

## GLOBAL NETWORK FOR ADVANCED MANAGEMENT



### Global Network Week

October 17-21, 2016

<b>Host</b>	School of Management, Fudan University
<b>City</b>	Shanghai
<b>Topic</b>	Business Breakthrough in China's Economic New Normal: The Evolving Chinese Business Culture in an Ever-changing Global Context
<b>Faculty involved</b>	Prof. Yihong Yu, Prof. Xiucheng Fan, Prof. Chenghua Tzeng Prof. Jun Wang
<b>Company connections</b>	
<b>Other elements</b>	
<b>Spaces offered</b>	School of Management, Fudan University
<b>Administrative contact</b>	Mr. Roger Chen

## I. Program Overview

**Topic:** *Business Breakthrough in China's Economic New Normal: The Evolving Chinese Business Culture in an Ever-changing Global Context*

**Description:** In recent decades, the rapid economic development of China has created increasing business opportunities for people in other countries. Engaging in the Chinese market has become a must for international companies. The objective of this program is for students to know the general profile of China's business environment where economic transactions happen, and to be able to make sense of various business phenomena in China, It should help students to develop their critical view of "the China model" or "China experience". Through dynamic discussion, interactive case studies, and company visits the students will explore a broad range of the concepts of doing business in China.

## II. Program Schedule

Mon. 17-Oct	Tue. 18-Oct	Wed. 19-Oct	Thu. 20-Oct	Fri. 21-Oct
<b>9:00-12:00</b> Economic development in China <i>Transition of China's development model</i> <b>Prof. Yihong Yu</b>	<b>9:00-12:00</b> China Market Entry Strategy <i>Taobao and Ebay case</i> <b>Prof. Chenghua Tzeng</b>	<b>9:00-12:00</b> China Market Entry Strategy <i>Wahaha and Danone case</i> <b>Prof. Chenghua Tzeng</b>	<b>9:00-12:00</b> <b>Marketing in China</b> <i>The complexity of China market</i> <b>Prof. Xiucheng Fan</b>	<b>9:00-12:00</b> Legal Environment and Practices & IPR Protection in China <b>Prof. Jun Wang</b>
<b>12:00-14:00</b> <b>Lunch &amp; Campus Tour</b>	<b>12:00-13:00</b> <b>Lunch</b>			
<b>14:00-17:00</b> Economic development in China <i>One Belt and One Road</i> <b>Prof. Yihong Yu</b>	<b>13:00-17:00</b> <b>Company Visit</b> Lenovo	<b>13:00-17:00</b> <b>Company Visit</b> Bosch China	<b>13:00-16:00</b> <b>Marketing in China</b> <i>Understanding Consumers of China</i> <b>Prof. Xiucheng Fan</b>	<b>13:00-17:00</b> City Tour & Culture Experience
<b>18:00-20:00</b> Welcome Reception & Network with Fudan Alumni				

### III. Course Outline

#### **Economic Development in China**

*Professor Yihong Yu*

- Transition of China's development model
- Structure change of the economy
- The future of China- *One Belt and One Road*

#### **China Market Entry Strategy**

*Professor Chenghua Tzeng*

- ◇ Taobao and Ebay case
- ◇ Wahaha and Danone case

#### **Marketing in China**

*Professor Xiucheng Fan*

- Emerging consumption power
- Marketing stories happened in China
- The complexity of China market
- Unique consumer behavior

#### **IPRs in China and its Application**

- *Professor Jun Wang*
- Legal Culture as part of the environment
- The attitude of the public and the government about fake market
- Dilemma of foreign business in the booming huge market
- Dancing with the wolves or leaving on a jet-plane?
- To do list

#### IV. Faculty Background



**Dr. Yihong Yu**

**Professor of Economics, Director of the Institute of Industrial Economics  
School of Management, Fudan University**

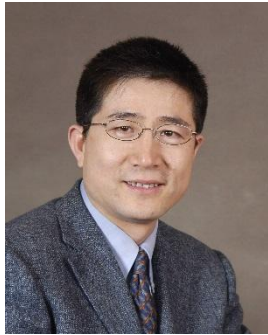
Dr. Yu is a professor of economics and director of the Institute of Industrial Economics at School of Management, Fudan University, where he has been teaching since 1985. He received his BA, MSc and Ph.D. from Fudan University. His research interests include industrial organization, strategic competition and industrial development. He has published dozens of papers in top Chinese academic journals and some papers in international journals. His research has been supported by the National Science Foundation of China and was awarded some national level research prizes. He was a visiting professor at Sloan School of Management of MIT in U.S., St. Antony's College of Oxford University in U.K., State University of New York at Alban in U.S., and Aoyama Gakuin University in Tokyo, Japan.



**Dr. Chenghua Tzeng**

**Associate Professor of Strategic Management  
School of Management, Fudan University**

Currently is associate professor of strategic management at Fudan School of Management. He earned his Ph.D. in Strategy and Organization from McGill University and currently is an Assistant Professor of Strategic Management in the Department of Business Administration at Fudan School of Management. He teaches Strategic Management for students of International MBA (affiliated program with MIT Sloan School of Management), Asia MBA (a joint program with National University of Singapore and Korea University), DBA (Doctor of Business Administration, a joint program with City University of Hong Kong), and Harvard-Fudan executive program (Growing Professional Service Firm--China). He offers case-analysis sessions for E/MBA programs and multinational corporations from the United States, the U.K., France, Germany, Italy, Spain, Norway, Finland, Switzerland, Ireland, Singapore, and Taiwan. He offered numerous training sessions to Chinese managers at training centers affiliated with Fudan University and Shanghai University of Finance and Economics. Prior to joining Fudan University, he worked as senior researcher and leader of strategy team of Samsung Economic Research Institute in Beijing.



