

FB6908P: CHINESE TECH COMPANIES GOING GLOBAL: FROM STRATEGIC FRAMEWORKS TO PRACTICAL PATHWAYS

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Chinese Tech Companies Going Global: From Strategic Frameworks to Practical Pathways

Subject Code

FB - College of Business (FB)

Course Number

6908P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 2 days

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Additional Information

Nil

Part II Course Details

Abstract

In the era of the digital economy, Chinese technology enterprises are accelerating their expansion into global markets. From internet platforms and cloud computing to artificial intelligence, intelligent manufacturing, and robotics, Chinese technology firms are becoming an important force driving global technological innovation and industrial upgrading. However, global expansion is no longer simply the internationalization of product sales; it also involves the systematic development of technological capability, organizational systems, regulatory compliance, and global operational capacity. This course aims to provide a structured analysis of the strategic logic and practical pathways behind the globalization of Chinese technology enterprises. From shifts in global competitive dynamics and market entry strategies to compliance governance, technology infrastructure, and global operational capability, the course builds a comprehensive analytical framework for understanding the internationalization of Chinese technology firms.

Through case studies of companies such as Huawei, Alibaba Cloud, DeepSeek, Unitree Robotics, and Game Science, the course examines how Chinese technology enterprises establish technological advantages, ecosystem partnerships, and global brand influence in international markets while achieving sustainable expansion amid complex regulatory environments and cultural differences.

Ultimately, the course helps participants understand the evolving model of Chinese enterprise globalization, from product export to the export of technological capability and ecosystem systems, and from single-market competition to system-level global competitiveness.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the strategic logic of Chinese technology enterprise globalization	25%	x	x	x
2	Design global expansion strategies for technology enterprises	25%	x	x	x
3	Evaluate market entry and localization pathways and navigate compliance and data governance challenges	25%	x	x	x
4	Build intelligent global operational systems and develop trust-centered competitive advantages	25%	x	x	x

- 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 real-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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in formal lectures that introduce go global strategy	1, 2, 3, 4	Intensive teaching over two days
2	Peer discussion	Students will engage in structured discussion with peers to identify areas to improve on in their returned assessment tasks.	1, 2, 3, 4	In-class participation and presentation, as well as out-of-class preparation.

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks	Allow Use of GenAI?
1	Class participation and discussion	1, 2, 3, 4	50	-	Yes
2	One individual assignment	1, 2, 3, 4	20	-	Yes
3	One group project	1, 2, 3, 4	30	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Class discussion (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

Outstanding

Good

High

Fair

Satisfactory

Marginal

Basic

Failure

Not reaching marginal level

Assessment Task

Individual assignment (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to apply theories introduced in class
Ability to resolve real-life issues.

Excellent

Outstanding

Good

High

Fair

Satisfactory

Marginal

Basic

Failure

Not reaching marginal level

Assessment Task

Group project (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

Outstanding

Good

High

Fair

Satisfactory

Marginal

Basic

Failure

Not reaching marginal level

Assessment Task

Class discussion (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate critical understanding of the course material

Excellent

Outstanding

Good

High

Marginal

Satisfactory

Failure

Not reaching marginal level

Assessment Task

Individual assignment (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to apply theories introduced in class

Ability to resolve real-life issues.

Excellent

Outstanding

Good

High

Marginal

Satisfactory

Failure

Not reaching marginal level

Assessment Task

Group project (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to present material in a logical manner and demonstrate the ability conduct an independent analysis to develop their own solutions.

Excellent

Outstanding

Good

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Marginal

Satisfactory

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Part III Other Information

Keyword Syllabus

- A systematic understanding of the globalization strategies of Chinese technology enterprises
- Insight into different market entry models and global expansion pathways

- Awareness of global regulatory environments, technical standards, and data governance challenges
- Practical approaches to building global operational systems and international organizational capabilities

Reading List

Compulsory Readings

Title	
1	Li Yingyu - Huawei' s Thirty-Year History: A Globalizing Journey Starting from China / A Case Study of a Chinese Company' s Globalization
2	Wang Huiyao & Miao Lu (Editors) - Strategies for Chinese Enterprises Going Global