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TOChina BUSINESS PROGRAM

2014

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www.chinabusinessprogram.it

TOChina System, University of Torino
CLE Campus, Lungodora Siena 100/a
10153 Turin, Italy

The Program

Faculty & Courses

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Strategic business skills for prospective managers with a China horizon

Hangzhou, China: 31 March - 10 May

南欧-中国商业战略研修班

Shanghai's Pudong district by night / © TOChina

The TOChina Business Program is developed in partnership by



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➤ WHY THE TOChina BUSINESS PROGRAM?

For the past 30 years entrepreneurs and managers from around the world have been engaging China mostly as a destination for investment and a global industrial hub, producing – or, more often, assembling – goods for export.

In several key sectors that era is now over, and in many others it will be soon. China is fast becoming itself a prime **global investor**, and its **increasingly mature market** is a key driver of global growth.

Those companies – and nations – which **get in-sync** the soonest with this new reality will make the stronger claim for a share of the next growth cycle.

The TOChina Business Program was launched in **2013** to ensure that **far-sighted players** from Europe, China, and beyond – companies, institutions, individual prospective managers – can access **world-class training in China** on how to engage effectively with the new business environment which is being engineered in China through the current wave of economic reforms.



The TOChina Business Program class of 2013 | © TOChina



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➤ WHAT DOES THE PROGRAM OFFER?

- ✓ The TOChina Business Program (CBP) offers a **set of 6 crash courses** – for a total of 200 hours of intensive training – designed to equip a high-power group of prospective managers with strategic skills in the areas of **business internationalization, intercultural management and entrepreneurship, with a China focus.**
- ✓ Its **curriculum** has been especially developed by an international team of scholars of contemporary China together with executive education specialists and China-based professionals.
- ✓ The program aims to respond to the growing demand for highly-qualified profiles combining **linguistic and substantive competence on China**, good command of the **basics of international business**, and an **entrepreneurial spirit** free of naiveté.
- ✓ The CBP is an extremely enriching – and intense – learning experience, which involves
 1. over **30 hours of formal training in class** per week;
 2. a variety of **group projects and business development simulations**;
 3. all of this in the international environment of the historic Yuquan Campus of Zhejiang University, China's largest university, located in the city of Hangzhou, near the iconic West Lake.



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➤ WHO IS THE PROGRAM DESIGNED FOR?

The TOChina Business Program is designed in particular for

- ✓ **outstanding graduate students and young professionals from outside China** who have acquired substantial expertise on China and now wish to combine it with essential managerial competences to make a more credible claim for a business career with China;
- ✓ **outstanding mainland Chinese graduate students and young professionals** with excellent command of the English language who aim for a career in international business;
- ✓ **second-generation Chinese** from around the world who wish to benefit from a fresh opportunity to reconnect with mainland China through the dynamic city of Hangzhou, while accessing advanced training for prospective international managers and networking opportunities with top local business players.

