SHANGHAI ASIAN BUSINESS SEMESTER
Course Catalogue
Graduate Semester (Fall and Spring)

CONSUMER BEHAVIOUR IN THE ASIAN MARKET 45 hrs / 6 ECTS

CROSS CULTURAL MANAGEMENT & NEGOTIATION 23 hrs / 3 ECTS

ASIAN BUSINESS RESEARCH PROJECT 45 hrs / 5 ECTS

ECONOMIC INTEGRATION & GEOPOLITICS IN ASIA 45 hrs / 6 ECTS

CORPORATE STRATEGY, LOGISTICS AND SUPPLY CHAIN MANAGEMENT 45 hrs / 6 ECTS

FASHION SOURCING 45 hrs / 6 ECTS

INTERNATIONAL HR MANAGEMENT 23 hrs / 3 ECTS

BUSINESS ETHICS 45 hrs / 6 ECTS

MANAGING ORGANISATION PERFORMANCE IN ASIA 23 hrs / 3 ECTS

CHINESE LANGUAGE 45 hrs / 1 ECTS
CONSUMER BEHAVIOUR IN THE ASIAN MARKET

Semester Manager: Professor Wei SHEN, wei.shen@essca.fr
Course led by Prof. Brian SCHWARZ, ESSCA Shanghai Campus
COURSE LANGUAGE: English

Semester: 7/8
Code: MKG471

Total number of hours: 45 / ECTS credits: 6

PRESENTATION
Solomon (2004) defines Consumer Behaviour as “…the study of the processes involved when individuals or groups select, purchase, use, or dispose, products, services, ideas, or experiences to satisfy needs and desires” (p.7). Consumer behaviour therefore is interested in the consumer’s psychological perspective during the marketing exchange process and it is with this emphasis that this course is designed to enhance. The study of consumer behaviour has never been more relevant in an increasingly turbulent global marketplace where it has become more and more difficult to differentiate one’s own products or service offerings relative to competitors. Given its rising economic power and potential, a systematic understanding of Asian consumer behaviour in Asia becomes essential to any marketers who would like to gain insight into what drives Asian consumers to engage with various marketing activities.

EDUCATIONAL GOALS
The course aims to provide a theoretical and practical understanding and assessment of Asian consumers in the domain of marketing and advertising. It does so by examining key concepts, principles, and theories from various social sciences in order to describe and explain consumer behaviour. This course also aims to highlight consumer behaviour as a major aspect of human behaviour and to be aware of the way marketers can identify and exploit various sources of influence.

COURSE OUTLINE

| Session 1 | Module Introduction |
| Session 2 | Culture and Consumer Behaviour |
| Session 3 | The buying process |
| Session 4 | Motivation and values |
| Session 5 | Perception, learning and memory |
| Session 6 | Consumer attitude formation |
| Session 7 | Consumer Identity |
| Sessions 8 | Family, household and reference groups |
| Session 9 | Consumer behaviour research |
| Session 10 | New times, new consumer |
| S11-12 | Consumer case studies |
| S12-13 | Student Project / Presentations |
| Session 14 | Module revision and wrap-up |

SKILLS TO BE ACQUIRED
Successful students will be able to:
- Work successfully as part of a team, including (but not limited to): skills as an effective team player; communication and interpersonal skills; negotiation and conflict resolution skills.
- Learn to communicate professionally, to present analysis, recommendations, strategic plans and implementation steps clearly, both in writing and in presentations.
- Undertake utilising online and offline research and data collection
- Use ICT skills to research module topics
- Better interpersonal communication and time management

PEDAGOGICAL METHODS
Lectures, seminars, role play, group presentation and discussion

EVALUATION
The module is assessed by 100% assignment (3000 words)

BIBLIOGRAPHY
Assael, H., Consumer behaviour: A strategic approach, Houghton Mifflin Company
Blythe, J., (2008), Consumer behaviour, Thomson,
Ciarlante, D. and Schutte, H, Consumer behaviour in Asia, NYU
Evans,M.; Jamal, A and Foxall, G., Consumer Behaviour, John Wiley & Sons Ltd.
Schiffman, L.G.; Kanuk, L. L. and Hansen, H., Consumer Behavior: An European Outlook, FT Prentice Hall,
CROSS CULTURAL MANAGEMENT & NEGOTIATION

