

**Students of MIEC are from different time zones and countries, so to ensure the teaching quality of MIEC online courses, they are mainly designed for self-study. Lecture PPT and video will be posted in WeChat group weekly. Lecturers will also host Q&A session in WeChat group. No fixed lecture time for the three courses.**

**MIEC online course started on February 24, 2020.**

#### **EIB502 Economic Foundation of International Studies**

**Credit: 3**

This course deals with the application of economic reasoning to real world decision-making problems faced by business. It covers the following main topics: demand analysis, demand and economic forecast, export management, production and cost theory and applications, pricing and output decisions under different market structures, game theory and practices, pricing techniques and analysis. A large number of questions and cases studies will be discussed in the class. This course is suitable for students with introductory microeconomic and econometric backgrounds.

#### **EIB504 International Project Management**

**Credit: 3**

This course focuses on the challenges confronting firms that compete in the global economy. The objective is to master the crucial knowledge needed to answer the most fundamental questions in global business: What determines the success and failure of firms around the globe? In the global economy of the 21st century, strategies are no longer the exclusive realm of top managers. Mid-level managers and functional specialists are increasingly challenged to think strategically, think globally. Therefore, this course will cultivate your ability to make well-grounded strategy decisions.

#### **EAE549 Introduction to Chinese Economy**

**Credit: 3**

The course aims to provide an introduction to China's overall economic and institutional environment and the major strategic and operational issues facing multinational corporations in doing business in the Chinese market. On completion of this course, students will be able to: 1. Appreciate how China's recent economic and political history has shaped its business environment for local and foreign firms. Understand the economic policies in China in the era of economic transition and catching up. 2. Apply basic principles to understanding the management of international business in the Chinese context. 3. Understand the advantages and disadvantages of exporting, licensing and foreign direct investment as market servicing strategies for China. 4. Be aware of the political, economic, legal and social factors that will most impact on foreign business in China, and to have insight as to how these are best managed. 5. Comprehend the opportunities and challenges for foreign firms in selected Chinese strategic industries. 6. Explore the key factors in

China's Development Model and challenges for sustainable development in China.