Introduction

Welcome
This document sets out important information concerning your course. Please read it carefully.

LearnOnline Site
Please refer to the course Learnonline site for other information to assist you with your studies. The link to the LearnOnline site is shown under the “Learning Resources – Learnonline course site” heading below.

Points of Contact
Your primary point of contact for all information about the course including course content, teaching arrangements, course materials, assessment requirements, and grades, is the Course Facilitator. The Facilitator’s contact details are shown below.

Other contacts which you may use from time to time are also shown below, however you should refer all issues concerning your participation in this course to the Course Facilitator in the first instance.

If leaving a phone message or email, please allow at least one working day for staff to respond.

Course Teaching Staff
Course Coordinator: Dr Song Yang
Location: International Graduate School Of Business WL5-38
Email: Song.Yang@unisa.edu.au
Telephone: +61 8 8302 0208
Fax: +61 8 8302 0026
Staff Home Page: people.unisa.edu.au/Song.Yang

* Please refer to your Course homepage for the most up to date list of course teaching staff.
School Contact Details

International Graduate School Of Business

Physical Address: Level 5, Way Lee Building (WL)
North Terrace
City West
Adelaide 5000

Postal Address: GPO Box 2471
Adelaide 5001

School Phone: +61 8 8302 0032
School Fax: +61 8 8302 0709
School Email: unisamba@unisa.edu.au
School Website: http://www.unisa.edu.au/igsb/contact.asp
Prerequisite(s)
Successful completion of any four courses from a postgraduate program in the Division of Business.

Corequisite(s)
There are no corequisite courses to be completed in conjunction with this course.

Course Aim
This course aims to provide students with an understanding of the contemporary environment of business in China and an appreciation of some of the implications for firms seeking to undertake business there.

Course Objectives
On completion of this course, students should be able to:

CO1. Identify and discuss China’s historical, political, legal, economic and socio-cultural environment - which forms the fabric within which business operates there.

CO2. Identify and analyse the variety of Chinese business organizations - and managers - and the ways in which they operate.

CO3. Identify, analyse and discuss the Chinese business environment for foreign firms and managers operating there.

CO4. Identify challenges and opportunities of doing business in China;

CO5. Initiate the development of specific skills that class members can use if and when they undertake business in China.

CO6. Identify strategies for successful competition in the Chinese Mainland.

Upon completion of this course, students will have achieved the following combination of Graduate Qualities and Course Objectives:

<table>
<thead>
<tr>
<th>Graduate Qualities being assessed through the course</th>
<th>GQ1</th>
<th>GQ2</th>
<th>GQ3</th>
<th>GQ4</th>
<th>GQ5</th>
<th>GQ6</th>
<th>GQ7</th>
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<tbody>
<tr>
<td>CO1</td>
<td>•</td>
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<tr>
<td>CO2</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td>•</td>
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<td></td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>•</td>
<td></td>
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<tr>
<td>CO5</td>
<td>•</td>
<td>•</td>
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<tr>
<td>CO6</td>
<td></td>
<td></td>
<td>•</td>
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<td>•</td>
<td>•</td>
</tr>
</tbody>
</table>

Graduate Qualities
A graduate of UniSA:

GQ1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice

GQ2. is prepared for life-long learning in pursuit of personal development and excellence in professional
practice

GQ3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems

GQ4. can work both autonomously and collaboratively as a professional

GQ5. is committed to ethical action and social responsibility as a professional and citizen

GQ6. communicates effectively in professional practice and as a member of the community

GQ7. demonstrates international perspectives as a professional and as a citizen

Course Content
The course will be conducted in Shanghai and Beijing, China’s two most dynamic and important municipalities where the vast majority of the foreign businesses are headquartered and are also conducting business operations. Students will gain first-hand knowledge of the Chinese business environment, develop the ability to identify the opportunities and challenges of conducting successful business in the country and craft effective strategies that could be implemented effectively and efficiently in capturing the opportunities and overcoming the obstacles for a successful venture in China.

