



Find the right tailor-made educational courses and training programs for and with the right people! Thanks to SwedCham's extensive infrastructure, network and long experience within educational courses and training programs, we can offer the right qualitative courses and programs within many areas that can be held at your offices, at designated locations, or online.

The current available SwedCham Academy courses are:

- Project Management
- Understanding Chinese Culture
- Tailor made: Business English Writing and presentation
- Negotiation skills
- Online Executive Education with Gothenburg University
- First Aid Training
- LEGO Workshop
- Swedish Language courses (Online or offline)
- Positive Leadership courses
- Tailor made: Swedish Family Fika Event
- Leadership Courses: leadership, career, executive development
- Leadership, The Agile Move and Project Management etc.
- Effective Communication in Project Management
- Lean 6 Sigma, globally recognized certification course
- Government Relations workshop
- Value Expansion for Growth Companies
- Value Optimization for Mature Companies



Course Description:

Project Management

Description: This course is based on the framework of *PMBOK® Guide 6th Edition*. The course content can be customized for any needs to improve the skills in project management. Training topics range from project scope and cost management to other related themes.

Language: English, 中文

Attendant Number: Max. 25 people

Time: Half day (3 hours) or Full day (6 hours)



Understanding Chinese Culture

Description: This course aims at providing a general prospect of the contemporary Chinese culture and society by means of a descriptive and analytic survey of chosen topics. While focusing on the business culture and social mainstream of contemporary China, the course also presents various historical events, legends, traditions, ancient philosophies, religions and social norms in a sociological perspective so as to enable students to have a better understanding of the evolution and interaction between Chinese culture and society. This course also provides trainees with practical practice on Chinese language.

Language: English, 中文

Attendant Number: Max. 12 people

Time: 6 Modules taken as a course or single modules with different topics

Tailor made: Business English Writing and presentation

Description: 本课程旨在培养学员的商务英语实践能力。课程内容包括基本写作类型、写作规范、写作格式和写作方法，以及英文演讲的结构、PPT页面设计原则，以及如何运用非语言表达加强演讲效果等内容，以及商务会议的组织与控场等。课程内容与现实商务生活紧密结合，既提供各种实例，又设计了实训，训练学生用英语有条理地组织商务信息，起草规范得体、条理清晰的商务邮件，合理利用商务交流中的礼节和技巧，建立有效的商务会议沟通。培训期满后，学员不仅能熟悉商务文体的各种惯用英文表达法，而且能广泛增加有关商务知识，并在实景中运用这些知识进行商务交际。

Language: English, 中文

Attendant Number: Max. 25 people

Time: Full day(6 hours)

Negotiation skills

Description: This course leads participants into the mysterious world of negotiation, and having the opportunity to get one-on-one guidance through practical training, to develop business negotiation strategies and tactical plans under uncertain times, more significantly, it can be implemented immediately.

1: Negotiation theory

2 : Case play and analysis

Language: English, 中文

Attendant Number: Min. 15 people

Time: Half day(3 hours)



Online Executive Education with Gothenburg University

Description: How can executives and managers of Swedish subsidiaries in China adopt some of the cornerstones of Swedish managerial best practices? How can you develop your abilities to better manage problem ownership, your ability to find new creative solutions and drive change to implement them? This modular online training programme offered in collaboration between the University of Gothenburg and the Swedish Chamber of Commerce in China aims at rapidly providing executives and managers with new insights and new tools within three well-defined domains:

Module 1 : Creativity & innovation management

Module 2 : Change management

Module 3 : Leadership for sustainable strategy and supply chains

Language: English, 中文

Attendant Number: Min. 20 - Max.25 people

Time: 2 hours per module

First Aid Training

Description: At the training, the trainer will give an introduction to basic life saving techniques. This course teaches both adults and kids how to respond to life-threatening emergencies, and prepares them to provide first aid, CPR, and use an AED in a safe, timely, and effective manner.

Language: English, 中文

Attendant Number: Max. 12 in BJ, max 20 in SH

Time: 1.5 hour - 3 hours

LEGO Workshop

Description: LEGO® SERIOUS PLAY ® was created to be a tool supporting business facilitation, leadership and team development all through the power of play. LEGO® SERIOUS PLAY ® is a proven facilitation methodology and innovation modeling kit for professionals which aims at improving problem-solving, creative thinking and workspace communication. By letting people build 3-dimensional models of their ideas with Lego bricks and tell stories about their models, this method transforms insight and awareness into commitment and shared goals. All participants will experience the LEGO® SERIOUS PLAY ® through the two LEGO modules of Full skills Building and Identity.

Language: English, 中文

Attendant Number: Min. 10 - Max 20

Time: Depending on need



Swedish Language courses (Online or offline)

Description: In this course, you will learn how to speak, read and write in Swedish. You can also practice conversation in everyday and workplace scenarios, and after completing the course you will receive a diploma. This course can be arranged either in Beijing or Shanghai, online or offline, and teaching language and group size will be adjusted according to need.

