



Vrije
Universiteit
Brussel

BICCS

China Business Development Postgraduate Programme

Programme: China Business Development Postgraduate¹

Courses	ECTS ²	SEM ³
Compulsory	42	
Modern Chinese	5	1
Basic vocabulary & grammar - level 1		
Dealing with China: Intercultural Management to	3	1
Daily life and business behaviour explained from a cultural perspective Chinese strategic thinking China's political constellation and its impact on business life Human resources issues for China Risk issues in doing business with China		
Marketing for the Chinese Market	3	1
Consumer behaviour Advertising and promotion Brand building Public relations Business opportunities & making market studies		
China's Economy	3	1
The Chinese economy - background and overview Patterns of China's trade and inward Foreign Direct Investment Structure of China's industry China's economic regions Development of consumer markets The role of government in the economy Structure of financial system Growth of China's outward investment		
Chinese-European Commercial and Economic Relations	3	1
China's market access obstacles and the EU policy in this area The EU-China relations in light of the World Trade Organization EU-China sectoral dialogues EU-financed projects and programmes		
Export Management	6	1
Export framework & export management Framework of export promotion agencies Writing an export plan Determining the export price Legal Aspects of Export Contracts and dispute settlement International sales contract INCOTERMS International payment techniques Export finance Export insurance Distribution channels Customs Export documents VAT Transport Project market and opportunities offered by multilateral organizations (ADB, EIB...)		

(1) BICCS cannot be held responsible for changes in the programme due to unexpected circumstances.

(2) ECTS: European Credit Transfer and accumulation System

(3) SEM: Semester

(4) These courses will only be offered if the programme 'Chinese Business Law' has enough students to be organized.

Courses	ECTS ⁽¹⁾	SEM ⁽²⁾
Purchasing in China	3	1
Chinese reality framework for sourcing Sources for global supply China's macro-economic sustainable context Global sourcing and attractiveness of China		
Identification Commodities & Sourcing for China Spend analysis ABC analysis / Pareto Portfolio analysis: Kraljic matrix Mirroring & commodity plan Opportunity matrix Case study		
Sourcing Sourcing methodology Supplier identification and selection Total cost of ownership Logistics INCOTERMS Import duties Landed cost Negotiations in China Contracting & supplier development		
China approach Problems & critical success factors Activation sourcing in China Opportunities & risks Conclusion		
Intercultural Awareness and Supplier Relationship Management Direct communication Confucius versus Duke Universalism versus particularism Specific versus diffuse		
Portfolio Investment in China	6	1
Introduction to portfolio investment: Principles and techniques China's capital market The practice of portfolio investment in China		
Foreign Direct Investment in China	7	1
Legal aspects of international investments Legal aspects of investing in China: Procedures, entry modes, etc. Legal aspects of investing in China: Intellectual Property Rights protection Corporate tax issues Investment analysis & plant location International investment financing and project finance China's Industrial Development Zones		
Dispute settlement in China	3	1
Origin/history of ADR in China ADR mechanisms Arbitration in mainland China Differences and particularities in Chinese ADR Chinese commercial arbitrations by arbitration institutes out of mainland China Recognition and enforcement of arbitral awards in China		
Elective	18	
Professional experience: internship	18	2
Thesis	18	1-2
Chinese contract law ⁽⁴⁾	3	2
Chinese company law ⁽⁴⁾	4	2
Chinese commercial law ⁽⁴⁾	4	2
Chinese investment legislation ⁽⁴⁾	3	2
Intellectual property law in China ⁽⁴⁾	4	2
Seminars Going China – Expat preparation		
Practical aspects of daily life Individual tax issues Social security planning		
TOTAL ECTS	60	

(1) BICCS cannot be held responsible for changes in the programme due to unexpected circumstances.

(2) ECTS: European Credit Transfer and accumulation System

(3) SEM: Semester

(4) These courses will only be offered if the programme 'Chinese Business Law' has enough students to be organized.

CHINA BUSINESS DEVELOPMENT POSTGRADUATE

The postgraduate in China Business Development prepares experienced or future professionals for every aspect of doing business with China. Courses of high academic quality are enriched by hands-on input from practitioners. Participants will be offered an all-around training, including: basic Chinese, intercultural management, Chinese economy, exporting to China, purchasing in China and investing in China.