Teaching and Learning Arrangements
External (Intensive residential stay including seminars, group work, simulation, local guest speeches, visits to local business, government and cultural icons in Shanghai and Beijing) each day x 2 weeks

Unit Value
9 units

Additional assessment requirements

1. Students are normally expected to attend a minimum of 80% of the seminars scheduled for the course. Students enrolled in courses delivered online are normally expected to participate in a minimum of 80% of the compulsory online discussion forums scheduled for the course.

2. To obtain an overall pass grade for the course students must normally achieve at least 50% for the sum of the individually assessed components of the course.

Further Course Information
The teaching and learning activities include:

1. class discussions on various aspects of the Chinese business environment including historical, legal & political, economical, socio-cultural, technological, marketing and consumer behaviour, entrepreneurship and innovation, etc.;

2. guest lecture that illustrates various of practical aspects of doing business in China;

3. negotiation simulations that provides students with a “laboratory” for simulating one of the most critical and crucial steps for conducting in the country;

4. company visit that provides students with the opportunity to discover and observe how a particular business is conducted in real life situation in China; and
5. culture tour activities that enable the students to “feel” the richness of the Chinese culture. Specific topics and associated teaching and learning activities are listed in the Course Calendar.

The course will be taught in the form of an intensive school in Shanghai and Beijing, China, with a combination of seminars, group work, simulation, local guest speeches, visits to local business, government and cultural icons. The intensive component is residential over a two-week period at local universities in Shanghai and Beijing.
Learning Resources

Textbook(s)
There are no textbooks listed for this course.

Reference(s)

USEFUL INTERNET WEBSITES
Transparency International Corruption Perceptions Index  http://www.gwdg.de/~uww/icro.htm
The Web of Culture  http://www.webofculture.com/
International Monetary Fund  http://www.imf.org/
The U.S. Commercial Service  http://usatrade.gov/website/ccq.nsf
Economist Intelligence Unit, Latest Country Analysis  http://www.eiu.com
Foreign Exchange Rates  http://www.oanda.com/convert/classic
Dun & Bradstreet Companies On-Line  http://www.CompaniesOnline.com/
U.S. SEC’s EDGAR Data Base of Company Reports  http://www.sec.gov/edgarhp.htm
Enterprise Development Website  http://www.enterweb.org/
Hong Kong Trade Development Council (for research into China)  http://www.tdctrade.com.hk
World Trade Organisation  http://www.wto.org/
Department of Foreign Affairs and Trade  www.dfat.gov.au/
The Shanghai Daily  http://www.shanghaidaily.com/article/articles.asp?id=8&type=Business
Department of Foreign Affairs and Trade  www.dfat.gov.au
Asia Capsule  www.asiamarketresearch.com/asia/
China Business  www.cb.com.cn
China  www.cchina.com
China Online - The Information Network for China  www.chinaonline.com
Ministry of Commerce of PRC  http://english.mofcom.gov.cn/
China Daily  www.chinadaily.com.cn/bizchina/
Materials dispatch
Course Materials will be available via the LearnOnline course page.

Materials to be accessed online
learnonline course site
All other course related materials can be accessed through:

myUniSA
All study related materials can be accessed through: https://my.unisa.edu.au
Assessment

Assessment Details
Details of assessment submission and return are listed under each assessment task. Assessment tasks will be returned to you within two to three weeks of submission.

If submitting in hard copy, please attach an Assignment Cover Sheet which is available on the learnonline student help and in myUniSA.

