

## 10. Doing Business in China

Module Number: TBA	Module Title: <b>Doing Business in China</b>	
Module Status: Elective		
Semester: 2	Level: M (7)	Credits: 15
Module Leader: Michael Flynn		
Direct/Assisted Learning Hours: 40	Lectures: 24 Seminars/Workshops: 16	Independent Student Learning: 110
Assessment Mode & Weighting: Class Participation: 10%; Course work Assignment: 90%		
Pre-requisites: International Strategic Management		
Concurrent Module: Issues in International Trade		
Post-requisites: Incorporation of student learning into Dissertation		
Advisory Constraints: None		

### 1. Rationale for Module

China has become a major player in the global economy in recent years. Its accession to the World Trade Organisation in December 2001 has increased its importance. China is attracting a major share of Foreign Direct Investment and has become a key centre of manufacturing output. Graduates in International Business will benefit from understanding the business environment in China, the opportunities available to international companies wishing to invest in China and the impact of continued Chinese growth on world markets.

This module considers the historical, political, economic, legal and cultural factors that impact on foreign business in China. These factors create opportunities but also risks and challenges and this module assesses how these factors can best be managed. Knowledge

about China and dealing with Chinese people is therefore a skill that is increasingly attractive to future employers of international business graduates.

## **2. Principal Module Aims:**

The principal aims of the module are to:

- help students develop a working knowledge of the Chinese economy and business environment, of Chinese business and international trade and of the legal and regulatory context in which foreign companies and investors operate in China.
- provide a framework for analysing the Chinese market.
- analyse the main macroeconomic trends and developments within China
- explore business strategy, business opportunities and business developments within China.
- foster students' cultural awareness of the social contexts in which businesses operate in China.

## **3. Distinctive Features of the Module:**

The distinctive features of the module will be:

- the module leader is currently on the committee of the Ireland China Association and will use his contacts to invite business leaders, practitioners and professionals from industries as guest speakers to share their first-hand experiences in doing business in China;

- the module will therefore also equip students with practical knowledge that will promote career development in the context of working with companies connected to the Chinese market;
- visiting professors from Portobello College's university partner in Nankai University, Tianjin, China will conduct guest lectures to address topics from the Chinese perspective;
- the College has a considerable number of Chinese students in its student body. The potential presence of Chinese students on the programme will create an opportunity for debate and offer personal insights into the key cultural issues facing companies doing business in China.

#### **4. Principal Learning Outcomes:**

On completion of the module students will:

- develop the ability to analyse the Chinese market from the perspective of investing firms and be aware of the risks and benefits from such investment and the appropriate entry strategies for the market; **(L1)**
- demonstrate the ability to apply critical analytical skills in evaluating different theories and explanations of problems, issues and trends in China's business environment; **(L2)**
- be aware of the main macroeconomic policies and trends adopted in China and analyse the outcomes of those policies with respect to business operations; **(L3)**
- describe and explain the key recent socio-economic changes in China and assess the implications of China's continued development for the global economy; **(L4)**

- work efficiently in groups and communicate effectively; **(L5)**
- demonstrate the ability to identify, formulate and research key problems or issues confronting businesses in contemporary China; **(L6)**
- demonstrate an understanding of how business in China is influenced by the institutional and cultural environments in which it operates; **(L7)**
- describe the magnitude and implications of China's involvement in international trade. **(L8)**

#### **5. Indicative Module Content:**

- Economic, Social and Political factors influencing the Business Environment in China
- The impact of China's WTO membership on the global economy
- Market Entry Strategies in China
- Cultural factors e.g Guanxi; networking and negotiating styles
- Marketing in China
- China's Legal Environment for Businesses e.g Intellectual property rights etc.
- Human Resources Challenges in China
- Internationalization of Chinese Enterprises

#### **6. Teaching and Learning Strategy:**

The module will be taught through a combination of lectures and compulsory seminars/workshops. Lectures will address the key module topics (as outlined indicatively above), especially in terms of covering all of the relevant academic and conceptual issues arising in regard to same. The seminars and workshops will consolidate the material covered in lectures in a much more pragmatic way focusing on specific

projects and organisations and using multiple means of communication (case studies/videos, group-based role-playing exercises, study of media articles, examination of students' own research findings/homework, presentations by expert guest lecturers/practitioners followed by student-driven question and answer sessions, class debates etc.

Business leaders, practitioners and professionals from industries will be invited as guest speakers to share their first-hand experiences in doing business in China.

