

Minnesota State University Moorhead

BUS 245: Seminar on Doing Business in China

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

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

D. LEARNING OUTCOMES (General)

1. Acquire an understanding of China's economy, history and culture.
2. Become familiar with techniques of international business risk analysis in the Chinese market.
3. Explore specific issues related to doing business in China.
4. Gain a critical understanding and appreciation of the Chinese worldview.
5. Gain an awareness of cross cultural content, planning and negotiation in the Chinese market.
6. Gain an understanding of the impact of China's economic and political transformation on international business.
7. Present effective written and oral reports about doing business in China.
8. Recognize issues of ethnocentrism and diversity.
9. Recognize the risks and opportunities that face multinational organizations considering doing business in China.
10. Reflect on the Chinese worldview when comparing and contrasting business practices between the United States and China.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted