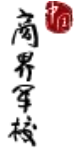




PHBS
北京大学汇丰商学院



MGT China Studies Module 2, 2024-2025

Course Information

Instructor: Dandan Tong (Assistant Professor)

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Office Hour: Mon & Thu 14:00-15:00 pm (By appointment)

Teaching Assistant:

Phone:

Email:

Office Hour:

Classes:

Lectures: Mon & Thu 10:30- 12:20 (Class starts on Nov 14)

Venue: TBD

1. Course Description

1.1 Context

Course overview:

Want to run a successful business in China? Doing business in China is for you to dive deep into China business, right from forming a business to pursuing strategic growth in China. This course provides an in-depth understanding of the business environment in China, focusing on digital transformation, marketing strategies, strategic positioning, and social and economic environment. It aims to equip international students with the knowledge and skills necessary to successfully navigate and thrive in the Chinese business landscape.

Making the wrong market assumption about Chinese consumers can be fatal for companies. In this course, you will get scientific based evidence on how Chinese consumers think and buy. What are their motivations? What are their habits? What are the best ways to use social media? What is a strong brand in China? Knowing these would leave formulating marketing strategies for your brand out of the guessing game. In China's ever-changing business environment, you have to be a strategic insider to succeed. You'll learn the environment through understanding China's New Normal Government policies, strategic locations, and ways to gain entry into China. The course helps you scan China's business environment using new perspectives, helps you adjust your mindset, status, and post entry strategies, and become a strategic insider. In this course, you'll learn the fundamental concepts, theories, and frameworks of entrepreneurship and how to apply them. You'll gain expertise in how to identify and evaluate opportunities.

Prerequisites: None.

1.2 Textbooks and Reading Materials

Textbook

1. *The Chinese Way in Business: Secrets of Successful Business Dealings in China*, by Boye Lafayette De Mente, Tuttle Publishing, 2011, ISBN: 978-0804842062

Supplementary Reading Materials

1. Digital China: Powering the Economy to Global Competitiveness (McKinsey & Company)
A report on how digital technology is transforming China's economy.
2. China's Consumer Trends: Shifting Consumer Habits and New Opportunities (Boston Consulting Group)
Analysis of consumer behavior and trends in China.
3. Navigating China's Regulatory Environment: Compliance and Risk Management (PwC)
Guidance on regulatory compliance and managing risks in China.
4. The Rise of China's Innovation Ecosystem (Harvard Business Review)
Examination of innovation and entrepreneurship in China.
5. *E-commerce in China: Driving a Digital Shift*, by Liyuan Wei, Chandos Publishing, 2019, ISBN: 978-0128158981
6. *Business Leadership in China: How to Blend Best Western Practices with Chinese Wisdom*, by Frank T. Gallo, Wiley, 2011, ISBN: 978-0470827308

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Course Assignment
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Case Discussion, Course Assignment
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Case Discussion
	2.2. Students will be able to apply leadership theories and related skills.	Not applicable
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Case Discussion, Course Assignment
	3.2. Our students will practice ethics in the duration of the program.	Course Assignment
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Case Discussion
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Course Assignment
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Case Discussion
	5.3. Our students will demonstrate competency in critical thinking.	Case Discussion

2.2 Course specific objectives

After completing this subject, students should be able to:

- Understand the unique aspects of the Chinese business environment.
- Explore the impact of digital transformation on Chinese businesses.
- Analyze marketing strategies and consumer behavior in China.
- Learn how to position a business strategically within the Chinese market.
- Examine the entrepreneurship ecosystem and relevant policies in China.

2.3 Assessment/Grading Details

Final grades will be based on your performance for the four main requirements, according to the following weights:

Class Attendance	15%
Class Activities	20%
Case Analysis	25%
Final Project	40%
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Total:	100%

2.3.1 Class Participation and discussion

Class participation is an important part of this class. The learning experience of this course depends on your participation. I expect you to have read the assigned materials prior to class. Your goal should be to prepare consistently for the course, and to participate appropriately in various activities in class – lecture, discussions, group work, etc. It is important for your classmates, and me, to know who you are. Please bring your desk name card during every class session.

Whenever you know in advance that you will be absent, please let me know. If you miss class due to a pressing emergency, please provide me with the necessary documentation to excuse your absence. If you need to leave early for something that is an extremely unusual and unavoidable situation, you should explain your reason for leaving early to the professor ahead of time and should sit near the door so your departure is not a distraction for others.

Any late submissions or reschedules of presentations are not acceptable. If you miss your presentations or submissions due to absence, you will automatically lose corresponding points.

2.3.2 Case Analysis (Group)

This assignment involves cases we will discuss during the term. All of you are required to read the cases and prepare the class discussion before coming to the class. Each group will be responsible for presenting one case or research article. You are responsible for analyzing the case, updating the information in the case, and preparing discussion. I will lead class discussion based on your preparation. Your contribution to each case discussion will be evaluated during each class.

2.3.3 Final Project

To apply what you have learned from the course, you will choose a case and write a final project report. Choose a real case, such as your company's product targeting Chinese

consumers or a product that failed in China. In the report, (1) introduce the company and product, (2) identify the problem, (3) specify marketing objective, and (4) propose changes with support from what you learned from the class and other materials (e.g., academic journals, news articles, etc.). Your report should not be more than 30 pages in PowerPoint, excluding references and appendixes. You will submit and present your work on Jan 13th.

As part of the term project, you are required to present your project in front of the class. Each member of the group should participate. Presenting the project in front of the class will give you an opportunity to practice your presentation skills in a friendly and supporting environment. This would also give you an opportunity to view the various projects done by your fellow class members.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Week	Topic/Activity
1 (Nov 14, Thu)	- Introduction to Chinese Business Environment
2 (Nov 18, Mon)	- The Chinese Consumer Market: Opportunities and Risks
3 (Nov 21, Thu)	- Digital Transformation in China
4 (Nov 25, Mon)	- Big data, New Media and Marketing Trends
5 (Nov 28, Thu)	- Digital Authenticity Student Presentation
6 (Dec 2, Mon)	- Culture values, diversity, and innovation process
7 (Dec 5, Thu)	- Cross-cultural differences and leadership style in China
8 (Dec 9, Mon)	- Guanxi, and Relationship Management in China Student Presentation
9 (Dec 12, Thu)	- Group meeting with Professor
10 (Dec 18, Wed)	- Chinese Chic and Globalization
11 (Dec 19, Thu)	- Shifting Environment under New Context in China Student Presentation
12 (Dec 23, Mon)	- Understanding Chinese consumers and markets
13 (Dec 26, Thu)	- Social Media Marketing and Influencer Marketing I Student Presentation
14 (Dec 30, Mon)	- Social Media Marketing and Influencer Marketing II
15 (Jan 2, Thu)	- Market Entry and Strategic Positioning Student Presentation
16 (Jan 6, Mon)	- How to be a strategic Insider in China
17 (Jan 9, Thu)	- Future Trends and New Opportunities
18 (Jan 13, Mon)	Final Presentation

Miscellaneous

None.