**Syllabus of Fudan University**

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| **Department: School of Management Date: February 2024** | | | | | |
| **Course Code** | MANA130387 | | | | |
| **Course Title** | Business Logistics-Doing Business in China | | | | |
| **Credit** | 3 | | **Credit Hours** | 3h/Week | |
| **Course Nature** | □Specific General Education Courses □Core Courses □General Education Elective Courses □Basic Courses in General Discipline □Professional Compulsory Courses □Professional Elective Courses □Others | | | | |
| **Course Objectives** | -Understanding Chinese economy: from an export driven/infrastructure investment economy towards a innovation-based, service centered /consumption economy and the implications from a business perspective;  - Demystify the idea of China as a mere producer of commodities, and the idea that China is a copier and not an innovator;  - Understanding the factors and drivers that pushed China to become the World´s leading manufacturing powerhouse, and how new social, cultural and economic drivers are re-shaping a new China;  -Understand the processes that have allowed China to become a Green powerhouse;  -Understand Chinese modernization policies, including but not limited to China 2025, China Internet, the recently issued Five-year plan, and their implication in the development of China and impact on China’s business environment and society.  -Identify the differences between a market-oriented economy vs a state planned economy;  -Critically evaluate drivers of Chinese megatrends and their implications both domestically as internationally;  -Understand the way Chinese entrepreneurs are reshaping traditional industries (i.e. green industries (railways, solar energy), auto industry, last mile delivery, micro-mobility, retail, finance, entertainment, artificial intelligence);  -Understand Chinese growing technology sector and its ever-changing competitive internet Universe,  - Understand Artificial Intelligence made in China;  -Understand Chinese international foreign investment landscape and rationale;  -Understand how innovation has evolved in China, how a State driven innovation ecosystem is being built in China, and the industries that will benefit from a State driven approach;  - Understanding China as a new window on how to do business;  -Understand Chinese current technological landscape, and its implications;  -Understand Chinese complex and competitive business environment;  -Understand Chinese entrepreneurs and the characteristics that have turned them into world class innovators;  -Understand Chinese business innovative environment; from sponges to innovators;  -Understand Chinese business logistics efficiencies;  -Understanding future of supply chain and business: China’s case;  -Understand how to do business in China;  -Understand China’s OBOR initiative and the impact  -Understanding supply chain: theoretical concepts;  -Application and use of supply chain in modern business: study real supply chain structures in existing corporations; | | | | |
| **Course Description** | Today every student, entrepreneur and executives around the world needs to understand the tidal wave of innovation making its way from China to the rest of the world. Understanding the process, its limitations and its unique characteristics is essential to assess the ways to benefit from these phenomena. Executives in Chinese corporations also need to understand the role of innovation in the rise of their firms, limitations and obstacles they will face abroad China. This is a business course which provides fruitful insights for students to understand Chinese business environment. The Course will include a review on the foundations that led China to promote open policies that led the way to established an export base economy, development derived therefrom and the necessary recent shift towards a consumer-based economy (including the challenges it will have to face). The Course will include a review on Chinese growing technology sector and its ever-changing competitive internet Universe, and the way Chinese entrepreneurs are reshaping traditional industries (i.e.green industries, auto industry, last mile delivery, micro-mobility, retail, finance, entertainment, artificial intelligence). This course will review Chinese modernization policies, including but not limited to China 2025, China Internet, the recently issued Five-year plan, and their implication in the development of China and impact on China’s business environment and society. Review on Artificial Intelligence, its impact in Chinese society, economy and culture will also be covered. Finally, Chinese One Belt One Road initiative and Chinese pivotal role in the international arena. Overall this course provides students with useful insights for students to understand China not only a supplier of goods and commodities, but also, as a business innovative economy with great potential for internationalization. | | | | |
| **Course Requirements:**  **None** | | | | | |
| **Teaching Methods:**  Including but not limited to magister classes, workshops, group work, invited lectures, presentations and research projects. At the beginning of every session, students will be required to make a short presentation of any article, news, etc., regarding special events that may have occurred during the previous week. This presentation will count as participation. Lastly, visit to one of China’s Internet giants to be confirmed. | | | | | |
| **Instructor's Academic Background:**  **FUDAN UNIVERSITY** Shanghai, China  School of Management  Entrepreneurial Development –Professor September2019-2021.  Doing Business in China: From follower to world class innovator.  **FUDAN UNIVERSITY,** Shanghai, China  School of Management  Design Thinking your business: A creative guide – Professor 2019-2020.  **FUDAN UNIVERSITY-TECNOLÓGICO MONTERREY,** Shanghai, China  International Program  Entrepreneurial Development –Professor September2018–201.  **FUDAN UNIVERSITY-TECNOLÓGICO MONTERREY,** Shanghai, China  International Program  Business Logistics –Professor2017–2019.  EDUCATIONAL BACKGROUND  David Martinez Navarro is Magister on International Business Economy (New York University, United States of America), LL.M in Finance and Corporate Services law (National University of Singapore, Singapore), holds a Masters in Finance Law (Universidad de los Andes, Colombia), a J.D. (Universidad de los Andes, Colombia) and Bachelor degree on Political Science (Universidad de los Andes, Colombia). | | | | | |
| **Members of Teaching Team** | | | | | |
| **Name** | **Gender** | **Professional Title** | **Department** | | **Responsibility** |
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| **Course Schedule (Please supply the details about each lesson):**  Course Schedule (Please supply the details about each lesson)  Course Schedule (Please supply the details about each lesson)   1. Introduction:    * 1. Presentation;         1. Course presentation;         2. Sessions;         3. Grading system and presentations;         4. Rules;         5. Professor presentation;         6. Students presentation;      2. A little about China;      3. Class activity:         1. KAHOOT - world;         2. Two opposing narratives: West vs East; 2. The Modern China / China 2025:    * 1. Understanding China´s economy shift: towards a service centered consumption-based economy;      2. Middle Economic Trap;      3. China’s 14th Five-Year Plan      4. Prioritizing quality rather than the quantity of growth      5. Study case: Microprocessors industry: China´s quest to become auto-sufficient in the World´s most complex technology. 3. Innovation in China – Green Power House   Study case: High Speed Railways   * + - 1. What is innovation?       2. Understand how innovation works;       3. Understand how Chinese companies innovate;       4. Framework to understand China´s innovation capacity;          1. Consumer based innovation          2. Efficiency based innovation;          3. Engineering based innovation          4. Science Based innovation.       5. China´s stages of innovation;       6. China´s innovation ecosystems;     1. Video: https://www.youtube.com/watch?v=ZoDFteBVt60     2. New Thinking - New Choices: The End of the Industrial Age; Asia - the next economic powerhouse   Complementary concepts:   1. Introduction to supply chain 2. Clusters and Industrial clusters. 3. The importance of Industrial and Tech clusters: China 4. Towards a new era of personalized, electrified and autonomous mobility.    1. Study case: New Mobility Ecosystems: Case Study       1. China´s “leapfrog” towards a new era of personalized, electrified and autonomous mobility.       2. China´s automobile industry: redefining the industry from the bottom up;       3. Understanding China´s automotive industry;       4. World´s lithium battery landscape;       5. Case study: NIO and Chinese EVC automakers;    2. Complementary concepts: Designing Global Supply Chains/       1. Impact of globalization un supply chain metrics       2. Offshoring decision – near shoring;       3. Risk management on global supply chain       4. China’s role in global value chains 5. Innovation within the Firewall: Smart processing data and Smart logistics:    1. Case study: Lucking Coffee vs Starbucks       1. Platform as a business and organizational model.       2. Negative/positive network effects       3. Network effects as growth-building tools.       4. Understand how has the rise of the platforms transformed the principles governing economic growth and business competition?       5. Understand how do platform businesses resemble the industrial giants of the past—and how do they differ?       6. Understand innovation applied to smart logistics;       7. Chinese coffee market and disruptive changes;       8. Starbucks pivotal role in Chinese Coffee market; 6. Smart Networks – Understanding platform businesses.    1. O20 and smart network: Case Study: Alibaba vs Amazon       1. Understanding Smart Network       2. Data intelligence       3. Smart business       4. Negative/positive network effects       5. Network effects as growth-building tools.    2. Complementary Concepts: Network Design in the Supply Chain;       1. Facility Role;       2. Facility location;       3. Capacity allocation;       4. Market and supply allocation 7. China Foreign Investments and Internationalization    1. Understanding China new role in the world;    2. OBOR - ONE BELT ONE ROAD INIATIVE    3. Invited guest: Chinese investments abroad. Defying believes. 8. Last Mile delivery    1. Case Study: Meituan Diangpin: From knock-off to world’s innovator.       1. Understanding importance of last mile delivery       2. Challenges for last mile delivery       3. Future of deliveries       4. Green Last mile delivery       5. Smart micromobility    2. Complementary concepts: Transportation in a Supply Chain / Green last mile delivery       1. Future of deliveries 9. Micro-mobility ecosystems: Towards an era of smart and green commuting.    1. Case Study: China bike sharing systems-smart assets and the redefinition of an industry: Ninebot by Segway- World’s Largest electric micro-mobility manufacturer.       1. What is micro mobility?       2. Understanding the importance of micro mobility;       3. Smart micro mobility and the “last mile”;       4. The sharing economy;       5. Chinese micro-mobility manufacturers;    2. Micro-mobility workshop;    3. Complementary concepts: Understand Aggregate planning within supply chain 10. Smart Finance     1. Understand China´s banking system;     2. What is a Fintech?     3. Fintechs in China;     4. Defying the traditional banking system;     5. Ant Financial: a failed IPO     6. Invited guest: Digital YUAN 11. Understanding Artificial Intelligence “AI”     1. Artificial Intelligence PART I:        1. What is artificial intelligence?        2. History of AI;        3. Understand what are general Purposes Technologies;        4. The 4th revolution;        5. Understand major concepts related to AI and their implications;        6. AI at present;        7. AI in China           1. China Sputnik moment.           2. AI´s implications for China;        8. How did China became a world leader?        9. Why did China became a world leader? 12. Artificial Intelligence PART II. Revolutionizing the world - Artificial Intelligence     * 1. AI–in the World/China       2. Chinese AI vs US AI       3. IoT, Artificial Intelligence, Data Analytics, Fintech - Asia is leading the race       4. Video: AI & Singularity, “I Robot”, Key success factors of Alibaba, Samsung, Ayala;       5. https://www.youtube.com/watch?v=lo7yvdKXc6I 13. Doing Business in China: How to become Asian largest flower distributor.     * 1. Guest speaker: distribution of perishable products in China          1. How to build the Flower industry in Asia       2. Chinese modern business etiquette; 14. Bio Revolution - The Bio Revolution: Innovations transforming economies, societies, and our lives.     1. China Frontier industries.     2. Science based innovation. 15. FINAL PROYECT AND PRESENTATIONS     1. Individual presentations and group discussion; 16. FINAL PROYECT AND PRESENTATIONS     1. Individual presentations and group discussion; | | | | | |
| The design of class discussion or exercise, practice, experience and invited guest.  Including but not limited to magister classes, workshops, group work, invited lectures, presentations and research projects.Visit to one of China’s Tech Companies is a possibility to be confirmed during semesters. | | | | | |
| **If you need a TA, please indicate the assignment of assistant:** | | | | | |
| **Grading & Evaluation (Provide a final grade that reflects the formative evaluation process):**  1. 20% - Personal evaluation will include but not limited to  -Participation  -Attendance;  -Quizzes and reading comprehension;  2. 30%- Mid Term;  3. 50% -Team presentation and final project; | | | | | |
| **Teaching Materials & References (Including Author, Title, Publisher and** **Publishing time):**  Readings for each subject will be assigned. | | | | | |

