

# MKT4676: MANAGING THE CHINESE ORGANIZATION

---

## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Managing the Chinese Organization

### Subject Code

MKT - Marketing

### Course Number

4676

### 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

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The objective of this class is to help students make better decisions in managing the Chinese organizations – from high level strategic choices to tactical decisions. This course will critically discuss current issues related to management practices of Chinese organizations, demonstrate professional skills to work for Chinese organizations and set up businesses in China, and analyze real business cases and draw innovative conclusions based on evidences collected from various information sources. The course will take an interactive teaching approach throughout this course, based on a balanced mix of lectures, class discussion, case studies, and group project, with some audio-visual offerings and online content thrown in to keep things lively.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Critically discuss current issues related to management practices of Chinese organizations.		x		
2	Demonstrate professional skills to work for Chinese organizations and set up businesses in China.			x	
3	Communicate new ideas with other students through discussions and team works.			x	
4	Analyze real business cases and draw innovative conclusions based on evidences collected from various information sources.				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	Tutoring	General knowledge and current issues of China organization management are explained.	1	
2	Research Work	Students in small groups will be assigned with various cases to study. Each group will present their findings and conclusions in class.	1, 2, 3, 4	

3	Class Discussions	Students are required to participate actively in class discussions.	1, 2, 3, 4	
4	Term Project	The purpose of the term project is to provide students with the opportunity to develop their professional skills to analyze the problems existing in current Chinese organizations, during which their team work skills and spirit is also cultivated.	1, 2, 3, 4	

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Reports Students are required to submit a group report of the group project. The report is to assess students' ability to apply the acquired knowledge in a real business.	1, 2, 3, 4	30	
2	Oral Presentation Students need to present to the class a summary of the group case study within a time limit. The presentation is designed to evaluate students' communication and presentation skills as well as ability to work as a team.	1, 2, 4	20	
3	Performances in Class Discussions Participating in class discussions is essential for students to gain knowledge and foster dynamic thinking.	4	20	
4	In-Class Quiz The in-class quiz will help students review materials learned in class regularly, which helps them build a solid theoretical foundation for real problem-solving.	1, 2, 3	30	

**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**

Reports

**Criterion**

1. The command of ability to describe a few phenomena in China organization, and identify political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. The ability to apply some concepts of the course with integration and applications. The ability to assess the opportunities and risks faced by business organization in China.
3. The enthusiasm and contribution of work.

**Excellent (A+, A, A-)**

1. Show excellent command of all aspects of the course, with the ability to describe current characters in China organization and thoroughly identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Demonstrate excellent ability to apply course content in practical situations and to assess the opportunities and risks faced by business organization in China.
3. Enthusiastic, contribute to team work proactively.

**Good (B+, B, B-)**

1. Show good coverage of most aspects of the course, with the ability to describe current characters in China organization, and adequately identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Demonstrate good ability to apply course content in practical situations and to assess the opportunities and risks faced by business organization in China.
3. Active, contribute to team work keenly.

**Fair (C+, C, C-)**

1. Demonstrate acceptable command of a reasonable ability to explain phenomena in China organization, and fairly identify political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Able to apply major course content in practical situations and to assess the opportunities and risks faced by business organization in China.
3. Active when prompt, contribute to team work reactively.

**Marginal (D)**

1. Show marginal command of ability to describe a few phenomena in China organization, and partially identify political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Able to apply some concepts of the course with little integration and applications. Show marginal ability to assess the opportunities and risks faced by business organization in China.
3. Occasionally active when urged.

**Failure (F)**

1. Show minimum command of ability to describe a few phenomena in China organization, and unable to identify political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.

2. Unable to apply some concepts of the course with integration and applications. Show minimum ability to assess the opportunities and risks faced by business organization in China.
  3. Rarely active when urged
- 

### **Assessment Task**

#### Oral Presentation

#### **Criterion**

1. The command of all aspects of the whole presented content, and basic understanding of allocated part.
2. The ability of interpretation and integration.
3. The evidence of original thinking.
4. The reaction when urged in presentation session.

#### **Excellent (A+, A, A-)**

1. Show excellent command of all aspects of the whole presented content and thorough understanding of allocated part.
2. Demonstrate excellent ability of interpretation and integration.
3. Strong evidence of original thinking with high degree of creativity.
4. Enthusiastic, contribute to team work proactively in presentation session.

#### **Good (B+, B, B-)**

1. Show good knowledge of most aspects of the whole presented content and deep understanding of allocated part.
2. Demonstrate good ability of interpretation and integration.
3. Good evidence of original thinking with degree of creativity.
4. Active, contribute to team work keenly in presentation session.

#### **Fair (C+, C, C-)**

1. Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of allocated part.
2. Demonstrate fair ability of interpretation and integration.
3. Fair evidence of original thinking.
4. Active when prompt, contribute to team work reactively in presentation.

