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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed

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