

Course Syllabus

Chinese Business and Enterprise

Course Description:

This course introduces Chinese business background, business model and business operation to students so that they could have a basic overview and understanding of Chinese business and enterprises. Topics mainly focus on Chinese business background, Chinese-enterprise history, Chinese enterprise business model, the introduction of Chinese well-known enterprise-case study, how to start a business in China etc.

Expected Student Outcomes:

The principal objective of this course is to get students to:

Grasp the basic business background in China, understand the history, developing process, business model, management feature, operation management, business starting of Chinese enterprises.

Students are expected to search and read the materials related to the above topics and content, and do some comparative analysis between Chinese enterprises and multinational enterprises. The course assessments include group study and presentation in English. Students are expected to search and read the materials related to lectures. The course assessments include one essay (about 2,000 words) on one of the topics related to what the lectures cover. Unless specifically permitted, students should not collude in performing these assignments.

Course Requirements:

This course requires students to complete the following:

Participation 10%

Presentation 20%

Final Exam 70%

About classroom participation:

While the grade cannot be based on attendance *per se*, students should plan to be in class and ready to discuss the readings/lectures. Students would be divided into small discussion groups at the beginning of the term. Frequent checks on attendance by the lecturer are expected.

About in-class presentation:

Each student will conduct a 20-minute PPT presentation and also provide the questions for a 10-minute discussion on the topics provided. The presentation should be informative on the topic about enterprise management comparison between Chinese enterprises and global enterprises, and

creativity is more than welcomed. Students must send their PPT to the course instructor for evaluation after the presentation, and use a minimum of 3 academic sources (students may use Wikipedia and other online sources as well, but they do not count toward the 3 academic sources). Please include the bibliographic references at the end of PPT presentation).

Final Exam:

A written essay of 1500-2,000 words at least on any topics given by the lecturer.

Policy on late assignments and missed exam:

It will be marked down by 0.1 each day for a late turning in an assignment without making prior arrangements. It will be marked zero for a missed exam.

CLASS SCHEDULE:

Lecture 1: Chinese Economy and Politics

Lecture 2: The history and development of Chinese Enterprises

Lecture 3: Business model of Chinese enterprises

Lecture 4: Chinese business culture and enterprise culture

Lecture 5: Chinese enterprise financing

Lecture 6: Analysis of well-known Chinese enterprises-three enterprises in internet-based industry

Lecture 7: Analysis of well-known Chinese enterprises-three enterprises in real estate and manufacturing industries

Lecture 8: Presentation-comparison of Chinese well-known enterprises and multinational enterprises

Lecture 9: Chinese consumer and social status analysis

Lecture 10: How to apply a enterprise in China