



THUNDERBIRD

GLOBAL EXECUTIVE EDUCATION

Powered by the Arizona State University Enterprise

Doing Business with the New China

Overview

In the four decades since Deng Xiaoping began economic reforms in China, the country has transformed from an impoverished nation on the verge of bankruptcy to the soon-to-be largest economy in the world. In the early years of the economic reforms, China developed into a manufacturing juggernaut – the so-called factory for the world. It has attracted foreign investment, entered the World Trade Organization, and seen a dramatic consolidation of power under current President Xi Jinping.

In recent years, research on Chinese markets and consumer behavior has focused on a variety of issues including market size, demographic trends, nationalism, the population's affinity for e-commerce, and interaction with social media.



Online



On Demand

\$199
per module

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Course

Thunderbird School of Global Management
#1 in the world for international trade 
ASU ahead of Cambridge, Stanford and Harvard
... QS International Trade Rankings, 2023

#1 in the U.S. for innovation
ASU ahead of MIT and Stanford
... U.S. News & World Report, 8 years, 2016-2023



Who should attend?

- Middle and upper level managers
- Individuals working in private and government sectors

Learning outcomes

- Helps companies and people investing and operating in China think through how to strategically operate in the world's largest manufacturing hub and marketplace
- Explores China's core strengths in supply chain, innovation, and the structure of the consumer marketplace
- Contextualizes the current economic reforms within China's rich history

Curriculum

A Brief History of China

Duration: 1 week | \$199

If you are going to successfully do business in China today, we believe you must begin with an understanding of China's complex historical journey and develop an appreciation for the ways in which this deep and rich history has shaped the current Reform-Era. Dive into a "brief" history of one of the world's oldest civilizations and find the links between significant historical moments and trends in modern Chinese society and culture.

China's Political Economy

Duration: 1 week | \$199

If you are going to successfully do business in China today, you must begin with an understanding of China's complex historical journey. In this Module, we focus on understanding the impact of the last seventy years - the period of Communist China - and how China was able to emerge from the economic, political and social destruction of the Mao years to become, in forty years, the second largest economy in the world.

Manufacturing Power and Partnerships

Duration: 1 week | \$199

In this module, you will dig into the details of doing business in China in the era of Xi Jinping, particularly focusing on how to navigate partnerships and the supply chain.

China's Innovation Economy

Duration: 1 week | \$199

Many still believe that China's economic success is mainly tied to its large cheap labor pool, or that its economy is not innovative. This is not true. This module explores China's history and culture of innovation.

Contact us:

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