



MGSM824

Doing Business in/with China

Term 1 North Ryde 2018

MGSM Degree Programs

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General Information

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Credit points
4

Prerequisites
Admission to MBA or MMgmt or PGCertMBAExt or GradCertMgtPostMBA or GradDipMgt

Corequisites

Co-badged status

Unit description
This elective unit examines various issues critical to doing business in/with China, include China's macro business environment, outsourcing and exporting to China, operating a business in China, working and competing with China in the global market, etc. It is designed not only for those interested in gaining a comprehensive understanding of modern China as a host country/market, but also for those needing to develop a capability of dealing with a wide range of challenges in doing business in/with China in today's context.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.

Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.

Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and

regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.

Creatively and ethically balance organizational vision, values and practices, with the demands and opportunities of the local markets in modern China.

Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global businesses.

Integrate ethical, social and environmental factors in the local context in China, and to develop responsible business decisions and management practices.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Presentation and Report</u>	35%	No	In class - 3rd February 2018
<u>Individual Industry Study</u>	50%	No	25th February 2018
<u>Class Participation</u>	15%	No	In class

Presentation and Report

Due: **In class - 3rd February 2018**

Weighting: **35%**

Since the markets in China evolve rapidly, it would be unrealistic to expect any textbook to be current, and have a Chinese orientation. Each syndicate will, therefore, be expected to make a class presentation (maximum 15 minutes plus 10 minutes for Q&A) on a topic currently in the media spotlight, and the distribution, to each class member and the lecturer, of a Management Summary (1 page maximum) of your chosen current topic (refer to the sample topic list below). Your management summary should cover the description of the topic, its relevance towards the subject of this unit, and lessons learned from your research, among other content. Sources for such topics are the business press, television, contacts with business sites, etc. Each group is required to submit a report (10 page text maximum, including management summary but excluding appendices and references, etc.) on your current topic project, and copies of your original article(s)/document(s), if applicable, on which your report is based. You must first confirm the topic with the lecturer, as some of the topics are decided on the first-come-first-serve basis.

The syndicate current topic report (**must not exceed 10 single-space A4 pages in text for the main body of the report; plus additional pages for executive summary, references and appendices, if any**), together with a softcopy by email (to be posted on the class website), is to

be handed in on the due date. **Late assignment will not be accepted.** Be sure to keep a copy of any work you submit to this unit.

Submit assignment electronically to iLearn (Turnitin Plagiarism submission) and email a copy to yiming.tang@mgs.edu.au

Marking criteria will be made available in class/iLearn

Examples of current topics that may be examined include (not limited to) the following:

1. Current and potential impact (both positive and negative) of the *Made-in-China* phenomenon on an industry and/or a host nation. You would need to first discover and review the current literature on the topic, outline and examine the current and potential impact, and offer your critique. It'd be good if you cite 1-2 case studies to illustrate such impact as well.
2. Opportunities and strategies for foreign businesses during China's transformation from a world-factory to a world market.
3. The appropriate strategies for businesses operating in China to adopt in order to deal with the heavy government hands in the Chinese economy.
4. Talent (skilled labour) shortage and strategies to retain talent in doing business in China
5. Guanxi and/or building relationship with local government and/or business partners in the context of doing business in China. In this case, you should review the relevant literature and identify 1-2 businesses as your case studies, and illustrate the successful/unsuccessful Guanxi/relationship-building in China.
6. IP Protection in China. In this case, you should review the relevant literature and identify at least two businesses as case studies to illustrate successful/unsuccessful IP protections in China.
7. Successful and unsuccessful market entry strategies by businesses operating in China. In this case, you should review the relevant literature and identify 1-2 businesses as your case studies, and illustrate the successful/unsuccessful market entry strategies carried out by businesses that have entered the China market.
8. Successful and unsuccessful standardisation and/or adaptation marketing strategies by businesses operating in China. In this case, you should review the relevant literature and identify 1-2 businesses as your case studies, and illustrate the successful/unsuccessful business strategies in China.
9. Successful and unsuccessful service marketing strategies by businesses operating in China. In this case, you should review the relevant literature and identify 1-2 businesses as your case studies, and illustrate the successful/unsuccessful service marketing strategies by businesses operating in China.
10. China's new antitrust law, recent developments of take-overs of local brands by foreign businesses, local resistance, and implications to foreign businesses operating in China.
11. Other creative topics closely related to the subject matters of this unit.

On successful completion you will be able to:

- Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.
- Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.
- Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.
- Creatively and ethically balance organizational vision, values and practices, with the demands and opportunities of the local markets in modern China.
- Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global businesses.

