



# Confucius Institute for Business London

Executive Education at LSE ■

## Chinese Language and Culture for Business Executive Programme: China Business Masterclass series

### About This Series

This is a 4 sessions series featuring speakers from different industry, presenting their perspectives on working in China.

These sessions are designed for professional with some experience of doing business with China. Students will gain professional knowledge and skills for management, entrepreneurship, and innovation in business development in the context of global vision and China insights.

All sessions will be followed by networking drinks where students can engage with speakers and fellow students.

### Session 1 – Saturday, 2 April 2022

Topic: **Business Culture**

This session focuses on the relevance of Business Culture during business development and fundraising, with the sharing of practical tips to help the decision-making processes of Chinese companies, including inter-personal best practices. It will also cover examples of tactical problem solving by a business or executive, and indeed, what *are* possible problems that will arise working in China. The speaker will share from real-life, anonymized case studies. The workshop will also cover how to communicate with Chinese investors, and naming examples of what type of problems can possibly arise.

### Session 2 – Saturday, 7 May 2022

Topic: **Investment**

This session focuses on the investment priorities of Chinese investors in the UK. It also illuminates differences in thinking and expectations between “Western” and Chinese investors, and therefore how to navigate these successfully. Case studies about Chinese-invested UK companies and their journey will be used.

### Session 3 – Saturday, 4 June 2022

Topic: **Finance and Legal**

This session surrounds the differences and processes involved in setting up an international company in China, as well as the differences, between the UK and China in the areas of finance, taxation, IP and law.

## Session 4 – Saturday, 16 July 2022

### Topic: Industry and Marketing

This session is an interesting exploration of case studies of UK companies marketing in channel: what channels there exist today, how to get started, how to operate this, what unique characteristics there are for marketing in China. It will also cover Chinese companies that are operating in the UK, and what experiences and learnings that can be taken away from both.

### FAQ

#### 1. Where and when will sessions be hosted?

- a) **On-campus:** sessions will take place at LSE campus on the above-mentioned dates at 14:00 – 16:00 UK Time. Each session will then be followed by networking drinks from 16:00 to 17:00.
- b) **Online - live:** sessions will take place online-live on the above-mentioned dates at 14:00 – 16:00 UK Time.

#### 2. How much is CLCB Business Masterclass Series?

	Single session	Pack of 4 sessions (10% off included)
On-campus*	£70	£250
Online	£50	£180

\*On-campus sessions include 1 hour networking drinks.

#### 3. Can I purchase only the session I'm interested in?

Yes you can select only the sessions you are interested in.

#### 4. What are networking drinks?

Networking drinks are an opportunity to engage with both speakers and fellow students and will give access to a private networking drinks area.

#### 5. How to apply?

- Click [here](#) to register.
- After submitting your application, payment link will be sent within 2-3 working days.

#### 6. When is application deadline?

- **Application deadline:** 5 working days before event date.
- **Payment deadline:** 3 working days before event date (If paying by bank transfer a proof of payment must be forwarded to [confucius.business@lse.ac.uk](mailto:confucius.business@lse.ac.uk))

#### 7. What are the entry requirements?

All participants must be graduate students and/or professionals. Students from all study and work backgrounds are welcome.

#### 8. Contact us

For more information, please contact our Executive Education Advisor Martina Zuccarella at [m.zuccarella@lse.ac.uk](mailto:m.zuccarella@lse.ac.uk).