

TOChina BUSINESS PROGRAM 2014

CALL FOR APPLICATIONS

➤ *The program will be held in Hangzhou (P.R. China) from Monday March 31st to Saturday May 10th 2014; activities will take place in Zhejiang University's Yuquan campus, near China's iconic West Lake.*

1. Promoting institutions and scientific committee

At its 2nd edition in 2014, the TOChina Business Program (CBP) is an advanced training program for graduate students and prospective managers/entrepreneurs seeking a business career with China. The program is promoted by the TOChina System, an integrated knowledge hub developed in the city of Torino whose steering partners are the Department of Culture, Politics and Society of the University of Torino, the ESCP Europe business school - Torino campus, the Torino World Affairs Institute (T.wai) and the Center for Italian Studies at Zhejiang University. The Department of Culture, Politics and Society of the University of Torino provides overall coordination through its TOChina working unit.

The scientific committee of the CBP is composed of the following members:

Mr. Edoardo AGAMENNONE, Legal Counsel, EDF Asia Pacific

Dr. Giovanni ANDORNINO, University of Torino and T.wai

Dr. Giuseppe GABUSI, University of Torino and T.wai

Prof. LIU Wei, Zhejiang University

Dr. Silvio MARENCO, ESCP Europe

Prof. Francesco RATTALINO, ESCP Europe

2. Contents and objectives of the program

The TOChina Business Program offers a set of six crash courses – for a total of 200 hours of intensive training – designed to equip a high-power group of China-literate prospective managers and entrepreneurs with key skills in the areas of business internationalization, intercultural management and strategic entrepreneurship, with a China focus.

The program, especially designed by a team of contemporary China scholars together with executive education specialists and China-based professionals, aims to respond to the growing demand for highly-qualified profiles combining linguistic and substantive competence on China, good command of the essentials of international business, and an entrepreneurial spirit free of naiveté.

Based on the principles of action learning, where teaching aims to develop knowledge, competences and attitudes that can quickly be operationalized in the business world, the CBP is scheduled over six weeks, with classes running from 9am to 1pm and from 2.30pm to 6.30pm on Mondays, Wednesdays and Fridays, and from 9am to 1pm on Tuesdays and Thursdays.

The structure of the program is as follows:

DATES	INSTRUCTOR	COURSE PROFILE
March 31 – April 4	Gianluca Pallini	<i>Introduction to International Management</i>
April 7 – 11	Roberto Zuccato	<i>Negotiation and Marketing</i>
April 14 – 18	Vittorio De Pedys	<i>Business Finance</i>
April 21 – 25	Francesco Rattalino	<i>Strategy and Strategy Execution</i>
April 28 – May 2	Edoardo Agamennone	<i>Doing Business with China</i>
May 5 – May 10	Michele Geraci	<i>China Business Outlook</i>

Further details on the instructors and the contents of each crash course may be found in the detailed presentation available at <http://www.chinabusinessprogram.it>.

3. Applicants and selection criteria

The TOChina Business Program aims to attract highly qualified applicants from a variety of backgrounds, including – though not limited to – the following profiles:

- ✓ **outstanding graduate students and young professionals from outside China** who have acquired substantial expertise on China and now wish to combine it with essential managerial competences to make a more credible claim for a business career with China;

- ✓ **outstanding mainland Chinese graduate students and young professionals** with excellent command of the English language who aim for a career in international business;
- ✓ **second-generation Chinese** from around the world who wish to benefit from a fresh opportunity to reconnect with mainland China through the dynamic city of Hangzhou, while accessing advanced training for prospective international managers and networking opportunities with top local business players;
- ✓ **graduate students** or recent graduates from the University of Torino who are **currently enrolled in Zhejiang University's China Studies program**.

Up to 50 participants will be admitted to the 2014 TOChina Business Program.

Applications from candidates under 35 years of age will be taken in special consideration.

Online applications open on January 31st 2014 and close at noon on February 21st 2014. No late applications will be accepted.

Interested applicants must

1. fill in the online application form (<http://www.chinabusinessprogram.it>);
2. upload their updated résumé or CV;
3. upload a personal statement of no more than 500 words explaining why and how they expect to contribute to, and benefit from, the CBP;
4. upload a scanned copy of their passport.

Applications will be reviewed by the following three members of the CBP Scientific Committee:

Dr. Giovanni ANDORNINO, University of Torino and T.wai

Dr. Giuseppe GABUSI, University of Torino and T.wai

Prof. Francesco RATTALINO, ESCP Europe

Applicants may be called for an interview before a final decision on their application is made.

Key criteria informing the selection process will be:

- the applicant's capacity to make a credible claim for a business career with China;
- sound academic credentials and fluency in English;
- individual potential as expressed by the applicant's CV;
- the candidate's motivation as articulated in the personal statement.

Public notice will be given of the outcome of the selection process: an official ranking will be posted on the website of the Department of Culture, Politics and Society (<http://www.didattica-cps.unito.it> > Studiare all'estero > TOChina Business Program) by February 26th 2014. All candidates will be notified accordingly at the earliest possible time.

Successful applicants must pay tuition fees by March 1st 2014 and send proof of payment (wire transfer receipt) immediately by email to businessprogram@tochina.it. Applicants who should fail to abide by this requirement will have their place in the Program revoked.

Any newly-available place will be offered to the highest-ranking applicants not selected in the first round.

4. Tuition fees and participants' commitment

With the exception of participants who are currently enrolled in Zhejiang University's China Studies program, all CBP participants are required to transfer EUR 1,500.00 to the Department of Culture, Politics and Society of the University of Torino as tuition fees. This amount covers tuition only; all other expenses – transport, accommodation, visa, insurance... – ought to be taken care of by participants independently.

Participants who are currently enrolled in Zhejiang University's China Studies program are required to pay EUR 500.00.

The only accepted means of payment is a direct bank transfer for either of the aforementioned amounts, depending on the participant's status.

Bank transfer costs MUST be borne in full by the participants, pending its rejection.

Payee: Dipartimento di Culture, Politica e Società, Università di Torino

IBAN: IT37A0306909217100000460184

BIC: BCITITMM

Bank name: Intesa Sanpaolo S.p.A.

Bank address: Agenzia di Via Monte di Pietà, 32 – 10122 Torino IT

It is absolutely essential that the stated reason for payment is the following:

"Name and Surname, TOChina Business Program 2014"

Selected participants will be expected to guarantee full attendance and absolute proficiency and punctuality in all CBP activities, including coursework.

While performance will not be formally assessed, nor any final examination taken, the quality of interaction in class and the degree of commitment demonstrated by individual participants will be monitored by every instructor, impacting on the subsequent road-show of participants' CVs with select companies.

ESCP Europe - Torino campus will issue a joint certificate with the other promoting institutions acknowledging attendance of the program, with a detailed description of the courses taken. Certificates of attendance will not be issued to participants who should fail to demonstrate an appropriate level of commitment.

5. Key dates

31st January 2014: online applications to CBP 2014 open

21st February 2014: at noon, applications to CBP 2014 close

26th February 2014: all applicants are notified of the outcome of the selection process

31st March 2014: the TOChina Business Program 2014 begins in Hangzhou

10th May 2014: CBP 2014 ends

6. Placement services and TOChina Alumni

CBP participants who successfully complete the entire program are invited to join the TOChina Alumni.

A dynamic, exclusive community, the TOChina Alumni only admits graduates from the signature TOChina programs. Institutionally, it promotes alumni visibility in high-value segments of the job market, both in China and throughout the world. Informally, it functions as a channel for exchanging valuable information and early warning among its members, constantly on the look-out for opportunities.

CBP 2014 alumni are entitled to the ESCP Europe business school placement services.

CBP alumni profiles will be shared among donors and supporters of the program, including the Compagnia di San Paolo and Fondazione CRT banking foundations (Italy), the Torino Chamber of Commerce (Italy), and the “Eccellenze Italiane” commercial park in Hangzhou (China).

Torino, 30th January 2014



Prof. Franco GARELLI

Director

Department of Culture, Politics and Society
University of Torino



Prof. Francesco RATTALINO

Managing Director

ESCP Europe Italia