



Executive Education
School of Management
Fudan University

International Courses & Programs



復旦大學 管理学院
SCHOOL OF MANAGEMENT
FUDAN UNIVERSITY

EXECUTIVE
EDUCATION
高层管理教育

Contents

- 01 About FDSM EE**
- 02 Topics for Online Courses**
- 03 Study Tour Short Program**





PART 01

About FDSM EE



Fudan University

Established in 1905, Fudan University was the first tertiary institution founded by a Chinese person in China. In the 2021-2022 QS World University Rankings, Fudan University ranks 31st in the world and 3rd in mainland China. Fudan has four campuses in Shanghai, with over 36000 students, over 3100 faculty and staff, 35 schools and colleges, and more than 200 programs of study.

School of Management

The School of Management launched its first program in business education in 1917. The School now consists of 8 departments and 31 cross-disciplinary research institutes. Apart from the doctoral and master's degrees, the School also provides 5 professional master's degree programs. In 2021, the School placed No.32 in the FT Global MBA rankings, and No.13 in the FT Executive MBA rankings. The School is also EQUIS and AACSB accredited, as well as a formal member of PIM, GMAC, CoBS, and GNAM.

Fudan School of Management (FDSM)

Degree Programs	Executive Education (EE)
Bachelor, Masters & PhD Programs	Open Programs
MBA, IMBA, EMBA	Online Programs
MF, MPAcc, GMiM, DDIM, DSBA	Custom Programs
DBA	Consulting Services

ABOUT FDSM EE



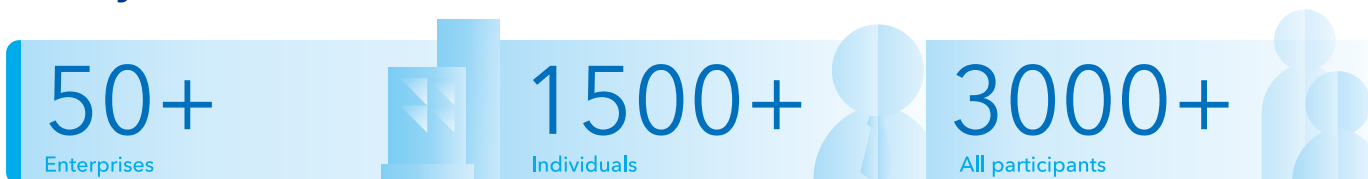
Our Mission

is to empower Chinese business executives towards change and transformation with world-class business education.

Our faculty



Each year we serve



We have served



New Campus

As the first open campus integrated with community in China, **FDSM Zhengli Campus** will be a multi-function compound with academic activities, cultural venues, commercial sites, start-up incubators, and serving other communal purposes.



Located 1.5km from Fudan Main Campus, FDSM Zhengli Campus is scheduled to launch in 2022.



Executive Education

Open Programs

Each year we offer over 20 open-enrolment programs that fulfill different learning objectives for individuals at different managerial levels and from different industries. Our flagship programs include Advanced Management Program (AMP), General Management Program (GMP), and Advanced Supply Chain Management Program. In addition, we also offer vertical-based short programs in areas such as leadership, finance, and healthcare, as well as a series of upcoming new programs including digital innovation, ESG, entrepreneurship and family enterprises.

Custom Programs

Each year, our custom programs team work with over 30 enterprises from different industries. Over the past 15 years, we have worked together with over 500 clients to design and implement specific and unique programs to meet the challenges, priorities and opportunities that they faced. Some of our key clients include multi national companies like Cisco, General Electric, Volvo, DHL, as well as state-owned enterprises such as Bank of China, Tsingtao Beer, Baowu Steel, and private companies such as Huawei, Robam Appliances, and Yangtze River Pharmaceutical Group, etc.

Online Programs

We have launched a series of online programs and lectures since the outbreak of the pandemic. Our signature online program is based on Fudan MBA core courses, providing a flexible platform for junior managers and entrepreneurs to enhance their business knowledge and skills. The program has 10 modules, and successful completion of all modules within 12 months will lead towards a digital certificate of study.

Consulting Services

Our consulting team's scope covers enterprise strategic planning, organizational design, human resources, brand marketing, and marketing research. We're committed to providing a full range of professional management consulting services for multinational corporations, large domestic enterprises, developing private enterprises and various government departments. Since 1992, we have served over 200 enterprises of various sizes, 20 percent of whom have had long-term cooperation of over three years with us.