Language: English, 中文

Positive Leadership courses

Description: 本课程将分享 MPS (Meaning, Pleasure, and Strength)的积极心理学驱动模型，代表意义、快乐和力量。所有的参会者都可以通过测评找到自己的核心性格优势，深入了解自己的价值观，学习如何在工作中获得心流体验，从而把工作变成奖励！

Language: 中文

Attendant Number: Min. 10 - Max 20

Time: Half day or Full day

Tailor made: Swedish Family Fika Event

Description: As the NETWORK, INFORMATION and FACILITATION platform for Swedish businesses in China, SwedCham offers multiple services to our members. One of the most important services is team-building planning for Swedish enterprises. The planning is tailor-made based on member needs. By this way can their employees in China know more about Swedish culture and also build a deeper bond with their colleagues.

Language: English, 中文

Attendant Number: Max.60

Time: TBA

Leadership Courses: leadership, career, executive development

Description: The workshop will include relatable case studies, interactive group discussions, team exercises and a Q&A session. In this online workshop, participants will learn how to guide and support your team members.

Language: English, 中文

Attendant Number: Min.15

Time: Half day (4 hours)



Leadership, The Agile Move and Project Management etc.

Description: Celemi Agile Move™ is useful for organizations that want to improve and thrive in today's ever-changing marketplace. It addresses a number of workplace challenges. This virtual simulation helps your people discover how to apply agile principles to their work processes, such as when choosing project teams, launching new products, and making decisions about new product research and development. Meanwhile, people learn to quickly adapt and respond to changing market conditions.

Language: English, 中文

Attendant Number: TBA

Time: Half day or Full day

Effective Communication in Project Management

Description: 针对来自不同领域的项目工作者，《项目管理中的高效沟通》全天集训课程将通过此课程的项目技巧与团队演练，尤其是在需要非职权领导力的困难场景中，帮助学员们在不同项目场景中更加清楚、高效地沟通。这并不是一个主要关注高效沟通如何运行及其背后的心理学原理的理论化培训，相反，本课程聚焦在可以现场带来提升效果的实用工具。

Language: 中文

Attendant Number: Min. 15-Max 25 ppl

Time: Full day

Lean 6 Sigma, globally recognized certification course

Description: Do you often run into problems that reoccur too frequently? Are you too occupied with firefighting to take care of your real tasks? Do you want to solve problems more efficiently? Lean Six Sigma DMAIC is an efficient problem-solving methodology, using "Define, Measure, Analyze, Improve, Control" steps along with practical tools to achieve product quality improvement, process efficiency optimization, and operation cost reduction. Lean Six Sigma Certification is thus one of the most popular certifications in the workplace market.

Language: English, 中文

Attendant Number: Min. 15-Max 25 ppl

Time: Full day



Government Relations workshop

Description: 政府关系或者政府事务（Governmental Relations/Affairs）是指企业针对政府及其相关部门和机构所展开的公共关系活动，政府关系在跨国企业的公共关系战略中占据重要位置。如何解析政府关系中的核心内容，如何根据企业特征（规模、行业、企业在华所处生命周期阶段）制定对应的政府关系策略，如何将政府针对企业的惠企政策、服务、保障和支持积极渗透进入到企业运营当中，使得政府和跨国企业的关系形成互惠互利的"战略合作伙伴关系"？本课程讲围绕以上问题的解答展开。

Language: 中文

Attendant Number: Min. 15 - Max 25 ppl

Time: Half day

Value Expansion for Growth Companies

Description: Is the market full of growth opportunities, but is your company struggling to keep with the market? Ever considered that ‘finance’ may be at the heart of this issue? After all, with enough money you could afford the best talents, processes and external advisors to ‘buy growth’. So why don’t you? This workshop explains how a better understanding of finance can help your company to unlock its full growth potential. The workshop is particularly interesting for Key Decision Makers in Growth companies, but may be interesting for those in Mature companies as well.

- Content (half-day, excl. options)

- Introduction: Value throughout a Company’s Lifecycle
- The Principle of Growth vs ROIC
- How to forecast Growth?
- What is ROIC and how to calculate it?
- Case study: Growth gone Wrong
- Optional: Valuation for Growth Companies (estimate: 1hr)
- Optional: Build/Borrow/Buy (estimate: 1hr)
- Optional: How to digitalize your Growth and ROIC? (estimate: 1hr)

Course Requirements: *See requirements after the next course*

Value Optimization for Mature Companies

Description: “Grow, grow, grow”, the mantra of many board rooms. But, is growth really always the right choice? Or could growth actually hurt your company? In this workshop we will explore why growth is indeed not always ‘value-adding’, and what a company can do to reverse this situation. The workshop is particularly interesting for Key Decision Makers in mature companies.



- Content (half-day, excl. options):

- Introduction: Value throughout a Company's Lifecycle
- The Principle of ROIC vs WACC
- What is ROIC and how to calculate it?
- What is WACC and how to calculate it?
- Case study: Walmart vs Starbucks
- Optional: Valuation for Mature Companies (estimate: 1hr)
- Optional: The Power Curve (estimate: 1hr)
- Optional: Strategic Buyers vs Private Equity (estimate: 1hr)
- Optional: A deep-dive into WACC (estimate: 1hr)
- Optional: How to digitalize your ROIC and optimize your WACC? (estimate: 1hr)

Course Requirements

- Time: Half-Day (4hrs) + selected options. Alternatively, both programs can be combined into a Full-Day (8hrs) session, and maximum one additional option.
- Finance/Accounting background: A pre, but not required.
- Audience Size: 5-25
- Fee: Minimum of XXXRMB per half-day (incl. 15 people)
- Language: English