### **7. Assessment Strategy:**

Students will be assessed on the basis of their participation at compulsory seminars, on coursework requiring the submission of a detailed assignment based around China market entry knowledge and strategy:

#### **The assessment will be weighted as follows:**

- Individual class participation: 10%;
- Course Assignment: 90%

**Projects/ Assignment Length: 5000 words (min.) – 6000 words (max.)**

### **8. Indicative Reading**

- Jonathan D. Spence, "The Search for Modern China" W. W. Norton & Company; 2001
- Laurence J Brahm, "China's Century - The Awakening of the Next Economic Powerhouse," John Wiley, 2001
- Robert Burns, "Doing Business in Asia" Longman, 1998
- Mark L. Clifford & Supachai Panitchpakdi, "China & the WTO: Changing China, Changing World Trade," John Wiley, 2002

- Oded Shenkar, “The Chinese Century: The Rising Chinese Economy and Its Impact on the Global Economy, the Balance of Power, and Your Job”, FT Prentice Hall, 2005
- Ted C. Fishman “China Inc.: How the Rise of the Next Superpower Challenges America and the World”, Simon & Schuster, 2005
- Tim Clissold “Mr. China: A Memoir” HarperBusiness, 2005
- Joe Studwell “The China Dream: the elusive quest for the Greatest Untapped Market on Earth”, Grove Press, 2003
- Nicholas Lardy, “Integrating China into the Global Economy”, Brookings Institution Press, 2002
- Nicholas Lardy, “China's Unfinished Economic Revolution”, Brookings Institution, 1998
- [Scott D. Seligman](#) Chinese Business Etiquette: A Guide to Protocol, Manners, and Culture in the People's Republic of China, Warner Books 1999
- Andrew Nathan and Bruce Gilley, “China's New Rulers”, Granta, 2002
- Gerald Chan, “Chinese Perspectives on International Relations: A Framework for Analysis”, Macmillan Press Ltd, 1999
- David Shambaugh, “The Modern Chinese State”, Cambridge University Press, 2000
- [Jim Mann](#), “Beijing Jeep: A Case Study of Western Business in China” Westview Press, 1997
- Sam Huntington, ["The Clash of Civilizations,"](#) Foreign Affairs 72, Summer 1993
- Harvard Business Review on Doing Business in China Harvard Business School Press, December 1, 2004
- [Carolyn Blackman](#), “Negotiating China: Case Studies & Strategies”, Allen & Unwin Pty Ltd., 1998)
- Graham Hutchings, “Modern China: *a companion to a rising power*”, Penguin Books, 2001
- Magarinos Carlos A., Long Yongtu and Sercovich, Francisco C., “[China in the WTO: the birth of a new catching-up strategy](#)”, Palgrave Macmillan, 2002.

## **Journals/Publications**

- Economist Magazine
- Financial Times
- Harvard Business Review
- Harvard China Review
- McKinsey Quarterly
- China Business Review
- China Business Information Network
- China Economic Review
- China Daily
- China's Foreign Trade
- China Economic Review
- China's Foreign Trade
- Access Asia
- [Journal of International Business Studies](#)
- [Thunderbird International Business Review](#)
- [Journal of Business Research](#)
- [Managerial and Decision Economics](#)
- [Long Range Planning](#)
- [Strategic Management Journal](#)
- [World Development](#)
- [The China Quarterly](#)

## **Electronic sources**

- World Bank Reports [www.worldbank.org](http://www.worldbank.org)
- IMF Reports [www.imf.org](http://www.imf.org)
- OECD reports [www.oecd.org](http://www.oecd.org)

- World Trade Organisation [www.wto.org](http://www.wto.org)
- China and WTO [www.chinawto.com](http://www.chinawto.com)
- Country Reports [www.state.gov](http://www.state.gov)
- Articles on business in Asia [www.adbi.org](http://www.adbi.org)
- China Britain Business Council [www.cbbc.org](http://www.cbbc.org)
- Ireland China Association [www.irelandchina.org](http://www.irelandchina.org)
- Hong Kong Trade Development Council [www.tdctrade.com](http://www.tdctrade.com)
- National Bureau of Statistics of China. [www.stats.gov.cn](http://www.stats.gov.cn)
- China Economic Information Network. [www.cei.gov.cn](http://www.cei.gov.cn)
- Ministry of Finance [www.mof.gov.cn](http://www.mof.gov.cn)
- Ministry of Foreign Trade [www.moftec.gov.cn](http://www.moftec.gov.cn)
- State Administration of Industry and Commerce [www.saic.gov.cn](http://www.saic.gov.cn)
- State Intellectual Property Office [www.cpo.cn.net](http://www.cpo.cn.net)
- Council for Promotion of International Trade [www.ccpit.org](http://www.ccpit.org)
- China Business Guide [www.cbg.net.cn](http://www.cbg.net.cn)
- UNCTAD [www.unctad.org](http://www.unctad.org)