# Asian Campus Fall Semester programme

## Information for ECNU Master's students
## Fall Semester 2017

**Period**: Wednesday, 30th August to Friday, 15th December, 2017 (incl.)

**Place**: emlyon Asian campus, at Zizhu International Education Park, Minghang District ( No 155, Tan jiatang Road )

**Activities**:

The programme involves a full range of academic and associated activities to be followed alongside students from emlyon business school (Lyon, France):

- Management and Economics Courses
- Experiential in-company projects
- Careers Workshops
- Conferences
- Student Association Activities....

**Places available**:

- Approx. 200 places for students of MSc in Management, MSc in Luxury Management & Marketing and other Master's Programmes from em**lyon business school** (Lyon, France)
- 40-50 places for students from Master's programmes at ECNU (East China Normal University, Shanghai) and other partner universities in Shanghai

**Target students**:

Students enrolled in at least the 2nd year of a Master's Programme either in Management, Economics, Law, or in other related subjects with a strong interest in business management.

**Structure of Courses**:

The programme will comprise:

- A core courses in Asian Business Environment, which is obligatory for all students and will develop a fundamental understanding of various dimensions of doing international business in China and Asia;
- Electives courses, which will focus on specific aspects and specific areas of competence of business in Asia and international development, and which students can select according to their professional project or their centres of interest.

In principle:

- a typical course (core or elective courses) comprises 8 class sessions and a total of 24 contact hours (= 5 ECTS credits), although some shorter courses will offer 4 class sessions and 12 contact hours (= 2.5 ECTS credits);
- each class session covers 3 contact hours in the classroom.

## European Credits Transfer System (ECTS):

The ECTS is a European system designed to facilitate the transfer of academic credit from one institution to another and from one country to another.

It will be possible to validate a total of at least 30 ECTS credits, the equivalent of one semester of work / study, within this programme: in principle, a full semester programmes will include 22.5 ECTS for courses, 7.5 ECTS for the experiential in-company project. It is expected that these credits will in principle be validated by the student's home university.

**All students must take and validate a minimum of 22.5 ECTS, including the obligatory core course, the ICP and the number of elective courses required to attain this number of credits.**

## Course Programme:

### a) Core Course:

➢ ***Asian Business Environments :***

This course is designed both to give a broad overview of the Asian Business Environment and to deepen understanding of the Chinese business system. This part of the course will also focus more deeply on such issues as:

- China’s economy
- The legal and political framework of doing business
- The finance and banking system
- Corporate governance in China

Further sessions will focus on a comparative approach to major Asian Countries such as China, Japan, Korea, and India. These sessions will analyse the economic development of these countries, taking into account how history, culture, religion and politics have influenced and still influence economic and business development.

Throughout the course, case studies may be used for illustrative purposes.

### b) Elective Courses:

Elective courses will be offered throughout the semester, both:

- during the first phase (five weeks) when courses will be organised along the structure of 2 sessions per week, generally with local / permanent faculty;
- during the second phase (6 weeks) when courses will be organised in two-week blocks, with faculty from Lyon and other partner institutions.

pensive manufacturing capability to becoming a key source of suppliers, consumers, competitors, and partners in the market for technological innovation.

A wide selection of other elective courses will allow students to develop their competencies in areas that will help develop their future career paths. Electives that have been offered in previous semesters include:

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|---|---|
| • Managing Corporate Risk in China<br>• Business Finance in Asia<br>• International Finance<br>• Financial Markets in Asia<br>• Luxury Business in China<br>• Luxury Strategy & Innovation<br>• Luxury Brand Management<br>• Luxury Retail & Service Operations<br>• Retail Management in China / Asia<br>• Cross-cultural Communication and Negotiation<br>• High-tech Marketing<br>• Digital Media Marketing in China | • Global Development of Chinese Service Industries<br>• Consumer Behaviour in China<br>• Supply Chain Management in Asia<br>• Innovation & Entrepreneurship in Asia<br>• International Entrepreneurship<br>• Strategies for Emerging Markets<br>• Intercultural Management<br>• B to B Marketing<br>• The Financing of Innovation<br>• Offshore Platforms for Investment in China(HK,TW,SGP)<br>• Risk Management and Internal Control |

Other new elective offers will possibly be made for the Summer 2017 semester.

**c) <u>Experiential project:</u>**

Within the Asian Campus Semester, all students will participate in an experiential project in order to gain direct experience of Chinese business or market practices in an international context. This will take the form of an In-company Consulting project (ICP). Students will be grouped together in mixed teams including one or two students from Chinese Universities. Each team will work on an issue linked to the company's strategic development. This study in the field will involve analysis of products / services, markets, internal organisation, etc. as well as interviews with members of the firm, customers and other kinds of stakeholders, and will aim to produce tangible recommendations for the firm which has set the project.

The project will be carried out throughout the whole period of the semester and will involve continuous assessment based on methodology reports, presentations in front of the companies and the academic board, written reports, and evaluation by the companies of each team's input and commitment. Teams will benefit from the advice of academic tutors.

Examples of previous ICP include:

- defining the product range of a luxury start-up company;
- setting up a new home-delivery service for a major retail distributor;
- evaluating and planning the introduction of a new line for a baby-products firm;
- Reorganising the supply chain in order to gain efficiency.

**d) <u>Careers workshops :</u>**

Careers workshops may be organised, which will focus on such issues as job markets in Asia, the preparation of CVs and cover letters, interview techniques, etc.

**Selection of candidates** :

Application to participate in the Asian Campus Semester will be carried out through the completion of an application form (see below).

Eligible students of ECNU who wish to take part in this programme must correspond to the following criteria:

- They must be **enrolled in at least the second year of a Master's programme**. Undergraduate Students are not eligible for this programme.
- They should hold a first qualification in the fields of Social Sciences or Management or in related fields (e.g. Law, Economics, Finance, Project Management, International Trade, Tourism Management, Communication, Information Science, …)
- Students should possess the fundamental skills in Economics, Management, Finance, and Corporate Strategy in order to benefit from the courses and to be an active contributor both to courses and experiential project.
- All students must possess a **fully proficient command of the English language** which enables them to make a real contribution to the programme.
- Finally it is essential that candidates can demonstrate real motivation for this programme, which will give them a first-rate opportunity to work and study alongside Western students and take advantage of teaching methods founded in real contexts (case-studies, in-company projects, professional testimonies…). Students from Tongji will also be expected to participate in the life of the campus, initiating and organising relevant activities in collaboration with MSc in Management students from emlyon, France.