



SHANGHAI SPRING SEMESTER 2011

Language and Business Programme

ACADEMIC INFORMATION

[ACADEMIC CALENDAR](#)

[LIST OF COURSES](#)

[GRADING](#)

ACADEMIC CALENDAR

The Language and Business Programme runs from **February 14 to May 27, 2011.**

Please note that we recommend you to arrive one week before the classes start, because of orientation purposes (finding accommodation, dealing with administrative formalities etc.)

Orientation	February 10	-	February 13
Classes	February 14	-	May 27
Holidays	March 14	-	March 20
Holidays	April 25	-	May 6
Exam period	May 20	-	May 27

COURSES & ECTS CREDITS

For the non-native English speakers only, the courses on Business English and Practical Business Skills in English are compulsory.

It should be noted that the courses on Business English and Practical Business Skills in English are NOT open to native English speakers.

Courses	H. / Week	h.	ECTS	Languages	Option Chinese Elective	Option Chinese simple
Chinese History and Literature	2,5	37,5	4	English	4	4
Marketing in Chinese Perspective	1,5	22,5	3	English		3
English " Report Writing"	2	30	4	English	4	4
English "Presentation skills"	2	30	4	English	4	4
Chinese Economy	2	30	3	English	3	3
Chinese 1	5	35	4	English	4	4
Chinese 2	5	40	5	English	5	
Sociological analyze of the Chinese society	1	15	2	English		2
Project in China	3	45	6	English	6	6
ECTS					30	30

GRADING

Transcripts will use a grading scale from 1 to 100. For any details concerning validation of ECTS credits at your home institution, please ask your local study abroad advisor.

ESAI Undergraduates (2nd year of business school) Shanghai Spring Programme

Course Title:	Chinese History and Literature
Course Code:	
Type of Course:	Intensive Spring Course
Level of Course:	2 nd year undergraduate students
Number of ECTS:	4 ECTS
Course Language:	English
Course Format:	Lectures and Seminars
Prerequisites:	Preliminary knowledge of Chinese language (not an absolute requirement)
Course Hours:	37.5 hours
Instructor Info:	WANG Hai-Ping (Catherine) MA BA Email: cathyping.wang@gmail.com

Introduction & Module Aims:

China has a long history of civilisation and rich cultural heritage. The course is intended to introduce Chinese history and literature of different layers and perspectives that are necessary for the students to become successful communicators in Chinese environment. The major aim of the subject is not only to teach the relevant literature, historical background, but to practice how they can be applied in organizations, in real life situations. Hence the frame of reference covers not only classic literature but also applicable practices in international business environment with its complexities and varieties of individuals and subsystems.

Intended Learning Outcomes:

a) Knowledge and Understanding

On successful completion of the module, you should be able to demonstrate knowledge of the following:

- 1) A general understanding of major parts of Chinese history, and corresponding classics in Chinese literature
- 2) Awareness of major time lines of Chinese history, its conspicuous features in different periods, important themes of classic literature, cultural differences and stereotypes, intercultural practices, etc.

b) Skills and Attributes

Successful students will acquire intellectual and practical / transferable skills upon the completion of the module. You should be able to:

- 1) Intellectual Skills (application, analysis, synthesis and evaluation)
 - Develop a solid background of how basic Chinese character is formed throughout the history and hence how it influences Chinese daily words and deeds
 - Make out a holistic view on Chinese cultural values, beliefs, practices reflected in Chinese literature
 - Judge intercultural misunderstandings while communicating with native Chinese, their causing factors and possible ways to solve them in a multicultural organization
- 2) Key Practical and Transferable Skills
 - Significant emphasis on experiential learning processes including small group discussions, inventories and tests, communication exercises, games, case studies, negotiation exercises and problem solving activities
 - Presentation skills

Assessment:

This Module will be assessed by 20 % of Oral Presentation and 80% of a final written test.

