

Doing Business in China

<i>Course Code:</i>	<i>ECON 170004</i>
<i>Course Title:</i>	<i>Doing Business in China</i>
<i>Credit:</i>	<i>2</i>
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Course Objectives

The purpose of this course is to help foreigners' understanding on the dynamics of business environment and the business culture in China, and to help them improve their capabilities for business doing in China, especially on the direct investment and local operation in China.

The theme of this course is entering the Chinese market and operating in the local market. The following key questions will be answered: 1) *What are special points of the Chinese business environment?* 2) *How to understand and approach the Chinese business culture?* 3) *How to formulate entry strategy in China?* 4) *How to operate local business and expand in China?* 5) *How to integrate the Chinese business with the global strategy?* Therefore, contents of the course will focus on the business environment analysis, investment strategies formulation and business model transformation. Each chapter covers one specific topic.

Methods

In order to improve the efficiency of learning and knowledge application, students are required to position themselves as business managers or investors. To convey these ideas and practice these skills, a variety of teaching methods will be used including lectures, case analysis, topic presentation, and class discussion. In-depth reading and positive participation are necessary.

Course Schedule

1. Introduction
2. Business Environments Analysis (1): regional level
3. Business Environments Analysis (2): industrial level
4. Local Firms' Emerging and Competitiveness
5. Foreign Firms' Evolution in China
6. Guanxi and Business: Understanding

7. Guanxi and Business: Application
8. Entry Strategy Formulation
9. Joint Venture Establishment and management
10. Human Resources Management
11. Sequential Expansion and Growth
12. Case Studies Presentation

Grading

The course grade will be based on the points accumulated as:

Attendance 15%, Presentation 35%, Term paper 50%

Readings

Articles (required)

A well-selected literatures collection is prepared for reading and learning. Literatures are selected mainly from top cited journals, such as Journal of International Business Studies, Strategic Management Journal, Asia Pacific Journal of Management, Asian Business & Management, Industrial Marketing Management and chapters of related books.

Books (optional)

Yadong Luo: How to Enter China. The University of Michigan Press. 2000.

Yadong Luo: Guanxi and Business. Singapore: World Scientific, 2007.

Markus B. and Hofer Bernhar Ebel: Business Success in China, Springer Berlin Heidelberg, 2007.

Guy Olivier Faure: Negotiating Risks across Cultures, Springer Berlin Heidelberg, 2009.

The World Bank: Doing Business report series, 2011~2016

Peter Nolan, Chinese firms, global firms : industrial policy in the age of globalization, 2014

Zhi-Xue Zhang & Jianjun Zhang, Understanding Chinese firms from multiple perspectives, Springer Berlin Heidelberg,2014

Chee-Kiong Tong, Chinese business: rethinking guanxi and trust in Chinese business networks ,Springer Singapore,2014

Stewart Hamilton; Jinxuan (Ann) Zhang, Doing business with China: Avoiding the pitfalls, Palgrave Macmillan, 2011

Ilaria Boncori, Expatriates in China: Experiences, opportunities and challenges,

Palgrave Macmillan,2013

AmChamChina, Bain & Company, China Business Climate Survey Report 2016,
AmCham Review, January 2016