

Asian Campus Summer Semester Programme

Presentation of elective courses – Fall 2014

You will find a brief presentation of the elective courses that are on offer during the Asian Campus Fall Semester 2014 (September 5th– December 19thincl.).

The information provided includes the title (followed by the course code in parentheses), the number of ECTS credits, the week or weeks in which the elective course is to be offered, the number of places available (before PFI/PFA track enrolments), and a brief description of the contents. You should consult this list for the purpose of 1) expressing your intentions and then 2) making your final choices as far as the electives you wish to choose are concerned. Intentions and choices are to be sent back to the programme office (to: Scott DAI) at the appointed time and as requested by the Programme Office.

There are two types of elective course

- 1) **Most of the elective courses are 30 hours long (10 sessions of 3 hours) and grant 5 ECTS.**
- 2) **A few electives are 15 hours long (5 sessions) and grant 2.5 ECTS.**

Please also note that:

- some courses are organised during the first half of the programme (September 8th– October 25th) on a bi-weekly basis (2 sessions per week) → **“Phase 1”**
- some courses are offered in a block format (1 or 2 weeks) in the second phase of the programme (November 3rd– December 13th) → **“Phase 2”**

All Asian Campus Semester students are expected to validate a minimum of 22.5 ECTS during the Fall semester on the Asian campus. This implies that each student must take and validate at least:

- the compulsory core course ABE Asian Business Environment (5 ECTS);
- the ICP In-Company Project (7.5 ECTS)
- and elective courses equivalent to a minimum of 10 ECTS.

Students can, under normal circumstances, choose electives up to a maximum credit value of 32.5 ECTS.

The ECTS credits from all courses will be counted in the final credit evaluation that students receive for the Asian Campus Fall Semester programme.

Elective courses offered during Phase 1 (September 8th – October 25th)

(ordered by course code)

Title: Business Finance in Asia (SHGF10) - 5 ECTS	
Phase 1 – Tuesday & Thursday morning	Places: 50
<p>This course is intended for students who wish to either prepare for an Asia (ex-Japan) related career in the financial services industry or develop a career in corporate finance. The course will also interest those who wish to pursue entrepreneurial ventures and desire a primer in fund raising.</p> <p>In this course you will develop a well-rounded understanding of the corporate finance, trade finance, and private placement environment in the region with strong focus on China and India. The course will also cover other Asian money centres like Hong Kong and Singapore.</p> <p>The course comprises of 3 major topics:</p> <ol style="list-style-type: none">1. International Trade Finance in Asia (ex-Japan)2. Venture Capital and Private Equity in Asia (ex-Japan)3. M&A in Asia (ex-Japan)4. Free Trade Agreements and their impact in Asia5. The WTO and China	

Title: Luxury Business in Asia (SHLX11) - 5 ECTS	
Phase 1 – Tuesday & Thursday morning	Places: 50
<p>The first part of this course, an introduction to the theories and practices of the luxury business in Chinawill give students an overview of the luxury market in China and a deeper understanding of Chinese luxury consumer behaviour. It will present students with the strategies of successful luxury brands in the Chinese market and familiarise them with specific aspects of luxury brand management in this context.</p> <p>The second part of the course will provide an overview of the luxury industry and market in Japan.</p>	

Title: Luxury Brand Management (SHLX 14) - 5 ECTS	
Phase 1 – Tuesday & Thursday afternoon	Places: 50
<p>This course aims at providing students with the key learning and tools so they can develop and manage efficiently a luxury brand. It includes topics such as: product development, product design and quality, brand identity and brand extension, integrated marketing communications, distribution and retail management, and managing supply and demand. The teaching method consists of lecture, case studies, group exercises and discussions.</p> <p>Students will thus learn to understand better the issues related to the creation, development and management of a luxury brand.</p>	

Title: Consumer Behaviour in China (SHMK18) - 5 ECTS	
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Phase 1 – Tuesday & Thursday afternoon*	Places: 50
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* N.B. This course will begin on Tuesday September 9th and include a final full Saturday of courses (2 sessions) on October 11th.

