COURSE DETAIL

THE TEA INDUSTRY IN CHINA: AESTHETICS AND MARKET
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration Asian Studies
UCEAP Course Number 167
UCEAP Course Suffix
UCEAP Official Title THE TEA INDUSTRY IN CHINA: AESTHETICS AND MARKET
UCEAP Transcript Title TEA INDUSTRY/CHINA
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
"This course provides an in-depth understanding of the social, economic and cultural dynamics of the tea industry in China. The course examines the tea industry through a creative industry approach, that is, as a cultural product embodying the symbolic and economic dimensions. The course covers the development of the Chinese tea culture, the emergence of the tea industry and the recent rebranding of the tea industry as a form of cultural industry in China. The course investigates the business model and organizational dynamics of the tea industry in China and illustrates how the notion of aesthetics has informed and is in turn being shaped by the economic process. The course encourages the critical analysis of the interaction between culture and business through discussing controversial issues such as tea tourism, commercialization of tradition and fairness in trade.

Language(s) of Instruction
English

Host Institution Course Number
GCIN2032

Host Institution Course Title
THE TEA INDUSTRY IN CHINA: AESTHETICS AND MARKET

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Global Creative Industries

Course Last Reviewed

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