Table column size can be adjusted according to the content.

Recommended reading material

* Sunil Chopra Supply Chain Management Pearson 5th edition
* Lee, Kai Fu, AI Superpowers. China Silicon Valley and the New World Oder. Houghton Miffling Harcourt. Boston, 2018
* Webb Amy, The Big Nine. How the Tech Titans & Their Thinking Machines could Warp Humanity. Public Affairs. New York. 2019
* Babcock, J., et al. “Guidelines for Artificial Intelligence Containment.”https://arxiv.org/pdf/1707.08476.pdf.
* • Bass, D. “AI Scientists Gather to Plot Doomsday Scenarios (and Solutions).”Bloomberg, March 2, 2017. https://www.bloomberg.com/news/articles/2017-03-02/aiscientistsgather-to-plot-doomsday-scenarios-and-solutions.
* Baum, S. D., B. Goertzel, and T. G. Goertzel. “How “The Future of Human Evolution.” In Two Hundred Years After Kant, fifty Years After Turing, edited by C. Tandy, 339–371. Vol. 2 of Death and Anti-Death. Palo Alto, CA: Ria University Press, 2004.
* China’s State Council reports, which are available on the State Council of the
* People’s Republic of China website, located at www.gov.cn:
* Made in China 2025 (July 2015)

• State Council of a Next Generation Artificial Intelligence Development Plan (July 2017)

• Trial Working Rules on External Transfers of Intellectual Property Rights (March 2018)

• Three-Year Action Plan on Blue Sky Days (June 2018)

• Three-Year Action Plan on Transportation Improvement (June 2018)

• State Council Approves Rongchang as National High-Tech

Development Zone (March 2018)

State Council Approves Huainan as National High-Tech DevelopmentZone (March 2018)

• State Council Approves Maoming as National High-Tech Development Zone (March 2018)

• State Council Approves Zhanjiang as National High-Tech Development Zone (March 2018)

• State Council Approves Chuxiong as National High-Tech Development Zone (March 2018)

• Three-Year Action Plan for Promoting Development of a New Generation Artificial Intelligence Industry 2018–2020 (December 2017) • Action Plan on the Belt Road Initiative (March 2015)

* Schneier, B. “The Internet of Things Is Wildly Insecure—and Often Unpatchable.” Wired, January 6, 2014.https://www.wired.com/2014/01/theres-no-good-way-to-patch-the- Internet-of-things-and-thats-a-huge-problem/.
* Centre for New American Security. “Artificial Intelligence and Global Security Summit.” https://www.cnas.org/events/artificial-intelligenceand- global-security-summit.
* Stanford University. “One Hundred Year Study on Artificial Intelligence (AI100).” https://ai100.stanford.edu/.
* Sassen, Saskia (2005) The Global City: Introducing a Concept. Brown Journal of World Affairs, 11 (2). pp. 27-43.
* http://ehis.ebscohost.com.libproxy.smu.edu.sg/eds/detail?sid=6f238676-e043-40eb-b741-e3f6a0308e42%40sessionmgr110&vid=1&hid=116&bdata=JnNpdGU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#db=bah&AN=16746411
* elissent, J. & Giron, F. (2013). Service Providers Accelerate Smart City Projects. Report by Forrester Research.
* <http://www.forrester.com/pimages/rws/reprints/document/82981/oid/1-LTEQ9N>
* Naisbitt, J & Naisbitt D. China´s Megatrends: the 8 Pillars of a new society;Harper Business Publishing.
* Inch Jason, China’s Economic SuperTrends. How China is Changing From the Inside out to become The World’s Next Economic Superpower. In Chinapublishing. 2016.
* Kissinger Henry, On China. Penguin Books. 2012.
* Kishore Mahbubani, Has the West Lost it? Penguin Random House UK Books. 2018
* Naisbitt, J. & Naisbitt, D. (2010). China’s Megatrends: The 8 pillars of a new society. Harper Business Publishing.
* Tse, E. (2010). The China Strategy: Harnessing the Power of the World’s Fastest-Growing Economy. Basic Books.
* Boueé, C.-E. (2011). China’s Management Revolution: Spirit, Land, Energy. Palgrave MacMillan.