

Module title		Abbreviation
Markets in China 3		04-CBE-9-122-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		
German contents available but not translated yet.		
Die Vorlesungen beschäftigen sich mit chinesischen und ausländischen Unternehmen auf dem chinesischen Markt. Sie behandeln zum einen Finanzierungsmodelle der Unternehmen und damit auch den chinesischen Finanzmarkt und das Bankenwesen, zum anderen die Reaktionen der Unternehmen auf das sich verändernde Konsumverhalten der Bevölkerung.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden kennen die Bedingungen der auf dem chinesischen Markt tätigen Unternehmen in Hinblick auf Finanzmarkt und Bankenwesen wie in Reaktion auf die Konsumentennachfrage. Sie können passende Finanzierungs- und Marketingmodelle für einzelne Unternehmen erstellen.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component.		
<ul style="list-style-type: none"> • 04-CBE-7-1-122: 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)		
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.		
Assessment in module component 04-CBE-7-1-122: Business and Finance		
<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 		
Assessment in module component 04-CBE-8-1-122: Consumerism and Marketing		
<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)