ABOUT FDSM EE



Our Clients (Partial List)

Financial Industry



Technological Industry



Consumer Manufacturing



Real Estate Industry



Energy Industry



Medical & Pharmaceutical Industry



Automotive Industry



Logistics Industry



State-Owned Enterprises





PART 02

Topics for Online Courses



Sample topics for online courses

Macrotrends & the Chinese Economy

- 1) China's Macroeconomics: Evolution & Future Trends
- 2) Economic Policy & Governance in China: the Shanghai Model
- 3) Geopolitics and China's International Relations in the New Era
- 4) Challenges of Globalization and Opportunities for Doing Business in China

Finance & Investment

- 1) Introduction to China's Accounting & Legal Systems
- 2) Decoding China's Financial Markets
- 3) China-Related M&A Transactions in a Global Context
- 4) Emerging Industries & Investment Strategies

Market Strategies & Consumer Insights

- 1) China Market Strategies: Entry, Exit, and Expansion
- 2) New Media & Marketing Innovations
- 3) Understanding Chinese Consumers in the Digital Era
- 4) Big Data, Platform Economy, and New Retail

* All courses can be delivered in English or Chinese.

* A typical course consists of a 2 hour keynote lecture plus 1 hour facilitated discussion by Fudan faculty.

* Courses can be combined to form a full-day or longer programs.



Sample topics for online courses

Business Operations & Digital Transformation

- 1) Managing Operations & Competition in China
- 2) China's Role in Building a Resilient Global Supply Chain
- 3) Digital Transformation in China: Opportunities for Growth
- 4) Innovations & Trends in China's Digital Economy

Entrepreneurship, Innovation & Leadership

- 1) Managing Innovation & Entrepreneurship in China
- 2) Talent Management in Multinational Enterprise
- 3) Chinese Leadership & Strategic Management
- 4) Managing across Cultures: Cultural Aspects of Doing Business in China





PART 03

Study Tour Short Program

Sample Schedules
Cultural Attractions
Company Visits

Accommodation Options
Maps & Directions



Sample Schedules

Sample program schedule 1

	Monday	Tuesday	Wednesday	Thursday	Friday
09:00-12:00	08:30-09:00 Welcome & Orientation Lecture: China's Business Environment	Lecture: Marketing and New Retail in China—Challenges and Opportunities	Lecture: China's Technology Evolution	Lecture: Innovation & Entrepreneurship in China	Lecture: Chinese Leadership Style and Talent Management
12:15-13:45	Lunch & Campus Tou	Lunch	Lunch	Lunch	Lunch
14:00-17:00	Lecture: Chinese Market Entry & Expansion Strategy	Lecture: Understanding Chinese Consumers	Lecture: Business Practices in China	Company Visit	City Tour & Cultural Experience

* Topics can also be chosen from online courses or customized to your program's needs.

Sample program schedule 2

	Monday	Tuesday	Wednesday	Thursday	Friday
09:00-12:00	08:30-09:00 Welcome & Orientation Lecture: New Normal Economy-Transition of China's Development Model	Lecture: Managing the Digital Firm— Information System, Big Data and E-commerce	Lecture: Challenges & Opportunities to Foreign Companies in Current China's Business Environment (I)	Lecture: Financial and Accounting Practices in China	Lecture: M&A Transactions from a Legal Perspective in China
12:15-13:45	Lunch & Campus Tou	Lunch	Lunch	Lunch	Lunch
14:00-17:00	Lecture: Economic Development in China	Company Visit I	Lecture: Challenges & Opportunities to Foreign Companies in Current China's Business Environment (II)	Company Visit II	City Tour & Cultural Experience

* Topics can also be chosen from online courses or customized to your program's needs.



Cultural Attractions

Shanghai

Shanghai, the largest city in China, is one of the four municipalities directly under the Chinese Central Government.



- China's **economic, financial, trade and shipping** center
- China's most **cosmopolitan and international** city
- Host city of **2010 World Expo**
- Along with neighboring Zhejiang, Jiangsu and Anhui provinces, forms one of China's most robust, open and innovative regions: **the Yangtze River Delta**

Suzhou

Suzhou in Jiangsu province is described in a famous Chinese saying as the "paradise on Earth".