Course Agenda:

Enclosed is a tentative schedule of this Module:

- Session One: Basic Introduction to Chinese History
- Session Two: Sun Tzu on the 'Art of War' & Early Philosophical / religious essays
- Session Three: Chinese ancient poetry
- Session Four: Chinese food culture and architecture
- Session Five: Chinese ancient music, painting and calligraphy
- Session Six: Modern and Contemporary Chinese History
- Session Seven: Oral Examination & Wrap Up
- Session Eight: Final Written Examination

Recommended Reading Materials & Web Resources:

- Anderson, Eugene N. *The Food of China*. Yale University Press, 1988.
A concise history of China. Miami: University Press of the Pacific, 2001.
The Cambridge History of China. New York: Cambridge University Press, 1998.
Carducci. *Talking about China*. Foreign languages Press, 2002.
Chao, Kang. *Man and Land in Chinese History: An Economic Analysis*. Stanford, CA: Stanford University Press, 1986.
Confucius. *The Analects*. Beijing: Foreign Languages Education and Research Press, 2005.
Lin Yu-tang. *My Country and My People*. New York: Reynal and Hitchcock, 1935.
Loewe, Michael, ed., *Early Chinese Texts: A Bibliographical Guide*. Berkeley: Society for the Study of Early China and the Institute of East Asian Studies, University of California, 1993.
Shaughnessy, Edward. *China: Empire and Civilization*. New York: Oxford University Press, Incorporated, 2000.
Sun Tzu. *The Art of War*. Beijing: Foreign Languages Education and Research Press, 2005.

ESAI Undergraduates (2nd 3st year of business school)
Shanghai Spring Programme
joydanqing@hotmail.com

Course Title: Marketing in Chinese Perspective

Assessment:

Grading basis:

30% Class participation

40% Two individual written full case analyses. 50% each

30% Final examination

Course Agenda and Topic

Week 1

Developing Marketing Strategy for China

Lecture: “Developing Marketing Strategy in China”

- Mini-case: Comparison of P&G’s challenges and record in these two markets: “P&G’s marketing performance in China”

Exercise: Discussion of article on developing strategy for China market:

“The Battle For China’s Good Enough Market”, by Orit Gadiesh,

Philip Leung and Till Vestring, *HBR*, Sept 2007

Reading: “Inside the Mind of the Chinese Consumer”, by Wm. McEwen, Xiaoquang Fang, Chuanping Zhang, and Richard Burkholder, *HBR*, Mar 2006

“Online Campaigns: The New Way Marketers Can Reach Out to Chinese Customers”, *Knowledge@Wharton*, Mar 27, 2003

Week 2

Chinese Brands and Branding

- Mini-case: Progress report on Lenovo’s re-make of IBM’s ThinkPad business:
- “What Lenovo is doing with its acquired IBM’s ThinkPad business”
- Creative Strategy in Chinese Context

Week 3

Challenge in Chinese Marketing

- Mini-case: Dealing with the roots of China’s Quality problems: “China’s ‘Quality Fade’, by Paul Midler, *Knowledge@Wharton*, Jul 25, 2007
- Cultural Shock in Marketing
- Assessing Marketing’s Critical Role in Organizational Performance, Building Customer Satisfaction Through Quality, Service and Value

Week 4

Cultural Elements in Marketing Communications

- Managing Advertising, Sales Promotion and Public Relations Managing the Sales Force Public Relations
- Case study of Yili and Menniu Products Scandal

Week 5

Marketing Research in China

- Chinese Census
- Winning Markets Through Market-Oriented Strategic Planning, Managing Marketing Information and Measuring Market Demand

Week 6

Localization and Customization in Marketing in China

Case Study: KFC, Pizzahut

Week 7

Old and famous shops or enterprises in China: their fame in history and their new value-will the new value correspond with its brand and fame.

‘Peking Duck’, Franchises and More”, *Knowledge@Wharton*,

Week 8

Designing Pricing Strategies and Programs in China, Selecting and Managing Marketing Channels
Scanning the Marketing Environment Analyzing Customer Market and Buying Behavior in China

TEXTBOOK: Marketing Management-An Asian Perspective.

