

Module description

Field of study HES-SO Business, Management and Services

Degree course Master of Science HES-SO in Business Administration

1 Title of module		Analyzing the Chinese market		2021-2022
Code E.MScBA.390.OB23.E.21	Type of course *			
	<input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other			
Level	Description	Type of module	Time schedule	
<input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres	
2 Organisation				
ECTS Value 5	Language			
	<input checked="" type="checkbox"/> English <input type="checkbox"/> English - Russian <input type="checkbox"/> French - English <input type="checkbox"/> French - German - English <input type="checkbox"/> German - English	<input type="checkbox"/> English - Chinese <input type="checkbox"/> French <input type="checkbox"/> French - German <input type="checkbox"/> German		
3 Prerequisites				
<input type="checkbox"/> The following module(s) must have been validated <input type="checkbox"/> The following module(s) must have been attended <input checked="" type="checkbox"/> none <input type="checkbox"/> other				
Other prerequisites				
4 Skills to be gained / general learning objectives				
The goal of this module is to highlight some of the key challenges that foreign companies face when entering China market for the first time and to key success drivers. Students will learn to effectively conduct Chinese market analysis with a focus on the following four areas:				
<ul style="list-style-type: none"> - Business environment in china: economic, political, and cultural factors - Market entry strategy: market exploration, market penetration stages - Innovation and entrepreneurship in China - China market mindset 				
5 Teaching and content				
China, along with other emerging countries in Asia, is a critical market for Swiss companies. There has been a growing demand for innovative and high-quality products amplified by the size of the market, rapid economic growth, and the rising affluence of Chinese society. Moreover, China is emerging as a global innovation leader in areas such as robotics, biotech, clean-energy cars, and artificial intelligence. The policies launched by the Chinese government, such as "One Belt, One Road" and "Made in China 2025", are reshaping the international business environment and are creating opportunities for innovative Swiss firms. In the same vein, Switzerland and China have built a strong relationship that was further strengthened in January 2017 with the modification and improvement of the free-trade agreements between the two countries. Firms based in Switzerland or China tend to operate with distinctive mindsets that are influenced by different socio-cultural and institutional features. These mindsets influence the development of capabilities that are considered as strengths in the specific context that they are built: Europe and China. The combination of capabilities that are built in Swiss and Chinese cultures can lead to innovation in product, service or business models.				
The module relies on interactive, case-based sessions, workshops with business professionals, field trips and group work.				
6 Assessment and validation methods				
The student's final grade is calculated as follows: 30% team consulting project (activity 1), 40% group participation (group exercises, external visit preparing & active involvement, video and photos), 10% individual participation, and 20% individual final report.				
In case of remediation, Prof. Lupina-Wegener will communicate the elements which have to be improved or done again and the related deadline.				
7 Reassessment requirements *		7a Reassessment requirements (if module is repeated) *		
<input checked="" type="checkbox"/> reassessment possible <input type="checkbox"/> no reassessment <input type="checkbox"/> other (please specify below)		<input type="checkbox"/> reassessment possible <input checked="" type="checkbox"/> no reassessment <input type="checkbox"/> other (please specify below)		
other reassessment modalities				
8 Remarks				
9 Bibliography				

Field of study HES-SO Business, Management and Services
Degree course Master of Science HES-SO in Business Administration

10 **Teaching staff**

Name of head of module *
Anna Lupina-Wegener

Description validated on *
04.10.2021

Description validated by *
Lukas Baschung