- Most famous for its **Classical Chinese Gardens**
- The **water towns** in Suzhou such as **Zhouzhuang** and **Tongli** are renowned for their arched stone bridges and bustling canal-side streets
- Suzhou **Industrial Park** is home to 4900 foreign-invested enterprises, including 86 Fortune 500 MNCs

100km/30min
Bullet Train from Shanghai

Hangzhou

Hangzhou stands out as a fusion spot of both historic beauty and modern high-tech industry.



- Most famous for the **West Lake**
- Local **Liangzhu Culture** is one of the birthplaces of ancient China
- China's largest **e-commerce hub** and home to TMT giants such as **Alibaba**
- Host city of **2022 Asian Games**

180 km/45min
Bullet Train from Shanghai



Company Visits



A Multinational technology company providing online and mobile marketplaces in retail and wholesale trade

- Leading online commerce provider in China
- Businesses comprised of core commerce, cloud computing, digital media and entertainment, and innovation initiatives (Taobao, Tmall, DingTalk, Ant Group, etc.)
- Annual active consumers of the Alibaba Ecosystem across the world has reached over one billion by March 2021

Location: [Hangzhou](#)



A leading global provider of information and communications technology infrastructure and smart devices

- Operates in over 170 countries and regions, serving more than three billion people around the world
- Largest telecommunications equipment manufacturer in the world
- China's largest smartphone seller and second largest in the world

Location: [Shanghai/Suzhou](#)





Company Visits



A **global technology company** that operates on a variety of platforms that enable people to create, discover, and connect across languages, cultures, and geographies

- One of the first technology enterprises to apply artificial intelligence to the mobile Internet scene
- Majority of the company's products are social media applications including TikTok, Helo, Vigo Video, Toutiao, BytePlus, and Huoshan

Location: Shanghai



Securities/Futures trading

- Stock trading started in Shanghai in the 1860s
- SSE ranks 3rd, 4th, and 2nd respectively in terms of total market capitalization, total turnover, and capital raised, one of the top exchanges in the world
- 20 futures contracts and 6 commodity options available for trading on SHFE

Location: Shanghai





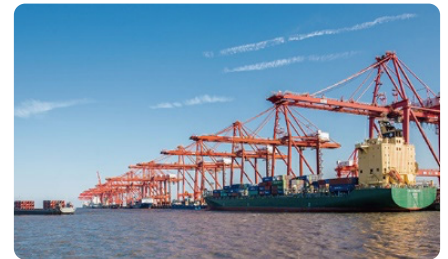
Company Visits



Port and waterway transportation industry, operator of public terminals in the Port of Shanghai

- Became a shareholding company in June 2005, and was listed on the Shanghai Stock Exchange on October 26, 2006, becoming the first of its kind to go public in China
- The container throughput of the Port of Shanghai (home port of SIPG) stood at 47 million TEUs in 2021, ranking No.1 in the world for 12 consecutive years

Location: Shanghai



China's top steelmaker, and a key player in the global steel market

- Crude steel production ranks first in the world for the first time in 2020
- Headquartered in Shanghai, a pilot enterprise of state-owned capital investment companies
- Helped form the Global Low-Carbon Metallurgical Innovation Alliance in Nov. 2021

Location: Shanghai





Accommodation Options

Crowne Plaza Shanghai Fudan

5 Star Hotel

Walking distance from Fudan main campus (500m)



Pagoda Hotel Shanghai Wujiaochang

5 Star Hotel

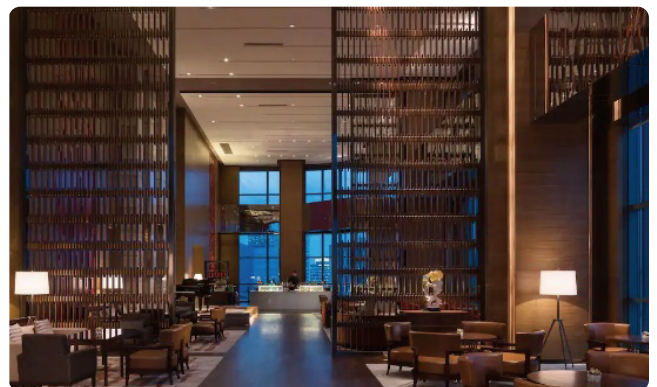
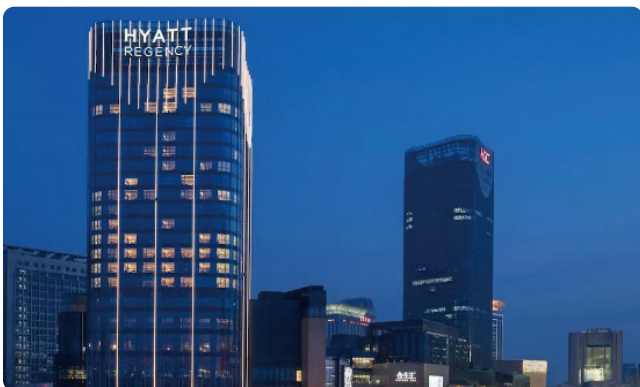
Walking distance from FDSM Zhengli campus (350m)



