



北京理工大学国际特色课程

Beijing Institute of Technology Global Courses

BUSM9540 - CHINESE BUSINESS AND ENTERPRISE *Syllabus*

July. 1 - July. 19, 2024

Term Duration: July. 1 - July. 19, 2024

Credit Points: 4

Level: Postgraduate

Instructor Name: TBA

Home Institution: Beijing Institute of Technology

Lecture Hour: 12:30-15:30

Course Description

This comprehensive course delves into the multifaceted aspects of enterprise management within the dynamic context of China's evolving business landscape. Spanning the spectrum from the foundational elements of China's business environment and economy to advanced topics like mergers, acquisitions, and e-commerce strategies, the curriculum is designed to provide a deep understanding of both the opportunities and challenges in managing and establishing enterprises in China. We will explore effective communication strategies, cultural influences, legal frameworks, and the impact of political changes. The course also encompasses a thorough examination of state-owned and private sectors, foreign direct investment, and the role of Chinese enterprises on the global stage. Special attention is given to the burgeoning areas of R&D, innovation, and Corporate Social Responsibility (CSR), along with Environmental and Social Governance (ESG) practices.

Course Aims:

Upon successful completion of this course, students should be able to:

1. analyze the critical elements of China's business environment and their impact on enterprise management;
2. understand the role of cultural nuances and effective communication in Chinese business operations;
3. evaluate the structure and function of various types of enterprises in China, including state-owned, private, and foreign-invested entities;
4. discuss the strategies for and implications of foreign direct investment and the globalization of Chinese enterprises;
5. assess the importance of R&D, innovation, and indigenous technology development in maintaining competitive advantage;
6. examine the practices of CSR and ESG in Chinese enterprises and their influence on global sustainability trends;
7. prepare for the future of enterprise management in China with a forward-looking perspective on global business trends and their local implications.

Language of Instruction

English

Required Textbook

Chinese Business Enterprise in Asia, 1st Edition

Author: Rajeswary Ampalavanar Brown

Publisher: Routledge

ISBN: 9781138367906

Other materials provided by the course lecturer.

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

None

Course Schedule

Week	Day	Lecture	Topic	Assignment/ Notes
Week 1	Day 1	Lecture 1	Introduction to China's Business Environment; The Dynamics of the Chinese Economy	
	Day 2	Lecture 2	Effective Communication with Chinese; Chinese Business Culture and Enterprise Culture	
	Day 3	Lecture 3	Legal Frameworks Governing Chinese Enterprises; Political Influences on Business in China	Case Study: Intellectual property disputes involving Chinese companies.
	Day 4	Lecture 4	Enterprise Management in the Chinese Context; Entrepreneurship in China: Opportunities and Challenges	Group Discussion: Comparing Western and Eastern management philosophies
	Day 5	Lecture 5	Technology Acquisition and Indigenous Technology Development	
Week 2	Day 6	Lecture 6	State-Owned Enterprises: Structure and Function; Private Sector Growth in China	
	Day 7	Lecture 7	Foreign Direct Investment in China; Chinese Enterprises on the Global Stage; Joint Ventures and Strategic Alliances	
	Day 8	Lecture 8	R&D and Innovation in Chinese Enterprises; The Challenges and Opportunities Businesses Face in R&D	Group Discussion: Debate the balance between R&D investments and immediate financial performance pressures.
	Day 9	Lecture 9	E-Commerce Evolution and Strategies in China	
	Day 10	Industrial Visit		

Week 3	Day 11	Lecture 10	Chinese Enterprises on the Global Stage; Joint Ventures and Strategic Alliances	
	Day 12	Lecture 11	Mergers and Acquisitions: The Chinese Approach; The Future of Enterprise Management in China	
	Day 13	Lecture 12	Corporate Social Responsibility and ESG in China	Case Study: The greening of China National Petroleum Corporation (CNPC)
	Day 14	Guided Revision		
	Day 15	Final Exam		

Note: Students will be notified if the schedule of the field trip changes according to the situation.

Grading Policy

Method	Percentage
Participation	10%
Individual Assignment	20%
Mid-Semester Test	20%
Group Project	50%
Total	100%

Participation: Students are expected to attend all course sessions punctually. Absences will impact the attendance grade. We will have some case studies and group discussion in class and the performance will be considered as partial attendance points or bonus.

Individual Assignment: This individual assignment entails the completion of a report, to be carried out independently by each student. Specific topics and detailed requirements for the report will be provided in class.

Mid-Semester Test: The test will span a duration of 2 hours and will assess students on the material covered in the first half of the course. Students are expected to demonstrate their knowledge and analytical skills through this examination.

Group Project: This group project requires teams of 3-4 members to collaboratively prepare and submit a comprehensive report, followed by a presentation. Each group will present their findings in a session lasting approximately 30 minutes.

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

- a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
 - i) paraphrasing or copying published and unpublished work without a reference;
 - ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
- b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
 - i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
 - ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
- c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
 - i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student's contribution to the work;
 - ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
 - iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
 - iv) a student falsely indicating that they have been present at an activity where attendance is required;
 - v) completing an assessment task outside the conditions specified for that task.
- d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
 - i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
 - ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
 - iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
 - iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
 - v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
 - vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;
- e) Other dishonest acts including but not limited to:

- i) altering or falsifying any document or record for the purposes of gaining academic advantage;
- ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
- iii) inventing references.