Assessment Summary

<table>
<thead>
<tr>
<th>#</th>
<th>Form of assessment</th>
<th>Length</th>
<th>Duration</th>
<th>Weighting</th>
<th>Due date (Adelaide Time)</th>
<th>Submit via</th>
<th>Objectives being assessed</th>
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<td>1</td>
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<td>N/A</td>
<td>3-4 hours per group</td>
<td>10%</td>
<td>21 Apr 2013, 11:59 PM</td>
<td>In person</td>
<td>CO2, CO3, CO4</td>
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<td>10%</td>
<td>21 Apr 2013, 11:59 PM</td>
<td>learnonline</td>
<td>CO4, CO5</td>
</tr>
<tr>
<td>3</td>
<td>China Expansion Appraisal: oral presentation</td>
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<td>20 minutes</td>
<td>10%</td>
<td>23 Apr 2013, 5:00 PM</td>
<td>In person</td>
<td>CO2, CO3, CO4</td>
</tr>
<tr>
<td>4</td>
<td>China Expansion Appraisal: written report</td>
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<td>N/A</td>
<td>15%</td>
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<tr>
<td>5</td>
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</tr>
<tr>
<td>6</td>
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<td>N/A</td>
<td>35%</td>
<td>23 Jun 2013, 11:59 PM</td>
<td>learnonline</td>
<td>CO1, CO2, CO4, CO6</td>
</tr>
</tbody>
</table>

Assessments

Assessment #1 - Group Negotiation Simulation Demonstration (Graded)
This negotiation simulation provides students with an opportunity to practise the major theories you learn from the course. You will experience a real life business situation alike by participating in the simulation, and will certainly confront challenges during the process. In this exercise you will learn how to prepare for and practise negotiations with business people from the target culture, and develop sensitivity for the target culture, patience to deal with people who come from other cultures and skills for solving conflicts.

The simulation is to be performed by a negotiation team comprising of a number of members for each side (Australian or Chinese negotiation team). All the members are required to participate in the practice. You are well advised to prepare and develop a number of alternative strategies for the negotiation based on the case scenario. You MUST treat this simulation practice as a REAL negotiation process as you will experience in the process of negotiation.

Students will be required to submit a peer review of their group members. If a student’s average score is below 5/10 penalties may be applied to the individual student’s grade for the group assessment.

The performance is assessed by the lecturer. All the members in the same team would be awarded the same mark. Individuals who perform substantially better than average performance in the team and/or class would be awarded with a higher mark based on the lecturer’s discretion. Peer-assessment will also be considered for this assessment. The assessment will be based on a number of criteria.

Assessment #2 - Individual Negotiation Simulation Review (Graded)
The Negotiation Simulation Review is a written report to be submitted by each participant for reinforcement of negotiation and cross-cultural communication skills acquired at BICIS 2013.

There will be a negotiation simulation on **Saturday 20 April and Sunday 21 April 2013**. The feedback forms for this assessment are located at: http://learn.unisa.edu.au/file.php?file=/fbf/101262/Feedback_Assessment_2.docx

Assessment #3 - China Expansion Appraisal: Oral Presentation (Graded)
*Ppt Slide must be submitted to the course coordinator before 8pm Monday 22 April 2013.

The China Expansion Appraisal is a team-based assessment item. The purpose of the assessment is to provide you with the opportunity to apply the tools that you have acquired through BICIS readings, seminars and presentations, and to receive feedback from a panel of senior executives with experiences of operating in China.

To derive maximum benefit from this assessment item, it is important that you complete, prior to arrival in Shanghai on **Wednesday 10 April 2013**, all the General Readings (i.e. Readings 1-10.) and the assigned Topical Readings (11-40). The assigned readings cover one of the following aspects:

- Political factors
- Legal factors
- Economic factors
- Cultural factors
- Market factors
- Entrepreneurial behaviours
- Innovation and value-adding preferences
- Technology utilisation and management practices

Please refer to the 'Timetable and Team Compositions' on the LearnOnline site for the Topical Readings assigned to you.

From the first day of BICIS 2013 (**Wednesday 10 April 2013**), arrangements will be made for teams to meet together and work on their China Expansion Appraisal. Pre-BICIS readings completed by individual team members will then form the basis for your team to complete this appraisal.

Your task is to recommend a company you are familiar with to expand into China. The company may be owned by, or the employer of, one of your team members, so that background information is available. In making your recommendation, you should appraise the feasibility of the company’s expansion in terms of the 9 aspects of doing business in China listed above.

The China Expansion Appraisal has both oral and written requirements.

