

University of Haifa

Graduate School of Management

International MBA Program in English – FERN-2009

Course No: 209.4997

Course title: The Chinese Market – Policy and Practice

Lecturer: Dr. Yoram Evron

Time: Thursday, 15:00-18:00

Office hours: Thursday, 18:00-19:00

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207 class, Period 16 July – 18 Sep. 2009

Course Background

The Chinese marketplace is currently one of the most attractive markets for companies and investors all over the world. However, the wide intercultural gap and the unique rules and patterns by which it works create high barriers and many difficulties for foreigners. The course introduces the basic characteristics, structures, players and practices of this market in order to enable foreign businessmen to make more rational decisions about entering the Chinese market and doing business there.

Course Goals

To enable the student to comprehend the opportunities and challenges of the Chinese market, and to present methods and tools that can be useful in penetrating the Chinese market and doing business in China.

Course Content

1. Cultural characteristics and world order perceptions
2. Historical Background
3. China's reforms and economic development
4. The Chinese market: structure and main players
5. Entering China – fundamental decisions and cultural barriers
6. Marketing and distribution in the Chinese market

7. Managing a sub-unit in China

Guest lecturer: **Mrs. Shelly Lev** – *Consultant and trainer for Organizations*

8. Conclusion: Sino-Israeli economic relations in retrospect: lessons and prospects

Methodology

The course consists of lectures, reading materials and guest lecturers

Requirements

1. Examination (80%)
2. Presence and active participation (20%)

Reading list

(Items marked [*] are obligatory):

Lessons 1+2

* Tim Ambler and Morgen Witzel, *Doing Business in China* (London: RoutledgeCurzen, 2004), pp. 36-50; 68-89.

Lesson 3+4

* Barry Naughton, *The Chinese Economy: Transitions and Growth* (Cambridge, MA: MIT Press, 2007), pp. 85-110, 297-326.

* Dwight H. Perkins and Thomas G. Rawski, "Forecasting China's Economic Growth to 2025," *China Business Review*, November-December 2008, pp. 37-45.

[Highlearn]

"China Tackles Economic Crisis with Fiscal Stimulus, Consumption Plans," *China Business Review*, March-April 2009, pp. 12-13.

Yuko Arayam and Panos Mourdoukoutas, *China against Herself: Innovation or Imitation in Global Business* (Westport: Quorum Books, 1999), pp. 83-102.

Lesson 5

* Jonathan Story, *China: The Race to Market* (London: Prentice Hall, 2003), pp. 208-229.

* Suzanne Fox, "China's Changing Culture and Etiquette," *China Business Review*, July-August 2008, pp. 48-51. [Highlearn]

Steven H. Ganster, "Strategies for SMEs," *China Business Review*, January-February 2007, pp. 38-41.

Lesson 6

* Birgit Zinzius, *Doing Business in the New China* (Westport: Praeger, 2004), pp. 164-179.

Amber and Witzel, *Doing Business in China*, pp. 151-189.

Lesson 7

* Amber and Witzel, *Doing Business in China*, pp.135-150.

* John E. Coulter, "A China Dimension for Project Planners: How Engineers can Add 'Understanding China' into their Project Planners," *China Business Review*, May-June 2003, pp. 64-67.

Bradley A. Feuling, "China Supply Chain Development," *China Business Review*, September-October 2008, pp. 20-25. [Highlearn]

Alma Whiteley, Sara Cheung and Quan Zhangshi, *Human Resource Strategies in China* (Singapore: World Scientific Publishing, 2000), pp. 89-114.

Lesson 8.

* Case study: Ying Zhu and Malcolm Warner, "Cross-Cultural Mismanagement among Foreign-Owned Subsidiaries Operating in the People's Republic of China: The Case of Sino-Israeli Enterprises," *Journal of Transnational Management* 12(1) (2006), pp. 3-24.