

## **CHES5201B Independent Study Project (Chinese Business)**

*2020-21, Term 2*

*Fridays 1.00 — 3.00 pm*

*Conducted online (Zoom details TBC)*

**Course Instructor:** Mr Kim Jin-Goon ([jingoonkim@gmail.com](mailto:jingoonkim@gmail.com))

**Teaching Assistants:** Cecilia Chan ([cmceciliachan@cuhk.edu.hk](mailto:cmceciliachan@cuhk.edu.hk))

### **Course description**

In this course, students will examine selected themes relevant to the rapidly changing Chinese economy, focusing in particular on the consumer market and its effects on the retail industry. It will be taught as a research seminar through which students will conduct research on retail trends in particular sectors.

### **Learning activities**

Drawing on the course instructor's past experience at the helm of several global companies, the course instructor will deliver a number of lectures on the themes of the course and offer guidance to students as they complete business research reports. These will mainly focus on retail trends in particular sectors, such as the fashion, sportswear, food and automotive industries. Lectures will be arranged during term on topics including the following: (a detailed lecture schedule will be circulated at the start of the course; lectures will take place in YIA1118 or on Zoom):

1. Introduction
2. Consumer revolution: e-commerce & new patterns of development, changing demographics
3. Fashion industry
4. Automotive industry
5. Food and beverage sector

### **Learning outcomes**

Upon completion of the course, successful students:

- will have a good understanding of recent trends in China's consumer market and retail industry;
- will have engaged in independent work on business-related research;
- will have enhanced skills in presenting clear and convincing research findings.

### **Eligibility**

Enrolment on this course will be limited and selective. Students who are interested in taking this course should submit a short note explaining their interest in the course, to reach the Teaching Assistant by **4 January 2021**.

### **Assessment and grading**

Students will be assessed on four elements:

1. 20%: Group presentations.
2. 20%: Final presentation (individual or in pairs).
3. 50%: Business analysis report.
4. 10%: Attendance and participation.

Deadlines and schedules will be circulated at the start of term. Written material should be uploaded to Veriguide and a signed copy of the Veriguide receipt given to the TA.

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>. With each assignment, students will be required to submit a signed declaration that they are aware of the policies, regulations and procedures.

### **Recommended Readings**

- Kroeber, Arthur R. *China's Economy: What Everyone Needs to Know*. New York: Oxford University Press, 2016.
- Towson, Jeffrey and Jonathan Woetzel. *The 1 Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories*. Cayman Island: Towson Group LLC, 2017.

### **Additional introductory readings and useful resources**

#### Studying the Chinese Consumer Market

Towson, Jeffrey and Jonathan Woetzel. "All You Need to Know about Business in China." McKinsey. April 2014. <https://goo.gl/bpgFnW>  
Blankfein, Lloyd C. "China: An Economy in Transition." Filmed Sept 2015 by Goldman Sachs. Video, 5:19. <https://goo.gl/vBSaU2>

#### Consumer Revolution: E-Commerce and New Patterns of Development

Forbes, "Superstar Influencers: China's Internet Celebrities at Heart of Alibaba's Growth", <https://goo.gl/nG476D>  
Jing Daily, "Distinct Characteristics of Key E-commerce Players in China You Need to Know", <https://goo.gl/NZMqbw>  
McKinsey, "China's digital transformation: The Internet's impact on productivity and growth," <https://goo.gl/yhGkK3>  
Morgan Stanley, "China's eCommerce Revolution," <https://goo.gl/WUaPss>

#### Post-90s Consumer Revolution in China: Changing Demographics

China-Britain Business Council, "China's Middle Income Consumers," <https://goo.gl/ajVu8k>  
Deloitte, "Winning the Wallet of Today's Chinese Consumers – A Look at Consumer Buying Preference", <https://goo.gl/ACgiqq>  
Goldman Sachs, "The Asian Consumer: Chinese Millennials", <https://goo.gl/e4baBN>  
The Economist, "The Net Generation, Unplugged," <https://goo.gl/7jYEVr>  
The Economist, "The new class war," <https://goo.gl/2TR2rD>  
Visioncritical, "Generation Z characteristics: 5 infographics," <https://goo.gl/HvCyuy>

