

MKT3601: CHINA BUSINESS ENVIRONMENT

Effective Term

Semester A 2023/24

Part I Course Overview

Course Title

China Business Environment

Subject Code

MKT - Marketing

Course Number

3601

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

English/Chinese

Medium of Assessment

Other Languages

Other Languages for Medium of Assessment

English/Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

MKT3600 China Business Workshop

CB3042 China Business Environment

Exclusive Courses

Nil

Part II Course Details**Abstract**

This course aims to provide students with suitable foundational knowledge of the business environment in China. Nature and development of the China's business environment will be analysed from social, political and economic perspectives.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)		
1	Develop a basic understanding of the economic and institutional systems, reforms, and business organizations in China.		x	
2	Use critical analytical thinking skills to evaluate current activities and progresses related to Chinese Business issues.		x	
3	Identify and evaluate various problems arising from the changing business environment in China.			x
4	Generate new insights into China's business environment (the economic, legal, political, cultural and social environment).	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.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	General knowledge and current issues of the economic and institutional systems, reforms, and organizations are explained. Examples of current cases, debates, and puzzles will be discussed in the seminars.	1, 2, 3

2	Information Search	Each student has to search and analyze relevant information related to China's current affairs as assigned by the teaching staff and make group presentations to the class.	2, 3, 4	
3	Group Activities	Students will work in groups to identify one critical issue in Chinese business organizations, and work collectively to provide solutions, and generate new insights.	2, 3, 4	
4	Class Discussion	Students are encouraged to participate in different in-class activities such as focus group exercise, daily news presentation, in-class quizzes, to exchange their understanding about China.	1, 2, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Performances in Class Discussion Students are expected to participate in class discussions, and individual/group oral presentations to foster critical thinking.	1, 2, 4	30	
2	Group Report The purpose of the term project is to provide students with the opportunity to develop their professional skills to analyse the problems existing in current Chinese business environment, and their teamwork skills and spirit is also cultivated.	1, 2, 3, 4	30	

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

Performances in Class Discussion

Criterion

ABILITY to offer valuable and quality ideas.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Report

Criterion

ABILITY to explain the methodology and procedure.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Examination

Criterion

ABILITY to synthesize and analyse.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Chinese Culture and Society; The Political, Economic and Legal Systems; E-commerce and Digital Marketing, The Development of Greater Bay Area; Foreign Investment in China; Consumer Market.

Reading List**Compulsory Readings**

Title	
1	An Introduction to Doing Business in China 2017/Dezan Shira & Associates 2017.

Additional Readings

Title	
1	China Business Workshop on "10 Mistakes To Avoid When Doing Business in China", https://cms.law/en/HKG/News-Information/China-Business-Workshop-on-10-Mistakes-to-Avoid-When-Doing-Business-in-China .
2	Great State (2020 March), "China and the World/Timothy Brook", Harper Collins.
3	Richard Von Glahn (March 2016), "The Economic History of China: From Antiquity to the Nineteenth Century", Cambridge University Press.
4	Jonathan Fenby (March 2017), "Will China Dominate the 21st Century?", Polity Press.
5	Ashley Galina Dudarenok and Michael Zakkour (July 2019), "New Retail Born in China Going Global: How Chinese Tech Giants are Changing Global Commerce", ASIN: B07VCGLMQL.