

**FALL 2019 COURSE LIST**  
for International MBA Exchange Students at FDSM

Course Code	Course Name	Instructor	Schedule	Contact Hours	Fudan Credit	Available Seats	Program	Academic Advisor
MBAM630121	Investment Banking Business	Xin ZHANG	Nov 19/26, Dec 3/10/17/24/31 6:00 pm - 9:30 pm	36	2	25	Fudan IMBA Program	Mr. Shuai YUAN (Hynis) yuanshuai@fudan.edu.cn Tel: 0086-21-25011299 Office Address: Room 705, Starr Building, FDSM Campus
MBAM630016	Operations Management According to Lean and I4.0 Principles	Norman G. ROTH	Oct 31, Nov 1/4/5 8:30 am - 12:00 pm, 1:30 pm - 5:00 pm	36	2	25		
MBAM630055	New Venture Creation: From Theory to Practice	Alex WANG	Nov 18/25, Dec 2/9/16/23/30 6:00 pm - 9:30 pm	36	2	35		
MBAM630122	Theory and Practice of Leadership: Leading Self; Leading Others; Leading Organisations	James LOCKHART	Oct 24/25/28/29 8:30 am - 12:00 pm, 1:30 pm - 5:00 pm	36	2	15		
MBAM630112	Digital Marketing and Social Media Analytics	Iris HUNG	Nov 21/28, Dec 5/12/19/26, Jan 2 1:30 pm - 5:00 pm	36	2	25		
MBAM630023	Power & Negotiation	Jie ZHANG	Sept 9/16/23/30, Oct 7/14/21 6:00 pm - 9:30 pm	36	2	10		
MBAM630059	Advanced Power & Negotiation	Jie ZHANG	Sept 10/17/24, Oct 8/15/22/29 6:00 pm - 9:30 pm	36	2	10		
MBAM630094	Negotiation	Yanling ZHANG	Sept 12/19/26, Oct 10/17/24/31 6:00 pm - 9:30 pm	36	2	15		
MBAM630102	Internet Platform and Its Ecology Strategy	Xueqi WEI	Sept 12/19/26, Oct 10/17/24/31 6:00 pm - 9:30 pm	36	2	25		
JHS630046	Cutting-Edge Marketing Research and Analytics	Deqiang ZOU	Sept 11/18/25, Oct 9/23/30, Nov 6 1:30 pm - 5:10 pm <b>*Exam Date: Dec 26, 8:30 am - 12:00 pm</b> <i>Please refer to the syllabus for pre-course tasks</i>	36	2	6		
JHS630050	Supply Chain Management	Tianjun FENG	Sept 10/17/24, Oct 8/22/29, Nov 5 8:30 am - 12:00 pm <b>*Exam Date: Dec 23, 8:30 am - 12:00 pm</b>	36	2	6		

Course Code	Course Name	Instructor	Schedule	Contact Hours	Fudan Credit	Available Seats	Program	Academic Advisor
JHS630036	Financial Accounting	Mingchuan REN	Nov 28/29/30, Dec 1 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *4 years work experience required	42	2	3	Fudan-BI MBA Program	Mr. Cheng (Jacky) JIANG cheng.jiang@bi.no Tel: 0086-21-65643557 Office Address: Room 701, Starr Building, FDSM Campus
JHS630057	Leadership Development	Jan Ketil ARNULF	Dec 12/13/14/15 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *4 years work experience required	42	2	4		
JHS630058	Project and Change Management	Ralf MULLER	Oct 24/25/26/27 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *4 years work experience required	42	2	3		
JHS630059	Marketing Management	Zeqiang ZOU	Sept 19/20/21/22 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *4 years work experience required	42	2	4		
JHS630060	Digitalization in Practice: Digital Technology and Business Transformation	Sut I WONG	Sept 12/13/14/15 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *4 years work experience required	42	2	8		
JHS630061	Luxury Brand Management	Denis MORISSET	Oct 10/11/12/13 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *4 years work experience required	42	2	8		
JHS630062	Business Strategy	Randi LUNNAN	Dec 5/6/7/8 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *4 years work experience required <i>Pre-course assignment and group work are required</i>	42	2	3		
JHS630032	Business Transformation	Ali FARHOOMAND	Nov 8/9/10/11 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *5 years work experience required	42	2	9		
JHS630031	Multinational Enterprises Strategy	Christine CHAN	Dec 13/14/15/16 9:00 am -12:00 pm, 1:30 pm - 5:30 pm *5 years work experience required	42	2	9		
JHS630007	Entrepreneurship	Simon LAM	Dec 20/21/22/23 9:00 am -12:00 pm, 1:30 pm - 5:30 pm	42	2	9		

Course Code	Course Name	Instructor	Schedule	Contact Hours	Fudan Credit	Available Seats	Program	Academic Advisor
JHS630041	Chinese (Beginning Level)	Yong JIANG	Tuesdays and Thursdays 6:30 pm - 8:10 pm *Start Date: Sep. 10, Exam Date: Dec. 17	72	4	30	Language Course	Mr. Yong JIANG jiangyong@fudan.edu.cn Tel: 0086-18217414163 Office Address: Room 1403 West GuangHua Tower, Fudan Main Campus

1. Incoming exchange students can choose any course from any program in the list, though some have certain years of practical experience requirement.
  2. One contact hour corresponds to 45-minute classroom period. Please consult with your home academic advisor about the credit conversion.
  3. A minimum of 2 courses and maximum of 7 courses are recommended for exchange students. The average course load is between 3 and 6 courses.
- Notes:**
4. The cost of textbooks is not included in tuition. Students should purchase their own copies.
  5. Class participation is mandatory and is part of the course grade. Students are required to inform the TA or the professor prior to the class if they will be absent.
  6. According to the guidelines for class cancellation policy, FDSM reserves the right to cancel courses that fail to meet the enrollment minimum.
  7. Official transcripts are issued approximately 6 to 8 weeks following the end of the term. One copy of the official transcript will be sent to student's home coordinator.

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