

Module title		Abbreviation
Case Study		04-CBE6-212-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
<p>One of the many challenges that foreign businesses face with regard to the Chinese market is to understand the specific challenges that arise from doing business in or cooperating with China and to translate theoretical knowledge into practical strategies and business cases. Therefore, in this module students built upon theoretical and empirical research done by others to jointly develop a project in which they can apply their insight to a specific case. The case topic changes from year to year and is defined after consultation with the students.</p>		
Intended learning outcomes		
<p>Students understand the differences between markets and business environments. They apply this understanding to a practical case that they collectively analyze within a realistic project. The students learn project management tools to manage the project work themselves with only supportive guidance by the lecturer. Thereby student experience the hurdles of group work and project work. They learn to organize a project within a specific timeframe and to solve related conflicts.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English and Chinese		
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>a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (approx. 30 to 45 minutes) Language of assessment: English and Chinese creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)</p>		