

Understanding China Businesses

(Chapters refer to designated textbook by Zhou Linong)

Case Studies

(Please refer to Syllabus for case reference books)

<u>Lectures</u>	<u>C</u>	<u>Case studies</u>
1. Cultural Origins & Business Traditions	1, 2	<u>China Case Book</u> C3 Beijing Textile Group C11 Shanghai Museum 上海博物馆 C20 Beijing Wangfujing Dept Store 王府井百货
2. The Dynamics of the State	3,5,10	<u>Zhou Linong</u> CI-2 Zhuhai Aripport 珠海机场 <u>China Case Book</u> C14-15 SAIC 上汽集团
3. From Market Reform to the 21st C	4,6,8,20	<u>Zhou Linong</u> CI-3 Hong Ta 红塔集团 <u>Sull- Made in China</u> C2 Sina Com 新浪集团
4. Foreign Trade & Foreign Direct Investment	9,12,13,14	<u>China Case Book</u> C8-10 Kodak 柯达公司 <u>Zhou Linong</u> CII-3 VW 福士汽车公司

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|---|---------|---|
| 5. Financial systems,
Consumer market
& Business Strategies | 7,11,17 | <u>Zhou Linong</u>

CI-4 Lenovo 联想集团

<u>Sull, Made in China</u>

C5 Haier 海尔集团 |
| 6. Understanding how
to do business in China | - | <u>China Case Book</u>

C12 Guangzhou Peugeot
广州标致汽车公司

<u>Zhou Linong</u>

C2 Whirlpool 惠而浦公司 |
| 7. Applying Sun Tzu,
The Art of war | - | <u>Roll, Asian Brand Strategy</u>

C2 Li Ning 李宁
C4 Giordano 佐丹奴

<u>Sull- Made in China</u>

C3 Master Kong 康师傅
C7 Wahaha 娃哈哈

<u>China Case Book</u>

C17 Shanghai Famous Pops
上海棒棒糖 |

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