Individual Industry Study

Due: **25th February 2018**

Weighting: **50%**

Each individual is expected to conduct a study of an industry of your choice in China, relevant to your business interest and/or career perspectives. You should cover the following issues relating to your chosen industry:

- Size (revenue and employment) and the recent development.
- Market segmentations, regional/geographical concentration, and customer profiles.
- Government policy/WTO rules, and government's participation, if any.
- Competitive structure, including foreign and local participation and key strategies, and industry concentration level (e.g. the market share of the top 3-4 players).
- Identify and compare logical alternative entry modes for a foreign firm wishing to enter this industry in China, analyse the pros and cons associated with such alternative entry

modes, government regulations in relation to the entry modes, and recommend a most suitable entry route as well.

- Identify and examine various business opportunities and challenges associated with operating a business in this industry in China.
- Identify and evaluate alternative solutions in dealing with the challenges you've identified in terms of the pros and cons associated with each alternative, as well as your recommendation and rationale.

The individual industry study report **should not exceed 15 single-space A4 pages in text**, excluding executive summary, appendices and references. If you have substantial amount of data on your chosen industry, you may wish to include these data into appendices and then include your analysis and conclusion(s) into the text of your report, effectively reducing the page numbers in the text of your report. **Late assignment will not be accepted.** And be sure to keep a copy of any work you submit to this unit.

Submit assignment electronically to iLearn (Turnitin Plagiarism submission) and email a copy to yiming.tang@mgs.edu.au

Marking criteria will be made available in class/iLearn

On successful completion you will be able to:

- Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.
- Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.
- Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.
- Creatively and ethically balance organizational vision, values and practices, with the demands and opportunities of the local markets in modern China.
- Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global businesses.

- Integrate ethical, social and environmental factors in the local context in China, and to develop responsible business decisions and management practices.

Class Participation

Due: **In class**

Weighting: **15%**

A good portion of the classes will be discussion oriented, and therefore will require the prior preparation and participation of class members. A participant's contribution to class participation is assessed on an on-going basis during each class. The participation marks will be based on each participant's contribution to the class discussion on issues relating to the subject matter of this unit, and on participation of syndicate current topic presentation.

On successful completion you will be able to:

- Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.
- Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.
- Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.
- Creatively and ethically balance organizational vision, values and practices, with the demands and opportunities of the local markets in modern China.
- Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global businesses.

Delivery and Resources

There are no subscribed texts for this unit. You'll be provided, where possible, with copies of recent literature on the various business issues and practises in China, plus relevant references. You are also required to obtain additional relevant research materials from public sources, including businesses, journals and monographs, library and internet, **if available**. A good resource is to use the on-line researching facilities provided by Macquarie University's library.

Examples of journals, websites, and supplementary reading are outlined below.

JOURNALS (to be updated without notice)

- Asia Pacific International Journal of Marketing
- Asian Wall Street Journal
- Business International (and Business Asia, Europe, etc.)
- Business Horizons
- Columbia Journal of World Business Economist
- European Journal of Marketing
- Fortune
- Global Trade Executive
- Harvard Business Review
- International Journal of Advertising
- International Journal of Research in Marketing
- International Trade Reporter
- Journal of International Business Studies
- Journal of International Management
- Journal of Marketing
- Management International Review
- The Economist
- Wall Street Journal

Web Sites (subject to change without notice)

www.icaew.com/en/library/subject-gateways/doing-business-in/china

www.ChinaRetailNews.com

<http://www.doingbusiness.org/Documents/CountryProfiles/CHN.pdf>

<http://english.mofcom.gov.cn/>

www.chineseupress.com

<http://www.shanghaidaily.com/cat/8/Business.htm>

<http://www.chinadaily.com.cn/bizchina/bizchina.html>

www.aial.com

www.asialine.dfat.gov.au/index.html

www.austrade.gov.au

www.asiamarketresearch.com/asia/

www.cb.com.cn

www.cch.com.sg

www.cchchina.com

www.chinaonline.com

www.cmmo.com.cn/ (in Chinese)

www.odci.gov/cia/publications/factbook/geos/ch.html

asia.cnn.com/ASIA

www.news.scmp.com

www.peopledaily.com.cn/ (in Chinese)

www.english.peopledaily.com.cn/ywzd/home.html (in English)

www.wto.org/

www.haier.com/indexc1024.asp

www.haier.com/english/index.html

www.legend.com/index1.html

www.collegejournal.com/countryprofiles/

<http://www.einnews.com/china/newsfeed-china-investment>

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Buderi, Robert & Huang, Gregory T., Guanxi (The Art of Relationships): Microsoft, China, and Bill Gates's Plan to Win the Road Ahead (Hardcover), 320 pages, Simon & Schuster (May 9, 2006), Language: English, ISBN: 0743273222