### **Fashion Industry (Daphne Footwear and Li-Ning Sportswear)**

Harvard Business School, "TPG China: Daphne International" (will be made available on Blackboard)  
FBIC, "China's Apparel Market, 2014,"  
(Part 1) <https://goo.gl/rFrEsr> (Part 2) <https://goo.gl/Dbf22X> (Part 3) <https://goo.gl/5v5a6i>  
Tong Xiao and Li Chunxiao. Impact of brand personality and consumer ethnocentrism in China's sportswear market. *Asia Pacific Journal of Marketing and Logistics*, 2013, Vol.25(3), pp.491-509. <https://goo.gl/r52zND>

### **Automotive Industry**

McKinsey, "Bigger, better, broader: the perspective on China's auto market in 2020," <https://goo.gl/quKRzu>  
McKinsey & Company, "Getting to Know China's Premium-car Market", <https://goo.gl/uqe1S2>  
McKinsey, "A road map to the future for the auto industry," <https://goo.gl/jGVvm1>  
Fung Business Intelligence, "China Retail Sharing Economy in China: Car-sharing Market in China", <https://goo.gl/qAmAuG>  
Ipsos, "Trends in China's Automotive Component Manufacturing Industry," <https://goo.gl/UJs8oW>

### **Business Environment in China and its Future Prospects**

Fung Business Intelligence, "A Bird's Eye View on China's Consumer Market – From Past to Present and into the Future", <https://goo.gl/57Gwj4>  
AliResearch, "Future of Global Trade: Connecting the World with E-Commerce,"

<https://goo.gl/ar9bjo>

Morgan Stanley, “Smaller Cities to Drive China’s Consumption Boom”, <https://goo.gl/Gs12zd>

## **Suggested Websites and Online Databases for Reference**

### Automobile

- J. D. Power (<https://goo.gl/MJ5F6G>)
- EV Volumes (<https://goo.gl/9Q3XbN>)
- Deloitte Automotive (<https://goo.gl/HbkuF1>)

### E-commerce

- E Commerce China Agency (<https://goo.gl/23mzSj>)

### Fashion

- The Business of Fashion (<https://goo.gl/2UiW9Z>)

### Marketing, Consulting and Statistics Websites

- Bain (<https://goo.gl/DNiAes>)
- Nielsen (<https://goo.gl/Rv9EjY>)
- Statista (<https://goo.gl/1n25yz>)
- Strategy& (<https://goo.gl/qxni9n>)
- Roland Berger (<https://goo.gl/Vxqjur>)
- I Research China (<https://goo.gl/MvqbwH>)

### Newspaper and magazine (including new media)

- Financial Times (<https://goo.gl/qftE8c>)
- Bloomberg (<https://goo.gl/7xHiQA>)
- SCMP (<https://goo.gl/pYxAmy>)
- World Economic Forum (<https://goo.gl/HhXsNY>)
- Fortune (<https://goo.gl/E8i4DP>)

### Other Databases

- Deloitte Retail, Wholesale & Distribution (<https://goo.gl/Bwwael>)
- Euromonitor International Blogs (<https://goo.gl/Zk1517>)
- Forbes Consumer (<https://goo.gl/CcWcAY>)
- Fung Business Intelligence (<https://goo.gl/U7Df5h>)
- Goldman Sachs Insights (<https://goo.gl/Xr3qpU>)
- IBM Solutions for Industries (<https://goo.gl/5aVcAY>)
- KPMG Insights (<https://goo.gl/JcC2no>)
- McKinsey Insights China (<https://goo.gl/GDaeq8>)
- Morgan Stanley Ideas (<https://goo.gl/Hd295n>)
- The Economist China (<https://www.economist.com/china/>)