

<b>Module title</b>		<b>Abbreviation</b>
Chinese Markets		04-CBE7-212-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
2 semester	graduate	--
<b>Contents</b>		
<p>Doing business in China is different from doing business in other markets, and Chinese competitors often differ in their business strategies from other countries' companies. Therefore, foreign firms expanding to China have to adapt their marketing strategies to Chinese customers and consumers, while Chinese firms expanding globally pose a challenge their foreign competitors while they also have to adapt. Based on academic literature and business examples, the module introduces students to the peculiarities of consumerism and marketing in China as well as business strategies of Chinese firms in global markets.</p>		
<b>Intended learning outcomes</b>		
<p>Students learn to consider distinct aspects of consumerism and markets in China and their relevance for marketing strategies of foreign firms operating in China. In addition, they understand how the social, political and economic characteristics of the Chinese market influences internationalization strategies of Chinese firms. By combining the outside-in and the inside-out perspective the develop a deep understanding how differences between societies and markets matter for global business.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + S (2) Module taught in: English and Chinese		
<b>Method of assessment</b> (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)  Language of assessment: English and Chinese  creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Master's degree (1 major) China Business and Economics (2021)  Master's degree (1 major) China Language and Economy (2021)</p>		