Doing Business in China
Spring 2013

Instructors: Mr. Tom Chang 张大成 and Dr. Nathan Wang 王乃贤

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Course Overview

China, one of the fastest growing countries in the world, has great impacts on global economy. Since 2011, China has been the world's second largest economy after the United States. China’s economic importance has grown rapidly. In this course, we will explore China in several different aspects, such as culture, business environment, government policies, successful business stories, and business opportunities in China, …, etc. The knowledge learned from this course will assist students to understand China much more, especially in doing business in China and with Chinese companies.

The class format includes lectures, case studies, guest speakers, movie clips, and group discussion, as well as student presentation, etc. The content covers both quantitative and qualitative materials. We expect students’ active participation throughout the course. Students will work in groups to investigate business in China and present their findings. Besides normal lectures, special guest speakers or on-site tour may be arranged for further understanding of updated business status in China.

Learning Outcomes

After completing the course, students should have good knowledge in doing business in China. It should provide students great help in business operation in China and with Chinese companies. The exercises of group projects will give students deeper understanding of special business cases in China. This will help students to learn not only academic knowledge but also business reality.

Course Requirements
Required Readings and In-class Quizzes: Assigned reading will be given to students before each lecture. Students must complete the assigned readings BEFORE attending class. During the class, students may need to take in-class quizzes for the evaluation of what they learned from the assigned reading.

Class Discussion & Presentation: The main purpose of class discussion & presentation is to further review the knowledge learned from the lectures and assigned materials. Students are encouraged to participate class discussion actively. Class participation requires students to complete the assigned readings, analyze the cases given, take in-class quizzes, and participate discussion in class, preferably through substantive comments based on good analysis rather than brief, general comments that add little to the discussion and learning.

Group Project Presentation: The main purpose of group presentation is to learn teamwork and to study a case related to China business. Students will be formed into a group of ~5 people. Each team will select one group project, and each person will be responsible for a section of the project. Students are encouraged to prepare for active discussion. The group project presentation will be:

- ~5 persons as a team
  - Choose one group project
  - Divide the project into sections. Each person will be responsible for one section
- Need to do a ~30 minutes presentation for the whole group. Each person has about 5-8 minutes.
- Use presentation tool, such as PPT, for presentation. Need to turn in presentation file(s) for grading.

Grading

<table>
<thead>
<tr>
<th>Items</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Required Readings &amp; In-class Quizzes</td>
<td>35%</td>
</tr>
<tr>
<td>Class Discussion &amp; Presentation</td>
<td>30%</td>
</tr>
<tr>
<td>Group Project Presentation</td>
<td>35%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
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Course Materials
Assigned reading and case study materials will be handed out before each class. Besides normal classes, special guest speakers or special on-site tour may be arranged further understanding of updated business status in China.

## Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Contents</th>
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</table>
| 1    | Understanding of China | • China vs. US /Euro  
  - Differences in Business  
  - Differences in Cultures  
  • Understanding of China  
  - Geographically  
  - Business Zones  
  - Differences within China |
| 2    | Key Elements of Doing Business in China | • Business in China:  
  - Manufacturing  
  - Sales/Marketing  
  - People & HR  
  - R&D  
  - Finance |
| 3    | The Rising of China and China 5-Year Plan | • The Rising of China  
  - Macro economics  
  - Import/Export: international business  
  - Investment  
  - Domestic business  
  • 12th 5-Year Plan in China |
| 4    | On-site Tour or Guest Speaker | • On-site Tour, or Special Guest Speaker |
| 5    | Relationship, Alliance, & Partnership | • Regulations  
  - Central government vs. local government  
  - Laws & regulations  
  • Relationship, Alliance, & Partnership |
| 6    | Business Opportunities in China | • Business opportunities  
  - Traditional Business  
  - E-commerce  
  - International Business |
### Instructor Biographies

**Nathan Wang, Ph.D 王乃贤 博士**

Dr. Nathan Wang is Managing Director of Angel Clouds Advisory Board, and President & CEO of 2E Solutions. He has more than twenty years experience in product development and business management, including turning multiple troubled businesses into profits. Wang obtained his M.Sc. and Ph.D. in Electrical Engineering from Michigan State University, USA.

Dr. Wang was Asia General Manager of End-to-End Solutions in Motorola; Senior VP of Inventec Corp.; and VP of Hybrid Networks. Besides, Wang served as vice chairman of InfoComm committee, American Chamber of Commerce in Shanghai (2004).

Dr. Wang led the teams to design and to launch the world's first smart phone (1999), the world's first wireless application download service (2002), and the world's first Linux smart phone (2003). Dr. Wang was also named as the “Father of Smart Phones” when he worked in Motorola.

**Mr. Tom Chang 张大成**

Mr. Tom Chang is President and Legal Representative of China Credit Information Service (China). He is also the Principal Partner of CCIS Property Appraiser Association in Taiwan. Chang graduated with a M.S. degree in Economics from Boston University, USA.

Mr. Chang is also China Advisor of Taiwan Academy of Banking and Finance. He was a Research Fellow of Fudan University, and System manager of Dow Jones Market in Taiwan. Chang is an expert in credit checking & analysis, property appraisal, as well as market research.