

Doing Business in China

Course Title	Doing Business in China		
Course Code	MIB613	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	None	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	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.
2. Asian Expertise	50	
3. Creative Management Mind	25	
4. Cross Cultural Communication	0	
5. Social Responsibility	0	

Course Description

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. Important strategic concepts and theories will be introduced via classroom lecture and discussion. Examples from real-life situations will be regularly given. Students will be treated as managers and they will be asked to take decisions regarding their China related business under different circumstances.

Assessment	%	Text and Materials
Attendance	10	Textbook: <i>Doing Business in China</i> By Tim Abler, Morgan Witzel and Chao Xi 3rd Edition, 2011 Routledge, London and New York
Participation	10	
Group Research Assignment	20	
Midterm Exam	30	
Final Exam	30	

Course content by Week

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