

**City University of Hong Kong**  
**Course Syllabus**

**offered by Department of Marketing**  
**with effect from Semester A 2021/22**

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**Part I Course Overview**

**Course Title:** China Business Workshop

**Course Code:** MKT3600

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** B3

Arts and Humanities

**Proposed Area:**  
*(for GE courses only)*

Study of Societies, Social and Business Organisations

Science and Technology

**Medium of Instruction:** Chinese

**Medium of Assessment:** Chinese

**Prerequisites:**  
*(Course Code and Title)* Nil

**Precursors:**  
*(Course Code and Title)* Nil

**Equivalent Courses:**  
*(Course Code and Title)* CB3042 China Business Environment,  
MKT3601 China Business Environment

**Exclusive Courses:**  
*(Course Code and Title)* Nil

## Part II Course Details

### 1. Abstract

This course aims to provide students with suitable foundation knowledge of the business environment in China. Nature and development of the China's business environment will be analyzed from social, political and economical perspectives. Students will also be provided with opportunities to use Chinese to communicate in business situations.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Use critical analytical thinking skills to evaluate academic literature and other information sources related to Chinese Business issues.		✓		
2.	Identify and evaluate various problems arising from the changing business environment in China.			✓	
3.	Communicate in Chinese effectively.			✓	
4.	Generate new insights into China's business environment (the economic, legal, political, cultural and social environment).				✓

\* If weighting is assigned to CILOs, they should add up to 100%.

100%

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Seminar	Business information of mainland China is explained, analyzed and evaluated through lectures and classroom discussion.	✓	✓	✓	✓	
Information Search	Each student has to search and analyze relevant information related to China's current affairs as assigned by the teaching staff.	✓	✓		✓	
Oral Presentation	Students have to use Chinese for their verbal presentation during classes.			✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Performances in Class Discussion	✓	✓	✓	✓	25%	
Essays	✓	✓		✓	25%	
Oral Examination	✓	✓	✓	✓	30%	
Group Report	✓	✓		✓	20%	
Examination: 0% (duration: _____, if applicable)						
* The weightings should add up to 100%.					100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Performances in Class Discussion		<ol style="list-style-type: none"> <li>1. Excellent command of China business knowledge, with an extensive knowledge base;</li> <li>2. Strong evidence of original thinking with a high degree of creativity;</li> <li>3. Excellent capacity to analyze various issues and to apply course content in business environment;</li> <li>4. Excellent ability to communicate and present information effectively;</li> <li>5. Enthusiastic, contribute to team work proactively;</li> <li>6. Excellent preparation for class with assignment and required class materials;</li> <li>7. Excellent contributions to class discussion by offering ideas and asking questions ;</li> </ol>	<ol style="list-style-type: none"> <li>1. Good command of China business knowledge;</li> <li>2. Evidence of original thinking with a certain degree of creativity;</li> <li>3. Good capacity to analyze various issues and to apply course content to explain new and unfamiliar business environment;</li> <li>4. Good ability to communicate and present information effectively;</li> <li>5. Good preparation for class with assignment and required class materials;</li> <li>6. Good contributions to class discussions by offering ideas and asking questions every week;</li> </ol>	<ol style="list-style-type: none"> <li>1. Adequate command of the course content;</li> <li>2. A certain degree of original thinking;</li> <li>3. Fair capacity to understand and to analyze some major issues;</li> <li>4. Acceptable ability to communicate and present information;</li> <li>5. Adequate preparation for class with assignment and required class materials;</li> <li>6. Adequate contributions to class discussion by offering ideas and asking questions;</li> </ol>	<ol style="list-style-type: none"> <li>1. Familiarity with the subject matter;</li> <li>2. Marginal command of course materials, with the ability to describe a few important issues of China business environment;</li> <li>3. Poor preparation for class with assignment and required class materials;</li> <li>4. Poor contributions to class discussion by offering ideas and asking questions;</li> </ol>	<ol style="list-style-type: none"> <li>1. Unfamiliarity with the subject matter;</li> <li>2. Little command of course materials, or without the ability to describe a few important issues of China business environment;</li> <li>3. No preparation for class with assignment and required class materials;</li> <li>4. Very poor contributions to class discussion by offering ideas and asking questions;</li> </ol>
2. Essays		<ol style="list-style-type: none"> <li>1. Excellent command of China business knowledge, with an</li> </ol>	<ol style="list-style-type: none"> <li>1. Good command of the China business knowledge;</li> </ol>	<ol style="list-style-type: none"> <li>1. Adequate command of the course content;</li> </ol>	<ol style="list-style-type: none"> <li>1. Familiarity with the subject matter ;</li> <li>2. Marginal command</li> </ol>	<ol style="list-style-type: none"> <li>1. Unfamiliarity with the subject matter ;</li> <li>2. Little command of</li> </ol>

