

Module Outline

Virtual Exchange Spring Semester 2021

Doing Business with China

(Preparatory Seminar to Insight China)

Credits: 2 ECTS

Format: Online course/streaming of presentations

Responsible FHNW lecturers

- Dr.-Ing. Yufan Jiang, University of Applied Sciences and Arts Northwestern Switzerland, School of Business, Riggenschtr. 16, CH-4600 Olten, yufan.jiang@fhnw.ch

Table of Contents

1. Number of students accepted in the course	3
2. Course content.....	3
3. Learning objectives	3
4. Prior knowledge and entry requirements.....	4
5. Course structure and dates	4
6. Workload and format	5
7. Assessment	5
8. Responsible Lecturer	5
9. Grading	5

1. Number of students accepted in the course

Total number of students is limited to 50

Total number of exchange students is limited to 10

Number of exchange students from one partner university of School of Business FHNW is limited to 2 students per partner university.

2. Course content

Insight China, established in 2001, is an international student project which aims to generate valuable insights into the most important contemporary issues relating to economic, social and political relations between Switzerland and China for its partners, students and staff members of FHNW as well as guest participants and create an interactive and valuable study programme.

Like three other international student projects (ISPs) Insight China is organized by students for students of the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) in their final year of studies. The project team (4 members) will be supported by a communication team (2 members) and the project will take an interdisciplinary delegation of between 20 and 30 FHNW students and staff to travel to the destination countries & regions, in this case the Great China Area (in case of crises situations like this year alternative travel plans will be prepared).

To this purpose the project delivers a one-week preparatory seminar in Switzerland open to all final-year students from the Schools of Business, Engineering, Life Sciences. The preparatory seminar offers the participants an insight into the country or region, the business environment and relevant socio-economic and demographic challenges. Speakers from industries, embassies and trade organizations, chambers of commerce as well as FHNW lecturers offer the participants a comprehensive seminar. This course is open for international students from our broad network of partner universities worldwide as well. Due to the pandemic situation we will offer live stream of a great part of the seminars so the international students can take part online.

Insight China has each year a specific theme. This year's theme is resilience. Resilience – a multifaceted and diverse concept – is becoming increasingly important in times of instability, uncertainty, and rapid change in the business environment. How can resilience be defined and what significance does it have for companies? Resilience is the ability of a system to overcome disruptive changes and return to its original structures. For businesses, particularly crisis management and business continuity are relevant in this context. Potential risks to think of are natural disasters, cyber-attacks, supply chain disruptions, a pandemic, amongst others. Also, a new business environment and new circumstances, for example, due to innovation or new competition, can be mentioned and in a wider context seen as a risk.

3. Learning objectives

- Participants are given the opportunity of acquiring an insight into the quickly changing daily business life in China.
- The participants consolidate the inputs gained at the preparatory seminar by experiencing the Chinese culture and ways of life.
- Participants broaden strategic and operational understanding about the opportunities and challenges of doing business and living in China.

4. Prior knowledge and entry requirements

As this module requires participants to be able to discuss complex issues fluently, a good level of English is required – minimum B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent. There are no further formal entry requirements for this course.

5. Course structure and dates

For the time being, the preparatory seminar of Insight China 2020/21 is planned to take place physically at FHNW in Olten, from Mon. 8th to Fri. 12th February 2021. For the participants of partner universities, among others, due to the circumstances caused by the pandemic, a major part of the seminar will be live streamed.

The course runs normally from 8:30 to 12:00 CEST and from 13:00 pm to 16:30 CEST ([calculate your local time](#)).

The course structure and format are as follows (subject to changes):

Date	Time	Topic	Speaker	Streaming
8 th Feb. Mon.	08:30 – 09:30	Opening speeches (ISP joint event)	Prof. Ruedi Nützi et al	no
	09:45 – 10:45	Introduction FHNW China Centre and Insight China programme	R. Nützi / project team	planned
	11:00 – 12:45	Chinese Basic: How to survive in China	Aline Pabst	planned
	13:30 – 14:45	China: Yesterday, today & tomorrow	Prof. Peter Abplanalp	planned
	15:30 – 14:45	Business etiquette in China	Y. Seiler	no
9 th Feb. Tue.	08:15 – 10:15	Case Study: Swiss Re and reinsurance & Doing Business in China	R. Steimetz, Swiss Re	planned
	10:30 – 12:15	Daily lif in China in times of COVID-19	Aldrovandi, SRF	planned
	13:30 – 14:30	China's policy and strategy in times of coronavirus	Ambassador Sh. Wang	planned
	14:45 – 15:45	Entrepreneurship & AR technology in China	D. Trost, HoloOne	planned
10 th Feb. Wed.	Morning	Company visit (Bertschi AG)	Delegation only	no
	Afternoon	Company visit (Kühne & Nagel AG)		no
11 th Feb. Thu.	09:45 – 10:45	Business resilience China	M. Hermann Synolytics	planned
	11:00 – 12:15	Working experience in China	M. Kalousek Novartis	planned
	13:30 – 14:30	Start-up experiences	M. Bühler, Efizzer	planned
	14:45 – 15:45	Resilience experiences	St. Widrig, Flugh. ZH	planned
12 th Feb. Fri	Morning	ISP Joint event (Career fair)	Delegation only	no
	Afternoon	ISP Joint event (Keynote and panel)		no

6. Workload and format

The number of credits to be obtained is 2 ECTS, which equals 60 study hours.

This course is offered in live streaming module. Full presence is required for the part of the preparatory seminar which is live streamed.

An assignment of a 400-word summary is to be completed and turned in at the end of the week of the preparatory seminar, at 11:59 pm on Sun. 14th February 2021.

The topic of each summary will be allocated to a half day of the seminar. The allocation will be done by the project team. There will be multiple allocation of participants to each topic.

Required Self-study:

Preparation as necessary for active participation during the course + research to be conducted independently on the topic chosen.

7. Assessment

As participation in this course requires a strong sense of commitment and, in order to obtain the benefit, being present and taking an active part in the course.

Assessment: evaluating of the 400-word summary.

The 2 ECTS points for this course are awarded if the final grade is a pass (see chapter 9).

8. Responsible Lecturer

[Dr.-Ing. Yufan Jiang](#)
[FHNW China Centre](#), project manager executive programmes

9. Grading

Pass-fail

According to swiss grading system

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail