

Course Name	The Chinese Business	Course ID	
Grade		Total Credits	32
Prerequisite	Basic Economics		
Textbook			
Reference Book	<ol style="list-style-type: none"> 1. Judah Rosenberg, <i>The China Travel Companion: A compact guide filled with the most useful tips and phrases you need before Touring, Living & Doing Business in China</i>, 2011 2. Jin Quan, <i>China in diagrams 1978-2010</i>, China international press, 2010 3. Robert Collins & Carson Plock, <i>Doing Business in China For Dummies</i>, Wiley Publishing, Inc., 2007 4. Ted Plafker, <i>Doing Business in China</i>, Warner Business Book Hachette Book Group USA, 2007 5. Tracey Wilen-Daugenti, <i>China for Businesswomen</i>, Stone Bridge Press, 2007 6. State Council Information Office, <i>China in diagrams</i>, China international press, 2008 7. Yi Hui, <i>Doing Business in China</i>, China Machine Press, 2000 8. Some materials from government websites and academic papers 		
Course Description	<p>After nearly sixty years of the founding of the People's Republic of China, the dragon, called China has emerged on the world scene as a new economic powerhouse. And with the thirty years' opening its door to foreign business, it has transformed itself from a centrally planned socialist state to a semi-market-driven, semi-command economy. Many foreign people, foreign companies with the special strategic point of view are now taking an enthusiastic and active attitude in doing business with china, and boldly investing the China market.</p> <p>This course, <i>the Chinese Business</i>, will aims to make an all-round presentation to foreign students of China's natural, social and economic situations, laws and regulations, investment environment, and in particular, China's economic structural reform and opening-up in the past 30 years, as well as the information and tips on how to do business with China. Through the case study, the students will have general idea on how to do business with China and how it works to run a company in China. What's more, solid advice and some excellent special lectures will be given on how to understand the Chinese business etiquette and the Chinese culture, and how European companies can do business in China</p>		

Course Outcomes	Students should know more knowledge about international business and have the ability to work in China, launch the business in China or to cooperate with Chinese business partners.	
Course Objective	<ol style="list-style-type: none"> 1. To make students understand the Chinese business environment and opportunities. 2. To train students to understand the Chinese business etiquette and culture, and to think in Chinese ways 3. To enhance students' ability to doing business in China or working with Chinese partner afterward. 	
Course Outline	Part One Chapter one	General View about China and its economic reform <hr/> Getting Acquainted with the power that be: China's history and leadership <ul style="list-style-type: none"> • Understanding the big, historical picture • Chinese government and its running system <ul style="list-style-type: none"> - The Chinese Communist Party –CCP - The state - The people's liberation of Army - Ministry of Commerce - Figuring out the Chinese businesses in shape
	Chapter two	View China dynamically: thirty years reform and opening-up <ul style="list-style-type: none"> • Economic Development <ul style="list-style-type: none"> - Reforms on Economic and Social Systems - Economic Growth and its impact - Economic development among Different Regions • International Trade <ul style="list-style-type: none"> - Structure of International Trade - Foreign Reserves and its Impact • Inward and outward FDI of China • Business Opportunities and Market Space

Part Two	Macro-aspects of Chinese business and its environments	
Chapter Three	Doing business in China	<ul style="list-style-type: none"> • China's specific challenges • Market opportunities • From negotiation to legal documentation
Chapter four	Trade with China	<ul style="list-style-type: none"> • China's international trade : introduction • China's top exports/imports • Control on exports/imports • Trade Barriers • How to find business partners • Logistic in International Trade
Chapter five	China's financial system	<ul style="list-style-type: none"> • Financial system: introduction • The development of China's Stock Market:1990-2011 • What is happening now • Investing in the stock market
Chapter six	Foreign Direct Investment (FDI) in China	<ul style="list-style-type: none"> • FDI Inflow to China • FDI Policy and Investment Environment • The Impact of FDI on China • WTO and new trend of FDI
Part Three	Micro-aspects of how to do business in China	
Chapter seven	Setting up Your business	

		<ul style="list-style-type: none"> • Choosing the right business structure • Considering location variations • Touring the mainland regions <ul style="list-style-type: none"> - Getting through the basics of daily life - Stay out of Trouble • Establishing your business • Building a local team in China <ul style="list-style-type: none"> - Looking employees and law - Avoiding a shocking corporate culture - Managing the employee • Understanding government relations with your business
	Chapter eight	<p>Building successful business relationships in China</p> <ul style="list-style-type: none"> • Fostering fruitful friendships: the art of Guan Xi • Saying and doing the right things: Chinese business etiquette <ul style="list-style-type: none"> - Minding your business manners - Enjoying a Chinese banquet - Tokens of appreciation: giving gifts correctly
	Chapter nine	<p>Sourcing from China: Understanding why to made it in china</p> <ul style="list-style-type: none"> • Getting things done the Chinese way • Working with suppliers • Following tips for supply agreement • Avoiding pitfalls when working with suppliers

		<ul style="list-style-type: none"> • Placing orders
	Chapter ten	<p>Selling and Marketing in China</p> <ul style="list-style-type: none"> • Appealing to the Chinese consumer • Getting ready to deliver: It's all about distribution • Advertising • Deciding how you want to enter the market • Selling to consumers • Selling business to business
	Chapter eleven	<p>Managing risks in China</p> <ul style="list-style-type: none"> • Doing due diligence • Controlling financial risks • Limiting your legal risks • Combating corruption • Resolving disputes through arbitration • Protecting intellectual property • Managing environmental risks • Insuring your business risks
	Part four	<ul style="list-style-type: none"> • Special lectures given by invited Entrepreneurs or business tours to foreign companies
<p>授课教师资料 Faculty Information</p>	<p>姓名 Name: Dr. Li Shen Assistant Professor; Visiting Scholar in Syracuse University, US 教研室 Department: Business Administration 电子邮箱 E-mail: shenli@usst.edu.cn 办公室 Office Room: 902 办公时间 Office Hour: T/Th 2PM – 4:30PM (or by appointment gladly!)</p>	