

Liverpool John Moores University

Title: MANAGING BUSINESS IN CHINA
Status: Definitive
Code: **6500FTKCH** (106452)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Qing Cao	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Seminar presentation	40.0	
Report	AS2	Language test in class	20.0	
Report	AS3	Written assignment	40.0	

Aims

This module aims to provide students with an appreciation of the key factors that underpin business practice in China, and the strategies that should be adopted to achieve success there, together with practical guidance on how to work with a company dealing with China.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise a range of key issues underpinning the economy and business in China in a global context.
- 2 Appreciate the key drivers behind the Chinese economy and adopt practical strategies for success.
- 3 Identify key cultural issues critical to business success in China.
- 4 Apply appropriate linguistic strategies for simple communicative functions in Chinese.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW	1	2	3	4
CW	1	2	3	4
CW	2	3	4	

Outline Syllabus

Introduction to key issues in the Chinese economy:

*China from a Western perspective,
history,
culture,*

*economy (nature of its economy, key stages of development, urban-rural divide,
etc.),*

*Chinese politics and government,
the Chinese economic reform and opening policies,
Chinese view of the world,
identification of sources for further information.*

*Business practices, protocols and customs:
understanding the cultural norms of business in China,
intercultural awareness as part of business success,
do's and don't's of business practice,*

*guanxi – the Chinese social relationships in business,
successful business relationship in China (e.g. face-saving, gift-giving, personal
relationships, efficiency, hierarchy, politeness etc).*

Chinese language skills for business:

*exchange of personal information,
key expressions and phrases for business,*

Learning Activities

Lecture, seminar, group work, presentation, small research project, viewing videos.

References

Course Material	Book
Author	Ambler, Tim, Witzel, Morgen and Xi, Chao
Publishing Year	2009
Title	Doing Business in China
Subtitle	
Edition	3rd
Publisher	Routledge
ISBN	

Notes

This module is designed to appeal to business students who wish to develop intellectual awareness of business development in China, and who are not already specialising in Chinese. It is of special relevance to students interested in the possibility of engaging professionally with China.