**Marking Criteria and Standards:** Assessment of the China Expansion Appraisal (Oral Presentation) is made by both participants and a panel of experts made up of expatriates working in China and senior executives from both the private and public sectors on a 50-50 basis. Assessment forms will be provided by the Academic Director in due course. The feedback forms for this assessment are located at: http://learn.unisa.edu.au/file.php?file=/fbf/101262/Feedback_Assessment_3a.docx

Assessment #4 - China Expansion Appraisal: Written Report (Graded)
See also Assessment 3
Marking Criteria and Standards: Each team is also required to submit a written report, covering the same points. The report will be assessed by the criteria outlined in the feedback form attached.

There are sessions and evenings set aside for teams to meet to discuss and finalise the report throughout the duration of BICIS in Shanghai and Beijing.

The feedback forms for this assessment are located at: http://learn.unisa.edu.au/file.php?file=/fbf/101262/Feedback_Assessment_3b.docx

Assessment #5 - Individual Research Essay (Graded)
Students will have the choice of preparing a research essay in either one of the following areas:

- Chinese Consumer Behaviour
- Chinese Relationship Management
- Chinese economic reform and future development
- Human resource management in China
- Characteristics of Chinese markets
- Business opportunities in China’s market
- Negotiation with Chinese business managers
- Sustainability analysis for economic development in China
- Changes in cultural values and political ideologies in China

Key issues in each listed area or gaps in the literature relevant to business in China will be addressed and discussed during the BICIS program in Shanghai and Beijing. Students are expected to pick up any issue of interest as the topic of the research and write up an essay.

The feedback forms for this assessment are located at: http://learn.unisa.edu.au/file.php?file=/fbf/101262/Feedback_Assessment_4.docx

Assessment #6 - Individual China Business Opportunity Project (Graded)

The Individual China Business Opportunity Project aims to integrate all your learning’s from BICIS 2013 and to test your ability to apply them to your current and future work. To gear for participants with different employment background and career aspirations, there are two options to choose from, but the general requirements are the same. Details are provided below.

The Process

- **Step 1**
  - *Option 1*: Select a company with intention to expand into China
  - *Option 2*: Identify a business opportunity involving China as a major market, manufacturing base or sources of supply.

- **Step 2** Obtain approval from the company and/or public agencies concerned to collect relevant information through interviews and document analysis.

- **Step 3** Write a report with a length of 3500-4000 words to describe and justify your proposal to expand an existing company, or set up a new business in China. Your report should include:
  - a description of the company or the new business initiative concerned;
• a description of the nature of the expansion or new business concerned;

• an analysis of the business environment and management practices concerned, using tools covered in BICIS 2013; and

• specific actions to implement the expansion or new business plan, with justifications based on relevant tools acquired at BICIS 2013

**Essential Information for New International Expansion/Business Initiative**

In undertaking this Project, you are advised to collect at least the following information:

**The Company/New Business**

- Company name (optional)
- Address (optional)
- Industry
- Form of ownership, e.g. publicly-listed; family-owned
- Nationality, e.g. Australian-owned
- Total number of employees currently employed

**The China region/city chosen**

- General description, e.g. Name, geographical location, and stage of economic development.
- Key issues which may influence the proposed expansion or new business initiative, including
  - Industry factors
  - Market factors
  - Political factors
  - Cultural factors
  - Legal factors
  - Financial factors
  - Entrepreneurial behaviours
  - Innovation and value-adding preferences
  - Technology utilisation and management practices

**Specific Actions to Implement New International Expansion/Business Initiatives**

- Nature of the expansion / business initiatives, eg. Business objectives, ownership, and industry clustering
- Resources needed from home and host country and strategies to obtain them, eg. Financial facilities, raw materials, labour supply, market intelligence and technology.
- Organisational design and management practices, eg. Structure of the local operation, and
relationship with parent company or headquarters.

- Management policies and practices
- Activity schedule, i.e. actions with a specific time-frame.

**The Project Report must:**

- be typed with font size no smaller than 10pt
- be numbered on each page
- be preceded with a 1 to 2 page “Executive Summary”, this summary lists in brief the main findings and recommendations of the Project
- provide proper referencing, i.e. footnoting, end noting, bibliography, etc. using the Harvard System

Information not directly relevant to the main text of the report, e.g. organisational chart, mission statement, and so on, can be attached at the end as appendixes.


