



Global China Program

Doing Business in China in Transition

(转型中国下的商业机会)

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Language of Instruction: English

Contact Hours: 56 course hours. One course hour is 45 minutes.

Recommended Credit: 3

Semester: Spring 2024

Course Description

This course will explore the changing factors of China's business environment in transition, as well as how enterprises can gain opportunities and avoid risks in the process of change. "Business Management in China in Transition" explores the themes of modernity and sustainability from the perspectives of economics, sociology, political law, and the environment. It examines the interactions and constraints between these areas, combining lectures with group discussions, and combining research and field research. Team work and independent research are important components of this course. Encourage students to design their own field research and conduct team academic research projects in various regions of China.

Learning Objectives

By completing this course, students will:

Understand and be familiar with the constantly changing business environment in transitional China, and study practical solutions to adapt to these changes;

Have a comprehensive understanding of this unique economic and business environment, which can be used for their future academic or professional development;

Analyze the impact of fiscal and monetary policies on enterprises, and propose microeconomic adjustment strategies for macroeconomic changes;

Analyze the opportunities and risks of enterprises in different industries in the transitional Chinese business environment.

Predict possible future policies within the existing policy framework, and identify challenges and opportunities faced by enterprises.

Course Prerequisites

Three semesters of college-level economics, accounting, finance, business management, or marketing are required.

Methods of Instruction

Classroom lecture includes PowerPoint and video presentations. Classroom discussions and students' participation are crucial in each class. Student will team up and form groups. Each



team will make presentation starting in Week 4. A visit may be arranged for the students to experience the actual manufacturing environment in China.

Assessment and Final Grade

1. Midterm Exam	30%
2. Group Presentation - Content	10%
3. Presentation Style & Quality	10%
4. Q&A and Audience Reception	5%
5. Team Effort	5%
6. Final Exam	30%
7. Class Participation	10%
TOTAL	100%

Course Requirement

Midterm Exam

Will comprise of all multiple-choice questions and will cover topics in the first six weeks of lectures.

Group Presentation - Content

Group presentation will be graded according to the quality of the content.

Presentation Style & Quality

Presentation style will be graded on its creativeness and uniqueness.

Q&A and Audience Reception

Audience reception will be considered in the grades of the presentation.

Team Effort

The team will be graded on the cooperativeness and a demonstration of real team work.

Final Exam

Will comprise of all multiple-choice questions and will cover topics in the last six weeks of lectures.

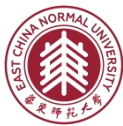
Class Participation

Students sign up in each class and receive full credit for that class. Active classroom participation will be awarded with credit.

Attendance

Regular class attendance is required throughout the program, and all absences will result in a lower participation grade. Attendance policies also apply to any required co-curricular class excursion or event.

- Students are required to get permission from the ECNU-GEC Office (ECNU Global Education Center) and your instructor.



- Coming late or leaving early consistently without the permission is regarded as an absence.
- For each unexcused absence you will be deducted 1 point from your final grade.
- Absences over one third of the semester for one course, no matter what reasons you have (sickness, travel, etc.), will result in failing that course;
- On days that you are sick, you are required to submit a slip noting your absence .

Weekly Schedule

Week 1

Class: China in Transition

Description of content: China in Transition explores the topics of modernity and sustainability from the perspectives of four disciplines: economics, sociology, politics and law, and environment. It examines the interactive and restricted relations among these areas,

Reading materials:

1. An American's Guide to Doing Business in China(Book)P15-44
2. Institutional Environment and mnes' Strategy in Transitional China, Yongqiang Gao
Managing Global Transitions International Research Journal, volume 6 · number 1 · spring 2008 · issn 1581-6311

Week 2

Class: Topics in China Studies Lecture Series: changes in the past 30 years

Description of content: The Topics in China Studies Lecture Series will ask students to read articles on issues related to China achievements in the past 30 years, ranging across the social sciences and humanities. The course is question-oriented, and employs interdisciplinary knowledge and methodologies to spark meaningful discussions and academic dialogue, students need to prepare for presentation .
Student presentation—each team has a topic to present.

Reading materials:

Harvard Business Review on Doing Business in China(Book)

Week 3

Class: China's political reform and its impact on economic development

Description of content: China's economic development cannot be separated from China's political reforms. Several important political reforms have directly affected China's economic development and changes over the past 30 years. This class will focus on analyzing political reforms and economic impacts.

Reading materials:



China in Transition ,Social Change in the Age of Reform, International Journal of China Studies, Special Issue,P11-83

Week 4

Class:INTERVIEW Tour (FOR EXAMPLE:European Chinese Chamber of Commerce)

Description of content: If possible, we will go to the European Chinese Chamber of Commerce for interviews and exchange ideas with representatives conducting business and trade in China. We will learn about the experiences of governments and enterprises in various European countries in dealing with Chinese governments and enterprises. Each group will prepare questions in advance and conduct on-site interviews. We hope that students can gain a lot of theoretical and practical experience from the Chamber of Commerce, an organization between the government and enterprises.

Week 5

Class: How to profit in the world's fastest growing market?

Description of content: After understanding the history of China's economic development and political reform, we will move on to the next topic: How to make profits in the rapidly developing Chinese market, which will introduce market characteristics, legal norms, sales markets, issues that need to be avoided, and so on.

