

ESSENTIAL TOOLS FOR MANAGING CHINA- EUROPE CROSS-CULTURAL BUSINESS RELATIONS

8-23 May 2020 (18 hours, 3 cfu)

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1. Background

Few events have transformed the dynamics of business, finance, technology and economics in the past 20 years more than the re-emergence of China on the world's stage. This trend is very likely to continue, at least in the near future, and may even gain further momentum. Regardless of whether prophecies of a "Chinese century" materialise or not, China is already an unavoidable presence in the business world. This is true at a macroeconomic level, given the importance the Chinese economy has rapidly gained on the daily dynamics of financial markets and trade & investment flows, but even more so at a micro-level. While China was a remote and exotic business landscape until a few years ago, today managers, consultants, bankers, entrepreneurs, innovators and investors face China and are influenced by it on a daily basis.

China is an extremely complex universe, an intricate and seemingly paradoxical system with multi-faced political, financial and economic infrastructure whose contradictions have been growing over time, in a constant struggle between central and local authorities, government and the Chinese Communist Party (CCP), as well as public authorities and economic actors. Understanding the origins and nature of such a hybrid system is an essential tool for would-be managers, analysts and entrepreneurs. Mastering the different meaning that basic economic concepts such as "competition", "financial markets", "trust companies" or "compliance" have in the Chinese context and how such different meaning affects market dynamics is a must for a truly global citizen. While the variety of political, social, economic and technological variables associated with China's re-emergence is vast, mega-trends can be identified which will shape our world for decades to come.

2. Learning objectives

The purpose of this Lab is to provide a cross-cultural guide to correctly read the essential business concepts necessary to interpret and anticipate a selection of defining macro-trends in China through a very interactive engagement with the students.

At the end of the Lab, students will have a better understanding of the trajectory of China's development in the business context and how such trajectory is likely to impact in their future

professional career.

3. Learning methodology

The Lab will be delivered through six 3-hour sessions combining interactive lectures with simulations, including group work, brainstorming and roleplays. The workshop's language is English.

4. Learning content and Sessions

Session 1 – 8/5	Whither China? Defining dynamics and megatrends	
Session 2 – 9/5	Understanding business concepts in the Chinese context	
Session 3 – 15/5	Business culture: a cross-cultural approach	
Session 4 – 16/5	IPRs and IT fundamentals with Chinese characteristics	
Session 5 – 22/5	European firms operating in China: basics, trends and opportunities	
Session 6 – 23/5	Chinese firms operating in Europe: basics, trends and opportunities	

5. When and where

Session 1	Friday, May 8	15.00 – 18.00	Room [•]
Session 2	Saturday, May 9	10.00 – 13.00	Room [•]
Session 3	Friday, May 15	15.00 – 18.00	Room [•]
Session 4	Saturday, May 16	10.00 – 13.00	Room [•]
Session 5	Friday, May 22	15.00 – 18.00	Room [•]
Session 6	Saturday, May 23	10.00 – 13.00	Room [•]

6. Admission

The Lab is open to all students of the Department of Culture, Politics and Society currently enrolled in a Laurea Magistrale, and particularly to those belonging to the “China & Global Studies” profile of the Laurea Magistrale in Scienze Internazionali. There are no restrictions to the number of students admitted.

To apply, please write to virginia.mariano@tochina.it (Object: “Application to China-Europe CCB”^R). Deadline for applications: May 5.

7. Evaluation

The evaluation to obtain 3 CFU (subject to Cds approval) is based on active participation to the Lab and on the writing of a short essay. One absence only (3 hours) will be allowed.