

Special Topics in Global Business

Course Title	Special Topics in Global Business - Doing Business in China		
Course Code	MIB475B	Course Type	Management Specialization
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	1. Introduce students to the contours of the Chinese economy and financial markets as well as to the nuances of business strategy to follow while doing business in China 2. Asian expertise: Supply chain systems that have been developed by leading firms in Asia. 3. Creative management mind: Identifying factors that may suggest a need to redesign a logistics network as well as understanding the different types of modeling approaches for optimizing the supply chain performance 4. Cross-cultural communication: Types of supply chain relationships in the different nations and cultures, and how to facilitate the development and implementation of successful supply chain relationship 5. Social responsibilities: The sustainable supply chain management and the importance of being socially responsible organizations
2. Asian Expertise	50	
3. Creative Management Mind	25	
4. Cross Cultural Communication	0	
5. Social Responsibility	0	

Course Description

The broad objective of this course is to introduce students to the contours of the Chinese economy and financial markets as well as to the nuances of business strategy to follow while doing business in China. The course also deals with China's social and cultural facets that influence Chinese business practices. Over the preceding decades China has become an important economy for the multinational enterprises (MNEs). These enterprises need to have a China-specific business strategy. China has come to have a unique place in the world of international business. MNEs and other large foreign firms need to adapt to China's special niche and circumstances. This course focuses on these specific needs.

Learning and Teaching Structure

The Course will be taught as interactive lectures and class discussions. Socratic lecturing or interactive lecturing, which entails asking questions and guiding to responses will essentially be the teaching method. Important strategic concepts and theories will be introduced via classroom lectures and discussions. Examples from real-life situations will be regularly given. The course will be conducted using Moodle, and all students must familiarize themselves with Moodle usage. However, all submissions should be made to the teacher in hard copy.

Assessment	%	Text and Materials
Attendance	20	Title: Doing Business in China Authors: Tim Abler, Morgan Witzel and Chao Xi Edition: 3rd Edition, 2011 Publisher: Routledge, London and New York
Participation	10	
Group Research Assignment	20	
Midterm Examination	20	
Final Examination	30	

Course content by Week

1-3	Introduction to the Course, Introduction to China, the Country, the economy and business
4-5	Three decades of inexorable economic progress
6	China from a western business perspective
7	Contemporary Chinese business thinking
8	Midterm Examination
9	Relationships and regulations
10	Legal infrastructure
11	Establishing business in China
12	Marketing in China
14	Knowing the Chinese Markets
15	Final Examination