

THE UNIVERSITY OF HONG KONG  
FACULTY OF BUSINESS AND ECONOMICS

School of Business  
**STRA3706A-B China Business Environment**  
2016-2017, Semester 1

**GENERAL INFORMATION**

**Instructor:** Dr. Danqing Wang

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Office: 1234 KK Leung Building

Phone: 3917-1634

Consultation time: Fri 10:00am-11:00am or by appointment

**Class time:**

1A: Tue 10:30-12:20; Fri 11:30-12:20

1B: Tue 16:30-18:20; Fri 17:30-18:20

**Class venue:**

1A: KKLG102

1B: KKLG105

**COURSE DESCRIPTION**

This China Business Environment course examines the challenges and opportunities that a rising and rapidly changing China has provided for various business corporations, i.e. multinational corporations, domestic state-owned enterprises, entrepreneurial firms. It delineates the complexity of contemporary China with respect to economic, technological, political, social and cultural environments and how it influences corporations in a wide range of industries.

Based on in-depth discussions of extensive business cases such as *Wechat*, *Baidu*, *Television show*, *Huawei*, *ABC*, *Huayi Brothers* and so on, it aims to provide students with analytical frameworks of how managers navigate in the China business environment and address the challenges and threats.

**COURSE OBJECTIVES**

1. To provide a detailed understanding of the challenges and opportunities of doing business in China
2. To gain in-depth knowledge of economic, technological, political, social and cultural environments in China
3. To acquire the analytic skills to identify, analyze and resolve management problems across a wide range of industries in China
4. To prepare students for a career in the Great China area

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## COURSE LEARNING OUTCOMES

On completion of this course, students should be able to:

- Develop analytic skills in analyzing economic, technological, political, social and cultural environments in China **(CLO1)**
- Identify the opportunities and threats faced by foreign and local managers when doing business in China. **(CLO2)**
- Build managerial leadership and competency in solving managerial problems in China Business environment **(CLO3)**
- Develop skills in case analysis, presentation, communication, and team work **(CLO4)**

### Programme Learning Outcomes BBA programs

<b>Programme Learning Outcomes</b>	<b>The Course Outcome</b>
<i>PL01: Acquisition and internalization of knowledge of the programme discipline</i>	CLO1, CLO2
<i>PL02: Application and integration of knowledge</i>	CLO2
<i>PL03: Inculcating professionalism and leadership</i>	CLO3
<i>PL04: Developing global outlook</i>	CLO1, CLO2
<i>PL05: Mastering communication skills</i>	CLO4

## COURSE TEACHING AND LEARNING ACTIVITIES

### Course Teaching and Learning Activities

**T&L1. Lectures:** Instructors will give lectures on major theoretical frameworks and concepts, and show video clips to help students lay the foundations for the managerial problems at hand.

**T&L2. Interactive discussions in class:** Students are expected to participate in discussions during the lecturing or during other students' presentation.

**T&L3. Group presentations:** Students will be asked to form groups and the groups will chose to analyze one business case that interests them most.

**T&L4. Self-studies:** Students are expected to review the course materials, i.e. hand-outs, business cases before every class. Also they are expected to write an individual paper on selected topics.

<b>Course Teaching and Learning Activities</b>	<b>Expected contact hour</b>	<b>Study Load (% of study)</b>
T&L1. Lectures	36	30%
T&L2. Interactive discussions in class	11	9.17%
T&L3. Group presentations	30	25%
T&L4. Self-studies	43	35.83%
Total	120	100%

## ASSESSMENT

### Assessment Methods (100%)

### Aligned Course Learning Outcomes

A1. Class participation: 10%

CLO1, CLO2

A2. In class quizzes: 20%

CLO1, CLO2

A3. Group presentation: 30%

CLO2, CLO3, CLO4

A4. Individual paper: 40%

CLO1, CLO2, CLO3

### Illustrations:

#### **A1. Class participation: 10%**

Class participation is essential to the business cases based course, as you will see when you progress to an advance stage of studies, i.e. an MBA program. Although the instructor will lecture on the theoretical frameworks as well as lead the class to analyze several classic business cases, students are expected to answer questions raised during the lecturing. You can either raise your hand to jump into the discussion directly or you will be called randomly by name.

Remember there is no right or wrong answers in analyzing the complex business world. So your inputs of alternative views and critical thinking are crucial for the whole class' learning process.

#### **More info on class participation?**

- 1) Come to class prepared by reviewing the hand-outs and the assigned business cases of that week.
- 2) I will mark every time you make a comment, raise a question or participate into the debate, depending on the quality of the content.

#### **A2. In class Quizzes: 20%**

This aims to strength the knowledge that you have gained during the lectures as well as students' presentations. The quizzes are more than memorizing the facts, but to applying the framework to analyze the real world problem that we have discussed in class.