Enright, Michael, Scott, Edith & Chang, Ka-mun, Regional Powerhouse : The Greater Pearl River Delta and the Rise of China (Hardcover) 320 pages, John Wiley & Sons (June 24, 2005), Language: English, ISBN: 0470821736

Fenby, J, (2008) The Penguin History of Modern China, Penguin Books, London

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Fishman, Ted, China Inc.: The Relentless Rise of the Next Great Superpower (Paperback) 368

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Friedman (2005), Thomas L. The World Is Flat: A Brief History Of The Twenty-First Century, Waterville, Me.: Thorndike Press, 2005. MQ Library call No. HM846.F75 2005b

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Jones, H, (2010) ChinAmerica, The Uneasy Partnership That Will Change The World, McGraw Hill, New York

Kynge, James, [China Shakes the World: A Titan's Rise and Troubled Future -- and the Challenge for America](#), Weidenfeld & Nicolson, London, 2006. ISBN-13/EAN: 9780618705641; ISBN-10: 0618705643

[McGregor, James, & Brealey, Nicholas, One Billion Customers: Crucial Lessons from the Front Lines of Doing Business in China \(Paperback\), Paperback: 336 pages, Publishing Ltd \(17 Nov 2005\), Language English, ISBN: 1857883586](#)

Naughton, Barry (2007) The Chinese Economy: Transitions and Growth, The MIT Press, Cambridge, Mass

Plafker, Ted Doing Business In China: How to Profit in the World's Fastest Growing Market, 2007, Warner Business Books

Ross, Andrew, Fast Boat to China: Corporate Flight and the Consequences of Free Trade; Lessons from Shanghai (Hardcover), 336 pages, Pantheon (April 4, 2006), Language: English, ISBN: 037542363X

Seligman, Scott D., Chinese Business Etiquette: A Guide to Protocol, Manners, and Culture in the People's Republic of China (A Revised and Updated Edition of "Dealing with the Chinese") (Paperback), 1999, Warner Books.

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Sull, Donald N. & Wang, Yong, Made In China: What Western Managers Can Learn from Trailblazing Chinese Entrepreneurs (Hardcover), 231 pages, Harvard Business School Press (June 9, 2005), Language: English, ISBN: 1591397154

The China Business Handbook (Paperback) China Economic Review, 390 pages, Alain Charles Publishing Ltd (11 Jan 2002), Language English, ISBN: 0951251236

Tian, Xiaowen (2007), *Managing International Business in China*, New York: Cambridge University Press, 2007.

Walker, Anthony, Explaining Guanxi: The Chinese Business Network (Paperback), 184 pages, Routledge an imprint of Taylor & Francis Books Ltd (15 Dec 2005), Language English, ISBN: 0415384184

Woetzel, Jonathan R., Capitalist China: Strategies for a Revolutionized Economy (Hardcover), 250 pages, John Wiley & Sons (August 13, 2003), Language: English, ISBN: 0470821086

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Zhang, M, Stenning, B, (2010) China 2.0 The Transformation of an Emerging Superpower...and the New Opportunities, John Wiley & Sons, Singapore

The McKinsey Quarterly articles on doing business in/with China (to be provided)

Meet the 2020 Chinese consumer (McKinsey China, April 2012)

What's in store for China in 2013? (Gordon Orr, McKinsey China (Shanghai), Jan 2013)

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Ambler, Tim and Witzel, Morgen, (2000), *Doing Business in China*, London: UK, Routledge.

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MGSM iLearn

The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MGSM>

Unit Schedule

Block Class: January 19-21, Feb 3-4 2018

Students are required to attend all classes. The unit will be presented over two blocks as follows:

Date	Topic and Session
19 January 2018 (am)	Macro Business Environment of China (sessions 1-3) Modern China's political, economic, social-culture, technological, environmental and legal environment – overview, recent development, issues and challenges, and impact on businesses
19 January 2018 (pm)	Macro Business Environment of China (continuation) Video: Boom-time; The Great Firewall of China; 3-Gorges Dam; or Industrial Pollution in China (Foreign Correspondent 26 Oct 2010)
20 January 2018 (am)	Outsourcing to China (session 4) Issues and challenges in outsourcing to China, and possible solutions Video: Nokia: A Decent Factory;

