DOING BUSINESS WITH THE NEW CHINA
MICRO CERTIFICATES

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.

Key Benefits
Learn how to think through strategic operations planning in the world’s largest manufacturing hub and marketplace.
Contextualizes the current economic reforms within China’s rich history.
Explores China’s core strengths in supply chain, innovation, and the structure of the consumer marketplace.
Examines China’s geopolitical position and its strategies for expanding its influence in the world.
Helps leaders understand and act on the opportunities and challenges involved in doing business in China today.
Analyzes the political, economic, and technological situation in China.

Who Should Attend?
Middle and upper level managers who strategize about how to navigate the complexity of doing business in China, and governmental employees working on issues like trade and relations with the Chinese government. Those interested in China’s unique supply chain and the partnerships that foreign companies have to form in China to do business there. Anyone with an interest in China’s more recent history and how that affects business in China today. Anyone with an interest in China’s ancient history and culture and how that affects business in China today. Anyone with an interest in China’s more recent history and how that affects business in China today.

Contact us today for more information
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Micro Certificates

In these courses, we examine emerging trends to help companies investing in China think through how to strategically operate in the world’s largest manufacturing hub and marketplace. We begin by contextualizing the current economic reforms in China’s rich history.

Micro Certificate Descriptions

A “BRIEF” HISTORY

To successfully do business in China today, 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.

• Gain perspective on assumptions brought to business engagements with China.
• Assess the impact of cultural differences on global business.
• Recognize Chinese historical moments that shape the values, norms and beliefs (culture) of China today.
• Recall ways in which we see China’s historic power, influence, and innovation.
• Explain the link between Chinese history and Chinese nationalism.
• Provide examples of how Chinese history and culture are relevant to business operations in China today.

Delivery: Online  I  Duration: 1 week  I  Start: On Demand

CHINA’S POLITICAL ECONOMY

In this Module, the focus is 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.

• Gain perspective on China’s recent history (1949–76).
• Recognize the implications of Deng Xiaoping’s actions during his time of influence (1979–present).
• Identify the defining characteristics of China’s Reform Era “epochs.”
• Recall the key policies and strategies of the Reform Era and their influence on doing business in China today.
• Recognize the implications of China’s entry into the World Trade Organization (WTO).
• Analyze the implications of the rise of Xi Jinping on foreign business practices in China.

Delivery: Online  I  Duration: 1 week  I  Start: On Demand

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GLOBAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

MANUFACTURING POWER AND PARTNERSHIPS
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.

• Examine the underlying conditions and forces that make China’s supply chain so effective in today’s global economy.
• Analyze the strategy for China’s transition from investment-led growth to consumption-led growth.
• Recognize the underlying themes in the “The China Dream.”
• Identify how China controls foreign investment and foreign operations in China within the WTO Regime.
• Describe the necessary business strategies for foreign companies in China today, given the China Dream and resulting policies.
• Recall what Chinese manufacturers need to do to benefit from working with foreign companies under the current regime.

Delivery: Online  I  Duration: 1 week  I  Start: On Demand

CHINA’S INNOVATION ECONOMY
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.

• Trace the origins, evolution, and impact of imitation in the Shanzhai movement and beyond.
• Explain how Chinese companies and cultural icons move from imitation to innovation.
• Distinguish between ways that Chinese companies innovate.
• Give examples of how big tech has impacted small-scale innovation in China.
• Identify why entrepreneurship and innovation are important in the Xi Jinping Era.

Delivery: Online  I  Duration: 1 week  I  Start: On Demand

Faculty

Doug Guthrie
Executive Director of Thunderbird
Global and Professor of Practice

Min Chen
Professor of Practice

Location
Online

Dates
On Demand

Fees
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