

International Ecosystems II: How to take advantage of the Asian marketplace

UGRA_015527

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	12
Teacher responsible	Anxiang Yin - anxiang.yin@esade.edu

Course Goals

The main learning goals of the module are:

- Bridging the connection between the West and the East.
- Deep diving into Chinese culture and traditions.
- Understanding how to conduct business in China.
- Developing the ability to think outside the box.

In addition to the theoretical learning, practical business projects will give students the opportunity to:

- Understand the Chinese society and their way of thinking
- Evaluate overseas disruptive opportunities for Chinese products/companies
- Learn how foreign companies operate in China

NOTE: Students must achieve a minimum grade of 5.0 on the final exam(s) of a course to be eligible to pass the course; a grade lower than 5.0 in the exam will become the student's final grade without averaging in other assessments. This rule applies to retake exams as well.

NOTE 2: To pass this course, 100% attendance is required.

Prerequisites

Having submitted and/or signed all the documentation required by the programme and/or the course before the trip.

Teaching methodology

This course is based on a combination of lectures, student-run projects and testimonials, to provide different perspective and approaches to the topics covered. Student active involvement is necessary to achieve the objectives as most of the components require a strong co-participation when not directly leadership from students.

Masterclasses: Engaging lectures delivered by experienced guest speakers.

Online Resources: Providing access to relevant online resources, articles, videos, and research materials can supplement classroom learning and encourage self-directed study.

Conversations with professionals: Facilitating group discussions with guest speakers allows students to exchange perspectives, share insights, and deepen their understanding.

Field Trips and company visits in situ.

Project-Based Learning: Assigning projects that require students to apply their knowledge, conduct market research, and develop their proposals.

Workshops and Skills Training

Reflection and Feedback Sessions

NOTE: Students must achieve a minimum grade of 5.0 on all assessment components of the course (including the exam) to be eligible to pass the course; a grade lower than 5.0 in any of them will become the student's final grade without averaging in other assessments. This rule applies to retake exams as well.

NOTE 2: To pass this course, 100% attendance is required.

NOTE 3: Two late arrivals will be equivalent to an absence. Arriving more than 15min late counts as an absence.

Description

Course contribution to program

There's no better way to understand an ecosystem than to live it, and the International Ecosystems II: Shanghai, does exactly that: students will continue to add layers of knowledge on top of what they have already acquired and assimilated. They will acquire the bits of knowledge and experiences necessary to learn how to scale or disrupt a corporate business or a start-up, both for social impact.

Short description

In today's interconnected world of rapid innovation and evolving global challenges, true professionalism extends beyond theoretical understanding. It encompasses practical application, adaptability, dealing with uncertainty, and a commitment to continuous learning. This course is the last of the 3 BITLASI years, which is around "scaling and being disruptive."

The International Ecosystems Module II aims to unleash students' potential, providing them with the essential knowledge, capabilities, and soft skills needed to uncover disruptive insights that can fuel business growth in unfamiliar and dynamic environments.

During their time in Shanghai, students will have the chance to apply the knowledge gained over the previous three years in a dynamic and complex environment. They will have the opportunity to put theory into practice and engage with Shanghai's entrepreneurial ecosystem, immersing themselves in a vibrant marketplace.

Through a combination of lectures, master classes and challenges, it will provide you with the opportunity to establish new connections, learn about how a different culture approaches life, business, society, and its impact.

All of this while also going through a transformative process on the personal side, facing new challenges every day in an unfamiliar environment.

Bibliography

Casabayó, Mònica, International Ecosystem II in the eCampus (Website)

Content

#	Topic
1	When West Meets East: Exploring the cultural and business dynamics between Western and Eastern contexts.
2	Deep Dive in Chinese Culture: Immersing into the rich and diverse aspects of Chinese culture and traditions.
3	Doing Business in Asia: Understanding the unique challenges and opportunities of conducting business in Asia.
4	New Trends in Asia: Exploring the latest trends and innovations shaping the Asian market.

Assessment

Tool	Assessment tool	Category	Weight %
Written and/or oral exams	Individual Exam	Retake and ordinary round	20.00%
Group project	Team Project 1	Retake and ordinary round	30.00%
In-class analysis and discussion of issues	Participation in Class and individual contribution	Ordinary round	10.00%
Individual or team exercises	Project 2	Retake and ordinary round	25.00%
Written and/or oral exams	individual test/assignment	Retake and ordinary round	15.00%

PROGRAMS

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
BITLASI22 Year 3 (Mandatory)