

2019 Winter Programme @ Suzhou

CH2393: Chinese Business Enterprises and Management

OVERVIEW

The Department of Chinese Studies of Faculty of Arts and Social Sciences (FASS) NUS and the NUS (Suzhou) Research Institute (NUSRI) jointly offer **CH2393 Chinese Business Enterprises and Management** for NUSRI's 2019 Winter Programme from 9 to 27 December 2019 to all university students.

NUSRI (www.nusri.cn) is the first overseas research institute of NUS that is located within Suzhou Industrial Park (SIP). With the unveiling of its new building in 2013, NUSRI has admitted groups of students from NUS, SMU, NTU and overseas universities.

With lectures and fieldtrips conducted exclusively in Shanghai, Hangzhou and Suzhou, China, the objective of the programme is to provide university students with an in-depth exposure to the set-up and development of various types of enterprises in China, so as to better understand and adapt to the social environment and business setting in China.

Over a period of three weeks, participants have opportunities to visit state-owned enterprises, e-commerce companies, multi-national companies, and small and medium enterprises, such as Huawei, Ecovacs etc. Students will get to know the operational and strategic challenges companies face in a competitive environment of the emerging economy of China through direct interaction with the enterprise leaders. Related lectures on geographic and economic landscapes, cultural and social environment in China will be given before or after each visit.

Suzhou, winner of the 2014 Lee Kuan Yew World City Prize, is referred to as the “Oriental Venice”. The Classical Gardens in Suzhou (total 69 preserved gardens) are all recognised as UNESCO heritage sites. Modern Suzhou, as one of the most prosperous cities in China, is home to many aspiring entrepreneurs. Students will need to be prepared to discover a city where an incredible array of historical and cultural attractions in a place where skyscrapers coexist with beautifully preserved old town of Suzhou and neighbouring cities (Shanghai and Hangzhou).



PROGRAMME CREDITS AND ASSESSMENT

NUS Students will be able to receive 4 MCs under CH2393 upon successful completion of the programme and required assessments. The module will be registered in the second semester of AY2019/20.

The course is composed entirely of continuous assessments and the components are:

1. Attendance & Participation (10%)
2. Case Study on a technology-based enterprises in China (20%)
3. Negotiation Game: Partnerships across countries and cultures (20%)
4. Presentation: Case study on SME / SOE in China (20%)
5. Essay/Final Report (30%) -Prof. Lee Cheuk Yin

Students are required to write an essay of 10-15 pages (single spacing), on “My Personal Reflections of the Current Developments in China”. Your essay must be based on your personal observations, and experiences: features obtained from sign boards, brochures, advertisements; information gathered from our tour guides, your contacts with local Chinese, and dialogues with company executives etc.

PROGRAMME COST

The programme fee is **S\$2,180** and includes the following:

- Double occupancy lodging throughout the programme
- Local transportation for planned activities
- Activities and lessons in Suzhou, Hangzhou and Shanghai
- Meals during major occasions

Early bird Discount: Students who register before **30th September 2019** could enjoy special rate of **S\$1,980**.

The accommodation will be double occupancy lodging (3-star hotels or above).

Basic accident insurance of RMB300K will be purchased for each student.

APPLICATION PROCEDURE

Application (Deadline: **31st October 2019**)

Please apply through NUSRI website:

(<http://en.nusri.cn/edu/ipgm/winterprogramme/>)

FINANCIAL SUBSIDY

For NUS students, below financial aids may be available:

- [NASA Enhancement Bursary](#) (Singaporeans only; subject to fund availability)
- [China Initiatives Steering Committee Funding](#) (Singaporeans & PRs only)
- [Overseas Student Programme Loan](#) (Singaporeans only)
- [PSEA Fund Withdrawal](#) (Singaporeans only)

For other universities, please check with your own university to see if any financial subsidy.

REVIEWS AND COMMENTS FROM PAST PARTICIPANTS

Lim Wei Da (Yale-NUS College, National University of Singapore)

2018 Winter Immersion Programme Participant

“As a Singaporean Chinese, I didn't know much about Chinese culture before coming to China. The NUSRI Suzhou Winter Programme provided with me a greater understanding of Chinese culture, history and current political economic challenges.”