***The quizzes are scheduled on Week 9, Oct 28<sup>th</sup> (Fri).***

#### **A3. Group presentation: 30%**

One of the most important objectives of this course is to develop the students' ability to analyze business cases: the real world examples of business challenges and managerial problems. Students are expected to form groups and each group will select business case that most interest them to do business case presentation. **The list of cases can be found in the content of the course below.**

#### **More info on the presentation:**

- a) The group presentations starts from week 5. During each of the week, we have one or two groups present.
- b) The presentation is going to be **35 mins** long, and followed by a 10-15 mins Q&A session open to the whole class.

There is no format requirement for the presentation. The format should be chosen best fitting the context of the case. You can play different roles while making the presentation, i.e.

- I. *Your group is a hired consulting firm to solve the company's problem.*
- II. *You are executive members of the company to do job presentation in front of the board.*
- III. *You are the government to defend your decision against the entry of the company.*

#### **What you should do?**

- 1) Submit your group composition and the selected case to the instructor by email by **Sep 20<sup>th</sup> (Tue)**. Choose your topic as soon as possible to guarantee your most interested one.
- 2) If you need help for the group presentation, you are welcome to see the instructor during the consultation time.

#### **A4. Individual Paper: 40%**

The final assessment of the course is an individual written paper, which accounts for the most important part for the course assessment. It helps you to acquire the academic ability of identifying an interesting business problem/phenomenon of Chinese business environment, analyzing it structurally with adequate theoretical framework learnt in class and finding potential solutions.

The paper should be about the company that is doing business in mainland China. You are encouraged to identify your own interested areas.

#### **No firms that have been covered in classes are allowed!**

#### **More info on the paper:**

- a) The deadline of the individual paper is **Dec 11<sup>th</sup> (Sun)**.
- b) It should not exceed 15 pages long (double spaced) excluding references, graphs, tables or notes.
- c) The content of the paper should include a cover page with your name and student ID.
- d) The company's history and background and the industry introduction are two required parts of the paper.
- e) You need narrow down the topic and analyze a specific issue applying the frameworks studied in the class. The issue is something like: *why does the company fail? Whether it makes the investment in certain area? What determines the success of the company? Evaluate the future of the company in certain area, etc.*
- f) I will provide you a sample essay from a student who earned A+ for this course as reference.

#### **What you should do?**

- 1) Think about your topic and the company as the class progresses.
- 2) Again, if you need help with the individual paper, come to see the instructor during the consultation time.

### **STANDARDS FOR ASSESSMENT**

#### **Course Grade Descriptors**

#### **A+, A, A-**

Consistently exhibits strong analytical skills and the ability to define, analyze and solve

managerial challenges and opportunities in the China business environment by applying relevant theoretical frameworks and analyzing them structurally when doing the quiz, presenting the case and writing up the individual paper, consistently demonstrate original thinking, innovative format of presentation and actively and effectively participate in group work and class discussions.

**B+, B, B-**

Exhibits good analytical skills and the ability to define, analyze and solve managerial challenges and opportunities in the China business environment by applying theoretical frameworks covered in class and analyzing them in some structures when doing the quiz, presenting the case and writing up the individual paper, demonstrate original thinking, innovative format of presentation to a certain degree and actively participate in group work and class discussions.

**C+, C, C-**

Exhibits some analytical skills and the ability to define, analyze and solve managerial challenges and opportunities in the China business environment by applying some theoretical frameworks and analyzing them in some ways when doing the quiz, presenting the case and writing up the individual paper, acceptable format of presentation and participate in group work and class discussions.

**D+, D**

Marginally exhibits some analytical skills and the ability to define, analyze and solve managerial challenges and opportunities in the China business environment without applying theoretical frameworks and without any structures when presenting the case and writing up the individual paper, poor format of presentation and participate in group work and class discussions when urged.

**F**

Not participate in the presentation, doing poorly in quiz, not hand in individual paper, often being absent from class, arrive late or leave class early without permission.

**COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE**

Week	Date	Day	Module	Topic	Note
1	Sep 2 <sup>nd</sup>	Fri	Overview	Introduction of the course	
2	Sep 6 <sup>th</sup>	Tue	Overview	Overview of the course and cases	
2	Sep 9 <sup>th</sup>	Fri	<i>Module 1: Economic environment and business</i>	Navigating in the competitive economic environment	
3	Sep 13 <sup>th</sup>	Tue	<i>Module 1: Economic environment and business</i>	The retailing industry, from hypermarket to E-commerce	
3	Sep 16 <sup>th</sup>	Fri	<b>Holiday, no class</b>	<b>Holiday, no class</b>	
4	Sep 20 <sup>th</sup>	Tue	<i>Module 2: International political environment and business</i>	Geographic challenges, China-U.S. relations	Group sign up and case selection due on Sep 20 <sup>th</sup>
4	Sep 23 <sup>rd</sup>	Fri	<i>Module 2: International political environment and business</i>	China-Africa	
5	Sep 27 <sup>th</sup>	Tue	<i>Wrap-up for Module 1 and 2</i>	<b>1) Semir Garment</b>	Student presentation
5	Sep 30 <sup>th</sup>	Fri	<i>Wrap-up for Module 1 and 2</i>	<b>2) Huawei</b>	Student presentation
6	Oct 4 <sup>th</sup>	Tue	<i>Module 3: Political environment and business</i>	<b>3) Huiyuan juice</b>	Student presentation
6	Oct 7 <sup>th</sup>	Fri	<i>Module 3: Political environment and business</i>	The role of the Chinese government and State Capitalism	
7	Oct 11 <sup>th</sup>	Tue	<i>Module 3: Political environment and business</i>	The role of government officials and their incentives	
7	Oct 14 <sup>th</sup>	Fri	<i>Module 3: Political environment and business</i>	The success of Kunshan	Student presentation
8	Oct 18 <sup>th</sup>	Tue	<b>Reading week, no class</b>	<b>4) The future of China Development Bank</b>	Student presentation
8	Oct 21 <sup>st</sup>	Fri	<b>Reading week, no class</b>	<b>5) ABC's IPO case</b>	Student presentation
9	Oct 25 <sup>th</sup>	Tue	<i>Module 4: Technological environment and business</i>	<b>Reading week, no class</b>	
9	Oct 28 <sup>th</sup>	Fri	<b><u>In class quizzes for module 1,2,3</u></b>	Internet-based business: platform business	
10	Nov 1 <sup>st</sup>	Tue	<i>Module 4: Technological environment and business</i>	Wechat	Student presentation
10	Nov 4 <sup>th</sup>	Fri	<i>Module 4: Technological environment and business</i>	<b>6) Baidu VS Google</b>	Student presentation
11	Nov 8 <sup>th</sup>	Tue	<i>Module 5: Social environment and business</i>	<b>7) Xiaomi</b>	Student presentation
11	Nov 11 <sup>th</sup>	Fri	<i>Module 5: Social environment and business</i>	Building a harmonious society and Corporate Social Responsibility	
12	Nov 15 <sup>th</sup>	Tue	<i>Module 5: Social environment and business</i>	<b>8) Swire case</b>	Student presentation
12	Nov 18 <sup>th</sup>	Fri	<i>Module 5: Social environment and business</i>	NGOs and social entrepreneurship	
13	Nov 22 <sup>nd</sup>	Tue	<i>Module 6: Cultural environment and business</i>	Dialogue in the darkness case	
13	Nov 25 <sup>th</sup>	Fri	<i>Module 6: Cultural environment and business</i>	<b>9) Microfinance</b>	Student presentation
14	Nov 29 <sup>th</sup>	Tue	<i>Class wrap-up</i>	Generation alternation, cultural changes	
				<b>10) Television dating show case (fei cheng wu rao)</b>	Student presentation

Note: Cases highlighted are available in the course pack.

**REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS** (e.g. journals, textbooks, website addresses etc.)

There are no required textbooks.

- **Required readings:** Slides, cases and other related materials. The course pack will be provided in class.
- **Recommended books:**
  - *China into the Future: Making Sense of the World's Most Dynamic Economy.* 2008. Edited by W. John Hoffmann and Michael J. Enrigh. Published by John Wiley & Sons (Asia) Pte. Ltd.
  - *The Future of Chinese Capitalism: Choices and Chances.* 2007. By Gordon Redding and Michael A. Witt. Published by Oxford University Press.

**COURSE POLICY** (e.g. plagiarism, academic honesty, attendance, etc.)

**Class Conduct:**

- **Attendance:** You are required to attend all classes on time. If you have to miss a class, arrive late or leave early, please write a formal notice to inform the instructor at least one day before the class (i.e. schedule conflict with job interviews). According to FBE policy, students must attend at least 70% of classes in order to pass the course.
- **In class:** Please respect the learning environment of your fellow students. Mute your phones and other electronic devices during class. Talking with classmates is only allowed during the discussion session.

**Academic Dishonesty:** The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism at <http://www.hku.hk/plagiarism/>

**Plagiarism, cheating, and other misconducts:** Academic dishonesty will NOT be tolerated. All materials submitted in this course must be your own original work. Any material not completely original must be credited to the proper source.

**ADDITIONAL COURSE INFORMATION** (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

Please note that the syllabus and schedule may be changed at the instructor's discretion (i.e. there may be some guest speakers during the semester)