

China's Business and Economic Courses Taught in English

2018 Spring Semester

ID	Course	Professor
S121	The Contemporary China	Professor Chen Zhunmin
S111	Chinese Business Culture and Consumer Behavior	Professor Zhu Mingxia
S103	International Economic Cooperation: The Case of China	Professor Zhuang Rui
S110	International Finance: System, Market and Investment Opportunities	Professor Ding Dou
S113	Corporate Strategy and Business Model	Professor WangXinbo
S105	Marketing in China	Professor Feng Naixiang
S114	Project Management	Professor Wang Fuming
S120	Antitrust, Regulation and Competition Policy	Professor Gong Jiong
S117	International Investment	Professor Guo Guixia
S122	China's Culture and Society from Cross-cultural Perspectives	Professor Shi Xingsong
S106	International Trade & FDI in China	Professor Xian Xibiao
S119	International conflict and crisis management	Professor Du Yang

The Contemporary China (S121)

(By Professor Chen Zhunmin)

As a foundation course for China related studies, the course is designed to help international students better understand the essential features of contemporary 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.

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, ten 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 business etiquette in China.

International Economic Cooperation: The Case of China (S103)

(By Professor Zhuang Rui)

This course focuses on Chinese international economic cooperation in the past more than three decades (1980-2016). With rich materials and vivid pictures, it will analyze Chinese international economic cooperation since her reform and open policy was applied.

The course consists of two parts: (1) General economic cooperation, such as Chinese foreign trade, FDI inflow, investment abroad, FTAs (free trade agreements), etc; (2) Specific economic cooperation between China and different countries/regions, especially China-USA, China-EU, China-Japan, China-ASEAN, and so on.

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.

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.

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.

Project Management (S114)

(By Professor Wang Fuming)

With the rapid changes of the international environments and the global economy, the role of projects in organizations is receiving increasing attention. Projects are becoming the major tool for reaching the strategic goals of the organization. Given savage worldwide competition, many organizations have reorganized around a philosophy of innovation, renewal, and organizational learning to survive. This philosophy suggests an organization that is flexible and project driven. Project management has developed to the point where it is a professional discipline having its own body of knowledge and skills. Today it is nearly impossible to imagine anyone at any level in the organization who would not benefit from some degree of expertise in the process of managing projects.

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. Specific objectives include the development of awareness of and insight into:

- Modern project management
- Integration of organization strategy with project
- Defining project and developing a network plan
- Managing risk and project time and resources
- Organizations and Structures in project management
- Leadership: an effective project manager
- Partnership and Teams
- Progress and performance measurement and evaluation

- Project audit and closure
- International projects, process of project management and future

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.

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'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.

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.

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.