

<b>Subject Code</b>	MM5381
<b>Subject Title</b>	Key Issues in China Business
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	None
<b>Role and Purposes</b>	This subject contributes to the achievement of the MSc China Business Studies Learning Outcomes by enabling students to “ <u>evaluate developments in the Chinese business environment, and their impact on both domestic and foreign business organizations</u> ” (Outcome 1).
<b>Subject Learning Outcomes</b>	Upon completion of the subject participants will be able to: <ul style="list-style-type: none"> <li>a) Evaluate the salient features of the Chinese business environment as it changes over the next decade.</li> <li>b) Assess the opportunities and threats to companies outside China, arising from the country’s rapid development.</li> <li>c) Assess the opportunities and threats facing foreign-invested firms operating inside China or considering entry.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>• The Background: China’s Distant and Recent Past.</li> <li>• China’s Miracle, China’s Tensions – the four ‘isations’.</li> <li>• China’s strategy for development: From ‘crossing the river by feeling for the stones’ to ‘revving up the consumer’.</li> <li>• Enterprise reform: the nature of the firm in China.</li> <li>• Technology development in China: Will Indigenous Innovation be a Reality?</li> <li>• The End of ‘Cheap China’?</li> <li>• The one Chinese word every foreigner knows: guanxi</li> <li>• Ethical dimensions of China Business.</li> <li>• Entry strategies for the Chinese market.</li> <li>• The ‘two billion socks’ syndrome: selling into China’s diverse markets.</li> <li>• The Competitive Challenge from Chinese firms: How Serious?</li> <li>• Will It End in Tears? And for Whom?</li> </ul>
<b>Teaching/Learning Methodology</b>	Lectures will introduce each of the key issues which students will then be required to analyse through in-class exercises and presentations. Each student will write an individual ‘vignette’.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a	b	c
	<b>Continuous Assessment*</b>	<b>60%</b>			
	1. Class work exercises	30%	✓	✓	✓
	2. Individual Vignette	20%	✓	✓	✓
	3. Peer Appraisal	10%	✓	✓	✓
	<b>Examination</b>	<b>40%</b>			
	Total	Total	✓	✓	✓
	<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in both the Continuous Assessment and Examination components.</p> <p>The class work exercises and final examination will require students to address each of the three subject outcomes, while the development of a draft book chapter and vignettes will require them to focus in depth on specific aspects of the environment and its impact.</p> <p>The coursework and final examination will require students to address each of the three subject outcomes.</p>				
<b>Student Study Effort Required</b>	Class contact:				
	▪ Lectures and classwork		39 Hrs.		
	Other student study effort:				
	▪ Group and self study work		78 Hrs.		
	Total student study effort			117 Hrs.	
<b>Reading List and References</b>	<p>The recommended textbook for this subject is the following:  H. Davies and M. Raskovic 2017. <u>Understanding a Changing China: Key Issues for Business</u>, Routledge</p> <p>The following books are also useful.  A.Kroeber 2016. <u>China's Economy: What Everyone Needs to Know</u>. Oxford UP, Oxford</p> <p>H.Davies (ed) 1995 <u>China Business: Context and Issues</u>, Longman Asia, Hong Kong.</p> <p>J.Fernandez and S.Liu 2007 <u>China CEO: A Case Guide for Business Leaders in China</u>, Wiley, Singapore</p> <p>W.J.Hoffmann and M.Enright (eds) 2008. <u>China Into The Future: Making Sense of the</u></p>				

World's Most Dynamic Economy, Wiley, Singapore

W.Hutton 2007. The Writing on the Wall: China and the West in the 21<sup>st</sup> Century, Abacus, London

M.Jacques. 2009 When China Rules the World: The Rise of the Middle Kingdom and the End of the Western World. Allen Lane, London

T. Khanna and K. Palepu 2010. Winning in emerging markets : a road map for strategy and execution, Harvard Business Press, Boston

J.Kynge 2006 China Shakes the World: The Rise of a Hungry Nation, Phoenix, London

N.Lardy. 2014. Markets over Mao: The Rise of Private Business in China Peterson Institute, Washington

J. Studwell 2002 The China Dream:The Elusive Quest for the Greatest Untapped Market on Earth, London: Profile

M.Zeng and P.Williamson, 2007. Dragons At Your Door Harvard Business School Press, Boston