Chinese Economy Course Syllabus

ESAI Undergraduates

Shanghai Spring Programme

Course Title:	Chinese Economy
Type of Course:	Intensive Spring Course
Level of Course:	undergraduate students
Course Language:	English
Course Format:	Lectures and Seminars
Prerequisites:	Knowledge of English language and its implication in the work place.
Course Hours:	35 hours
Instructor Info:	Ye HONG Email: recahong@hotmail.com

Assessment:

This Module will be assessed by 30 % of Class Tests and 10% Class Participation and 60% of a Final Written Test.

Course Agenda:

- LECTURE 1: **Introduction: geography, history and overview of market transition before 1997**
- LECTURE 2: **Market Transition after 1997 and the “Made in China” Progress**
- LECTURE 3: **Government Strategies and Chinese Stock Market**
- LECTURE 4: **Understanding China Business and Cross-cultural Management**
- LECTURE 5: **Presentation and Analysis: Group 1-4**
- LECTURE 6: **Presentation and Analysis: Group 5-8**
- LECTURE 7: **International Trade and Foreign Investment**
- LECTURE 8: **The Urban-rural Divide and Urbanization**
- LECTURE 9: **Social Change in Contemporary China**
- LECTURE 10: **The Rise of China: Assessment, Prospect, Implications, and Lessons**

Reference

Justin Lin, “The Needham Puzzle: Why the Industrial Revolution Did Not Originate in China,” *Economic Development and Cultural Change*, January 1995.

Gregory C. Chow, “Capital Formation and Economic Growth in China,” *Quarterly Journal of Economics*, Vol. 108, No. 3.

*Jiahua Che and Yingyi Qian, “Institutional Environment, Community Government, and Corporate Governance: Understanding China's Township-Village Enterprises,” *Journal of Law, Economics, and Organization* , 14(1).

Frankel, Jeffrey, "On the Renminbi: the Choice between Adjustment under a Fixed Exchange Rate and Adjustment under a Flexible Rate," *NBER Working Paper* 11274, April 2005.

Yin-Wong Cheung, Menzie D. Chinn and Eiji Fujii, "China's Current Account and Exchange rate," *NBER Working Paper* 14673, January 2009.

Zhao, Yaohui, "Labor Migration and Earnings Differences: The Case of Rural China," *Economic Development and Cultural Change*, 47:767–782, July 1999.

Dennis Tao Yang, "Determinants of schooling returns during transition: Evidence from Chinese cities," *Journal of Comparative Economics*, 33(2): 244-264, June 2005.

Sociological analyze of the Chinese society

Intitulé du cours : <i>Sociological analyze of the Chinese society</i>	Code du cours :
Type de cours : Seminar	Niveau du cours : Elective
Année d'études : 2/3	Semestre : 4 or 6
ECTS Crédits : 1	Total heures / Total number of hours : 15

Nom du professeur / lecturer:

SHI XueYan Sunny

Objectif (s) du cours / Learning Objectives

Pré-requis / Prerequisite :

Contenu du cours / Course schedule

Chapter I: The Social structure of Chinese society: Past & Current

- a. Structure in Ancient society: Noblemen, peasant, worker, businessmen,
 Definition of each class & their status (nominal and actual)
 Impact on Chinese society: Equilibrium & Wealth-hatred attitude
 Class clashes and struggle:
- b. Social structure in modern China:
 Social Structure by region:
 South-east costal province (rich state) VS. South-east inland province (poor state)
 Metropolitan VS Medium and small city VS. rural area

 Social Structure by profession:
 Comparison between top ten most respected profession in 1960s and 2008
 Change of the value-orientation
 Change of the social status
- c. Rising of the Middle Class
- d. Pyramid social structure and Dual system

