

# FDSM ONLINE COURSES IN 2022 SPRING

## MODULE I

**Title:** Capital Market in China

**Credit:** 3 credits (54 contact hours)

**Level:** upper undergraduate and graduate elective

**Schedule:** 20:00 – 22:35 Beijing Time (UTC+8)  
Every Tuesday, Feb. 22 – Jun. 21, 2022

### **Description:**

This course studies the financial market characteristics in China, and systematically expounds the development history, current status and future prospects of China's financial market. The whole course is divided into different topics and combined with the latest research results to analyze the Chinese financial market from different dimensions. The course uses case studies to introduce the hot topics of China's financial market in order to let students learn the latest developments in China's financial market and have a deeper understanding of China's financial market.

Through the course, students will understand the development history and current situation of China's financial market, the behavioral characteristics of Chinese market participants, the regulatory system, as well as taxation and accounting systems. Students will also gain a deep understanding of the financial market with Chinese characteristics from a micro perspective, which includes the current status and reform process of listed companies, state-owned enterprise reform, family business inheritance, etc.

### **Instructor:**

Rebecca Chen is an adjunct faculty at FDSM and a Lecturer at SILC Business School jointly founded by Shanghai University and University of Technology Sydney. She has been teaching finance courses in Fudan since 2017. She also teaches finance and accounting courses for Shanghai Jiaotong University, and serves as CFO for Shanghai Innoses New Energy Technology Company. From 2012 to 2015, she was the Manager of International Trade Department at Plaxmetal in Brazil. Prof. Chen received a PhD in Financial Management from Shanghai University of Finance and Economics.



# FDSM ONLINE COURSES IN 2022 SPRING

## MODULE II

**Title:** Doing Business in China – from follower to world class innovator

**Credit:** 3 credits (54 contact hours)

**Level:** upper undergraduate and graduate elective

**Schedule:** 20:00 – 22:35 Beijing Time (UTC+8)  
Every Wednesday, Feb. 23 – Jun. 22, 2022

### **Description:**

This course provides fruitful insights for students to understand Chinese business environment. It firstly reviews the foundations that led China to promote open policies and establish an export base economy and the necessary recent shift towards a consumer-based economy (including the challenges that it faces). It analyzes Chinese growing technology sector and its ever-changing competitive internet universe, and the way Chinese entrepreneurs are reshaping traditional industries (i.e. auto industry, micro-mobility, retail, finance, and entertainment). It also reviews Chinese modernization policies, including but not limited to China 2025, China Internet, the recently issued Five-year Plan, and their implication in the development of China and impact on China's business environment and society. Other topics include Artificial Intelligence and its impact in Chinese economy and society, Chinese One Belt One Road initiative and the pivotal role in the international arena.

Overall, this course provides students with useful insights to understand China not only as a supplier of goods and commodities, but also as a business innovative economy with great potential for internationalization.

### **Instructor:**

David Martínez Navarro is an adjunct faculty at FDSM and an experienced entrepreneur in Asia-LATAM related business. He is the founder of the consultancy firm Catalyst Knowledge Traders, and co-founded CKT GLOBAL and LiebreNaranja.com. Professor Martínez has been teaching in Fudan since 2017. He received a Master of Laws in Global Business Law from New York University and a Master of Laws in Corporate and Financial Services Law from the National University of Singapore.



# FDSM ONLINE COURSES IN 2022 SPRING

## MODULE III

**Title:** Achieving Operational Excellence in Service

**Credit:** 2 credits (36 contact hours)

**Level:** upper undergraduate and graduate elective

**Schedule:** 19:00 – 22:30 Beijing Time (UTC+8)  
Every Thursday, Mar. 31 – May. 12, 2022

### **Description:**

Service management is about matching supply with demand – providing the services that customers want while making a profit. Broadly speaking, its mission is to provide the right services at the right place and time, while optimizing a given performance measure subject to a given set of business constraints. The course is a mix of lectures, case studies, and games. The lectures are meant to explain service systems and concepts making use of different methods.

Through this course, you will learn how to match supply with demand while making a profit, and how to overcome key operational challenges such as avoiding waste of inputs and resources, and managing the variability and the inflexibility of processes. As a result, we aim to achieve operational excellence in service. This course presents cases of real-world situations calling for appropriate state-of-the-art models and solution methods for the design, control, and operation of service systems.

### **Instructor:**

The instructor, Jelmer Pier van der Gaast, is an assistant professor in the Department of Management Science at the School of Management, Fudan University. He received his PhD in 2016 at the Erasmus University Rotterdam, The Netherlands. Afterward, he worked as a postdoctoral researcher at the department of Operations, Faculty of Economics and Business, at the University of Groningen, The Netherlands. His research interests include: warehouse operations, stochastic processes, and urban logistics. He has published his research in several academic journals including Transportation Science, Queueing Systems, and Operations Research.

