

COURSE DETAIL

CHINESE MANAGEMENT 2

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration Asian Studies

UCEAP Course Number

125

UCEAP Course Suffix

B

UCEAP Official Title

CHINESE MANAGEMENT 2

UCEAP Transcript Title

CHINESE MNGMTN 2

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course focuses on the business development under China's digital economy. With the fast development of technology infrastructure in China, emerging and disruptive digital technologies have profoundly reshaped the business and the economy. Plus, unique consumer behavior, organizational management, and market competition have made China's market innovative and dynamic. As a result, new businesses keep coming and the business management has been digitally transformed. We will analyze these new Chinese management in this course. Specifically, this course will cover topics such as China's digital economy and growth, platform and ecosystem, digital platforms including e-commerce and social media, sharing economy and business model innovation, practices regarding recruitment, performance management, training and development, turnover, as well as management phenomena that are indigenously Chinese.

Language(s) of Instruction

English

Host Institution Course Number

E2800100

Host Institution Course Title

CHINESE MANAGEMENT 2

Host Institution Course Details

<https://dean.pku.edu.cn/service/web/courseSearchEn.php>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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