Semester Manager: Professor Wei SHEN, wei.shen@essca.fr
Course led by Dr. Jean-Marie CISHAHAYO (China-Africa Business Council/UNDP)
COURSE LANGUAGE: English

PRESENTATION
You embark on your first foreign adventure and your HRM manager decides China provides good opportunities for you and the company. China is huge, economically prosperous, dynamic and new. But when you arrive you will only have questions: What is to be expected in China? How will you anticipate unexpected business challenges? China is a huge potential market, but not without economic and political risks. How do you prepare yourself for such a trip? This module helps you to develop skills to analyse economic, organizational, social and cultural differences which you will need to deal with when doing business in or with China. This module aims to show students how to identify and cope with cross-cultural differences both between China and the rest of the world and within China. Major theoretical insights into the new and dynamic body of knowledge and a choice of methodological instruments employed in cross-cultural studies are applied to China. Student will learn how to systematically analyse cultural differences across countries, within China and within organizations and conduct rudimentary research in a Chinese business context.

EDUCATIONAL GOALS
- In depth understanding of the historical foundation of Chinese culture and its development
- Having a deeper understanding of Chinese business culture: what motivates the typical Chinese business person and how he/she prefers to negotiate
- Awareness of the sensitivity of cross-cultural business communications in the Chinese context
- Identify, describe and explain key models used for comparing cultures
- Identify and analyse the role of effective communication in contexts for international and cross-cultural management generally

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<td>Comparing cultures: exploration of models and theories</td>
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<td>Session 3</td>
<td>Organizational culture: diversity within organizations</td>
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<td>Diversity within China: localism and culture</td>
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<td>Whom are we dealing with? Chinese firms and entrepreneurs</td>
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<td>Networks or ‘Guanxi’? and Negotiating with the Chinese</td>
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<td>Session 7</td>
<td>Interaction between Chinese government and business</td>
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</tbody>
</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:
- Compare and evaluate the difference of Chinese culture with other countries (students’ own country of origin for example) and discuss the relevance of Chinese cultures
- Identify key trends of Chinese business culture and formulate appropriate strategy / vision for business negotiations in China

PEDAGOGICAL METHODS
Lectures, seminars, role play, group presentation and discussion

EVALUATION
Skills assignment 30% and research essay 70%

BIBLIOGRAPHY
ASIAN BUSINESS RESEARCH PROJECT

Semester Manager: Professor Wei SHEN, wei.shen@essca.fr
Course led by Professor Wei SHEN, International Business Section, ESSCA, Angers and Shanghai
COURSE LANGUAGE: English
Code: INT472
Total number of hours: 45 / ECTS credits: 6

 Semester: 7/8

PRESENTATION
The re-emergence of China and the continuing role of Asia in global economic development are of great interest for business and academic communities. This Module gives the opportunity for students to conduct first-hand opportunity to acquire research skills to conduct high quality research and develop cutting edge knowledge in various areas related to internationalisation in/to Asia, in the spheres of business, politics, cultures and societies. By using techniques of business studies and social sciences, students are given ample time for field visits and work in groups on a specific business topic or project. Living and studying in Shanghai, Asia's premier global city, students will also gain in-depth understanding of the development of Shanghai as China's gateway and practical knowledge of various business sectors in the booming city.

EDUCATIONAL GOALS
- Appropriate business fieldwork techniques for researching and understanding the business environment and social transformation in China and Asia region
- The economic, political and economic processes have shaped Shanghai’s position as China's economic hub and Asia's global city
- Major service sectors in Shanghai, urban infrastructure and social conditions as well as insights of contemporary Chinese/Asian consumers