#### **Marginal (D)**

1. Show marginal command of all aspects of the whole presented content, and basic understanding of allocated part.
2. Show marginal ability of interpretation and integration.
3. Poor evidence of original thinking.
4. Occasionally active when urged in presentation session.

#### **Failure (F)**

1. Show minimum command of all aspects of the whole presented content, and basic understanding of allocated part.
  2. Show minimum ability of interpretation and integration.
  3. Poor evidence of original thinking.
  4. Rarely active when urged in presentation session.
- 

### **Assessment Task**

#### Performance in Class Discussion

#### **Criterion**

1. The command of all aspects of the course, with the ability to describe current environment in China, and identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. The ability to raise question and think critically.

3. The attitude of team work and cooperation.
4. The attendance of the classes.
5. The reactions when urged.

**Excellent (A+, A, A-)**

1. Show excellent command of all aspects of the course, with the ability to describe character of China organization, and thoroughly identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Demonstrate excellent ability to raise question and think critically.
3. Show rich knowledge class discussion.
4. Show wonderful attitude of team work and cooperation.
5. Attend over 90% of the classes.
6. Enthusiastic, contribute to team work proactively.

**Good (B+, B, B-)**

1. Show good coverage of most aspects of the course, with the ability to describe character of China organization, and adequately identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Demonstrate good ability to raise question and think critically.
3. Show active attitude of team work and cooperation.
4. Attend 80%-90% of the classes.
5. Active, contribute to team work keenly.

**Fair (C+, C, C-)**

1. Show fair command of all aspects of the course, with the ability to describe current environment in China, and moderately identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Demonstrate acceptable ability to raise question and think critically.
3. Show positive attitude of team work and cooperation.
4. Attend 70%-80% of the classes.
5. Active when prompt, contribute to team work reactively.

**Marginal (D)**

1. Show marginal command of all aspects of the course, with the ability to describe current environment in China, and partially identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Demonstrate marginal ability to raise question and think critically.
3. Show minimum attitude of team work and cooperation.
4. Attend less than 70% of the classes.
5. Occasionally active when urged.

**Failure (F)**

1. Show minimum command of all aspects of the course, with little ability to describe current environment in China, and partially identify the political, legal, economic, socio-cultural and technological perspectives that facilitate or hinder organization performance in China.
2. Demonstrate minimum ability to raise question and think critically.
3. Show minimum attitude of team work and cooperation.
4. Attend less than 70% of the classes.
5. Rarely active when urged.

---

**Assessment Task**

In-Class Quiz

**Criterion**

1. The command of concepts, theories, models, and analytical frameworks related to Chinese organization management.
2. The ability to apply theories, conceptual frameworks to tackle current problems and issues in Chinese organization management.

**Excellent (A+, A, A-)**

1. Show excellent command of concepts, theories, models, and analytical frameworks related to Chinese organization management.
2. Demonstrate excellent ability to apply theories, conceptual frameworks to tackle current problems and issues in Chinese organization management.

**Good (B+, B, B-)**

1. Show good command of concepts, theories, models, and analytical frameworks related to Chinese organization management.
2. Demonstrate good ability to apply theories, conceptual frameworks to tackle current problems and issues in Chinese organization management.

**Fair (C+, C, C-)**

1. Show acceptable command of concepts, theories, models, and analytical frameworks related to Chinese organization management.
2. Demonstrate acceptable ability to apply theories, conceptual frameworks to tackle current problems and issues in Chinese organization management.

**Marginal (D)**

1. Show marginal command of concepts, theories, models, and analytical frameworks related to Chinese organization management.
2. Demonstrate marginal ability to apply theories, conceptual frameworks to tackle current problems and issues in Chinese organization management.

**Failure (F)**

1. Show minimum command of concepts, theories, models, and analytical frameworks related to Chinese organization management.
2. Demonstrate minimum ability to apply theories, conceptual frameworks to tackle current problems and issues in Chinese organization management.

## Part III Other Information

**Keyword Syllabus**

Chinese management; employment policy in China; technical and intellectual environment in China; cross-cultural management; globalization vs. localization; work in China organization; ability to analyze organizations with Chinese background; business setting and operating in China.

**Reading List****Compulsory Readings**

	Title
1	Arthur Yeung, Katherine Xin, Dr. Waldemar A. Pfoertsch, Dr. Shengjun Liu (2011), "The Globalization of Chinese Companies: Strategies for Conquering International Markets", Singapore: John Wiley & Sons (Asia) Pte Ltd.
2	Joan Turley (2010), "Connecting with China: Business Success through Mutual Benefit and Respect", United Kingdom: John Wiley & Sons Ltd.
3	Johan Björkstén (2010), "How to Manage a Successful Business in China," Singapore: World Scientific Publishing Co. Pte. Ltd.

**Additional Readings**

	Title
1	Nil