Chapter II: Family & Community

- a. Family structure:
 Typical middle class family VS Traditional Family
 Modern family: father, mother, child
 Traditional family: father, mother, grandpa, grandma, uncle, aunt, cousin, "biao" & "tang"
 Social function of Father & mother & Child in modern family & Traditional family
 The variety of the family structure and decentralization trend
- b. Marriage and couples
 Male-oriented structure VS Woman liberalization movement
 Rising divorce rate; Domestic abuse & Child custodianship
 Social expectation on marriage
 "A" woman VS "F" man Issue
 Everlasting expectation VS Rising divorce rate
 Single Child VS Parent Expectation
 Social tolerance on gay & lesbian
- c. Parents:
 Social Function of Parents in the family
 Relationship between parents and child
 Shifting of Power
- d. Chinese Community and Networking

Chapter III: Teenager

- a. Difference between single child and child with siblings
 Resource, Burden, Expectation

Self – centered
Winner takes all theory

- b. Juvenile Behavior Change
 - Rebellious: runaway
 - Demanding for more Freedom
 - Rising Individualism
- c. Juvenile Problems
 - Why internet game is so popular among Chinese students?
 - Fear of setbacks
 - “Home” guy and “Home” lady
- d. Confusion among teenagers: Lost of goal, peer pressure.
- e. Juvenile attitude toward Sex, Marriage, Happy, Joy and achievement

Chapter IV: Crisis of Belief during Change in Society

- a. The Belief & faith in contemporary society
- b. The crisis and challenge occurred during the change in Society
 - Total westernization VS Back to the past theory
 - Money – oriented belief VS Public Interest
- c. Rule by the person VS Rule by the law
- d. Mass reaction toward policy along with the economic reform
- e. The rebuilding Morality movement

Références bibliographiques / Bibliography

Méthodes d’enseignement / Teaching Methods

Lectures
Class discussion

Méthodes d’évaluation/ Assessment

Written Test

Langue d’enseignement / Teaching Language

Anglais / English

English Presentation Skills Course Syllabus

ESAI Undergraduates

Shanghai Spring Programme

Course Title: English Presentation Skills
Type of Course: Intensive Spring Course
Level of Course: undergraduate students
Course Language: English
Course Format: Lectures and Seminars
Prerequisites: Knowledge of English language and its implication in the work place.
Course Hours: 30 hours
Instructor Info: Christopher SIMMERS
Email: SIMMERS57@HOTMAIL.COM

Assessment:

This Module will be assessed by 50 % of Class Tests and 10% Class Participation and 40% of a Final Oral Test.

Course Agenda:

Component	Hours
Grammar	10
Listening / Speaking	10
Oral	10

Reference

English Report Skills Course Syllabus

ESAI Undergraduates

Shanghai Spring Programme

Course Title:	English Report Skills
Type of Course:	Intensive Spring Course
Level of Course:	undergraduate students
Course Language:	English
Course Format:	Lectures and Seminars
Prerequisites:	Knowledge of English language and its implication in the work place.
Course Hours:	29 hours
Instructor Info:	Joy Zhang Email: joydanqing@hotmail.com

Assessment:

This Module will be assessed by 50 % of Class Tests and 10% Class Participation and 40% of a Final Written Test.

Course Agenda:

- LECTURE 1: Introduction and English Level Test
- LECTURE 2: Basic English Skills-Paragraph Structure, Writing Strategies, Mind-map
English in Work Place-Guidelines to Write Email and Use Outlook
- LECTURE 3: Basic English Skills-Comparison Essay
English in Work Place- How to Write Memos
- LECTURE 4: Letters
- LECTURE 5: Interview and Resume
Report Writing
- LECTURE 6: Basic English Skills-Pros and Cons Calculator
English in Work Place- SWOT Analysis
- LECTURE 7: Basic English Skills- Cause and Effect Writing
English in Work Place- How to write Meeting Minutes
- LECTURE 8: Basic English Skills-How to do Reference
English in Work Place-the 10 elements of writing Press Releases

Lecture 2

E-mail Writing and Basic English Writing Skills 2

How to write e-mail

Language to Show Status - shows the right language to use to show a boss-to-worker or worker-to-boss relationship

Lecture 3

How to write memos

-**Memo Guidelines** - a common style for how to write memos, and an activity.

