

Subject Code	MM5381
Subject Title	Key Issues in China Business
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	This subject contributes to the achievement of the MSc China Business Studies Learning Outcomes by enabling students to <u>“evaluate developments in the Chinese business environment, and their impact on both domestic and foreign business organizations” (Outcome 1).</u>
Subject Learning Outcomes	<p>Upon completion of the subject participants will be able to:</p> <ol style="list-style-type: none"> Evaluate the salient features of the Chinese business environment as it changes over the next decade. Assess the opportunities and threats to companies outside China, arising from the country’s rapid development. Assess the opportunities and threats facing foreign-invested firms operating inside China or considering entry.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • The Background: China’s Distant and Recent Past. • China’s Miracle, China’s Tensions – the four ‘isations’. • China’s strategy for development: From ‘crossing the river by feeling for the stones’ to ‘revving up the consumer’. • Enterprise reform: the nature of the firm in China. • Technology development in China: Will Indigenous Innovation be a Reality? • The End of ‘Cheap China’? • The one Chinese word every foreigner knows: guanxi • Ethical dimensions of China Business. • Entry strategies for the Chinese market. • The ‘two billion socks’ syndrome: selling into China’s diverse markets. • The Competitive Challenge from Chinese firms: How Serious? • Will It End in Tears? And for Whom?
Teaching/Learning Methodology	Lectures will introduce each of the key issues which students will then be required to analyse through in-class exercises and presentations. Each student will write an individual ‘vignette’.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a	b	c
	Continuous Assessment*	60%			
	1. Class work exercises	30%	✓	✓	✓
	2. Individual Vignette	20%	✓	✓	✓
	3. Peer Appraisal	10%	✓	✓	✓
	Examination	40%			
	Total	Total	✓	✓	✓
<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 both the Continuous Assessment and Examination components.</p> <p>The class work exercises and final examination will require students to address each of the three subject outcomes, while the development of a draft book chapter and vignettes will require them to focus in depth on specific aspects of the environment and its impact.</p> <p>The coursework and final examination will require students to address each of the three subject outcomes.</p>					
Student Study Effort Required	Class contact:				
	▪ Lectures and classwork		39 Hrs.		
	Other student study effort:				
	▪ Group and self study work		78 Hrs.		
	Total student study effort		117 Hrs.		
Reading List and References	<p>The recommended textbook for this subject is the following: H. Davies and M. Raskovic 2017. <u>Understanding a Changing China: Key Issues for Business</u>, Routledge</p> <p>The following books are also useful. A.Kroeber 2016. <u>China's Economy: What Everyone Needs to Know</u>. Oxford UP, Oxford</p> <p>H.Davies (ed) 1995 <u>China Business: Context and Issues</u>, Longman Asia, Hong Kong.</p> <p>J.Fernandez and S.Liu 2007 <u>China CEO: A Case Guide for Business Leaders in China</u>, Wiley, Singapore</p>				

W.J.Hoffmann and M.Enright (eds) 2008. China Into The Future: Making Sense of the World's Most Dynamic Economy, Wiley, Singapore

W.Hutton 2007. The Writing on the Wall: China and the West in the 21st Century, Abacus, London

M.Jacques. 2009 When China Rules the World: The Rise of the Middle Kingdom and the End of the Western World. Allen Lane, London

T. Khanna and K. Palepu 2010. Winning in emerging markets : a road map for strategy and execution, Harvard Business Press, Boston

J.Kynge 2006 China Shakes the World: The Rise of a Hungry Nation, Phoenix, London

N.Lardy. 2014. Markets over Mao: The Rise of Private Business in China Peterson Institute, Washington

J. Studwell 2002 The China Dream:The Elusive Quest for the Greatest Untapped Market on Earth, London: Profile

M.Zeng and P.Williamson, 2007. Dragons At Your Door Harvard Business School Press, Boston