

BUS371 Doing Business with China

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

China has seen phenomenal economic growth in the past 30 years and will be the world's largest economy in due course. The Chinese economy has transited from a centrally planned economic system to a quasi market-oriented system over the past three decades, and with that transition, China has become the second largest economy in the world since 2010.

China is also one of the largest exporting and importing economies in the world. With such vibrant market dynamics, doing business with or in China is fast becoming an important consideration for both large and small enterprises. At the same time, due to its nascent stage of capitalist development, transacting a business with China from the outside or operating a business within China has subtle differences when compared to doing business with the more established developed countries.

This course aims to equip you with the relevant knowledge on doing business with Chinese companies or operating a business in China. This course provides you with the fundamental knowledge to understand China, its people and how businesses are to be conducted in the country. This course also provides information on viable business models, market entry strategies and other socio-cultural aspects of the Chinese people for potential businesses interested in investing in China.

Topics:

- China's overall political, administrative and economic structures.
- China's role in the global economy and its relations with the world.
- China's legal system.
- The Five-Year Plans in China.
- Types of business structures in China.
- Special Economic Zones in China.
- Contemporary accounting system and development in China.
- Contemporary taxation system and development in China.
- Government policy and the development of China's logistics environment.
- Supply chain management strategies in China.
- The nature of consumer markets, consumer behavior and business culture in China.
- The need for a good Chinese translator in China.

Learning Outcome:

- Analyse China's overall political, administrative and economic structures.
- Interpret China's legal system and Five-Year Plans.
- Compare and contrast various business structures and special economic zones in China.
- Evaluate financing, accounting, taxation and other issues pertinent to doing business with China.
- Formulate supply chain management strategies in China.
- Examine the nature of consumer markets, consumer behavior and business culture in China.
- Apply independent thinking and analytical judgment.
- Demonstrate the ability to perform various forms of communicative capabilities, such as written reports, presentations, and class discussions.
- Organise and plan group projects.
- Employ problem-solving skills and make decisions as a team.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	ECA-REPORT	32.50
	ECA-VIDEO	12.50
	ECA-POWERPOINT	5
Total		100

Assessment Strategies (Online Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-COURSE QUIZ 1	2
	DISCUSSION BOARD 1	10
	GROUP BASED ASSIGNMENT 1	10
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	ECA-POWERPOINT	5
	ECA-REPORT	32.50

Overall Examinable Components	ECA-VIDEO	12.50
Total		100