**Negotiable assessment methods**


**Extensions**
Refer to section 3.4
Normally, only ONE (1) extension will be granted for each course, and for a MAXIMUM of TWO (2) weeks.

**Remarking**
Refer to section 5.1

**Resubmission**
Refer to section 5.2

**Deferred Assessment**
Refer to section 7.3

**Exam arrangements**

There is no examination for this course

**Supplementary Assessment**

Supplementary assessment will only be granted to students under the following conditions, and only if, in the opinion of the course coordinator, there is a reasonable expectation that the student could achieve a supplementary pass in the course:

1. For students undertaking a full-time load (i.e. 13.5 units or more per study period), the student will require a grade point average (GPA) of 2.80 or greater for studies undertaken in the six months immediately preceding and relevant to the academic review period, to be considered for supplementary assessment.

2. For students who have undertaken less than 75% of a full-time load (i.e. less than 13.5 units per study period) in the six months immediately preceding and relevant to the academic review period, the use of the GPA is discretionary. However, supplementary assessment will not be awarded if more than 50% of the course load undertaken in the preceding six months has been failed.

3. The student must have received a final grade of F1 (Fail Level 1) in the course.

4. The student may be awarded supplementary assessment in a maximum of two courses in a given study period where a final grade of F1 is obtained, provided the student has passed at least one
4. A course in the six months immediately preceding and relevant to the academic review period.

5. Supplementary assessment will not be awarded for a final grade of Fail Level 2 (F2), except under the conditions described in the point below.

6. Special arrangements regarding supplementary assessment (including examination) may be made for a student who is undertaking the final courses of their program. A student is undertaking the final courses of their program if they have nine or less units remaining to complete the program.

More information about supplementary assessment may be found by consulting the relevant policy:

Students will be notified via email (UniSA email address) of their eligibility and type of supplementary assessment approved by the Board of Examiners (BoE). Students will be given five working days in which to accept the supplementary assessment offer.

Students will then be advised of the due date of the supplementary assessment OR the day, time and venue of the supplementary exam. The due date/exam date is not subject to negotiation.

Important information about all assessment
All students must adhere to the University of South Australia's policies about assessment:

Students with disabilities or medical conditions
Students with disabilities may be entitled to a variation or modification to standard assessment arrangements.

Information for students with disabilities is available at:

Variations to assessment tasks
Variation to assessment methods, tasks and timelines can be provided in:

1. **Unexpected or exceptional circumstances**, for example bereavement, unexpected illness (details of unexpected or exceptional circumstances for which variation can be considered are discussed in clauses 7.5 & 7.6 of the Assessment Policy and Procedures Manual). Variation to assessment in unexpected or exceptional circumstances should be discussed with your course coordinator as soon as possible.

2. **Special circumstances**, for example religious observance grounds, or community services (details of special circumstances for which variation can be considered are discussed in clause 7.8 of the Assessment Policy and Procedures Manual). Variations to assessment in expected circumstances must be requested within the first two weeks of the course (or equivalent for accelerated or intensive teaching).

More information about variation to assessment may be found by consulting the relevant policy:

Marking process
The University policy and procedures are in the current Assessment Policies and Procedures Manual, which can be found at: http://w3.unisa.edu.au/policies/manual/default.asp

All grades are provisional until confirmed by the IGSB Board of Examiners.

Late Submission Penalties
The Policy of the Division of Business at UniSA will be applied to any late submissions. A standard penalty of 10% a day will be deducted from the total available mark for the assignment, for up to 7 calendar days. After 7 calendar days the assignment will no longer be accepted. This policy applies only to assignments submitted via
LearnOnline.

**Academic Integrity**

The University aims to foster and preserve the scholarly values of inquiry, experimentation, critical appraisal and integrity, and to foster these values in its students.

Academic integrity is a term used at university to describe honest behaviour as it relates to all academic work (for example papers written by staff, student assignments, conduct in exams, etc) and is the foundation of university life. One of the main principles is respecting other people’s ideas and not claiming them as your own. Anyone found to have used another person’s ideas without proper acknowledgement is deemed guilty of Academic Misconduct and the University considers this to be a serious matter.

