



APPLIES TO ACADEMIC YEAR 2006/2007

ORG 2601 China Studies

Program

Bachelor of Science in Business (3. year), Bachelor of Science in Marketing (3. year)

Responsible for the course

Jan Evensmo

Department

Leadership and Organizational Management

Term

According to study plan

ECTS Credits

6

Objective

The course is focussing on a country of interest to Norwegian business, selecting sectors to be studied in detail. Through preparatory studies at home, visit to the country, and by writing a paper, the student shall develop his/her knowledge and understanding of the historical, cultural, political, macroeconomic, business and market constraints meeting Norwegian companies with this country and sector as business target.

Prerequisites

None.

Compulsory literature

Books:

Wang, James C. F. 2002. Contemporary Chinese politics : an introduction. 7th. ed. Upper Saddle River, N.J. : Prentice Hall.. (426 sider).

Recommended literature

Books:

Fang, Tony. 1999. Chinese business negotiating style. Thousand Oaks : Sage Publications.. (339 sider)

Course outline

- Country (history, geography, culture, religion, political system)
- Natural resources, infrastructure, macroeconomics
- Foreign investments in the country
- The country as trade partner
- Sector (importance for the country's economy, potential for economic cooperation with Norwegian business)
- Forecasts (competitive advantage, risk factors)

Computer-based tools

None.

Course structure

Phase 1: Visit to the country August/September - 2,5 weeks (late July / August) Students must be back in Norway before beginning of autumn term.

Meetings with important public institutions

Meetings with internationally oriented local companies

Meetings with companies related to Norwegian business

Phase 2: Writing paper, to be submitted mid-November

Note: Expenses related to Phase 2 to be covered by the student him/herself.

Evaluation

A term paper concludes the course. The term paper must be approximately 30 pages, written in English and can be written in groups of two - three students

Evaluation code(s)

ORG 26011 Term paper, counts 100% to obtain final grade in the course ORG 2601 China Studies, 6 ECTS credits.

Aids at the examination

All aids are allowed.

Makeup exam