

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Creative Industries

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