



GLOBAL NETWORK FOR ADVANCED MANAGEMENT



Renmin-Fudan Global Network Week III

Program Information

March 3 – 7, 2014

Co-hosted by: School of Business, Renmin University of China

School of Management, Fudan University



I. Program Overview

Topic: Doing Business in China

Description: In recent decades, the rapid economic development of China has created increasing business opportunities for people in other countries. Engaging in the Chinese market has become a must for multinational companies. The objective of this joint program co-hosted by Renmin and Fudan Universities is for students to gain an understanding of the general profile of China's business environment, and to be able to make sense of various business phenomena in China. It will help students to develop their own critical view of "the China model" or "China experience."

This country's unusual institutional, cultural and market characteristics have resulted in its businesses having a different development road. The one-week program is designed to familiarize students from GNAM schools with China's unique situation, which is playing a pivotal role in doing business here. Lectures by professors and entrepreneurs are supplemented by company visits and social activities. Through discussion and interactive case studies, students will explore a broad range of issues on doing business in China.

II. Program Schedule

Global Network Week III

Time	Monday, March 3	Tuesday, March 4	Wednesday, March 5	Thursday, March 6	Friday, March 7
9:00-10:30	(8:45-9:00) Welcome and Brief Overview of Program	Strategic Management in China Prof. Majid Ghorbani	City Tour: Great Wall/Forbidden City Depart for Shanghai at 17:00	Marketing in China/Social Media Prof. Deqiang Zou	Intellectual Property Rights in China Prof. James Wang
	China's Capital Markets Prof. Shuye Wang				
10:30-12:00	Corporate Finance and Governance in China Prof. Kenneth A. Kim	Lunch		Lunch	Closing Remarks and Awarding of Certificates
12:00-12:30	Lunch				
12:30-13:30					
13:30-16:30	(14:00-16:00) Company Visit: Tencent	(14:30-16:30) Company Visit: Beijing Benz	Company Visit: Lenovo		
18:00-20:00	Networking Reception with Renmin Students & Alumni	Free Time	Networking Dinner with Fudan Students & Alumni		

** The schedule is tentative to change due to actual needs*

III. Course Outline

China's Capital Markets

Prof. Shuye Wang

- Historical Background
- China's Equity Markets
- China's Bond Market
- Investors in China's Capital Markets

Corporate Finance and Governance in China

Prof. Kenneth A. Kim

Broad overview of China-related finance topics that every young business professional should know:

- Corporate financing in China
- Corporate governance in China
- Banks in China
- Shanghai Free Trade Zone

Strategic Management in China

Prof. Majid Ghorbani

- Merger & Acquisition
- Internationalization
- Leadership



- Culture
- Outsourcing

Marketing in China/Social Media

Prof. Deqiang Zou

- UNIQLO Case
- Post from Japan Case
- United Breaks Guitars
- Micro-blogs

Intellectual Property Rights in China

Prof. James Wang

- Legal culture: Confucianism against/plus Legalism?
- Typical Chinese Legal Traditions
- The Establishment of China's IPR System
- Sources of Chinese IP Law
- Special role of the Supreme Court
- Judicial Protection
- Scope of China's IPRs
- Patents & Trademarks
- Some recent changes of IPR enforcement
- Criminal Procedure
- Observation: fairly long march



IV. Company Background

Tencent 腾讯 | 一切以用户价值为依归

Founded in November, 1998, Tencent has grown into one of China's largest and most used Internet service portal. Since its establishment over the last decade, Tencent has maintained steady growth under its user-oriented operating strategies. On June 16, 2004, Tencent Holdings Limited (SEHK 700) went public on the main board of the Hong Kong Stock Exchange.

