CET Syllabus of Record

Program: Chinese Studies and Internship in Shanghai
Course Title: The Chinese Economy
Course Code: SH/ECON 230
Total Hours: 45
Recommended Credits: 3
Primary Discipline / Suggested Cross Listings: Economics / International Business, Chinese Studies
Language of Instruction: English
Prerequisites/Requirements: Open to all program students

Description
This course is meant to provide an overview of Chinese economy and its impact on the rest of the world. The first part of the course gives a brief historical overview of China's economy, from Mao to Deng's reforms, and on to the 21st century challenges of transitioning from a manufacturing-based economy to a system more incorporated into the global framework. The second part focuses on China's role in globalization and regional economic integration including the topics of uneven growth and development in China's western regions and China's rise from economic isolation. A special emphasis on US-China trade relations helps students evaluate and understand the economic pursuit of these two superpowers in East Asia. The third section of the course considers the unique challenges for multinational corporations to compete in the Chinese market. Students are exposed to the Chinese consumer—their culture and buying behavior. Throughout the course, students analyze the opportunities and risks of international businesses in China.

Objectives
During this course, students:
- Gain a basic understanding of the sources of growth of the Chinese economy
- Analyze the current economic challenges in China
- Evaluate and understand the extent of globalization and economic integration in the East Asian region
- Identify and evaluate, mainly through case studies, the business strategies of international businesses in China
- Analyze the behavior of the Chinese consumer from an economic and business perspective

Course Requirements
Course readings, averaging 50 pages per session, should be completed before class. Students must attend all classes and are expected to participate actively in all class discussions.

Students are required to submit reading notes to ensure that they are completing the course readings and keeping up with all material. The notes are critically evaluated for completeness, critical thinking, and research ideas.
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Students complete one group presentation for their class project, as well as a group project paper. Group project presentations and papers are assigned at the start of the course. The assignment is to provide global and local insights to an international business that intends to expand into China. Group size is two to three students. Presentations are twenty minutes in length and group project papers are approximately 3,000 words in length. Presentations are graded on quality of presentation and soundness of analysis. Papers are similarly graded, further requirements being proper referencing and a good choice of sources.

At the end of the course, students take a final exam where students choose one of five questions, and write an essay of approximately 1200 words in length. Students are given 72 hours to complete this task.

Methods of Evaluation
The final grade is determined as follows:
- Group project: 35%
- Group project presentation: 15%
- Weekly notes: 20%
- Final Exam: 30%

Primary Texts

Supplementary Texts
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Outline of Course Content
Note: Fall/Spring students cover approximately 1 or 2 topics per week. During the summer, when class periods are longer, students cover approximately 2 or 3 topics per week.

- Topic 1: Chinese Economy: An Overview
- Topic 2: Brief Historical Overview 1: From State Socialism to Deng Xiaoping
- Topic 3: Brief Historical Overview 2: Transformation into the 21st century
- Topic 4: Chinese Economy: Urban vs. rural divide
- Topic 5: China and the World: Globalization from a Chinese Perspective
- Topic 6: US-China Trade Relations
- Topic 7: China and its Asian Neighbors
- Topic 8: Economic Dilemmas: Inequality, Environment, GDP
- Topic 9: The State vs. the Private Sector
- Topic 10: “One Belt One Road”: China’s Next Step
- Topic 11: Marketing in China: Current Marketing Environment
- Topic 12: Marketing in China: Who Will Succeed?
- Topic 13: Chinese Consumer Behavior
- Topic 14: Chinese Consumer Culture