

City University of Hong Kong

**Information on a Course
offered by Department of Electronic Engineering
with effect from Semester A in 2013/14**

Part I

Course Title:	Studies on Electronics Industry in China and Asia Pacific
Course Code:	EE6612
Course Duration:	One semester (13weeks)
No. of credits:	3
Level:	P6
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Course:	Nil
Exclusive Courses:	Nil

Part II

Course Aims:

This course aims at enabling the students to engage in depth studies on operation of electronics business and industry in China and in Asia Pacific countries such as Japan, South Korea or Taiwan.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs
1.	Identify the core operational aspects of different electronics business in China and Asia Pacific region, including company's strategies, infrastructure and policies.
2.	Analyze the real-life environment about the management and organization, and trading practices of electronics industry by company visits in China and selected countries of Asia Pacific.
3.	Summarize the general criteria and procedures for successful operation of electronics business and industry reflecting to what they learn in lectures, seminars, and the field visits.

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO 1, 2, 3	Lecture, seminar, company visit, tutorial, self-learning, group activity report, presentation, discussion
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Timetabling Information

Pattern	Hours
Lecture:	8
Tutorials:	13
Laboratory:	18 (9 in company visits + 9 in case studies)
Other activities:	0

Discovery Learning Experience (DLE) is also a key to this course - via the case studies, company visits and seminars by the industrialists, together with supported with discussion with students to assess their progress; students are feed-backed on their quality of their case studies for progression. Some of the tutorials are in the form of seminars by the industrialists.

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

	Type of assessment tasks	Weighting (if applicable)
Continuous Assessment	Reports and Oral Presentations	100%
Examination	Written exam	N/A

Remarks: A report on his/her **Directed Studies on Electronics Business and Industry Operation in China and Asia Pacific** has to be submitted to the Course Leader in completion of the studies. The assessment process will take the form of written reports and an oral presentation of his/her reports.

Grading of Student Achievement:

Letter Grade	Grade Point	Grade Definitions
A+	4.3	Excellent
A	4.0	
A-	3.7	
B+	3.3	Good
B	3.0	
B-	2.7	
C+	2.3	Adequate
C	2.0	
C-	1.7	
D	1.0	Marginal
F	0.0	Failure

Constructive Alignment with Programme Outcomes

PILO	How the course contribute to the specific PILO(s)
1, 2, 3, 4, 5	The course provides students with ample opportunities in discovering the core operational aspects, including company's strategies, infrastructure and policies, their management and organization, and trading practices in the real-life environment. Getting mastery of these aspects via company visits provides the first hand knowledge to students on Electronics Business and Industry Operation in China and Asia Pacific.

6, 7	Students are required to complete the studies by summarizing their learning in a written report. Students will also acquire a mini-project-like management skills of the studies, including the field visits, in their reporting.
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Part III

Keyword Syllabus:

This course includes lectures and seminars, and 9 company visits to electronic companies in China and Asia Pacific.

Major aspects in the study include:

- Recent development of Electronics industry in China and Asia Pacific countries.
- Impact of electronic technology development in China and the Asia Pacific countries to the world.
- Global economic and industrial relationship with China and the Asia Pacific countries.
- Innovation and Entrepreneurship in China and Asia Pacific countries.
- Innovation, Entrepreneurship, and global challenge.
- Organizational Structure and Engineering Management in the electronics industry.
- Law and Ethics.
- Foreign Investment Policy in the Electronics Industry in China and in the Asia Pacific.

The studies explore the core operational aspects, covering company's strategies, infrastructure and policies, their management and organization, and trading practices in the real-life environment. Getting mastery over the above aspects via company visits, in no doubt, serves as a source of first hand knowledge to students on Electronics Business and Industry Operation in China and the Asia Pacific. Upon completing this course, students will have a good insight and understanding of the general criteria and procedures regarding the operation of electronics *business and industry* in China and Asia Pacific.

Recommended Reading:

China's Electronics Industry: The Definitive Guide for Companies and Policy Makers with Interest in China. Michael Pecht.

The Economic Geography of the IT Industry in the Asia Pacific Region, Philip Cooke, Glen Searle, Kevin O'Connor

The directed studies supervisor shall recommend relevant books, publications and reference materials to the studies.

Online Resources (if any)

Nil