The most complex aspect of marketing concerns understanding the mind and heart of the consumer. If consumer behaviour were easy to explicate, then all products would sell as well as projected, all ads would be effective, economies would be efficient and marketing would be a simple prospect. For those international businesses eager to thrive in China's 1.3 billion-consumer market, the task of understanding consumers is even more challenging, mainly due to the fact that (a) the Chinese consumer market is changing rapidly; (b) most managers have cavalierly assumed that consumers' needs and wants are homogeneous across cultures.

This course focuses on providing you with the basic tools to better understand consumer behaviour in China. We will address:

- Basic frameworks and tools drawn from consumer behaviour research: How those theories can be applied to the analysis of Chinese consumers?
- Social and cultural specificities of Chinese consumers: How do Chinese consumers differ from consumers from other parts of the world in terms of their motivations, information processing, values and attitudes?
- Managerial applications of consumer behaviour in the context of Chinese market: What marketing strategies are likely to be effective given consumer response?

Title: Digital Media Marketing in China (SHMK 33) - 5 ECTS	
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Phase 1 – Tuesday & Thursday morning	Places: 50
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Following the trend of its consumers and businesses, marketing in China has quickly evolved over the last few years, from a rudimentary and traditional way of advertising to one which adopts all ways in which internet is used in China.

Whatever was enough for Western companies, like having their websites translated into Chinese, has now become obsolete. Social media in China are one of the key influences on customer purchasing decisions, brand loyalty or new products discovery. This programme focuses on helping marketing professionals to build and sustain successful Chinese digital media platforms as well as harmonising their overseas content with the Chinese one.

Title: Innovation & Entrepreneurship in Asia (SHPG11) - 5 ECTS	
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Phase 1 – Tuesday & Thursday afternoon	Places: 50
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This course is tailored to students who wish to learn and explore the concepts of innovation and entrepreneurship in the context of two of the fastest growing economies in the world – China and India. This course would also interest those who wish to either launch or participate in entrepreneurial ventures or get involved in the innovation domain of their organizations. The course is designed to develop a basic understanding of the concepts of innovation and entrepreneurship and explore the key models, drivers and processes. The course will put a strong emphasis on the global and Asian examples of innovation and entrepreneurship and explore the essential roles that both are playing in the growth of China and India as world-leading economies.

In this course you will learn of the various models of innovation and their role in society and you will gain an understanding of how to foster innovation in a business through various examples and strategies.

You will develop a well-rounded understanding of the various models of entrepreneurship and their associated processes. You will compare and contrast the Chinese and Indian models of innovation & entrepreneurship as well as the role of their respective cultural contexts in defining their diverging management styles

Title: Intercultural Management (SHRH13) - 5 ECTS

Phase 1 – Tuesday & Thursday afternoon

Places: 50

This course aims to provide a comprehensive understanding of the theories and practical cases in cross-cultural management. It will focus on the impact of culture at the level of the individual, and the organization; it will demonstrate how cultural factors influence behaviours in the workplace and will develop skills needed to manage effectively in cross-culture situations. In order to help students to face a more and more globalized business world, different leadership styles in cross culture context will also be introduced. Students are required to reflect on their own cultural values and experiences to prepare their future international business career. By the end of the course, you may:

- Gain an in-depth understanding of the nature of culture, the theories and frameworks that help in highlighting similarities and differences across cultures, and comparative business practices and behaviours;
- Be able to apply these theories and concepts to ranges of different cultural and organizational settings;
- Be aware of different leadership styles and adapt to them according to cross-cultural context.
- Improve your ability to work in, manage, and lead culturally diverse groups and teams

Elective courses offered during Phase 2 (November 3rd – December 13th)

(ordered according to period, then course code)

