

Class Schedule

NO.	DATE	TOPICS	ASSIGNMENTS DUE
1	March 7	Course Introduction; Project Introduction	<ul style="list-style-type: none"> • In-Class Assignment 1 • Group contract
2	March 9	Topic 1. Chinese Culture a. Sino-Western business negotiations revisited	<ul style="list-style-type: none"> • Canvas Assignment 2
Spring Break March 12-19			
3	March 21	Topic 2. Guan Xi a. Building effective relationships in China b. The art of gift giving in China.	<ul style="list-style-type: none"> • Canvas Assignment 3 • Group-led discussion 1
4	March 23	Topic 3. Political & Legal Environment in China a. Doing business in China: I. The business environment in China (<i>Pages 89-94 and 107-108</i>)	<ul style="list-style-type: none"> • Canvas Assignment 4 • Group-led discussion 2
5	March 28	Topic 4. Protecting Your Company's IP in China a. Piracy in China. b. Copycats: How smart companies use imitation to gain a strategic edge.	<ul style="list-style-type: none"> • Canvas Assignment 5 • Group-led discussion 3 • Group-led discussion 4
6	March 30	EXAM I	
7	April 4	Topic 5. China's Economic Power & Implications for Your Company a. Doing business in China: I. The business environment in China (<i>Pages 95-99</i>) b. The battle for China's good-enough market.	<ul style="list-style-type: none"> • Canvas Assignment 6 • Group-led discussion 5
8	April 6	Topic 6. China's Environmental challenges & CSR in China a. A study on CSR development and trends in China	<ul style="list-style-type: none"> • Canvas Assignment 7 • Group-led discussion 6 • Group-led discussion 7
9	April 11	Topic 7. Foreign MNEs entering and operating in China a. The great transition b. Entering Chinese business-to-business markets	<ul style="list-style-type: none"> • Canvas Assignment 8 • Group-led discussion 8
10	April 13	Topic 8. Chinese Outward FDI a. The hidden dragons	<ul style="list-style-type: none"> • Canvas Assignment 9 • Group-led discussion 9
11	April 18	EXAM 2	
12	April 20	Course Wrap up and Preparation for Signature Group Project	<ul style="list-style-type: none"> • Canvas Assignment 10 • Mini Group Peer Evaluation
13	April 25	Research Report Presentation & Feedback	<ul style="list-style-type: none"> • Signature Group Project Slides & Written Report • In-Class Assignment 11
14	April 27	Research Report Presentation & Feedback	<ul style="list-style-type: none"> • In-Class Assignment 12 • Signature Group Peer Evaluation