

## Context Module Semester 5: Doing Business in China

<b>Course Description</b>	<b>Doing Business in China</b> (Preparatory Seminar delivered as <i>intensive programme</i> in <b>week 7</b> of the calendar year)									
<b>Code / Course Number</b>										
<b>School</b>	School of Business									
<b>Name(s) of Degree Course(s)</b>	Business Administration (International Management)									
<b>Degree</b>	Bachelor of Science									
<b>Name of Module / Major / Minor (Total ECTS credits)</b>	Context Module Semester 5 (Total 4 ECTS-Credits)									
<b>Module Level</b>	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input checked="" type="checkbox"/> Specialised									
<b>Module Type</b>	<input type="checkbox"/> C <input type="checkbox"/> R <input type="checkbox"/> M									
<b>ECTS Credits</b>	1 ECTS-Credit									
<b>Total study time in hours</b> (contact lessons, guided and individual self-study)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td>Contact lessons</td> <td style="text-align: right;">27</td> <td style="text-align: right;">h</td> </tr> <tr> <td><u>(Guided) Self-Study</u></td> <td style="text-align: right;">3</td> <td style="text-align: right;">h</td> </tr> <tr> <td><b>TOTAL</b></td> <td style="text-align: right;"><b>30</b></td> <td style="text-align: right;"><b>h</b></td> </tr> </table>	Contact lessons	27	h	<u>(Guided) Self-Study</u>	3	h	<b>TOTAL</b>	<b>30</b>	<b>h</b>
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<b>TOTAL</b>	<b>30</b>	<b>h</b>								
<b>Responsible Lecturer</b>	Prof. Michael Jeive									
<b>Email</b>	michael.jeive@fhnw.ch									
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• The participants will learn more about China's geographical and political structure, its economy, culture and society.</li> <li>• Students will gain a general understanding of the business environment in the People's Republic of China.</li> </ul>									
<b>Contents</b>	<ul style="list-style-type: none"> <li>• China past and present, economic changes ahead, intercultural aspects, negotiation issues, leadership</li> <li>• Experiences of Swiss companies in China: production and marketing issues.</li> <li>• Environmental issues in the emerging market China</li> <li>• Doing business in China – negotiation and communication, organization and leadership</li> </ul>									
<b>Methods</b>	<ul style="list-style-type: none"> <li>• Seminar with speeches by internal and external experts</li> </ul>									
<b>Language</b>	English									
<b>Assessment(s)</b>	<p><b>Attendance: 100% attendance is required</b></p> <p><b>Required Self-study</b> Preparation as necessary for active participation during the seminar.</p> <p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Writing summaries of assigned talks / lectures (400 words). Summaries to be delivered immediately after the seminar.</li> <li>• Grading: pass/fail</li> </ul>									
<b>References</b>	To be communicated during the seminar.									
<b>General Requirements or Previous Module(s) / Course(s)</b>	Proficient English language skills									
<b>Subsequent Module(s) / Course(s)</b>	Insight China (see separate Module Description, subject to application)									
<b>Remarks</b>										