It is Tencent's mission to enhance the quality of human life through Internet services. Presently, Tencent is providing value-added Internet, mobile and telecom services and online advertising under the strategic goal of providing users with "one-stop online lifestyle services". Tencent's leading Internet platforms in China – QQ (QQ Instant Messenger), QQ.com, QQ Games, Qzone, 3g.QQ.com, SoSo, PaiPai and Tenpay – have brought together China's largest Internet community, to meet the various needs of Internet users including communication, information, entertainment, e-commerce and others. The development of Tencent has profoundly influenced the ways hundreds of millions of Internet users communicate with one another as well as their lifestyles. It also brings possibilities of a wider range of applications to the China's Internet industry.

Looking forward, Tencent remains committed to enhancing its development and innovation capabilities while strengthening its nationwide branding for its long term development. More than 50% of Tencent employees are R&D staff. Tencent has obtained patents relating to the technologies in various areas: instant messaging, e-commerce, online payment services, search engine, information security, gaming, and many more. Tencent's long term vision is to become the most respected Internet enterprise.



Beijing Benz Automotive Co., Ltd is an automotive manufacturing company headquartered in Beijing, China, and a joint venture between Beijing Automotive Group and Daimler AG. Since its founding in 1984 the company has kept the same Chinese co-owner but has had several foreign co-owners.

Beijing Benz assembles and manufactures the Mercedes-Benz E-Class (long wheelbase), C-Class, and GLK-Class in China. While Beijing Benz does not produce all the Mercedes-branded autos sold on the Chinese market, such cars currently enjoy a reputation for high quality and popularity. Some Mercedes offerings, the S-Class for example, are imported by Mercedes-Benz (China) Ltd. Mercedes Benzes are, alongside FAW Group Audis, Brilliance Auto BMWs, and Lexuses, some of the only Western luxury cars to have gained popularity in the Chinese market.

In 2006, Beijing Benz Automotive Co., Ltd. (BBAC), a joint venture between Daimler and its Chinese partner BAIC, commenced local production of Mercedes-Benz passenger cars in Beijing. Production of the C-Class Sedan began in spring 2008. Since May 2010, BBAC has been manufacturing the current E-Class in a long version that is especially adapted to the needs of the Chinese market. In December 2011, the facility began producing a third model, the GLK. In September 2012, the cornerstone was laid for the future production of compact cars. In 2013 a new engine plant will begin to produce the engines for the Mercedes-Benz cars and vans that are manufactured in China. In addition, a new R&D center will focus on testing and adapting vehicles. It will also conduct R&D activities in cooperation with suppliers.



- *The largest PC maker worldwide with a market share of 16.7%*
- *Accelerated transformation to become a top competitor in the PC Plus era, ranked worldwide #3 in Smart Connected Devices, including PCs, tablets and smart phones*
- *#2 in China's smart phone and tablet markets*
- *#1 in worldwide commercial notebook PC market*
- *#1 in both worldwide consumer PC and consumer desktop PC markets*

Lenovo is a US\$334 billion personal technology company, the largest PC maker worldwide and an emerging PC Plus leader. Serving customers in more than 160 countries, Lenovo's business is built on product innovation, a highly-efficient global supply chain and strong strategic execution. Its product lines include a full range of commercial and consumer PPCs, servers and workstations, and a family of mobile internet devices including smart phones and tablets. The "Protect and Attack" strategy is a key of Lenovo's success, and the right strategy for a PPC Plus world. It is driving record market share, improved profitability and a more balanced business for Lenovo.

A global Fortune 500 company, Lenovo taps into global expertise with major research centers at the Yamato lab in Japan; Beijing, Shanghai and Shenzhen in China; and Raleigh, NC in the U.S. Lenovo continued to drive its unique hybrid manufacturing strategy and invest in vertical integration. Currently, the company's manufacturing facilities are in Beijing, Shanghai, Chengdu, Hefei, Huiyang and Shenzhen, China; Pondicherry, India; Monterrey, Mexico; Itu, Brazil, as well as Whitsett, North Carolina in the U.S., with contract manufacturing and Original Design Manufacturing locations worldwide. Shares of Lenovo are listed in the Stock Exchange of Hong Kong ((HKSE stock code: 0992), and available in the form of ADR shares (ADR: LNVGY).