International Management & Entrepreneurship

- Introduction to International Management

China: Market Readiness

- Doing Business with China
- China Business Outlook

Strategic Business Development

- Business Finance
- Strategy & Strategy Execution
- Negotiation & Marketing



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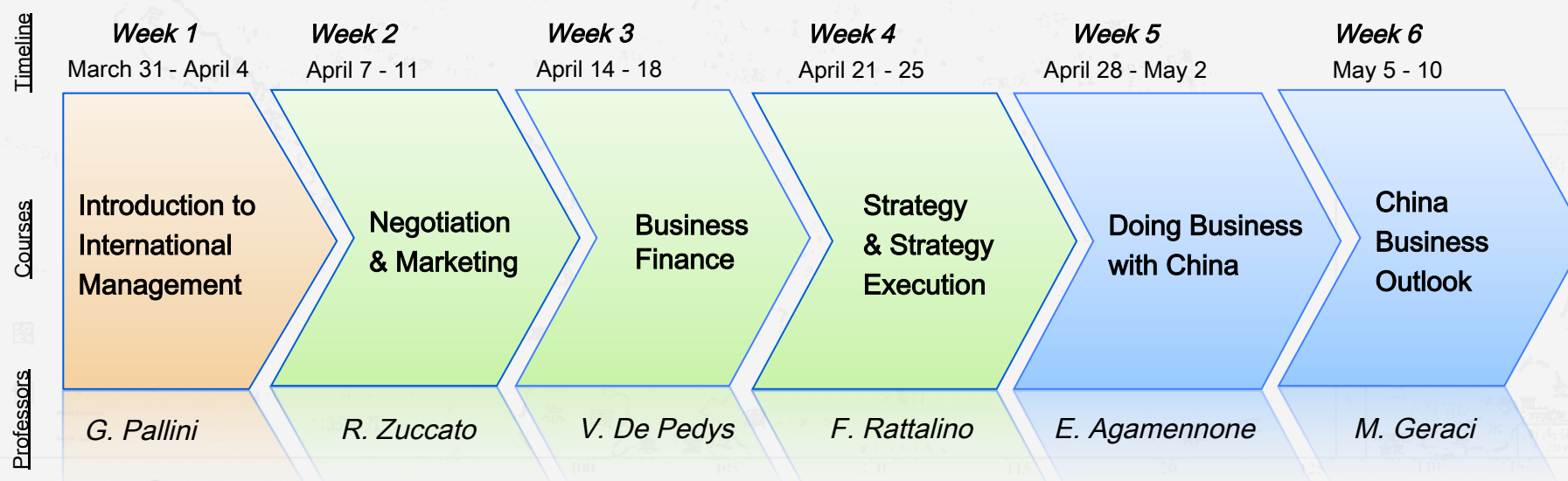
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➤ WHAT IS THE STRUCTURE OF THE PROGRAM?

The CBP will take place in Hangzhou, China, from **31 March to 10 May 2014**. Online applications will be accepted starting on January 31 until February 21, 2014 at www.chinabusinessprogram.it.

The program is scheduled over **6 weeks**, with classes running from 9am to 1pm and from 2.30pm to 6.30pm on Mondays, Wednesdays and Fridays, and from 9am to 1pm on Tuesdays and Thursdays.





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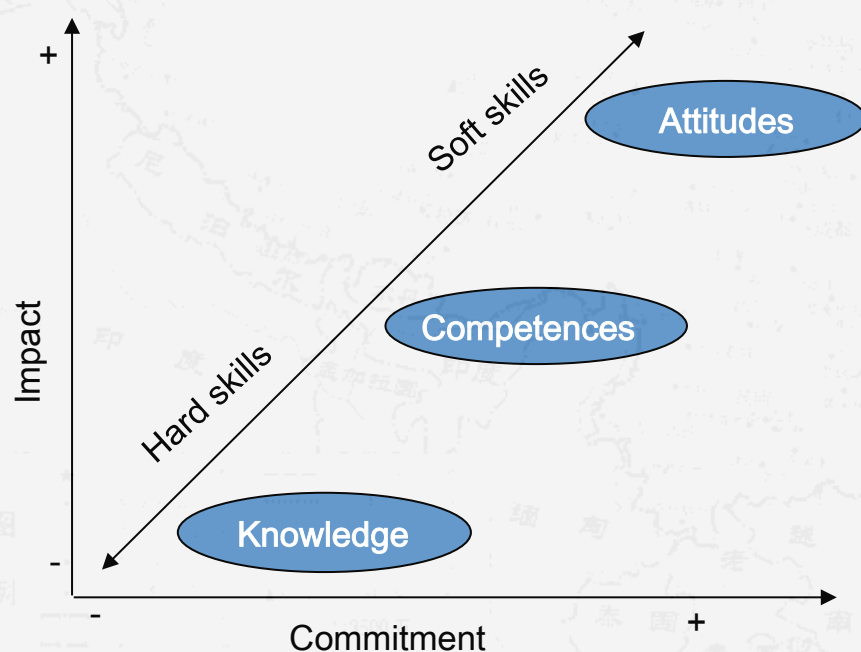
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➤ WHAT METHODOLOGY IS USED?

