



# Business and Innovation in China

## Nordic Centre Summer Course 2022

Gothenburg, Sweden / Shanghai, China , July 4-12, 2022

[www.nordiccentre.net](http://www.nordiccentre.net)



# 欢迎 Welcome

## to the Nordic Centre Summer Course!

The Nordic Centre Summer Course *Business and Innovation in China* is an intensive course for MA-level students at member universities of Nordic Centre. The course is designed to provide Nordic students with an opportunity to gain insight into the exciting and ever-changing business world in China. The course includes both an academic and a practical hands-on approach to business life in China. It is intended for students with little or no previous knowledge about China, but those familiar with China are also welcome to take part.

The course is completed with group work, resulting in the pitching of a business idea and project report. Due to the Covid-19 pandemic, in 2020 and 2021 the course was held entirely online. **This year the summer course will be hosted by the University of Gothenburg, where the Nordic Centre secretariat is located.**



Photo: Per Pixel Petersson/Mediabank Göteborg & Co.



# Business and Innovation in China

Whether you are interested in China for work, further studies or simply because of a general interest in a country of growing global importance, *Business and Innovation in China* has much to offer you. You will have an opportunity to gain knowledge from both Nordic and Chinese teachers and exchange ideas with representatives from the Nordic business community in China. We wish to provide you with an exciting journey full of discoveries about China and what doing business and innovation here involves. This journey will lead us through theory and practice of various organizational levels, business processes and complex contexts surrounding them. You will have the chance to experience both on-site activities in Gothenburg and virtual activities in Shanghai.



Lu Lian  
Executive Director



Veli-Matti Palomäki  
Programme Manager



Dmitrij Slepnirov  
Course Instructor

# Course Content and Student Assignments

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**Period:** July 4-12, 2022

**Level:** Graduate student

**ECTS:** 5

**Participation fee:** No participation fee, 3000 SEK for accommodation (see “Fees and accommodation”)



The course is taught in English by both Chinese and Nordic teachers, featuring lectures by business people and visits both on-site in Gothenburg and virtually to Chinese and Nordic companies based in the Shanghai region.

# Course Content

- The aim of the course is to introduce the students to the basic principles of business and innovation in China. These include a framework for understanding China, the local business culture, business-government relations, legislation, production, as well as China's macroeconomics.
- **The course includes:**
  - Approx. **45** hours of lectures/presentations/company visits
  - Group work assignments
  - Pitching of business idea by groups
  - A project report by groups
  - Social activities
  - Supervision offered by instructors
  - Required readings of app. **300-500** pages (details will be distributed well before the beginning of the course)



# Student reviews from 2021 (virtual course)

“Thank you for the past two weeks, it’s been great! I can honestly say that I have learned more throughout this two week intensive course than I have for several subjects I have completed. I really enjoyed your presence and you made me feel appreciated. I also very much enjoyed the fact that all the teachers were excited to hear our opinions and were also eager to learn more from the guest lecturers. It made the whole learning experience complete.”

“The course was fun and interesting, and I've learned a lot. The teachers were great and it was a very relaxing and fun atmosphere with the Nordic Centre teachers so you quickly felt like one in the group.”

“I will most definitely recommend the course to other students! This is a great way to spend 2 weeks of your holiday and really learn about several aspects of China.”



# University of Gothenburg



Photos: University of Gothenburg

Gothenburg is the second largest city in Sweden and the largest non-capital in the Nordic countries. It is beautifully situated on the west coast and has a population of 570,000 in the actual city and one million in the greater Gothenburg area.

The campus is in the middle of the city, and the accommodation is next to the very popular largest recreational area, so as a student here you will never be far from the vibrant city life. The location of Gothenburg also provides you easy access to a stunning nature.

# Fees and accommodation



Photo: Photo: Johan Wingborg, GU

The course is free of charge for students from Nordic Centre at Fudan member universities, but you will have to cover your own costs for travel, accommodation, food, insurance and local transport.

