollywood"**

Chinese economy: Historical reflections

The founding of "The New China"

"Made in China": From low-cost sourcing to R&D sourcing. Regional differences, buying behavior and behavioral traits

### **Special business conditions in China**

Philosophical foundation of Chinese thinking

Decoding the black box of Chinese business behaviour

A practical model of Chinese business culture

The PRC condition, Confucianism and Chinese stratagems: *Guanxi*, *mianzi*, *xinren*, and *bianhua*

Discussions

### **Tuesday 10 April**

#### **The branding revolution in China**

"Made in China": Chinese brands

Case studies

Chinese firms go global

#### **Intellectual property rights (IPRs) in China**

Theoretical framework

Anti-counterfeit strategy and tactics

Implications for Scandinavian firms in China

Company Visit

### **Wednesday 11 April**

Company Visits

Mid-Course Dinner



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## **Thursday 12 April**

### **Negotiating with the Chinese**

The “3-in-1” model

Four behavioral roles of the Chinese negotiator

Purchasing vs. sales negotiation

Let the Chinese party gain!

How to deal with re-negotiation

How to avoid corruption

Drinking as a strategy to build up trust!

The changing success and failure factors in negotiating business in China. Case study: “If you honor me a foot, I will honor you ten feet in return.”

### **Communicating with the Chinese**

Business etiquette and taboos in China

How to say “No” to the Chinese

How to thank the Chinese depending on situations

Gender issues

### **Human resources management (HRM) in China**

The consequences of rapid expansions

Personnel turnover of Nordic firms in China

Developing corporate culture and leadership in your local Chinese organization

Corporate training

### **The changing China and new lifestyles**

The new values in today’s Chinese society

The declining importance of guanxi?

Branding and communication

A small business perspective

IKEA in China: How not to be shattered by cultural differences!

### **Corporate social responsibility in China**

Why CSR in China? Human rights, labor standard and corporate code of behavior in production lines in China. Suggestions for improvement

Discussions: “Sourcing ethically in China?”

## **Friday 13 April**

Time for self-study

Panel discussions: Critical issues in doing business in today’s China

### **Summing up and farewell dinner**

### **Practical issues:**

**Accommodation will be arranged close to Fudan University, in single room sharing a bathroom (RMB 76) or single room w/private bathroom (RMB 134).**

**Participation in extra-curricular activities and meals will be charged RMB 400 per person.**



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**Comments from some of the participants in the course “Doing Business in the Changing China” at the Nordic Centre, Fudan University, Shanghai, March 26 – April 1, 2006**

*“Doing Business in the Changing China” is a perfect introduction to how to do business in China, the opportunities as well as obstacles. Personally, I have gained a very valuable insight into the Chinese market. I highly recommend the course to anyone who is interested in China!*

**Mette Knudsen** [mkn@di.dk](mailto:mkn@di.dk) Market Development Advisor, Dansk Industri, Denmark

*The course has provided valuable information about Chinese business practices at theoretical and practical level in the*

*Chinese context. Most importantly, Tony Fang has profound knowledge about cultural issues, which is very helpful in understanding Chinese business environment.*

**Timo Pykäläinen** [timo.pykalainen@mac.com](mailto:timo.pykalainen@mac.com) PhD Candidate, Department of Business and Economics, University of Joensuu, Finland

*As a social scientist I was pleased to discover that the course is very relevant for me as well.*

**Inga Fritzen Buan** [ingafbuan@hotmail.com](mailto:ingafbuan@hotmail.com) University of Oslo, Center for Development and the Environment, Norway

*Many western reporters write a lot about China, but few care to present a “Chinese voice”. This course has given me a new perspective, a great experience and many “wow’s”. Tony Fang is a person with an ideal background for providing new insights about China. I really recommend this course.*

**Oliver Bekkevold** [obekkevold@gmail.com](mailto:obekkevold@gmail.com) Sales Manager in IEC-HUS AS, Norway



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Application Form  
"Doing Business in the Changing  
China"

Course for Nordic Students at the Nordic Centre,  
Fudan University, Shanghai 8-13 April 2006

**Deadline for applications: 20 February 2007**

Participants will be contacted before 25 February 2007 in due time for visa application and flight booking.

Please fax or e-mail the application form to:  
Nordic Centre  
Fudan University  
Att: Gry-Irene Skorstad  
E-mail: [info@nordiccentre.org](mailto:info@nordiccentre.org)  
Fax: 021-6564 8633

**NB: Please fill in the form electronically!**

*Yes, I am interested in attending the course!*

Name:  
Male: ( ) Female: ( )  
DOB:  
Postal address:  
Nationality:  
University:  
Degree/ pursued degree:

Tel:  
Email:

Short introduction of background and motivation for attending the workshop (please attach your CV)



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