The University of South Australia wants its students to display academic integrity so that its degrees are earned honestly and are trusted and valued by its students and their employers. To ensure this happens and that students adhere to high standards of academic integrity and honesty at all times, the University has policies and procedures in place to promote academic integrity and manage academic misconduct for all students. Work submitted electronically by students for assessment will be tested using the text comparison software Turnitin.


**Submission and return of assessment tasks**

See above under Assessment Details.

**Evaluation of the course**

You will be asked to provide feedback both formally and informally regarding all aspects of your course. Your honest, constructive feedback allows the University and IGSB to improve the teaching and learning environment as well as outcomes for all concerned.

At the end of each course students are asked to complete a Student Evaluation of Teaching (SET) form. The SET form is administered in person for On Campus courses and emailed to students in Online Courses. The results of SETs are collated and provided to Course Facilitators anonymously.

Students are urged to take the time to complete and return a SET to provide constructive feedback to IGSB’s academic staff.

If you have a complaint or grievance regarding academic programs, decisions of committees and administrative operations or individual staff members, please refer to the following website for the procedures for the resolution of student grievances: http://www.unisa.edu.au/policies/policies/corporate/C17.asp

The University will take all reasonable steps to resolve student complaints in an expeditious and satisfactory manner in all matters.

**Conceded and Terminating Passes**

Conceded and Terminating passes are not available in this course.

**Further Assessment Information**

You are required to use the Harvard Referencing system. Please refer to the Referencing LearnOnline site: http://resource.unisa.edu.au/course/view.php?id=1572

Please refer to Assessment Feedback Forms for a guide on the marking criteria.

When a group of students work collaboratively on a task or an assignment that is graded as part of the course assessment, it is an IGSB requirement that each student in the group report on his/her perception of the
contribution of others in the group, via the Peer Assessment Form available at:

Normally members of a group will individually receive the grade that the assignment or task is awarded. However, a poor contribution by any member, as reported by other members, may result in a reduced grade for that member.

Final grades for this course will normally be made available via the MyUniSA portal within three weeks of final assessment. Please disregard messages on the MyUniSA announcements page or via email that cite a specific date for the release of course results as these are primarily intended for undergraduates.
# Course Calendar

## Study Period 3 - 2013

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<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings &amp; Activities</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>04 - 10 March</td>
<td>Please see LearnOnline site for Topics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pre-departure seminar Friday 8 March</td>
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</table>
| 2    | 11 - 17 March | - Familiarise with course outline & completion of assigned readings.  
- Liaise with team members via emails to start the preparation of the group project.  
- Complete general and assigned readings |
| 3    | 18 - 24 March | |
| 4    | 25 - 31 March | |
| 5    | 01 - 07 April | Arrival in Shanghai Wednesday 10 April |
| 6    | 08 - 14 April | Overnight train to Beijing Tuesday 16 April |
| 7    | 15 - 21 April | Group Negotiation Simulation Demonstration due 21 Apr 2013, 11:59 PM  
Individual Negotiation Simulation Review due 21 Apr 2013, 11:59 PM |
| 8    | 22 - 28 April | China Expansion Appraisal: Oral Presentation due 23 Apr 2013, 5:00 PM  
China Expansion Appraisal: Written Report due 23 Apr 2013, 11:59 PM  
BICIS Closing Ceremony Tuesday 23 April  
Optional Tour Wednesday 24 April  
Return to home countries Thursday 25 April |
<p>| 9    | 29 April - 05 May | Work on take-home assessments |
| 10   | 06 - 12 May | |
| 11   | 13 - 19 May | |
| 12   | 20 - 26 May | Individual Research Essay due 26 May 2013, 11:59 PM |
| 13   | 27 May - 02 June | |
| 14   | 03 - 09 June | |</p>
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<th></th>
<th>10 - 16 June</th>
<th>Individual China Business Opportunity Project due 23 Jun 2013, 11:59 PM</th>
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<tr>
<td>15</td>
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