-**Organisation of Memos** - how to use headings to make the organization of a memo clearer. This exercise also looks at ways to persuade your reader to do the action you want.

-**Formality in Memos** - shows the right language to use for a formal memo of resignation

-**Memo Headings** - making the organization of your memos more reader-friendly

-**Memo writing scenario and practice task** - read the interactive office scenario, then write a memo and submit it. The computer will give you feedback on your memo.

Lecture 4

Letters

Arranging a Meeting: reading comprehension exercise on a letter arranging a meeting. This exercise illustrates the format and layout of a modern business letter.

Enquiry letters:

Enquiry letters - describes the content, language and organisation of letters of enquiry. Includes an exercise.

Enquiry letter replies - describes the content and language of letters of enquiry, with example letters. Includes an exercise.

Reply to Enquiry Practice Task - follow the instructions to write a reply to a letter of enquiry

Complaint letters:

How to write complaint letters - describes the content, language and organisation of letters of complaint, and includes examples and an exercise.

The grammar of complain / complaint

Letter of complaint practice task - type in your letter and the computer will analyse it for you, and give you some feedback.

Adjustment letters:

How to write adjustment letters - includes the stages of dealing with complaints, some useful expressions, some example letters, and an exercise.

Adjustment Letter Constructor - build a letter of adjustment by selecting the right phrases.

Letter of Adjustment (Reply to a Letter of Complaint) correction exercise.

Positive Tone in Adjustment Letters

Adjustment letter practice task - type in your letter and the computer will analyse it for you, and give you some feedback.

Adjustment letter scenario and practice task - go through the interactive office scenario, then write your letter of adjustment and submit it. The computer will give you feedback.

Lecture 5:

Interview and Resume

Job application letters:

Job Application Letter Writer - fill in the boxes and this program will write your letter for you.

Reference Letter Writer - fill in the boxes and the computer will give you a correctly-formatted reference letter.

Requesting an interview about a company- the organisation and content of a message requesting an interview to find out details of a company.

Report Writing

The Report Writing Process: an ordering exercise to re-order the stages of this process

Report writing template: useful phrases and expressions to use in your report.

Types of Report - the names of different types of report and what they mean.

Report Stages and Content - what goes in each section of a report.

Stages and Language of a Report - useful phrases for the sections of a report

Report Headings - understand the type of information each section of a report should contain.

Subject Headings - how to write correct subject headings.

Lecture 6

Pros and Cons Calculator

SWOT Analysis

Lecture 7 Cause and Effect Writing

This exercise introduces the vocabulary and grammar needed for the function of describing causes and effects.

How to write Meeting Minutes

Lecture 8

How to do Reference

The 10 Elements of an Effective Press Release

Style Guide - prescriptive advice about correct writing style (Advanced Level).

Reference

- Baker, Sheridan. *The Practical Stylist*. 6th ed. New York: Harper and Row, 1986.
- Bowman, Joel P., and Bernadine P. Branchaw. *Business Report Writing*. Chicago: Dryden Press, 1984.
- Brusaw, Charles T., Gerald J. Alfred, and Walter E. Oliu. *The Business Writer's Handbook*. New York: St. Martin's Press, Inc., 1976.
- Houp, Kenneth, and Thomas E. Pearsall. *Reporting Technical Information*. 4th ed. Encino, California: Glencoe Publishing Co., Inc., 1980.
- Mills, Gordon H., and John A. Walter. *Technical Writing*. 4th ed. New York: Holt, Rinehart, and Winston, 1978.
- Stratton, Charles R. *Technical Writing: Process and Product*. New York: Holt, Rinehart, and Winston, 1984.
- Turner, Maxine. *Technical Writing: A Practical Approach*. Reston, Virginia: Reston Publishing Co., Inc., 1984.
- Turner, Rufus P. *Technical Report Writing*. 2nd ed. San Francisco: Rinehart Press, 1971.

