

CAS Professionally Managing China Operations

Achieving China Management Excellence



Strategically and operationally, China operations must be informed by an understanding of the political, regulatory and market dynamics.

China plays a central role in supply chains and is a major export market. An understanding of the Chinese business environment, including key regulatory and economic policy aspects, is essential for Western managers responsible for doing business in China. The CAS is offered by the FHNW China Centre in cooperation with SwissCham Shanghai and our network of experts in Switzerland and China.

Programme Goals Upon completion of the programme, participants will be able to...

- Understand the current Chinese business environment
- Identify and recognise opportunities and risks in the Chinese business environment
- Identify the key trends in public policy that could have a positive or negative impact on their business model in China

Contents

- Understand the key legal and regulatory frameworks for foreign investment and foreign-owned enterprises in China.
- Develop strategic plans with their Chinese leaders
- Understand and effectively manage their Chinese executives
- Understanding the political and economic environment
- Understanding the Chinese business environment

- Managing Chinese executives on the ground; recruitment, retention and remuneration; human resources law and regulations; creating an effective working environment
- Workshops with live cases
- Navigating a fast changing / challenging environment – IPR; online presence; tax & repatriation; cyber security and data protection; corporate social credit system
- China and global supply chains
- Future policy priorities and implications for foreign investors and foreign-owned businesses

Structure	3 x full-day seminars / 9 x online focus seminars with speakers online from Switzerland & China Plus access to Swiss China Update, Insight China, China Examined and regular reading and news updates	
Target Group	Swiss and Western executives or board members in SMEs, Mittelstand firms and smaller MNCs responsible for oversight of China Activities.	
Degree	Certificate of Advanced Studies FHNW Professionally Managing China Operations, 15 ECTS.	
Lecturers	Professor Michael Jeive Professor Doctor Ruedi Nützi Yingbo Seiler Peter Bachmann. – Executive Director SwissCham Shanghai Fiona Gao, Owner Chinainsider Professor LU Xiankun, Managing Director of LEDECO Geneva. Founder & CEO of the Friends of Multilateralism Group (FMG), Sharon Luo, CEO China, Wizlynx Group Markus Herrmann Chen, Managing Director China Macro Group Hailin Wang, China Macro Group Michael Lehmann, owner sim (selective international management) Shanghai	
Dates	From January 2023 to June 2023	
Location	Online und Campus Olten Riggenbachstrasse 16	
Costs	CHF 8'880.-	
Cooperation	Developed in Cooperation with Swisscham Shanghai.	
Programme Head	Prof. Michael Jeive michael.jeive@fhnw.ch	T +41 61 279 19 08
Coordination	Dagmar Witschi dagmar.witschi@fhnw.ch	T +41 62 957 20 18