



浙江大學

BUSM522

Chinese Business and Management

BUSM522

Chinese Business and Management

Instructor Contact Details

Lecturer-in-charge: Dr. Wanjiang Deng

Email: wlwyxy_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China

Consultation Time: Book appointment by sending email to: wlwyxy_29@zju.edu.cn

Teaching Times, Modes and Locations

Course Duration: 11 Jan 2026 to 30 Jan 2026

Modes: Face-to-face

Location: Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Undergraduate

Credit Points:

The course is worth 6 units of credit point.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

Course Description:

This course offers an in-depth exploration of the strategic dynamics and economic principles underlying China's global business expansion. Students will analyze how different types of businesses, from burgeoning private firms to expansive state-owned and multinational corporations, adapt and strategize within China's complex economic, political, and legal frameworks. The curriculum highlights the critical role of market transitions, the rural and urban economy, labor markets, and the financial and knowledge-based sectors, supplemented by case studies on sectors like social media and telecommunications. Additionally, the course covers international trade, investment, and sustainability issues, providing insights into China's strategic management and innovation through real-world examples of joint ventures, strategic alliances, and mergers and acquisitions. This comprehensive overview is designed for students aiming to acquire a nuanced understanding of doing business in and with China in today's interconnected global environment.

Prerequisite:

N/A

Learning Resources

- Nolan J, Shuming Z, Kamoche K. Routledge Handbook of Chinese Business and Management[M]. Taylor & Francis (Unlimited, 2023).
- Naughton, Barry J. The Chinese economy: Adaptation and growth. Mit Press, 2018.

Learning Objectives

By the end of this course, you should be able to:

- Demonstrate a comprehensive understanding and integration of international business concepts and principles across various business contexts, and apply these insights to identify and solve complex business challenges.
- Develop and showcase professional communication skills, utilizing a variety of methods to articulate and convey information clearly and effectively in diverse business scenarios.
- Contribute constructively and positively to team projects, leveraging individual strengths to enhance collective performance and achieve project goals.

Course Delivery:

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction to Chinese Business and Management	Lecture; Tutorial
1	Chinese Historical and Cultural Foundations in Business Studies	Lecture; Tutorial
1	Modern Economic Transformation of China	Lecture; Tutorial
1	Introduction to Cultural and Institutional Contexts	Lecture; Tutorial
1	Business Environment in China	Lecture; Tutorial
2	China and the Global Economy	Lecture; Tutorial
2	Seminar	
2	Localizing and Globalizing in China	Lecture; Tutorial
2	Digital Marketing in China	Lecture; Tutorial
2	Quiz	Closed book
2	Global Expansion of Chinese Companies	Lecture; Tutorial
3	Market Design and Economic Decentralization	Lecture; Tutorial
3	Rule of Law and Institutional Security	Lecture; Tutorial
3	Innovation, Technology, and Knowledge-based Economy in China	Lecture; Tutorial

3	Challenges and Pragmatic Insights into Conducting Business in China	Lecture; Tutorial
3	Foreign Corporate R&D in China: A Strategic Perspective	Lecture; Tutorial
3	Revision	Tutorial
3	Final exam	Closed book

Assessments:

Class participation	15%
Quiz	15%
Assignments	20%
Final exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
- All criteria addressed to a high level.

Distinction 75-84

- Treatment of material evidences an advanced understanding of ideas Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
- All criteria addressed strongly.

Credit 65-74

- Treatment of material displays a good understanding of ideas.
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

Pass 50-64

- Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

Fail 0-49

- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.