		<p>extensive knowledge base;</p> <p>2. Strong evidence of original thinking with a high degree of creativity;</p> <p>3. Excellent capacity to analyze various issues and to apply course content in business environment;</p> <p>4. Excellent ability to communicate and present information effectively;</p>	<p>2. Evidence of original thinking with a certain degree of creativity;</p> <p>3. Good capacity to analyze various issues and to apply course content to explain new and unfamiliar business environment;</p> <p>4. Good ability to communicate and present information effectively;</p>	<p>2. A certain degree of original thinking;</p> <p>3. Fair capacity to understand and to analyze some major issues;</p> <p>4. Acceptable ability to communicate and present information;</p>	<p>of course materials, with the ability to describe a few important issues of China business environment;</p> <p>3. Marginal ability to communicate and present information;</p>	<p>course materials, or without the ability to describe a few important issues of China business environment;</p> <p>3. Lack of ability to communicate and present information;</p>
3. Oral Examination		<p>1. Excellent command of China business knowledge, with an extensive knowledge base;</p> <p>2. Strong evidence of original thinking with a high degree of creativity;</p> <p>3. Excellent capacity to analyze various issues and to apply course content in business environment;</p> <p>4. Excellent ability to communicate and present information effectively;</p>	<p>1. Good command of the China business knowledge;</p> <p>2. Evidence of original thinking with a certain degree of creativity;</p> <p>3. Good capacity to analyze various issues and to apply course content to explain new and unfamiliar business environment;</p> <p>4. Good ability to communicate and present information effectively;</p>	<p>1. Adequate command of the course content;</p> <p>2. A certain degree of original thinking;</p> <p>3. Fair capacity to understand and to analyze some major issues;</p> <p>4. Acceptable ability to communicate and present information;</p>	<p>1. Familiarity with the subject matter;</p> <p>2. Marginal command of course materials, with the ability to describe a few important issues of China business environment;</p> <p>3. Marginal ability to communicate and present information;</p>	<p>1. Unfamiliarity with the subject matter;</p> <p>2. Little command of course materials, or without the ability to describe a few important issues of China business environment;</p> <p>3. Lack of ability to communicate and present information;</p>
4. Group Report		<p>1. Excellent command of China business knowledge, with an extensive knowledge base;</p> <p>2. Strong evidence of</p>	<p>1. Good command of the China business knowledge;</p> <p>2. Evidence of original thinking with a certain</p>	<p>1. Adequate command of the course content;</p> <p>2. A certain degree of original thinking;</p> <p>3. Fair capacity to</p>	<p>1. Familiarity with the subject matter;</p> <p>2. Marginal command of course materials, with the ability to describe a few</p>	<p>1. Unfamiliarity with the subject matter;</p> <p>2. Little command of course materials, or without the ability to describe</p>

		<p>original thinking with a high degree of creativity;</p> <p>3. Excellent capacity to analyze various issues and to apply course content in business environment;</p> <p>4. Excellent ability to communicate and present information effectively;</p> <p>5. Enthusiastic, contribute to team work proactively.</p>	<p>degree of creativity;</p> <p>3. Good capacity to analyze various issues and to apply course content to explain new and unfamiliar business environment;</p> <p>4. Good ability to communicate and present information effectively;</p> <p>5. Contribute to team work proactively</p>	<p>understand and to analyze some major issues;</p> <p>4. Acceptable ability to communicate and present information and work with team members;</p> <p>5. Active when prompt, contribute to team work.</p>	<p>important issues of China national conditions and China business environment;</p> <p>3. Marginal ability to communicate and work with team members;</p> <p>4. Active when urged</p>	<p>a few important issues of China national conditions and China business environment;</p> <p>3. Lack of ability to communicate and work with team members;</p> <p>4. Inactive even being urged</p>
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### Part III Other Information (more details can be provided separately in the teaching plan)

#### 1. Keyword Syllabus

Chinese culture and society; The PRC political, economic and legal systems; China economic reformation; The PRC national conditions; Industries in China; China market; Foreign enterprises in China; China business ethics; Human resources management in China.

#### 2. Reading List

##### 2.1 Compulsory Readings

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	金耀基《中国政治与文化》增订版，香港：牛津大学出版社（2013）。
2.	葛兆光：〈现实：中西文化差异会导致冲突吗？〉收于葛着《何为中国》，香港：牛津出版，(2014) 159-178。
3.	邹嘉龄，刘春腊，尹国庆，唐志鹏。“中国与“一带一路”沿线国家贸易格局及其经济贡献”。地理科学进展，2015，34(5): 598-605.
4.	杨汝岱。“中国制造业企业全要素生产率研究。”经济研究 2 (2015): 61-74.
5.	邓小平。“党和国家领导制度的改革。”炎黄春秋 8 (2015): 8-17.
6.	黄宗智。“道德与法律：中国的过去和现在。”开放时代 1 (2015): 003.
7.	张占斌。“中国经济新常态的趋势性特征及政策取向”。国家行政学院学报，2015，1(08): 15-20.
8.	干春晖，邹俊，王健。“地方官员任期，企业资源获取与产能过剩”。中国工业经济，2015 (3): 44-56.
9.	汪旭晖，张其林。“平台型网络市场”。中国工业经济，2015 (3): 135-147.
10.	英特尔公司“公司治理与商业道德”。
11.	徐松，张艳艳。“应将跨境电商建成“中国制造”出口的新通道”。经济纵横，2015 (2): 26-30.
12.	王雪莉，马琳。“中国优秀企业高绩效人力资源管理实践模型探究”。管理学报，2015，12(11): 1598-1606.

##### 2.2 Additional Readings

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	Updated reading material as provided by teaching staff.
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