Form 2B

City University of Hong Kong

Information on a Course
offered by Department of SEEM
with effect from Semester B in 2013/2014

Part I

Course Title: **China Engineering Enterprise Management**

Course Code: **SEEM6044**

Course Duration: **One Semester**

No. of Credit Units: **3**

Level: **P6**

Medium of Instruction: **English**

Prerequisites: **Nil**

Precursors: **Nil**

Equivalent Courses: **MEEM6044 China Engineering Enterprise Management**

Exclusive Courses: **Nil**

Note: Students may repeat a course, or an equivalent course, to improve course grade only if the previous course grade obtained is C or below.

Part II

1. Course Aims:

This course aims to equip students with management skills and know-how appropriate for managing engineering or manufacturing enterprises in China. Learning activities are designed in ways which enable students to understand the market and operating environments in China (i.e., firm level, industry level, local market level and global market level) and develop management skills suitable for such an environment.

2. Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting* (if applicable)
1	**Identify** the environmental forces affecting engineering or manufacturing companies operating in China.	2
2	**Compare** and **contrast** China's motivations for promoting inward direct investments and (more recently) outward direct investments.	2
3	**Differentiate** China's various technology acquisition strategies and **appraise** China's indigenous technology development efforts.	3
4	**Recognise** the limitations of China's intellectual property protection regime and **formulate** alternative plans to safeguard a company's intellectual assets.	3
5	**Design** and **implement** strategic management control systems suitable for Chinese engineering or manufacturing enterprises.	3
6	**Develop** company-specific strategic plans	3

***Weighting ranging from 1,2,3 to indicate the relative level of importance in an ascending order.**

3. 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)

Activity Type	Timetabled Activity (Hours per week)
Lecture/Tutorial/Laboratory Mix	Lecture (3)

TLAs CILO No.	Large Class activities (1): lectures	Large Class activities (2): team-based learning activities	Total Hours
CILO 1	3	0	3
CILO 2	2	3	5
CILO 3	3	4	7
CILO 4	3	6	9
CILO 5	2	4	6
CILO 6	2	7	9
Total hrs	15	24	39

4. Assessment Tasks/Activities (ATs)

(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)

CILO No.	**Course Work**			**Overall Weighting**
	Group Work	Quizzes	Case studies	
CILO 1	12.5	0	0	12.5
CILO 2	2.5	10	0	12.5
CILO 3	5	10	5	20
CILO 4	5	10	5	20
CILO 5	10	0	5	15
CILO 6	15	0	5	20
Total	50	30	20	**100**

5. Grading of Student Achievement:

There will be no final examination in this course. A process of continuous assessment – made up of individual and team tasks – will be used to monitor and evaluate each student's learning outcome. Quizzes will be held throughout the semester to encourage students to review newly acquired knowledge regularly; keeping up with the class's learning progress will enable them to maximise their individual contributions in team-based projects.

This is a Continuing Education Fund (CEF) Approved Course, to be eligible for reimbursement; students must achieve the following criteria: a minimum attendance rate of 70% (Students should sign on the attendance record for every lesson) and Grade C+ or above of the reimbursable course.

Grade Table

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

Please refer to the SGS's website for details.

Part III

Keyword Syllabus:

- The economic and industrial developments of China since economic reforms
- Analytical tools vital for Chinese manufacturing / engineering enterprises: industry analysis, product life cycle theory, value chain analysis
- Foreign direct investments in China; modes of investments; regulations; managing Sino-foreign joint ventures
- Technology acquisition and indigenous technology development
- Intellectual property protection in China
- China and the regional economy; China and the global economy; China and the World Trade Organization
- Strategic management control systems

Recommended Reading:

Essential Reading:

There are no textbooks for this course. Reading assignments include articles published in international academic journals, trade journals and newspapers; the reading list for each topic will be announced at the beginning of the semester.