Management Abroad Courses 2013

Course Presentation
Agenda

General Overview

Country Presentations

- Management Abroad China - Shanghai
- Management Abroad Dubai
- Management Abroad India

Questions and Answers
Focus of course: Emerging Markets

- Economy in which the nation’s social or business activity is in the process of rapid growth and industrialization
- Markets lie at intersection of non-traditional user behavior, the rise of new user groups and community adoption of products and services

FTSE’s classification of Emerging Markets

Advanced Markets
- Brazil
- Czech Republic
- Hungary
- Malaysia
- Mexico
- Poland
- South Africa
- Taiwan
- Turkey

Secondary Markets
- Chile
- China
- Colombia
- Egypt
- India
- Indonesia
- Morocco
- Pakistan
- Peru
- Philippines
- Russia
- Thailand
- UAE
Pre-Lecture Spring Term 2013 (for WHU students only. The literature for the course will be made available electronically for UWA students before the course starts.)

Class preparation (self-study). 1 session á 360 minutes “International Management with local focus”
60 minutes test

Course (May 5-18 2013)
Trip to local venue with lectures, company visits, cultural activities
One day case study in teams, possibly with local students
Speaker of the day presentations and guidance

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Lecture</td>
<td>1/3</td>
</tr>
<tr>
<td>Case</td>
<td>1/3</td>
</tr>
<tr>
<td>Participation and Speaker of the day</td>
<td>1/3</td>
</tr>
</tbody>
</table>

- attendance is compulsory -
## Financials

<table>
<thead>
<tr>
<th>Position</th>
<th>Amount in €</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Fee</strong></td>
<td>1.250</td>
</tr>
<tr>
<td><em>Includes:</em></td>
<td></td>
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<tr>
<td>Accommodation &amp; Breakfast</td>
<td></td>
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<tr>
<td>During course</td>
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<tr>
<td>Speakers and Company Visits</td>
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<tr>
<td>Transportation and partially</td>
<td></td>
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<tr>
<td>entrance fees</td>
<td></td>
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<tr>
<td>Services (SIM-Cards, …)</td>
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<tr>
<td>Probably costs for mutual</td>
<td></td>
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<tr>
<td>invitation</td>
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<tr>
<td>Administrative costs and</td>
<td></td>
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<tr>
<td>preparation costs</td>
<td></td>
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<td>for overseas activities</td>
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<table>
<thead>
<tr>
<th><strong>Positions (Individual)</strong></th>
<th>Amount in €</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flight</strong> (depends on location)</td>
<td>500-1200</td>
</tr>
<tr>
<td><strong>Pocket money</strong> (Dinner, Food,</td>
<td>200-500</td>
</tr>
<tr>
<td>Travel, …)</td>
<td></td>
</tr>
<tr>
<td><strong>Visa and Vaccinations</strong></td>
<td>60-120</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>750 – 1.800</td>
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* Guiding values
Registration

You will be expected to hand in the following documents via email to wiebke.gerdelmann@whu.edu until November 25th:

• the binding agreement form for your course.
• the registration form for your course
• Copy of current passport
• Copy of current CV
• Passport sized photo (jpg)
• Cellphone number (this is important for the arrival day in case the professor needs to reach you. Upon arrival you will be provided with a local sim card so that you can communicate with your fellow students easily.)

• Please note: If you haven’t handed in these documents until November 25th, you won’t be considered as registered for the course.

Payment

• Upon your registration you will receive an invoice payable by February 15th, 2013.
Management Abroad Courses
China

Shanghai (Yangtze River Delta)
May 5-18, 2013

Prof. Dr. Utz Schäffer
Dr. Marko Reimer

Institute of Management Accounting & Control (IMC)
WHU – Otto Beisheim School of Management
Burgplatz 2, 56179 Vallendar
E-mail:
Marko.Reimer@whu.edu (Shanghai)
China - The Middle Kingdom

THE BRIGHT SIDE

- World’s largest population: ~20% of total
- More than 40 cities > 1 million residents today; ~220 cities > 1 million by 2030
- Export-“Weltmeister” in 2009, 2010 and 2011
- World’s largest foreign currency reserves: ~3.24 trillion dollars
- 4 of 10 world’s highest skyscrapers
- Largest high-speed railway network in the world
- ...

