BA 698.A14
China’s Economy & Business Environment
Spring 2010, Session I
Thursdays, 6:00-10:15 pm

Professor: Dr. Prime
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Office Hours: Tuesdays 2-5:00; Thursdays 3-6:00 & by appointment

Mission Statement: The Stetson School of Business and Economics (SSBE) promotes the advancement and integration of quality business education and practice. In support of Mercer University’s mission, the School provides undergraduate and graduate programs that are designed to enable, enhance, and expand professional careers, civic responsibility and lifelong learning.

Course Description: An introduction to the organization and development of China’s economic transition from planning to markets, and the opportunities and challenges for international business and the U.S. economy.

Prerequisite: BAA 601

Course Learning Objectives:
- Introduce Chinese economic history and culture
- Understand the characteristics of different economic systems
- Compare development & trade strategies
- Understand the effect of globalization on China
- Apply appropriate economic & business theories to the case of China
- Evaluate the business environment within China for domestic & foreign firms
- Understand the effect of China’s rise on the US and global economy

Purpose: Since 1978 China’s leaders have implemented economic reforms that have moved the economy from a planned economy to a more market-oriented one in order to stimulate development. We will learn about the key aspects of change in China today, including the transition from a rural to an urban-based society, the move from public to private ownership, and the adjustments to obligations as a WTO member and as a major trading partner in global markets. We will closely follow the current debates in China over its increasing integration in the global economy and how to avoid a financial crisis, as well the changing role of Hong Kong. All of these characteristics are shaping the nature of the business environment in China, and imply that this environment is in constant flux. The purpose of this course is to give students fundamental information and sources, as well as different approaches, to understand this dynamic society and market.
Reading:

Required:

Books, Required:


Cases, Required (available in a course pack):


Other reading:

• Various articles in China Currents, at [www.chinacurrents.com](http://www.chinacurrents.com)

Recommended:


Evaluation:

1. Cases: 30%, of which the average grade on your written answers (individual) is 25%; lead-off in case discussion (team) is 5%

   Note: Each person in the class is responsible for the case write-ups and discussing all of the cases; however, you will be responsible for leading the class discussion for only one of the cases.

2. Average of three Quizzes/exams: 30%

3. Research paper & presentation (team or individual): 30%; paper is worth 20% and the presentation is worth 10%.

4. Class attendance & participation: 10%

Grade Assignment:
A: 92-100
B+: 87-91
B: 80-86
C+: 77-81
C: 70-76
F: below 70

Policies:

1) You are required to take all quizzes/exams. If you know that you must miss class on a day when an exam is scheduled, you may arrange to take the exam early or before the exams are handed back (within one week). Note that if you take the exam after the exam date (for any reason), there will be a 5% penalty up to the one week window before our next class; after that there will be a 10% penalty.

2) Students are responsible for all assigned material, including all materials & assignments covered in class, and all materials & assignments posted on the Blackboard course website. Use of Blackboard is required in this course. Note that this course often uses electronic copies of materials.

3) Attendance and participation in class discussion is expected, is essential for team work, and will be graded.

4) Course withdrawal: The University's policy is that students withdrawing on or before the official withdrawal date as specified each term are eligible to receive a grade of "W". Students withdrawing after this date will need to be processed through the Office of the Registrar.

5) Incompletes may be awarded for non-academic reasons only at the instructor's discretion, and only if a small, pre-determined amount of work is needed to complete the course. A letter of understanding of the remaining work is required by the School of Business and the Office of the Registrar.
6) Students are expected to work together for a part of their grade. Professional behavior and contributions from all are expected.

7) Grades will not be posted in Blackboard or elsewhere. You will receive your grades throughout the semester in class, and via Mercer University for the final course grade after the semester is over.

8) Academic Honesty: Mercer University expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University’s expectations and will be regarded as a serious matter. Violations include, but are not limited to, cheating, plagiarism, academic negligence, or other acts of academic dishonesty. Please refer to http://www2.mercer.edu/HonorCouncil/Mercer’s+Honor+System.htm - for complete information on the Mercer Honor Code and Council.

9) Disability Support Services: Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life (tel: 678-547-6823) for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact immediately. The office is located on the Atlanta campus in the Sheffield Student Center, 2nd floor.

10) Inclement Weather: If severe weather occurs, classes will be cancelled in accordance with the Associate Provost’s decision of Mercer-Atlanta. Call the Mercer weather line for information about class cancellations – (678) 547-6111 (Atlanta) or listen to WSB 750 AM.

11) Mercer University will communicate with you via your Mercer email. Be sure to check this email account often.
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**TENTATIVE SYLLABUS & EXAM SCHEDULE**

Note: This is a tentative schedule that will be adjusted if needed. Liu = the Hong Liu text; Paus = Paus, Prime & Western text; CP = course pack; CC = *China Currents* at www.Chinacurrents.com.

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<th>Topics</th>
<th>Readings</th>
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<tr>
<td>Week 1: Jan. 14</td>
<td>Geography &amp; History: The Rise of China</td>
<td>Liu Chpt.1; Paus Chpt. 2, 10-12</td>
<td>Please do the readings before class for each week, including the first week</td>
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<td>Week 2: Jan. 21</td>
<td>China’s Economic Transition &amp; Growth</td>
<td>Liu Chpt. 2 &amp; 5; Paus Chpt. 4; Prime Sp09 (CC)</td>
<td>Research topics due</td>
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<td>Week 3: Jan. 28</td>
<td>Quiz/Exam 1; Business Structure, Governance &amp; Politics</td>
<td>Liu Chpt.3 &amp; 6; Paus Chpt. 3; Harris F07 (CC)</td>
<td>Case 1 Due: “Huawei” (CP)</td>
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<td>Week 4: Feb. 4</td>
<td>Technology &amp; Innovation</td>
<td>Liu Chpt. 4 &amp; 7; Simon et al, Sp07 (CC)</td>
<td>Case 2 Due: “CEC Goes to China” (CP)</td>
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<td>Week 5: Feb. 11</td>
<td>Quiz/Exam 2; Competitiveness: Chinese companies &amp; business environment</td>
<td>Liu Chpt. 8; Paus Chpt. 6-8; Fang Wn08 (CC)</td>
<td>Case 3 Due: “China Goes Global” (CP) Research progress reports due</td>
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<td>Feb. 17</td>
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<td>Last day to withdraw</td>
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<td>Week 6: Feb. 18</td>
<td>Management &amp; Marketing in the China Market</td>
<td>Liu Chpt. 9 &amp; 10; Alon, Sp08 (CC)</td>
<td>Case 4 Due: “Wal-Mart Stores” (CP)</td>
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<td>Week 7: Feb. 25</td>
<td>Quiz/Exam 3; Sustainable Development; China’s Future &amp; US-China relations</td>
<td>Paus Chpt. 5 &amp; 9; Baogang Guo, Sp09 (CC)</td>
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<td>Week 8: Mar. 4</td>
<td>Wrap-up; research paper presentations</td>
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<td>Research papers due Last class</td>
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