

COURSE DETAIL

CHINA BUSINESS ENVIRONMENT

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

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

CHINA BUSINESS ENVIRONMENT

UCEAP Transcript Title

CHINA BUSINESS ENVT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines the challenges and opportunities that a rising and rapidly changing China has provided for various business corporations like multinational corporations, domestic state-owned enterprises, entrepreneurial firms. It delineates the complexity of contemporary China with respect to economic, technological, political, social and cultural environments and how it influences corporations in a wide range of industries. Based on in-depth discussions of extensive business cases such as Carrefour, Coca-Cola, Google, Huawei, KFC and so on, the course provides analytical frameworks of how managers navigate in the China business environment and address the challenges and threats.

Language(s) of Instruction

English

Host Institution Course Number

STRA3706

Host Institution Course Title

CHINA BUSINESS ENVIRONMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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