Title: Legal Risk Management in Doing Business in China (SHDR10) - 5 ECTS	
Week beginning: November 3rd (2 weeks)	Places: 50
<p>China has many challenges on business. This course will thus be devoted to an in-depth analysis of the potential legal risks a company and its management may face when doing business in China. Students interested in this area may then go on to study the financial risks involved in doing business in China (see SHGF16).</p> <p>Students will be able to understand the main legal risks that, as managers, they will have to handle when doing business in China. The course is primarily structured to deal with negotiating with China from a position of buying or selling Chinese products, manufacturing in China, and the intricacies to take on once established in China such as taxation, labour.</p> <p>The program is designed upon real case scenarios collected from the Professor's experience as well as landmark cases in China. The whole program is intended to be pragmatic.</p>	

Title: International Finance (SHGF11) - 5 ECTS	
Week beginning: November 3rd (2 weeks)	Places: 50
<p>This course is intended for students with a general background in financial valuation and investment. It aims at furthering their financial knowledge by exploring international issues and financial instruments.</p> <p>The course is divided in two parts. The first five sessions cover the major issues concerning the international financial environment. This includes the balance of payments, the theories about foreign exchange valuation, and the major trends affecting foreign exchange and international financial flows today, such as international trade, global financial markets and the main global financial actors with a brief focus on Asia.</p> <p>The last five sessions cover the main features of the foreign exchange markets, and the major tools used by investors and companies exposed to currency risk. After a refresher session on stock and bonds valuation, the course explores forwards, futures, options and swaps. The course does not presuppose that students already have a solid knowledge of these instruments.</p>	

Title: The Financing of Innovation (SHGF17) - 5 ECTS	
Week beginning: November 3rd (2 weeks)	Places: 50
<p>Our class titled "The Financing of Innovation" is taught by four entrepreneurs and investors practicing the financing of innovation on a daily basis. The class addresses a number of important topics for entrepreneurs, investors, and society in general. Guest speakers with relevant experience in Asia will participate in the classes as well. The topics to be addressed are:</p> <ul style="list-style-type: none">- Creating value (buy low, sell high, selection process, incentives, forecast and plan to win, an eye to the financial exit);- Innovation and the economy (economic cycles, technology adoption life cycle, the Chasm, shareholders, role of management);- Valuation (P/E, P/S, comparable, DCF, NPV, private versus public, liquidity premium, ROI, IRR, breakeven);- ROI of Innovation (R&D models, valuing an innovative project);- Venture Capital and Innovation (incentives, targets, accountability, perseverance,	

another way to fund companies, beating the dinosaurs); The VC cycle (fund raising, selecting opportunities, growing your companies, exits);

- Fostering Innovation (Silicon Valley, Sophia Antipolis, Shanghai KIC); VC returns are correlated; Triple bottom line firms (socially responsible, environmentally friendly, and make money);
- Micro-VC (micro-finance as equity investment, Kickstarter, Demohour); Risk mitigation (diversification, portfolio approach, "spray and pray");
- Private Equity and Innovation (hunger, incentives, wealth, financial engineering); Convertible debt (the Silicon Valley Bank model, mixing debt and equity, following investment leaders).

Title: Luxury Consumer Behaviour (SHLX15) - 5 ECTS

Week beginning: **November 3rd(2 weeks)**

Places: **50**

The course starts with the question: who is actually a luxury consumer? This includes differentiating between luxury and non-luxury consumers and thinking about how to identify luxury consumers and how to approach them. Based on that, different luxury consumer segments and ways of segmentation will be discussed. The analysis of luxury consumer behavior is split into the areas of perception & information processing, the stages of the luxury consumer purchasing decision process and influence factors on the purchasing process.

Influence factors include environmental factors such as culture and individual consumer characteristics such as attitudes, involvement, motives, lifestyle, values, and so on. The course is application-oriented. It discusses how to influence luxury consumer behavior by brand communication and other marketing techniques and how to make use of the concepts of consumer behavior in luxury brand management.

Title: Retail Management in China / Asia (SHMK11) - 5 ECTS

Week beginning: **November 3rd(2 weeks)**

Places: **50**

Based on the fact that many ICP projects have an important part about how to deal with customers in the sales interface and how to develop the context that shapes intended Chinese consumer behaviour, Retail in China focuses on providing support for this project.

It looks at the environment, either 3D or electronic, of product and service in China. To understand the difference of the Chinese retail compared to that of Europe, one needs to look into the economic and social development of China and its shift from state-planned economy to that of a state capitalist economy.

The course deals with delivery platforms of products and services close to the customer interface. Three platforms will be looked at:

- the retail store, department store
- the electronic platform: internet and mobile commerce platform
- the direct sales platform and its difficulties in China due to restriction.

The rapid mall development often lures retailers into major investments which in turn accelerate the mall development especially in the second and third tier city.

Finally retail operations are a part of the integrated marketing communication as they reinforce the brand expectation through a 3D brand experience décor in the marketing mix.

The students will acquire skills related to how to create modern Chinese retail concepts.

Title: Cross-cultural Communication and Negotiation (SHMK15) - 5 ECTS

Week beginning: **Two sessions available:** Places: **30**(for each session)

- **November 3rd(2 weeks)**
- **December 1st(2 weeks)**

How to grasp complex negotiation or interaction situations in a cross-cultural context, how to frame the appropriate strategy and how to go about implementing that strategy are among the key questions discussed in this seminar. The objectives of the course are to:

- acknowledge cultural differences, specifically between Asia and the west
- understand how they affect our behaviour and our communication patterns
- learn to work, communicate and negotiate across cultures
- acknowledge the level of importance of communication and facilitation skills in every respect of management practices beyond business negotiations
- benchmark yourself against other participants to discover your strengths and weaknesses and develop a personal plan for perfecting your skills and your impact.

The course will begin with a major simulation which will serve as a basis for all class work and discussion.

Title: Financial Markets in Asia (SHGF12) - 5 ECTS

Week beginning: **November 17th(2 weeks)** Places: **50**

This course is intended for students interested in working in investment banking in Asia, who have already acquired the basics of asset valuation and portfolio investment.

The course gives a detailed overview of the financial markets in Japan, China, India and South-East Asia (with a focus on Singapore). For each country or region, three main topics are covered: 1) Presentation of the financial markets and products 2) Presentation of the main financial actors (banks, insurance companies, pension and mutual funds) and of the drivers of supply and demand in the markets 3) Analysis of the economic and financially relevant institutional and legal environment.

The course develops the student's capacity to engage with scholarly and journalistic literature about the region, concerning major economic and financial long- and short-term trends, and to engage critically with the issues at hand, by understanding how they affect the investment environment. It gives a detailed insight into the main challenges and opportunities confronting professionals, in particular foreign investors. Through the specific requirements, the students will be asked to use their knowledge in equities or fixed income valuation, applying the content of the course to do an analysis either of a listed company from the financial sector of the region, or of the interest rate environment in one the countries studied.

Title: Risk Management & Internal Control (SHGF21) - 2.5 ECTS

Week beginning: **November 17th(1 week)** Places: **50**

This course will look into risk management and internal control with particular reference to international companies. It will cover themes and topics such as the risk map, COSO, legal requirements concerning risk management and internal control, and future developments, such a continuous controls monitoring and auditing.

Title: Managing Fraud Risk in Asia (SHGF22) - 2.5 ECTS	
Week beginning: November 24th (1 week)	Places: 50
<p>This course will cover the following themes:</p> <ul style="list-style-type: none"> - legislation concerning fraud, relating to companies in China - financial transactions and fraud schemes - money laundering - fraud investigations - implementation of a fraud prevention programme. 	

Title: Luxury Retail & Service Operations (SHLX12) - 5 ECTS	
Week beginning: November 17th (2 weeks)	Places: 50
<p>In today's competitive environment of the luxury industry, luxury companies are looking for ways to improve customer experience with their brands. This course aims at providing students with the key learning and tools so they can develop and manage efficiently the customer experience in a luxury environment. It covers aspects such as boutique management, visual merchandising, product range management, stock management, customer service, motivation and sales personnel management, while studying topics such as: zone of tolerance, service recovery and service recovery paradox, and total customer experience management. The teaching method consists of lecture, case studies, group exercises and discussions.</p>	