The methodology of the TOChina Business Program is based on the principles of **action learning**, where teaching aims to develop knowledge, competences and attitudes that can quickly be operationalized in the business world.



- Interactive lessons with international scholars and professionals
- Real company case studies
- Teamwork projects
- Role plays and simulations



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WEEK 1, March 31 – April 4

INTRODUCTION TO INTERNATIONAL MANAGEMENT

CONTENTS

- *Introduction to International Management* is a highly interactive course consisting of several interlocking sections whose aims are:
 - learning how to take decisions in an executive and structured way
 - working in team efficiently
 - analyzing dynamics and processes in an effective way and by priorities
 - structuring the communication of the decisions taken

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LECTURER

**Gianluca
PALLINI**

- ✧ Professor of Company Finance, Economics and Business Administration, Catholic University of Milan
- ✧ Executive Trainer in Finance, Wealth Management & General Management
- ✧ Previous positions:
 - Credit Suisse, Director
 - Infrastrutture S.p.A., Investment manager



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WEEK 2, April 7 – 11

NEGOTIATION & MARKETING

CONTENTS

- This course explores the following areas:
 - basic behavior, phases and processes of negotiation (opening, deal design,...)
 - negotiation techniques in the selling process
 - “complex selling” methodology with respect to services and products
 - identity, branding, and product positioning
 - integration of marketing with the other company functions

LinkedIn

LECTURER

*Roberto
ZUCCATO*

- ✧ Affiliate Professor of Marketing, ESCP Europe business school, Torino Campus
- ✧ Fontana Couture / Revers – Managing director
- ❖ Previous positions:
 - Fiat Auto, VP Communication & Institutional Relations, VP Sales
 - Martini & Rossi – Marketing Director Italia
 - Luigi Lavazza – Head of Marketing



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WEEK 3, April 14 - 18

BUSINESS FINANCE

CONTENTS

- The aim of this course is to develop a good comprehension of the principles and tools used in the financial system at the management level. In particular:
 - learning how to read and interpret balance sheet data
 - understanding the concept and dynamics of “cash flow”
 - understanding the implications at a financial level of managerial decisions and of a business strategy
 - analyzing business performance indicators

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LECTURER

*Vittorio
DE PEDYS*

- ✧ Affiliate Professor, ESCP Europe business school, Torino Campus
- ❖ Previous positions
 - ICCREA Bank, CFO
 - Salento Bank, Managing Director
 - CITIGROUP, Managing Director



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WEEK 4, April 21 – 25

STRATEGY & STRATEGY EXECUTION

CONTENTS

- This course focuses on:
 - defining the concepts of business administration, value creation and competitive advantage
 - understanding the fundamentals of organizational culture that influence strategic decisions
 - exploring the tools that are useful to analyze market trends and evaluate competition

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LECTURER

*Francesco
RATTALINO*

- ✧ Managing Director, ESCP Europe business school, Torino Campus
- ✧ Associate Professor of Strategy and Management Control, ESCP Europe business school
- ❖ Previous positions:
 - Oracle
 - Ferrero



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WEEK 5, April 28 – May 2

DOING BUSINESS WITH CHINA

CONTENTS

- This course is aimed at providing a practical training of how to do business with China and/or with Chinese companies, through lectures, group activities, and the participation of international managers and entrepreneurs illustrating case studies.
 - Doing business with China: false myths and main trends
 - Legal structures to do business in China: WFOE, joint ventures and others
 - How to draft a business plan and a "China plan"
 - Contracts in China: theory, reality and negotiation strategies
 - Chinese companies in Europe: opportunities, risks and countermeasures



LECTURER

*Edoardo
AGAMENNONE*

- ✧ Legal Counsel, EDF Asia Pacific
- ✧ PhD Candidate, SOAS (London)
- ❖ Previous positions:
 - Foreign Counsel, King & Wood Mallesons
 - Senior Associate, Gianni, Origoni, Grippo, Cappelli & Partners



