

MKT4677: CHINESE BUSINESS DECISION MAKING

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Chinese Business Decision Making

Subject Code

MKT - Marketing

Course Number

4677

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

This course aims to provide students with knowledge essential for making business decisions in China. Nature and development of the China's business practices will be analyzed from social, political and economical perspectives. The risks and opportunities of doing business in China will be discussed. Students will also be provided with opportunities to discuss in English on China business issues.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)		
1	Collaborate with teammates, show interest in in-class activities, ask relevant questions in class, and give opinions.		x	
2	Compare the current issues in China business with the West using critical thinking skills.			x
3	Critically analyze the factors that affect the processes and outcomes of Chinese business decision making.			x
4	Assess the potential risks and opportunities of doing business in China.			x
5	Formulate hypotheses about business decisions in China and draw conclusions on the basis of research works.			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	Concepts and knowledge of Chinese business decision making are explained through lectures and classroom discussions. Case studies and/or videos are to be used to stimulate class discussions. Students are encouraged to discuss case studies by answering some questions. The instructor provides feedback based on students' responses.	1, 2, 3, 4	
2	Individual Research Work	Students are required to read relevant materials provided by the instructor.	1, 2, 3, 4	
3	Group-Based Case Study	Students are divided into groups. Each group will conduct an in-depth case study on a selected Chinese company. Each group will present its case study in the class and submit a written report. Audience is required to respond to the presenters' ideas by raising questions for further discussions.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Performances in In-Class Activities	1, 2, 3, 4	30	<p>Students are required to consistently participate in discussions by asking and answering questions about concepts and theories from lectures and cases, sharing experiences and opinions, and building on points raised by the instructor and fellow students. Particularly important is the Q&A session after each group oral presentation. Student' s participation in these activities will be assessed based on their willingness to voice out opinions and share experiences on the topic of interests. The instructor will continuously evaluate each individual' s participation and involvement. A maximum of 3 marks will be given to each student every week.</p>

2	Reports	1, 2, 3, 4, 5	40	In the group project, students are required to conduct a detailed case study on an assigned company. The project consists of an oral presentation (30%) and a written report (10%). Performance will be evaluated in light of the group's capability to discover and identify the company's unique features and key challenges, analyze the risks and opportunities in the business of the company, criticize the decisions made by the company, propose appropriate solutions for the company, and summarize useful learning insights for the audience.
---	---------	---------------	----	--

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

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**

Performances in In-Class Activities

Criterion

ABILITY to apply the relevant concepts and theories to analyze business decisions in the context of mainland China;

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

Reports

Criterion

ABILITY to DEVISE effective business solutions which are highly coherent with the context of mainland China;

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 COMPARE the current issues in China business with the West using critical thinking skills, ANALYZE the factors that affect the processes and outcomes of Chinese business decision making, ASSESS the potential risks and opportunities of doing business in China, and FORMULATE hypotheses about business decisions in China and DRAW conclusions on the basis of research works.

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

Decision making process. Chinese culture. Ethics in business decisions. Transition economy. Economic reform. Legal risks. Social-political risks. Policy risks. Chinese consumers. State-owned enterprises. Collective enterprises. Foreign investors. Family business. Decision analysis. Guanxi. Resource dependency.

Reading List

Compulsory Readings

Title	
1	Zhou, Linong (2006), "China Business: Environment, Momentum, Strategies, Prospects", Singapore: Prentice Hall.

Additional Readings

Title	
1	Chen, Ming-Jer (2001), "Inside Chinese Business: A Guide for Managers Worldwide", Boston: Harvard Business School Press.
2	Fang, Tony (1999), "Chinese Business Negotiating Style", Thousand Oaks: Sage.
3	Gamble, W.B. (2002), "Investing in China: Legal, Financial and Regulatory Risk", Westport: Quorum Books.
4	Mackinnon, Alex & Barnaby Powell (2008), "China Calling: A Foot in the Global Door", Hampshire, NY: Palgrave MacMillan.
5	Naughton, B. (2007), "The Chinese Economy: Transitions and Growth", Cambridge: MIT.
6	Tang, Jie & Anthony Ward (2003), "The Changing Face of Chinese Management", Routledge.
7	Walter, Carl E. & Fraser J. T. Howie (2011), "Red Capitalism: The Fragile Financial Foundation of China's Extraordinary Rise", Singapore: John Wiley & Sons (Asia) Pte. Ltd.
8	Wu, Jinglian (2005), "Understanding and Interpreting Chinese Economic Reform", Ohio: Thomson.