Lim Wei Zhi Jerome (Business School, National University of Singapore)

2017 Winter Immersion Programme Participant

This trip has gone a long way in broadening my horizons, considering issues from both the micro- and macro- point of view. Understanding the culture and beliefs within the Chinese environment has helped me get a better sense of how Chinese enterprises work, as well as identify several success and failure factors for Singapore to consider. Valuable industry visits and observations of Chinese society have reinforced my impression of how fast the Chinese are progressing. Most importantly, I am now more aware of how youths like myself, as well as Singapore on the grander scheme of things, should be prepared to ride this wave of change and succeed together with China's growth.

SU I-SHIN (Yale-NUS College, National University of Singapore)

2017 Winter Immersion Programme Participant

As much as I enjoyed the program, it ultimately had to come to an end. As I depart, however, it was clear that this trip, more accurately this program, has opened a new door for me. Quite literally, my mindset regarding China's development has shifted considerably for the better. I now see China as a door to multiple windows of possibility along three axes. Technologically, it appears to stand at the forefront of FinTech development. Economically, its combination of government-controlled businesses and private enterprises has been yielding exciting economic outcomes, giving policy makers around the world the opportunity to observe a novel form of macro-economic governance. I can foresee, and ardently look forward to, my next visit.

Benita Neo Yan Ting (School of Computing, National University of Singapore)

2017 Summer Immersion Programme Participant

“I really feel that this trip was fruitful in terms of exposing me to the Country of the Future, and I think this module is a good start of cultivating an appreciation and a deeper understanding and respect for the country we originate from. I think it is time that we embrace the fact that China will inevitably be the country of opportunities. Having been to China many times, this is the first time I can confidently say I came back home learning so much about China – its culture, business landscape, the lifestyle, with so many fond memories of my short time here.”

Goh Shi Ying (Faculty of Science, National University of Singapore)

2015 Summer Immersion Programme Participant

"NUSRI Summer Programme 2015 has been great experiences, where I get to understand the way of life in China, understand China's heritage and the economy. To be able to see various companies and hear from them the motivation and methodology behind running a successful industry in China is truly insightful."

Jan Bronauer (Yale-NUS College, National University of Singapore)

2016 Winter Immersion Programme Participant

"On December 24, the NUSRI Winter Programme 2016 in Suzhou concluded-a programme which proved to be much more encompassing, diverse and lively than I had expected before I joined. Almost three weeks of exploring, learning, presenting as well as networking with professionals gave me very close insights into China which will help me enormously in the future."

Ang Ying Xin (School of Design&Environment, National University of Singapore)

2015 Winter Immersion Programme Participant

"This programme has not only provided us with the technical knowledge but also the physical chance to see what is actually happening in China. The industrial visits were well arranged presenting good linkage with the lecture topics. We get to see and listen from local companies and foreign companies to understand what challenges they are currently facing in the Chinese market. Guest lecturers have given constructive point of view and allow us to hear from successful entrepreneurs what they have been through. Hearing from such experienced speakers serves as a motivation for me. I aspire to be like them, to learn from them and to open up more collaboration opportunities and further my eye sight to possible business opportunities in China."



PROGRAMME HIGHLIGHTS

1. Lecture: Social-Cultural Environment of Doing Business in China

China is one of the world's cradles of civilization. With nearly 4,000 years of recorded history and over 1.4 billion population, doing business in China face opportunities and challenges, successes and failures. One of the main reasons for failure is the lack of knowledge of the business dynamics and environment of China. The famous Chinese military classics, *The Art of War* by Sun Zi, says that, "by understanding yourself and your enemies, you will have hundred winnings in hundred battles". This lecture will focus on analysing the social-cultural environment of China, in particular the influence of Confucianism, Chinese kinship and the family system, which are closely related to the formation of the Chinese mind-set and world view.

2. Lecture: Suzhou Wu Culture and Scholars' Gardens

"Wu" refers to the region in the Jiangnan area (the south of the Yangtze River), in the Jiangsu and Zhejiang provinces of China. The two largest cities in the Wu region are Shanghai and Hangzhou. The Wu language and its dialects are spoken in this region. As one vital part of the Chinese traditional civilization, the Wu Culture has a long history which may be traced back to 4000 years ago. The city of Suzhou (also called Wu) has traditionally been the capital of the Wu states. One distinctive feature of Wu culture is the classical Chinese gardens, which seek to recreate natural landscapes in miniature and reflect the profound metaphysical importance of natural beauty in Chinese culture. The earliest gardens in Suzhou date back to the city's foundation in the 6th century BC, but it was during the Ming and Qing Dynasties, and in particular the 16th to 18th centuries, that the city's prosperity resulted in the creation of as many as two hundred gardens within its walls. Their quality and profusion earned Suzhou the title of "Earthly Paradise" and the classical gardens are acknowledged on the UNESCO World Heritage List. This lecture will introduce the historical background of the Wu culture and the essence of Chinese classical or scholars' gardens in Suzhou.

