CEIBS MBA Overseas Electives 2014

France
December
8 - 12

Japan
December
8 - 12

United States
December
8 - 12

Israel
December
14 - 19

www.ceibs.edu/mba
Welcome to
CEIBS MBA Overseas Electives 2014

Course Format
2 credit each with grading, one-week long. Lectures, case studies, guest speaker sessions, company visits and cultural activities.

Target Audience
MBA students and alumni. 20-40 people each elective (subject to be cancelled if registration is below 20).

A chance you can not miss to
-experience a region’s cultural, social, political and business environment.
-interact with leaders from the local government, corporate and social sectors.
-build network and explore job/business opportunities.
France Module

- **Date**: December 8 - 12, 2014
- **Theme**: Luxury Retailing
- **Location**: Paris

**Objectives**

- Explore the major elements in the business model of luxury retailing and introduce all dimensions needed to ensure a memorable brand experience.
- Questions on luxury brand agenda will be discussed: How can we give our customers a memorable experience? How do I integrate my distribution channels so that this experience is unique and can be named after the brand i.e. how can this translate into a memorable experience that can be attributed to this brand and only this brand?

**Tentative Schedule**: (France local time)

<table>
<thead>
<tr>
<th>Date</th>
<th>Dec 8, Mon</th>
<th>Dec 9, Tue</th>
<th>Dec 10, Wed</th>
<th>Dec 11, Thu</th>
<th>Dec 12, Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>Lecture</td>
<td>Lecture</td>
<td>Lecture</td>
<td>HERMES Visit</td>
<td>Lecture</td>
</tr>
<tr>
<td>PM</td>
<td>Lecture</td>
<td>Store Checks*</td>
<td>Conference (LVMH)</td>
<td>Lecture</td>
<td>Lecture</td>
</tr>
</tbody>
</table>

*Store Checks: International comparison of store and services between Shanghai Store and French Store (Subject to change)*

**Logistical Cost Estimation**

<table>
<thead>
<tr>
<th>Self-arranged Items (RMB)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Airfare (economy class)</td>
<td>8,000</td>
</tr>
<tr>
<td>Accommodation (shared, 6 nights)</td>
<td>6,600</td>
</tr>
<tr>
<td>Miscellaneous (visa, insurance)</td>
<td>1,000</td>
</tr>
</tbody>
</table>

**Down Payment (RMB)**

<table>
<thead>
<tr>
<th>Inc. local transportation for group activities, course material, classroom, coffee breaks, etc.</th>
<th>3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total (estimated)</strong></td>
<td><strong>19,100</strong></td>
</tr>
</tbody>
</table>

**Tuition**

- MBA students: tuition waived.
- MBA alumni: RMB 5,000.

**Leading Faculty**

**Prof. Michel Gutsatz**
Adjunct Professor of Marketing, CEIBS Director of DBA & MBA, Kedge Business School

**Tentative Guest Speakers**

**François Bouyer**
CEO of BeThe1, headhunting firm in premium & luxury brands present in France & in China

**Corinne Poux-Bernard**
Former HERMES Innovation Director

**Contact Person**

**Ms. Cisy Ni**
Email: ncisy@ceibs.edu
Tel: +86 (0)21 2890 5144
Japan Module

Date
December 8 - 12, 2014

Theme
Emerging New Business Models and Trends in Japan

Location
Tokyo

Objectives
• Understand the new business models and emerging trends in Japan, and to consider what we, as managers and individuals, might learn from this.
• Examine the roles of the established multinational firms such as Toyota in the evolving of the entrepreneurial landscape of Japan.
• Understand important issues like: What are the factors influencing Japan and China to follow different development models? How can we understand the dynamics of industry evolving in both regions? What does rise of China mean to the new business models of Japan?

Tentative Schedule: (Japan local time)

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<thead>
<tr>
<th>Date</th>
<th>Dec 8, Mon</th>
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<th>Dec 10, Wed</th>
<th>Dec 11, Thu</th>
<th>Dec 12, Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM (Case Study)</td>
<td>Nintendo: Disruptor Being Disrupted</td>
<td>GREE</td>
<td>Retail Practice at Seven-Eleven Japan</td>
<td>Toyota Etios: The Launch of a Car</td>
<td>Monex Globalization</td>
</tr>
<tr>
<td>PM (Company Visit)</td>
<td>DeNA (Games)</td>
<td>LINE (SNS)</td>
<td>Rakuten (E-commerce)</td>
<td>Terra Motors (Electric Vehicle)</td>
<td>Monex (Financial Model)</td>
</tr>
<tr>
<td>Evening</td>
<td>Welcome Dinner</td>
<td>Network Night</td>
<td></td>
<td></td>
<td>Farewell Dinner</td>
</tr>
</tbody>
</table>

Logistical Cost Estimation

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<td>Airfare (economy class)</td>
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<td>Accommodation (shared, 6 nights)</td>
</tr>
<tr>
<td>Miscellaneous (visa, insurance)</td>
</tr>
<tr>
<td>Inc. local transportation for group activities, course material, classroom, coffee breaks, culture activities, etc.</td>
</tr>
<tr>
<td>Total (estimated)</td>
</tr>
</tbody>
</table>

Leading Faculty
Prof. Yan Gong
Assistant Professor of Entrepreneurship, CEIBS

Faculty from Graduate School of Management, GLOBIS University
• Prof. Tomoya Nakamura
  Dean, Graduate School of Management
• Prof. Mark Lee Ford
  Deputy Dean, Graduate School of Management
• Prof. Tadahiro Wakasugi
  Professor in Strategy, Marketing and Leadership
• Prof. Reiji Yamanaka
  Professor in Entrepreneurship

Contact Person
Ms. Amber Xu
Email: xamber@ceibs.edu     Tel: +86 (0)21 2890 5146

Tuition
• MBA students: tuition waived.
• MBA alumni: RMB 5,000.
United States Module

**Date**
December 8 - 12, 2014

**Theme**
Entrepreneurship Ecosystems and Networks in the United States

**Location**
Charlottesville, VA and Washington D.C.

**Objectives**
Explore and engage the nature of entrepreneurship in the United States, particularly how entrepreneurial ecosystems develop and function, including entrepreneurial finance, support networks for entrepreneurs, successful entrepreneurs’ ways of thinking, challenges in growing and acquiring companies, and technology commercialization.