Target groups

- Bachelors or Masters aspiring to a job in which they will do business with China, and who, therefore, feel the need to upgrade their diplomas with knowledge of international business, especially that related to China, for example engineers, economists, lawyers, sinologists, political scientists, sociologists, psychologists, bachelors in management, marketing, communication, tourism;
- Students from all disciplines following some modules during their master's education;
- Professionals who wish to broaden or reorient their career in the field of Chinese business.

Added value

- The postgraduate in China Business Development is **one of the most comprehensive programmes in the field of Chinese business** because it covers every aspect of doing business with China - export, import and investment - and all of this with a multidisciplinary approach.
- We **recognize the importance of research and professional experience**. The second semester is fully dedicated to the student's professional preferences. In order to make this possible, all compulsory courses are taught in the first semester and entail a certain degree of self-study.
Depending on the availability of trainee posts, students who wish to acquire professional experience may opt for a four-month internship. Students who are more research oriented may opt for a research project consisting of writing a thesis or one or more papers on any subject dealt with in the programme. The third option is following specialized elective courses.
- **Networking**. Networking plays an important role in making business successful. Therefore, the postgraduate includes some networking events, thereby enhancing the student's value on the labour market.
- **Versatile programme**. Graduates will be able to:
 - understand the Chinese mentality;
 - understand the jargon of international business development;
 - develop business with China (export, sourcing and international investment);
 - reflect on the future developments of China's economy,
 - detect business opportunities;
 - conduct reports on China's various economic sectors (market reports);
 - discuss international business with bankers, legal advisers and lawyers.



Job prospects

Job prospects are plentiful. The postgraduate aims at producing graduates who are ready for professional life. The unique combination of an all-around training, in-depth courses, a high academic level, input from practitioners, networking events and professional experience guarantees that graduates will easily find and be successful in jobs such as export manager, purchasing or sourcing manager, investment manager or business development manager.

Apart from companies who do business with China, there are realistic job prospects in banks, for example in the international trade finance department, in the international investment finance department, and in corporate relations.

Finally, specialists in Chinese business find jobs in international organisations, governmental departments and in the field of diplomacy (e.g. Trade Commissioner).

PRACTICAL INFORMATION

Programme schedule

The postgraduate consists of two semesters and is completed in one academic year.

Classes take place:

- from Monday through Friday
- for an average of 25 hours a week and
- during the day, except for the Modern Chinese courses.

An overview of the first and second semester is available on our website www.vub.ac.be/biccs. A detailed time schedule will be given to the participants.

Language

All courses are taught in English.

Location

Vrije Universiteit Brussel
Campus Etterbeek
Pleinlaan 2
B-1050 Brussels
Belgium
Europe

Route description and a map of the campus are available at:

www.vub.ac.be/campuses



A large graphic of a barcode is positioned diagonally across the top right of the page. The words "MADE IN CHINA" are printed in a bold, sans-serif font across the bottom of the barcode lines. The background of the page is white with a yellow diagonal stripe at the top left.

Admission requirements

- University degree (master's or bachelor's).
- A good command of English is required (see application form).
- **Procedure for Chinese students:** All students from the P.R. China must obtain a certificate of academic screening issued by the Academic Evaluation Centre (APS) of the German Embassy in Beijing before being allowed to enrol in any institution of higher education, language course or other preparatory course in Flanders (Belgium).

Please note that the APS certificate is also required for obtaining a student visa to Belgium. Students planning to study in Flanders are advised to contact the Academic Evaluation Centre in Beijing, [E]: info@aps.org.cn, as soon as possible in order to make the necessary appointments required before applying for a visa. More information on APS can be found at their website www.aps.org.cn.

Price

Fulltime programme

Price: 3.800 EUR.

Separate courses

Price: 95 EUR per ECTS.

Separate courses in combination with regular enrolment at a Belgian institution of higher education.

Students following an accredited educational programme at a Belgian university or college (e.g. engineering, marketing, law, tourism, management, communication, economics ...) are granted favourable rates for BICCS-courses that they wish to follow concurrently with their regular education. For more information contact us at biccs@vub.ac.be.

Certification

A post-academic certificate, bearing the name of the postgraduate course and signed by the Vrije Universiteit Brussel, will be granted by the Brussels Institute of Contemporary China Studies, after successfully finishing the complete programme.

Enrolment

You can register by filling out the enrolment form which can be downloaded from our website at www.vub.ac.be/biccs. The form is also available at BICCS.