20 January 2018 (pm)	Exporting to China (session 5) Issues and challenges in exporting to China, and possible solutions
21 January 2018 (am)	Operating in China (sessions 6-9) Issues, challenges and possible solutions Video: The Men Who Would Conquer China
21 January 2018 (am)	Operating in China (continuation) Issues, challenges and possible solutions Video: Cars that ate China; The biggest Chinese restaurant in the world
3 February 2018 (am)	Contemporary Issues Critical to Doing Business in/with China Syndicate current topics presentation and reports due today. Topics to be decided.
3 February 2018 (am)	Contemporary Issues Critical to Doing Business in/with China Syndicate current topics presentation and reports due today. Topics to be decided.
4 February 2018 (am)	China in the Global Market (session 10) Issues/challenges facing Chinese businesses in global markets, and possible solutions Guest Speaker: TBA
4 February 2018 (am)	China looking forward (session 11) Summary (session 12) Video: Ka-Ching generation;

Learning and Teaching Activities

Teaching and Learning Strategy

To achieve the above outlined objectives, this unit utilises a variety of means, including formal lectures and classroom discussion, readings and case studies, videos, syndicate current topic report, and individual industry study report. Experts in one or more areas relevant in the context of doing business in/with China will be invited, from time to time, to deliver focused talk(s) on selected topic(s) to the class.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/policy-central) (<https://staff.mq.edu.au/policy-central>)

mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](http://students.mq.edu.au/support/study/student-policy-gateway) (<http://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Assessment tasks

- Presentation and Report
- Individual Industry Study

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.
- Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.

- Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.
- Creatively and ethically balance organizational vision, values and practices, with the demands and opportunities of the local markets in modern China.
- Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global businesses.
- Integrate ethical, social and environmental factors in the local context in China, and to develop responsible business decisions and management practices.

Assessment tasks

- Presentation and Report
- Individual Industry Study

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.
- Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.
- Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and

balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.

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- Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global businesses.
- Integrate ethical, social and environmental factors in the local context in China, and to develop responsible business decisions and management practices.

Assessment tasks

- Presentation and Report
- Individual Industry Study
- Class Participation

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.
- Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.
- Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.
- Creatively and ethically balance organizational vision, values and practices, with the

demands and opportunities of the local markets in modern China.

- Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global businesses.
- Integrate ethical, social and environmental factors in the local context in China, and to develop responsible business decisions and management practices.

Assessment tasks

- Presentation and Report
- Individual Industry Study

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate and synthesize the complex information and insights into modern China's political, economic, social-cultural, technological, environmental, and legal environment, in order to make well-informed, strategic decisions.
- Critically analyze the various alternative entry strategies that foreign enterprises could carry out when entering China, including outsourcing, exporting, and directly investment in China.
- Critically analyze the various challenges facing both local and foreign invested foreign enterprises operating in China, including areas such as government policy and regulations, competition, market segmentation and market behavior, talent shortage, protecting intellectual property, effectively competing with local businesses, and balancing the dilemma between standardization and adaptation of home country marketing strategies, etc.
- Creatively and ethically balance organizational vision, values and practices, with the demands and opportunities of the local markets in modern China.
- Critically and ethically appreciating China's participation in the global markets, the challenges facing Chinese enterprises in the global markets, as well as the business opportunities that may exist in the context of China's participation of the global

businesses.

- Integrate ethical, social and environmental factors in the local context in China, and to develop responsible business decisions and management practices.

Assessment tasks

- Presentation and Report
- Individual Industry Study

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcome

- Integrate ethical, social and environmental factors in the local context in China, and to develop responsible business decisions and management practices.

Assessment task

- Presentation and Report

Changes from Previous Offering

No changes from previous offering

Alignment with MGSM's mission-driven attributes

Leadership: Develop skills required of business leaders with respect to the synthesis of a wide array of business related information in the context of doing business in/with China in order to obtain detailed information and to make well-informed strategic decisions.

Global mindset: Assessment of the implications of strategic decisions from not just a whole of business perspective, across of a wide spectrum of stakeholders.

Citizenship: Apply a true and fair view approach to appreciating critical issues related to doing business in/with China.

Creating sustainable value: Adoption of a forward-looking/thinking perspective on the impact of decisions on business development and performance of a business entity in the context of doing business in/with China.

Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are

required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member. Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>

Content Disclaimer

The content of this unit is provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.

Changes since First Published

Date	Description
09/01/2018	Syndicate Presentation and Report due date corrected to the 3rd of February.