

Business Essentials in China

102 Building 6
13:30-16:00, Monday

Instructor: Prof. Zhunmin Chen

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Office hours: by appointment

I. Course Description

The course is designed to help international students understand the essential elements of conducting business with China. It covers related topics such as entering the markets in China and catching business opportunities, the Chinese business culture, organizing business operations, managing human resources, financing and accounting in China.

In order to make the course more effective, business principles will be illustrated with cases on foreign invested enterprises in China and expatriates working in China.

The course consists of lectures, discussions, field trip, student team presentations and other activities designed to enhance student learning experience.

II. Course Objectives

After taking this course, the students should be able to:

- 1) understand the major principles of doing business in a market economy;
- 2) learn some basic facts about the demography, economy and society of China;
- 3) appreciate the similarities and differences between China and student home countries in terms of business ethics and practices;
- 4) analyze and discuss cases on doing business with China;
- 5) do research on and propose a plan for doing business with China.

In order to reach the above objectives, students should:

- 1) attend the classes;
- 2) read the handouts and other materials recommended by the instructor;
- 3) follow issues on doing business with China;
- 4) participate in case studies and class discussion;
- 5) do research on related issues in teams of 3-4 students and present results to the class;
- 6) write a term paper focusing on one of the issues discussed in the course.

III. Course materials

- 1) Handouts, to be sent via email from the instructor;
- 2) Recommended Textbook: *International Business: Environments & Operations* (13th Edition), John D. Daniels et. al., 2011, Pearson Education, Inc.
- 3) Additional reading: China Daily, The Economist, The Financial Times, The Wall Street Journal

4) Student Evaluation

Students are evaluated by their attendance, involvement in class discussion, the quality of the presentation and the term paper. The final grade is calculated as follows:

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|---------------------|-----|
| 1) attendance | 10% |
| 2) term paper | 30% |
| 3) presentation | 30% |
| 4) class discussion | 30% |

Below is the scoring scale for course grade:

A=92-100	A-=89-91	B+= 85-88	B=81-84	B-=77-80;
C+= 73-76	C=70-72	C-= 60-69	F=failure (below 60)	

5) Academic Integrity

Students must uphold academic integrity by refraining from plagiarism, fabrication or cheating on assignments or examinations. Failure to do so may lead to suspension or disqualification from further study at the University of International Business and Economics.

6) Class Schedule

Week 1	Introduction; Facts about China
Week 2	Market Entry into China
Week 3	Products and Pricing
Week 4	Promotion and Distribution
Week 5	Organizing Your Business
Week 6	Managing Human Resources
Week 7	Field Trip
Week 8	Financing, Accounting & Foreign Exchange
Week 9	Business Law & Regulation
Week 10	Business Culture
Week 11	Environments & Social Responsibilities
Week 12	Student Presentation (I)
Week 13	Student Presentation (II)