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<td>Research Methods in Business Studies and Social Sciences</td>
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<td>Session 4</td>
<td>Shanghai as a Logistic Centre - Visit to the Port of Shanghai</td>
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<td>Session 5</td>
<td>Capturing the Chinese Consumers – Retailing in Shanghai</td>
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<td>S6-7</td>
<td>Face2face with Chinese consumers: Visit to Local business/commercial centre</td>
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<td>Research and Analysis on specific industries/sectors in Shanghai</td>
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<td>Develop a business project: the IMD’s DeepDive™ model</td>
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<td>The Creative Economy in China</td>
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<td>Company Visits</td>
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<td>Session 14</td>
<td>Student Presentations</td>
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</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:
- Select and employ relevant field research methods in business studies and social sciences
- Plan and execute fieldwork to collect primary and secondary data on either Shanghai’s development or one business sector in Shanghai, preparing a feasible business project on China/Asia by using observational and interview techniques
- Interpret and assess a range of data and information to construct verbal presentation and a written structured report of the fieldwork
- Effective use of ICT tools for data collection and strong team work spirits
- Manage the time and study in an efficient manner during the field research in a foreign country and improve interpersonal communication skills

PEDAGOGICAL METHODS
Lectures, guest seminars and group project/presentation

EVALUATION
Class participation, group project and essay

BIBLIOGRAPHY
John Friedmann, China’s Urban Transition, University of Minnesota Press, 2005
Globalization and World Cities Study Group & Network: www.lboro.ac.uk/gawc
Mark Saunders et al, Research Methods for Business Students, Financial Times/ Prentice Hall 2006
ASIAN ECONOMY AND GEOPOLITICS

Semester Manager: Professor Wei SHEN, wei.shen@essca.fr

Course led by Dr. Seung-Youn OH, ESSCA Asia Fellow, University of California (Berkeley), USA

COURSE LANGUAGE: English

Total number of hours: 45 / ECTS credits: 6

PRESENTATION
This module will examine the post-war experiences of the East Asian region. Unlike Europe, Asia was long divided by colonialism, the Cold War, and America's Hub-and-Spoke Alliance system. Since the formation of ASEAN in 1967, closer ties have developed across parts of Asia; however, these ties have been driven less by states entering formal alliances and more by corporations through investment, trade and production networks. Regional links have been bolstered as well by state-to-state cooperation on many different issue dimensions. As such, the aim of this module is to equip students to greater understand the evolving structures of East Asian integration and the challenges and opportunities that East Asian countries face.

EDUCATIONAL GOALS

- To facilitate an in-depth understanding of top-down and bottom-up regional integration process in East Asia.
- To conduct a comprehensive examination of political, socio-economic and cultural exchanges among East Asian countries.
- To construct a thorough understanding of challenges and opportunities for East Asian countries in building peace and prosperity in the East Asian region.

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<td>Session 2</td>
<td>The Intra-Regional System in East Asia in modern times</td>
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<td>Session 3</td>
<td>Beginnings of the ‘East Asian Model’ and the ‘Economic Miracle’</td>
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<td>Session 4</td>
<td>Emerging Regionalization: bottom up process of regional integration</td>
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<td>Session 5</td>
<td>Early regionalism: top-down process of regional integration</td>
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<td>S6-7</td>
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<td>Student group presentations</td>
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<td>Sessions 10</td>
<td>Northeast Asian countries’ perspectives on East Asian Regional Integration: China, Japan and Korea</td>
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<td>Session 11</td>
<td>Major plays in Asia-Pacific perspectives on East Asian Regional Integration: USA, Russia and ASEAN</td>
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<td>Session 12</td>
<td>New Challenges of Regional Cooperation: Environment, Energy and Migration</td>
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<td>Session 13</td>
<td>Soft Power of East Asia: the power of culture in bringing East Asia Closer</td>
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<td>Session 14</td>
<td>Creating an Asian Identity</td>
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</tbody>
</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:

- Exhibit keen analytical skills, a firm grasp of the material, and a genuine curiosity in contemporary political issues of East Asian countries
- Analyse the evolving structure of East Asian integration from comparative perspectives.
- Identify new challenges / opportunities that East Asian countries face through regionalization.
- Engage in academic debate on political, socio-economic relations of East Asian countries.
- Employ appropriate research tools to examine the prospects of East Asian regional cooperation’s future.

