LIUBLJANA SUMMER SCHOOL 2016

COURSE TITLE: KEY ISSUES IN CHINA BUSINESS

Type of course: Master course

Lecturer: Dr. Howard Davies, The Hong Kong Polytechnic University

ECTS credits: 8

Aims of the course:
What happens in China is now affecting every economy in the world. This subject examines the key issues determining the future of business in and with China, and the opportunities and threats facing the managers of both domestic and foreign enterprises. It is Master’s level and suitable for students who have completed an undergraduate education, or for participants who wish to understand China as an aspect of their Executive Education.

Upon completion of the subject participants will be able to:
• Evaluate the key features of the Chinese business environment as it changes over the next decade.
• Assess the opportunities and threats to companies outside China, arising from the country’s rapid development.
• Assess the opportunities and threats facing foreign-invested firms operating inside China or considering entry

Course syllabus:
• The Relevance of China’s Distant and Recent Past for Today’s Business
• China’s Miracle, China’s Tensions - business opportunity and the four “isations”
• China’s strategy for development: From “crossing the river by feeling for the stones” to “revving up the consumer”
• Enterprise reform: the nature of the firm in China
• Technology development in China: Will Indigenous Innovation be a Reality?
• The End of “Cheap China”? 
• The one Chinese word every foreigner knows: guanxi
• Ethics and Corruption in China
• The “two billion socks” syndrome: selling into China’s diverse markets
• The Challenge from Chinese firms: How Serious?
• Finale: Will It End in Tears?
Bibliography:
There is no textbook to cover the whole of this course, and students will be provided with sufficient (and manageable) reading materials to cope with the class. Points will be provided for each lecture. Articles from the journals can be useful but academic publication is a slow process so that reference to good quality business magazines, like The Economist and Business Week are often more useful. McKinsey & Company, Bain and other consultancies provide useful reports and videos, as do international organizations like the International Labor Office (ILO) the World Bank and Transparency International.

Teaching methods:
Each class session will begin with a lecture on the topic, followed by group discussions and presentations, organised round Knowledge Building Worksheets and debates.

Prerequisites:
An undergraduate degree in any subject, preferably, but not necessarily in Social Science or Business.

Examination methods:
In-class workshop exercises (not tests) will account for 40% of the overall grade. For the final examination, counting for 60%, a list of 10 questions will be distributed in the first class, and the examination paper will contain 4 of those questions. Students will be required to answer 2 of the questions on the examination paper.

Note: This course is comparable to the officially accredited course International Business Environment (ECTS: 8) at the Faculty of Economics, University of Ljubljana.