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WEEK 6, May 5 – May 10

CHINA BUSINESS OUTLOOK

CONTENTS

- This course includes formal training and a hands-on approach to case studies with international managers and entrepreneurs. The following topics will be covered:

- China's transformation as a business environment after the 2013 3rd Plenum
- finance in China: business opportunities, access to credit, the role of RMB
- the future of consumption in China
- China's next growth cycle: emerging sectors in manufacture and services



LECTURER

*Michele
GERACI*

- ✧ Head of China Economic Policy Program and Assistant Professor of Finance, Nottingham University Business School, Ningbo, China
- ✧ Head of China, Global Policy Institute
- ✧ Senior Research Fellow and Adjunct Professor of Finance, Zhejiang University
- ❖ Previous positions:
 - MBA, Massachusetts Institute of Technology, Sloan School of Management



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✓ How do I apply for this program?

Starting on January 31, 2014 online applications will be accepted at www.chinabusinessprogram.it. The webpage will go live shortly beforehand with further information for applicants. Applications will be accepted until noon, February 21, 2014. The selection committee will notify all applicants by February 26: successful applicants will be required to pay their tuition fees by March 1 to secure their place in the program.

✓ Do I need to know Mandarin Chinese or have any particular qualifications to apply?

While full command of the English language is absolutely necessary, participants will be selected among those applicants who can make the strongest case as to their competent commitment to a business / managerial career with China at its core. Applicants will be evaluated according to their qualifications, motivation, and potential.

✓ What are tuition fees? Are there scholarships?

All selected participants will benefit from a 50% reduction of their tuition fees thanks to 50 scholarships offered by the Compagnia di San Paolo banking foundation and the Chamber of Commerce of Torino, Italy. Participants are thus required to pay the remaining EUR 1,500 for the 6-week program (the full cost of the program is EUR 3,000).

✓ Where and when is the program held?

The CBP is held in the city of Hangzhou 杭州, the former capital of the Chinese empire under the Southern Song dynasty (1127 -1279 AD), and today one hour away from Shanghai by bullet train. The host institution is Zhejiang University, in its historic Yuquan Campus in the heart of the city near the iconic West Lake (ZheDa Road, 浙大路).



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✓ Will I be provided with accommodation?

The EUR 1,500.00 fees cover tuition only. Participants must take care of their visa application (requiring swift action upon confirmation of being admitted to the program), travel and accommodation in Hangzhou individually.

✓ Can someone help me set up in Hangzhou? Will there be on-site support there?

Mr. Francesco Silvestri, the acting director of the Center for Italian Studies at Zhejiang University and 2014 CBP program officer in Hangzhou, can be contacted by participants for on-site support: cis@tochina.it.

✓ Do I need a visa?

Yes, unless you are a PRC citizen. Since the CBP is a crash international executive education course, and not a standard Chinese academic program, we recommend that you apply for a 60-day tourist visa (not student visa).

✓ Will I receive a certificate upon the completion of the CBP?

Yes, of course: the certificate will be produced by the ESCP Europe business school, in conjunction with the Department of Culture Politics and Society, University of Torino and the Faculty of Arts and Humanities of Zhejiang University.

✓ Who can I contact for further information?

Ms. Chiara Morabito – International Studies office of the Department of Culture, Politics and Society, University of Torino – is the international CBP program officer, and first port-of-call for any queries: businessprogram@tochina.it.



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TOChina is Italy's most dynamic knowledge hub on China's current socio-political and economic dynamics, as well as foreign and security policies.

Developed by the Department of Culture, Politics and Society of the University of Torino in partnership with the Torino World Affairs Institute and Zhejiang University, its aim is to promote a holistic understanding of China and explore the perspectives of China's growing relations with the Euro-Mediterranean region.

➤ Cutting-edge Research

TOChina pursues rigorous, in-depth research based on international and Chinese sources, intensive fieldwork, and surveys with top-level local partners. TOChina scholars actively participate to the global conversation on China's future across academic journals and in the international media.

