

City University of Hong Kong
Course Syllabus

offered by Department of Systems Engineering & Engineering Management
with effect from Semester A 2017 / 18

Part I Course Overview

Course Title:	<u>China Engineering Enterprise Management</u>
Course Code:	<u>SEEM6044</u>
Course Duration:	<u>One Semester</u>
Credit Units:	<u>3</u>
Level:	<u>P6</u>
Medium of Instruction:	<u>English</u>
Medium of Assessment:	<u>English</u>
Prerequisites: (Course Code and Title)	<u>Nil</u>
Precursors: (Course Code and Title)	<u>Nil</u>
Equivalent Courses: (Course Code and Title)	<u>MEEM6044 China Engineering Enterprise Management</u>
Exclusive Courses: (Course Code and Title)	<u>Nil</u>

Part II Course Details

1. Abstract

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)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify the environmental forces affecting engineering or manufacturing companies operating in China.	10%			
2.	Compare and contrast China's motivations for promoting inward direct investments and (more recently) outward direct investments.	10%	✓		
3.	Differentiate China's various technology acquisition strategies and appraise China's indigenous technology development efforts.	20%	✓	✓	
4.	Recognise the limitations of China's intellectual property protection regime and formulate alternative plans to safeguard a company's intellectual assets.	20%	✓	✓	
5.	Design and implement strategic management control systems suitable for Chinese engineering or manufacturing enterprises.	20%		✓	
6.	Develop company-specific strategic plans.	20%		✓	
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours (if applicable)
		1	2	3	4	5	6	
Large Class activities: lectures	Topics given in keyword syllabus	✓	✓	✓	✓			26 hours/sem
Small Class/group based learning activities	Case studies; individual assignments; group projects	✓	✓	✓	✓	✓	✓	13 hours/sem (in-class) 39 hours/sem (ex-class)

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100 %								
Group Work	✓	✓	✓	✓	✓	✓	40%	Group
Quizzes & Assignments		✓	✓	✓			40%	Individual
Case studies			✓	✓	✓	✓	20%	Group
Examination: 0 % (duration: , if applicable)								
							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Group Work	Group mini projects/ assignments	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Quizzes & Assignments	Topical questions/ written assignments	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Case studies	Write-up and presentation	High	Significant	Moderate	Basic	Not even reaching marginal levels

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.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

- 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

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	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.
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

NIL