

# MKT4656: CONTEMPORARY ISSUES IN CHINA BUSINESS

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Contemporary Issues in China Business

### Subject Code

MKT - Marketing

### Course Number

4656

### 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

English

### Medium of Assessment

English

### Prerequisites

MKT3600 China Business Workshop

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to provide for students an advanced knowledge of Chinese economic and political issues and related market information. It will develop students' analytical and decision making skills in China business.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)		
1	Demonstrate the knowledge of economic and social environment in China market.			x
2	Collect and analyse China market information, and value the effect of the prevailing economic and political policies on the market.			x
3	Observe and gain insights into ways of doing business in China.		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	Seminars	Contemporary issues for China business and its historical background will be covered.	1, 2
2	Structured Group Activities	Students form into small groups, discussing the relevant topics and participate in other group projects as provided by the teaching staff during classes.	3
3	Presentation	To stimulate students' interests in analysing market conditions, teaching staff will provide relevant topics for class debate.	3

**Assessment Tasks / Activities (ATs)**

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Oral Presentation	1, 2	40	Students are required to participate in group or class discussions, Q&A, and individual and group verbal presentation to improve their oral presentation skills and foster dynamic thinking.
2	Essays	1	30	Students write an individual assignment to have assessment of their knowledge of the materials covered in the course.
3	Reports	1, 2	30	Students will be assigned a topic to prepare their individual assignment or group project. They may need to answer questions in a case study or related to some learnt topics.

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Additional Information for ATs**

Regulation of the course

Students fail to meet the attendance requirement of the Dept. of Marketing in the course may be failed.

**Assessment Rubrics (AR)****Assessment Task**

Oral Presentation

**Criterion**

ABILITY to offer valuable and communicate in Putonghua.

**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

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**Assessment Task**

Essays

**Criterion**

ABILITY to communicate and present information effectively.

**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

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**Assessment Task**

Reports

**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

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## Part III Other Information

**Keyword Syllabus**

China economy. Contemporary issues of economic development. Cultural and social affairs. China business strategies.

## Reading List

### Compulsory Readings

Title	
1	Kerry Brown (2015), "Contemporary China", 2nd Edition, Palgrave.

### Additional Readings

Title	
1	What are the Biggest Problems Facing China? <a href="https://www.quora.com/What-are-the-biggest-problems-facing-China">https://www.quora.com/What-are-the-biggest-problems-facing-China</a>
2	Contemporary Issues the Chinese Economy. <a href="https://www.soas.ac.uk/courseunits/151030014.htm">https://www.soas.ac.uk/courseunits/151030014.htm</a>