

Antai Global Summer Program

Certificate & Credits: 1 SJTU Certificate and 3 Credits

Course Modules

Module 1: Doing Business in China

Module 2: Chinese Language & Culture

Course Description

Antai Global Summer Program is the first English-taught summer program organized by Antai college for international students. It helps Antai to attract diverse student body, promote international visibility and develop internationalization.

After studying for three weeks in the program, students will receive three academic credits issued by Shanghai Jiao Tong University. The course is focusing on "Learning Business and Culture in China". The four main focuses of the program are Chinese economics and management courses, company visits, Chinese language and history workshops, and Chinese culture. Students will have workshops and company visits to Huawei, TikTok, Shanghai Circuit, GE, BBDO, Coca-cola, IBM and 3M. Apart from academic courses, the Chinese courses, cultural activities such as pottery-making, the art of tea making, cooking and calligraphy will help the students to experience the charm of Chinese culture.

Module 1: Doing Business in China

The courses are designed for Westerners who have interests in doing business with Chinese or have the intention to start business in China or want to know more about Chinese culture. A series of sessions will provide you with all kinds of information you may be interested concerning China's economic development, culture-related subjects, innovations in China, case studies as

well as well-designed cultural activities, all of which aim to give participants a comprehensive understanding of China's business environment and Chinese culture.

Module 2: Chinese Language & Culture

This is an entry-level Chinese class designed to introduce some basic knowledge about Chinese language and culture. Participants will not only be exposed to authentic language contexts, but also to situations where their abilities to use the Chinese language to do creative dialogues. All the learning materials chosen reflect the value system, traditions, daily life, social development and business oriented conversations of the current Chinese society.

Note: For students who are Chinese nationals or have mastered a high level of Chinese language proficiency, AGSP will provide an alternative module of business case studies or cross-cultural communications.

Learning Outcomes

Module 1: Doing Business in China

The course will prepare the students with a full understanding about Chinese culture, and mastering some soft skill to Chinese Arts and business, via business courses, corporate action-based learning, and culture activities. Given the high international profile of the students, who are coming from over 30 countries, the program will give the students the learning spectacle to building team-working spirits and cross-culture communication capability.

Module 2: Chinese Language & Culture

By the end of the program, participants will be able to use their Chinese language skills to conduct conversations on daily life, including greetings, buying products, transportations, as well as business topics, such as at a bank, real estate, marketing, advertisement, corporation cultures, etc.

Meanwhile, participants will have the basic knowledge of how to further their Chinese language study by themselves in their future development in China.

Weekly Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul
	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00
	Orientation & Campus Tour	Chinese Consumer Behavior	Chinese Economy	Chinese Economy	Sightseeing
	13:30 - 17:00	13:30 - 16:30	13:30 - 16:30	13:30 - 16:30	13:30 - 18:00
	Sightseeing	Chinese Consumer Behavior	Chinese Language	Company Visit	Sightseeing
Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
	8-Jul	9-Jul	10-Jul	11-Jul	12-Jul
	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	08:30 - 11:00
	First Time in History	First Time in History	Company Visit	Environmental Economics	Chinese Language
	13:30 - 16:30	13:30 - 16:30	14:30 - 18:30	13:30 - 16:30	13:30 - 16:30
Chinese Language	Cultural Activities	Sightseeing	Group Discussion	Cultural Activities	
Week 3	Monday	Tuesday	Wednesday	Thursday	Friday
	15-Jul	16-Jul	17-Jul	18-Jul	19-Jul
	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00	09:00 - 12:00
	Introduction to Banking Industry in China	Company Visit	Chinese Language	Cultural Activities	Final Assessment
	13:30 - 16:30	13:30 - 16:30	13:30 - 16:30	13:30 - 16:30	13:30 - 16:30
Introduction to Banking Industry in China	Cultural Activities	Corporate Seminar	Cultural Activities	Graduation Ceremony	

Assessment Details

Module 1: Doing Business in China

1. Attendance and participation: 30%
2. Final Assessment: 70%

Module 2: Chinese Language & Culture

1. Attendance and participation: 30%
2. Final Assessment: 70%

Reading List

Suggested reading materials for Module 1:

