

2017 China Business Program

Module 1 Business Environment and Public Policy

- Managing in China

“Western theory doesn’t travel”. So said Geert Hofstede whose study is the most cited in the literature of cross-cultural management. While China wasn’t among the 36 nations originally studied by Hofstede, his message could not be more apposite. Every newcomer to this market quickly realizes that there is something distinctly different about managing in China.

Your instructor will outline deeply entrenched cultural mores that pervade every aspect of the management of human resource. Everyday work place situations often cause difficulties for foreign managers in China. You'll be challenged to consider how to avoid unintentional slights and their unexpected consequences.

Understanding China’s Economy

- Chinese Agriculture and Rural Development: Experience and Future

Challenges

In his 1979 Nobel Prize Lecture, Theodore W. Schultz, Professor of Chicago, stated: “Most of the people in the world are poor, so if we knew the economics of being poor, we would know much of the economics that really matters. Most of the world's poor people earn their living from agriculture, so if we knew the economics of agriculture, we would know much of the economics of being poor.” This lecture aims to help you understand the history and logic of Chinese agricultural and rural development. In this lecture, we will overview Chinese agricultural and rural development since 1949. Equipped with facts, numbers and empirical evidence, we will focus on the changes of the agricultural land tenure system, from private to collective commune and then the final household responsibility system, and the economic consequences of the land tenure changes. We will also look at the structural change of rural economy since the reform and the recent rural development trends such as the rise of migration and off-farm self employment. Finally, we will discuss the future challenges faced by Chinese agricultural and rural development and examine the institutional and policy responses by Chinese leaders.

- Chinese Macro-economy: From 1978 to 2049

In this course we are going to lead the students through the history of Chinese macro-economy since 1978, and discuss China's economic growth prospect till its 100th birthday. What's behind China's growth miracle in the last 38 years? What's its implication for other developing countries? What’s the difference between China’s

and U.S. macro policy regime? What is the biggest challenge for China's macro-economy, and how will Chinese government deal with it? All these topics will be covered in this course and students will learn the analytic tools to study Chinese economy and resolve its macroeconomic structure.

• Chinese Real Estate Investment and Marketing in Current China

Do you know what's happening in the largest real estate local market in this world? How do you make heads or tails of big 21st-century trends in China like fast urbanization and the effect of aging on Chinese real estate market? In this short-course, you'll learn about the major shifts in Chinese real estate market since 1978 as well as the international and internal economic and finance backgrounds of Chinese real estate industry in recent years. We'll cover how to understand the fast growth of Chinese real estate market and the relevant finance foundation of real estate investment. You'll learn to find and analyze critical market data of Chinese real estate cycle, which you can use to develop an investing strategy and understanding that is consistent with Chinese long-term economic development. Due to Chinese government active regulation on real estate market, you'll get access to the discussion that will instantly make you a more sophisticated investor to grasp the government factors of Chinese real estate industry development.

• Introduction to Taxation in China

Tax is a hot topic in every country every minute. Though tax may be a burden to the society, it is very importantly the price for our civilization. Every Chinese and every people has close connection with China is eager to know:

- How does the tax operate in China?
- What is the Chinese concept of the tax today?
- What is the difference with that in the western countries? - What are the difficulties faced by China economy?
- How to reform the China tax system?
- What are the international aspects of the Chinese tax?

With this introduction, you will have an idea of not only some numbers of the tax in China, but also the thoughts on tax of in China; and after this, you will very possibly live a clearer, easier and happier tax life in China.

Module 2 Market Opportunities and Perspectives

• Current development of China's Capital Markets

Despite all the ups and downs, China's capital markets have developed at a very rapid pace over the past 20 years. This subject will briefly introduce students to current development of China's capital markets, such as market structure, market size, legal system, regulatory framework, special trading rules and newly market innovation. Nevertheless, China is still an emerging entity. We will also discuss some important issues that should be improved such as a lagging fixed income securities market, an insignificant role played by institutional investors, and quality of information disclosure.

• Internet Financing in China

Internet finance (e-finance/mobile finance) has gained more prominence in China over the past few years than in developed countries like USA and UK where it actually originated. The most popular business concepts in this field are peer-to-peer lending and crowdfunding. This lecture will offer the students a unique perspective to learn about internet finance through a thorough comparison between China and other countries, in terms of its origin, business practices, and future development. Along the way the students will also gain an understanding of China's financial development, such as legal and regulatory framework, financial repression and (M)SME financing.

• Social Media Marketing

Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Today people depend much on social media to create, share or exchange information, ideas, and pictures/videos. Therefore, social media has become an important and necessary marketing tool for any company to reach the online consumers, especially those who are known as digital natives.

We'll talk about what is social media and how it can be incorporated into a brand's marketing strategy. Then four zones of the social media marketing will be discussed in detail. They are social communities (e.g., Facebook), social publishing (e.g., blog), social entertainment (e.g., Farmville) and social commerce (e.g. Groupon). Furthermore, some issues on social consumers and social media metrics will also be discussed.

• Insurance Development in China

This lecture aims to get the audiences familiar with Chinese insurance industry by introducing the rapid development of insurance market in China since the economic reform three decades ago, especially after China entering WTO in 2001. Specifically, the role and impact of insurance sector in Chinese national economy is analyzed; the interaction of insurance market between capital market and is examined. The lecture will also discuss how Chinese insurance market relates to international insurance market. The forecast of insurance development in the new era will concludes the lecture.

Module 3 Chinese Language and Culture

• Company Visits

Company site visits are an important part of all CUFÉ International Management Programs. This will include both Chinese and foreign companies in China and you will hear about the challenges and opportunities in China direct from their executive managers. Have your questions ready. Chinese Language Course

• Cultural Tours

During the course, participants will engage in all aspects of China's past, present and future during tours such as:

- The Forbidden City reveals the richness and color of China's history.
- Beijing's famous Hutongs (traditional community areas)
- The Great Wall
- Houhai Nightclub district which reveals the 'other side' of modern China.
- Kungfu Performance is always a popular entertainment with our international students.
- The Capital Museum provides an extensive survey of China's past.

Many of China's most famous cultural and tourist sites are accessible on day or half-day tours from the CUFÉ campus.

This course also includes 12 hours of formal classroom language courses.