Accommodation is guaranteed in centrally located university guest rooms. The cost is 3000 SEK for the whole course period and include towels, bed linen, wifi, private bathroom, and a shared, fully supplied, kitchen. Insurance and cleaning are not included.





2020 Sino-Nordic “Internet +”  
College Students Innovation and  
Entrepreneurship Forum  
Business-idea pitching competition.

## HOW to Apply?

The course is designed for Master-level students, but graduating Bachelor students may also be enrolled. Each Nordic Centre member university (see the list of members on the last page) can nominate 3 students for the course.

You apply through your university’s international office. Contact them for YOUR application deadline.

### Timeline *after* applying

Deadline for the universities to submit nominations:	<b>April 18, 2022</b>
Admission is confirmed by:	<b>May 5, 2022</b>
Distribution of reading list:	<b>Mid-May 2022</b>
<b>The course dates:</b>	<b>July 4-12, 2022</b>
Deadline for submitting course assignments:	<b>September 1, 2022</b>
Evaluation of assignments:	<b>September 12, 2022</b>
Sending out course diplomas:	<b>Mid-September 2022</b>

Please note: due to uncertainties related to the Covid-19 pandemic, the final decision on whether or not the course can be held on-site in Gothenburg will be made by the end of March. In the case of worsening pandemic situation, the course will be conducted in virtual form.

## Nordic Centre

The Nordic Centre, established in 1995, functions as a hub connecting its 27 Nordic member universities and research institutions to Fudan University. Its mission is to facilitate research cooperation and student exchange, and to collaborate with Shanghai-based Nordic companies and national representations. The Nordic Centre is located on the main campus of Fudan University.

## Fudan University

Fudan University, established in 1905, is one of the leading universities in China. It is a comprehensive university with a very strong tradition, especially in the humanities and social sciences. Fudan was also among the first higher education institutions in China to establish a management school. Today, Fudan also has one of China's best medical schools and is leading in life sciences.

FOR MORE INFO: <http://www.fudan.edu.cn/englishnew/>



Guanghai Towers in Fudan University





# Members of the Nordic Centre

## DENMARK

Aalborg University  
University of Aarhus  
University of Copenhagen  
University of Southern Denmark

## FINLAND

HANKEN School of Economics  
University of Eastern Finland  
University of Lapland  
University of Helsinki  
University of Tampere  
University of Turku

## ICELAND

University of Iceland

## SWEDEN

University of Gothenburg  
Lund University  
Stockholm University  
Södertörn University  
Umeå University  
Uppsala University



## NORWAY

NHH Norwegian School of Economics  
BI Norwegian Business School  
Norwegian University of Science & Technology  
University of Bergen  
University of Oslo  
Oslo Metropolitan University

## NORDIC

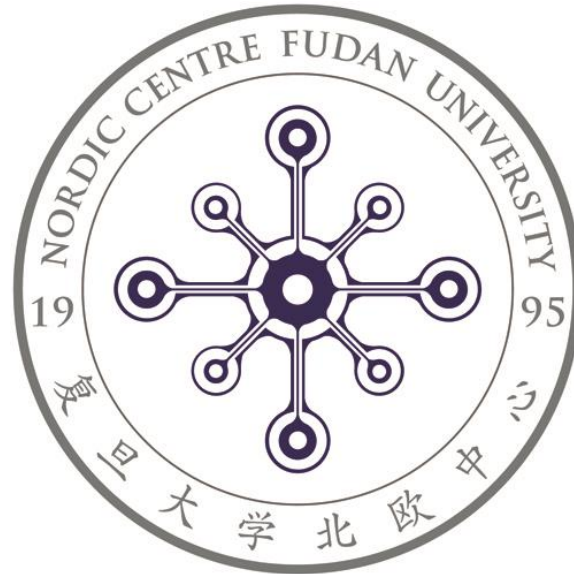
NIAS – Nordic Institute  
of Asian Studies

## CHINA

Fudan University  
Ocean University of China  
Xi'an Jiaotong-Liverpool University



# QUESTIONS?



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