Hyatt Regency Shanghai Wujiaochang

5 Star Hotel

Walking distance from Fudan main campus / FDSM Zhengli campus (1.5km)



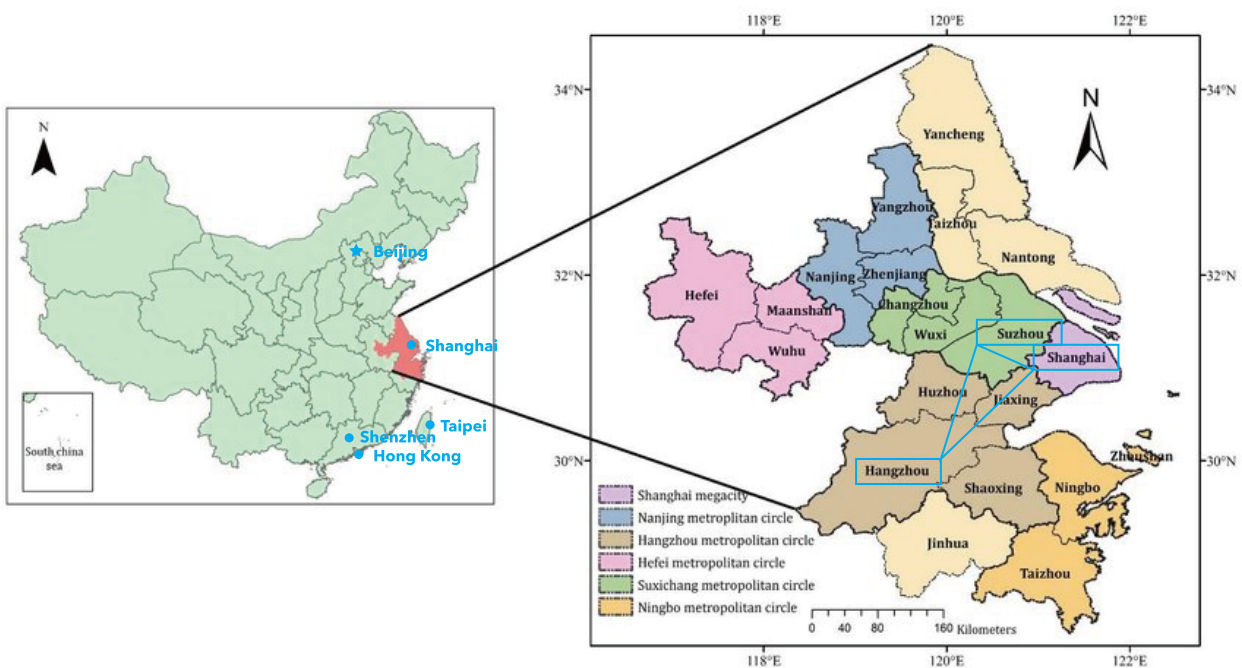


Maps & Directions



From Pudong Intl. Airport:
45km/40min drive

From Hongqiao Airport/Train Station:
30km/40min drive



We look forward to working together with you.

International Collaboration & Engagement
Executive Education
School of Management
Fudan University

Contact persons: Ms. Xin SU, Mr. Hao SHI
Tel.: +86-21-2501 1347, +86-021-2501 1569
Email: xinsu@fudan.edu.cn, shihao@fudan.edu.cn
Website: <https://www.fdsf.fudan.edu.cn/en/exeedu.aspx>
Address: Room 808, Starr Bldg., No.670 Guoshun Rd., Shanghai, China

