CHINESE ECONOMY AND BUSINESS ENVIRONMENT

COURSE NUMBER: MBAD6290.10 SEMESTER: Spring 2014
January 13-March 8 2014

CLASS MEETING TIME AND PLACE: Thursdays 7:10-9:40pm
Duques 361

PROFESSOR: Dr. Yan Wang, Adjunct Professor, International Business and Senior Consultant, the World Bank

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OFFICE HOURS: Thursdays 2:00-3:00pm or by appointment

COURSE DESCRIPTION:
Six years after the global financial crisis, the global economy has entered a stage which some called, “a New Normal”. One of the characteristics of this New Normal world is that emerging market and developing countries are playing an increasing important role as the engines of growth. From 2007-2010, emerging and developing countries accounted for 2/3rd of the world economic growth, according to the World Bank, while the advanced industrial countries confronted with debt crises, “fiscal cliff” and slower growth. Global interdependence has deepened in the last decade and very few enterprises operate exclusively with their national boundaries. Essentially all companies are in a sense global, and they may have to compete with and /or work with companies from emerging market and developing countries.

After three decades of rapid growth, China in particular has emerged as the second largest economy in the world after the US, and a manufacturing powerhouse. For three consecutive years 2009-2011, China remains the world’s largest exporter and the second largest importer after the US, accounting for 10 percent of world merchandise trade. Over 70 Chinese companies and banks are among the Fortune “Global 500” list, and many
more have become multinational corporations (MNCs) with overseas operations.

This course is designed for current and future Global Managers who work for MNCs seeking to expand operations in the global market, competing and /or cooperating with Chinese companies in a third market, and those who work for international organizations such as the World Bank /IFC or regional development banks.

**COURSE OBJECTIVES:**
This course is designed to train current and future Global Managers so that they could analyze the special business environment and operate well in China and other emerging markets. The course will complement the traditional international business curricula by developing a deeper understanding of the Chinese Economy, the current challenges and future trends, local economic, political, and institutional environment, combining theory with practice, and learning from experiences and case studies.

In seven weeks, this intensive course covers (1) the role of Chinese economy in the post-crisis world, (2) reforms since 1978 and the strategy of following comparative advantages, (3) existing imbalances, the state and private sectors and changing business environment, (4) trade and financial sector issues, (5) Chinese companies going global and associated benefits and risks, and (6) harnessing the emerging powers for shared prosperity and sustainable development. Students will be required to conduct case studies /paper through team and individual research.

**PEDAGOGY:**
This course combines lectures and case studies with student participation. Students will be asked to develop case studies and papers on specific issues and topics. They will be asked to collect data and analyze real world cases at sectoral or company levels on successes and failures, on what, who, when, where and why, and recommendations to policymakers or business leaders. In addition, students are required to be conversant in the discussion of policy problems facing many EMDEs, so that they can interact more confidently with their counterparts, such as strategic investors, government officials or CEOs.

**REQUIRED READINGS:**

**COURSE REQUIREMENTS**
Attendance is a must and classroom participation is essential. There will be signup sheets to note attendance, and a maximum of three absences is allowed without approval of the instructor. Require readings of background materials or cases must be completed before each class covering the topic (additional readings and case materials will be made available on Blackboard).

There will be no long exams. Students are asked to select a topic, at sectoral or company levels, collect data, presenting the cases in a concise and convincing manner to the target audience (policymakers or business leaders), and first present them in class, and then develop it into a case study or paper. Grade negotiation is not encouraged, as is a preoccupation with grades at the expense of learning. The aim of this part of the course is to teach how to conduct research and analysis in the real world, and present them in convincing manners.

**GRADING CRITERIA:**
- Class attendance and participation: 20%
- A mid-term presentation (PPT): 30%
- Final Paper/Case: 50%
- Total: 100%

**OTHER COURSE POLICIES**

**Laptops:** may be used only when required. When not in direct use, the screen should be closed. Checking email or surfing the web is not acceptable.

**Academic dishonesty:** is defined as cheating of any kind. A full discussion of academic integrity can be found at [http://www.gwu.edu%7entegrity/code.html](http://www.gwu.edu%7entegrity/code.html). Academic dishonesty of any kind will not be tolerated in this class.

**Student Disabilities**
Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Please contact the Disability Support Services office at 202-994-8250 in the Marvin Center, Suite 242, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: [http://gwired.gwu.edu/dss/](http://gwired.gwu.edu/dss/).

**Office Hours**
Please take advantage of my office hours: Thursdays from 2:00-3:00pm or by appointment. Feel free to stop by to discuss topics discussed in class, career choices, or just to introduce yourself and chat. If you are not on campus during my office hours you are welcome to send me an email and set up an appointment. Please do not wait till the end of the semester if you are having problems in the class or outside that may prevent you from coming to class or paying attention.

**TENTATIVE OUTLINE OF THE COURSE (TBC)**