**Tentative Schedule: (U.S. local time)**

<table>
<thead>
<tr>
<th>AM</th>
<th>Dec 8, Mon</th>
<th>Dec 9, Tue</th>
<th>Dec 10, Wed</th>
<th>Dec 11, Thu</th>
<th>Dec 12, Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>Entrepreneurial Networks</td>
<td>Funding a Startup; The Future of Crowdfunding</td>
<td>Company visit</td>
<td>Acquiring Small Companies; Growing and Competing</td>
<td>Company visit</td>
</tr>
<tr>
<td>PM</td>
<td>Starting an Entrepreneurial Venture in the U.S.; Effectual Entrepreneurship</td>
<td>Culture visit</td>
<td>Company visit</td>
<td>Evaluating Ventures; Networking event</td>
<td>Company visit</td>
</tr>
<tr>
<td>Evening</td>
<td>Welcome Dinner</td>
<td></td>
<td></td>
<td></td>
<td>Conclusion</td>
</tr>
</tbody>
</table>

*Note: Possible company visits include New Vantage Group, Center for Innovative Technology, HemoShear, U.S. Small Business Administration. (Subject to change)*

**Logistical Cost Estimation**

<table>
<thead>
<tr>
<th>Self-arranged Items (RMB)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Airfare (economy class)</td>
<td>11,000</td>
</tr>
<tr>
<td>Accommodation (shared, 6 nights)</td>
<td>6,000</td>
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<tr>
<td>Miscellaneous (visa, insurance)</td>
<td>1,300</td>
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<tr>
<td>Inc. local transportation for group activities, course material, classroom, culture activities, coffee breaks, etc.</td>
<td>3,500</td>
</tr>
<tr>
<td><strong>Total (estimated)</strong></td>
<td><strong>21,800</strong></td>
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**Leading Faculty**

Prof. Shimin Chen
Professor of Accounting
Associate Dean and Director of MBA Programme, CEIBS

**Faculty from Darden School of Business, University of Virginia**

- **Prof. Gregory B. Fairchild**
  E. Thayer Bigelow Associate Professor of Business Administration, Academic Director for Darden’s Institute for Business in Society

- **Prof. Saras Sarasvathy**
  Associate Professor of Strategy, Entrepreneurship and Ethics

- **Prof. Sean Carr**
  Assistant Professor of Business Administration, Executive Director of the Batten Institute for Entrepreneurship and Innovation

**Tuition**
- MBA students: tuition waived.
- MBA alumni: RMB 5,000.

**Contact Person**
Ms. Alicia Bi
Email: balicia@ceibs.edu  Tel: +86 (0)21 2890 5313
Israel Module

**Date**
December 14 - 19, 2014

**Theme**
Innovation

**Location**
Tel-Aviv and Jerusalem, Israel

**Objectives**
- Know as “the startup nation”, Israel is a product of innovation and entrepreneurship in the face of relentless necessity. With scarce physical and natural resources, limited financial reach, and a diverse population, Israelis have found ways to innovate in response to necessity across all social and commercial dimensions – not just “high technology.” Finance, media, agriculture, food, wine, healthcare, education, disaster response, military and security strategies are all arenas of innovation and entrepreneurship in Israel.
- Understand the Israeli innovative ecosystem and culture by academic sessions, exposure to best practices and practical examples, company visits and cultural activities.

**Tentative Schedule: (Israel local time)**

<table>
<thead>
<tr>
<th>Date</th>
<th>Dec 14, Sun</th>
<th>Dec 15, Mon</th>
<th>Dec 16, Tue</th>
<th>Dec 17, Wed</th>
<th>Dec 18, Thu</th>
<th>Dec 19, Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Tel-Aviv</td>
<td>Tel-Aviv</td>
<td>Tel-Aviv</td>
<td>Tel-Aviv to Jerusalem</td>
<td>Jerusalem to Tel-Aviv</td>
<td>Jerusalem to Tel-Aviv</td>
</tr>
<tr>
<td>AM</td>
<td>Lecture</td>
<td>Lecture</td>
<td>Lecture</td>
<td>Lecture</td>
<td>Company visit</td>
<td>Transfer to Tel-Aviv Return Flight</td>
</tr>
<tr>
<td>PM</td>
<td>Company visit</td>
<td>Company visit</td>
<td>Company visit</td>
<td>Company visit</td>
<td>Company visit</td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>Group Dinner</td>
<td>Cultural Activity</td>
<td>Cultural Activity</td>
<td>Transfer to Jerusalem Group Dinner</td>
<td>Cultural Activity</td>
<td></td>
</tr>
</tbody>
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**Logistical Cost Estimation**

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<td>Airfare (economy class)</td>
<td>10,000</td>
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<td>Accommodation (shared, 6 nights)</td>
<td>3,600</td>
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<td>Miscellaneous (visa, insurance)</td>
<td>1,000</td>
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**Total (estimated)**
18,100

**Tuition**
- MBA students: tuition waived.
- MBA alumni: RMB 5,000.

**Leading Faculty**
Prof. Nikos Tsikriktsis
Professor of Operations Management
Associate Dean (GEMBA), CEIBS

**Contact Person**
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