

University of International Business and Economics
International Undergraduate Programs

The Chinese Business and Management
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I. Course Description

The Chinese Business and Management consists of two parts. The first part examines the Chinese economic development and business environment that provide companies with a good opportunity to enter into the largest market with appropriate strategies at the business-level, corporate level and international-level. The second part is related to the Chinese management system and practice. This course is to help students to get a good knowledge and practical skills in the Chinese business and management through lectures on introduction to social, political and economic system; driving forces of the economic development; business structure and environment; FDI and market entry strategies; business culture and communication; business negotiation; management system and organizational structure; management practice; decision making; challenges and opportunities for business in China.

II. Course Objectives

The primary objectives of this course are to introduce students to the Chinese economic development and potential opportunities for business as well as a good knowledge of the Chinese business management. It helps companies to choose appropriate strategies to do their business with China and to implement their international strategies under corporate and international framework. Students are expected to develop the ability to:

- 1) Understand the driving forces of the Chinese economic development and business environment;
- 2) Build on the specific, functionally-oriented knowledge about the

Chinese management;

3) Apply the critical thinking skills required to analyze complex business situations and implement practical responses at corporate and international levels ; and,

4) Get a better understanding on the Chinese culture in business communication and negotiation with well-developed skills in dealing with cultural problems.

5) Meet the challenges in an effective way and grasp opportunities to do business with China, through which corporate competitiveness could be developed in increasingly global context.

III. Course materials

- 1) PPTs are provided for all students who register on this course;
- 2) Case materials are distributed to the students for group study;
- 3) Other materials covering the Chinese business and management are also provided for the students.

IV. Teaching Methodology:

- Lectures
- Discussion and participation
- Case study
- Presentation
- Group discussion

V. Student Evaluation

Students are evaluated by their attendance, performance in class discussion, the quality of the presentation, report of group case study, and individual term paper. The final grade is calculated as follows:

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| 1) Attendance and performance in class | 15% |
| 2) Individual term paper | 35% |
| 3) Presentation of group Project | 15% |

4) Report of group case study 35%

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)

VI. Academic Integrity

Whenever you copy more than a few words from any source, you must acknowledge that source by putting the direct quote (verbatim) in quotation marks and citing the name of the author and date of publication in parentheses (brackets). Full details must be provided in your bibliography according to the requirements of UIBE.

If you copy a diagram, statistical table, map, etc., you must acknowledge the source. The reference is usually cited below the diagram or graphic. Full details of your sources must be included in your bibliography.

Whenever you paraphrase or use the ideas of an author you should acknowledge him/her by citing them in the text and bibliography.

Students are encouraged to co-operate, but collusion is a form of cheating. Students may use any sources (fully referenced) other than the assignments of fellow students. Group work assignments should include guidelines for any individual and whole-group sections.

“Referencing” is a standardized method of acknowledging sources of information and ideas that you have used in your assignment in a way that uniquely identifies their source. Direct quotations, facts and figures, as well as ideas and theories, from both published and unpublished works must be referenced in the style required by UIBE.

VII. Class Schedule

Week 1 Introduction to the Chinese economic development in three periods

Week 2 Why the Chinese economy was developed in a very fast way?

Week 3 Introduction to the Chinese Business environment

- Week 4 Unbalanced development in the Chinese business: domestic and international differences
 - Week 5 Business culture and communication
 - Week 6 “Old martial laws” and business negotiation skills
 - Week 7 Strategies of the Chinese business under global context
 - Week 8 Market entry strategy
 - Week 9 The Chinese management system and organizational structure
 - Week 10 Strategic management and objective-control model
 - Week 11 The Chinese management skills and practice in HR, marketing, finance, public relations, and innovation
 - Week 12 Challenges and good opportunity for future business
 - Week 13 Presentation by each group on a case study
- Date for submitting individual paper and group report.