Mandarin Level 1 Course Syllabus

ESAI Undergraduates

Shanghai Spring Programme

Course Title: Mandarin Level 1
Type of Course: Intensive Spring Course
Level of Course: undergraduate students
Course Language: Mandarin
Course Format: Lectures and Seminars
Prerequisites: Knowledge of Mandarin language
Course Hours: 35 hours
Instructor Info: Prof. ZHANG Fan, HE Xiaozhu and PAN Wenjin

Assessment:

This Module will be assessed by 50 % of Class Tests and 10% Class Participation and 40% of a Final Written and oral Test.

Course Agenda:

Component	Hours
Grammar	11
Written Chinese (Characters)	2
Listening / Speaking	10
Oral (Pinyin)	10
Texts (Reading/Writing)	2

Reference

汉语入门 (Elementary Chinese), ISBN 2911053834
Conversational Chinese 301 (2nd edition), BLCU, (Beijing Language and Culture University), ISBN 7561906560
Modern Chinese - Beginner's Course (Vol. I & II), BLCU (Beijing Language and Culture University) Press and Sinoligua
Modern Chinese - Chinese for Beginners: Chinese Character Workbook, ISBN 7561911394
Methode d'initiation au chinois ISBN 2950413536

Mandarin Level 2 Course Syllabus

ESAI Undergraduates

Shanghai Spring Programme

Course Title: Mandarin Level 2
Type of Course: Intensive Spring Course
Level of Course: undergraduate students
Course Language: Mandarin
Course Format: Lectures and Seminars
Prerequisites: Mandarin Level 1
Course Hours: 40 hours
Instructor Info: Prof. ZHANG Fan, HE Xiaozhu and PAN Wenjin

Assessment:

This Module will be assessed by 50 % of Class Tests and 10% Class Participation and 40% of a Final Written and oral Test.

Course Agenda:

Component	Hours
Grammar	13
Written Chinese (Characters)	2
Listening / Speaking	12
Oral (Pinyin)	10
Texts (Reading/Writing)	3

Reference

汉语入门 (Elementary Chinese), ISBN 2911053834
Conversational Chinese 301 (2nd edition), BLCU, (Beijing Language and Culture University), ISBN 7561906560
Modern Chinese - Beginner's Course (Vol. I & II), BLCU (Beijing Language and Culture University) Press and Sinoligua
Modern Chinese - Chinese for Beginners: Chinese Character Workbook, ISBN 7561911394
Methode d'initiation au chinois ISBN 2950413536

English EU China Trade Project Syllabus
ESAI Undergraduates
Shanghai Spring Programme

Course Title: EU China Trade project
Type of Course: Intensive Spring Course
Level of Course: undergraduate students
Course Language: English
Course Format: Lectures and Seminars
Prerequisites:
Course Hours: 45 hours
Instructor Info: Ch. ROUILLON

Assessment:

20% class participation, 40% group presentation, 40% written report

Course Agenda:

This Course will give students an overview of Sino-Europe's trade relations and allow them to analyze the current political and economic issues surrounding that. Students will be able to identify the main players in the bilateral trade and their respective roles and influences and learn how to develop and manage trading activities with China through conducting an export / import market research for a chosen company/product.

Reference

Zhibin GU, China's Global Reach: Markets, Multinationals, and Globalization (Revised and Updated Edition), Fultus Corporation, 2006
Jonathan Reuvid, Business Insights: China practical advice on entry strategy and engagement, Kogan Page
The China Business Handbook. Alain Charles Publishing
Internet: Mission Economique: www.missioneco.org/.Chine
China-Britain Business Council: www.cbcc.org
European Commission DG Trade: www.ec.europa.eu/trade