

COURSE DETAIL

BUSINESS MANAGEMENT IN CHINA

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

181

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS MANAGEMENT IN CHINA

UCEAP Transcript Title

BUS MGMT IN CHINA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course builds a comprehensive understanding of what it means to do business in China and with Chinese corporations. The course offers in-depth knowledge of the specific incentives and constraints defined by China's unique political, economic, and legal business environment. Building on this macro-framework, the course then continues to explore a variety of different kinds of organizations (ranging from state-owned firms to private and foreign firms) and their distinctive characteristics of business management. The course takes a multi-layered, institutional approach that links firm level strategies in a variety of different organizational forms with the embedding macro-environment and coordination mechanisms at the meso-level. The course consists of three modules: 1) The Macro embeddedness of business in China; 2) Market and non-market behavior; 3) Firm strategies.

Language(s) of Instruction

English

Host Institution Course Number

30574

Host Institution Course Title

BUSINESS MANAGEMENT IN CHINA

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

[Print](#)