



光华管理学院
Guanghua School of Management

Course Syllabus

Doing Business in China

Instructors: Paul Gillis, Jeffrey Towson	Program: MBA
Semester Spring 2019	Time: See below
Credit Hour: 30	Credits 2
Prerequisite: None	Location: See below

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 and a class project to develop a business plan for a ecommerce business. 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.

Class schedule

Week 5-9, Tuesday & Thursday 13:00-16:00, 10 sessions.

Week	Session	Date	Time	Instructor (TBD)	Classroom
5	1	March 19 Tue.	13:00-16:00	Paul	1-215
	2	March 21 Thu.	13:00-16:00	Paul	1-102
6	3	March 26 Tue.	13:00-16:00	Paul	1-215
	4	March 28 Thu.	13:00-16:00	Jeffrey	1-102
7	5	April 2 Tue.	13:00-16:00	Jeffrey	1-215
	6	April 4 Thu.	13:00-16:00	Jeffrey	1-102
8	7	April 9 Tue.	13:00-16:00	Jeffrey	1-215
	8	April 11 Thu.	13:00-16:00	Jeffrey	1-102
9	9	April 16 Tue.	13:00-16:00	Paul	1-215
	10	April 18 Thu.	13:00-16:00	Paul	1-102

Assessment

20% class participation

40% homework assignments and quizzes

40% business plan

Business plan

Students will prepare and present a business plan for an import and/or export business in China. The business plan should be prepared on PowerPoint and include no more than ten slides.

The following matters must be addressed:

1. Select a product that is manufactured either in China or another country.
2. Prepare a market analysis of demand for the product and determine the price at which it will be sold.
3. Determine how to source the product, identifying source and price.
4. Determine capital required.
5. Address regulatory issues related to the export and import of the product including product labeling, import taxes, licenses required.
6. Determine the platform on which the product will be sold.
7. Determine logistics to fulfill orders for the product.
8. Address how to get paid.
9. Prepare a projected income statement for three years.

The plan should be prepared in teams of three students. It will be presented for 15 minutes in the last two class.