

Fall / 2020

Doing Business in China

Credit Hours: One (1)

Class Times and Location:

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Course Description

This is NOT a ‘how-to’ course on doing business in China, but to examine the business environment for foreign companies entering or already operating in China, the second largest GDP in the world; highlight aspects that are particular to the country, and provide insights into how foreign business persons might navigate the increasing complexities of the Chinese market. We will also look at increasing Chinese firms expanding their presence in international markets.

Learning Outcome

On successful completion of this course (i.e. by *passing* this course), you will be able to

1. Explain to understand how and why China differs from the world’s countries;
2. Present a thorough review of the economics and politics of international trade and investment in China;
3. Explain the functions and form of various levels of Chinese governments;
4. Examine the strategies and structures of doing business in China;
5. General understanding of overall business environment in China.

Instructional methods

Instructional Methodology will include a combination of lectures, class discussions and presentations. The lecturer will augment topics in the assigned text. Supplementary materials will be passed out by the lecturer as deemed necessary. Students are encouraged to share relevant articles etc. The class will be divided

into teams for the purpose of applicable group discussions and term projects. Students' participation in class discussions and group is imperative. Students are expected to do all reading assignments before class. Whether or not you are in class you are responsible for all assignments. All assignments are to be handed up in hard copy. No exceptions will be made. This class will be primarily conducted in English.

Course Requirements

1. Course readings

- Required textbook: To be announced
- Supplemental readings: To be announced

2. Assignments & Exams

Examination (30%): One count – multiple choice

Case Analysis / Presentation (30%): Each student in a team or individual student will prepare a presentation on a subject. More details of this assignment will be handed out in class.

Class Participation (20%): High levels of participation would include active participation in class discussions and might also include bringing information from outside sources, e.g. work/life experience, magazine/newspaper articles, books) that enrich the learning experience of the class.

3. Attendance Policy

Attendance (20%): Only valid medical or family emergencies qualify as an absence, and documentation of the same must be presented to the professor no later than the next class meeting. All other absences are considered to be unexcused. Unexcused absences will affect your grade (see below).

| If a student has: | Score |
|---------------------------------|--------------|
| No unexcused absences | 20% |
| One unexcused absence | 16% |
| Two unexcused absences | 12% |
| Three unexcused absences | 8% |
| Four or more unexcused absences | 0% |

4. Grading

| | |
|------------------------------|-------------|
| Exam (1 count – Final) | 30% |
| Case Analysis / Presentation | 30% |
| Class Participation | 20% |
| Attendance | 20% |
| Total | 100% |

5. Cell Phones and Laptops

Electronic Devices: All electronic devices should be turned off during class sessions. The exceptions are cell phones in “silent or vibration” mode. When receiving phone calls, students are asked to do so outside the classroom and to keep these disturbances to a minimum. No recording of lectures should be done without the permission of the lecture.

6. Academic Honesty Statement

Please click the following link to see the Academic Integrity Statement:

<https://thebeijingcenter.org/academic-integrity/>

Course Schedule

| Week | Date | Topics | Remarks |
|------|------|--|---------|
| 1 | | China’s Political Economy and Culture | |
| 2 | | Finance and Accounting | |
| 3 | | Marketing in China & Market Entry Strategy | |
| 4 | | Management, Leadership & HR | |
| 5 | | Presentation and Exam | |