➤ Advanced Training

Combining traditional training practices with innovative scenario-building techniques of analysis, TOChina manages Italy's only IR double degree in Global and China Studies, run in partnership with Zhejiang University, one of China's C-9 universities of foremost national relevance. TOChina researchers train or consult for the EU, the Italian Ministry of Foreign Affairs and Parliament, and international companies.

➤ Smart Networking

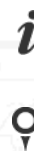
TOChina's networking activities range from Track II dialogues on the high politics of Sino-Italian and Sino-Mediterranean relations with key official from the Chinese Party-State, to service networking for engaged entrepreneurs and local officials. Graduates from the top TOChina programs form a high-power alumni community.



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The TOChina Business Program steering committee is composed by the following China and business specialists:



Dr. Giovanni ANDORNINO

Assistant Professor of International
Relations of East Asia, University of Torino

Vice President, T.wai

➤ *TOChina Coordinator*



Prof. Francesco RATTALINO

Managing Director, ESCP Business
School, Torino Campus

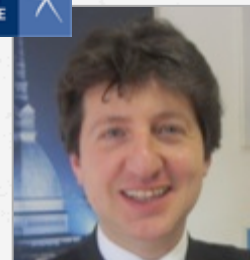
➤ *TOChina Business Program
Academic Director*



Prof. LIU Wei

Associate Professor of History and Politics,
Zhejiang University and University of Torino

➤ *Executive Director, Center for Italian
Studies at Zhejiang University*



Dr. Silvio MARENCO

Corporate Service Director, ESCP
Business School, Torino Campus

➤ *TOChina Business Program
Corporate Director*



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The **Department of Culture, Politics and Society** of the **University of Torino** is home to Italy's only double degree in Global and China studies, in partnership with Zhejiang University. It is the HQ of the TOChina research and training system.



Zhejiang University is one of the C-9 universities of primary national relevance in the PRC. Its Faculty of Arts and Humanities has been TOChina's n.1 partner in China since 2007, leading to the establishment of a joint **Center for Italian Studies** in 2013.



T.wai, the **Torino World Affairs Institute**, is an independent, non-profit institute pursuing rigorous policy-oriented research in the fields of global politics and security studies. It is Italy's only think-tank with a dedicated China research program.



ESCP Europe is the world's oldest business school. Triple-crown accredited (EQUIS, AMBA, AACSB), ESCP Europe welcomes 4,000 students and 5,000 executives from 90 nations every year at the Master level and for MBAs, PhDs, and Executive Education.



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➤ WHAT HAPPENS AFTER THE PROGRAM?

1. CBP participants who successfully complete the six courses are invited to join the **TOChina alumni**. A dynamic, exclusive community, the TOChina alumni only admits graduates from the signature TOChina programs. Institutionally, it promotes alumni visibility in high-value segments of the job market, both in China and Europe. Informally, it functions as a channel for exchanging valuable information and early warning among its members, constantly on the look-out for opportunities around the globe.
2. CBP alumni benefit from the **ESCP Europe business school placement services**.
3. CBP alumni profiles will be shared among donors and supporters of the program, including the Compagnia di San Paolo and Fondazione CRT banking foundations (Italy), the Torino Chamber of Commerce (Italy), and the “Eccellenze Italiane” commercial park in Hangzhou (China).

➤ TRUE STORIES: OUR CURRENT RECORD

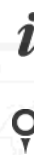
Matteo S. currently holds the record among TOChina alumni as the one who was hired the soonest after graduation (he graduated in December 2013 from the TOChina-supported Global and China Studies Master's degree at the University of Torino): **a fellow TOChina alumnus forwarded Matteo's CV to his bosses and within a week from graduation Matteo had a permanent contract with Bank of China in Milan.**



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Luck does not exist. There exists only the moment
when **talent meets opportunity**

(Seneca)

师傅领进门，修行靠个人

(Chinese proverb)

(Chinese proverb)

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