



BEYOND · 逾越

**International
Winter School
December 2019**

Everything global today has a Chinese equivalent and even a better version; for example, WeChat is a better version of the combination of so many applications and platforms. How can a globally accepted idea be applied to China's unique market? How can an international brand attract Chinese unique consumers? Bring your ideas or your country's brand into China this winter!

« Why study with School of Management, Fudan University?

- An AACSB and EQUIS accredited institution
- MBA and EMBA programs continuously ranked **top 50 worldwide** by Financial Times
- International course experience and faculty ranked **No. 1 in business schools** of mainland Chinese universities



« What distinct BEYOND from other summer programs?

- One **Faculty Chair** throughout the program for consistency of learning and business coaching
- Peer learning with students from global leading business schools
- **2 transferable credits**



DATES

7 Full working days: December 12 - 20, 2019

27 contact hours of lectures/seminars and 9 contact hours of company visits.

FEES

USD \$1,400 inclusive program fee covers tuition, lecture materials, company visits, cultural events, and welcome orientation.



Glocalization in China

December 8, Sunday	December 9, Monday	December 10, Tuesday	December 11, Wednesday	December 12, Thursday	December 13, Friday	December 14, Saturday
			Arrival in Shanghai	8:30-9:00 Breakfast and Check-in	9:00-12:00 Understanding Gov, Industries, People and Consumption	free time - Market Validation
				9:15-10:00 Welcome & Program Overview		
				10:15-12:00 Overview of Chinese Economy: towards a sustainable growth		
				Lunch Break	Lunch Break	
				2:00-5:00 Establishing Business in China: understanding the big picture	2:00-5:00 Off-campus visit: Innovation Landscape in China	
December 15, Sunday	December 16, Monday	December 17, Tuesday	December 18, Wednesday	December 19, Thursday	December 20, Friday	December 21, Saturday
free time - Market Validation	9:00-12:00 Market Entry Strategies I	9:00-12:00 Marketing in China	9:00-12:00 Big Data and AI Applications in China	9:00-12:00 E-commerce Operations in China	Presentation Workshop	Departure from Shanghai
	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
	2:00-5:00 Market Entry Strategies Workshop II	Company Visit	Company Visit	2:00-5:00 Culture Experience	1:00-5:30 Project Presentation	

* Courses and company visits are subject to change; participants will be informed ahead of time.

Apply Now

Online application:

<https://www.fdsf.fudan.edu.cn/international/details.aspx>

Contact Us

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