

(China's Business and Economic Courses taught in English)

Chinese Foreign Economic Relations (S103)

(By Professor Zhuang Rui)

This course focuses on the development of Chinese foreign economic relations in the past three decades (1980-2010). It consists of two parts: (1) General economic relations, such as Chinese investment abroad, FTAs (free trade agreements), foreign trade, FDI inflow, etc; (2) Specific economic relationships between China and different countries/regions, especially China-USA, China-EU, China-Japan/Korea, China-Africa, and so on.

By taking the course, students will understand why China applied the reform and open policy from 1978 and how China developed her foreign economic relations in different fields since then. Meanwhile, students will be aware of some problems China facing now----- transformation of economic growth, double surplus, economic restructuring, etc.

The course consists of 13 lectures. Topics include: Basic situation of Chinese economy, Chinese foreign trade, FDI inflow, investment abroad, FTAs (free trade agreements), China-USA economic relationship, China-EU economic relationship, China-Africa economic relationship, and so on.

With rich materials and vivid pictures, the course will help students understand more deeply about Chinese general foreign economic relations and specific relationships with different countries/regions.

Marketing In China (S105)

(By Professor Feng, Naixiang)

Marketing in China is both similar to and very different from marketing done elsewhere. Culture plays a major role, though how large will be one of the areas that will be explored in this course. The rise and role of the internet, the special part played by branding strategies, the role of consumer research, and the ways in which managers and consumers react to various marketing efforts will all be addressed in this course. These and other marketing issues will be illustrated and examined using cases that are derived from experiences and operations in China. The purpose is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.

International Trade and FDI in China (S106)

(By Professor Xian, Xibiao)

This course is intended to provide for the students a better understanding of the development of China's international trade and foreign direct investment. It will start with a brief review of history of trading between China and other countries, and then will focus on the contemporary issues, such as trade disputes with trading partners, huge foreign reserves, product safety, intellectual property rights, appreciation of RMB, and impact of China's accession to the WTO on China's economy. The course will also study the recent financial crisis and its impact on China's international trade sector. Through discussions and case studies, students are in a better position to see the changes in trade

policies and practices having taken place in China since the adoption of the open-door policies and to appreciate different viewpoints on some trade conflicts. The course will also discuss FDI issues, concerning both MNCs investing in China and Chinese companies doing business overseas.

Transnational Corporation Management (S108)

(By Professor Chen Jianxun)

This course aims to focus on the Chinese transnational corporation growth and development which contains Chinese characteristics and model, and compare the difference between Chinese transnational corporation and western transnational corporation. Topics in this course include: the theory that explain the transnational corporation development in east and west, the business environment that transnational corporation faces, the global strategy and market entry model, the global marketing strategy and technique, the global operation system and international allocation, the international human resource management, the organizational structure and control system that transnational corporation adopt, the international finance management, cross-culture management and international public affair management. Through the course study, the student will be able to understand the Chinese transnational corporation growth and developments in an international perspective, understand the mechanism of transnational corporation process, and sharpen the management skill for working in transnational corporation in China and foreign countries.

International Finance: System, Market and Investment Opportunities (S110)

(By Professor Ding Dou)

This course will talk about international finance, focusing on international financial system, international financial market, and especially, the investment opportunities in the foreign exchange market. Upon the completion of the course learning, there emerge some hopes for the students that they are getting to be able: 1) to understand better the source of the often repeated financial crises across the world since 1990s; 2) to understand better the features and deficiencies of the ongoing international financial structure and market; 3) to understand better what are the enormous profits and risks of investment in foreign exchange market; 4) to understand better how to make profits in foreign exchange market and avoid its high risks. Especially, a noteworthy feature of this course is that, the course instructor will use demo accounts to show the class how to make profits and avoid risks in foreign exchange market by following the comprehensive lecture on the fundamental and technical analysis in financial market.

Chinese Business Culture and Consumer Behavior (S111)

(By Professor Zhu Mingxia)

On completion of this course, you will be able to understand the Chinese business culture on greetings; meetings; business entertainment; appointment; addressing Chinese; public behavior; business attire; conversation topics; Chinese women; business gift-giving; body languages; five rules for doing business in China; business travel in China;

Through lecture of Chinese consumer behavior---the way to live, you can also understand the Chinese cultural value; possible marketing implications of man- to- nature orientation; possible marketing implications of man- to- himself orientation; relational orientation; interdependence and face.

Chinese cultural values and their implications in business part will focus on market entry options for foreign firms; recommendations for western firms while operating in China; business networks in China: guanxi and guanxiwang and business etiquette in China.

