

Module title		Abbreviation
Markets in China 2		04-CBE-8-122-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>German contents available but not translated yet.</p> <p>Die Vorlesungen dieses Moduls beschäftigen sich zum einen mit dem Konsumverhalten in China und den Marketingstrategien chinesischer und ausländischer Unternehmen auf dem chinesischen Markt und zum anderen mit den auf dem Weltmarkt agierenden chinesischen Unternehmen. Beide Vorlesungen ergänzen sich in ihrer Perspektive. In beiden Vorlesungen werden Entwicklungen und Phänomene anhand ausgewählter Firmenbeispiele vorgestellt und analysiert.</p>		
Intended learning outcomes		
<p>German intended learning outcomes available but not translated yet.</p> <p>Die Studierenden kennen das Konsumverhalten in China und können ihm entsprechende Marketingstrategien für den chinesischen Markt erkennen, beurteilen und entwickeln. Sie kennen auf dem Weltmarkt tätige chinesische Unternehmen und ihre jeweiligen Bedingungen und Strategien.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> • 04-CBE-7-2-122: V (no information on SWS (weekly contact hours) and course language available) • 04-CBE-8-1-122: V (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p>Assessment in module component 04-CBE-7-2-122: Chinas Firms in Global Markets</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English <p>Assessment in module component 04-CBE-8-1-122: Consumerism and Marketing</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English 		
Allocation of places		
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Additional information		
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Workload		
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Teaching cycle

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

Master's degree (1 major) Chinese and Economics (2014)

Master's degree (1 major) Chinese and Economics (2012)