



光华管理学院
Guanghua School of Management

Course Syllabus

Doing Business in China

Instructors: Paul Gillis

Semester Spring 2017

Credit Hour: 30

Prerequisite: None

Program: MBA

Time: Monday and
Wednesday 1:00 – 3:50
Weeks 11-19

Credits 2

Location:

Program Learning Goals and Objectives

Learning Goal 1: Graduates will have a sense of social responsibility.

Objective 1.1: Graduates will understand the importance of corporate social responsibility.

Objective 1.2: Graduates will identify potential ethical issues in their professional lives.

Learning Goal 2: Graduates will be effective business managers who will be able to use analytical tools to make business and managerial decisions.

Objective 2.1: Graduates will have a solid understanding of business fundamentals and will be familiar with advanced business concepts.

Objective 2.2: Graduates will be familiar with state-of-the-art quantitative analytical techniques and will apply the techniques in an appropriate way.

Objective 2.3: Graduates will be able to solve problems and make strategic decisions

Learning goal 3: Our graduates will be effective business managers and leaders with strong communication skills.

Objective 3.1: Our students will be proficient in written and oral communication.

Objective 3.2: Our students will display interpersonal sensitivity in their dealings with others.

Objective 3.3: Our graduates will be able to motivate others and act as leaders among their peers.

Learning goal 4: Graduates will have a broad vision of globalization.

Objective 4.1: Graduates will be aware of cross-cultural differences.

Objective 4.2: Graduates will understand the political, economic, and societal characteristics of the major global business powers.

Brief Course Description

Doing business in China focuses on the practical aspects of doing business in China with a focus on the special needs of international investors. The course will include lectures, visiting speakers. The class is required for first year foreign IMBA students and is open to exchange students. PMBA and FMBA students may enroll on a space available basis.

Key topics to be covered:

- Labor laws
- Visa and work permits for foreigners
- Taxes
- Foreign currency rules
- Banking and currency
- Contract manufacturing
- Business forms
- Intellectual property protection
- Branding and marketing
- E-commerce

Assessment

20% class participation

40% homework assignments

40% short paper

Paper

Each student will write a five page paper (about 1500 words) on a particular aspect of doing business in China. The paper should involve internet research on the topic. Paper proposals are due in the third week of class to paulgillis@me.com