

Subject Description Form

Subject Code	MM4522
Subject Title	China Business Management
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: China Trade Management (MM4521)
Role and Purposes	This course covers the business environment and key issues about doing business in China. The course offers a broad survey of a wide range of topics related to China business rather than in-depth study of particular aspects. The primary objectives are to introduce the students to the broad terrain, and help them to explore those aspects in their future pursuit.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand, analyse, and evaluate the nature and changing shape of business connection between Hong Kong and the Chinese Mainland. b. explain and assess the institutional and legal issues of doing business in China. (BBA Outcome 3) c. describe, analyse and evaluate business strategies and practices in China. (BBA Outcome 3) d. develop critical thinking about how different contextual and cultural factors affect business success, and learn to better communicate with people in different institutional environment. (BBA Outcome 3) e. have further developed their oral and written communication skills (BBA Outcome 1)
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> - The economic system and economic reforms in China - Understanding the Chinese bureaucracy - China's integration into the global economy - China - Hong Kong Business relations - The regulations of China's foreign trade - China's tax system - Foreign direct Investment and management - Marketing strategies in China
Teaching/Learning Methodology	Lectures, tutorial discussion, group project (presentation and written report)

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	d	e
	Continuous Assessment	50%					
1. Group Project	30%						
Presentation	15%	✓	✓	✓	✓		
Written Report	15%					✓	
2. Class Participation	20%				✓		
Examination	50%	✓	✓	✓	✓		
Total	100 %						
<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>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject</p> <p>The assessments are designed to motivate the students to read the recommended materials and participate in the required activities to achieve the learning outcomes.</p>							
Student Study Effort Expected	Class contact:						
	▪ Lecture		26 Hrs.				
	▪ Tutorial		13 Hrs.				
	Other student study effort:						
	▪ Group project		20 Hrs.				
	▪ Reading		48 Hrs.				
	Total student study effort		107 Hrs.				
Reading List and References	<p>This course does not have a textbook. Readings are drawn from <i>China Hand</i>, a data base compiled and edited by the Economist Intelligence Unit, and <i>China Business Review</i>, a publication of the US-China Business Council, and other sources. The readings have been uploaded to WebCT.</p> <p>References</p> <p>Tim Clissold's <i>Mr. China</i> (Constable & Robinson, 2004)</p> <p>Pete Engardio (ed.), <i>Chindia: How China and India are Revolutionizing Global Business</i>, McGraw-hill, 2007</p> <p>James McGregor, <i>One Billion Customers: Lessons from the Front Line of Doing Business in China</i>, (Nicholas Brealey Publishing, 2005).</p> <p>Edward Tse, <i>The China Strategy: Harnessing the Power of the World's Fastest-growing Economy</i>, Basic Books, 2010.</p> <p>Sheryl WuDunn, <i>China Wakes: The Struggle for the Soul of a Rising Power</i>, Vintage Books, 1995</p>						