Learn how to think through how to strategically operate 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 think about and act upon the opportunities and challenges involved in doing business in China today. Analyzes the political, economic, and technological situation in 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.

Faculty
Doug Guthrie
Executive Director of Thunderbird Global and Professor of Practice
Min Chen
Professor of Practice
GLOBAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

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

authorized for publication

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.

Delivery: Online | Duration: 1 week | 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.

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

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.

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

Who Should Attend

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.

Those interested in China’s unique supply chain and the partnerships that foreign companies have to form in China to do business there.

Location
Online

Dates
On Demand

Fees
$299/Micro Certificate

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