1. Clark, Duncan: Alibaba
Great window on China today, through a veteran's look at one of China's iconic companies
2. Crow, Carl: 400 Million Customers
Published nearly 80 years ago yet still an unusually accurate, and endearing, look at the Chinese consumer
3. Fallows, James: Postcards from Tomorrow Square
An excellent collection of essays on aspects of Chinese society today
4. Greenspan, Anna: Shanghai Future
Breathhtakingly broad and deep look at Shanghai's past, presence and future, from the perspective of architecture and urban design
5. McGregor, Richard: The Party
Comprehensive look at by far the most important institution in China
6. Melvin, Sheila: The Little Red Book of China Business
Great Collection of chapters on aspects of being successful in business here
7. Tse, Edward: China's Disruptors – How Alibaba, Xiaomi, Tencent and other Companies are Changing the Rules of Business
Current and insightful on these (becoming) iconic Chinese brands
8. Washburn, Dan: The Forbidden Game
The development of golf in China, technically illegal, as a window on broader society
9. Winchester, Simon: The River at the Center of the World
A cruise up the Yangtze used as a platform for nuanced observations about the country
10. Zhang, Lijia: Socialism is Great!
A poignant memoir of growing up in the China of the 1980s

Suggested reading materials for Module 2:

11. “River Town” written by Peter Hessler
12. “My Country and My People” written by Lin Yutang
13. “Insider China” by Lifeng Han with Emma Lejun Wu and Hua Cai
14. “A Journey to the West” by Wu Ch’eng-en
15. “Outlaws of the Marsh” by Shi Nai’an
16. “The Joy Luck Club” by Amy Tan

Enrolment Rules

Program Website: <https://summerschool.sjtu.edu.cn/>

Online Application: <https://summerschool.sjtu.edu.cn/Data/List/Application>

Who should apply?

- Undergraduate and graduate students from around the world
- Recent college graduates or professionals who are interested in learning business dynamics in China and Chinese culture
- Participants are required to be adults aged at or above 18

Dates & Deadline

- Program Dates: July 1-19, 2024
- Nomination Deadline: April 30, 2024
- Application Deadline: May 31, 2024

Teaching Staff Information

Faculty from Antai College of Economics & Management

1. YIN Haitao
Associate Dean, Professor

Bio: <https://www.acem.sjtu.edu.cn/en/faculty/yinhaitao.html#container>

2. CAI Fengyan
Professor

<https://www.acem.sjtu.edu.cn/en/faculty/caifengyan.html#container>

3. QIAN Junhui
Professor

<https://www.acem.sjtu.edu.cn/en/faculty/qianjunhui.html#container>

4. XU Le
Assistant Professor

<https://www.acem.sjtu.edu.cn/en/faculty/xule.html#container>

Faculty from other schools of Shanghai Jiao Tong University

1. LI Nan
Associate Professor of Finance

Shanghai Advanced Institute of Finance

<https://en.saif.sjtu.edu.cn/faculty-research/li-nan>

2. XU Xinyan
Lecturer of Chinese Language

Center for International Chinese Education, School of Humanities

<https://shss.sjtu.edu.cn/En/FacultyDetail/95>

Executives Speakers from Industries

1. John Van Fleet
<https://online.acem.sjtu.edu.cn/DBIC/faculty/12>
2. Other executive speakers from industry, chambers of commerce, international organizations or start-ups

Unit Information

1. **Introduction to Banking Industry in China**
 - 1.1 Banking Industry History
 - 1.2 Characteristics of China's banking industry
 - 1.3 Problems & solutions of China's banking industry
 - 1.4 The forecast of China's banking industry future
2. **Chinese Consumer Behavior**
 - 2.1 The paradox of consumption in China
 - 2.2 Understanding Chinese consumers
 - 2.3 Characteristics of Chinese consumer behavior
 - 2.4 Changes in Chinese consumer behavior
3. **Environmental Economics**
 - 3.1 Developing Renewable Energy in China
 - 3.2 Environmental Challenges & Policy Responses in China

4. China's Economy

- 4.1 China's Economy in post-crisis period
- 4.2 Comparison of China's economy and western economies
- 4.3 Challenges facing China's economy
- 4.4 Forecast of China's economy

5. First Time in History

- 5.1 The Origins of China's Rise
- 5.2 The Greatest Migration in Human History
- 5.3 A New Century, A New Model

6. Chinese Language

6.1 Greetings

Cultural note: Chinese Names (formation + history)

6.2 Numbers

*Cultural note: 1) semantic meaning of numbers in Chinese culture
2) bargaining cultures in China*

6.3 Transportation

Cultural note: road names in China; road designing ideas in China; Fengshui and directions

6.4 Food

*Cultural note: Chinese people consider "Food is the first happiness"; eight types of Chinese food;
Chinese food philosophy and Taoism*

6.5 Family

Cultural note: different family concept; one-child policy; different addressing in Chinese family

Credit Point Value

Component	Contact Hours	SJTU Credits	ECTs
Academic Lectures	27	2	6
Corporate Seminar	3		
Chinese Language	12	1	3
Company Visits & Cultural Activities	24	NA	
TOTAL	66	3	9

Note: the document is subject to change at Antai's discretion.