

Course: Business Development and China

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