Corporate Strategy and Business Model (S113)

(By Professor Wang Xinbo)

The objective of this course is to help students to understand and grasp the art of competition for firms in business world. The art includes two closely related aspects, corporate strategy and business model. The former concerns with how a firm catches up business opportunities in changing uncertain economic environment, while the latter with how the firm captures value by designing a specific form of value chain. Because this course is practically oriented, case study will account for larger proportion and student participation will be encouraged. The teaching hours will be allocated into two parts: Part A concepts and theory (12 hours) and Part B cases study (36 hours). E-Reading material will be issued before each case study class and a group of students will be assigned to do presentation, the teacher will make comments on these presentations.

Project Management (S114)

(By Professor Wang Fuming)

This course overviews, describes and explains the concepts, principles, techniques, functions of managers, project management process, risk control and analysis, efficient leadership and Team, performance and evaluation, and strategy of organizations. It is therefore relevant to private and public sector managers, governmental administration, international agency administrators and professionals. Students will find themselves in competitive position through seeking to acquire greater insight into the key issues and problems, as well as Strategy and effective operations in project management.

International Investment (S117)

(By Professor Guo Guixia)

This is an introductory level course on international investment, concentrating mainly on outward foreign direct investment (OFDI) and foreign portfolio investment (FPI). With the globalization of international business, it is important for enterprises to realize that they are competing on a stadium with rivals from different geographic regions, cultures, and governments. The course intends to help students be prepared to be competitive in such an international marketplace.

Topics to be covered in this course include globalization and its driving forces, rationalization to go abroad, foreign direct investment, foreign portfolio investment, business strategies of multinationals, as well as the important trend of regional integration. Note that foreign trade would not be

incorporated in this course.

China and the WTO (S118)

(By Professor Tu Xinquan)

The WTO is the foundation of multilateral trading system with 162 members, setting the rules of international trade policy coordination. China joined the WTO in 2001 after lengthy and arduous negotiations. Ever since then, China has been becoming one of the most significant players in the organization. In particular, China's remarkable economic and trade performance after WTO accession is considered a miracle largely attributable to its WTO membership.

International Conflict and Crisis Management (S119)

(By Professor Du Yang)

Conflict, in its many forms, has been a permanent feature of human society. While not all conflict is destructive, the violent conduct of conflict has caused innumerable deaths and indescribable pain and suffering. It is this kind of deadly conflict that International Conflict Analysis addresses. It tries to understand its causes, to explain its effects and to describe its dynamics in order to prepare actors, be they state governments, international organizations or individuals, to better manage conflict peacefully, or to prevent it in the first place.

Antitrust, Regulation and Competition Policy (S120)

(By Professor Gong Jiong)

Antitrust, regulation and competition policy examines public policies for dealing with problems arising in markets in which competitive forces are weak and market failure occurs. The focus is on monopolies, oligopolies, and cartels and other environments where firms cooperate rather than compete. The two main areas that are examined are economic regulation and competition policy. Economic regulation refers to policies in which government controls prices and/or decides which firms can participate in a market. Competition policy, including antitrust, refers to policies that define certain market behavior as illegal because it is harmful to consumers. Other areas of regulation, such as product and workplace safety standards, are not covered extensively in this course, although they are discussed in some suggested portions of the reading material.

The Basics of Contemporary China (S121)

(By Professor Chen Zhunmin)

Designed as a foundation course for China related studies, the course is designed to help international students better understand the basic components of the People's Republic of China. It covers important issues in the demography, politics, economy, national defense, foreign relations, legal system, social policies, education, ethnic groups, religion, and other related areas of China.

While the emphasis is on the contemporary issues, how China's future might look like will also be discussed.

The course consists of lectures, discussions, field trip, student team presentations and other activities designed to enhance student learning experience.

China's Culture and Society from Cross-cultural Perspectives (S122)

(By Professor Shi Xingsong)

This course intends to provide an introduction to Chinese culture and society from cross-cultural perspectives. The approach is interdisciplinary and comparative, leading students to explore central ideas in Chinese philosophy, values, interpersonal relationship, communication patterns, thinking and behavioral norms, as well as other important topics pertaining to Chinese culture. It will equip students with critical understanding that is essential to thinking, analyzing, and talking about Chinese culture in an intelligent, articulate, and informed way. The course will combine theory and practice by leading students to analyze Chinese cultural phenomena in case analyses, group discussions, self-reflections, team projects and presentations.