PEDAGOGICAL METHODS
Lectures, seminars, public debate as well as group project/presentation

EVALUATION
Group presentation and final exam (50% each)

BIBLIOGRAPHY
Katzenstein, Peter J., A World of Regions (Ithaca: Cornell University Press, 2005)
Katzenstein, Peter J. & T. Shiraishi (eds.), Network Power: Japan and Asia (Cornell University 1997)
PRESENTATION
Multinational companies are very active players in the business environment in China and the Asia region. This Module aims to address the specific steps in strategy formulation and implementation at the business and corporate level are proposed and allow students to understand and be able to perform the key steps in the development of a strategic plan for global firms and to examine the political, economic, and social forces that shape the global business environment. It will demonstrate how companies set strategic direction and how they use data and analysis to create key strategic and operational performance measures to monitor the effectiveness of the strategy implemented.

EDUCATIONAL GOALS
- Develop the ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics.
- Ability to evaluate outsourcing decisions by applying the buy-make framework.
- Determine when and how a supplier should be integrated into the new product development process.

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<td>Introduction: Manage the benefits and risks of outsourcing</td>
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<td>Session 2</td>
<td>Managing industry competition and cooperation</td>
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<td>Session 3</td>
<td>Leveraging global resources and capabilities</td>
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<td>Session 4</td>
<td>Cultures and institutions</td>
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<td>Session 5</td>
<td>Supply chain integration and global dynamics</td>
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<td>Session 6</td>
<td>Competitive socially responsible supply-chain management</td>
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<td>Session 7</td>
<td>Entering foreign markets and international acquisition</td>
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<td>Session 8</td>
<td>International alliances, retailer-supplier partnerships</td>
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<td>Session 9</td>
<td>Global structure, centralized and decentralized decision-making</td>
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<td>Session 10</td>
<td>Logistics management in China I</td>
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<td>Session 11</td>
<td>Logistics management in China II</td>
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<td>Session 12</td>
<td>Case studies in logistics and supply chain management I</td>
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<td>Session 13</td>
<td>Case studies in logistics and supply chain management I</td>
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<td>Session 14</td>
<td>Future trends of supply chain management and new technology</td>
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</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:
- Work successfully as part of a team, including (but not limited to): skills as an effective team player; communication and interpersonal skills; negotiation and conflict resolution skills.
- Learn to communicate professionally, to present analysis, recommendations, strategic plans and implementation steps clearly, both in writing and in presentations.

PEDAGOGICAL METHODS
Lectures, seminars, case studies as well as group project/presentation

EVALUATION
The module is assessed in two parts: group presentation and final exam/essay.

BIBLIOGRAPHY
http://peng.swlearning.com

Harvard Business School cases:
- Euro Disney: The First 100 Days (Product#: 693013)
- Disney Theme Parks: Mickey Goes to China? (Product#: UV0654)
- Global Wine Wars: New World Challenges Old (Product#: 303056)
- Shanghai Volkswagen: Time for a radical shift of gears (Product#: HKU373)
- Samsung Electronics (Product#: 705508)
- Lenovo: Building a Global Brand (Product#: 507014)
- HBS Review: Regional Strategies for Global Leadership (Product#: R0512F)
- China Netcom: Corporate governance in China (Product#: 308027)
- Levi Strauss & Co.: Global sourcing (Product#: 395127)
FASHION SOURCING

Semester Manager: Professor Wei SHEN, wei.shen@essca.fr

Course led by Prof. Brigitte DE FAULTIER, Marketing Department, ESSCA Angers Campus and Prof. Neil Towers, Herriot Watts University, Scotland

COURSE LANGUAGE: English

Total number of hours: 45 / ECTS credits: 6

PRESENTATION

This fashion marketing module provides an understanding of the factors that influence international fashion sourcing from South East Asia. Delivered in Shanghai, the centre of fashion buying in China this module explores how retailers decide on purchasing fashion apparel. To achieve this aim the course is divided into three parts that include an understanding of fashion, the sourcing process and the role of the manufacturing facility to support the requirements of the European retailer.

EDUCATIONAL GOALS

- Graduates are familiar with the processes of decision-making and know how to define the framework of their decision
- Graduates know how to apply the essential knowledge of marketing in different sectors of activity.
- Graduates are equipped with in depth knowledge of the practices of sourcing in the fashion and textile market in China and Asia.