3. Lecture: Tapping into China's E-business Market

Have you heard about the urban "legends" of China's Single's Day or the online shopping carnivals? Recently, Taobao has exceeded a total daily transaction of 35 billion Yuan (USD 5.71 billion). With 580 million online shoppers, the rapid development of e-commerce in China is hitting a new high. The lecture intends to provide an understanding of the development of e-business in China. This will involve the various forces which influence the behavior of national and international firms, thereby providing an appreciation of the global nature of e-business. This lecture will discuss a range of interesting case studies including Alibaba Group, aiming to provide students with an understanding of the electronic market in terms of contemporary online technology, and the theoretical, conceptual and practical applications of the issues involved in China's e-business market.

4. Lecture: Chinese Economy and Firms' Strategic Alliances: the Importance of Cross-cultural Literacy

Globalization implies that firms operate in different countries, and the presence of foreign companies is regularly cited as a major factor explaining China's rapid development - notably through the policy of "Special Economic Zones". This lecture will start by recalling some facts about China's development and

growth policies since the beginning of the economic reforms in 1978. It will serve as a pretext to introduce the problematic of strategic alliances between companies. Then the lecturer will explain how complex can be such alliances when they involve partners from different cultures.

5. Lecture: Chinese Local Enterprises: SMEs and SOEs

Four decades after the economic reforms which progressively opened China's market to the world, the country has gone through fundamental transformations in the structure and ownerships of its native enterprises. Indeed, starting from a planned economy with a general collectivization of productive activities, the economic reforms of 1978 set into motion the entrepreneurial changes that propelled China to its current place in the global economy. Key milestones in this process include the liberalization of entrepreneurship in the early 1980s, and the large-scale privatization of State-owned enterprises in the 1990s. As this gradual transfer of market ownership - from public to private – has successfully unfolded in the past decades, it is now largely recognized that not only the productive but also the innovative capacity of the Chinese market rests with SMEs. State-owned enterprises (SOEs), on the other hand, have seen their market share significantly decreased. However, when compared to other market economies, they still play an important role in the provision of public and strategic goods and services. In this context, this course aims at providing students with an overview of different forms of enterprise ownership in China – i.e. SMEs and SOEs. This will then be followed by deeper analytical insights on (i) the historical emergence of each type of ownership, (ii) the past and present contribution of these enterprises to the Chinese economy, and (iii) the challenges they are facing with the current economic recession.

6. Industry Learning and Dialogue Session at Huawei

Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. Its core activities are telecom networks, IT, smart devices, and cloud services.

Huawei has more than 180,000 employees, operates in more than 170 countries and regions. Founded in 1987, Huawei is a private company fully owned by its employees. In 2018, Huawei Ranked 72nd in the Fortune 500. Students will visit the open lab of Huawei and have the opportunity to witness how Huawei products are applied to intelligent traffic management system, Tele-medicine, big data, Smart Government and Smart City etc. Followed dialogue session led by the staff of Huawei will give students a better understanding of its culture and business model.

7. Industry Learning and Dialogue Session at Ecovacs

Ecovacs is one of the top three brands of in-home robots worldwide. When one walks into Ecovacs, one will be warmly welcomed by the fun and delightful robot, Benobot. Students will have the chance to converse and interact with Benobot. And they will also have the opportunity to witness other robots swimming and dancing. Ecovacs provides the opportunity to learn more about the fascinating world of robots and be aware of a new futuristic lifestyle, where robots are part of every family.

8. Historical sites visits

Shanghai Oriental TV Tower, Shanghai Museum, Humble Administrator's Garden, Suzhou Museum and Pingjiang Road, Suzhou First Silk Factory and water town.



