

## Subject Description Form

<b>Subject Code</b>	MM4522
<b>Subject Title</b>	China Business Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<b>Exclusion:</b> China Trade Management (MM4521)
<b>Role and Purposes</b>	This course covers the business environment and key issues about doing business in China. The course offers a broad survey of a wide range of topics related to China business rather than in-depth study of particular aspects. The primary objectives are to introduce the students to the broad terrain, and help them to explore those aspects in their future pursuit.
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. understand, analyse, and evaluate the nature and changing shape of business connection between Hong Kong and the Chinese Mainland.</li> <li>b. explain and assess the institutional and legal issues of doing business in China. <b>(BBA Outcome 3)</b></li> <li>c. describe, analyse and evaluate business strategies and practices in China. <b>(BBA Outcome 3)</b></li> <li>d. develop critical thinking about how different contextual and cultural factors affect business success, and learn to better communicate with people in different institutional environment. <b>(BBA Outcome 3)</b></li> <li>e. have further developed their oral and written communication skills <b>(BBA Outcome 1)</b></li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>- The economic system and economic reforms in China</li> <li>- Understanding the Chinese bureaucracy</li> <li>- China's integration into the global economy</li> <li>- China - Hong Kong Business relations</li> <li>- The regulations of China's foreign trade</li> <li>- China's tax system</li> <li>- Foreign direct Investment and management</li> <li>- Marketing strategies in China</li> </ul>
<b>Teaching/Learning Methodology</b>	Lectures, tutorial discussion, group project (presentation and written report)

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	<b>Continuous Assessment</b>	<b>50%</b>					
	1. Group Project Presentation	15%	✓	✓	✓	✓	
	2. Written Report	15%					✓
	3. Class Participation in Discussion and Evaluations	10%				✓	
	4. In-class Quizzes/Exercises	10%				✓	
	<b>Examination</b>	<b>50%</b>	✓	✓	✓	✓	
	Total	100 %					
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in <b>BOTH</b> the Continuous Assessment and Examination components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject</p> <p>The assessments are designed to motivate the students to read the recommended materials and participate in the required activities to achieve the learning outcomes.</p>							
<b>Student Study Effort Expected</b>	Class contact:						
	▪ Lecture		26 Hrs.				
	▪ Tutorial		13 Hrs.				
	Other student study effort:						
	▪ Group project		20 Hrs.				
	▪ Reading		48 Hrs.				
	Total student study effort		107 Hrs.				
<b>Reading List and References</b>	<p>This course does not have a textbook. Readings are drawn from <i>China Hand</i>, a data base compiled and edited by the Economist Intelligence Unit, and <i>China Business Review</i>, a publication of the US-China Business Council, and other sources. The readings have been uploaded to WebCT.</p> <p><b>References</b></p> <p>Tim Clissold's <i>Mr. China</i> (Constable &amp; Robinson, 2004)</p> <p>Pete Engardio (ed.), <i>Chindia: How China and India are Revolutionizing Global Business</i>, McGraw-hill, 2007</p> <p>James McGregor, <i>One Billion Customers: Lessons from the Front Line of Doing Business in China</i>, (Nicholas Brealey Publishing, 2005).</p> <p>Edward Tse, <i>The China Strategy: Harnessing the Power of the World's Fastest-growing Economy</i>, Basic Books, 2010.</p> <p>Sheryl WuDunn, <i>China Wakes: The Struggle for the Soul of a Rising Power</i>, Vintage Books, 1995</p>						