

CB3042: CHINA BUSINESS ENVIRONMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

China Business Environment

Subject Code

CB - College of Business (CB)

Course Number

3042

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

MKT3601 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	Describe 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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will gain the general knowledge and current issues of the economic and institutional systems, reforms, and organizations are explained. Students will also discuss the examples of current cases, debates, and puzzles.	1, 2, 3

2	Information Search	Students will 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 will 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 ("- for nil entry)	Allow Use of GenAI?
1	Performances in Class Discussion: Students will participate in class discussions, and individual/group oral presentations to foster critical thinking.	1, 2, 4	30	-	Yes
2	Group Report: Students will 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	-	Yes

Continuous Assessment (%)

60

Examination (%)

40

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 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

Essays

Criterion

ABILITY to think with a high degree of creativity

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 PRC political, economic and legal systems; China economic reformation; The PRC national conditions; Industries in China; China market; Foreign enterprises in China.

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	De Mente, B. L. (2013), "The Chinese way in Business: Secrets of Successful Business Dealings in China", Tuttle Publishing.
3	Lu, M. (2013), "How To Do Business with the Chinese", Smart Learning Publishing, San Diego, CA.
4	吳敬琏, 馬國川 (2012), "《中國經濟改革二十講》·生活·讀書·新知", 三聯書店。
5	Hong, L. (2009), "Chinese Business: Landscapes and Strategies", Routledge, New York, NY.