MAIN PROGRAMME FACILITATOR

Prof. Lee Cheuk Yin is an academic member of the Department of Chinese Studies at the Faculty of Arts and Social Sciences, National University of Singapore. Prof Lee graduated from the University of Hong Kong (B.A., First Class Honours; M. Phil.) and received his doctorate from the Australian National University. A former Swire Scholar and Commonwealth Scholar, his research interests include Chinese intellectual history, Chinese business culture, East-Asian Confucianism, and Chinese beliefs and customs. He has served as Sub-Dean of the Faculty of Arts & Social Sciences, Head of the Department of Chinese Studies, and Director of the Wan Boo Sow Research Centre for Chinese Culture at the National University of Singapore, and is currently Programme Director of NUS-PKU Double MA Degree (Chinese Language) Programme at NUS. He is also Guest Professor of Wuhan University, Nanjing University and Hubei University, China. Prof Lee is concurrently Council Member of the Presidential Council for Religious Harmony, Government of Singapore, and Chairman of the Advisory Committee on Chinese Programmes of the Media Development Authority of Singapore.

Note: Guest lecturers carefully selected from local universities will facilitate the course delivery.

CONTACT

For further queries: nusri@nus.edu.sg or education@nusri.cn

Annex 1: PROGRAMME SCHEDULE (Drafted Version)

2019 Winter Programme (9-27 Dec,2019)

Date	Morning	Afternoon
9 Dec (MON)	Arrival and Airport Pick-up (Shanghai Pudong International Airport)	
10 Dec (TUE)	Cultural Visit: Shanghai Oriental TV Tower	Cultural Visit: Shanghai Museum (TBC) Bus ride to Suzhou
11 Dec (WED)	Lecture: Social-Cultural Environment of Doing Business with China	Field Trip: Suzhou old & new City, Old Canal and Pingjiang Road
12 Dec (THU)	Lecture: Suzhou Wu Culture and Scholars' Gardens	Field Trips: Humble Administrator's Garden and Suzhou Garden Museum Welcome Dinner
13 Dec (FRI)	Lecture: Chinese Economy and Firms Strategic Alliances	Industrial Visit: Suzhou Urban Planning Exhibition Hall Industrial Visit: CSSD (China-Singapore Suzhou Industrial Park Development Group Co., Ltd)
14 Dec (SAT)	Cultural visit to a typical water town	
15 Dec (SUN)	Free activities	
16 Dec (MON)	Lecture: Chinese Economy and Firms Strategic Alliances	Preparation for Assessment #1
17 Dec (TUE)	Industrial Visit to Huawei	Presentation for Assessment #1
18 Dec (WED)	Lecture: Tapping into China's E-business Market	Chinese Art Appreciation&DIY
19 Dec (THU)	Lecture: Tapping into China's E-business Market	Preparation for Assessment #2
20 Dec (FRI)	Bus ride to Hangzhou	Industrial Visit: other E-commerce related company (TBC)
21 Dec (SAT)	Cultural Visit: West Lake	
22 Dec (SUN)	Free activities	
23 Dec (MON)	Presentation for Assessment #2	Lecture: Chinese Local Enterprises: SMEs
24 Dec (TUE)	Industrial Visit: ECOVACS	Lecture: Chinese Local Enterprises: SOEs

25 Dec (WED)	Industrial Visit: Bank of China	Preparation for Assessment #3
26 Dec (THU)	Presentation of Assessment #3	Programme closing & Dinner
27 Dec (FRI)	Departure to Shanghai Pudong International Airport	
31 Jan 2020(Fri)	Submission of essay/final report by 31 Jan 2020 to register for the module CH2393 (Assessment #4)	

Note: The schedule is subject to modifications (without compromising its overall objectives) due to unforeseen circumstances.



Annex 2: Instructions of VISA Application

If you are not Chinese (nationality), you must apply VISA to enter China.

NUS Suzhou Research Institute will provide official invitation letter for you to apply “F” VISA in Embassy of the Republic of China. Please submit your scanned passport to education@nusri.cn with e-mail subject “2019 Winter Programme + Invitation Letter” at least one month before the programme begins. NUSRI side will give you the scanned copy of invitation letter within 5 working days.

Documents for applying “F” VISA (General Situation):

1. **Invitation letter issued by NUSRI**
2. Passport
3. VISA Application Form and Photo
4. Proof of legal stay or residence status (applicable to those not applying for the visa in their country of citizenship)
5. Photocopy of previous Chinese passports or previous Chinese visas (applicable to foreign citizens those who were Chinese citizens and have obtained foreign citizenship)
6. Air-tickets (if available)