**Dr. Xiucheng Fan**  
**Professor of Marketing**  
**School of Management, Fudan University**

Xiucheng FAN is a Professor of Marketing and the Director of the Center for Service Marketing and Management at School of Management, Fudan University. He was the Fulbright scholar to Wharton School of University of Pennsylvania, and is an international fellow of the Center for Relationship Marketing and Service Management, Hanken School of Economics Finland, and a global fellow at the Center for Service Leadership of Arizona State University.

He is the author of *Marketing Management* (2006), *Service Management* (2006) and *Services Marketing* (2008) and has published over 90 papers in academic journals, including *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of Macromarketing*, *Journal of Consumer Marketing*, *International Journal of Human Resource Management*. He has been included in New Century Talent Program of the Ministry of Education of China, and is a winner of Baogang Outstanding Teachers Award. He is a member of the steering committee of Service Science Initiative in China and a panelist on management science of National Science Foundation of China. He conducts executive programs/talks for China Mobile, Industrial and Commercial Bank of China, China Merchant Bank, and China Pacific Insurance.



**Dr. Jun Wang**  
**Researcher, Attorney-at-Law**  
**Law School, Fudan University**

Born and bred in Shanghai, China. Graduated from Peking University with an LLB degree. Jointed Law Faculty of Fudan University since 1985. Certified Attorney-at-Law specialized in IP and Competition Law, and civil litigation since 1992. Areas of special interest: Competition & IP Law, Law & Society, Economic Law. Publications\*: 1. Perspectives on the Reformation of Chinese IP Law, essays, 2010; 2. Topics on Domestic Enforcement of IP Law, essays, 2008; 3. *Cyber Law in China*, book, 2006; 4. *Introduction to the Chinese Legal System*, 2003; 5. *Introduction to Chinese Economic Law*, 2003 (\*all in Chinese)

## V. Company Background



*The largest PC maker worldwide with market share off 16.7%*

*Accelerated transformation to become atop competitor in the PC Plus era, ranked as worldwide #3 in Smart*

*Connected Devices, including PCs, tablets and smartphones*

*#2 in China's smartphone and tablet markets*

*#1 in worldwide commercial notebook PC market*

*#1 in both worldwide consumer PC and consumer desktop PC markets*

Lenovo is a US\$334 billion persona technology company, the largest PC maker worldwide and an merging PC Plus leader. Serving customers in more than 160 countries, Lenovo's business is built on product innovation, a highly-efficient global supply chain and strong strategic execution. Its product lines include a full range of commercial and consumer PCs, servers and workstations, and a family of mobile internet devices including smartphones and tablets. The "Protect and Attack" strategy is a key of Lenovo's success, and the right strategy for a PC Plus world. It is driving record market share, improved profitability and a more balanced business for Lenovo.

A global Fortune 500 company, Lenovo taps into global expertise with major research centers at the Yamato lab in Japan; Beijing, Shanghai and Shenzhen in China; and Raleigh, NC in the U.S. Lenovo continued to drive its unique hybrid manufacturing strategy and invest in vertical integration. Currently, the company's manufacturing facilities are in Beijing, Shanghai, Chengdu Hefei, Huiyang and Shenzhen, China; Pondicherry, India; Monterrey, Mexico; Itu, Brazil, as well as Whitsett, North Carolina in the U.S., with contract manufacturing and Original Design Manufacturing locations worldwide shares of Lenovo are listed in the Stock Exchange of Hong Kong (HKSE stock code: 0992), and available in the form of ADR shares (ADR: LNVGY).



***Bosch worldwide:*** 4 business sectors; 52.5 billion euros in sales in Year 2012

***Bosch in Asia Pacific:*** 12.6 billion euros in sales in Year 2012; 5.66% year-on-year growth

***Bosch in China:*** 2nd largest market outside Germany; 58 legal entities; 3,200 R&D associates and 17 Technical centers

The Bosch Group is a leading global supplier of technology and services. In 2012, its roughly 306,00 associates generated sales of 52.5 billion euros. Since the beginning of 2013, its operations have been divided into four business sectors: Automotive Technology, industrial Technology, Consumer Goods, and Energy and Building Technology. The company was set up in Stuttgart in 1886 by Robert Bosch (1861—1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future.

The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some 4.8 billion euros on research and development in 2012, and applied for nearly 4,800 patents worldwide. The Bosch Group’s products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is “Invented for life”.

Bosch set up its first sales office in China as early as 1909. In 1926 the first Bosch car service was opened in Shanghai. Today, all three Bosch business sectors are present in China: Automotive Technology, Industrial Technology, and Consumer Goods and Building Technology. Bosch employs 30,200 associates at 51 legal entities across China, and has a holding company in Shanghai. Consolidated sales in China reached 42.3 billion yuan in 2011. This robust growth testifies to the effectiveness of Bosch's strategic approach in China, which was chosen in close alignment with China's goals for a sustainable and low-carbon economy. Today, all three Bosch business sectors in China focus their innovations on energy efficiency and resource conservation. The products and solutions manufactured by Bosch in China for the Chinese market range from clean diesel systems, products for powertrain electrification, and gearboxes for wind turbines to heat pumps, energy-efficient home appliances, and lithium-ion power tools.