

<b>Subject Code</b>	AF5611
<b>Subject Title</b>	Business Environment in China
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	One Semester
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Role and Purposes</b>	This subject provides students an overall view of the geographical, political, economic, legal, cultural and social environments which are relevant to the decision-making and performance of people involved in business activities in China. It contributes to the achievement of MSc in Accountancy Programme Outcomes by enabling students to <u>analyze the impact of the rapidly changing Chinese business environment on investment decision and management of doing business in China</u> (Programme Outcome 3).
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a. <u>understand the historical background and development of Chinese business environment;</u></li> <li>b. <u>have a general picture of present systems (political, legal, foreign investment etc. ) that are related to Chinese business environment;</u> and</li> <li>c. <u>evaluate and analyze various potential risks of doing business in China.</u></li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>Political and Legal Environment</b> Political system in China; China's intellectual property rights protection.</p> <p><b>Business Entry Strategy</b> Entry mode in China; Main consideration for entry mode selection; Business alliances in China; Partner selection; Control over alliances; Conflict management.</p> <p><b>Energy Market</b> Energy production and consumption; foreign investment in the energy sector; governance structure and enterprise reform.</p> <p><b>Production Operations Management</b> The choice of location; Localization of sourcing; Localization of research and development.</p>

	<p><b>Marketing Management</b> The Levitt debate; Product; Price; Promotion; Distribution.</p> <p><b>Human Resource Management</b> Staffing strategy; Retaining Chinese employees; Managing expatriates.</p>																																																						
<p><b>Teaching/Learning Methodology</b></p>	<p>This subject will be taught in both lecture and seminar formats. Students are required to do projects on topics related to business environment in China, and to participate actively in discussions in the class.</p>																																																						
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<p>Assessment components include midterm examination, course project and subject final examination. These assessment components require students to demonstrate their ability to <u>have a good knowledge on the current state of Chinese business environment and analyze the impact of the rapidly changing Chinese business environment on business decision makings</u> (Programme Outcome 3).</p> <table border="1" data-bbox="527 829 1429 1365"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>Midterm examination</td> <td>25%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Course project</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Class participation</td> <td>5%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Final examination</td> <td>50%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Midterm examination – an in-class examination. Students are required to demonstrate a good knowledge on the current state of business environment in China.</p> <p>Course project – each group has to analyze some problems in Chinese business environment. The project will be assessed by group presentations and reports.</p> <p>Class participation – students are encouraged to participate in classroom discussion.</p> <p>Final examination – 3 hours examination with essay questions. Students are required to demonstrate a good knowledge on the changes of Chinese business environment and analyze the impact of</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c				Midterm examination	25%	√	√	√				Course project	20%	√	√	√				Class participation	5%	√	√	√				Final examination	50%	√	√	√				Total	100%						
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	<p>these changes on investment decision and management of doing business in China.</p> <p><b>Note: To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components. In addition, the specific requirements on individual assessment components discussed above could be adjusted based on the pedagogical needs of subject lecturers.</b></p>	
<p><b>Student Study Effort Expected</b></p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> <li>▪ Lectures / Seminars</li> </ul>	<p>39 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> <li>▪ Depends on their backgrounds, on average students are expected to spend around 2 more hours for each contact hour for reading subject materials, preparing discussion questions and course projects.</li> </ul>	<p>78 Hrs.</p>
	<p>Total student study effort</p>	<p>117 Hrs.</p>
<p><b>Reading List and References</b></p>	<p>Cheng, Chu-Yuen (2014), <b>China's Economic Development, 1950-2014: Fundamental Changes and Long-Term Prospects</b>, Maryland: Lexington Books.</p> <p>Lin, Justin Yifu (2014), <b>New Paradigm for Interpreting the Chinese Economy</b>, World Scientific.</p> <p>Gungwu Wang, Zheng Yongnian (eds)(2013), <b>China: Development and Governance</b>, World scientific.</p> <p>Ferdinand A. Gul and Haitian Lu (2011), <b>Truths and Half Truths: China's Socio-economic Reforms (1979-2009)</b>, Oxford: Chandos Pub.</p> <p>Xiaowen Tian (2007), <b>Managing International Business in China</b>, Cambridge.</p>	

	Kang Wu (2012), <b>Energy Economy in China: Policy Imperatives, Market Dynamics, and Regional Developments</b> , World Scientific.
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