



## Short-term Program Chinese Business Studies

### **Doing Business in China**

6 ECTS Points

The key objective of this course is to provide students with a framework on how to do business in China, including the challenges of business development and operation in the Peoples' Republic. Doing Business in China builds on previous instruction about Chinese business and economy and seeks to provide a 'nuts and bolts' or practical approach to business operations with an emphasis on understanding the social, cultural, economic, and political environments of China. Through lectures, readings, hands-on projects, and company visits, students will learn the fundamental knowledge of Chinese business and economy from a global perspective.

### **The Government and Politics in China**

6 ECTS Points

The aim of this course is to explore the structure, configuration, and elements of government and politics in China. The core concepts, political history of modern China, ideology, governance, and political economy, politics and policy in action, ethnic politics in China's Tibet, Xinjiang will be thoroughly discussed.

### **Marketing in China**

6 ECTS Points

The primary objective is to provide a rigorous and comprehensive overview to marketing theory and practice in China, which is to help students to develop and strengthen the makings and qualities necessary for a professional, knowledgeable and ethical businessperson.

The curriculum changes regularly, check for further course options upon enrolment.