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2010 dates and tuition.

STANFORD GRADUATE SCHOOL OF BUSINESS / EXECUTIVE EDUCATION

GLOBAL INSIGHTS: FOCUS ON CHINA

IN COLLABORATION WITH SINGAPORE MANAGEMENT UNIVERSITY

Positioned at the center of Asian economic growth in the world economy, China is rapidly emerging as a global economic power. Global Insights: Focus on China, a collaboration between the Stanford Graduate School of Business and Singapore Management University, explores the unique opportunities and challenges the Chinese market represents for companies worldwide.

This two-week executive program examines the economic, political, and cultural complexities of doing business in China, as well as the managerial challenges these complexities create. World-renowned faculty assist business leaders in understanding the country's historical evolution, as well as the business and regulatory climate, providing critical insights and best practices that will enable them to manage more effectively in a dynamic business environment and to successfully lead their organizations in China.



SAMPLE DAILY SCHEDULE

AT STANFORD

Morning Session I

Chinese Culture, Foreign Policy,
and Impact on Business

Morning Session II

Silicon Valley in China

Morning Session III

Future of Chinese Economy

Afternoon Session I

Financial Viabilities of
Doing Business in China

IN SHANGHAI

Morning Session I

Managing Business: East vs. West

Morning Session II

Leadership and Cross-Cultural
Management in China

Morning Session III

Managing Financial, Operational,
and Reputation Risks

Afternoon Sessions

Guest Speaker and Corporate Visit

KEY TAKEAWAYS

- Powerful combination of academic rigor and hands-on business expertise delivered by the best academics in their fields together with successful industry practitioners
- In-depth meetings, both at Stanford and in Shanghai, with experts who have dealt with successful business entry into China
- Insights into how companies can successfully compete in the Chinese market
- Visits to companies based in Shanghai/Pudong area of China

CONTENT OVERVIEW

The Global Insights: Focus on China executive program examines the key strategic challenges facing companies entering or re-entering the Chinese marketplace. The program features a unique, two-pronged approach providing both the theoretical and practical knowledge necessary to identify and eliminate barriers to entry into this huge market.

The first week at Stanford University enables participants to explore key research and to interact with business experts who have extensive experience in taking their organizations into the Chinese business environment and who have established successful track records in the Chinese market. The second week in Shanghai offers participants an opportunity to work directly with senior faculty from Singapore Management University and visit the Chinese operations of multi-national organizations.

WHO SHOULD ATTEND

This program is designed especially for business owners, directors of business development, and executives charged with determining their firm's "China Strategy." Participation is limited to ensure a high level of participant/faculty interaction.

HIGHLIGHTED SESSIONS

Chinese Political Economy

Politics play a critical role underlying China's growth and market potential. This session will examine the patterns and sequence of reform in the economy, why particular property rights forms were selected in China's corporate restructuring, and why others were not. It will help identify key political actors, especially at the local levels, and it will explore the incentives that drive them and the constraints and problems that they face.

China's Bright Economic Future – and Its Problematic Political One

China has been on a high growth path for 30 years, but can it continue? China's economic policies are sound, yet it remains—on average—a poor country. Barring a serious disruption, China's growth rate should remain strong. In addition, the Chinese people have more individual freedoms than ever before, but one large question remains: When will this economic development lead to political freedoms?

www.gsb.stanford.edu/exed/china