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<th>Fashion sourcing: an overview</th>
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<td>What are fashion and the fashion industry?</td>
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<td>Session 3</td>
<td>The global textile and clothing sector and players</td>
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<td>Session 4</td>
<td>European fashion retailers</td>
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<td>Session 5</td>
<td>From the concept to the product sourcing in the fashion industry</td>
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<td>Session 6</td>
<td>Different types of demand characteristics</td>
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<td>Session 7</td>
<td>Fashion industry trading relations</td>
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<td>The making of a sourcing plan</td>
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<td>The measurement of a sourcing plan</td>
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<td>Session 10</td>
<td>An overview of fashion industry and manufacturing in China</td>
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<td>Manufacturing capability</td>
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<td>Performance management in the fashion industry</td>
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<td>Session 14</td>
<td>Concluding session and revision</td>
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SKILLS TO BE ACQUIRED

Successful students will be able to:
- Employ appropriate research tools to examine the fashion industry and market in China

PEDAGOGICAL METHODS

Lectures, seminars and case studies

EVALUATION

Final examination 100%

BIBLIOGRAPHY


Additional reading materials and case studies will be provided during the course.
INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Semester Manager: Professor Wei SHEN, wei.shen@essca.fr
Course led by Prof. Brian SCHWARZ, ESSCA Shanghai Campus
COURSE LANGUAGE: English

Total number of hours: 23 / ECTS credits: 3

PRESENTATION
International HR management is aimed at managing organizational human resources at international level to achieve organizational objectives and achieve competitive advantage over competitors at national and international level. IHRM includes typical HRM functions such as recruitment, selection, training and development, performance appraisal and dismissal done at international level and additional activities such as global skills management, expatriate management and so on. This course will give a detailed learning programme on human resource management and labour-management relations in China, which are different from those in other countries because of different political and economic systems and social and cultural backgrounds. Lots of changes have taken place in human resource management since the 1978 economic reforms. This course discusses the general background of human resource man agreement and labour-management relations in China. It describes the cultural values, political and economic systems shaping Chinese human resource man agreement and explores labour-management relations in Chinese enterprises.

EDUCATIONAL GOALS
- Develop the ability to conceptualize and analyse the evolution of HR management in China, as the economic reforms deepen and a market economy is established.
- Obtain a good understanding on the changes that will take place in the nature of labour-management relations and human resource management in Chinese enterprises.

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<td>Introduction to HR Management in the global perspective</td>
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<td>Human Resource Development in China during the Transition to a New Economic System</td>
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<td>Session 3</td>
<td>HRM in Multinationals' Operations in China: Building Human Capital and Organizational Capability</td>
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<td>Session 6</td>
<td>The development of Chinese small and medium enterprises and human resource management: A review</td>
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<td>Session 7</td>
<td>The ethical and cultural dimension of HRM in China and beyond</td>
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</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:
- Analyse the human resource management from comparative perspectives.
- Learn to communicate professionally, to present analysis, recommendations, strategic plans and implementation steps clearly, both in writing and in presentations.

PEDAGOGICAL METHODS
Lectures and seminars

EVALUATION
The module is assessed in solely in the final written examination

BIBLIOGRAPHY
PRESENTATION
The course will highlight the challenges of solving ethical issues in different cultures, and will take the example of China to illustrate how culture and ethics relate to each other. We will explore the relation between ethics at the individual levels, organizational and society-level. Finally, we will analyse how managers respond to ethical challenges in global contexts, the role of ethics in leadership, and through practical cases we will see what possible actions can managers do to enhance ethical values in organizations. In this module, we will put this in the perspective of the international contexts, and the increasing complexity of solving ethical dilemmas in a global, interconnected world.

EDUCATIONAL GOALS
- To conceptualise the emerging ethical issues of doing business in China
- To understand the confluence of three philosophical traditions in China – Daoism, Confucianism and Buddhism, and their impact on business operations
- To compare the business ethics and corporate social responsibility within and outside China

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<td>Allocative efficiency and the ethics of the market</td>
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<td>Session 3</td>
<td>Stockholders or society? – Outlining corporate social responsibility</td>
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<td>Public goods and public private partnership</td>
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<td>Ethics and the culture of organization</td>
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<td>Session 8</td>
<td>Global challenges towards an ecological and equitable growth</td>
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<td>Session 9-14</td>
<td>Case studies on business ethics in China</td>
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</tbody>
</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:
- Analyse the evolving business operations in China based on a variety of economic and social indicators
- Identify new challenges / opportunities in China and the role of civil society and media
- Engage in academic debate on ethical issues of MNCs in developing countries
- Work as a team in case studies and group project

