

Management in China (Digital Business Transformation)**COURSE INFORMATION**

Class Schedule	Monday 13:30-17:05
Teaching Room	Tongji Building A, Room 208
Prerequisites	None
Language	English

LECTURER

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Office Hours	by appointment
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SYNOPSIS

This course aims to introduce students the fundamental concepts of management strategies and techniques in organizations, with a particular focus on digital business in China. This course assists students to learn various management practices and how such practices might impact on the nature of digital business for both global and China marketplace. Topics of the course include evolution of management thought, managing in global environment, overview of digital business in China, and manager as a planner and strategist for digital business. Having acquired knowledge of management strategies, the case analysis session would provide students the opportunities to understand the managerial implications of digital business in China.

COURSE OBJECTIVES

On completion of this course a student should be able to:

1. Understand the concept of management
2. Strategic implications of digital technology on business
3. Case analysis of leading digital business in China

RECOMMENDED TEXTBOOKS

Jones, G. and George, J. (2013) *Contemporary Management*, McGraw-Hill/Irwin, New York, 8th Edition

Prange, C. ed., (2016) *Market Entry in China: Case Studies on Strategy, Marketing, and Branding*, Springer International Publishing

ASSESSMENT

Activity	Grade Allocation
Individual Report	20 %
Group Project	40 %
Term-End Exam	25 %
Class Participation	15 %

1. Individual Report

The purpose of individual report is to demonstrate your understanding of management concepts and practices by comparing companies located in different countries, but offering similar products or services. The report (4-5 pages) would include, but not limit to, the following items:

- A. Background of product and services that your report would focus on
- B. Background of the chosen foreign and Chinese case company
- C. Comparison on similarities and differences related to product offering and business model

2. Group Project: Digital Business Idea Generation

Each group will consist of approx. 5 students in this group project. Before the class, all students are suggested to download 'POP- Prototyping on Paper' or 'Marvel- Design and Prototype' from App Store or Google Play. This project will consist of two stages. In the

first stage (i.e. Class on 10/15), the class will have a half day workshop to work on a minimum viable product to test the core idea of each group's digital product/service. The group will use POP or Marvel to develop the prototype and have the opportunities of interacting with other groups as the method of receiving early customer feedback. Between the first and the second stage, the group can modify their product based on customer feedback. In the second stage (i.e. Class on 10/22), the group will prepare a 20-min presentation to the class include the core idea of the business model, the initial MVP in the first stage, and the modifications made after customer feedback.

Exam

Students would have one exam taking place at the end of the semester (Week 18, Jan 7-19 2019). Exam will include a section of short-answer questions and a section of case study analysis.

Attendance and Class Participation

Students are expected to attend each lecture and participate actively in class. Your contribution to class discussion would be counted as part of your class participation grade. Your attendance would be counted as part of class participation grade.

PROVISIONAL COURSE SCHEDULE

This schedule is subject to change. Any changes will be notified in advance.

Week	Date	Lecture Topic
1	9/10	Course Overview and Concept of Management Evolution of Management Theory
2	9/17	Digital Business : Key Concepts and Its Development in China
3	9/24	<i>National Holiday</i>
4	10/1	<i>National Holiday</i>
5	10/8	Digital Business : Business Model
6	10/15	Digital Business : Workshop on Digital Business Idea Generation (Student visits from University of Dong Hua)
7	10/22	Platform Economy
8	10/29	Group Presentation