Reading materials:

Doing business in China-how to profit in the world's fastest growing market

Review Mid Term Exam

Student discussion – each team will select a topic to discuss.

Week 6

Class: Midterm Exam

Midterm exam includes lectures and reading materials assigned during Week 1-4

Week 7

Class: Chinese Enterprise Type and Operation Scan

Video presentation

Description of content: Before showing the video, there will be a brief introduction to the different characteristics of Chinese enterprise types. This video is a CCTV program that mainly introduces the development process and achievements of different Chinese



enterprises in the past. Through this video, students can gain an overview of Chinese enterprises.

Week 8

Class: The Mystery of Chinese Enterprise Development

Description of content: This class will analyze the growth and development process of more than 100 enterprises in Zhejiang Province, China, through the interpretation of literature, in order to find the secrets of development.

Reading Materials:

Contractual arrangements and enforcement in transition agriculture, Theory and evidence from China.

The Declining Significance of Guanxi in China's Economic Transition*Douglas Guthrie

Week 9

Class: Women's entrepreneurship and immigrant entrepreneurship

Description of content: In the process of China's economic development, Chinese women and immigrants have played a very important role. Understanding these two special groups will help to better conduct business in China.

Reading materials:

1. Female Entrepreneurs in Transitional Economies: A Comparative Study of Businesswomen in Nigeria and China. In Gregson, T (Ed.) 4th Annual Hawaii International Conference on Business. 2004 Conference Proceedings.

Hawaii International Conference on Business, CD-ROM, pp. 1-19

2. Migrant Entrepreneurship in China: Entrepreneurial Transition and Firm Performance, Cathy Yang Liu

Week 10

Class: Sustainable and Innovative Development in China: Does China have innovative capabilities?

Description of content: In the past decade, China has paid more attention to the sustainable development of economic development, so the government has made great efforts to promote the improvement of innovation capacity. However, what is China's innovation capacity? Can sustainable development become a driving force for innovation?

Reading materials:

1. Environmental Strategy, Institutional Force, and Innovation Capability: A Managerial Cognition Perspective

Journal of Business Ethics (2019) 159:1147–1161

2. Does Institutional Context matter in Building Innovation Capability?



3. ACQUIRING KNOWLEDGE BY FOREIGN PARTNERS FROM INTERNATIONAL JOINT VENTURES IN A TRANSITION ECONOMY: LEARNING-BY-DOING AND LEARNING MYOPIA, ERIC W. K. TSANG* Strategic Management Journal Strat. Mgmt. J., 23: 835–854 (2002)

Student presentation –each team selects a case.

Week 11

Class: Plant Tour (FOR EXAMPLE:BMW COMPANY)

Description of content: An American manufacturer will be selected for a plant tour during the semester. Basically the plant tour will include a visit of their assembly line and its distribution system. Normally the tour will also include a video produced by the company introducing its brand and product and its manufacturing facility.

Week 12

Class: How to do business in China?- An executable process tool

Description of content: We will enter the practical level, how to do business in China, and how is the process? How can we seize opportunities and avoid risks? We will discuss an executable process. We will use Sun Tzu's tactics to design a set of processes and strategies for doing business in China.

Review of the final exam

Reading materials:

Doing Business in China, The Sun Tzu Way, Laurence J. Brahm

Student presentation - Students will submit their plans for doing business in China in groups

Week 13

Class: Final Exam

Final exam includes lectures and materials from Week 5-11

Course Materials

Readings

1. An American's Guide to Doing Business in China (Book) P15-44
2. Institutional Environment and MNCs' Strategy in Transitional China, Yongqiang Gao
3. Managing Global Transitions International Research Journal, volume 6 · number 1 · spring 2008 · issn 1581-6311
4. Harvard Business Review on Doing Business in China (Book)
5. China in Transition, Social Change in the Age of Reform, International Journal of China Studies, Special Issue, P11-83
6. business in China-how to profit in the world's fastest growing market?



7. Contractual arrangements and enforcement in transition agriculture, Theory and evidence from China.
8. The Declining Significance of Guanxi in China's Economic Transition* Douglas Guthrie
9. Female Entrepreneurs in Transitional Economies: A Comparative Study of Businesswomen in Nigeria and China. In Gregson, T (Ed.) 4th Annual Hawaii International Conference on Business. 2004 Conference Proceedings. Hawaii International Conference on Business, CD-ROM, pp. 1-19
10. Migrant Entrepreneurship in China: Entrepreneurial Transition and Firm Performance, Cathy Yang Liu
11. Environmental Strategy, Institutional Force, and Innovation Capability: A Managerial Cognition Perspective Journal of Business Ethics (2019) 159:1147–1161
12. Does Institutional Context matter in Building Innovation Capability?
13. ACQUIRING KNOWLEDGE BY FOREIGN PARTNERS FROM INTERNATIONAL JOINT VENTURES IN A TRANSITION ECONOMY: LEARNING-BY-DOING AND LEARNING MYOPIA, ERIC W. K. TSANG* Strategic Management Journal Strat. Mgmt. J., 23: 835–854 (2002)
14. Doing Business in China, The Sun Tzu Way, Laurence J. Brahm (Book)