The completed form should be sent to:

Vrije Universiteit Brussel
BICCS
Ms. Xiaohong TONG
Pleinlaan 2
B - 1050 Brussels
Belgium
Europe
or [F] +32 (0)2 880 12 81
or [E] biccs@vub.ac.be

Testimonials

"The postgraduate China business Development has given me a decent insight and knowledge about China in different ways. I learned the most during my internship of four months in Delaware IT Consulting, although I couldn't imagine to survive without the instructive courses I followed in the first semester! The internship itself gave me a lot of opportunities and responsibility for their operations/activities in China and I feel blessed to have found this internship thanks to this postgraduate. All said, this program has given me a valuable experience from both, theoretical and practical point of view."



Kar-Man Pang
SAP Finance Consultant, Delaware IT Consulting

"Picking the right course for your career is indeed difficult. Mind you, on enrolling to the Postgraduate in China Business Development I was afraid that the course would have not satisfied my expectations. But fortunately, I was wrong! Very young course, the postgraduate in CBD is able to provide students with theoretical knowledge as to Chinese political, social and economic matters, as well as practical job-oriented issues (e.g. Chinese language, import/export management, IPR, marketing and investment analysis): you will not find it as a typical "academic" course since you will be taught not only by professors but also by professionals and researchers of the field; what's more, along the academic year, you have the great opportunity to participate in open seminars, where you can meet expertise and enhance your professional network.

The organization of the course is very flexible and "student-oriented" as it helps students achieve their goals rather than being cumbersome and bureaucratic. Talking about my personal experience, after the class-lessons, I received a couple of proposals for a traineeship in China (at the Italian Chamber of Commerce in Guangzhou and in another organization in Beijing), but I chose to have my internship in the banking sector in Brussels (a happy choice!): as from the very beginning, I realized I was already trained enough to work on my own!

All in all, I can tell that the postgraduate in CBD and BICCS give you a great opportunity to grow professionally and personally, whether you choose to seize it or squander it: I believe it is worth seizing it; it is up to you! "

Claudio Scarano
BICCS student 2007-2008

"Actually, as a CEO I can't do a lot with sinologists. What I need are engineers, commercial engineers, lawyers... who have knowledge of contemporary China - this from an economic, political, legal... perspective."

Jacques Borremans, Civil Engineer, CEO
Wyatt & Wang Ltd in Beijing

"My Erasmus Mundus year has been a life-changing experience. First, I got to see university life in Belgium, a country very different from mine. It was also great to meet students from all over the world, students from countries I knew nothing about before. Culture diversity and sharing experiences...integrating in this international society was the highlight of this year. Living away from home made me grow up as a person. During my Erasmus Mundus year, I got an internship at UNESCO, a career-boosting opportunity, an added-value by all means and a lot of good memories. The Erasmus year is just invaluable for me."

Mohammad Omar
BICCS Erasmus Mundus student 2007-2008

"An essential programme for all showing a sound interest in China and its emerging market opportunities. It provides the essential knowledge of intercultural management, it provides a solid base on which to deploy our understanding of the importance of China in today's economic context and its capabilities for foreign investors, and it allows participants to extend their existing networks with other professionals."

Coen Ysebaert, Director
Chinese Services Group, Deloitte Tax Advisers

"Being a lawyer for many years and wanting to start my own consulting business to give advice about how to negotiate, to contract, and to do business in China, I found the Marketing classes at BICCS the perfect way to broaden my knowledge in a very practical way. They were immediately very useful for me from choosing my company name to finding my way in the Chinese market. Everyone who wants to deal with China should make the effort to know all he or she can about China. China is a fascinating country with wonderful people and great opportunities, ready to be explored, if you will just make the effort to prepare yourself for it."



Veerle Lisabeth, Director
Affinity Global Business Advice



Vrije
Universiteit
Brussel



The **Brussels Institute of Contemporary China Studies**, BICCS for short, is a cooperation between the Vrije Universiteit Brussel and leading Chinese universities. It aims at being a leading European centre for the multidisciplinary study of contemporary China. Courses of high academic quality are enriched by input from practitioners to ensure hands-on transfer of knowledge.

More information about BICCS and its postgraduate programmes:

[W] www.vub.ac.be/biccs

[E] biccs@vub.ac.be

[T] +32 (0)2 880 12 65

Vrije Universiteit Brussel
BICCS
Pleinlaan 2
B-1050 Brussels
Belgium
Europe