Title: Strategies for Emerging Markets (SHPG15) - 5 ECTS	
Week beginning: November 17th (2 weeks)	Places: 50
<p>This elective combines several perspectives, namely Strategic Management, International Business & Innovation studies, thereby addressing the ongoing debate about global capabilities and strategies in emerging countries. We shall focus on firms' strategies across nascent yet fast developing industries such as banking, insurance, retail, etc. by discussing and analysing case studies from emerging markets (EMs) such as India and China to address the following question: How do organizations innovate to respond to typically emerging market issues?</p> <p>An estimated 4 billion people globally live on low incomes forming a sizeable population in EMs. This huge un-served and under-served (BOP) market segment offers tremendous opportunities and challenges for multinationals and local companies alike and calls for optimum strategies and innovative business models for these markets. The course will therefore focus on innovation strategies for BOP market - looking at areas such as; new product development, marketing, public policy, delivery / distribution, technology, market building etc. thus identifying key innovation processes and strategies in EMs.</p>	

Title: Offshore Platforms for Investment in China (SHEC12) - 2.5 ECTS	
Week beginning: December 1st (1 week)	Places: 50
<p>Hong Kong, Taiwan and Singapore are the main vehicles for investing in China through a more secure source. Considering the main challenges that foreign companies face when doing business in China, using an "amicable" outsource platform is one of the key tools on</p>	

minimizing risks. This course focuses on the main advantages that each platform has, analysing the pros and cons for each economy and how it may influence the company's operations.

This course will use up-to-date information as well as case-studies on main companies making business in China.

Title: Practising Corporate Valuation (GF25A) - 5 ECTS

Week beginning: **December 1st (2 weeks)**

Places: **50**

The key course objective is to help students acquire actual **corporate valuation know-how**. A second important goal is to provide them with opportunities to step back from techniques, and be able to criticize the numerous technical choices they have made, while implementing the valuation. Understanding better the consequences of these technical choices, they should be able at the end of the course to perform a critical review of a corporate valuation performed by an appraiser or a financial analyst.

The active pedagogy used fosters students' initiative – in data screening – and promotes critical thinking through evidencing the fact that corporate valuation is no rocket science. A strong emphasis is put on business modelling, in link with the company's industry and strategy.

We expect students to master basic financial mechanisms and know enough accounting to be able to perform a quick financial analysis of the companies to be evaluated.

Title: Services Management in China / Asia (SHMK16) - 5 ECTS

Week beginning: **December 1st (2 weeks)**

Places: **50**

The services sector in China is still smaller than it should be for an economy at China's stage of economic development. Unlocking the enormous potential of the services sector is needed to strengthen the business sector. The evolution of the service sector, like finance, banking and insurance, logistic, travel industry and education play a vital role. We look into three dimension of service:

- service industries,
- service as part of the product marketing mix,
- service-encounter between people and people/machines.

The latter is the genuine part of service industry in general,

- how to create positive experiences in co-creation process between employee and customer, and
- how to turn around a situation in the service recovery situation, especially in an inter-cultural context with Chinese employees who have a very different idea about it.

Looking at China and Chinese, their skills and personal interest, make it obvious that a well-structured service system is a huge challenge.

The course will indicate the scale of problems and the scope of solutions. Through case studies, a company presentation and discussion the students will acquire an insight in China's very dynamic business sector.

Title: International Entrepreneurship (SHPG12) - 5 ECTS

Week beginning: **December 1st (2 weeks)**

Places: **50**

With the current transformation of the world to a “global village”, the environment of entrepreneurs is also being transformed from domestic to international. Recent research works provide us a framework that we will use to understand the main challenges in IE. Differences between domestic and international entrepreneurship will be reviewed and the development process of “global mindset” will be explained. Culture, which is another important issue in IE will be analysed and we will see how an international entrepreneur has to adapt his project (products, services, marketing, negotiation, business ethic...) in an international environment.

Along this course we will use case studies, workshops and simulations to understand the main challenges in IE. A special focus will be put on international entrepreneurship in China through an overview of the entrepreneurial environment in China and case studies. Several entrepreneurs will also join us to share their entrepreneurial adventures in the form of round tables.