PEDAGOGICAL METHODS
Lectures, seminars, case studies as well as presentation

EVALUATION
The module is assessed by final exam 70%, presentations 15% and participation 15%

BIBLIOGRAPHY

Papers:

News and media:
- BBC Radio, business daily: Private equity under attack.
- BBC Radio: The anthropologist who spent a year studying Wall Street.
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Semester: 7/8
Semester Manager: Professor Wei SHEN, wei.shen@essca.fr
Course led by Prof. Brian SCHWARZ, ESSCA Shanghai Campus
COURSE LANGUAGE: English
Total number of hours: 23 / ECTS credits: 3

PRESENTATION
In this course we describe the concept of performance for organizations, the need to implement systems, organizations and processes for monitoring performance. We describe the management tools for performance and best practices. This course will explore how to adapt performance management practices to specific contexts: the organization’s culture and the organization’s external environment in modern China.

EDUCATIONAL GOALS
- Know the main concepts and theories for performance management, how this can help companies succeed and today’s contemporary trends
- Develop a wide view of the systems and tools to monitor performance
- Identify the key challenges in implementing effective performance management practices especially the impact of cultural differences

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<td>Current trends in financial analysis and internal auditing</td>
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<td>3</td>
<td>Shareholder value and company valuation</td>
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<td>4</td>
<td>Organisational performance framework and managerial control tools</td>
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<td>5</td>
<td>Balanced scorecards and performance indicators (KPIs)</td>
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<td>6</td>
<td>The development of Chinese small and medium enterprises and human resource management: A review</td>
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<td>7</td>
<td>Cultural aspects of performance management: the case of China</td>
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</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:
- Analyse the human resource management from comparative perspectives.
- Learn to communicate professionally, to present analysis, recommendations, strategic plans and implementation steps clearly, both in writing and in presentations.

PEDAGOGICAL METHODS
Lectures, simulations, case studies group projects, and in-class exercises. Pre-reading will be required by the students. Some external guest speakers may deliver specific sessions of the course.

EVALUATION
30% class test, 10% homework and 60% by the final written examination.

BIBLIOGRAPHY
Flesher, DL and Zanzig, JS 2000, Management accountants express a desire for change in the functioning of internal auditing, Managerial Auditing Journal, Vol.15, No.7, pp.331–337.
Gramling, AA, Marletta, MJ and Church, BK 2004, The role of the internal audit function in corporate governance: A synthesis of the extant internal audit literature and directions for future research, Journal of Accounting Literature, Vol.23, pp.194-244.
PRESENTATION
Chinese (Mandarin) is one of the most widely spoken languages in the world. About one-fifth of the world’s population, over one billion people speak either the standard form (Mandarin, Han Yu) or the dialects as their native language. With China’s growing prominence in the world’s economy, Chinese is increasingly used as the lingua franca for doing business with and in China and more and more people are learning it as foreign language. Therefore, studying Chinese has become a priority for anyone who is interested in China and its market and this Module is targeted at business students who wish to advance their Chinese language skills for day-to-day business activities.

EDUCATIONAL GOALS
The primary aim of the Module is to give an introduction and basic training on Chinese language and develop entry level competence / language skills for business meetings.

COURSE OUTLINE

<table>
<thead>
<tr>
<th>Component</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grammar</td>
<td>10</td>
</tr>
<tr>
<td>Written Chinese (Characters)</td>
<td>5</td>
</tr>
<tr>
<td>Listening / Speaking</td>
<td>15</td>
</tr>
<tr>
<td>Oral (Pinyin)</td>
<td>10</td>
</tr>
<tr>
<td>Texts (Reading/Writing)</td>
<td>5</td>
</tr>
</tbody>
</table>

SKILLS TO BE ACQUIRED
Successful students will be able to:

- Employ appropriate ICT skills (such as computer, software, and internet) to complement classroom language training

PEDAGOGICAL METHODS
Lectures, in-class exercises, small group discussions / presentations, inventories and tests, communication exercises, games and tutorials.

EVALUATION
30% class test, 20% class participation and homework and 50% by the final written examination.

BIBLIOGRAPHY

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