

City University of Hong Kong
Course Syllabus

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

Part I Course Overview

Course Title:	China Business Environment
Course Code:	CB3042
Course Duration:	One Semester
Credit Units:	3
Level:	B3
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	English/Chinese
Medium of Assessment:	English/Chinese
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	MKT3600 China Business Workshop, MKT3601 China Business Environment
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

This course aims to provide students with suitable foundational knowledge of the business environment in China. Nature and development of the China's business environment will be analysed from social, political and economic perspectives.

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 [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Develop a basic understanding of the economic and institutional systems, reforms, and business organizations in China.			✓	
2.	Use critical analytical thinking skills to evaluate current activities and progresses related to Chinese Business issues.			✓	
3.	Identify and evaluate various problems arising from the changing business environment in China.				✓
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%

[#] 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	General knowledge and current issues of the economic and institutional systems, reforms, and organizations are explained. Examples of current cases, debates, and puzzles will be discussed in the seminars.	✓	✓	✓		
Information Search	Each student has to search and analyze relevant information related to China's current affairs as assigned by the teaching staff and make group presentations to the class.		✓	✓	✓	
Group Activities	Students will work in groups to identify one critical issue in Chinese business organizations, and work collectively to provide solutions, and generate new insights.		✓	✓	✓	
Class Discussion	Students are encouraged to participate in different in-class activities such as focus group exercise, daily news presentation, in-class quizzes, to exchange their understanding about China.	✓	✓		✓	

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: 70%						
Performances in Class Discussion	✓	✓		✓	25%	
Essays	✓	✓	✓		15%	
Group Report	✓	✓	✓	✓	30%	
Examination: 30% (duration: 2 hours , if applicable)						
* The weightings should add up to 100%.					100%	

Regulation of the course

Students fail to meet the attendance requirement of the Dept. of Marketing in the course may be failed.

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	ABILITY to offer valuable and quality ideas;	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Essays	ABILITY to think with a high degree of creativity	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group Report	ABILITY to explain the methodology and procedure	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Examination	ABILITY to synthesize and analyse	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

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.

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.	An Introduction to Doing Business in China 2017/Dezan Shira & Associates 2017
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2.2 Additional Readings

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

1.	CHINA BUSINESS WORKSHOP ON "10 MISTAKES TO AVOID WHEN DOING BUSINESS IN CHINA" https://cms.law/en/HKG/News-Information/China-Business-Workshop-on-10-Mistakes-to-Avoid-When-Doing-Business-in-China
2.	De Mente, B. L. 2013. The Chinese way in Business: Secrets of successful business dealings in China. Tuttle Publishing.
3.	Lu, M. 2013. How to do business with the Chinese. Smart Learning Publishing, San Diego, CA.
4.	吳敬琏，馬國川 (2012). 《中國經濟改革二十講》. 生活·讀書·新知三聯書店
5.	Hong, L. 2009. Chinese Business: Landscapes and Strategies. Routledge, New York, NY.