THE NOT SO BRIGHT SIDE

- Lots of human rights issues …
- One child policy
- More than 5000 death penalties each year (#1 in the world)
- 5 of the world's top 10 deadliest natural disasters of all times occurred in China
- According to a World Bank report, 16 out of 20 of the world’s worst cities for air pollution are found in China

Vallendar, 17. October 2012
Zooming in: The Yangtze River Delta

The Yangtze River Delta
Major cities: Shanghai, Hangzhou, Nanjing

- Shanghai
- Hangzhou
- Nanjing
- Suzhou
- Wuxi
- Nantong
- Ningbo
- Nantong

By 2015 world’s largest trade fair in SH

- World’s longest metro network in SH (434 km)
- World’s busiest container port
- World’s fastest commercial train
- 4th highest building in the world / 2nd highest in Asia
- World’s longest (36 km) and 2nd longest sea bridge
- Largest BASF production site in Asia (in Nanjing)

Management Abroad Courses China - Prof. Dr. Utz Schäffer
Vallendar, 17. October 2012
Shanghai - The city above the sea

Key Facts

• Largest city in China: 23 million (~150,000 foreigners; ~4 million migrant workers)
• Rich collection of world renown architecture (e.g. the Bund, Pudong Skyline, French concession)
• Significant influence in culture, media, fashion, arts, and sports (e.g. host of the F1 Chinese Grand Prix)

Economy

• Centre of commerce, finance, and trade (e.g. host of the Expo 2010 World's Fair)
• Key destination for (regional) headquarters of national and international companies
• Main port of arrival for China’s air and sea freight; major hub of China's railway and expressway network
Tongji University

- Founded 1907 as Tongji German Medical School
- 50,000 students, 82 Bachelors Degrees, 218 Masters, 94 PhD programs
- Today one of the most renown Universities in the country

SEM

- School of Economics and Management at the Tongji University, founded 1984
- 7,500 students in 32 programs
- Many international exchanges and cooperations, e.g. Tongji & Mannheim Executive MBA

CDHK

- Founded 1998 to facilitate the knowledge exchange between China and Germany
- 30 endowed chairs
- Half of CDHK students receive an internship or university place in Germany

old main gate  old main building  new main building  new main gate
Shanghai: Company visits in the past
Shanghai: Impressions from previous years
Management Abroad

Dubai 2013
May 5-18, 2013

Assistant Professor Dr. Maximilian Müller
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URL: www.whu.edu
<table>
<thead>
<tr>
<th>Category</th>
<th>Rank</th>
<th>Category</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>Institutions</td>
<td>12</td>
<td>Technological readiness</td>
<td>32</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>8</td>
<td>Market size</td>
<td>44</td>
</tr>
<tr>
<td>Macro environment</td>
<td>7</td>
<td>Business sophistication</td>
<td>15</td>
</tr>
<tr>
<td>Health and primary education</td>
<td>37</td>
<td>Innovation</td>
<td>28</td>
</tr>
<tr>
<td>Higher education and training</td>
<td>37</td>
<td>GDP</td>
<td>30</td>
</tr>
<tr>
<td>Goods market efficiency</td>
<td>5</td>
<td>Population</td>
<td>81</td>
</tr>
<tr>
<td>Labor market efficiency</td>
<td>7</td>
<td>GDP/cap</td>
<td>5</td>
</tr>
<tr>
<td>Financial market development</td>
<td>25</td>
<td>GDP/ppp</td>
<td>49</td>
</tr>
</tbody>
</table>
Dubai Financial Market Index:
Major impact of the financial crisis

Dubai Financial Market Index

DFMINDX(PI)
Real GDP growth % y/y UAE:
Stable recovery from the crisis
Dubai’s growth drivers in the recovery: Trade, Logistics, Manufacturing and Tourism
Dubai’s sectoral strengths as laid out in the Dubai Strategic Plan (2015)
Topics of Special Interest

- Institutional framework
  e.g. living, working, and doing business in an emirate and free zones
- Transitioning an economy and the business world
  e.g. getting from oil to trade and transport
- Infrastructure
  e.g. building a new city
- Capital markets and crises
  e.g. real estate
- Entrepreneurship
  e.g. being a foreign entrepreneur
- Wealth management, banking system
  e.g. operating under Islamic finance and managing sovereign wealth funds
- Education system, human resources
  e.g. using foreign workforce and expertise to grow
- Cultural and gender aspects
Visits in previous two years
Management Abroad Course

India 5th - 18th May 2013

Jun. - Prof. Dr. Matthias Mahlendorf
Melanie Schneider

WHU – Otto Beisheim School of Management
Institut für Management und Controlling (IMC)
Phone: +49 (0)261 6509-707
Johannes.Asel@whu.edu
Melanie.Schneider@whu.edu
Where the journey took us last year...
Bangalore – City of contrasts

- Capital of Karnataka
- 3rd largest Indian city (5.7 Mn inh.)
- “Garden City” vs. “India’s Silicon Valley”
- Technical affinity
  - From the first street lighting system…
  - …to India’s leading IT center
- Key industries: R&D, electronics, software development, internet based technology, air transportation, biotech
Bangalore – City of contrasts
Mumbai – Capital of India

- Capital of India, formerly known as Bombay
- Biggest city of India with 12.5 Mn inhabitants (excl. Metropolitan Region → 18.4 Mn)
- Great and visible influence of “Britishers”
Management Abroad Course

A cooperation with the Indian Institute of Management, Bangalore (IIMB), Bannerghatta Road, 560 076 Bangalore

www.iimb.ernet.in
Company visits of the previous years