

**Course: China Business Development**

<b>Lecturer</b>	Dipl.-Kfm. Univ; Bac. Oec. Univ. Bernd Einmeier
<b>Module Language</b>	English
<b>Conditions of participation</b>	<b>In terms of form:</b> Fluent English skills, own computer with Internet
	<b>In terms of content:</b> High self-motivation to contribute the workshop content
<b>Examination</b>	Project Work (50%), Seminar paper (50%)
<b>Pre-examination requirements</b>	None
<b>Part of final grade</b>	Yes
<b>Learning outcomes / competencies</b>	<p>After successfully completing the module, the students understand the basic Business Development concepts and have first valuable insights in China business approaches.</p> <p>The module will be performed in a “Flipped Classroom” concept, where the knowledge will be prepared by the students at home, the knowledge deepening will happen in the seminar.</p> <p><u>Knowledge/Understanding:</u></p> <ul style="list-style-type: none"> <li>• Overview of Business Development activities</li> <li>• Evaluation of Business Development tools</li> <li>• Case studies and successful show cases</li> <li>• Insights for Venture Capital investor requirements</li> <li>• China business culture habits</li> <li>• China market entrance requirements</li> </ul> <p><u>Abilities/Transfer:</u></p> <ul style="list-style-type: none"> <li>• Preparation for Business Development working experience</li> <li>• Ability to compile a technology driven business plan</li> <li>• Learning from best practice entrepreneurs</li> <li>• First contacts to Chinese business partners</li> <li>• Individual coaching of business soft skills</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Business Development basics and tool box</li> <li>• Business Plan Development</li> <li>• China Cultural Training for China Managers</li> </ul>
<b>Media</b>	Circle-time, projector and PC, white board, flipchart
<b>Literature</b>	<ul style="list-style-type: none"> <li>• Scott Pollack: What, Exactly, Is Business Development?: A Primer on Getting Deals Done, 2018</li> <li>• Alexander Osterwalder und Yves Pigneur: Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 2010</li> <li>• Mark J. Greeven und Wei Wie: Business Ecosystems in China: Alibaba and Competing Baidu, Tencent, Xiaomi and LeEco, 2017</li> <li>• Yu Cheng, Lilei Song, et al.: The Belt &amp; Road Initiative in the Global Arena: Chinese and European Perspectives, 2018</li> </ul>