

WTO & China: Introduction to the Multilateral Trading System of WTO

The objective of the course is to provide background knowledge on the economic context in which WTO functions and to introduce the basic principles and rules according to which it operates. Issues about China's accession to WTO, such as impact on domestic economy, on its trading partners, and on China's further reform will also be covered in the course.

REQUIREMENT:

1. Attendance, participation in classroom discussions (20%). You are required to complete all readings on time and participate in classroom discussions.
2. Class presentation: 35%. You will also be part of small groups that will present ideas from the readings to the class, as well as leading the class in discussion. The presentation must focus on issues raised in the reading assignments. The group will prepare a brief summary of the article/s--what is the main thesis and what are main supports for this idea (about 3-4 pages) --- and prepare 1-2 questions for each article to stimulate class discussion. These should be typed up and handed in at the same class period. The group will deliberate together on the presentation, and one or two people from the group will present before the class. Grading will be determined for the whole group:
3. 8-10 pages final paper: 45% You are required to complete one 8-10 pages paper on a pre-assigned question due the day of final exams

CLASS POLICIES:

1. NO TURNING IN ASSIGNMENTS LATE
2. Participation should be active, but always on a basis of mutual respect for each others' views.
3. All essays should be double-spaced and typewritten; acknowledge your sources in footnotes when you directly or indirectly borrow other people's ideas and data;
4. Unexcused absences will negatively affect your grade.

REQUIRED TEXT:

The World Trade Organization: Understanding the WTO, this could be downloaded for free from www.wto.org.
Supplementary papers will be delivered in class.

COURSE OUTLINE

The course will focus on eight topics. For each topic, we will read a background chapter from "Understanding WTO" as well as a series of research papers.

Introduction

- o What is the WTO?
- o Why is WTO important?
- o What do you expect to learn from this course?

Section 1: From GATT to WTO, and WTO Basic Principles (week 1)

- o Historical background knowledge of transformation from GATT to WTO;
- o Core principals;
- o Exceptions to the principles.

Section 2: WTO's Agreements (week2-4)

- o Framework of WTO agreements
- o Agreement establishing WTO
- o GATT
- o GATS
- o TRIPS
- o Dispute settlement
- o Trade policy reviews

Section 3: WTO and Developing Countries (week5-6)

- o Provisions concerning developing country members in agreements;
- o Recognition of general interest;
- o Fewer obligation or differing Rules;
- o Longer time frame for implementation;

- Technical Assistance.

Section 4: Trade in Goods and Customs Procedures (week7)

- Liberalization of tariff and non-tariff measures affecting trade: tariff, market access and schedules, minimum access commitments; export commitment, domestic support.
- Customs and trade administration.

Section 5: Rules and Government Interventions (week 8)

- Agreement on anti-dumping;
- Agreement on subsidies and countervailing measures;
- Agreements on safeguards;

Section 6: Textiles: Back in the Mainstream (week 9-10)

- Brief historical background on the evolution of textiles and clothing trade policy
- The WTO Agreement on Textiles and Clothing (ATC) 1995-2004
- A New World Map in Textiles and Clothing: adjusting to change

Section 7: Trade in Services (week 10)

- The need for a trade agreement in services
- Similarities and differences between GATT and GATS
- Definition of Services Trade and Modes of Supply
- General obligations and disciplines
- Special provisions for developing countries

Section 8: China and WTO (week 11-13)

- Introduction of empirical work on impacts of China's accession on domestic sectors;
- Introduction of empirical work on impacts of China's accession on trading partners;
- China's further trade reform.

Marketing in China (Doing Business in China)

This course is given for international students who are interested in studying the Chinese economic, political and cultural environment and /or purposing China-oriented economic research. The objective of the course is to provide students with the necessary intellectual capabilities and skills to excel in a career directly or indirectly related to China.

Part one: Introduction

1. Introduction to the course
 - General survey of China as a market
 - Methodology of this course

Part two: Historical backgrounds

1. Chinese history briefly reviewed from a marketing perspective
 - Why foreign marketers should know a little history of China
 - The political system that dominated China for 2000 years
2. Chinese history briefly reviewed from a marketing perspective(cont'd)
 - The economic system
 - How China benefited from this system
3. Chinese history briefly reviewed from a marketing perspective(cont'd)
 - How China suffered from this system

Part three: Economic environment

1. China's highly centralized economy--how it came to be built
2. China's reform--a changing China
3. What changes have the Chinese enterprises gone through
4. China's important economic targets--a "rich and poor" paradox
5. Opening to the outside world
 - Its implications
 - Is China likely to change the open policy

Part four: Political and cultural environment

1. China's political environment and the major aspects of its culture relevant to foreign marketers

Part five: Foreign direct investment

2. Introduction of foreign investment in China--channels, strategies and developments
3. Investment opportunities--3 new trends

Part six: Marketing in China

1. Market entry and market research
2. Product development and sales promotion

Altogether 13 lectures will be given and 2 lectures for each week. Lectures will be followed by Q & A or discussion. Handouts will be given for each lecture and at the end of articles distributed as handouts, more references will be recommended.

REFERENCES

- o Asia-Pacific Symbiosis, Gao Guopei et al. Sohsei-sha, Tokyo.
- o International Business in China, Gao Guopei et al, Routledge, London.
- o China's Economy in 2000, Translated by Gao Guopei et al, New World Press, Beijing, China
- o How to Do Business with the Chinese, Roderik Macleod, Bantam Books, New York.
- o China's Unresolved Issues, Suzanne Ogden, Prentice Hall, Englewood Cliffs, New Jersey.
- o China-Asia's Nest Economic Giant. Dwight H. Perkins, University of Washington Press, Seattle.
- o China in the World Economy, Nicholas R. Lardy, Longman Group UK Ltd., London.
- o Management in China During and After Mao, Oliva Laaksonen, Walter de Gruyter, Berlin.

GRADING:

1. Attendance, participation in classroom discussions (20%). You are required to complete all readings on time, and actively participate in classroom discussions.
2. Class presentation: 35% You will also be part of small groups that will present ideas from the readings to the class, as well as leading the class in discussion. The presentation must focus on issues raised in the reading assignments. The group will prepare a brief summary of the article/s--what is the main thesis and what are main supports for this idea (about 3-4 pages) --- and prepare 1-2 questions for each article to stimulate class discussion. These should be typed up and handed in at the same class period. The group will deliberate together on the presentation, and one or two people from the group will present before the class. Grading will be determined for the whole group:
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