

Minnesota State University Moorhead

BUS 245: Seminar on Doing Business in China

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course will provide the conceptual framework for doing business in China. The course provides an overview of doing business in China, including an introduction to the Chinese economy, history and culture. China's economic growth phenomenon over the past three decades and the uniqueness of the Chinese market, organizations, and social structure will be examined in terms of the challenges and opportunities they bring to a foreign firm doing business in China.

B. COURSE EFFECTIVE DATES: 03/04/2013 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. China from a Western perspective
2. Relationships and regulations
3. Business and the law
4. Creating harmony: Establishing Business in China
5. Ethics
6. The marketing mix and the marketing process
7. Western and Chinese commercial thinking

D. LEARNING OUTCOMES (General)

1. Recognize the major differences in business theory and practice between China and the United States.
2. Demonstrate an understanding of the dynamics of China's economic system.
3. Identify Chinese business practices, market conditions and the business environment in China.
4. Acquire practical skills for doing business in and with China.
5. Design strategies for managing relationships with coworkers, bosses, and subordinates with a China background.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted