



Créateurs d'avenirs

SHANGHAI SUMMER PROGRAMME

13th June– 22nd July 2016

ANGERS

PARIS

BUDAPEST

SHANGHAI



WWW.ESSCA.FR

An introduction to ESSCA

Founded in 1909, ESSCA (Business School) prepares its students through a five-year programme to become managers in marketing, finance and management in an international environment.

ESSCA offers international programmes on **4 sites : Angers, Paris, Budapest and Shanghai**, along with a network of **183 partner universities in 49 countries**. At present, the school works with some **5,000 companies**.

ESSCA opened its Shanghai campus in 2006 with a central location, it is the first non-European campus that ESSCA has.

For a visual introduction to life in Shanghai, take a look at this [video](#) made by students.



Shanghai campus

SHANGHAI SUMMER PROGRAMME



SHANGHAI SUMMER PROGRAMME



An introduction to Shanghai and the complex Chinese market

Understanding China means understanding the complex environment of a market of more than 1 billion people, a more and more powerful player in global business and a fascinating heritage of culture and history.

Shanghai is a great city to study business in, with it being the largest economic and transportation area in China. There are many cultural and heritage sites to explore and as it is the largest city in China, there's always something new to discover.

The 6-week Shanghai Summer Programme, taught entirely in English, offers an excellent introduction to contemporary China. It also provides a first-hand initiation into the essential aspects of doing business in China and its interaction with other important regions in the world.

THE PROGRAMME

The Shanghai Summer Programme:

- is an intensive **6-week** programme
- is entirely **taught in English**
- is open to **graduate students**
- offers a **multicultural learning environment** which develops cross-cultural skills
- provides **knowledge** of the essential aspects of globalising **Chinese market**
- includes visits to companies providing first hand experience

Shanghai



The programme takes place in Shanghai, the largest city of China.

With a population of more than 24 million people, this bustling city sits at the end of the Yangtze river, which is also the largest river in China. It is described as an international metropolis and a global financial centre, the perfect place to spend 6 weeks!

ACADEMIC INFORMATION

Title	Hours	ECTS Credits
Old and Contemporary Chinese Civilisation, Politics and Society	23 hours	3
Doing Business in China: Economy, Commercial Environment and Legal System	45 hours	6
Shanghai Interdisciplinary Field Research*	23 hours	3
Chinese Language	23 hours	3
Total:	114 hours	15 ECTS

The programme enables each student to earn up to **15 ECTS credits**, equivalent to **7.5 US credits**

* including a series of subject-related field visits

ACADEMIC INFORMATION

Courses

Old and contemporary Chinese civilisation, Politics and Society (3 ECTS)

This course introduces students to past and contemporary Chinese civilisation and society, its cultural background, and current challenges and opportunities so that students gain a thorough understanding of the society they will do business with.



Doing Business in China: Economy, Commercial Environment and Legal System (6 ECTS)

Specialised knowledge of Chinese business practice, politics and law is becoming increasingly sought after. This course is intended to introduce the cultural and legal foundations of China and to show how they are applicable in organisations and business practices.

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ACADEMIC INFORMATION

Shanghai Interdisciplinary Field Research (3 ECTS)

In this course, students conduct first-hand research and develop cutting edge knowledge and research skills about the internationalisation in and of Asia, in the spheres of business, politics, culture and societies. There is also an element of looking at marketing strategies that are used in Chinese consumer goods markets. 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.

Chinese Language (3 ECTS)

Chinese (Mandarin) is one of the most widely spoken languages in the world. With China's growing prominence in the world's economy, Mandarin 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.

Classes are completed by subject-related **field visits**

Assessment is carried out through written and oral exams at regular intervals throughout the programme

COMPANY VISITS

Company visits are organised every year, there are usually 2 or 3 during the 6 weeks of the summer programme. The exact visits aren't finalised until just before the programme starts but to give you an example of company visits in the past...



Louis Vuitton Shanghai



Zhejiang Real Estate



General Motors Shanghai

PRACTICAL INFORMATION

Dates

The Shanghai Summer Programme starts on **Monday 13th June 2016** and **ends in the evening on Friday 22nd July 2016**.

Application and admission

Please download the [application form](#) from our web pages, fill it in and e-mail it back to us. Once we have received your registration, we will send you an official letter of acceptance.

The Shanghai Summer Programme has a limited number of places so please apply by the **Application deadline, April 10, 2016**. After this date, please check directly with us if there are still places available.

Class time and textbooks

The total number of contact hours for the whole programme is approximately 114. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers.



PRACTICAL INFORMATION

Visa

Valid passports and visas are mandatory.

Non-Chinese students will need to present their letter of acceptance to apply for a visa. Please check the Chinese consulate website for the exact procedure and any other documents that the consulate may require for the visa application.

Students will need first to register with ESSCA's local host institute ESAI and pay a Registration and Administration fee of 990 RMB to cover the administration costs and to obtain the necessary visa documents.



International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to register for the Summer Programme. Please send us a copy of your insurance and make sure your document is written in either French or English.

PRACTICAL INFORMATION

Fees

Students from ESSCA's partner universities do not pay tuition fees, but do pay administration costs which are 990 RMB per student. Students from non-partner universities will pay 1300€ tuition fees plus the administration costs.

Included in the costs	Not included in the costs
Company visits	Plane tickets and local transport costs
Help finding accommodation	Meals
Course materials (You do not have to buy any textbooks)	Accommodation
Welcome lunch and farewell dinner	Personal expenses
Airport pickup	

NB: Please note that, in case of cancellation, costs will not be reimbursed after the date of May 21.

COST ESTIMATIONS

Taxi: 14 RMB + 3.6 RMB per KM



Meals: Chinese or Japanese set lunch menu: 40 RMB
Big mac meal, 20 RMB.



Accommodation:

Estimated costs including Chinese breakfast at Andersen Culture hotel: 240 RMB/night.





EXPERIENCE & TESTIMONY

Benjamin Alldis from the University of Leeds:

“Taking the chance to study at ESSCA Shanghai has been one of the most valuable life decisions I have ever made. ESSCA has given me the opportunity to build invaluable knowledge surrounding the ever-changing, increasingly significant Chinese economy and given me the opportunity to live in one of the most exciting cities in the world.

Studying with students from all over the world at ESSCA has opened up my views to working and living abroad later in life, allowed me to develop my language skills and has given me confidence to take on challenges such as taking on China in the future.

The syllabus at ESSCA Shanghai gives students a unique foundation for understanding how best to do business in China and allows students to develop the spark needed to fully discover and understand the Chinese market. Spending a term studying at ESSCA Shanghai is no doubt going to benefit you in a number of ways throughout your life, but most importantly you are guaranteed to have a lot of fun.”

SHANGHAI SUMMER PROGRAMME

Please register online with the
[Application Form](#) for the **Shanghai
Summer Programme**
or contact directly by E-mail:
shanghai@essca.fr



Shanghai Summer Programme

www.essca.fr